

BOOK PROPOSAL GUIDANCE NOTES

wherever possible please send proposals and sample material by email

This is a list of topics which need to be considered when making a book proposal to us. Our initial decision on whether or not we wish to publish a book will be made on the basis of your proposal, so please supply as much relevant detail as possible.

AUTHOR(S)/EDITOR(S) NAME(S) (WITH CONTACT ADDRESS, MAIL & EMAIL)

PROPOSED BOOK TITLE

BRIEF BIOGRAPHICAL OUTLINE of author(s)/editor(s) including affiliation and key books/articles published.

BRIEF DETAILS OF CONTRIBUTORS, IF ANY (it is important to include institutional affiliations of any contributors)

RATIONALE FOR THE BOOK (state briefly and clearly the purpose of your book)

BRIEF OUTLINE/SYNOPSIS/CHAPTER HEADINGS (make clear the intended structure, and provide a summary of each chapter in a few sentences)

WHY SHOULD UEP want to publish the book, and what area of our lists will it fit?

WHAT IS THE COMPETITION? / LIST COMPARABLE BOOKS

MARKET/READERSHIP (describe the readers you have in mind for your book)

- UK (ACADEMIC — WHAT LEVEL? PROFESSIONAL?)

- USA

FEATURES OF BOOK TO STRESS IN MARKETING

APPROXIMATE EXTENT (page or word count)

WILL THE BOOK NEED ILLUSTRATIONS? WHAT KIND, AND HOW MANY? (**NB** We normally specify that illustrations and permissions for their use are at author's expense.)

EXPECTED COMPLETION DATE

CAN YOU PROVIDE COPY ON DISK?

IS SAMPLE MATERIAL AVAILABLE?

HAVE YOU APPROACHED OTHER PUBLISHERS?