

A Simple Guide to Submitting a Textbook proposal

New authors, new ideas and new approaches to curriculum are the lifeblood of educational publishing. We want to hear about your college textbook writing plans. To make prompt publishing decisions, our publishers prefer to review a detailed publishing proposal. Your proposal should include the following information.

Project Overview

- In one or two paragraphs, describe the work, its rationale, and approach.
- List briefly what you consider to be the outstanding, distinctive, or unique features of the work.
- What internal pedagogical features will be included in the work to augment the textual discussions and to help students digest the content (e.g., chapter objectives, examples, cases, discussion questions, index, glossary, bibliography, appendices, etc.)? Do you expect to write these yourself?
- What types of ancillaries will accompany the text (e.g., instructor's manual, study guide, test banks, etc.)? Do you expect to write these yourself?

The Market

- List the title, number, credit hours, prerequisites, and approximate annual enrollment of the course at your school for which the proposed textbook is intended. If possible, enclose a course outline. Do you teach the course for which the proposed textbook is intended?
- In what other courses might this text be used? List the names of other courses for which your book might be considered as a primary or supplementary text.
- If the book is intended for an emerging market, list other schools and instructors teaching a similar course.
- Given what you know about the market and the distinctiveness of your book, what would you estimate to be the size of the market for which your book is intended?

Competition

- Discuss the major competitors for your book in separate paragraphs. What are the strengths and weaknesses of each competing text? How will your work be similar to, as well as different from, these texts in terms of approach, topic coverage, level, pedagogical features, etc.?

Status of the Work

- What portion of the material is now complete, and when do you expect to complete the manuscript? What is the expected length of the completed manuscript in double-spaced, typewritten pages? How many photographs do you plan to include? How many line drawings (charts, graphs, diagrams, etc.)? Have you tested the material in class? If so, please describe students' reactions to it.

A Detailed Table of Contents

Please submit a detailed outline of the entire book. This enables the reviewers to get an idea of how the material fits together and how each chapter will be developed. The outline should include major part divisions, chapter titles, chapter headings, and subheadings, with as much detail as possible.

Example:

Part 1: "Title"

Chapter 2: "Title" Please also describe the purpose of the chapter and the key elements that will be included within it.

2.1 Heading

2.1.1 Subheading

2.1.1a Sub-subheading etc.

Sample Chapter

Ensure that your sample chapter accurately reflects your project. Remember that the reviewers can only respond to what you have put on paper. They will not have the opportunity to question you about the content you have written.

Curriculum Vitae