Springer

**BOOK PROPOSAL FORM**

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Along with this Book Proposal Form, please provide the following material (if you have not already done so):

**- Your CV, including a detailed list of your previous publications: (Attached)**

**- Tentative Annotated Table of Contents (electronic file, preferably in Word): (Excel file attached)**

**- One or more sample chapters and/or a chapter outline**: **(Sample chapters outlines attached)**

1. **EDITOR(S) OF WORK:**

|  |  |  |
| --- | --- | --- |
| **Name in Full** | **Academic/professional affiliation(s)** | **Email** |
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**2. PROPOSED TITLE:**

**3. SUBTITLE OF WORK** (if any):

**4. EXPECTED MANUSCRIPT COMPLETION DATE:**

**5. TYPE OF WORK:**

[ ] (a) monograph

[ ] 1. new material

[ ] 2. previously published papers, from:

**[ ]** (b) edited volume:

**[** ] 1. new material

[ ] 2. previously published papers, from:

[ ] (c) conference proceedings:

[ ] 1. invited papers only

[ ] 2. all papers

[ ] (d) reference work (handbook)

[ ] (e) translation

[ ] (f) other, namely:

(Please note, for Springer, the content of the proposed book should be largely new and unpublished)

**6. ESTIMATED NO. OF:**

(a) Words in manuscript:

(b) Manuscript pages: (Please note: a Springer book page counts 550 words on average):

**7. MANUSCRIPT WILL CONTAIN:**

[ ] (a) Foreword, by:

[ ] (b) Preface, by:

[ ] (c) Bibliography of selected titles:

[ √ ] (d) Name and/or subject index:

[ ] (e) Translator's note:

[ √ ] (f) Introduction, by:

[ ] (g) Glossary of terms:

[ ] (h) Other items:

**8. Please write a short text about your book (minimum of 300 words), incorporating answers to the following questions.** (What is the subject of your book? What methods, results, or topics will be of particular interest to the readers, and why? Are there any special features like illustrations, tables, a new form of presentation, or didactic approach? What main benefit will the reader derive from the book? This statement will serve as the basis for our promotional texts.)

**9. Please append an annotated table of contents of the work.** Additional information about the work such as relevant off-prints, a specimen chapter, etc. may be supplied separately. Or you can attach a separate TOC with this proposal form

**10. Primary audience for the work**

**11. Author/Editor information:** Please give details of your area of work, honours, etc. which underline the usefulness of your book to the reader. Or you can attach a separate CV with this proposal form

**12. List at least three unique selling points (USP).** A USP is a compelling reason for why a customer should buy your book instead of a similar book. Ideally, each point will show how a key feature (e.g., 100 color photos) leads to a customer benefit (e.g., fast and reliable diagnosis). Sample USPs for a professional computer science book:

- Numerous step-by-step tutorials help the reader to learn quickly

- A special chapter on next generation Flash prepares readers for the future

- Includes ten tips on how to protect flash sites from hackers

**13. Keywords for Catalogue index and Search Engine Optimization**: Please give the 6 most important keywords in the language of publication.

**14. Competitive titles:** please list the books you know of with which your work will compete: (include author/editor, title, estimated length (pages), year published, and publisher)

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[ ] Yes [ ] No

If your book could be used in coursework, please list possible courses: (include course title/type, level, possible enrolments, main text, supplemental reading, and possible contacts giving the course)

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**18. Additional Information:**

**Date & completed by:**

Thank you for your proposal.