

# Proposal Guidelines: Textbooks

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The proposal you submit will be the basis on which we judge the book's suitability for publication. Therefore it needs to be organized in a way that provides the right information to us and to referees.

The following notes are designed to help you prepare your proposal; your cooperation in following our recommendations will allow the evaluation process to proceed smoothly. We emphasize that these are intended as guidelines: some of the sections may be inappropriate to your particular project so don't worry if you feel unable to provide information on all the points.

A proposal should generally be three to six pages, although it may be supplemented by other documents as noted herein. If you've completed a draft manuscript, please indicate this in your proposal. Please do not, however, send in an unsolicited draft manuscript as your initial correspondence. After reviewing your proposal, a commissioning editor will determine whether you should submit a full manuscript. If possible, please send your proposal and any accompanying material by email.

Your proposal should address five main areas:

## 1. A Statement of Aims

- Briefly and concisely state the main themes and objectives of the proposed book. Please give a one or two paragraph summary of the content of the book.
- What are its main themes and objectives?
- What are you doing differently, in a more innovative way, or better than existing books?
- Would this be a main textbook for a course or a supplementary textbook?
- Please also provide a concise (150-200 word) and compelling abstract for the book.

## 2. A Detailed Synopsis, Including Chapter Summaries

- Please include a proposed table of contents with chapter titles and subheads.
- Please list chapter headings and provide at least one paragraph of explanation on what you intend to cover in each chapter.
- Indicate the basic structure and features of each chapter (e.g., introduction, argument summary, case studies, etc.).
- If the book is an edited collection, please also provide a tentative list of the expected authors and their affiliations and indicate whether they have agreed to contribute.

## 3. A Description of the Target Market

- Please discuss the intended audience for your book, being as specific and realistic as possible. As you are creating a proposal for a textbook, keep in mind its primary purpose is for course use and your primary audience should be students and instructors. For which courses will this book be used? (Give specific course names, not just the department.) Are they at the undergraduate or graduate level? How often are they taught? Are they required courses or electives? Will this be used as a primary or supplementary text?
- List a few specific journals, publications, and/or relevant organizations and societies to which you think this book would appeal most.
- Will this book have international appeal? If so, where?

- Is the subject area of the proposal widely researched?

#### 4. A Review of the Main Competing Titles

- List the main competing titles (3-5). These could be direct competition being used as a course's primary text or books covering the same subject matter that your book could complement or replace as supplementary reading in a course. What are their strengths and weaknesses? What distinguishes your book from the existing competition?

#### 5. Format and Timeline

- Please provide a realistic date for when you intend to submit the final manuscript. If this is an edited collection, remember to allow time for revisions to individual chapters once contributors have delivered them.
- Roughly how many thousand words in length will your book be? Does this include references and footnotes?
- How many diagrams, illustrations, or tables will there be (approximately)?
- Third party material: Please give a clear indication of content to be included in the book that will come from another source (i.e., previously published material or illustrations).

#### Additional Questions for Edited Collections

- We only publish edited collections if it can be clearly demonstrated that the book is of a consistent academic quality and that the chapters are integrated around a coherent central theme. We will NOT publish poorly prepared conference volumes.
- Will this volume easily be used in courses?
- Are the chapters structured logically and integrated around a coherent central theme?
- Will you be providing a detailed introductory chapter and a conclusion?
- Is there a balance between theoretical/methodological and empirical chapters?
- What percentage of the material has been published before?
- Please supply details of each contributor's title and affiliation and indicate if they have already agreed to contribute to the project.

#### Online Resources

Our research suggests that online resources can play a key part in teaching and learning at higher education institutions, and that — as a result — providing instructor and student resources for use alongside our textbooks may be important to their success. Do you think that your book would benefit from a companion website? If so, please indicate what types of material might be useful. Examples include additional readings, color images, test banks, an instructor manual, video links, annotated website links, glossary, and audio content, as well as anything else you think would be useful. Specify whether each item would be available for students or password-protected for instructors only.

We create companion websites only for those projects that illustrate clear reasons why an online resource would be a good complement to the book and beneficial to students, so please be sure to clearly explain your reasoning.

Please also include:

#### A Curriculum Vitae

Please list the academic and relevant professional posts that you have held and your main academic qualifications and publications. If there is more than one author, please supply a curriculum vitae for each author. Please list any books or chapters of books you have written for us and other publishers.

### **Details of Academic Referees**

List three to five people who would make qualified reviewers for the manuscript. Be sure to include affiliations and email. Though we do not always use these suggestions, they help give us an idea of where you think your ideas fit into current debates.

## **How We Evaluate Your Proposal or Manuscript**

**Evaluation by commissioning editor(s).** The proposal will be considered carefully by the most suitable editor. The editor will ask several questions: Firstly, does the book fit with our publishing strategy? Is the content of this book of a high academic standard? Is there a market for a high quality book on this subject? What evidence is there for this market? If there is a gap in the market, is this the right book to fill it? What is the need for the book internationally? If the editor is satisfied at this stage, the proposal will then be evaluated by academic experts.

**Evaluation by independent referees.** We ask respected academic specialists in the field to give us independent advice on the content, quality, and potential market for a finished book based on your proposal or manuscript. This process should take four to six weeks, but may take longer depending on individual circumstances.

**Editorial Board meeting.** If the reviews are positive, then the editor puts together a written publishing plan and strategy, which includes your proposal, the referees' reports, projected costs and revenues, and market analyses. These circulate to all members of the Editorial Board in advance of a regular meeting, where each proposal is discussed and either approved, declined, or provisionally passed, subject to certain revisions. The Editorial Board consists of editors, a publisher (who manages a team of editors), and a team of marketers who will establish a preliminary plan for the book.

**Contract and publication.** If your proposal is approved, we will then issue you a draft contract which includes an agreed date for the delivery of the manuscript. See our Editorial Process Infographic for more on the editorial process.

If you would like to submit a proposal, or have any queries or concerns, please contact the relevant editor. The full list of contacts by subject area is available here: [www.routledge.com/contacts/editorial](http://www.routledge.com/contacts/editorial)

