



PROPOSAL GUIDELINES

The following guidelines provide direction for writing and submitting your proposal. The ideal proposal presents a convincing rationale for your text. It clearly delineates the text's objectives and, more importantly, explains the benefits and advantages it provides to students and to instructors vis-à-vis what is currently available.

It is important that your proposal addresses a need you see in a course market. One of the main things you must convey in your proposal is why your approach—and the main ideas that animate the project—fill a current need in the market. You will want to very clearly lay out the reasons for why an instructor would be persuaded to switch to your book.

A concise proposal is best. Please craft the message of the book carefully so it is not only succinct but effectively showcases how your approach is distinct from other existing texts on the market. We recommend a 5-8 page proposal, *plus* a detailed TOC (table of contents) and sample chapter(s).

Please include the following elements and address the following questions:

Prospectus

Course Market and Market Conditions

- Begin your proposal by telling us about the primary course market in which your work will be adopted. What are the most common course names? What is the average class size for this course and how often is it taught? What kind of schools/programs offers this course? What prerequisites, if any, are there?
- What sort of student takes this course? What challenges do students and instructors face when taking/teaching this course? How well do existing texts meet (or not meet) the needs of students and instructors? Is the course in a state of flux?
- Do you anticipate any secondary course market potential? Do you see non-course potential for your book—a professional or practitioner audience, for example? Do you conduct, or would the book fit, workshops or training programs? If yes, where and how are these workshops and programs offered?

Competitive Landscape

- Your assessment of the competition is a crucial part of the proposal. Please list the most widely used texts that professors currently assign for this course (typically three to five texts should be listed, but depending on the course market, there could be as few as one or as many as ten). Briefly summarize the strength and weaknesses of each title. Indicate how your proposed book will compare to each competitor.
- Please note that we review proposals with current users of the books you assess, and so please be frank about how your topical coverage, organization, level, writing style, and pedagogy will be similar or different.

Approach

- Briefly outline your rationale for writing the text and explain how it answers to the market conditions and competitive landscape that you outlined above.
- In describing your approach, please include the following information:
 - Is it a core text or a supplementary text?

- Is it a single-authored, multi-authored, or edited / contributed text?
- Will the text take a special point of view? If so, what is that point of view and is it widely accepted?
- What approach will the book have by way of a theme, analytic framework, or theoretical grounding? Please provide an explanation of the theme, analytic framework, or theoretical grounding, as well how widely accepted this approach is in teaching this course.
- Will your work include original scholarship or will it be wholly synthetic? Please provide brief details of any original scholarship that will be included.
- If you are proposing an edited text, be sure to include your selection criteria for readings / cases or your commissioning strategy with contributors. Be sure to discuss what your introductory and framing material (e.g., headnotes) you will include and why.

Features and Pedagogy

- Briefly outline each of the features and pedagogical devices that you propose to include in the text. The **features** of a book are all of the elements that supplement the narrative, including thematic boxes, models, artwork / photos, case studies, etc. Every feature of the book should tie in to your book's approach and overall goals. **Pedagogy** may include review and discussion questions, chapter openers and summaries, key terms, etc.
- As you outline what features and pedagogy your book will include, be sure to mention how each proposed item will benefit students, instructors, or both.

Artwork

- What graphics (tables, figures, charts, and maps) will the book employ and for what purpose? Will the text include photos / illustrations? How many and to what effect?

Length

- Indicate the projected length of the book (in word count as well as book pages).

Ancillaries

- Indicate the importance of ancillary materials (e.g., companion website, instructor's manual, student workbook, test bank, etc.) in this course. What ancillaries would instructors teaching this course value? Please describe your ideas for any ancillary materials as well as how they will specifically help students and instructors.

Detailed Table of Contents

- Including a detailed table of contents (TOC) is of vital importance in developing a prospectus. In addition to part / section and chapter titles, please provide headings and subheadings for each chapter. The more information you can provide here, the more substantive the feedback reviewers can offer and the more constructive advice you will be able to incorporate into a first draft manuscript.
- In your detailed TOC, include any planned features as part of your chapter headings /subheadings so that reviewers can see how you will be integrating those important elements into each chapter.
- In addition, please annotate the TOC to describe, in as much detail as possible, the contents and approach of each chapter. This descriptive element will provide reviewers with as complete a picture of the book as possible at this point.
- For edited volumes, please include your rationale for including each piece.

Credentials

- Please articulate your credentials for writing this text. Consider teaching, writing, and research experience; degrees and affiliations; and special qualifications.

Schedule

- What is your proposed schedule for writing the proposed book? Have you written any of the text at this point or is it strictly at an idea phase. What dates do you estimate for completion of a first complete draft manuscript?

Reviewers

We would appreciate the names and affiliations of three or four people whose feedback you would find beneficial if they reviewed your proposal. We will consider them along with our own reviewers.

Sample Chapters

Please prepare and submit at least one, preferably two, sample chapters. While the prospectus and the table of contents reveal the thinking behind the conception of the book, draft chapters demonstrate whether its potential will be realized.