Book Publishing Prospectus

When preparing your proposal, remember that the publisher needs to know as much as possible about your book: scope, audience, and how the publisher can promote it to that audience. You must also convince the publisher that you can write with authority, accuracy, and clarity, and that you can present your argument in a way that will be of use, interest, and importance to your readers.

This form is intended to give us a clear idea of your project in a succinct manner. We ask that you please complete it as fully as possible. When you submit the form, please attach as well your detailed **Table of Contents with abstracts**, **sample chapters** **or completed manuscript, and** **current CV**.

On submission, your proposal will be read by the appropriate commissioning editor at Peter Lang who will, if necessary, discuss it with colleagues and/or send it for review by one or more external advisers chosen for their specialist and/or market expertise. We are committed to making publishing decisions as swiftly and efficiently as possible. However, obtaining reviews does take time (how long depends on the amount of material provided in your proposal; if a full draft manuscript is available, this process can take 3-4 months on average). If there are any circumstances we should bear in mind from the point of view of timing, please let us know.

**We ask for sole consideration of the project whilst it is under review – authors/ editors should not simultaneously submit this proposal elsewhere for publication consideration.**

**NAME(S) OF AUTHOR(S)/ EDITOR(S)**:

**AFFILIATION(S)**:

**PROPOSED TITLE/SUBTITLE**:

**Brief Description**

In no more than two paragraphs, please provide a synopsis of the work, its rationale, approach, and pedagogy.

**Outstanding Features**

Include here a description of the outstanding, distinctive, or unique features of the work. What makes it distinctive? What are the particular benefits offered by its content, scope, organization and/or educational features? What needs does it aim to satisfy?

**Proposed Content**

As stated above, please attach a **Table of Contents with chapter abstracts** identifying the project’s planned content and main argument(s). Explanatory notes should be included as necessary; this enables reviewers to understand the structure, scope, and content of the manuscript. If possible, please include major headings within each chapter. We appreciate that the content will be provisional at this stage but in order to make a fair assessment of the project’s potential, your initial presentation needs to be as detailed as possible. If this is an edited collection, please list the proposed chapter authors and their affiliations.

In addition, please submit your **sample manuscript material**. If available, these drafts should be in sufficiently good condition to allow a valid assessment of your work, but they need not be in final form. You should include rough sketches of all necessary figures. Ideally, we would like to have about one-fourth of the work (2-3 chapters) submitted, but the chapters need not be in sequence. (If a full draft manuscript is available, please send the entire draft.) It is advisable to submit any chapter that is particularly innovative. The material submitted should reflect your writing style and pedagogy in the best possible light.

**Market and Audience Considerations**

What kind of person will buy the book, and why? Please consider the following in your analysis of the market for your project:

* What is the main audience for the work – students, academics or practitioners?
* To which subject areas/fields will your project most appeal?
* Is your project more research or teaching based?
* Where is the book going to sell in greatest numbers – and what is your best estimate of market size?
* If the primary market consists of students, please provide details of the specific courses and modules for which the book would be relevant (e.g. PG/UG; 1st/2nd/3rd year; core/elective). If possible, please give an indication of typical student numbers. Please provide the details for any of your own courses where the book might be adopted (the course name, average enrollment, and frequency.)
* Please list any secondary markets that may exist for the project (e.g. academic associations, professional bodies, etc.)

**Competition**

Please list 3-5 major competitors in this field and explain how your proposed book is different. Your proposal is written for reviewers and not for publication, so be as frank as possible. You should describe how your book will be similar to, as well as different from, the competition in style, topical coverage, and depth. If significant books are available, explain why you wish to write another book in this area. Mention any pertinent titles, even if they compete with only a part of your book. These might not be *direct* competitors, but simply what your primary readership is buying/using at the moment.

**Apparatus and Status of the Book**

1. Is this book to be included in a Peter Lang series? (If the project has not been approved by a series editor but you would like the book to be considered for a series, please let us know the name of the series you would like to have consider your book for inclusion.)
2. How long do you expect the project to be overall (in thousands of words)?
3. What portion of the material is complete? When do you realistically expect to have the full manuscript ready for submission?
4. Do you plan to include any appendices or an index? If so, please provide the additional estimated word count here.
5. Will any of your work included in this manuscript have been published previously? This might include (either in their entirety or in significant sections) journal articles, working papers, chapters in edited collections, etc. Please note that we require the ability to publish and sell the work in print and digital formats and will need to ensure that all relevant permissions are cleared in order to proceed with publication.

* Please give the percentage of the manuscript that is comprised of previously published work.
* Please provide details of previously published material included in the text along with details of copyright holders.

1. Please indicate whether you envisage including any of the following and, if so, approximately how many.

Tables [ ]

Graphs/charts [ ]

Line diagrams [ ]

Photographs [ ]

Plate section [ ]

Other [ ]

1. Seeking permission from copyright holders can be very time consuming and expensive. We therefore recommend that you keep to a minimum the inclusion of third party material. If you cannot avoid including such material please be aware that, unless otherwise agreed with your editor, it will be your responsibility to obtain permission to use the material in print and digital formats as well as online. If permission cannot be obtained, we reserve the right to remove the material from the final typesetting.

***Please confirm whether you intend to include third party material and supply details*** (this includestables, figures, illustrations, photographs, quoted poetry/ song lyrics, YouTube links, long quotations, and epigraphs which are created by other individuals or which are author/ contributor created but previously published elsewhere)***.***

1. Do you plan to provide supplementary material (instructor manual, solutions, answers, workbook, or other material) to accompany the book?
2. Will the project include any material which will require releases (e.g. interviews, surveys, etc. carried out by you and/or your contributors)? If so, please give details.
3. Is the book based on PhD/PhD research? If so, please confirm that this proposal is for a fully revised manuscript. Additionally, please indicate if your thesis is available electronically anywhere (e.g. an institutional repository).
4. If your proposal stems from a specific research project, please provide details of the project and the relevant funding bodies below.
5. Do you have any potential sources of funding to assist with the costs of publication (for instance, from your institution or from grant monies)?
6. Is this project already being considered for publication by any other press? (As stated previously, we ask for sole consideration of the project whilst it is under review.)
7. *For existing Peter Lang authors*: Is this is a proposal for a new or revised edition of an already published book with Peter Lang? If so, please outline the level of proposed changes, including any chapters to be added, deleted, consolidated, etc.

**Peer Review**

At Peter Lang, the peer review process is a vital aspect of the book submission and evaluation process. We engage in a single blind refereeing process in which your proposal will be submitted to independent, scholarly experts within the relevant field for evaluation. While the anonymity of the reviewer is protected, we will provide you with this outside review once it is submitted to us.

**Please provide the names, affiliations, and contact details (if available) for 3-5 experts in your field.** We may use reviewers of our own choice, but we will also try to include some whose opinion you feel will be valuable. If the book has several distinct markets, try to recommend at least one reviewer for each. We do ask that the names submitted be unbiased and do not include peers from your own institution’s department, your thesis supervisors or examiners, or individuals who have worked in an advisory capacity to this proposed project.

*If you desire, we will submit your material to reviewers anonymously.*

**Author/ Editor Information**

Please provide below complete contact information for yourself and any co-authors/co-editors, along with a brief biography. (Please attach a full CV for each author/editor with your proposal submission.) For edited collections, please also provide the names, positions, and affiliations (but not full contact details) of all contributors.

* Name
* Job title
* Work address
* Work telephone number
* Skype/VoIP
* Home address
* Home telephone number
* E-mail address(es)
* Short biography