



# Elsevier • Book proposal form

## Working title

Titles and subtitles should be focused to include key terms that readers would use if searching for information on this topic

## Keywords

Include key terms (not already included in the title/subtitle) that readers would use if searching for information on this topic

## Author/Editor information

- Specify if this book is authored or edited
- Include address and contact details, qualifications and experience, and a short biography for all book authors and/or editors

## Primary audience

Please indicate the **most relevant target audience**

## Secondary audience

Please describe your entire audience in as much detail as possible, e.g. industry sector, job role, level, subject specialism.

If the book could be used for a course please provide details, including program and level.

## Background and purpose

- Provide a brief description of this book, similar to what you would find on the back cover of the published book
- What is your purpose in writing this book? Why is there a need for a new resource in this area?
- What **problem** does this book solve for readers?

## Benefits to audience

With reference to the target audience(s) listed above, please give details of:

- The information needs and daily challenges of the audience relating to the subject of the book and how your book will address these needs, challenges or pain points
- List **three key features** and content in your book that will be most valuable to the reader

## Competition

Please list the books, websites or other information sources that would compete most closely with your book and briefly describe how they compare and why readers would choose your book over the competition

## Table of contents

Please provide here or attach separately the planned contents of your book, including chapter titles and a sentence or two related to the scope/initial content plan for each chapter

If your book is edited, please include a tentative list of the chapter authors (they do not need to be finalized at this time)

## Publishing timeline

Please consider and let us know:

- When would you be able to submit a complete manuscript?
- Are there any events or conferences where we can market this book?
- Would be appropriate to publish in view of factors such as regulatory updates, medical advances, etc.?

## Specifications

Please address each of the following with your best estimates:

- Number of double-spaced Microsoft Word pages you anticipate producing **OR** the total number of words
- The approximate number of illustrations and figures you anticipate including, and whether any of these would require color
- What other **multimedia content** (audio/video files), maps, etc. can you include to increase the market value of the book?

## Reviewers

We use external reviews to validate the market for the book idea and provide suggestions that may help in its development.

Please suggest at least experts in the field whose input you would value as part of our review panel, please provide their contact details below:

Name:	Email address:
Name:	Email address:
Name:	Email address:

## Additional requirements

We can make a publishing decision based on a detailed contents list and full answers to the questions above. However, sample material is helpful in enabling reviewers to evaluate content and approach. Please provide a draft chapter or other sample content if available.

**Thank you for considering Elsevier as your publishing partner.**