

PROPOSAL GUIDELINES

The following guidelines provide direction for writing and submitting your proposal for peer reviewing and publishing purposes. 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 (learning from it) and to your colleagues (teaching with it) vis-à-vis what is currently available.

A well-developed prospectus should be brief (approximately 5-7 pages) and cover the points listed below, preferably in the order presented. To further evaluate the viability of publishing your work, we also request that you submit details on how you envision the physical book (e.g., page length, artwork, etc.), a tentative table of contents, and biographical information. Directions for submitting each are below. Please note: It is not necessary to answer the questions listed below directly. They are merely listed as a guide.

Please prepare the material carefully. Because your prospectus is the first effort on your part to convince the publisher and the academic community of your abilities as an author, please carefully check the spelling, grammar, and punctuation in all items you submit. If the prospectus contains typographical or grammatical errors, reviewers' attention will be diverted from the more important consideration of content. **Please submit your proposal as a Word document (i.e., not a PDF).**

The Prospectus

PROJECT OVERVIEW

Provide 1-2 introductory paragraphs describing the proposed work, the fields/subfields it covers, its approach, and your purpose and goals in writing such a text. Please state whether the work will serve as a core text or as a supplemental one and whether the work is a single (or co-) authored text, an edited/ contributed volume, or a case studies book or reader. Highlight aspects of your book that will distinguish it from others currently available that deal with the same or similar topics—that is, **what makes your book unique?**

In a sense, your Project Overview should function as the book's back-cover copy. That is, if the book were published and a potential adopter turned it over to read its back-cover copy, how would it describe the book—its goals, features, and benefits—in as succinct and compelling a manner as possible? **Think of it as your elevator pitch for the book.**

MARKET & COURSE BACKGROUND

Primary Course

Begin with an analysis of the course and market and explain why and how your project will be a valuable contribution. The market is the context: It is important that your goals for the project and those of students' and professors' be congruent.

- For what primary course and level is the work intended (if the primary course could go by a number of different names, please list all applicable ones)? Please describe the primary target course in as much specificity as possible and be as realistic as possible in considering the very best fit for your book. (Do not provide a laundry list of all possible courses. The more focused, specific, and realistic you can be about your primary audience, the better. For secondary courses, see below.)

- What are the major challenges instructors face in teaching this specific course? How do current books help or hinder those challenges?
- Profile the students taking the course, including their reasons for taking it. What would students say is the greatest obstacle to mastering this specific course's content?
- In terms of content coverage, orientation, and teaching practice, how has this course changed in the past five years? What additional changes do you expect in the next two to five years? Specifically, how will your work address these future developments?

Primary Market

- What is the average class size for the course, and how often is this course taught?
- What's your estimate of the size of the market, and what (if any) research do you have to support your claim of market size (e.g., how many schools offer such a course, how often, average enrollment)?
- What associations or specific divisions of professional organizations or professional journals could provide highly targeted mailing lists for promoting your book?

Secondary Markets/Courses (include only if truly applicable): In what other disciplines/courses could the book be considered for adoption? How and why would it be used?

THE BOOK

The following questions help to ascertain the market need for your book and how it will differ from others currently available. Please construct your answers in narrative paragraphs (vs. short answers to each of the bullet points).

Approach/Style of Presentation

- Rationale: What is the book's purpose? What are your goals for the book? What will make your project especially appropriate for its market at the time it will be published?
- What are the guiding ideas behind your project? In what ways will it directly benefit students and instructors? How does it answer the major teaching and student content comprehension problems discussed above?
- How does your coverage and organization of content distinguish your project from others intended for the same course/market?
- In a nutshell, what would be the primary motivation for someone to use the book in the course?
- Only for case studies & readers:
 - What is the general selection criterion for the readings/cases chosen (that is, what's included/ excluded, and why)?
 - Are the readings and/or cases original to, or commissioned for, this work or have they been previously published?
 - How will your book function in conjunction with other texts assigned for the course?

Features & Benefits

- Discuss ideas for conceptual and organizational approaches, additional topic coverage, special teaching devices, new perspectives, etc. What are the competitive advantages of each?
- Describe any components of the book you plan to include to augment the textual discussion (e.g., case studies, examples, questions, boxes, annotated bibliography, glossary, etc.). What is the function of each component and the benefit to the instructor or student?
- Only for case studies and readers: Discuss introductory and/or framing material (for example, headnotes preceding readings/cases) planned for the work. How will this material help in content comprehension?

Artwork/Design

- Explain any planned use of figures, tables, graphics, cartoons, photographs, etc.
- What is the estimated number of line drawings, of tables, and of photographs in total (or per chapter)?

Format

What will be the book's length in printed pages (including figures, bibliography, and index)?

Double-spaced, typewritten pages normally reduce by approximately 1/3 when set in type. For example, 450 typed manuscript pages equal approximately 300 printed pages. Also, consider the page lengths of competing titles for comparison (including front and back matter).

Instructor's Resources and Ancillaries (include when applicable)

- How important are ancillary materials (such as instructor's manual, test items, student website) in this course?
- What ancillaries do instructors teaching this course value?
- Please describe your plans for ancillary materials. How will your proposed ancillaries specifically help students and professors?
- If appropriate: Through **Cognella Active Learning**, we can publish interactive activities like quizzes, games, and videos to pair with your text. What types of activities do you think would enhance the student learning experience and improve students' success in the course? Please visit <https://cognella.com/imprints/active/> to get a sense of what's possible.

Alternative Title Possibilities

Along with your current working title, please suggest several alternative titles. We strive for titles that clearly communicate to all audiences the topic, purpose, and usefulness of our publications.

COMPETITION

Pick three (3) of the top competitors for your proposed book's primary course. Be frank: This information is written for peer reviewers to provide them with a comparative framework for your work. Focus on comparing topical coverage, organization, level, writing style, pedagogy, and any other relevant similarities and differences between your project and the competing books. If there are no existing books that you consider to be direct competitors, please list books of a similar nature and note how your book would fit within the spectrum of complementary books in the market.

Please discuss each competing book in its own paragraph. For **each** book, please provide:

- (1) Author, (2) title/edition, (3) publisher, (4) copyright year, (5) page length, (5) price, and note any instructor or student ancillaries that you're aware of. Amazon and the respective publishers' websites have this information.
 - List two major *strengths* and two major *weakness* of each competing title.
 - Why and how does your work offers a *better/different alternative* for each specific title?

Table of Contents

The preparation of an annotated table of contents will help you to refine your plans for the overall structure and the special features of the work. In addition, it will enable reviewers and the publisher to evaluate the organizational logic and pedagogic strategy.

Please provide a detailed table of contents, in outline form, incorporating headings and subheadings and including a brief description of each chapter.

[For case studies and readers: Please list the rationale for including the piece. For each previously published reading and/or case this is especially needed as some reviewers may not be familiar with its content.]

Chapter # Chapter Title

Following the chapter title include a paragraph describing the chapter, its structure, and its purpose. Indicate what student readers should have learned upon finishing the chapter and how the chapter fits in with the rest of the text.

- A. First Heading
 - 1. First subheading
 - 2. Second subheading
 - B. Second Heading
 - 1. First subheading
 - 2. Second subheading
- Etc., until the chapter is outlined as fully as possible.

Other Information

The following information is for Cognella's internal consideration only and will not be sent to outside reviewers. Please put this information on its own page(s).

BIOGRAPHICAL INFORMATION

- What experience, background, or other qualifications do you bring to the project? How are you qualified to undertake it?
- What other texts have you written or contributed to?
- Do you have any other writing plans after this work is completed? If yes, on what topic?
- Please include a copy of your vita.

SCHEDULE

- Please be very realistic in planning your schedule as this affects internal processes, resources, and budgets.
- When do you expect to have 50% of the first draft completed and ready for peer reviewing? [Note: the chapters need not be consecutive.]
- When do you expect to have the remaining draft chapters completed and ready for peer reviewing?
- When do you expect to deliver the complete and final manuscript – i.e., how long do you estimate it will take to incorporate reviewers' feedback and revise accordingly?

REVIEWERS

Please recommend names with school affiliations (and email addresses, if possible) of potential reviewers qualified to critique the work.

Alternatively, please list names of people who would not be appropriate as reviewers given that their approach, methodology, and/or philosophical perspective differs greatly from yours.

Please feel free to contact me should you have any questions:

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