# PROPOSING YOUR NEW BOOK IDEA/NEW EDITION TO CRC PRESS

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**Title of your proposed book:**

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| **First Author/Editor Name** |  |
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Please also include when submitting this document:

* Table of Contents (provisional)
* Your brief bio
* Contributors and their affiliations (if applicable)

For brand new books only:

* Sample chapter(s) (if available)
* Preface, Introduction, or aim and scope of your proposed new book

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| **Book Reviewer Information:** |
| Please include 3-5 possible reviewers for this proposal. I will be contacting them to review this proposal and any materials that you supply to me unless you specify otherwise.  Our audience is global, so please choose affiliations accordingly (not just one country).   |  |  | | --- | --- | | **Reviewer’s name** |  | | **Reviewer’s e-mail address** |  | | **Reviewer’s affiliation** |  |  |  |  | | --- | --- | | **Reviewer’s name** |  | | **Rviewer’s e-mail address** |  | | **Reviewer’s affiliation** |  |  |  |  | | --- | --- | | **Reviewer’s name** |  | | **Reviewer’s e-mail address** |  | | **Reviewer’s affiliation** |  |  |  |  | | --- | --- | | **Reviewer’s name** |  | | **Reviewer’s e-mail address** |  | | **Reviewer’s affiliation** |  |  |  |  | | --- | --- | | **Reviewer’s name** |  | | **Reviewer’s e-mail address** |  | | **Reviewer’s affiliation** |  | |

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| Book Information: |
| Please tell us, in 500 words or less, exactly what your book will be about and why we should consider it for publication (for example, fills a gap, hot topic, documents latest research, why the previous edition needs updating). |
| Your target audience is from which discipline or industry? Please be specific e.g. not “Marine Science” or “Veterinary Medicine” but “Marine Microbiology” or “Postgraduate Veterinary students”. |
| Please provide a short statement telling us the subject and special features of your book – this will sum up your book in a paragraph or a line (for Non-specialists).  If your book is a new edition, please list exactly what you will be updating/changing/adding. |
| Which category best describes your book? Please indicate with an (X), below:   |  |  | | --- | --- | | Undergraduate Textbook |  | | Postgraduate/Graduate Textbook |  | | Monograph (a narrowly focused reference book) |  | | Edited Book/Handbook – A reference book with chapters contributed by different authors |  | | Encyclopedia – An alphabetical list of topics on a subject |  | | New Edition of previous CRC book |  | |  | | |
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| **List at least five (5) specific selling features of your book. Because of these features, the reader will want to purchase your book – list as many as you can that will actually influence our customers to purchase your book over the competition.**  **If your book is a new edition, these features should explain why readers will want to buy the updated book over the current version.**   |  | | --- | |  | | 2) | | 3) | | 4) | | 5) | |
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| **Book Competitors** |
| In order to tailor the marketing and sales strategies of your book, we need to know about existing books that might compete with your book for market share. |

* **Please provide at least three (3) competitive books of other publishers**, supplying as much information as possible. Competition can be found on [www.amazon.com](http://www.amazon.com) or the Publisher’s respective website.

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| Competitive Title #1 | |
| Title and ISBN: |  |
| Author/Editor: |  |
| # of Pages: |  |
| Publication Date: |  |
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| Price: |  |
| What advantage does your book have over this title? |  |

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| Competitive Title #2 | |
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| **Book Format:** |
| **When can you send the manuscript to CRC Press to enter production?**  Note: The average book takes about six full months to publish (sometimes a bit longer depending on size or complexity). If you are writing a textbook, your manuscript and solutions manual should be completed and submitted before April 15th of any given year to be in time for textbook adoption season. |

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| **What program will you prepare your text in? Please indicate below with an (X) below:**   |  |  |  | | --- | --- | --- | | Text type | (X) | Explanations | | MS Word |  | Author will double-space the manuscript and unembed the figures from the text and save each figure separately in a separate folder. CRC Press will format the pages. | | Latex Camera-Ready |  | Author will use CRC Press template in Latex and format their own pages and then incorporate CRC Press changes after a proofread for final printer-ready pages. | | Latex Hybrid |  | The Author shall provide application files in Latex but is not responsible for embedding fonts or incorporating changes to the manuscript, after CRC Press proofreads. Final pages are handled by CRC. | |

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| **How many pages in the final manuscript (estimate)? (450 words~ 1 page)** |
| **In what form is your book at present? Please indicate with an (X) below:**   |  |  | | --- | --- | | **Stages** | | | **Idea only** |  | | **Notes** |  | | **Draft chapter(s)** |  | | **Completed Draft** |  | |

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| **Do you intend to include any of the following:**   |  |  |  |  | | --- | --- | --- | --- | |  | **Yes** | **No** | **If Yes, how many?** | | **Camera-ready figures** |  |  |  | | **Figures that need redrawing** |  |  |  | | **Colour figures** |  |  |  | | **Worked Examples/Case Studies** |  |  |  | | **Equations** |  |  |  | | **Companion Website (protected)** |  |  |  | | **Downloads (free for all)** |  |  |  | |

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| **Marketing:** |
| **What Conferences should we market your book at?**   |  |  |  |  | | --- | --- | --- | --- | | Conference | Date | Location | URL | |  |  |  |  | |  |  |  |  | |  |  |  |  | |

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| **What Journals should we approach to review your book? (Try to list journals that you know do book reviews)**   |  |  |  | | --- | --- | --- | | Journal | Publisher | URL | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |

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| **What International Societies can we notify about your book?**   |  |  |  | | --- | --- | --- | | Professional Society | Contact details (if any) | URL | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |

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| **Textbooks:** (skip this section if your book is not a textbook) |
| What level is the corresponding course taught? Please indicate with an (**X**), below:     |  |  | | --- | --- | | First years of Undergraduate |  | | Senior Undergraduate |  | | Postgraduate/Graduate |  | |
| What are the typical course name(s) that would apply for your book? |
| What is the typical class size? |
| Please name several of the universities (global) that teach this course. This helps our textbook adoption team identify lecturers that might adopt your book. |
| What classes must be taken as a prerequisite? |
| What classes are normally taken after? |
| If you are teaching such a course, then what book do you currently use as a text?   |  |  | | --- | --- | | **Title:** |  | | **Author:** |  | | **# of Pages:** |  | | **Publication Date:** |  | | **Publisher:** |  | | **Price:** |  |   How will your book have the competitive edge over the current book? |
| Do you intend to adopt your book for your course? |
| Please confirm with an (**X**) if the following will be included in the final manuscript:   |  |  | | --- | --- | | Homework Problems: |  | | Case Studies: |  | | Examples: |  | | Power Point Slides: |  | | Video: |  | | Solutions Manual: |  | | Instructor’s Manual: |  | | Laboratory Manual: |  | |

**Thank you!**

Thank you very much; we appreciate your proposal! Reviewers are permitted three to four weeks for evaluation, and their comments will be shared with you.

Kind Regards,

***Alice Oven.*** Senior Editor,

[alice.oven@ftandf.co.uk](mailto:alice.oven@ftandf.co.uk)

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