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BOOK PROPOSAL FORM

Educational Books

Dear Author,

This form has been designed to enable us study your proposal in greater detail. You may therefore provide the information requested as completely as you can. We understand that the information you provide here may undergo some changes as you develop the manuscript.

Proposal Title :

ABOUT YOURSELF (*Please attach a 100-word write-up about yourself in addition to providing the information requested below*)

Full Name :

Date of Birth :

Affiliation :

Qualifications :

Courses Taught by you and at what level:

Experience in Teaching and research:

Membership of Professional Bodies :

Other Published Works

(Please clearly indicate if you have published or are in the process of authoring a work on the topic of your proposal in this Book Proposal Form):

Address

Office :

Telephone:

Telephone :

Mobile:

Fax :

Fax :

E-Mail :

Address for Correspondence:

DETAILS OF THE PROPOSED MANUSCRIPT: Please answer the following in as comprehensive a manner as you can so that we get good grasp of the manuscript that you are developing.

A. THE MANUSCRIPT

1. Title

2. Status

- Synopsis and chapter contents ready and a few chapters in process

3. Length of Manuscript:

Approx. number of words :

Number of pages :

Number of chapters :

Appendices :

4. Number of illustrations

5. *Word-processing*

It would considerably help expedite the editing and production work if you could provide us the manuscript in soft form along with a printout. It would also help facilitate your own writing and editing. Would it be possible for you to provide us the manuscript on a CD?

Yes No

Software Used

Text _____ Figures _____

B. AIM AND SCOPE

C. SYNOPSIS

D. SALIENT FEATURES

E. CONTENTS

F. As per the course requirement please list the five (5) major topics that you think are mandatory to be covered by any book on this subject.

G. Details of the course being taught by you for which the proposed book could be the text:

- a. Course Name:
- b. Course enrolment:
- c. Trend in enrolment, student interests:

H. What are the latest trends in the subject? Does the proposed text cover all of the mentioned topics?

I. MARKET

Please give below the readership/market for which you have designed your book, specifying what the primary and secondary markets would be.

1. Textbook

Level:

Course (s) offered

Course Name	Length of Course	Year/Semester	Institutions where Taught

What syllabi have you studied for writing the manuscript?

To what extent does your manuscript meet the syllabi requirements?

What are the courses/markets for which your book could serve as a reference?

Most often availability of supplementary materials like a Solution Manual, PowerPoints, Self-assessment quiz add value to the book? Are you planning to develop these to support your book? Please provide the details of all such material.

J. COMPETITION

(a) Please list the three major books (both Indian and Foreign) which will compete with your proposal:

Author	Title	Publisher	Place of Publication	Year of Publication	No. of Pages	Price

(b) Please give below three major strengths and weaknesses of each of the above titles vis-a-vis your proposal. Please cite examples from the texts to support your points.

Author/Title	Strengths	Weaknesses

K. PRICE AND SALES

What in your opinion would be the ideal price for your book?

What is your estimate of annual sales at this price?

First Year:

Subsequent Years:

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Note: Please enclose a brief CV of yours