



## SAGE Publications

### Writing a Book Proposal

Thank you for considering writing/editing a book for SAGE Publications. What follows is a brief description of what Commissioning Editors might expect to see included in a book proposal.

SAGE publishes a variety of different types of books for different markets including student textbooks, encyclopedias, handbooks and student reference titles. We would appreciate it if you could use the headers below to structure your proposal whatever the type of book you wish to write/edit. This is a generic set of guidelines and not all of the headers will be relevant to your proposal, of course. However, the more accurate information that you can provide at the proposal stage, the more effective the market research process will be on your book proposal .

#### **Where to send your proposal**

If you have any questions about writing your proposal, or a completed proposal to submit to SAGE Publications please contact the relevant Commissioning Editor (listed by subject) via the following weblink:

<http://www.sagepub.co.uk/editorialContacts.nav>

## 1. Proposed Title

Please list the provisional title of your proposed book.

## 2. Type of book

Please tell us whether your proposal is:

- a) a **Core** textbook (i.e. a textbook serving the needs of a compulsory or very widely taught course at undergraduate or postgraduate level).
- b) a **Modular** textbook (i.e. a textbook that serves an optional course at undergraduate or postgraduate level).
- c) a **Supplementary** book (i.e. a specialist text that may be used on undergraduate or postgraduate courses, but will also be of interest to academics/practitioners as well).
- d) A **Reference** publication (e.g. a handbook, an encyclopedia etc).

## 3. A Synopsis of the book (500 – 1000 words in length)

- a) Please discuss the aim of the book: what does it propose to do; why do you see a need for this book; how will the book achieve its aim?
- b) Scope: the content of the book; what is included/excluded and why?
- c) Length: what do you anticipate to be the eventual length of your proposed book in number of words?

## 4. Table of Contents

Please provide a table of contents which includes a brief summary of each chapter.

## 5. Companion Website (for textbooks only)

Please suggest any useful ancillary material that could be provided on a companion website for the benefit of students and/or lecturers (such as PowerPoint slides, questions/exercises and answers, case studies, student workbook, instructors' manual etc.). *Please discuss this with your Commissioning Editor in advance.*

## 6. Pedagogical Features

Please provide a list of pedagogical features that you plan to integrate with the text (e.g. chapter objectives, chapter summaries, student exercises etc.)

## 7. The Market (please answer as many of these questions as you can)

- a) What gap/niche does your book seek to fill?
- b) On what courses do you anticipate your book being used? How widely are these

taught?

- c) Are such courses core/compulsory/optional etc?
- d) What is the typical length of such courses (e.g. one semester or two?)
- e) Are such courses on the rise or decline in number, to your knowledge?
- f) How quickly is the book likely to date?
- g) What is the size of the market in terms of a rough indication of student numbers? UK universities only? USA? Europe? Global?
- h) Please identify the centres of teaching and research excellence for the area(s) covered by your proposal.

## **8. Competing Titles**

- a) Please name what you regard to be the main two or three competitor texts available in the market.
- b) For each competitor title, please provide as many of the following details as possible: Author name; Title; Publisher; Publication date; Extent; Price; Strengths; Weaknesses.
- c) State how your title will differ from the competing texts. What do you consider to be the advantages/disadvantages of your text over these?
- d) Are you aware of any potential competitor titles that will be published at or around the same time as your text?

## **9. Your Writing Plan**

What do you perceive to be your expected writing schedule and provisional delivery date for the final manuscript?

## **10. Your CV**

Please enclose a copy of your CV