

SUBMITTING A PROPOSAL

The proposal you submit to Pearson Education will be the basis on which we judge the book's suitability for publication. It will be sent out to be reviewed by specialists in your particular field. Generally, the reviewers will have no means other than your proposal of judging the quality of your work, so it is important that the proposal covers all the requirements specified below. However, if you feel that any of these requirements are inappropriate to your submission, please consult with the publisher on an alternative approach. The publisher will always be pleased to discuss any queries with you.

A proposal should consist of the following:

1. Definition of the market

- Identify as accurately as possible the intended market for your proposed work.
 - In order of importance, list the main readership first (degree, professional courses etc) being as specific as possible as to the courses for which your book would be useful.
 - List the secondary market for your work.
- Where possible, give estimates of the size of each market (the numbers of students, names/numbers of polytechnics/universities offering the courses) and indicate on what basis the estimate was reached.

2. Statement of aims

Briefly and concisely state the main themes and objectives of the proposed book. This should provide a context against which the publisher and reviewer can evaluate the book.

3. Review of competing books

Briefly review each of the main competitors to your work on the New Zealand market.

- Please give details of author, title, publisher, price, date of publication, length.
- Identify their strengths and weaknesses. Indicate how your book will differ from these.
- If there are no direct rivals, list titles of books that are most similar to yours.

4. Curriculum Vitae

List the following information: name, address and telephone number (work/home), education, professional and other qualifications, membership of professional bodies, employment history, present position, published work, and any other information that might be relevant, e.g. prizes/awards won.

5. Notes on contributors

If this book is to contain contributions from others, then provide brief notes on each contributor.

6. Synopsis and extent

- Please list working chapter headings and provide a paragraph of explanation on what you intend to cover in each chapter. It is insufficient merely to list chapter headings.
- Indicate the basic structure of each chapter, eg. Chapter aims, introduction, argument, summary, questions for discussion, assignments, further reading. Give the approximate length (number of words) of each chapter.
- Indicate whether there will be a glossary, index, bibliography or any additional information (e.g. lecturer's guide) to accompany the book).
- Give the estimated length (word count) for the proposed book.

7. Draft chapters

The draft chapters should give the publisher and reviewer an adequate idea of your style and approach and all the different features/elements of the proposed work. The introductory chapter would not be suitable. Illustrations, references and end-of-chapter problems should be included if these are to be included in the book. Two draft chapters are preferred.

8. Illustrations

Provide an estimate of all illustrations and diagrams and their approximate size – e.g. 10 x half page photos; 12 x quarter page diagrams; 15 x full page charts. You will need to indicate the numbers of each sort of different type – realistic drawings, cartoons, charts, simple diagrams like flow charts, graphs or maps.

9. Submission date

Please give us a date when you intend to submit the completed manuscript (this must be a realistic assessment).

10. Presentation

- Identify the proposal with a working title. Place your name and address on the first page of the proposal.
- Paginate the proposal consecutively throughout.