

CRC Press Book Proposal Guidelines

Professionals who are leaders in their fields have a need to share their expertise and experience with others. Publishing, regardless of medium, is the most effective and efficient way of communicating with a large number of people quickly.

These guidelines have been prepared to help you write a proposal that accurately presents your ideas.

GUIDELINES FOR PREPARING YOUR BOOK PROPOSAL

- **Title:**
- **Description - Give a detailed description of what your book is about.**
- **Include (or attached) a table of contents along with a list of potential contributors. Please annotate the table of contents with a sentence or two discussing the scope of the chapter.**
- **List four or five features of your book and their benefit to the reader:**
- **Are there any recently published books that you view as direct competitors? How would your book be superior?**
- **Customer Profile – Which professionals are most likely to be interested in this book?**
- **Indicate the professional societies to whom we should promote your book**
- **List any scholarly journals that review books to whom we should send a copy of your book**
- **Are there any businesses, industries, or government agencies that you think would be particularly interested in this content and might want to purchase multiple copies of the book?**
- **Is there an International market for your book?**
- **Estimate the number of typed, double spaced manuscript pages you believe will adequately cover the topic. (We will estimate the number of**

printed pages, based on trim size, the answer to this question and the following one.)

- Please indicate an approximate number of the kind of figures you would like to include. For instance:
- Photographs _____ Line Art / Drawings _____
- What would be your timetable for submission of a final, complete manuscript? Please provide a realistic date with which you are comfortable.
- Do you have a website that can be used to help promote the book?
- Please submit a current curriculum vitas; a short version is preferable
- **Review Process:** Your proposal will be sent out for peer review. Comments and suggestions will be communicated to you. Please indicate three individuals whose expertise in the subject area makes them potential reviewers. Please provide names, affiliations, and email addresses

Thank you for taking the time to prepare as accurate and complete a proposal as possible. You have worked hard to develop your professional reputation and deserve to have your ideas and message treated in a professional and competent manner. We encourage you to entrust your project to us and allow our years of professional experience to work on your behalf to produce a scholarly product.

Please Send Your Completed Proposal to:

Stephen M. Zollo
Senior Editor, Life Sciences
CRC Press, LLC,
6000 Broken Sound Parkway, NW
Boca Raton, FL 33487

561-998-2547 (Voice)
561-998-2559 (Facsimile)
stephen.zollo@taylorandfrancis.com