

## PROPOSING YOUR TEXTBOOK OR REFERENCE BOOK TO CRC PRESS

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The information provided in this document will be used for peer reviews and for the consideration of contract approval.

*Please answer the following questions as completely as possible.*

<b>Title of your proposed book:</b>	
<b>Author name(s)</b>	
<b>Address</b>	
<b>Telephone</b>	
<b>Affiliation</b>	
<b>E-mail</b>	

Please include when submitting this document:

- Table of contents
- Your brief bio
- Sample chapter (if available)
- Preface, introduction, or aim and scope of your proposed book
- Contributors and their affiliations (if applicable)

*Please return to:*

**Allison Shatkin**

Senior Editor, Materials Science and Chemical Engineering  
Taylor & Francis/CRC Press

6000 Broken Sound Parkway NW, Suite 300

Boca Raton, FL 33487

Phone: 561-843-8407

Fax: 561-998-2559

[Allison.shatkin@taylorandfrancis.com](mailto:Allison.shatkin@taylorandfrancis.com)

## 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 both domestic and international, so please choose affiliations from the US, UK, and internationally.

Reviewer's name (U.S.)	
Reviewer's e-mail address	
Reviewer's affiliation	

Reviewer's name (Int'l)	
Reviewer's e-mail address	
Reviewer's affiliation	

Reviewer's name (U.S.)	
Reviewer's e-mail address	
Reviewer's affiliation	

Reviewer's name (Int'l)	
Reviewer's e-mail address	
Reviewer's affiliation	

Reviewer's name (U.S.)	
Reviewer's e-mail address	
Reviewer's affiliation	

## Book Information:

Please provide a technical description of the project (at least 3 paragraphs) and what this book is about.

What are the key benefits of the work for the reader? Why should they purchase this book?

1)
2)
3)
4)
5)

Please describe in layman’s terms exactly what the book does for the reader.

Please include one or two “everyday examples” of how this area is used in our society today. This is very useful for our sales representatives.

Engineers from which specific disciplines will purchase your book? We will purchase targeted mailing lists based on this information, so please be specific.

Please provide a one line sales handle for your book – this will sum up your book in once sentence:

Who is this book appropriate for? Please indicate with an (X), below:

<b>Junior Undergraduate Students:</b>	
<b>Senior Undergraduate Students:</b>	
<b>Graduate Students:</b>	
<b>Industry Professionals:</b>	
<b>Researchers:</b>	
<b>Academics:</b>	

Please list the industry leaders who either make or sell products that your book would be useful for (i.e. Texas Instruments, Hewlett Packard, etc). Will case studies of specific companies be included?

What technical photograph or figure would best represent the book you are preparing? This photo or figure could be used in the cover or your advertising flyer.

## Competition is key!

[In order to tailor the marketing and sales strategies of your book, it is imperative we know exactly what we’re contending against.]

- 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. If there is no direct competition for your book, please list those titles that do relate to your book and include the same criteria as above.

**Please be as specific as possible with the differences:**

<b>Competitive Title #1</b>	
<b>Title:</b>	
<b>Author:</b>	
<b># of Pages:</b>	
<b>Publication Date:</b>	
<b>Publisher:</b>	
<b>Price:</b>	
<b>How your book differs specifically: why purchase your book instead of this competitive title?</b>	

<b>Competitive Title #2</b>	
<b>Title:</b>	
<b>Author:</b>	
<b># of Pages:</b>	
<b>Publication Date:</b>	
<b>Publisher:</b>	
<b>Price:</b>	
<b>How your book differs specifically: why purchase your book instead of this competitive title?</b>	

<b>Competitive Title #3</b>	
<b>Title:</b>	
<b>Author:</b>	
<b># of Pages:</b>	
<b>Publication Date:</b>	
<b>Publisher:</b>	
<b>Price:</b>	
<b>How your book differs specifically: why purchase your book</b>	

<b>instead of this competitive title?</b>	
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Please provide a list of strengths and weaknesses of your book:

<b>YOUR BOOK</b>	
<b>Strengths:</b>	<b>Weaknesses:</b>
•	•
•	•
•	•
•	•
•	•

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.

<b>1)</b>
<b>2)</b>
<b>3)</b>
<b>4)</b>
<b>5)</b>

When will the manuscript be considered complete and ready to be sent to CRC Press to enter production?

■

**Note:** Please give yourself enough time to fully complete this manuscript, classroom test it, and request a technical review from your colleagues.

The average book takes about six full months to publish (sometimes a bit longer depending on size or complexity). Textbooks need to publish in December, January, or February to meet professor adoption consideration needs. If you are writing a textbook, your manuscript and solutions manual should be completed and submitted by **April 15<sup>th</sup>** of any given year to meet this deadline.

Please note that your book will be copyedited here for punctuation, grammar, spelling, and sentence structure. American English should be used throughout when preparing your manuscript, as well as both US and SI Units throughout.

What program will you prepare your text in? Please indicate with an (X), below:

	(X)	<u>Explanations</u>
<b>MS Word</b>		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.
<b>Latex Camera-Ready</b>		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.
<b>Latex Hybrid</b>		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.

What is your estimate of the number of pages in the final manuscript?

Single-spaced/Camera-Ready or Hybrid

Double-spaced/Word

**Note:** If using Word, we ask that you provide your manuscript double-spaced with each figure unembedded from the text and saved separately as an eps, jpeg, gif, or tiff file with a resolution of at least 300 dpi. Following these guidelines will allow us to move smoothly through the production process to insure the highest quality publication.

Is your manuscript complete or close to being completed at this time?

Yes

No

Will MATLAB be included in your book? Any other simulation program?

May we include this information on the downloads section of our website or is a CD or DVD necessary to accompany your book? Please describe the online enhancements necessary for your book if applicable.

Will color figures or photographs be necessary in your manuscript?

If yes, please indicate the number of figures or photographs necessary for color:

How many black and white photographs will be included?

We request that SI Units – International System of Units – be used as well as US units throughout to appeal to our global audience.

Please confirm you can or cannot do this?

Yes

No

If No, please explain:

### ACCEPTABLE SOFTWARE FOR TEXT, TABLES, AND EQUATIONS FOR DISC BOOKS:

[Microsoft Word is the only acceptable format for text. Manuscripts written in other word processors that are converted to word may have corruption issues so this method is not recommended. WordPerfect software is not acceptable software for text.]

Please indicate with an (X) the program you will be using to prepare this manuscript and please indicate the number of tables, figures, and equations included:

		Which Format used?			
		Windows (PC)		Mac	
<b># of Tables:</b>		MSWord		MSWord	
		LaTeX		LaTeX	
		Excel		Excel	
<b># of Equations:</b>		MSWord		MSWord	
		MathType		MathType	
		LaTeX		LaTeX	
<b># of Figures:</b>		PowerPoint		PowerPoint	
		Visio		Freehand	
		Corel Draw		Corel Draw	
		MSWord		MSWord	
		Excel		Excel	
		AutoCAD		Illustrator	
		LaTeX		LaTeX	
		ChemDraw		ChemDraw	
		MATLAB		MATLAB	
		Photoshop		Photoshop	
		Illustrator			
		Freehand			

What do you feel is an appropriate price for your book?

\$

Readers in what specific countries will have an interest in your book, and why?

Do you know of any bulk sale opportunities, through corporations or organizations for which you have consulted that would be interested in your book?

## Societies and Associations:

- Please indicate with a **(P)** for Primary or an **(S)** for Secondary the societies and associations that will have an interest in the book. Include as many cross disciplinary societies as possible as this will be used to determine the number of mailing lists to purchase for your book.

Materials Research Society (MRS)		ASM International (Materials Information Society)	
The Minerals, Metals, and Materials Society (TMS)		The Institute of Materials, Minerals, and Mining (IOM3)	
Society for the Advancement of Material and Process Engineering (SAMPE)		Society for Tribologists and Lubrication Engineers (STLE)	
European Materials Research Society (eMRS)		American Institute of Chemical Engineers (AIChE)	
American Chemical Society (ACS): <b>please list all relevant division(s), if applicable:</b>		American Physical Society (APS)	
National Association of Corrosion Engineers (NACE)		American Vacuum Society (AVS)	
American Ceramic Society (ACerS)		Electrochemical Society (ECS)	
Society of Plastics Engineers (SPE)		American Society of Mechanical Engineers (ASME): <b>please list all relevant division(s), if applicable:</b>	
International Society for Optical Engineering (SPIE)		American Society of Civil Engineers (ASCE)	
Optical Society of America (OSA)		Society of Manufacturing Engineers (SME)	



Society of Automotive Engineers (SAE)		American Institute of Aeronautics and Astronautics (AIAA)	
The International Federation for Heat Treatment and Surface Engineering (IFHTSE)		Federation of Societies for Coatings Technology (FSCT)	
IEEE <b>please list all relevant societies within if applicable:</b>		SIAM (Society for Applied and Industrial Mathematics)	
Any Other Suggestions:		Society of Petroleum Engineers	

Which conferences do you attend?

Please list the target magazines and journals that you often read and research that would apply to promoting your book.

Do you know of anyone else writing a book in the area of engineering that I should contact? You will receive a finder's fee if I contract the book!

### Textbooks:

What level is the corresponding course taught? Please indicate with an (X), below:

<b>Sophomore (second year) Undergraduate</b>	
<b>Junior (third year) Undergraduate</b>	
<b>Senior (fourth year) Undergraduate</b>	
<b>First-Year Graduate</b>	
<b>Advanced Graduate</b>	

What are the typical course name(s) that would apply for your book?

Is this course taught in fall, winter, spring, or summer typically?

How many students are enrolled per class usually?

Please name several of the universities (both domestic and foreign that teach this course). This helps us target specific textbook adoption potential.

What classes must be taken as a prerequisite before the class being taught from your book?

What classes are normally taken after the appropriate class for your book?

What book is used mostly now to teach this course:

<b>Title:</b>	
<b>Author:</b>	
<b># of Pages:</b>	
<b>Publication Date:</b>	
<b>Publisher:</b>	
<b>Price:</b>	
<b>Why is your book necessary?</b>	

How will your book have the competitive edge?

Is this the book being used at your university to teach this course?

Will you adopt your book for your course?

When will you be teaching this course again?

Please confirm with an (X) the following will be included in final manuscript:

<b>IS Units:</b>	
<b>US Units:</b>	
<b>Homework Problems:</b>	
<b>How Many Per Chapter?:</b>	
<b>Case Studies:</b>	
<b>Examples:</b>	
<b>Power Point Slides:</b>	
<b>Video:</b>	
<b>Solutions Manual:</b>	

*Please note that the **solutions manual and instructor’s manuals must be completed by the time the book publishes**. A solution’s manual is available only to those that would adopt your textbook for their course. Available online with password access, it should include solutions to all homework problems that you have included in your book.*

*An Instructor’s manual is not required for textbooks, but having additional materials such as Power Point slides, how to teach from your book, course outline suggestions, for further information sections within an instructor’s manual provides us with a competitive edge and facilitates securing an adoption for your book.*

- Below, please find our **TEXTBOOK GRID**. Our domestic and international sales reps rely greatly on this grid as a reference tool and require all fields to be completed. If you have not fully provided all of the information in the grid by the above questions, please specify below.

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**Full Title:**

	<b>Our Title</b>	<b>Competitor 1</b>	<b>Competitor 2</b>	<b>Competitor 3</b>
<b>Title</b>				
<b>Publisher</b>				
<b>Price</b>	\$      £	\$      £	\$      £	\$      £
<b>Printed Pages</b>				
<b>Pub Date</b>				
<b>Authors</b>				
<b>Affiliations</b>				

Course / Number/ Level (Include avg class size & frequency)				
Prerequisites				
Courses Taken After				
Strengths & Weaknesses	Strengths • Weaknesses •	Strengths • Weaknesses •	Strengths • Weaknesses •	Strengths • Weaknesses •
If new edition What's new				
Pedagogic Features	•	•	•	•
Solutions or Instructors Manual?				
Other Ancillaries (incl websites, CDs,etc.)				

## About you:

Are you familiar with our websites?

Our websites include:

[www.crcpress.com](http://www.crcpress.com)

[www.nanoscienceworks.org](http://www.nanoscienceworks.org)

[www.taylorandfrancis.com](http://www.taylorandfrancis.com)

[www.informaworld.com](http://www.informaworld.com)

[www.crcnetbase.com](http://www.crcnetbase.com)

Would you like to contribute to one of our engineering journals?

**Thank you!**

Thank you very much; we really appreciate your proposal! We allow the reviewers three to four weeks for review, and their comments (sans their name or affiliation) will be shared with you.

I look forward to receiving your proposal, and please do not hesitate to contact me with any questions.

Kind Regards,  
Allison

***Allison Shatkin***

Senior Editor, Materials Science and Chemical Engineering

Taylor & Francis/CRC Press

6000 Broken Sound Parkway NW, Suite 300

Boca Raton, FL 33487

Phone: 561-843-8407

Fax: 561-998-2559

[Allison.shatkin@taylorandfrancis.com](mailto:Allison.shatkin@taylorandfrancis.com)

Thank you again for completing this proposal - I really appreciate it!