

## Proposal Guidelines

Thank you for your interest in Routledge. We are committed to publishing the best books in psychology, and would be delighted to discuss your book project with you. In order to assess its suitability with our publishing program, we will need you to submit a proposal. The proposal will be reviewed internally by a Publishing Committee and externally by peer reviewers and series editors (if applicable). The following notes will help you prepare; please be sure to address all five areas. If possible, supplement your proposal with sample chapters or a writing sample.

### 1. Description / Contents

Describe the book, its approach, and your objectives for writing it. Identify what you consider to be the outstanding, distinctive, or unique features of the book. List working chapter headings and provide a brief explanation of what you intend to cover in each chapter. If the book is a textbook, describe any pedagogical features that you plan to include (discussion questions, case studies, glossary, etc.) as well as any ancillaries that you think would be appropriate (instructor's manual, learning activities etc). If the book is a handbook or an edited collection, provide a list of prospective contributors along with a table of contents. Finally, include the expected word count.

### 2. Brief Overview

Condense what you wrote above into a 200-word "pitch" that emphasizes the book's unique selling points.

### 3. Market

Who is the primary audience for this book (academic, students, professionals, etc.)? Are there secondary audiences? What are the relevant fields?

Would the book have international appeal? If so, in what countries or regions?

If your book is suitable for course use, in which courses would it be used? If possible, list the course level and class size of such courses, as well as the department or program in which the courses are typically offered.

Finally, list the conferences, if any, that the primary audience would attend and/or where you think the book should be displayed.

### 4. Competing Books

Are there any competing books currently on the market? If so, describe the strengths and weaknesses of each. Explain how your book will be similar to, as well as different from, these books in terms of style, organization, coverage, pedagogy and level. Also make clear how your book will be better than these competing ones and/or how it will meet a need in the market that these are currently not meeting.

## **5. Reviewer Suggestions**

We use reviewers of our own choice, but we sometimes also solicit reviews from individuals that you feel might be particularly helpful in evaluating the proposal. We never reveal the names of our reviewers without their permission.

**Finally...** Please include a copy of your curriculum vitae along with any other relevant information.