ASPB/Wiley-Blackwell Plant Biology Series

New Book Proposal

*<Date>*

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| --- |
| AUTHOR/EDITOR AND TITLE INFORMATION |
| **Proposed title of the book and subtitle (if any):** |
|  |
| **Author’s full name (please give details of co-authors where relevant):** |
|  |
| **Position and affiliation:** |
|  |
| **Full mailing addresses including work telephone number, fax and email:** |
|  |
| **Please provide a list of significant recent publications (books and medical/scientific papers) in the past 5 years:** |
|  |
| SUBJECT MATTER |
| **Please provide some background information on the subject of your book will cover. What has it evolved from? Where will it be in the next 5 years? What will it allow people to do? Why is this subject matter important? (1-2 paragraphs)** |
|  |
| **Please provide a full description of your book, i.e. outline exactly what your book will be about and why you feel this book should be published. How will it benefit the reader? (2-3 paragraphs or more)** |
|  |
| **Please list the major features of your book and those which make it unique compared to the existing literature:** |
|  |
| **Please supply a list of chapters with title and main sub-headings, ideally supported by a 150-word summary of each chapter.** |
|  |
| MANUSCRIPT INFORMATION |
| **Approximately how many words will be necessary to cover your topic?**  **Think about the average chapter page count in a similar book. Most of our books fit around 500 words on a page. If the book will be heavily illustrated with figures or with many tables, then either increase the word count by 250 for each item or think about reducing the amount of text. Approximately how many words would you expect your book to contain?** |
|  |
| **Will the use of colour be absolutely necessary in your book and if yes, for which type of images?** |
|  |
| **Approximately how many illustrations, tables, photographs, etc. will be included?** |
|  |
| THE MARKET |
|  |
|  |
| **Please describe, as specifically as possible, the audiences you think will be interested in your book:** |
| Primary Market (those audiences you feel need this book):  Secondary Market (those audiences with an occasional need for this book):  **Please list the titles of typical courses that would use your book and at what level are they taught?**  **Why will someone want to adopt your book for their course?** |
| **What price do you feel the target market would consider fair for your book?** |
|  |
| **If it is a research-level book, what are the research areas of the people who will be interested and the most important associations/scholarly societies/professional organizations/companies to which it should be marketed?** |
|  |
| **Please list key journals your intended audiences read and major conferences in this field they attend (for marketing/promotion purposes):** |
|  |
|  |
| COMPETITION |
| **What is, in your opinion, the best book available in this area? Please also list any other similar or competing titles in the field.** |
|  |
| **Why will your book be better: new topics, different approach, level?** |
|  |
| **Wiley will send your proposal to a number of key contacts in your field for their opinion on the market and planned content. If you would like to suggest reviewers, please list names and e-mail addresses here.** |
|  |

Thank you for taking the time to complete this form.

**Please return to:** [**ssinger@carleton.edu**](mailto:ssinger@carleton.edu)

Susan Singer | Series Editor, ASPB/Wiley-Blackwell Plant Biology Series