

SPE Book Proposal Information Form

1. Proposed Book Title:
2. Proposed chapter title: (List your chapter title here if you are doing only a chapter in the book)
3. Due date for manuscript:

Author's Name(s) and email address(s):¹

Author's Affiliations(s)

4. What is your timetable and anticipated completion date?
5. What is your estimated word count?
6. What is your estimated page count?
7. Please provide some biographical information, and include relevant work experience and any awards you may have received.
8. Please list your previously published works and their publication dates.
9. Please provide a one-line description for marketing purposes.
10. Please provide a short paragraph describing the proposed work.
11. List 10 KEYWORDS that will help place your work in search engines.
12. List a short table of contents.
13. Please categorize your new book within SPE's Bookstore and discipline taxonomy below. (If there is more than one category where your book applies, please label 1, 2, and 3 with 1 being your first choice.)
 - ___ Completions
 - ___ Drilling
 - ___ Enhanced Oil Recovery
 - ___ Facilities and Construction
 - ___ Management
 - ___ Other Interests
 - ___ Production
 - ___ Projects
 - ___ Reservoir
14. What made you decide to write this book?
15. Is there something that makes you the most qualified person to write this book?
16. What is the primary reason this book is necessary, and why do you think that people will want to read it?
17. Who is your target audience, and about how many people does this include?
18. How and where will it be used (classroom, field, etc.)?

19. Discuss the timing of the book's publication with current or developing industry practices and academic curricula.
20. If your book proposal is for a text book, are you writing it to be compatible with an existing course or a new one? Where is that course currently being taught? What is the name of the course? Will you use a similar title to that of the course? Why/Why not?
21. Do you know of any other courses currently being taught that might benefit from the use of this book? University? Course Number? Instructor?
22. Does this book have a market outside the U.S.? If so, in which countries do you feel there may be an interest in it?
23. Why are we the best publisher for your work?
24. Are there competing titles that are similar, published either by SPE or other organizations? List any books currently on the market to your knowledge that are similar to your proposed book (if any), and explain why your book is different.²
25. Do you have any titles previously published by SPE? How do they compare to this book? Would it make sense to sell both books as a package at a discounted rate? Please let us know if there are any SPE Books that would make a good companion to your book, or should be sold alongside it. (For a complete listing of SPE Books, visit <http://www.store.spe.org>.)
26. Would readers purchase it individually, or would they recommend their university purchase it?
27. How would you recommend we promote your book? (*We cannot guarantee we will use every recommendation but appreciate your ideas.*)
28. Do you know of any professional associations or conferences where we could promote this book? Please provide website addresses.
29. Please provide names and websites for any magazines or professional journals in which we might promote this book.
30. Would you let us know if there is an upcoming SPE event (conference, workshop, or webinar) where the attendees would make good potential customers of your new book? (*SPE's calendar of events can be found at <http://www.spe.org/events/about-events.php>*.)
31. Have you sought publication for this work elsewhere, and what was the response?
32. What is your anticipated source for illustrations, photos, and images that will be used in this book? Will you be able to provide accurate and complete contact information for each image so that reprint permissions may be obtained?³
33. If more than one author is involved in writing the book, are you willing to serve as the conduit between all authors and SPE; compile any changes to the manuscript into one document; and submit the changes to SPE?
34. List one or more people outside the authors' organization(s) who have the reputation and qualifications to serve as reviewers of the book.⁴
35. We have begun to promote our offerings through social media. With social media, we would prefer to grab the attention of potential customers with a fun and/or interesting fact about the subject of our book, our authors, or their employer(s). Do you have any suggestions for our use?
36. Would you be interested in holding a short, complimentary webinar on a topic in the book that would be of interest to potential customers?
____ Yes ____ No If yes, please provide us with the topic: _____
37. Will you be attending any SPE events or be in the Houston area in the coming year?
38. Is there anything else you'd like to tell us about this book (chapter)?

Name_____ Affiliation_____

Email Address_____ Phone_____

Your relationship to this person_____

Name_____ Affiliation_____

Email Address_____ Phone_____

Your relationship to this person_____

Name_____ Affiliation_____

Email Address_____ Phone_____

Your relationship to this person_____

Notes

1. Although coauthors offer some advantages, there are instances in which the degree of commitment and/or technical compatibility between authors is insufficient to allow an affective working relationship. If there are to be coauthors, the proposal should specify who is responsible for what in regard to both content and writing schedule.
2. To maximize limited resources, SPE must make the need for the book part of the criteria for acceptance. Other books on the topic may be available, but they may be obsolete or serve a different market than the one proposed; a brief review of the “competition” will be very helpful in our decision-making process. Any information you can provide to help justify our acceptance of your proposal will be helpful and should be included. SPE will also research the potential market for your planned book.
3. Most images are protected by copyright laws. In order to use an image in your publication, legal permission must be obtained in most circumstances (one-dimensional graphs that illustrate well known scientific principles may be exempt). **Providing an internet source does not constitute adequate copyright permission.** It is important for the author, at the time of submission, to provide the original source for every illustration contained in the book where copyright permission may be obtained.
4. The reviewers are very important to the success of a book. Reviewers will be chosen by the Books Development Committee; they may select reviewers from your list or others, but your suggestions are an important starting point for them. Please suggest someone who can offer advice that is not based on friendship or restricted by organizational limitations.

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Please add your comments to this Word document; consider using a separate Word document for more lengthy discussions. When the form and corresponding documentation is complete, please send it to Jane Eden at jeden@spe.org; or you can mail information directly to: Jane Eden, Society of Petroleum Engineers, 222 Palisades Creek Dr., Richardson, TX 75080-2040

Thank you for your insights and cooperation.