

Book Proposal Questionnaire

The following items must be provided in order to evaluate your proposal.

1. Title

2. Author(s)

- a. For each author please provide the following items: full name (as you would like it to appear on the finished book), home and work addresses, telephone and fax numbers, email address, citizenship, and date of birth.
- b. For each author, write a brief summary of professional background, education, and present affiliations, stressing qualifications for writing this book. Also list any associations to which each author belongs, both professional and civic, and indicate offices held. Please attach a resume or a curriculum vitae for each author.
- c. List all previous books, papers, articles, etc., each author has published including publisher and year of publication.
- d. If you plan to invite contributing authors to write specific chapters, please list their names and work affiliations, assuming their participation is relatively certain.

3. Book

- a. Summarize your book and its approach in one or two sentences. For example: "This book is an introduction to electric vehicle development, focusing on differences between EV and HEV design and on battery technology."
- b. Expand upon this and give a full description of your book, stating its purpose and scope and listing its main features. What is new or unique about your approach to the subject? Does your book cover new ideas, technologies, or trends? Is its organization or treatment of the topic unusual? Is it written with a particular point of view? What makes your book special?
- c. A chapter-by-chapter outline is the most important part of your proposal. It allows you to explore your thesis in detail and serves as a blueprint for the eventual writing of your book. When writing your chapter-by-chapter outline (the book's table of contents, essentially), include a paragraph describing the purpose of each chapter. If you have already completed sample chapters, please submit one or two with your proposal.
- d. How many words will your manuscript contain? Please provide your best estimate.
- e. How many figures will your book contain? Please provide separate estimates of number of drawings and number of photographs. For what percentage of the figures will you be supplying original artwork (i.e., figures that you create)? For what percentage of the figures will you use previously published artwork (i.e., figures from another source that you did not create)?
- f. When will the manuscript be completed?
- g. What software will you be using and on what platform (i.e., Windows or Macintosh) will it be submitted?
- h. Provide the names, email addresses, and telephone numbers of 3-5 people who you feel are well-qualified to provide a balanced, impartial evaluation of your proposal.



4. *The Market*

- a. List the groups of readers of your book in order of priority. Who are you writing the book for? Who would benefit from reading it? For professionals, provide specific job titles and the industries in which they work. For students, please provide course titles and level (vocational, undergraduate, graduate).
- b. Is your book of special interest to particular regions of the World? List those regions and explain why.
- c. Approximate the number of years the contents of your book will be relevant.

5. *Competition*

List competing books that have been published. Include title, author, publisher, year of publication, price, and page count. Be sure to explain how your book improves on each. What are the strengths of your book? What are the weaknesses and omissions of each chapter?

Please be as thorough as possible in this section. Although you may offer a unique approach to a subject, other books that may seem of a peripheral nature to you may be viewed as directly competitive by SAE customers. We need to know why your book should be purchased above others.

6. *Promotion*

- a. List any trade associations, corporations, societies, and any other group that would be interested in your book.
- b. List names and addresses of resellers or catalogs that sell books in this field.
- c. List magazines, journals, and trade publications that should receive review material on your book. Include names and addresses of personal contacts.
- d. Will your book be suitable for any industrial training programs? Please list and be as specific as possible.
- e. Would you be interested in conducting an SAE seminar or TOPTEC on the subject of your book?