



NEW PRODUCT PROPOSAL & AUTHOR GUIDELINES

Thank you for considering ASHP as a publisher for your work. A complete proposal is important to the process of planning and assessing the publication potential of your work. ASHP staff and external reviewers will be better able to comment and offer suggestions if we have a clear understanding of the project. Please use the space provided as a guideline for detail required in your answers.

TITLE AND AUTHOR INFORMATION

Please attach a CV for all authors and /or editors

Proposed product title: _____

Full name, position, and affiliation: _____

Please write a short biography describing your expertise related to this topic and why you are a good candidate to author this work.

Full mailing address: _____

Telephone (Work) _____ (Home) _____

Email: _____

SCOPE AND INTENT

Subject

Definition of topic (describe the topic of the work and its relationship to the broader picture). What field and subspecialty area(s) does the work cover (e.g., if the project's focus is therapeutics, does it cover all subspecialties or a specific disease state)? Is the coverage comprehensive or focused? If the work is focused, please explain why.

Purpose

What are your reasons for proposing a new product in this area? What is the need that this publication will fulfill? Will it be instructional or will it serve as a reference? Does the subject require developing concepts, technique instruction, description of tools or methods, compliance with regulation or accreditation standards, or explanation of new developments in the field? Could the work be offered as ACPE-approved continuing education material?

Approach

How is the subject treated: succinctly, expansively, conceptually, or practically? Does the approach appeal to understanding or memorization? Is it elementary or advanced? How technical is it? Is it at the cutting edge, or is it a better restatement of existing knowledge? Indicate manner of presentation, vocabulary, and use of examples, tables, test items, questions, and answers.

What are the major **features and benefits** of your book that will make it unique?

Features (what this publication offers to the reader)

Benefits (why this feature is useful for the reader)

_____	_____
_____	_____
_____	_____
_____	_____

Drug Information

Will your work include drug/dosing information? Yes No

If yes, how integral is it to the text? How soon is it likely to become outdated? _____

If your work includes drug information, please assess the level of risk of dosing or other harmful errors (i.e., calculations, drug names, etc) associated with this type of content:

High Risk	Medium Risk	Low Risk
Contain information throughout the work such as dosage information, calculations, and formulas that, if incorrect, can cause patient harm. In addition to manuscript development reviews, publications in this category require outside contract review of final set pages by a pharmacist reviewer.	Contain information in some parts of the work that, if incorrect, could cause patient harm. In addition to manuscript development reviews, this category requires outside contract review of final pages of any parts of the manuscript containing clinical data with the potential to cause patient harm.	Contain no information with the potential to cause patient harm. Manuscript development reviews (if needed) only.

- ___ Low risk
- ___ Medium risk
- ___ High risk

In accordance with safe medication practices, ASHP requires authors of high-risk publications to include at proposal stage a review plan that outlines a strategy for ensuring accuracy. Please include a description of your planned approach to reviewing and checking your final manuscript for accuracy:

Table of Contents

Please list the tentative table of contents or attach the table of contents as a separate document. If the work will include chapters from contributing authors, please indicate so.

Sample Chapter

Please attach a sample chapter. This should be a core chapter and not an introduction.

COMPETITION

Please list, in order of importance, any existing publications that might be considered competitive to the subject matter of your proposed work.

Title of competing/related publication	Main differences with the proposed work <i>(explain what are the differences with the proposed work that justify a new publication)</i>

SCHEDULE AND SPECIFICATIONS

Approximately how long will it take you to deliver the completed manuscript?

How frequently will this content need to be updated?

How many manuscript pages do you estimate your work will have?

Approximately how many illustrations (black & white and color)?

Where and how will the reader access the content? What is the best method of delivering the information? Do you envision print, software, Internet, or video as the primary medium? Do you expect to use a combination of these? If so, which ones and for what purpose?

If you intend to create an electronic product (or an electronic version of the product), what about the project specifically requires electronic delivery? Detail the software or web features you expect the program to perform. Supply a storyboard or sample screen shots that communicate the function of the product.

AUDIENCE

Please describe all intended audiences for the work. Include a discussion of the topics of interest to each audience. How will they use the work? Be sure to identify the primary audience, as this will provide an important context for developing the product. If the work is intended as a student text, please describe what course it would be used for.

PEER REVIEW

Please list at least 3 persons qualified to give an opinion on your book proposal (it is okay if you do not know them personally), including their academic and/or professional affiliations.

Thank you for your interest in publishing with ASHP. Please return this form and a copy of your CV to:

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