CRC PRESS
BOOK PUBLISHING PROPOSAL

Please answer the following questions as completely as possible. The information provided in this document will be used for editorial review and may be shared with peers in your field in consideration of contract approval.

Once you have completed this form, please email or send it to the subject-appropriate CRC Editor. You can access a list of CRC Editors and their areas of focus on our contacts page. If you are unable to determine the best CRC contact for your proposal, please submit it to:

Alan Jarvis
Publishing Director

Alan.jarvis@tandf.co.uk

(*Spaces will expand as needed to accommodate longer answers*)

1. Title of your book:

2. Your contact information:

Name:	
Affiliation:	
Address:	
Telephone:	
Fax:	
Email:	

3. Technical description of the project (at least 3 paragraphs), including the key benefits of the work.

4. Please describe in layman's terms exactly what the book does for the reader.

5. Please include one or two "everyday examples" of how this area is used in our society today.

6. Exactly who will buy your book? Please be specific about your target audience.

Competing Books:.

7. Please list below published books one might consider as similar to your own: on the same topic, written at the same level, and intended for the same audience. If you feel there is no direct competition for your book, please list those titles that are more generally related to your book.

    Also, please indicate how your book is better or different compared to the competition or related titles. Please be as specific as possible with the differences, as this helps our sales reps a great deal when trying to sell your book.
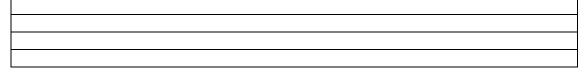
Title /Author	Publisher	Price	Differences

8. Please list at least five specific marketable features of your book.

9. When will the manuscript be completed and sent to CRC Press?

10. What is your estimate of the number of pages in the final, double-spaced manuscript?

11. How many figures will be included in your manuscript?

12. How many photographs will be included?

13. How many tables will be included?

14. What program will you use to prepare your text?

15. What program will you use to prepare your camera-ready figures?

16. How many equations will be included (estimate)?

17. Approximately how much should a book like yours cost?

18. If the book is a textbook, at what level is the corresponding course taught?

**Please note that if this is a textbook and problems will be included, a solutions manual must be completed and submitted on or before your book's publication date.

19. What are the typical course names?

20. At how many colleges and universities is the course taught, how often, and about how many students are enrolled per class?

21. Please name several of the universities (both domestic and foreign that teach this course). This helps us target specific textbook adoption potential.

22. What classes must be taken before the appropriate class for your book?

23. What classes are normally taken after the appropriate class for your book?

24. Will homework problems be included in each chapter?

25. Will case studies be included?

26. Will examples be included?

27. In which specific countries may readers have a particular interest in your book, and why?

28. Which societies are applicable for marketing your book?

29. Please list specific magazines and journals to target for promotion or review of your book.

30. Please list three to five possible reviewers for this proposal, including their names and e-mail addresses. We will contact them to review this proposal and any materials that you supply. If there are any materials you would like us not to distribute to potential reviewers, please specify.

Name	Email Address

Please attach to this form the following materials:

☐ A proposed table of contents

☐ A brief biography of you and any primary co-authors / editors

☐ Any sample chapters or a preface that may aid in the evaluation of your proposal

☐ A list of people contributing to your book, if any, along with their affiliations