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We work with you as partners, assisting you in developing the manuscript to meet the needs of the market.

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We design the product to match your vision, and take your manuscript through different editorial and production stages to deliver a quality product within a pre-arranged timeframe and budget.

In addition to textbooks, we develop CD-ROMs, companion Web sites, online courses, e-books and a full range of ancillary materials to aid teaching and learning.

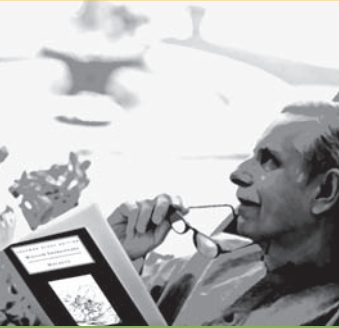
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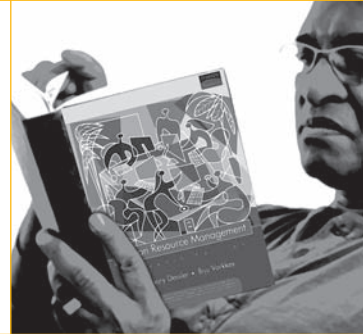
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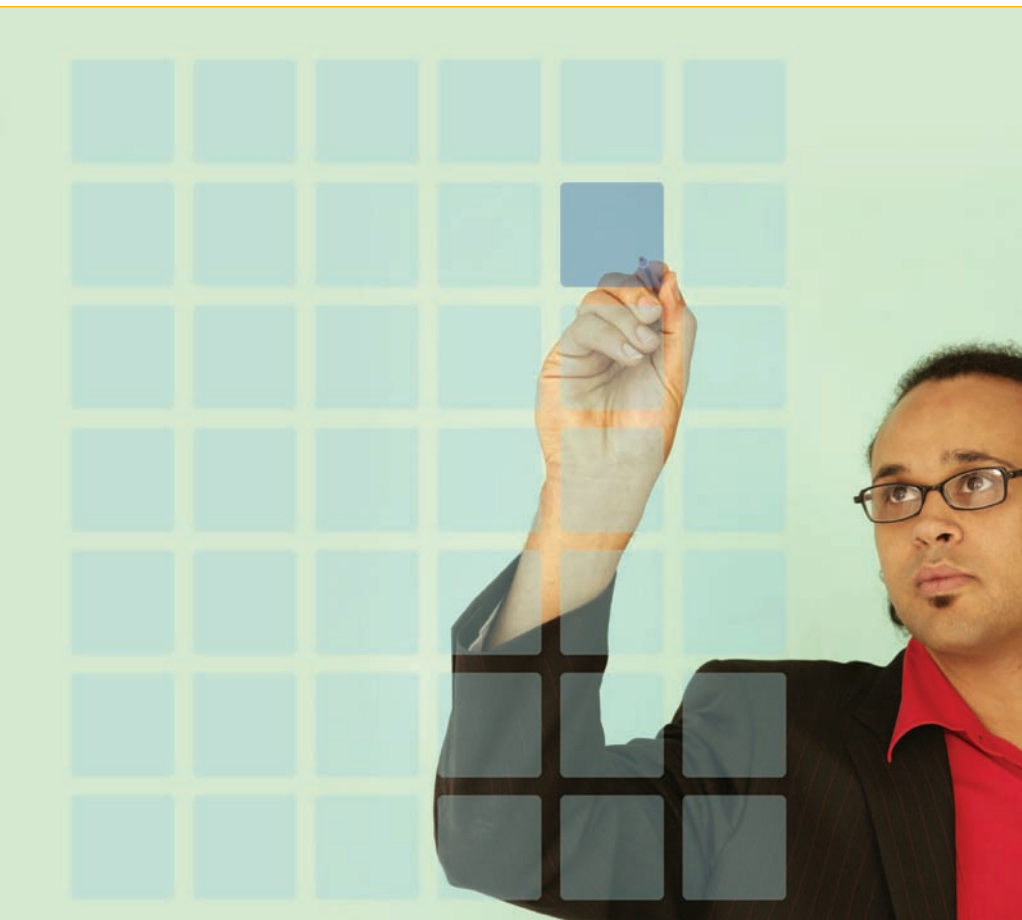
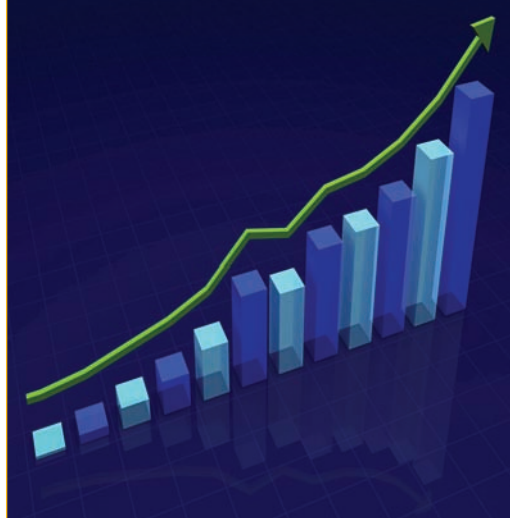
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submitting Submitting a Book Proposal



If you are a prospective author working on a new book, you must begin your project by submitting a formal book proposal. Just as a reliable map is an essential prerequisite before undertaking a journey into new and unexplored territory, so too is the book proposal a necessary tool in undertaking the writing of a successful textbook. Your proposal represents a first attempt at defining the dimensions and features of the project. It should provide a description of the audience for the text, an overview of the book's approach and structure, a detailed table of contents, information about your qualifications and one or two complete sample chapters. For all projects, whether it is a first edition, a revised edition, or an adaptation, your acquisitions editor will need your book or revision proposal before seeking approval for funding to proceed with your book.

GUIDELINES FOR PREPARING A BOOK PROPOSAL

1. Introduction of the Book

Write the proposed title and subtitle of the book.

In one or two paragraphs, (a) describe the book you plan to write, (b) your reasons for writing it and (c) your approach. Briefly list what you consider to be outstanding or unique features of the book.

Prepare a detailed table of contents listing chapter titles and the topics you would want to cover in each of these chapters. Wherever possible, expand the topics into subtopics.

2. Target Readership and Market

Describe the course, level, year and discipline for which the book is intended. It is critical that you be as detailed as possible. Where feasible, specify course names, approximate enrolments, course prerequisites and whether the course is intended for honours or pass/subsidiary courses.

If your proposed book is not a textbook, provide detailed information about its target readership and market.

3. The Competition

Analyse the existing texts in the subject area (Indian as well as those published abroad) and discuss their individual strengths and weaknesses. Indicate how your book will be different from and/or similar to each of these competing texts.

4. Physical and Pedagogical Features

Estimate the page count of the final printed book.

List the pedagogical features that you plan to incorporate in your book.

Specify what supplementary materials, if any, you plan to prepare to accompany your book.

5. Current Status of the Manuscript

Indicate how much of the first draft of your manuscript you have now written.

Taking into consideration your existing teaching, research and other commitments, estimate when you expect to be able to complete the first draft of your manuscript.

If you have done any market research of your own, we would appreciate receiving a brief summary of your findings.

If your manuscript contains excerpts or illustrations from other copyrighted works, obtain written permission from the copyright holders before submitting the manuscript.

6. Accompanying Material

Prepare the following material to submit with the book proposal form.

- (i) *Synopsis*: Write a brief description of the book, covering the major topics you plan to include in the book.
- (ii) *Table of contents*: Provide a detailed table of contents, including chapter heads and major subheads.
- (iii) *Sample chapters*: Prepare one or two complete chapters that include all the elements you intend to incorporate in your book. Please do not choose Chapter I for your sample. It may not be a good representation of other chapters.
- (iv) *Author information*: Provide a current copy of your curriculum vitae that includes your academic degrees, any honours or awards that you have received and a list of your publications.
- (v) *Suggestions for reviewers*: Provide the names and addresses of a few possible reviewers whose opinion you think you would find helpful. We will try to use some reviewers suggested by you along with our own selection of outside reviewers. (We do not reveal the names of reviewers without their permission. By the same token, we usually submit material to the reviewers anonymously.)



Creating an Adaptation or a Revision Plan

If you want to adapt a title originally published by one of our affiliates or partners, or if you want to work on the second or subsequent edition of your own book, you do not need to fill the book proposal form. Instead, you need to submit an Adaptation Plan or a Revision Plan that clearly indicates the extent of changes you propose to make in the current book, with regard to both text and illustrations.

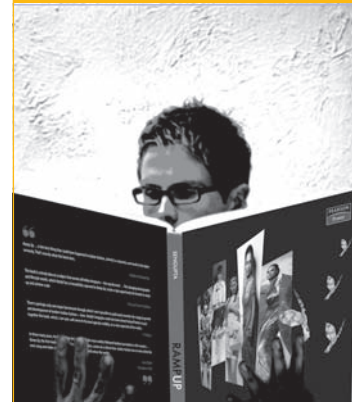
In case of adaptations, we get the advantage of the high-quality production values, expensive supplements packages, and new-media resources of our imported titles. The process of adaptation for you as the author will be a unique and rewarding mixture of original writing and editorial work. The best adaptations often combine a broad intellectual vision that crosses national boundaries with a careful consideration of those changes that are necessary to meet the needs of Indian instructors and students. Pearson Education India continues to examine new areas in which imported texts might be adapted in order to expand the range of learning resources available to Indian students and educators.

Revised editions also constitute a significant portion of our publishing programme. Usually, after every 2 to 3 years, successful textbooks, both indigenous and adaptations, are revised and updated to reflect the latest research and issues in their disciplines.

Both revised editions and adaptations are created from existing books.

Here are some guidelines to help you prepare your adaptation or revision plan.

- In one or two paragraphs, describe why the existing work's rationale and approach lend themselves to adaptation for the Indian market or revision, whichever applies.
- Assess the table of contents of the existing book. Specify any chapters or topics that should be added, expanded, deleted or condensed for the adapted/revised version, and give your reasons.
- Assess the pedagogical features of the existing book. Specify any pedagogical features that should be added, modified or deleted for the Indian market.



- Assess the writing style, level of explanations and type of assignment material in the existing book. Describe the sort of changes you would propose making to these elements.
- Estimate the page count of your printed adaptation.
- Assess the supplementary materials that accompany the existing book. Specify any items that should be added, modified or removed for the Indian market.
- Select one existing chapter (not Chapter 1) to annotate in detail. Using page references, indicate the sort of changes you would make to the content, organization, pedagogy, writing style and assignment material to adapt the text for the Indian market.
- Attach your curriculum vitae including your academic degrees and a list of your publications.

In case of an adaptation, your adaptation plan and your annotated sample chapter will be sent to the original author/s for approval. After they approve it, the terms for publishing agreement are finalized, the contract is signed and a new ISBN is assigned.

In case of a revised edition, the Publisher and the List Manager assess the Revision Plan and take the publishing decision. If there is no change in the book title, the author and terms of royalty for the revised edition, the publishing contract signed for the first edition remains valid for the revised edition too. However, the revised edition is assigned a new ISBN.

The publishing process, after the publishing decision has been taken, remains the same as that of a new book.



filling Filling the Book Proposal Form

We would like to consider your book for our publishing programme on the basis of the publishing proposal that you submit to us. The more information you provide, the more easily we can assess your ideas and the planned book. The proposal is a crucial first stage towards publication, and the book proposal form (provided with this booklet) is designed to help you present the key areas of your proposal in the most effective manner possible.

Fill in this form and send it to us along with the following materials. The proposal will be evaluated by the publishing team and an editor will contact you to take the project further.

ACCOMPANYING MATERIAL

1. Synopsis
2. Table of Contents
3. Sample Chapters
4. Curriculum Vitae
5. List of Reviewers



The cover features a dark purple background at the top and bottom. A diagonal line separates the purple from a bright orange section. A semi-circular cutout in the purple section reveals the orange background behind it. At the bottom, there are three horizontal stripes: a thin green stripe, a thicker blue stripe, and a thin orange stripe. The text 'BOOK PROPOSAL FORM' is centered in white, spaced-out capital letters.

BOOK PROPOSAL FORM

BOOK PROPOSAL FORM

Pearson Education

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Phone +91-120-4190 100 Fax +91-120-4190 350 Email hed@pearsoned.co.in

INTRODUCTION

1. Proposed title and subtitle of the book
2. Name and title of the author(s)/editor(s) with their work address(es), e-mail address(es) and telephone number(s)

TARGET READERSHIP AND MARKET

3. (a) Is the book meant for a college/university/training institute/professionals or is it a reference text for libraries?
(b) Is it a course textbook/reference book/advanced academic book/a book for professional training?

4. If this book is for a course, please give the name(s) of the course title(s), the level and the department. Do you teach such a course?

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5. (a) Is the book likely to be adopted as a compulsory purchase for the course? Provide the names of the institutions where it can be recommended either as the main text or a reference text.

(b) If it is an advanced academic or a trade title, indicate the disciplines, institutions and areas where it can be promoted.

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THE COMPETITION

6. What are the most comparable existing books? Please name the author, title, publisher, publication year, page count and price.

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7. How will your proposed book compare with these? Kindly list the strengths of your proposed book compared with the competitors' titles listed above, stating reasons that will attract colleges/universities to prescribe your book in preference to the existing books.

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8. Has the material been class-tested? If not, will it be?.....
9. Do you have any specific suggestion/s for effective promotion of the book?
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PHYSICAL AND PEDAGOGICAL FEATURES

10. How many pages will there be in the final book (estimated)?
11. Please estimate the number of each type of illustration in your book: line drawings, black and white photographs, colour photographs, maps, etc.
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-
-
12. Please indicate which of the following pedagogical features your book will have and, where appropriate, the number of each: worked examples, glossary, solutions to problems, references/bibliography, case studies, etc.
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-
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13. Will your book have any kind of instructor's manual, solutions manual, test bank of multiple-choice questions, software, etc.
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-
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14. What production method would you like to use: author CRC or conventional book production?
-

CURRENT STATUS OF THE MANUSCRIPT

15. What date do you plan to deliver the first draft of the complete manuscript?
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16. Please provide the names, addresses, and contact numbers of two or three possible reviewers.
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UNDERTAKING

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