

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

This form is intended to give us a clear idea of your project in a succinct manner. Please complete it as fully as possible, or feel free to use it to structure your own proposal.

On submission, your proposal will be read by the appropriate commissioning editor at Palgrave Macmillan who will if necessary discuss it with colleagues and/or send it for review by one or more external advisers chosen by us for their specialist and/or market expertise.

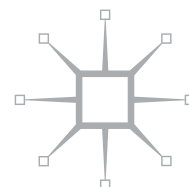
We are committed to making publishing decisions as swiftly and efficiently as possible. However, obtaining reviews does take time and if there are any circumstances we should bear in mind from the point of view of timing (if, for instance, the proposal is under consideration by another publisher), please do let us know.

## THE PROJECT

### 1 Proposed title and subtitle

### 2 Brief description of project's scope and content

Include here a description of what makes your project distinctive. What are the particular benefits offered by its content, scope, organisation and/or educational features? What needs does it aim to satisfy?

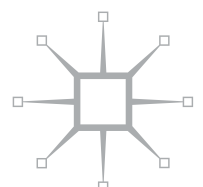


### 3 Proposed Content

Please attach a chapter by chapter synopsis of the project's planned content and main argument(s). We appreciate that this is bound to be provisional in some respects but in order to make a fair assessment of the project's potential, your initial presentation needs to be as detailed as possible (we would therefore suggest at least half a page per chapter). If you have some sample material available, we would be pleased to consider this as well.

### 4 Market and Competition

- 4.1 Please indicate the *primary market* for your project - i.e. where it is going to sell in greatest numbers - and your best estimate of its size. If it is a textbook for students, what specific courses is it written for and at what level (1st/2nd/3rd year undergraduate, MA/MSc)? Are such courses normally compulsory or optional? What are typical student numbers? Would your project be suitable for the whole, or just part, of the course?
  
- 4.2 Please list any secondary markets that may exist for the project. For example: library market, academic associations (please specify which), general sale, etc.
  
- 4.3 Please list (including author, title and publisher) those publications that your project will be competing with for the end purchaser's attention and money. These might not be direct competitors, but simply what your primary readership is buying/using at the moment. What are the key benefits of your project over and above these other publications that would persuade potential customers to buy it?



**5 Additional Information**

5.1 How long do you expect the project to be overall (in thousands of words and/or printed pages)?

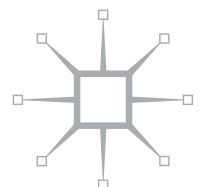
5.2 Does the project require any illustration? Please indicate if you envisage including any of the following and, if so, approximately how many.

- Tables  \_\_\_\_\_
- Graphs/charts  \_\_\_\_\_
- Line diagrams  \_\_\_\_\_
- Photographs  \_\_\_\_\_
- Plate section  \_\_\_\_\_
- Other  \_\_\_\_\_

5.3 Are there any other particular features you plan for the project? For example: exercises, activities or worked examples in the text; boxed or highlighted material; glossary; annotated further reading; etc.

5.4 Do you envisage any ancillary material to accompany the main text? For example: instructor's guide, overhead transparencies, workbook, etc.

5.5 When do you realistically propose to deliver a final typescript?



**THE AUTHOR/EDITOR(S)** (please include details of all co-authors/co-editors)

**6 Name(s)**

**7 Job title(s)**

**8 Work address(es)**

**9 Work telephone number(s)**

**10 Work fax number(s)**

**11 Home address(es)**

**12 Home telephone number(s)**

**13 E-mail address(es)**

**14 Please briefly outline any personal or professional information relevant to this publication (previous books, related teaching/research experience, etc.). (You may alternatively prefer to attach a copy of your CV.)**

