

SUBMITTING A PROPOSAL

Guidelines for authors

Introduction

Taylor & Francis are keen to consider proposals for new books. Mainly publishing at University level, our list includes everything from core text books to research monographs. We are able to offer:

- **Global distribution and marketing.** *Unlike many UK publishers, the majority of our sales come from overseas. We have a strong presence in the US with our sister company, Taylor & Francis Inc., and a dedicated international sales team.*
- **Quality design and production values.** *Our books are produced efficiently, quickly and attractively using the latest technology.*
- **Prestige.** *We are one of the world's leading academic publishers with a reputation for cutting-edge and ground-breaking books. We are the publisher of many of the leading figures in the Western intellectual tradition including Bertrand Russell, Freud, Wittgenstein, Einstein and Foucault.*

The proposal you submit will be the basis on which we judge the book's suitability for publication. Therefore it needs to be organised in a way that provides the right information to us and to referees.

The following notes should help you prepare your proposal, and your co-operation in following our recommendations will ease the task of evaluation.

We would suggest a proposal between 3-4 pages in length, although this should be supplemented by sample chapters, or a draft manuscript, and curriculum vitae.

Four main areas need to be addressed:

1. A statement of aims including 3-4 paragraphs outlining the rationale behind the book

- Quite simply, what is your book about?
- What are its main themes and objectives?
- What are you doing differently, or in a more innovative way, or better than existing books?

2. A detailed synopsis and chapter headings with an indication of length and schedule

- Please list working chapter headings and provide a paragraph of explanation on what you intend to cover in each chapter. This may be all that the reviewer has to go on, so a list of chapter headings alone is not enough.
- If sample chapters, or a draft manuscript are available, please send them or let us know when they will be available.
- How many tables, diagrams or illustrations will there be (roughly)?
- Roughly how many thousand words in length will your book be? Does this include references and footnotes? Most of our books are 80,000 - 100,000 words long.
- When will you be able to deliver the completed typescript? Please be as realistic as possible.

3. A description of the target market

- Who is your book primarily aimed at? Who will buy it? Who will read it?
- Is it aimed at an undergraduate or postgraduate student audience?
- What courses would the book be used on?
- Is it a research monograph that will sell primarily to academic libraries?
- Is the subject area of the proposal widely taught, or researched?
- Would this subject have international appeal outside your home country? If so, where?

4. A list of the main competing books

- We would like some indication that you are familiar with competition to your proposed book. What are their strengths & weaknesses? What makes your book better than the existing competition?

It will also be necessary to include:

- 1. one or two sample chapters, or a draft manuscript, if available**
- 2. a curriculum vitae of all authors, and notes on any other contributors.**

Additional Questions for Edited Collections

- Is the book of a consistent academic quality?
- Should some of the weaker chapters be excised?
- Are the chapters structured logically and integrated around a coherent central theme?
- Will you be providing a detailed introductory chapter and a conclusion?
- Is there a balance between theoretical/methodological & empirical chapters?
- Will the case studies (if appropriate) appeal to an international audience?

How We Evaluate Your Proposal, Or Manuscript

Evaluation by commissioning editor(s)

- The proposal will be considered carefully by the most suitable editor. The editor will ask several questions: Is the content of this book of a high academic standard? Is there a market for a high quality

book on this subject? What evidence is there for this market? If there is a gap in the market, is this the right book to fill it? Will the book sell internationally? If the editor is satisfied at this stage, then the proposal will then be evaluated by academic experts.

Evaluation by independent referees

- We ask respected academic specialists in the field to give us independent advice on the content, quality and potential market for a finished book based on your proposal or manuscript. We normally solicit 2 or 3 reports from academics. This process should take 6-8 weeks but can take longer as it is sometimes difficult to find suitable reviewers, and reviewers sometimes interpret deadlines rather loosely.

Editorial Board Meeting

- If the reviews have been positive, then the editor puts together a written proposal including your proposal, the referees' reports, and projected production costs and revenues. These are circulated to all members of the editorial board in advance of a regular meeting, where each proposal is discussed and either approved, rejected, or provisionally passed, subject to certain revisions. The editorial board consists of editors, a publisher (who manages a team of editors), marketing and sales managers.

Contract, Desk editorial and Publication

If your proposal is passed then we will issue a draft contract. Once we have agreed on terms you sign and return the contract with an agreed date for the delivery of the manuscript. Once the book has been written and delivered, you will liaise with a desk-editor over the copy-editing and production process. We will then publish, market and sell the book.

If you would like to submit a proposal, or have any queries, or concerns, please contact:

The Relevant Editor,

TAYLOR & FRANCIS BOOKS, 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

Tel: 020 7017 6000. Fax: 020 7017 6699