

New book proposal form for Health and Medical Sciences

TITLE AND AUTHOR INFORMATION
Proposed book title:
Author/ Editor's full name and short (1-2 paragraphs) biography indicating why you are the right author/editor to undertake this project:
Position and affiliation:
Permanent full mailing address:
Telephone: Email address:
Please name co-author(s) or tentative contributors and their affiliations, if any:

SUBJECT

Definition/importance of topic (describe the topic of the book *and* its relationship to the broader picture):

What are your reasons for proposing a new text in this area? What is the need in the market that this publication will help fulfill?

What problems will this text help solve? How will it provide these solutions? How will end users apply the content to this need?

What are the major features and benefits of your book that make it unique? (such as the format, the number of figures, the number of examples, the brief format, etc.). Please add more rows as necessary.

Features (what this publication offers to the user?)	Benefits (why this feature is useful for the user?)

Please give a two-line description of the book.

Please write a short description of your book that could be modified for promotional purposes:

Please list main headings for a table of contents:
(attach a separate sheet if appropriate)

Please include a rationale for why *this* is the optimal way to organize the table of contents:

COMPETITION

Please list, in order of importance, any existing books that are related/competing to the subject matter of your book. Please add extra rows as needed.

Author/Title of competing/related book	Main differences with the proposed book (explain what are the differences with the proposed book in order to justify a new publication)

MANUSCRIPT INFORMATION

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

How many pages do you estimate your book to have when printed?

How many line-drawings and photographic figures do you estimate the text will have? Will the majority be line-drawings or photographic images?

Are there any other components that would accompany the book (eg, video clips?)

SALES & MARKETING

Please identify the readership of your book (specific groups, geographical location, and if possible, potential numbers):

- Primary market?
- Secondary market?

Please list the top three major societies/conferences relevant to this subject:

Please list the key journals in this area:

Are there any special sales opportunities for this content (eg, pharmaceutical, equipment companies, etc)?

AUTHOR'S PREVIOUS WORKS

Please list your previous works (or send a separate CV if appropriate):

REVIEWERS

Please list persons qualified to give an opinion on your book proposal (**at least 3 names and addresses including 2 US-based clinicians**):

Thank you for completing this form. If your proposal is successful, your answers will be invaluable to the ongoing publication and promotion of your book.

Please return this form to:

authorquery@elsevier.com