



Elsevier • Book proposal form

Working title

Titles and subtitles should be focused to include key terms that readers would use if searching for information on this topic

Keywords

Include key terms (not already included in the title/subtitle) that readers would use if searching for information on this topic

Author/Editor information

- Specify if this book is authored or edited
- Include address and contact details, qualifications and experience, and a short biography for all book authors and/or editors

Primary audience

Please indicate the **most relevant target audience**

Secondary audience

Please describe your entire audience in as much detail as possible, e.g. industry sector, job role, level, subject specialism.

If the book could be used for a course please provide details, including program and level.

Background and purpose

- Provide a brief description of this book, similar to what you would find on the back cover of the published book

• What is your purpose in writing this book? Why is there a need for a new resource in this area? • What problem does this book solve for readers?	
Benefits to audience With reference to the target audience(s) listed above, please give details of: • The information needs and daily challenges of the audience relating to the subject of the book and how your book will address these needs, challenges or pain points • List three key features and content in your book that will be most valuable to the reader	
Inclusion and reaching a global audience Elsevier serves a wide and global audience in the English language. Please outline planned features that will help your project reach a wide audience, for example: • A broad range of qualified international authors and contributors, or case studies • Contributions from leading figures, including subject matter experts at all stages of their careers • Experience and insight from authors or contributors in academia, industry, or national labs. Elsevier is committed to providing accessible content and increasing inclusion and equity in research, healthcare and education publishing. Should your project move forward, you will be asked to follow our Inclusion and Accessibility guidelines.	

Competition

Please list the books, websites or other information sources that would compete most closely with your book and briefly describe how they compare and why readers would choose your book over the competition

Table of contents

Please provide here or attach separately the planned contents of your book, including chapter titles and a sentence or two related to the scope/initial content plan for each chapter

If your book is edited, please include a tentative list of the chapter authors (they do not need to be finalized at this time)

Publishing timeline

Please consider and let us know:

- When would you be able to submit a complete manuscript?
- Are there any events or conferences where we can market this book?
- Would be appropriate to publish in view of factors such as regulatory updates, medical advances, etc.?

Specifications

Please address each of the following with your best estimates:

- Number of double-spaced Microsoft Word pages you anticipate producing **OR** the total number of words
- The approximate number of illustrations and figures you anticipate including, and whether any of these would require color
- What other **multimedia content** (audio/video files), maps, etc. can you include to increase the market value of the book?

Reviewers

We use external reviews to validate the market for the book idea and provide suggestions that may help in its development. Please suggest at least experts in the field whose input you would value as part of our review panel, please provide their contact details below:

Name:	Email address:
Name:	Email address:
Name:	Email address:

Additional requirements

We can make a publishing decision based on a detailed contents list and full answers to the questions above. However, sample material is helpful in enabling reviewers to evaluate content and approach. Please provide a draft chapter or other sample content if available.

Publishing ethics and Generative AI (GAI)

Elsevier is committed to upholding the highest standards of publishing ethics. Please familiarize yourself with our [Publishing Ethics](#) policies and let us know if you have any questions. Please note our policies regarding the use of generative AI and AI-assisted technologies in the [Writing](#) and [Editing](#) of book manuscripts. Should your project move forward, you will be asked to follow these guidelines. Please do not use Generative AI in the preparation of this proposal document as the purpose of this proposal is for you to tell us briefly, and in your own words, about your planned book. To protect your confidentiality and proprietary rights, our external review process requires that [Reviewers](#) also follow specific guidelines covering the use of AI in the review process.

Thank you for considering Elsevier as your publishing partner. When you have completed the form, please submit it to AuthorQuery@elsevier.com, where it will be redirected to the right member of our publishing team.