

Routledge Behavioural Science and Education

Submitting a Book Proposal

Guidelines for Authors

The proposal you submit to Routledge will be the basis on which we judge the book's suitability for publication. It will be sent out to be reviewed by specialists in your field. It therefore needs to be organised in such a way that the reviewer is given the right amount of information on which to judge the quality of your work.

The following notes are designed to help you prepare your proposal, and your co-operation in following our recommendations will ease our task of evaluation and aid you in reaching your objectives.

Excluding sample chapters and curriculum vitae, we would suggest that your proposal should be in the region of 8-10 pages in length.

There are twelve main areas we would like to be addressed and these are explained in more detail below.

This proposal form also contains further information on PhD conversions, edited collections and an outline of the evaluation process at Routledge, as below:

[*Appendix I: Information for Authors wishing to Publish a Revised Version of their Doctoral Thesis*](#)

[*Appendix II: Additional Considerations for Edited collections*](#)

[*Appendix III: How We Evaluate Your Proposal*](#)

If you have any questions at any stage, please don't hesitate to ask your commissioning editor.

If you've completed a draft manuscript, please indicate this in your proposal. Please do not, however, send in an unsolicited draft manuscript as part of your initial correspondence. After reviewing your proposal, a commissioning editor will determine whether you should submit a full manuscript. If possible, please send your proposal and any accompanying material via email.

Initial Details

Author/Editor (please include title):

Present job title and affiliation:

Address:

Telephone:

Email:

Research interests:

Working title of book (please keep as succinct as possible):

Subtitle:

Estimated word count (most of our books are between 60,000 and 100,000 words, including references and end notes):

Approximate number of: B&W Figures: Tables: Other (please specify):

If your book is a revised version of your PhD thesis, has the thesis been posted on to any institutional repository? If so, is the institutional repository publicly accessible or accessible only to members of the institution? Please give details:

Has any part of the proposed work been published before? If so, please give details:

Do you plan to include any other material from published, copyright-protected sources for which permission to reprint will need to be secured (e.g. quotes which exceed 'fair use' limitations, graphic images, tables, figures, poetry or song lyrics)? Please give details:

Will the book include material that is not published or copyright-protected but for which releases will be required (e.g. interview data, transcripts, or other material in which research participants are quoted verbatim and/or identified; original artwork where copyright is not wholly owned by the author(s)/editor(s))? Please give details:

Is there a requirement from the research council or funding body that supported the research in this book for you to publish the book in accordance with an Open Access Policy?

Estimated delivery date of final typescript (please be as realistic as possible):

Please complete the following sections.

1. Blurb

Please provide a short description of approximately 200 words of your book that could be used as the basis for catalogue or jacket copy. This should be clear, informative and persuasive, explaining the content and contribution(s) of the book to its field in a manner that will make sense to a non-specialist. This is a useful tool in evaluating a book proposal because it gives a good snapshot of the ease with which you are able to present your ideas to a non-specialist audience.

2. Statement of Aims and Rationale

Please provide a concise description of the book, outlining your rationale and approach, including details of the work's central objectives and the reasons for which you think this book will prove to be a valuable publication. Consider the following questions: What is your book about? What are its main themes and objectives? What does it do differently from, or more innovatively, than, existing books? Why is there a need for this book? What is its contribution to scholarship?

Key selling points

Please list at least three brief selling points that would make your book appealing to its intended audience

- 1.
- 2.
- 3.

Buzz words

Please provide approximately ten key terms describing the content and fields of relevance for your proposed text.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

3. Table of Contents

Please provide a simple (at-a-glance) table of contents including chapter headings and contributors' names where appropriate – see the example below. We appreciate that some information will be provisional at this stage.

Introduction: Shadow Education in East Asia: Historical and Cultural Heritage of Learning Fever and Academic Success

4. Chapter Synopses

a) Please list working chapter headings and provide a paragraph of explanation on what you (or your contributors) intend to cover in each chapter, giving information on the geographic range of content or case studies (where relevant). If you are proposing an edited collection, this should include a list of contributing authors (with academic affiliation and job title).

b) If sample chapters, or a draft manuscript are available, please send this material separately via email or let us know when they will be available.

5. Definition of the market

a) At whom is your book primarily aimed? Is it written primarily for scholars (if so, what disciplines), professionals (if so, which fields), or students (if so, what level)? Please be as specific and realistic as possible and remember that few, if any, books appeal to all of the above simultaneously.

b) Under which subject areas and disciplines would you anticipate your book being listed?

c) Is the subject area of the proposal widely taught, or researched?

d) Would this subject have international appeal outside your home country? If so, where and why?

6. Competition

It is important that you are aware of your book's place in the existing literature. Please list books here which are either directly in competition with your book or else could be considered to be related in some way to your own proposed volume. Please list the following details: author, publication date, title, publisher and price, along with a brief explanation of the ways in which your book will differ.

7. Related Routledge Titles

Which titles published by Routledge are related or in direct competition with your book? How does your book differ?

8. Product category

a) Do you anticipate the book being required, recommended, or supplementary reading on any academic courses / modules? If so, at what level? Can you name some typical course / module titles?

b) Is it a relatively specialist / high-level scholarly volume?

9. Marketing

In academic publishing, it can be vital to begin publicising and marketing a book at an early stage – we would appreciate your input to the following questions which may prove helpful in evaluating the commercial viability of your proposed book:

a) Societies and Organisations:

Do you belong to any societies, associations or organisations that could be used for promotional purposes? Please provide a list.

Would any of these societies or organizations be interested in purchasing a bulk number of copies of the book at a discount?

Is the work reported in the book the outcome of any funded project? Can you suggest any institutional support for discounted bulk purchases of the book or for assisting in marketing the book?

b) Journals:

One key promotional tactic is to send review copies to relevant journals. Please list in order of importance the top five or ten key journals whose readership you think would find your book most interesting and would be likely to either purchase a copy or recommend that their library do so.

c) Conferences:

Routledge are represented at many academic conferences. Please give details of conferences or professional meetings at which it would be useful to advertise your book.

10. About the Author/Editor

Please provide a short biographical statement about the author(s) or editor(s) involved in the book and attach concise academic CVs. The statement should include a current academic affiliation and job title, together with a list of books (if any) that the author or editor of the proposed book has (co-)authored or (co-)edited.

11. Reviewers

We will independently select appropriate reviewers for your proposal, but if there is anyone who you feel is particularly suitable or well-qualified to comment, please feel free to make suggestions below. If the book has several distinct markets, please try to recommend at least one reviewer for each market.

12. Exclusive or Multiple Submission

If you are submitting the proposal to other publishers, please state which ones. If you are contracted to write what could be described as a competing work for another publisher, please give details.

If available, please also attach separately a draft or sample chapter or two.

Appendix I: Information for Authors wishing to Publish a Revised Version of their Doctoral Thesis

In most cases, a thesis will require some re-writing in order to ensure that a more accessible style is adopted, using less technical vocabulary and, where a study contains separate sections for the literature review and methodology, these are usually condensed into one chapter. In addition, where a doctoral dissertation will often address several, very specific and specialised questions in depth, a monograph generally needs to appeal to a wider readership and as such, ought to engage with broader debates where relevant. The guidelines below offer suggestions on what to consider when revising your doctoral thesis for publication.

Stage One: Considering Your Options

You have completed or are about to complete your doctoral thesis and you are thinking about publishing your thesis as a book. There are a number of important questions to ask yourself at this stage:

- Am I prepared to invest time – several months of work – in transforming the PhD into a book?
- Is my research best suited to publication in book form, or would it be better presented as a journal article, or a series of articles?
- Which would be the best approach in terms of my career development?
- To what audience would my book be addressed? Can I quantify it?

It is extremely rare for a PhD to be published as a book without some reworking. Exceptions may occur when a doctoral student, usually with a publishing track record, has planned for book publication from the outset.

Certain types of argument lend themselves to publication in either book or journal form. For example, a historical study in which conclusions emerge from the narrative, or an attempt to push a particular debate further through the close reading of texts, may require 80,000 words for development, while a single conclusion reached by or proved through primary research may be much more effectively presented in 10,000 words. Bear in mind that some research is likely to date quickly and may not be suitable for presentation in book form. Your thinking may be influenced by whether or not you have an academic position. A full-time contract for 12 months (preferably longer) gives you a relatively stable position from which to write a book. When seeking some posts, however, it may be advisable to concentrate on journal publications.

A doctoral dissertation is usually a reflection of sophisticated research and normally makes an original contribution to one's field of expertise. However, it is not necessarily a work aimed at an audience beyond your supervisor, examiners and immediate colleagues. For a book to be viable, a publisher will need to be sure of selling a certain number of copies. As such, some work is likely to be needed in order to ensure that your dissertation does appeal to a wider readership and this work usually involves changes to the style and structure, together with engagement in wider scholarly debates to which your research might contribute, but which were not necessarily taken up in the dissertation itself.

Stage Two: Submitting a Book Proposal

If you decide to pursue publication in book form, you will need to submit a book proposal and most publishers will require one or more sample chapters to send for external review with the proposal. You may choose to take the chapters you feel will need least revision from your thesis, but it is often more effective to attempt a reworking of a chapter. The first chapter is ideal, but may be the most difficult to rewrite for publication, in which case try working on a substantive middle chapter instead. Do not send the complete thesis, unless it is specifically requested.

It can be very useful to ask a colleague with publishing experience or your PhD supervisor to read through the proposal and sample material before submission. If we consider the proposal potentially suitable for our list, it will be sent for peer review and assessed by our publishing board with a view to agreeing a contract.

Stage Three: The Process of Rewriting

If a contract is agreed, then the work of re-writing begins. We will provide you with copies of the external readers' reports, which should give you some useful suggestions. The following are general guidelines:

- Look closely at the books you have found most engaging as arguments and as reading experiences and work out what makes them successful. Be ambitious: try to write the book you would most want to read about your subject.
- Keep your audience constantly in mind. It is important to write for the widest potential audience, rather than just for those engaged in similar research areas. Do not assume that readers will be as familiar with the literature as you are.
- The opening chapter is the reader's 'way in' to the argument. It must be as accessible and compelling as you can make it.
- Think about the narrative flow of the book. Your goal is to tempt readers to read from beginning to end of the book. Some PhDs do not proceed in this fashion, but adopt an approach in which a point is made and then supported with evidence. It may be possible to reduce some of this evidence, or to confine it to footnotes or appendices if doing so enables you to improve the progression of the argument without significantly compromising the strength of your position.
- In general you should aim to reduce your review of the literature. Instead, relevant literature should be cited at appropriate points throughout the text.
- Substantial methodology sections may also need to be omitted or reduced, unless a review of your proposal has specifically stated that a full (or fuller) discussion of methodology is required, or one of the book's central concerns is with method and methodology.
- In general, your conclusions should be developed and summed up throughout the book rather than towards the end. A strong introduction should indicate clearly where you are going.

And some technical points:

- Keep footnotes and endnotes to a minimum.
- Remember to remove all references to 'this thesis' or 'this dissertation'. Readers and buyers are sensitive to such references and view books differently if they believe them to be doctoral

dissertations. Given the work that you will have put in to revising your PhD for publication, it is best to avoid giving the impression that the published book is an unrevised thesis.

- Approval of quotes from interviewees will need to be obtained if they were not aware at the time of the interview that their comments would appear in a published format. Alternatively, these quotes could be made anonymous or omitted altogether.
- Be aware that not all illustrations/tables/diagrams are suitable for book publication. If in doubt ask your editor.
- Remember that you will need permission to quote copyright-protected material. The 'fair-dealing' rule covers single quotations of up to 400 words, or multiple quotations from a work of not more than 200 words each and 800 words in total, for the purposes of review and criticism. Permission must be sought for longer quotations, illustrations or diagrams taken from other published sources, quotations of lyrics or poetry of more than one line and any epigraphs.

During the process of fine-tuning a PhD for publication, it can be very valuable to have chapters read informally by colleagues or other contacts. An external eye can be helpful in pointing out omissions, suggesting new arguments, and in reassuring you about the quality of the work. In addition, if English is not your first language it is highly desirable that you find a native speaker with expertise in your field to check through the final manuscript.

Appendix II: Additional Considerations for Edited collections

If you are proposing an edited book, there are further considerations to keep in mind when structuring the text and seeking contributions:

- 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?
- Are all of the chapters newly commissioned or have some appeared in print previously? If any have been published before, this will need to be indicated in the proposed list of contents and chapter abstracts

Please also be sure to include a list of brief biographies for all contributors.

These may take the format: *Name, Job title, Affiliation, Country.*

e.g. *Zara Beale, Associate Professor of Education Policy, University of Birmingham, UK.*

Appendix III: How We Evaluate Your Proposal

Evaluation by Commissioning Editor(s)

The proposal will be considered carefully by the most suitable editor. The editor will ask several questions: Firstly, does the book fit with our publishing strategy? 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? What is the need for the book internationally? If the editor is satisfied at this stage, 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 two or three reports, and this process should take six to eight weeks, but may take longer depending on the time of year and the ease with which Routledge editors may find suitable reviewers. We are proud that all of our books undergo a rigorous process of peer review – a process similar to that of journal articles. You will have a chance to respond to the referee reports after they've all been delivered.

Editorial Board Meeting

If the reviews are positive, then the editor puts together a written report, which includes your proposal, the referees' reports, projected costs and revenues, and market analyses. This report is circulated to all members of the editorial board in advance of a regular meeting, where each proposal is discussed and either approved, declined, or provisionally passed, subject to certain revisions. The editorial board consists of editors, a publisher (who manages a team of editors), marketing personnel, and sales managers.

Contract, Desk Editorial and Publication

If your proposal is approved, we will then issue you 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. It is important at the contract stage to agree upon a realistic delivery date for the manuscript and also a commercially acceptable title for the book in order that we can begin to publicise it at an early stage. 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.