SUBMITTING A PROPOSAL
Guidelines for authors

Routledge is keen to consider proposals for new books. Publishing mainly at University level, our list includes everything from research monographs to core text books. 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, Routledge 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. Routledge is one of the world's leading academic publishers with a reputation for cutting-edge and ground breaking books.

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he 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 cooperation in following our recommendations will ease our task of evaluation and aid you in reaching your objectives.

Please note that anything you send us may be sent to reviewers as part of the review process (including your CV) so please let me know if there is any personal information you would like removed prior to the review process.

These are the main areas we would like to be addressed:

Information Classification: General

1. **A statement of aims including 3-4 paragraphs outlining the rationale behind the book**
2. **Book blurb and key words**
3. **Table of contents**
4. **Chapter abstracts and key words**
5. **Edited collections (if applicable)**
6. **Books based on a PhD thesis (if applicable)**
7. **Length and schedule**
8. **Definition of the market**
9. **Competing or related titles**
10. **Product category**
11. **Curriculum vitae + contact details**
12. **Third party material**
13. **Reviewers**

Title:
Author/Editor(s) name and affiliation:

1. **Statement of aims**
   - Quite simply, what is your book about?
   - What are its main themes and objectives?
   - What are the conceptual and methodological issues that that form the basis for the book?
   - What are you doing differently, or in a more innovative way, or better than existing books?

2. **Book blurb and keywords**
   - Please write a brief blurb (approx. 250 words) which would effectively describe your book to an interested reader who may not have a background in the discipline.

     Paragraph 1 Overview: an overview of the book

     Paragraph 2 Features and Benefits: summary of key features and benefits to the reader

     Paragraph 3 Audience: Details on the relevant audience

     Paragraph 4 Ancillaries (optional): a description of ancillary materials
   - Please provide **5-10 keywords** for your book. Ensure that they are commonly used within your discipline. What words would the potential audience using online to search for similar material? Think of the keywords as labels for your book – they will help readers find it online.

3. **Unique Selling Points**

   List three short sentences that outlines/summarises key features of the book (i.e. uses openers such as Analyses, Highlights, Focuses, Demonstrates. etc)

4. **Table of contents**

Information Classification: General

- Please provide a simple (at-a-glance) table of contents including chapter headings and contributor names where appropriate.

5. **Chapter abstracts and key words**
   - Please list working chapter headings and provide a paragraph/half page of explanation on what will be covered in each chapter.
   - If you have any sample chapters prepared, please submit them with your proposal. We prefer to send reviewers as much material as possible in order that they can assess your writing style and approach.

6. **Edited collections (if applicable)**
   - Please supply details of each contributor's affiliation 🎬 Is the book of a consistent academic quality?
   - Are there any weaker chapters which could be cut?
   - 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?

7. **Books based on a PhD thesis (if applicable) 🎬 Which parts will you cut or modify?**
   - What specifically are the aspects of the work as it stands which are designed to satisfy your examiners, but which you think are not suitable for a book and which you plan to change?
   - How will you be adapting the language and style, as well, as annotation and references?
   - Is the thesis in an area of increasing academic and research interest?

7. **Length and schedule**
   - 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 - 120,000 words long.
   - When will you be able to deliver the completed typescript? Please be as precise as possible.

8. **Definition of the 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 which 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?

Information Classification: General

9. **Competing or related titles**
    - What are the main competing or related books?
    - What are their strengths & weaknesses?
    - What makes your book better then the existing competition?

10. **Product category**
    - Is it an introductory textbook aimed at core undergraduate courses?
    - Is it a supplementary text which would provide secondary reading for undergraduate or postgraduate students?
    - Is it a research monograph (A high-level research book aimed at postgraduates, researchers and academics rather than undergraduate students)?

11. **Sales of your book in a language other than English**. We have a Rights Sales team who will actively promote your book to Publishers in other countries to be sold in languages other than English (Chinese, Korean, French, etc). Please indicate below if you think your book would be of interest in another language, and if so, please specify which language(s) and why?

12. **Curriculum vitae**
    - Please list in total 1-2 paragraphs that will appear as 'About the Author' details
    - Outside of the above bio please list the academic and relevant professional posts which you have held and your main academic qualifications and publications.
    - If there is more than one author, please supply a curriculum vita for each author. Please list any books or chapters of books you have written for Routledge and other publishers.
    - Please supply home postal addresses (required for the contract/royalties)
    - Please share your Twitter handle, if you use it

13. **Third party material**
    - Please give a clear indication of content to be included in the book which will come from another source i.e. previously published material or illustrations or chapters that will be published as a journal article.

14. **Reviewers**
    - Please give the names, affiliations and email addresses of 6 (total) academic referees whose comments on your proposal and script you would truly value and we would benefit from.

15. **Funds:**

Information Classification: General

- 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?

How We Evaluate Your Proposal, Or Manuscript.

Evaluation by commissioning editor(s)

Your proposal will be looked at closely by the most suitable Routledge editor. The editor will consider 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 meeting, where each proposal is discussed and either approved (frequent), rejected (infrequent), or provisionally passed, subject to certain revisions (frequent). The editorial board consists of editors, a publisher (who manages a team of editors), marketing and sales managers and sometimes directors.

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.

Please send your proposal to the relevant commissioning editor – please only submit your proposal to one editor at a time. The full list of contacts by subject area is available here: www.routledge.com/contacts/editorial

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