**Routledge Education**

**QUESTIONNAIRE FOR PROSPECTIVE AUTHORS**

In preparing your proposal, bear in mind that Routledge needs to know as much as possible about your book, its scope, its intended audience, and how we can promote the book to that audience. We also need to be convinced that you can write with authority, accuracy, and clarity, and that you can present what you have to say in a way that will be of use, of interest, and of importance to your readers.

**HOW WE EVAULATE YOUR PROPOSAL OR MANUSCRIPT:**

**Evaluation by commissioning editor(s)** The editor needs to know: Is the content of this book of a high 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 or professional experts in the field.

**Evaluation by external peer reviewers.** We ask respected academic or professional specialists in the field to give us independent advice on the content, quality and potential market for your project. We do not reveal the names of our reviewers without their permission. This review process typically takes 6-8 weeks but sometimes longer in some cases when it proves difficult to find suitable reviewers.

**Editorial Board Meeting.** If the reviews are positive, then we share them with you for your input and feedback. The editor then puts together a formal proposal for internal circulation. This proposal is circulated to all members of the editorial board in advance of a regular meeting, where it 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), and marketing and sales managers.

Please return your response and synopsis to

**Sarah Tuckwell, Editor**

**sarah.tuckwell@tandf.co.uk**

**Routledge Education, 2 Park Square, Milton Park, Abingdon OX14 4RN**

**ABOUT THE BOOK**

Title:

Subtitle:

Author(s)/editor(s):

Series/discipline:

**RATIONALE**

1. Why do you think that there is a need for this book?
2. How long would it remain up-to-date?
3. Please provide a brief outline of the current context to your book, explaining – if relevant - how and why recent changes may have taken place to make your book more relevant now than ever before.

Please be aware that this information is usually circulated internally to marketing and sales colleagues who may have little experience of your specific field. It’s therefore helpful if you could include here what you may consider to be basic information.

**SYNOPSIS**

1. Please attach a synopsis to this questionnaire, stating the mission and scope of the book. This should include:

* an overview of the book and a statement of its aim.
* a list of chapter headings
* *an abstract of each chapter –* please do not provide just a bullet-pointed list of topics covered in each chapter.
* a sample chapter, if available

5. Please indicate the approximate number words you envisage as well as an approximate number of printed pages (allowing 400 words per printed page) and state the number of line illustrations, photographs, and tables that would be included. State if (and why) colour would be required.

6. Please provide a soundbite (around 300 words) about your book, which could be used on the jacket of the book in order to draw the reader in. If you are unsure of the Routledge style, why not browse similar titles online or in bookshops to get a feel for the way we promote our books.

**READERSHIP**

7. Who is the readership for this book, and what background do you expect them to have?

8. If you expect your book to be recommended on university or college courses please provide us with the following additional information:

* the course titles
* an indication of the numbers in which they are run
* a selection of the institutions which teach them
* at what level, for eg: vocational/ GNVQ undergraduate/postgraduate/Continuing Professional Development
* whether your book would be a textbook, essential or recommended reading
* if possible, an idea of student numbers.

Evidence of a recent *increase* in the number of courses and/or student numbers is also useful to us, so do provide this if relevant.

9. Does your book have an international appeal? If you think it does, please state why, and in which countries.

10. Are there special professional groups, scholarly societies, or other organizations who would have a particular interest in your book? Please list them.

11. Please provide a list of up to 5 bullet points of why this book is a ‘must-buy’ for your target audience

**COMPETITION**

12. Please attach a list of competing books, including author(s)/editor(s), publisher, price, and year of publication.

13. How will your book differ?

1. If you genuinely feel that your book does not have any competition, please provide us with information about comparable or similar titles in the field.

**KEY WORDS**

Please list 5-10 keywords, terms, or buzzwords that are associated with the subject of your book

**YOUR BACKGROUND**

Please provide a brief paragraph outlining your current job, experience and previous book publications, (if relevant).

Are you active on social media? If so, please provide details, including for eg: number of twitter followers, blog hits etc.

Please let us know if you are writing from first-hand experience in research and teaching.

Please also provide your full postal address, email address and a daytime telephone number.

**TIMESCALE**

15. Publication to an agreed deadline is fundamental to good publishing. When would you expect to be able to submit a complete manuscript? (Please be realistic.)

**OTHER INFORMATION**

1. Can you suggest three people from whom we might solicit, in confidence, a review of this proposal. Please supply their names, addresses and email addresses if possible. Please do not suggest anyone who is likely to contribute to the proposed book, anyone who teaches at the same institution as yourself or, if your proposal is based upon your Ph.D. or other postgraduate dissertation, anyone involved in its supervision or assessment.

It would also be helpful if at least one of the suggested reviewers was based outside the UK, particularly if your book is aimed at an international audience.

17. Please share any further information you feel would be useful in supporting this proposal.

Thank you.

Please note: This document does not constitute an agreement to publish.

Your response will be treated in the strictest confidence