#

# PROPOSING YOUR CONTRIBUTED HANDBOOK, REFERENCE, OR MONOGRAPH TO CRC PRESS

# IOM3 PUBLICATIONS SERIES

The information provided in this document will be used for peer reviews and for the consideration of contract approval.

***Please answer the following questions as completely as possible.***

|  |  |
| --- | --- |
| **Title of your proposed book:** |  |
| **Author name(s)** |  |
| **Address** |  |
| **Telephone** |  |
| **Affiliation** |  |
| **E-mail** |  |

Please include the following tentative items when submitting this document:

|  |  |
| --- | --- |
| [ ]  | Table of Contents |
| [ ]  | Your brief bio |
| [ ]  | Preface, introduction, or aim and scope of your proposed book |
| [ ]  | Sample Chapter (if available) |
| [ ]  | A listing of contributors and their affiliations (if available) |

*Please return to:* ***Allison Shatkin***

Senior Publisher, Materials, Chemical, and Petroleum Engineering

Taylor & Francis/CRC Press

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Suite 300

Boca Raton, FL 33487

Phone: 561-843-8407

allison.shatkin@taylorandfrancis.com

**Book Reviewer Information:**

Please include 5 possible reviewers for this proposal. I will be contacting them to review this proposal and any materials that you supply to me unless you specify otherwise.

Our audience is both domestic and international, so please choose affiliations from the US, UK, and internationally.

|  |  |
| --- | --- |
| **Reviewer’s name (U.S.)** |  |
| **Reviewer’s e-mail address** |  |
| **Reviewer’s affiliation** |  |

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| --- | --- |
| **Reviewer’s name (Int’l)** |  |
| **Reviewer’s e-mail address** |  |
| **Reviewer’s affiliation** |  |

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| **Reviewer’s name (U.S.)** |  |
| **Reviewer’s e-mail address** |  |
| **Reviewer’s affiliation** |  |

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| **Reviewer’s name (Int’l)** |  |
| **Reviewer’s e-mail address** |  |
| **Reviewer’s affiliation** |  |

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| **Reviewer’s name (U.S.)** |  |
| **Reviewer’s e-mail address** |  |
| **Reviewer’s affiliation** |  |

**About Your Book:**

Please provide a description of the project and what this book is about. (Aim and scope, 2-3 paragraphs is ideal.)

Who is this book appropriate for? Please indicate with an (**X**), below:

|  |  |
| --- | --- |
| **Junior Undergraduate Students:** |  |
| **Senior Undergraduate Students:** |  |
| **Graduate Students:** |  |
| **Industry Professionals:** |  |
| **Researchers:** |  |
| **Academics:** |  |

Technologists, Scientists or Engineers from which specific disciplines will purchase your book? Please be specific.

To enhance sales opportunities, we encourage the inclusion of international case studies where possible. Please provide an estimate of how many case studies you can include in your book.

Will case studies of specific companies be included? Please name the companies.

Will your proposal include a foreword written by a well-regarded industry professional? Doing so can help boost sales among industry professional readers. If so, who?

**Competition is key!**

⮚ Please provide at least three (3) competitive books of other publishers, supplying as much information as possible. Competition can be found on [amazon.com](http://www.amazon.com) or the Publisher’s respective website.

**If there is no direct competition for your book, please list those titles that do relate to your book and include the same criteria as above.**

**Please be as specific as possible with the differences:**

|  |
| --- |
| **Competitive Title #1** |
| **Title:** |  |
| **Author:** |  |
| **# of Pages:** |  |
| **Publication Date:** |  |
| **Publisher:** |  |
| **Price:** |  |
| **How your book differs specifically: why purchase your book instead of this competitive title?** |  |

|  |
| --- |
| **Competitive Title #2** |
| **Title:** |  |
| **Author:** |  |
| **# of Pages:** |  |
| **Publication Date:** |  |
| **Publisher:** |  |
| **Price:** |  |
| **How your book differs specifically: why purchase your book instead of this competitive title?** |  |

|  |
| --- |
| **Competitive Title #3** |
| **Title:** |  |
| **Author:** |  |
| **# of Pages:** |  |
| **Publication Date:** |  |
| **Publisher:** |  |
| **Price:** |  |
| **How your book differs specifically: why purchase your book instead of this competitive title?** |  |

List at least five (5) specific selling features and key benefits of your book. Along with the strengths of your book, these are the aspects of your book that will make the reader excited to purchase it – list features that you feel would encourage a customer to select your book over a competitor. The more specific these selling features the better. Why would customers spend money on your content? What will they learn?

|  |
| --- |
| **1)** |
| **2)** |
| **3)** |
| **4)** |
| **5)** |

**Book Preparation:**

What program will you prepare your text in? Please indicate with an (**X**), below:

|  |  |  |
| --- | --- | --- |
|  | (**X**) | **Explanations** |
| **MS Word** |  | Author will double-space the manuscript and unembed the figures from the text and save each figure separately in a separate folder as an eps, jpeg, giff, or tiff file with a resolution of at least 300 dpi. CRC Press will format the pages. |
| **Latex Camera-Ready** |  | Author will use CRC Press template in Latex and format their own pages and then incorporate CRC Press changes after a proofread for final printer-ready pages. |
| **Latex Hybrid** |  | The Author shall provide application files in Latex but is not responsible for embedding fonts or incorporating changes to the manuscript, after CRC Press proofreads. Final pages are handled by CRC. |

When will the final manuscript be submitted to CRC Press?



What is your estimate of the number of double-spaced pages in the final manuscript?

About how many figures will be included in the manuscript?

All figures and photos will be produced in grayscale (i.e., black/white). Please confirm that you understand all figures will be printed as grayscale by including an X below.

All Grayscale:

Will MATLAB be included in your book? Any other simulation program?

Please describe the online enhancements necessary for your book if applicable. They will be hosted on our website.

We request that SI Units – International System of Units be used as well as US throughout to appeal to our global audience.

Please confirm you can or cannot do this?

[ ]  Yes

[ ]  No

If No, please explain:

We request that you produce a subject matter index. Please confirm you will do this:

[ ]  Yes

[ ]  No

If No, the Publisher can produce an index for your book with a charge against author royalties.

**Alt Text:** Taylor & Francis is committed to providing content that is accessible to sight-impaired readers. To accomplish the goal of creating equal access to all materials, we request that you supply alternative text (alt text) for all figures in your book. These are brief written descriptions of all visual material (tables, figures, half tones, etc.) that can be read out in audio versions of books. Guidelines are available and will be shared upon project acceptance or upon request. Please confirm that you will include Alt Text for each image that appears in your book.

[ ]  Yes

[ ]  No

**ACCEPTABLE SOFTWARE FOR TEXT, TABLES, AND EQUATIONS:**

**[**Microsoft Word is the only acceptable format for text. Manuscripts written in other word processors that are converted to word may have corruption issues so this method is not recommended. WordPerfect software is not acceptable software for text.**]**

Please indicate with an (**X**) the program you will be using to prepare this manuscript and please indicate the number of tables, figures, and equations included:

|  |  |
| --- | --- |
|  | **Which Format used?** |
|  |  | **Windows (PC)** |  | **Mac** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **# of Tables:** |  | MSWord |  | MSWord |  |
|  | LaTeX |  | LaTeX |  |
|  | Excel |  | Excel |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **# of Equations:** |  | MSWord |  | MSWord |  |
|  | MathType |  | MathType |  |
|  | LaTeX |  | LaTeX |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **# of Figures:**  |  | PowerPoint |  | PowerPoint |  |
|  | Visio |  | Freehand |  |
|  | Corel Draw |  | Corel Draw |  |
|  | MSWord |  | MSWord |  |
|  | Excel |  | Excel |  |
|  | AutoCAD |  | Illustrator |  |
|  | LaTeX |  | LaTeX |  |
|  | ChemDraw |  | ChemDraw |  |
|  | MATLAB |  | MATLAB |  |
|  | Photoshop |  | Photoshop |  |
|  | Illustrator |  |  |
|  | Freehand |  |  |

**Sales and Marketing:**

Members from which professional industry societies and associations will have an interest in the book?

Please list the target magazines and journals that you often read and research that would apply to promoting your book.

What do you feel is an appropriate price for your book?

$

Do you know of any bulk sale opportunities, through corporations or organizations for which you have consulted that would be interested in your book?

Is your book appropriate for professional, corporate, or further education courses? If so, please explain. Are there specific companies that that may have an interest in using your book for professional development courses aimed at staff?

Do you teach any webinars or short courses? If so please list them by course name, date offered, and note whether your book is could serve as primary or supplementary reading for students of these courses.

**OPEN ACCESS**

CRC Press/Taylor & Francis provides options with regards to making books “open access”.

Funding bodies in some countries are moving towards making books available in this manner through assistance with open access fees, and indeed some authors are happy to personally fund open access publications to make the book as accessible and widely available as possible.

You can learn more about Taylor & Francis OA at <https://www.routledge.com/info/open_access>

Please include a few words on the feasibility from your point of view of making the book “open access” with assistance from funding bodies in your field or through other sources of funding.

**PLEASE COMPLETE THIS SECTION ONLY IF YOU ARE PROPOSING A TEXTBOOK FOR A UNIVERSITY MODULE/COURSE**

**Your book in the classroom:**

What level is the corresponding module/course taught? Please indicate with an (**X**), below:

|  |  |
| --- | --- |
| **Junior Undergraduate** |  |
| **Senior Undergraduate** |  |
| **Graduate** |  |

What are the typical module/course name(s) that would apply for your book?

How many students are enrolled per class usually?

Please name several of the universities (both domestic and foreign that teach this module/course). This helps us target specific textbook adoption potential.

What classes must be taken as a prerequisite before the class being taught from your book?

What classes are normally taken after the appropriate class for your book?

What book is used mostly now to teach this module/course:

|  |  |
| --- | --- |
| **Title:** |  |
| **Author:** |  |
| **# of Pages:** |  |
| **Publication Date:** |  |
| **Publisher:** |  |
| **Price:** |  |
| **Why is your book necessary?** |  |

Will you adopt your book for your module/course?

When will you be teaching this module/course again?

Please confirm with an (**X**) the following will be included in final manuscript:

|  |  |
| --- | --- |
| **SI Units:** |  |
| **US Units:** |  |
| **Homework Problems:** |  |
| **How Many Per Chapter?:** |  |
| **Case Studies:** |  |
| **Examples:** |  |
| **Power Point Slides:** |  |
| **Solutions Manual:** |  |
| **Index:****Other (Digital Resources):** |  |

**Thank you!**

I look forward to receiving your proposal. We allow the reviewers three to four weeks for review, and their comments will be shared with you. Please do not hesitate to contact me with any questions.

Kind Regards,

Allison

***Allison Shatkin***

Senior Publisher, Materials, Chemical, and Petroleum Engineering

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