



How to Propose a Book to Cereals & Grains Association and Elsevier/Academic Press

To reach an informed publishing decision about a proposed book, we require the submission of certain, basic information to assist us in understanding the aims and scope and the likely physical characteristics of the final product. This information allows us to judge the book's timeliness, market, anticipated production costs, and price.

A complete proposal allows us to properly analyze the book within the company and to describe it to external reviewers who will be asked to assist in our assessment process. External reviewers will receive a copy of your proposal and our review questionnaire to provide comments and suggestions pertaining to your proposed scope of work. Useful feedback will be shared with you in anonymous form.

1. **Title:** The title may change before the book is published, but we need a working title. It should concisely reflect the content focus.
2. **Authors/Editors:** Please provide the following information for every author/editor associated with the project.
 - Name: As it should appear on the book's cover.
 - Affiliation: Please provide your position and affiliation.
 - ORCID Number: Please provide your ORCID number. If you are unfamiliar, ORCID is a digital identifier that distinguishes you from every other researcher and makes sure your work is recognized in electronic venues by creating automated links between you and your professional activities. For more information, please visit: <http://orcid.org/>
 - Contact Information: Please provide your complete, preferred mailing address, telephone number(s), and email address(es).
 - Biography: In 150 words or less, please provide a paragraph summarizing your current work, areas of expertise, relevant educational credentials, and a list of previous publications. Emphasis should be placed on your work as it relates to the topic of the proposed publication. Please write this as you would have it appear in the front matter of your book and/or in an online product description.
3. **Contributors:** Approximately how many contributors do you expect to contribute to the book?
4. **Aims and Scope:** Summarize, in a few paragraphs, what your book is about and the approach you will take in presenting the information. Describe the need for such a book and how the information will be used by the reader. What will the book increase their ability to achieve?
5. **Audience:** Who is the target audience for this information? What are their titles? How many of them are there? Where do they work? What associations and societies do they belong to?
6. **Key Features and Benefits:** Describe the specific features of your book and how those features can benefit the reader (e.g. Includes case studies that allow readers to identify the most appropriate solution based on their individual use-case)

7. **What problem does this book solve?:** Please structure as Problem/Solution provided by book.
8. **Table of Contents (tentative):** Provide a detailed list of chapters, with suggested author(s) for each (if the book is edited). Under each chapter heading, summarize the content in a few sentences or a short paragraph, noting any special features. Estimate the number of words in each chapter.
9. **Keywords:** What are the ten key words, terms, and phrases that are not included in the title that readers would use to locate this content when using a search engine tool?
10. **Extent of the Manuscript / Illustration Needs:**
Extent: Approximately how many words will your manuscript be (including references)?
Line Drawings: How many line drawings do you expect to include in your final manuscript?
Photographs: How many photographs do you expect to include in your final manuscript?
Tables: How many tables do you expect to include in your final manuscript?
Number of Colors: If you suggest your book should be more than one color (i.e. black and white), please provide an explanation of your suggestion.
11. **Timeframe:**
Table of Contents: By when could you submit a final table of contents for the work?
List of Contributors: By when could you submit a final list of contributors for the work?
Sample Chapter: By when could you submit a sample chapter for the work?
Final Manuscript: By when would you submit your final manuscript?
12. **Competing / related titles:** Please list below, in order of importance, any books that would compete with or are related to your publication. Please provide a brief description of how your proposed book differs from each competitive or related title.

<i>Title</i>	<i>Author</i>	<i>ISBN</i>	<i>Publisher</i>	<i>Publication Date</i>	<i>Price (USD)</i>	<i>Notes</i>	<i>Competitive or Related?</i>

13. **Curriculum Vitae:** Please provide a CV for every author/editor.
14. **Reviewers:** As publishers we have many reviewer contacts to call upon to help us decide on your proposal but are always open to suggestions to help this process.

Please submit the completed book proposal to Susan Freese, Strategic Content Development Manager, Cereals & Grains Association: sfreese@scisoc.org. Also contact Sue with questions: 651.994.3875.