



New Book Proposal Form

Emerald publishes monographs, handbooks, short form and professional content across a range of business, finance and social science disciplines. Our aim is to publish new and innovative research and practical content that meets the needs of researchers, students, educators and practitioners.

Once we receive your proposal, we will acknowledge receipt and provide detailed feedback as quickly as we can. Thank you for your interest in publishing with Emerald.

ABOUT THE AUTHOR / EDITOR(S)

Name(s):

Academic or professional affiliation:

Contact number:

Email address:

Personal website: *(if applicable)*

Author biography: *(if available)*

Please also attach an up to date CV if possible.

Social media: *Please share your usernames/handles for any social media platforms you use professionally (Twitter, LinkedIn, Instagram, etc).*

Previous publications: Please list your previous published books, including publisher and any sales detail available.

ABOUT YOUR BOOK

Title/Subtitle:

Brief summary: Please provide a succinct summary of your work (40 words max)

Full book description: Please provide a full description of your work. Please take into consideration why a new publication on this topic is needed at this time and how your work is designed to meet the need. What is the purpose of the publication? What new contribution does the publication make to the field? (300-500 words)

Subject / Topic Description: Please tell us about the topic of the book. This could include new developments in the field or an overview of the subject that the book focuses on.

Discipline, sub discipline, and keywords: Please categorize your work based on the most relevant discipline. Examples: Economics/Labor Economics; Psychology/Educational Psychology; Business/Leadership; Sociology/Applied Sociology.

Please also list 5 Keywords that best describe your book.

Examples: Entrepreneurship; Derivatives; Public Finance; Environmental Policy;

Interdisciplinarity: we are keen to support interdisciplinary research where this is relevant. Is your book aimed primarily at one distinct research community, or have you employed interdisciplinary methods in your research, or worked alongside scholars from different disciplines with a view to making your book relevant across a number of different areas?

- Why would you define your work as 'interdisciplinary'?
- What methods have you employed to ensure that your research speaks across

disciplines?

- Are there particular areas of your book which would appeal to different disciplines?

Impact: Where appropriate we are committed to helping scholars achieve real world impact with their work. Please briefly outline if you have an impact strategy related to this particular project or if your previous work has had an impact beyond academia

Unique sales points: Please list at least three unique selling points (USP). A USP is a compelling reason for why a customer should buy your book instead of a similar book. Ideally, each point will show how a key feature (e.g., 20 new case studies) leads to a customer benefit (e.g., fast and reliable diagnosis).

Table of contents: Please attach or include a table of contents, along with an **abstract of at least 250 words for each chapter**. For an edited book/handbook, please provide a list of probably contributors along with their affiliation.

MARKET AND COMPETITION

Audience: Please define your audience by highlighting the appropriate boxes below. Please be realistic – no book will appeal to all markets.

- Academic Researcher
- Undergraduate Student
- Postgraduate Student
- MBA/Executive Education
- Practitioner
- Other (please specify)

Why will your proposal appeal to your chosen audience(s)?

If you believe there to be a strong student market for your book, please specify how they might use the book (core adoption, reading list, library reference etc) and provide full and comprehensive course details.

Competing titles: Please list three or more related or competing titles. How does the proposed publication differ from and go beyond each of them?

MANUSCRIPT INFORMATION

Estimated draft delivery date:

Estimated word count:

Estimated number of tables/figures:

Sample content: Please include any sample chapters, or draft manuscript (if available).

Open Access: Open Access publishing is increasingly mandated by funding bodies, and can increase the reach and impact of your research. Emerald keenly supports Open Access publishing across our products. Details on our Open Access Policy for books and pricing can be found [here](#). Please let us know if you intend to publish your book OA and/or if you have a OA mandate from a funding body. We will need to know whether you need to publish your book open access as soon as possible and certainly before you deliver your book manuscript to us – it is not possible to change a book to publish OA after this point.

Do you plan on including any additional features in the book? These might include questions and answer boxes, ancillary web materials etc.

Does the proposed work contain any previously published chapters? We are only accepting proposals which include original chapters unless there is a very strong justification otherwise. In the unlikely circumstances that we were to approve the inclusion of a previously published article/chapter, it would be your responsibility to acquire permissions from the copyright holder of such work to republish it.

Have you submitted this proposal to any other publishers?

Is your proposal a PhD thesis to book conversion?

Copy-editing: All of our books undergo a light copyedit which will check grammar, punctuation, spelling and consistency. If heavier editing is required, this should be done prior to submission to us. At proofing stage, we can only accept minor amendments at no more than 10% of the text, and major corrections should not be introduced at this stage. **Please flag if you intend to solicit additional language/copy-editing prior to submission.**

REVIEW

We peer review all our content. Please provide the names and email addresses of at least three reviewers who might be willing to provide a detailed and unbiased opinion of the proposal. Please note that we also have an extensive reviewer database and so may or may not follow up on personal suggestions.

MARKETING AND SALES

Emerald promotes and sells to a global market of academic and non-academic audiences. In order to get the very best from our books, we encourage close collaboration between our

marketing team and our authors to maximize a book's viability and sales. Please provide any detail you can on the following:

- Speaking engagements – will you be speaking on the topic of your book, or on a related topic at any industry or academic events or training programmes?
- Are you a member or affiliated with a professional or academic organization, whose membership might be interested in your Work?
- Do you regularly work or engage with the media on the topic or a related topic of your Work?
- Do you have your own communities/followers with whom you regularly engage? These could include social media, a regular blog or a personal/business website through which you can communicate news of the book.
- Do you publish a newsletter or e-newsletter then indicate frequency of mailings and size of mailing list.
- Are there possibilities for bulk purchases of your book, either through courses, conferences you are involved with or businesses that you are affiliated with? Will you wish to buy copies of the book? We can provide special discounts for author sales and bulk sales.

Please let us know how you heard of Emerald or why you have submitted your proposal to us.