

## **HOW TO PREPARE A BOOK PROPOSAL**

CSAAR welcomes inquiries by potential authors. We are interested in book proposals related to architecture and the built environment in general. In preparing your proposal, bear in mind that The CSAAR Press needs to know as much as possible about your book including its scope, its intended audience, and how we can promote the book to that audience.

To prepare a book proposal, please adhere to the following format:

### **I. TITLE PAGE**

Proposed Title of Book, Author(s) or Editor(s) (Include addresses, phone numbers, and e-mail addresses).

### **II. INTRODUCTION**

- a) Brief description: present rationale for book, background information, objectives of book.
- b) Outstanding Features: list briefly what you consider to be the outstanding or unique features of the work.

### **III. CONTENTS**

Highlight organization of book. Attach as "Appendix A" a detailed content outline of book, including chapter titles and contributing authors (where appropriate). Also, include 1-2 sample chapters as part of this Appendix. This enables the reviewers to understand the structure and content of the manuscript. Ideally, about one-fourth of the work should be submitted, but the chapters need not be in sequence.

### **IV. OPERATIONAL PLAN**

Indicate time schedule for completion of manuscript. If an edited book, also indicate method(s) of soliciting chapter contributors, and procedures for reviewing chapter contributions.

- a) What is the planned length of the book (single-spaced typed pages)?
- b) What portion of the material is now complete?
- c) When do you expect to have your manuscript completed
- d) How many and what figures (drawings, images, charts, etc.) do you plan to include?

### **V. TARGET AUDIENCE**

Identify intended audiences (for whom is the book intended; the lay public, professionals, students, etc.) and whether the book is appropriate for international markets, and, if a textbook, the instructional level (e.g. upper division undergraduate level) in which course adoptions are expected.

### **VI. COMPETITION**

Consider the existing books in this field and discuss their strengths and weaknesses. Discuss uniqueness of your book and describe how your book will be similar to, as well as different from, existing books in style, topical coverage and depth. Please mention all pertinent titles, even if they compete only with a part of your book. This material is written for reviewers and not for publication, so please be as frank as possible.

## **VII. AUTHOR(S) OR EDITOR(S) BACKGROUND**

Summarize your education, publication and professional experiences that facilitate the preparation of the book. Attach as "Appendix B" all relevant vitae.

**Note:** Sections II through VII should not exceed a total of five (5) pages, **excluding appendices.**

Good luck, and we look forward to receiving your proposal.