

Submitting a Book Proposal

Guidelines for Authors

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Introduction

At Routledge we are keen to consider proposals for new research-level academic books. We are able to offer:

- Global distribution and marketing:
 - Unlike many publishers, the majority of our sales come from overseas
 - We have a strong presence in the US with a large editorial and marketing office on Madison Avenue, New York and other offices and distributions outlets elsewhere in the United States
 - We have a dedicated international sales team, with offices throughout the world
- Quality design and production values:
 - Our books are produced efficiently, quickly and attractively using the latest technology
- Cutting edge e-Book technology:
 - The vast majority of our books are simultaneously published electronically and are available via such outlets as Google book search as well as increasingly sold as part of e-Book packages which are growing in popularity with the international library market
- Prestige:
 - We are one of the world's leading academic publishers with a reputation for cutting-edge and groundbreaking books
 - We are the publisher of many of the leading figures in the Western intellectual tradition including Einstein, Wittgenstein, Hayek and Foucault.

The proposal you submit to Routledge will be the basis on which we judge the book's suitability for publication. It will be sent out to be reviewed by specialists in your field. It therefore needs to be organised in such a way that the reviewer is given the right amount of information on which to judge the quality of your work.

The following notes are designed to help you prepare your proposal, and your co-operation in following our recommendations will ease our task of evaluation and aid you in reaching your objectives.

Excluding sample chapters, or a draft manuscript and curriculum vitae, we would suggest that your proposal would be in the region of 3-4 pages in length.

There are nine main areas we would like to be addressed and these are explained in more detail below.

These guidelines also contain further information on PhD conversions, edited collections and an outline of the evaluation process at Routledge. If you have any questions at any stage, please don't hesitate to ask your commissioning editor.

1. Blurb

Please write a brief blurb (approx. 250 words) which would effectively describe your book to an interested reader who may not have a background in the discipline. This is a useful tool in evaluating a book proposal because it gives a good snapshot of the ease with which you are able to present your ideas to a non-specialist audience.

2. Statement of Aims

Briefly, what is your book about? What are its main themes and objectives? What are you doing differently, or in a more innovative way, or better than existing books? You can expand upon these brief statements later.

3. Table of Contents

Please provide a simple (at-a-glance) table of contents including chapter headings and contributor names where appropriate – see the example below:

Part I: Overview 1. Governing Rapid Growth in China: An Overview (Ravi Kanbur and Xiaobo Zhang)
PART II Policy Challenges and Options 2. China is Already Capable of Solving the ‘Three Dimensional Rural Problem’ (Xiwen Chen) 3. Twenty Years Review and Deliberation: The Choice of Priorities in Reform (Jiwei Lou) 4. The Course of China’s Rural Reform (Runsheng Du) **PART III Poverty and Inequality** 5. China's (Uneven) Progress against Poverty (Martin Ravallion and Shaohua Chen) 6. Fifty Years of Regional Inequality in China: A Journey Through Central Planning, Reform and Openness (Ravi Kanbur and Xiaobo Zhang) 7. Economic Liberalization and Rising Segmentation in China’s Urban Labor Market (Sylvie Demurger, Martin Fournier, Li Shi and Wei Zhong) 8. The Evolution of Income Inequality in Rural China (Dwayne Benjamin, Loren Brandt, and John Giles) 9. Rural Poverty in China: Problem and Solution (Gregory Chow) **PART IV Governance and Institutions** 10. Economic-Social Interaction during China’s Transition (Assar Lindbeck) 11. Redefining Relations Between the Rule of Law and the Market (Weidong Ji) 12. Political Turnover and Economic Performance: The Incentive Role of Personnel Control in China (Hongbin Li and Li-An Zhou) 13. Development Strategy, Viability, and Economic Convergence (Justin Yifu Lin) 14. Regional decentralization and fiscal incentives: federalism, Chinese style (Hehui Jin, Yingyi Qian and Barry R. Weingast)

4. Chapter Synopses

- a) Please list working chapter headings and provide a short paragraph of explanation on what you (or your contributor) intend to cover in each chapter.
- b) If sample chapters, or a draft manuscript are available, please send this material separately – via email (we will let you know at a later stage if hard copy is required)

5. Length and Schedule

- a) Approximately how many tables, diagrams or illustrations do you plan to include in the book?
- b) What is the estimated length (number of words) of your book at this stage? Does this include references and endnotes?
- c) At this stage, when do you realistically anticipate being ready to deliver the final manuscript?

6. Definition of the market

- a) At whom is your book primarily aimed? Who will buy it? Who will read it?
 - Under which subject areas would you anticipate your book being listed? In which section of a book shop would you expect to find it?
- b) Is it aimed at an undergraduate or postgraduate student audience?
 - Does the book assume a fair amount of prior (specialist) knowledge or does it introduce the topic?
- c) Is the subject area of the proposal widely taught, or researched?
- d) Would this subject have international appeal outside your home country? If so, where and why?

7. Competition

It is important that you are aware of your book's place in the existing literature. Please list books here which are either directly in competition with your book or else could be considered to be related in some way to your own proposed volume. Please list the following details: author, publication date, title, publisher and price – along with a brief explanation of the ways in which your proposed book will improve upon or be different to the competing / related title.

8. Product category

- a) Do you anticipate the book being required, recommended, or supplementary reading on any academic courses / modules?
 - If so, at what level? Can you name some typical course / module titles?
- b) Is it a research monograph?
 - We would define a monograph as relatively specialist research volume (either single-authored or edited) which is published in hardback rather than paperback in the first instance. It would be aimed at postgraduates, researchers and academics rather than undergraduate students and would sell primarily to the international academic library market.

9. Marketing Leads

In academic publishing, it can be vital to begin publicizing and marketing a book at an early stage – we would appreciate your input to the following questions which may prove helpful in evaluating the commercial viability of your proposed book:

- a) Key selling points:
 - Please list at least three brief selling points that would make your book appealing to its intended audience
- b) Societies and Organisations:
 - Do you belong to any societies, associations or organisations that could be used for promotional purposes? Please provide a list.
- c) Journals:
 - One key promotional tactic is to send review copies to relevant journals. Please list in order of importance the top five or ten key journals whose readership you think would find your book most interesting and would be likely to either purchase a copy or recommend that their library do so
- d) Conferences:
 - Routledge are represented at many academic conferences. Please give details of conferences or professional meetings at which it would be useful to advertise your book.

Appendix I: Additional Information for Authors Submitting PhDs

- In the case of PhDs we would prefer to see the entire manuscript, or thesis, as well as a proposal.
- Please keep in mind the following questions:
 - Which parts will you cut or modify?
 - How will you draw out and expand the main findings and conclusions?
 - What specifically are the aspects of the work as it stands which are designed to satisfy your examiners, but which you think are not suitable for a book and which you plan to change?
 - How will you be adapting the language and style, as well, as annotation and references?
 - Is the thesis in an area of increasing academic and research interest?

Appendix II: Additional Information about Edited Collections

- Please keep in mind the following important points:
 - Is the book of a consistent academic quality?
 - Are there any weaker chapters which could be cut?
 - Are the chapters structured logically and integrated around a coherent central theme?
 - Will you be providing a detailed introductory chapter and a conclusion?
 - Is there a balance between theoretical/methodological & empirical chapters?
 - What (if any) percentage of the material has been published before?
 - Please provide a list of contributors along with their current academic affiliations

Appendix III: The Evaluation Process at Routledge

- 1) Evaluation by commissioning editor(s)
 - Your proposal will be looked at closely by the most suitable Routledge editor
 - The editor will consider several questions:
 - Is the content of this book of a high academic 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 experts.

- 2) Evaluation by independent referees
 - We ask respected academic specialists in the field to give us independent advice on the content, quality and potential market for a finished book based on your proposal or manuscript:
 - We normally solicit 2 or 3 reports from academics
 - This process should take 6-8 weeks but can take longer as it is sometimes difficult to find suitable reviewers, and reviewers are almost always extremely busy
 - The review process is a vital stage in the life of any academic book – we are proud that all of our published books have undergone a similar rigorous process of peer review that journal articles must undergo
 - You will have the chance to respond to the referee reports either as they come in or after they've all been delivered.

- 3) Editorial Board Meeting
 - Once the refereeing process has been completed and the commissioning editor has decided to proceed, a written report (including your proposal, the referees' reports, and projected production costs and revenues) is submitted to the Routledge editorial board
 - The Routledge editorial board (consisting of a team of commissioning editors, development editors, marketing managers, managing publishers and usually an editorial director) meets regularly to discuss new book proposals and agree upon one of the following outcomes:
 - approval
 - rejection
 - provisional approval (subject to certain revisions)

- 4) Once the book proposal has been formally approved by the editorial board, we will send a contract out to you. It is important at the contract stage to agree upon a realistic delivery date for the manuscript and also a commercially acceptable title for the book in order that we can begin to publicize it at an early stage.