



TITLE AND AUTHOR INFORMATION

Is the proposed an edited or authored book?

Author/ Editor's full name and short (1-2 paragraphs biography indicating why you are the right author/editor to undertake such a project)

SUBJECT

Definition of topic (describe the topic of the book and its relationship to the broader picture)

What are your reasons for proposing a new book in this area? What is the need that this publication will fulfil?

What are the major features and Benefits of your book that make it unique? (such as number of diagrams, worked examples, glossary etc).

Write a short description of your book that could be modified for promotional purposes:

1. For the laymen (Why should someone buy this book? Catching general description of the topic for a non-scientist))
2. For the user (why should he/she buy the book? A more scientific description of the book for the actual user/scientist/expert)

L draft main headings for a Table of Contents

COMPETITION: List, in order of importance, any existing books that are related/competing to the subject matter of your book

NEW BOOK PROPOSAL



ELSEVIER

NEW BOOK PROPOSAL

MANUSCRIPT INFORMATION

Approximately how long will it take you to deliver the completed manuscript?

How many pages do you estimate your book to have?

MARKETING

Identify the readership of your book (specific groups, geographical location, and if possible, potential numbers. Please note that the user may not be the same as the one who purchases the book) :

Primary Market (who is the user? Who will buy the book? eg chemical engineers: user, library: buyer)

Secondary Market (who is the user? Who will buy the book?)

Societies, professional organisations, companies or other groups relevant to this subject

Top three major symposia / conferences relevant to this subject

Key journals in this area:

AUTHOR'S PREVIOUS WORKS

REVIEWS

List persons qualified to give an opinion on your book proposal (at least 8 names and addresses including three US based scientists)

Zeolites and Zeolite-like Materials

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