



SAGE Proposal Guidelines

Thank you for considering publishing with SAGE. This document is a brief outline of what Commissioning Editors find useful in a book proposal.

SAGE publishes a variety of types of book, including student textbooks, supplementary texts, edited collections, and study guides. Not all of the questions set out below will be relevant to your proposal, though the more information that you can provide at the proposal stage, the more likely it is that your proposal will satisfy our commissioning criteria.

Please do not hesitate to email or phone if you have any questions about drawing up your proposal.

Where to send your proposal and how to get in touch

Please send your proposal by email or by post to **a named commissioning editor*** at:

SAGE, 1 Oliver's Yard, 55 City Road, London, EC1Y 1SP.
Tel. +44 (0)207 324 8500.

Email: firstname.lastname@sagepub.co.uk

* You can find a list of commissioning editors and their subject areas at the SAGE website at:

http://www.uk.sagepub.com/editorial_contacts.sp

We would prefer to receive your proposal by email attachment as a Word document.

Who will read your proposal?

- The commissioning editor for your subject area

The commissioning editor will be looking for a clear rationale of how your proposal will fit with the market and how it will compare to competing titles.

- Academics approached for peer review

Peer reviewers will be asked to assess the approach, rationale and content of your proposal and discuss its strengths and weaknesses. They will also be asked what sets your proposed text apart from the competition. Depending on the type of book, they may also be asked about the proposed pedagogical features, credentials of the author or editor and the place of the book on course reading lists and the market at large.

- SAGE's editorial board

The board will look at the proposal in the context of the reviewers' comments and its overall market potential, placing particular value on the book's unique selling points and any market information (for example, course outlines and students numbers) that supports a new text in the area.

How long should your proposal be?

Proposals need to be long enough to give SAGE and your reviewers enough information and a 'feel' for the book, without being so long as to be off-putting for busy reviewers. If the style of the text is one of your proposed selling points, a draft chapter or extract should be included. As a rule of thumb, your proposal should be between 6 and 10 pages in length and your CV should be no more than a page.

1. Proposed title, author name and date

Suggest a title that you think best reflects the content and indicate this clearly at the top of your proposal document. If you are offered a contract, the order of authors will be taken from this document until you advise us otherwise. Please remember to date your proposal.

2. Type of book

Please tell us whether your proposal is:

- a) a **core textbook**: aimed at a compulsory or widely taught student course for which this book is likely to be the main textbook used.
- b) a **modular textbook**: aimed at serving a commonly taught optional undergraduate or postgraduate taught module or training courses for which this book is likely to be a strongly recommended textbook on the reading list.
- c) a **supplementary book**: a book that will supplement core or modular courses as additional reading on the reading list
- d) a **monograph**: based on original research and likely to be of interest only to fellow researchers in the field.
- e) a **reference work**: an edited collection of original chapters (for example, a SAGE Handbook) or of previously published articles (for example, a major work), or an encyclopaedia.

3. A synopsis of the book (700 – 1,200 words in length) including coverage of:

- a) **Topic:** the subject of the book, courses the title is intended for and the level
- b) **Aims:** what does it propose to do? Why do you see a need for this book? How will the book achieve its aim?
- c) **Scope:** the content of the book – what is included/excluded and why?
- d) **Length:** what do you anticipate to be the eventual length of your proposed book in number of words and pages (roughly 425 words = 1 page)?
- e) Please include a quick **sales pitch** here too; tell your reviewers what is different/interesting/better about your proposed book that will make it a must buy for the relevant readership.

4. Table of contents

Please provide a short table of contents and an annotated table of contents. The short version should list chapter numbers, chapter titles and (where appropriate) chapter authors. You should also enclose a longer annotated version that provides roughly a paragraph's synopsis of the likely contents of each chapter, building up an overall picture of the structure of the book.

Descriptive chapter titles are preferable to creative and imaginative titles, as they allow the potential buyer to absorb the contents of the book just from looking at the table of contents.

If you are proposing a textbook, you should take into account the typical length of the course for which your book is intended. For example, if you are proposing a modular textbook for what is typically a one-semester course, your contents should list about twelve chapters that 'map' onto typical course outlines.

5. Pedagogical features (textbooks only)

Textbooks are first and foremost a learning resource, and students learn in different ways. It is preferable, therefore, that your book includes a variety of pedagogical features to consolidate what the reader has learned. Please indicate whether your text will include features such as end-of-chapter questions; boxed summaries; diagrams; annotated bibliographies; student exercises; illustrations; a glossary; lists of chapter objectives; checklists; links to original case materials; sources of further reading; or anything else that would be beneficial.

Please also indicate your plans for the inclusion of case-study and exemplary material in the text (e.g. will case studies be short / frequent / extended / boxed from the text / embedded in the text etc.)

6. Companion website/supplementary features (textbooks only)

If you intend for your book to be accompanied by a companion website, please list the features the website is likely to contain.

Some websites are simple, containing a small mix of extra material and further readings (such as links to online journal articles that can act as additional case material for the book). Other websites, often those that operate in a very competitive market, contain a wide range of student-focused and lecturer-focused content.

Companion websites for textbooks contain a mixture of one, some or all of the following features: datasets; additional case studies; student exercises, instructor's notes; live links to journal articles; multiple choice questions; additional readings; podcasts; video streams; weblinks to other websites.

Bear in mind that a companion website is not always desirable or appropriate, and later on may in fact prove a distraction when all you have in mind is finishing the manuscript. A website should only be proposed where there is a clear market or pedagogical need.

Finally, tell us whether you think a website should be hosted by SAGE (good for marketability and discoverability) or by you (better if you want frequent updates to the site).

7. The Market (please answer as many of these questions as you can)

- a) On what specific courses do you anticipate your book being used?
- b) Are such courses core/compulsory/optional etc?
- c) What is the typical length of such courses (e.g. one semester or two?)
- d) Indicate how you view the condition of the target marketplace at present and any changes you foresee in the near future.
- e) How quickly is the book likely to date?
- f) What is the scope of the market in terms of a rough indication of student numbers? UK universities only? USA? Europe? Global?
- g) Identify any centres of teaching and research excellence for the area(s) covered by your proposal

The editorial board in particular will need a sense of who will spend £15 to £30 on your proposed book and why, rather than simply be an interested reader of your book on library loan.

8. Competing Titles

Please include what you consider to be the main two or three competitor texts available on the market (if there is no direct competitor, indicate the closest match), along with any indication of their success or market share (if known). In the context of each competitor's strengths and weaknesses, explain what makes your proposed text different. Be candid about its disadvantages as well as its advantages.

List also any potential competitor titles now in development that will be published before or around the same time as your text.

9. Writing Plan

Please include a realistic schedule for completing the manuscript, including any intermediate dates for submitting draft chapters.

10. Your CV

Please enclose an abbreviated (one side) copy of your academic CV, making sure it includes your full contact details and relevant publications.

11. Reviewers

Should we decide to send your proposal out for peer review, please do advise us of any conflicts of interest or any reviewers that would be inappropriate for us to approach.