



PROPOSING YOUR BOOK TO CRC PRESS

The information provided in this document will be used for peer reviews and for the consideration of contract approval.

Please answer the following questions as completely as possible.

Title of your proposed book:	
Author name(s)	
Address	
Telephone	
Affiliation	
E-mail	

Please include the following tentative items when submitting this document:

- Table of Contents
- Your brief bio
- Preface, introduction, or aim and scope of your proposed book
- Sample Chapter (if available)
- A listing of contributors and their affiliations (if available)

Please return to: **Allison Shatkin**
Senior Editor, Materials, Chemical, and Petroleum Engineering
Taylor & Francis/CRC Press
6000 Broken Sound Parkway NW
Suite 300
Boca Raton, FL 33487
Phone: 561-843-8407
allison.shatkin@taylorandfrancis.com

Book Reviewer Information:

Please include 5 possible reviewers for this proposal. I will be contacting them to review this proposal and any materials that you supply to me unless you specify otherwise.

Our audience is both domestic and international, so please choose affiliations from the US, UK, and internationally.

Reviewer's name (U.S.)	
Reviewer's e-mail address	
Reviewer's affiliation	

Reviewer's name (Int'l)	
Reviewer's e-mail address	
Reviewer's affiliation	

Reviewer's name (U.S.)	
Reviewer's e-mail address	
Reviewer's affiliation	

Reviewer's name (Int'l)	
Reviewer's e-mail address	
Reviewer's affiliation	

Reviewer's name (U.S.)	
Reviewer's e-mail address	
Reviewer's affiliation	

About Your Book:

Please provide a description of the project and what this book is about. (Aim and scope.)

Who is this book appropriate for? Please indicate with an (X), below:

Junior Undergraduate Students:	
Senior Undergraduate Students:	
Graduate Students:	
Industry Professionals:	
Researchers:	
Academics:	

Will case studies of specific companies be included? Please name the companies.



Competition is key!

- Please provide at least three (3) competitive books of other publishers, supplying as much information as possible. Competition can be found on [amazon.com](https://www.amazon.com) or the Publisher's respective website.

If there is no direct competition for your book, please list those titles that do relate to your book and include the same criteria as above.

Please be as specific as possible with the differences:

Competitive Title #1	
Title:	
Author:	
# of Pages:	
Publication Date:	
Publisher:	
Price:	
How your book differs specifically: why purchase your book instead of this competitive title?	

Competitive Title #2	
Title:	
Author:	
# of Pages:	
Publication Date:	
Publisher:	
Price:	
How your book differs specifically: why purchase your book instead of this competitive title?	

Competitive Title #3	
Title:	
Author:	
# of Pages:	
Publication Date:	
Publisher:	
Price:	
How your book differs specifically: why purchase your book instead of this competitive title?	

List at least five (5) specific selling features and key benefits of your book. Along with the strengths of your book, these are the aspects of your book that will make the reader excited to purchase it – list features that you feel would encourage a customer to select your book over a competitor. The more specific these selling features the better. Why would customers spend money on your content? What will they learn?

1)
2)
3)
4)
5)

When will the final manuscript be submitted to CRC Press?

Please Note: The average book takes about six full months to publish (sometimes a bit longer depending on size or complexity). Please give yourself enough time to fully complete this manuscript and request a technical review from your colleagues.

Book Preparation:

What program will you prepare your text in? Please indicate with an (X), below:

	(X)	<u>Explanations</u>
MS Word		Author will double-space the manuscript and unembed the figures from the text and save each figure separately in a separate folder as an eps, jpeg, giff, or tiff file with a resolution of at least 300 dpi.

		CRC Press will format the pages.
Latex Camera-Ready		Author will use CRC Press template in Latex and format their own pages and then incorporate CRC Press changes after a proofread for final printer-ready pages.
Latex Hybrid		The Author shall provide application files in Latex but is not responsible for embedding fonts or incorporating changes to the manuscript, after CRC Press proofreads. Final pages are handled by CRC.

What is your estimate of the number of double-spaced pages in the final manuscript?

Will MATLAB be included in your book? Any other simulation program?

Please describe the online enhancements necessary for your book if applicable. They will be hosted on our website.

All figures and photos will be produced in grayscale (i.e., black/white). Please confirm that you understand all figures will be printed as grayscale by including an X below.

All Grayscale:

We request that SI Units – International System of Units be used as well as US throughout to appeal to our global audience.

Please confirm you can or cannot do this?

Yes

No

If No, please explain:

We request that you produce a subject matter index. Please confirm you will do this:

Yes

No

If No, the Publisher can produce an index for your book with a charge against author royalties.

ACCEPTABLE SOFTWARE FOR TEXT, TABLES, AND EQUATIONS:

[Microsoft Word is the only acceptable format for text. Manuscripts written in other word processors that are converted to word may have corruption issues so this method is not recommended. WordPerfect software is not acceptable software for text.]

Please indicate with an (X) the program you will be using to prepare this manuscript and please indicate the number of tables, figures, and equations included:

		Which Format used?			
		Windows (PC)		Mac	
# of Tables:		MSWord		MSWord	
		LaTeX		LaTeX	
		Excel		Excel	
# of Equations:		MSWord		MSWord	
		MathType		MathType	
		LaTeX		LaTeX	
# of Figures:		PowerPoint		PowerPoint	
		Visio		Freehand	
		Corel Draw		Corel Draw	
		MSWord		MSWord	
		Excel		Excel	
		AutoCAD		Illustrator	
		LaTeX		LaTeX	
		ChemDraw		ChemDraw	
		MATLAB		MATLAB	
		Photoshop		Photoshop	
		Illustrator			
		Freehand			

What do you feel is an appropriate price for your book?

\$

Do you know of any bulk sale opportunities, through corporations or organizations for which you have consulted that would be interested in your book?

Sales and Marketing:

Engineers from which specific disciplines will purchase your book? Please be specific.



Please indicate with a **(P)** for Primary or an **(S)** for Secondary the societies and associations that will have an interest in the book.

Materials Research Society (MRS)		ASM International (Materials Information Society)	
The Minerals, Metals, and Materials Society (TMS)		The Institute of Materials, Minerals, and Mining (IOM3)	
Society for the Advancement of Material and Process Engineering (SAMPE)		Society for Tribologists and Lubrication Engineers (STLE)	
European Materials Research Society (eMRS)		American Institute of Chemical Engineers (AIChE)	
American Chemical Society (ACS): please list all relevant division(s), if applicable:		American Physical Society (APS)	
National Association of Corrosion Engineers (NACE)		American Vacuum Society (AVS)	
American Ceramic Society (ACerS)		Electrochemical Society (ECS)	
Society of Plastics Engineers (SPE)		American Society of Mechanical Engineers (ASME): please list all relevant division(s), if applicable:	
International Society for Optical Engineering (SPIE)		American Society of Civil Engineers (ASCE)	
Optical Society of America (OSA)		Society of Manufacturing Engineers (SME)	
Society of Automotive Engineers (SAE)		American Institute of Aeronautics and Astronautics (AIAA)	
IEEE please list all relevant societies within if applicable:		SIAM (Society for Applied and Industrial Mathematics)	
Any Other Suggestions:		Society of Petroleum Engineers	

Please list the target magazines and journals that you often read and research that would apply to promoting your book.



Thank you!

I look forward to receiving your proposal. We allow the reviewers three to four weeks for review, and their comments will be shared with you. Please do not hesitate to contact me with any questions.

Kind Regards,

Allison

Allison Shatkin

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