



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 Publications
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:

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 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) an **essential textbook**: aimed at a student course for which this book is likely to be the main textbook used.
- b) a **supplementary book**: to supplement a course or courses as additional reading to the main textbook used. It may also be of interest to researchers and practitioners and may be an edited text.
- c) 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.

If you are proposing a textbook or supplementary book, how would you use the book in your own teaching and with how many students? Would there be any interest from your institution in buying print or electronic copies for individual students or the library?

Do you have any contacts at other institutions who may be interested in using the book? Please provide a list if you have the names to hand as this will greatly favour the positive reception of your proposal with the editorial board.

3. A synopsis of the book including coverage of:

- a) **Topic:** the subject of the book, courses the title is intended for and the level.
- b) **Blurb:** Imagine the book has published. Write a short blurb of 200 words max selling the book, its features and benefits and the needs these address.
- c) **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)?
- d) Please include a quick 'elevator' **sales pitch** here; tell your audience in just a few seconds what is new/different/interesting/better about your proposed book and what will make it a must buy for the relevant readership within no more than a couple of sentences.

4. Making your proposal meet the needs of your audience:

If you are proposing a textbook or supplementary title:

- a) What are the most common obstacles that you and colleagues face in teaching your students and;
- b) How does the contents of your proposal meets those needs?

5. 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 textbook for what is typically a one-semester course, your contents should list about twelve chapters that 'map' onto typical course outlines.

6. Pedagogical features (textbooks only)

It is preferable 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:

- lists of chapter objectives;
 - short vignette examples;
 - case studies with questions;
 - diagrams/figures;
 - illustrations/sourced permission free images;
 - boxed conclusion/summaries;
 - student exercises/questions/checklists;
 - key terms/glossary;
 - annotated further reading;
 - chapter bibliographies;
- or anything else that would be beneficial.

It is vital that you 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.). It would also be useful to tell us more about the types of case material, and aim to include a broad range.

For introductory level textbooks, you should consider including useful and relevant features that competing textbooks do not include.

7. Digital resources (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 some or all of the following features: datasets; additional case studies; student exercises, instructor's manual and PowerPoint slides; open links to journal articles; multiple choice questions; additional readings; podcasts; video streams; links to your related blog or 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. Think of your market: Would your students find supporting digital resources useful? If so, what would they be? What do they most frequently ask for?

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).

8. 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) 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 buy your proposed book and why, rather than it simply being an interesting read on library loan.

9. 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 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. *If you are proposing a textbook, how would we convince a lecturer to adopt your textbook ahead of these other titles?*

10. Writing Plan

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

11. Your CV

Please enclose an abbreviated (one side) copy of your academic CV, making sure it includes your full contact details and relevant publications. This must please include for purposes of the British Library and Library of Congress:

- Name
- Date and place of birth
- Citizenship
- Country of residence
- Affiliation

12. 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.