



HIGHER EDUCATION DIVISION AUTHOR PUBLISHING PROPOSAL

John Wiley & Sons Australia, Ltd. is pleased to learn of your interest in writing a textbook.

As one of the leading quality publishers in Australia we can offer you, as an author, some unique and attractive benefits. However, before we can proceed to publish your text we need to assess its viability both commercially and academically, and we need your help to do this. We require from you some information and some samples of your work. This 'author proposal' form will help you provide this information which will benefit three important parties:

- (a) **The author:** The proposal provides some initial direction for the book. It helps you thoroughly think through your project and establish an overview and plan for it.
- (b) **The publisher:** The proposal provides a snapshot of the target market and the competitive books to help gauge the commercial viability of the project.
- (c) **The reviewers:** The proposal provides an overall picture of your book and allows the reviewer to assess your ideas and approach.

As you complete the attached pages, please bear in mind that the more information you give us about your book, the more informed responses we will be able to provide to you. So please do not feel confined to the space provided.

If you prefer to draft your own proposal rather than use this form, please be sure that it addresses all the matters and answers all the questions contained in this form.

1. AUTHOR DETAILS

Full name:

Department:

University:

Faculty/School:

Position held:

Mailing address:

Telephone: () (work) Direct line: ()

() (home) E-mail:

C.V attached: Yes
 No, but to follow

5. SECONDARY TARGET MARKETS

Are there additional markets to consider – TAFE, private training, general practitioner, general public, other disciplines. (NB – the book must have university students as its prime target market)

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6. COMPETITIVE BOOKS (Australian or imported)

Author/Title:
Publisher:.....
Publication Date: Price (if known).....
Difference/weakness/strength:.....
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Author/Title:
Publisher:.....
Publication Date: Price (if known).....
Difference/weakness/strength:.....
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Author/Title:
Publisher:.....
Publication Date: Price (if known).....
Difference/weakness/strength:.....
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7. SUGGESTED REVIEWERS

The people you list below should be academics whom you would like to adopt your book if published, and those who have both enough experience in teaching the subject to understand student needs and experience in research to appreciate what is new and innovative.

Name:
Institution:
Department:
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8. SAMPLE CHAPTER

One chapter should be enclosed which accurately reflects the style of writing, use of examples, case studies, diagrams, integration of research and explanation of concepts. It should also include material which is new and innovative or of high interest.

While reviewers will understand that your work is in draft stage, remember that reviewers are frequently potential adopters. Their favourable opinion is essential for the success of your book and you may be asked to alter your proposal based on their comments.

DATE: _____

SIGNATURE: _____

Please return to:

The Publishing Manager
Higher Education Division
John Wiley & Sons Australia, Ltd
PO Box 1226
Milton QLD 4064

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highered@johnwiley.com.au