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How to Submit a Medical Book Proposal

A Guide for Authors/Editors

RCPsych Publications and Cambridge University Press (CUP) are pleased to consider new proposals for print and/or digital books in Medicine. Please find below guidelines which will assist you in the development of your proposal to ensure that the reviewers have the information they require to provide a full evaluation. You should feel free to add any additional information which you think will enhance your proposal. If you have any questions, please do not hesitate to contact me (my full contact details are listed at the end of this document).

The Proposal

1. **Title:**
2. **Author(s)/Editor(s) and Affiliations** - please add your details in full including a brief overview of your background and teaching, writing, and book publishing experience.
3. **Brief Description** - please summarise your book idea in a few paragraphs. Your summary should include a description of the work, its content, scope, approach, and rationale. You should consider the following questions: why is this work needed and what purpose will it serve? Who will be the main audience and how will they use this book?
4. **Key Features and Benefits** - please list at least three key features of your book idea and explain how each feature will benefit the reader. It would be helpful if you can consider what will make your book stand out from the competitors.

Features	Benefits
<i>Example 1: Looks at the subject in a new way.</i>	<i>Example 1: Will allow readers to understand subject in a new light</i>
<i>Example 2: Tackles a very topical subject matter</i>	<i>Example 2: Information is topical, engaging and relevant for today's readers</i>

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5. **Outline and Table of Contents** - please provide a full contents list for the book including chapter headings and sub-headings and if possible, a brief summary of the content that will be covered in each chapter. For an edited book, please include the names and affiliations of your *proposed* contributors (you do not need to invite the contributors at this proposal stage - they should represent your 'wish list').
6. **Digital plans** - if appropriate, please include any information about digital plans for your book such as online ancillaries (e.g. additional online-only images; videos; animations etc.) and online updating requirements, if any. Please note that the majority of our books are made available as eBooks via third party suppliers and are available online via our platform, Cambridge Core.
7. **Parameters** – please provide information about what the final print product should look like:
 - a. **Approximate number of words / pages:**
 - b. **Approximate number of images / illustrations:**
 - c. **Suggested binding** (paperback / hardback / spiral / other):
 - d. **Suggested price:**
 - e. **Pedagogical features** (if any):
8. **Sample Material** – if requested, please provide some sample material which will help the reviewers gain a better sense as to how your book will be written.
9. **Timeframe** – when do you hope to deliver the final manuscript to CUP?

The Market

10. **Market(s) / Readership / Users** – who will be the primary audience(s) for your book and why? Will there be secondary markets? Geographically, where do you expect your book to sell? Will your book be suitable for courses and if so, which ones and at what levels? Do you expect the book to be adopted?
11. **Competition** – which books/digital products do you consider to be the main competitors and why? How will your work compare and what will it offer over and above the competition?
12. **Special Sale Opportunities** – do you know of any outlets which might be interested in buying

multiple copies of your book idea? This could be a pharmaceutical company, NGO or society, a business, a branch of government or a local bookshop.

The Review and Approval Process

For your information, the peer review process normally takes about 3 - 4 weeks. You will have the opportunity to comment on the anonymised reviews and say what you do/don't agree with and how you will amend the proposal accordingly. Assuming that the reviews are generally positive, I will present the idea to my colleagues at Publishing Committee. With their approval, the idea will be presented to the Press Syndicate and the Books Committee at RCPsych and, with their go-ahead, I will be in a position to offer you a contract.

Please note that by submitting your proposal to CUP, you are agreeing to the above peer review process.

My Contact Details

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