

BOOK PROPOSAL

1. Proposed title**2. Type of book**

- Is your book an edited collection or a monograph?
- Please list fields of research that are relevant to the publication.
- Please discuss the intended audience for your book. Is it written primarily for scholars (if so, what disciplines), professionals (if so, which fields), or students (if so, what level)? Please be as specific and realistic as possible and remember that few books appeal to all of the above simultaneously.

3. A brief summary of the book (150–200 words in length)

- Please write a clear, informative and persuasive description of the book. It should be written so that people with only basic knowledge of the field understand what this book is about.

4. A synopsis of the book (500–1000 words in length)

- Topic: the subject of the book. What are its main themes?
- The aim of the book: what does it propose to do? What are its main objectives?
- Scope: the content of the book – what is included/excluded and why?

5. Competing or comparable titles

- Please provide details of books that have already been published on the subject. Tell us about their strengths and weaknesses.
- State how your title will be like or unlike the competing texts.
- Are you aware of any potential competing titles that will be published around the same time as your text?

- 6. Please list the five 'key selling points' of your book (factors that are likely to persuade the intended target group to take an interest in the book and read it)**

7. Your writing plan and submission date

- What will your expected writing schedule and provisional delivery date be for the final manuscript?

8. Other submissions

- Please let us know whether you have submitted, or intend to submit, this proposal elsewhere and, if so, to which publisher(s).

9. Format

- Length: what do you anticipate the eventual length of your proposed book to be in number of words and pages (roughly 420 words = 1 page)? Please include references and footnotes as well.
- How many diagrams, illustrations, or tables will there be (approximately)?
- Where appropriate, please provide details of any copyright clearance you have secured, or will secure, for the use of third-party material.

10. Does any of the material of the proposed book appear in any other publication?

- If so, please indicate the percentage of the pre-published material.

11. Does the book need to be published by a particular date?

- If so, please indicate the date and the reason.

12. Project or institutional funding

- Please inform us if there is any funding available to cover the costs of open access publication. Please note that the series does not collect fees from individual researchers/authors. Publication decisions do not depend on availability of funding.

13. Peer review

- Please list at least 10 people who would be qualified to review the proposal. Be sure to include their affiliations and email addresses. Any and all conflicts of interest should be taken into account in the suggestions. Please note that the peer reviewers should be experienced scholars with a track record in the field. Please advise us of any reviewers that you feel would be inappropriate for us to approach. Note that we consider these suggestions but may not necessarily use them.

14. Creative Commons licence

- There are a number of different Creative Commons licences, which you may read about [here](#). We encourage authors to choose [CC BY-NC 4.0](#). Please let us know which licence you would prefer to use.

15. Briefly outline why you have decided to submit your proposal to the AHEAD series?

16. Author/Editor details and CV

- Please provide the following details for all of the authors involved in the proposed text: full name; contact details (address, telephone number, email); qualifications; present appointment; career to date (briefly); main publications to date.
- If the book is an edited collection, please provide these details for all the editors.
- You can either copy-paste the text here or send it as a separate Word or PDF document.

I have provided the requested details as a separate Word or PDF document.

17. Sample material

- Please provide the following as a separate Word or PDF file that has been prepared for anonymous review:
 - 1) Table of Contents;
 - 2) A short description of the overall scope and goals of the proposed volume (1–2 pages);
 - 3) Abstracts or brief descriptions of each chapter; and, optionally,
 - 4) A sample chapter.
- To prepare the document for anonymous review, please make sure that the names of editors and contributors do not appear anywhere in the document and that author information is removed from the file properties.

Please send the proposal to **Hanne Appelqvist**,
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hanne.appelqvist@helsinki.fi