

## Royal Asiatic Society Books



### How to submit a proposal:

The proposal you submit is the basis on which we judge the book's suitability for publication. We will probably send the proposal for peer review by specialists in your field. It therefore needs to be organised in such a way that the reviewers are given the right amount of information on which to assess the suitability of your work for publication and to offer constructive feedback.

The following notes are designed to help you prepare your proposal and to aid the task of evaluation.

We emphasise that these are intended as guidelines; some of the sections may be inappropriate to your particular project so do not worry if you feel unable to provide information on all the points.

Proposals should be in the region of 10 pages. When proposing a book to us, we would appreciate a proposal structured in the following way:

1. Book title
2. A statement of aims/ Pitch
3. Key Features
4. Short synopsis of the aims, scope, argument and approach of the book
5. Table of contents and chapter summaries
6. Definition of the market
7. A review of the main competitive books
8. Format

9. Timing
10. A Curriculum Vitae
11. Notes on the contributors (if this is to be an edited collection)
12. Third party material
13. Suggestions for transforming your thesis into a book
14. Two sample chapters, if available (or more)
15. Details of academic referees

*On the following pages, please find a more detailed explanation regarding the sections.*

1. **Book title:** Please state your proposed title and subtitle for the book. Although provisional at this stage, a good title is vital for the marketing of your book. The main title should be short, clear and informative and may be followed by an explanatory sub-title. Include key words in your title to help readers discover your book.

**Author** Please include your affiliation

**Headline:** Please summarise your book pithily and to command attention in no more than 15 words.

2. **Statement of aims:** Briefly and concisely state the main themes and objectives of the proposed book. Please give a one or two paragraph summary of the content of the book. Please provide a short, one paragraph (100-150-word) description of your book which summarises in plain English in the present tense the main purpose of your book and its benefits to your reader. Please avoid clichés and often-used words (e.g. ‘accessible’, ‘comprehensive’, ‘path-breaking’, ‘original’, ‘ground-breaking’.) You may like to pose some questions which the book answers; and to address your reader.

### 3. Key Features and Benefits

Please provide 3-4 features which clearly describe the distinctive qualities and benefits of your book, e.g. ‘10 case studies explaining different aspects of sociolinguistic variation which will clarify your understanding of the subject’; ‘Sets out an innovative agenda for radical democracy which will open new avenues for your research’.

**Keywords** Please provide a brief list of up to 6 keywords which are relevant to your book and which would be primary search terms in a database (e.g. ‘postcolonial’, ‘globalisation’, ‘Qur’an’, ‘Gandhi’, ‘phonology’, ‘Scottish’, ‘Aristotle’).

### 4. Short synopsis of the aims, scope, argument and approach of the book

- The subject area and the way you will approach and present the topics should be stated clearly and a clear impression of the overall structure and level should be provided.
- What themes, concepts and ideas will be developed?
- What depth of coverage will you be offering?
- What will be included and what will be left out (and why)?

**5. Table of Contents:** Please list a full table of contents for your book. Also, please provide chapter headings and at least one paragraph of explanation on what you intend to cover in each chapter. Indicate the basic structure and features of each chapter, e.g. introduction, argument summary, case studies etc. If the book is an edited collection, please also provide a list of the expected authors and their affiliations and indicate whether they have agreed to contribute.

**6. Definition of the market:** Identify as accurately as possible the intended market for your proposed work. List the main readership first, stating as specifically as possible the courses or modules your book could be useful for. This may include, for example, introductory undergraduate core courses, upper-level undergraduate options or modules, or post-graduate courses. For research monographs, it will also include the international academic library market. If there are particular international markets for your book outside your own domestic market, please also outline these.

- What markets will your book reach (within and outside the UK)?
- Please define your primary readerships.
- Please list the subject area(s) and examples of courses for which the book will be appropriate. If your proposed book is a textbook, please supply information about the courses on which it is likely to be adopted (e.g. institution; title of course; number of students).

**Textbook:** the book will introduce or synthesise (and may also intervene in relevant ways in) a subject area aimed at students with little or no prior knowledge of the subject. It will be a required purchase for all students on a recognised course across a range of institutions.

**Scholarly monograph:** suitable for academics and researchers in the field. A monograph will be based on original scholarly research and make a notable contribution to the subject.

**Reference work:** a dictionary, companion or encyclopaedia for students and researchers at all levels. This type of book should collate, summarise, define or significantly add to information in one topic area.

**7. Review of competitive books:** Briefly review each of the main competitors to your work. These could be books covering the same subject matter or books that would be used as set texts on courses where you hope your book could be used as a substitute or additional text. Please give details of author, title, publisher, price, date of publication, length, hardback and/or paperback. Identify the strengths and weaknesses of each book, and how your book will be different/better. If different books are used in domestic and international markets, please give details of these. For research monographs, where there are no direct rivals, review the books which are most similar to your proposed book.

**8. Format:** Please indicate how long you think the manuscript will be, giving a total number of words (most of our manuscripts are between 80,000 and 100,000 words in length) and, if you plan to include illustrations in the book, please state how many, and whether they will be line-drawings (figures, tables, maps etc.) or half-tone illustrations (photographs). This should include any preface, acknowledgements, notes, bibliography and appendices although not the index.

**9. Timing:** Please provide a realistic date when you intend to submit the final manuscript. If this is an edited collection, remember to allow time for revisions to individual chapters once these have been delivered by contributors.

**10. Curriculum vitae:** Please list the academic and relevant professional posts which you have held and your main academic qualifications and publications. If there is more than one author, please supply a CV for each author. Please list any books or chapters of books you have written for us or other publishers. Please provide full postal address, contact numbers and email address.

**11. Edited collections:** We will only publish these if it can be clearly demonstrated that the book is of a consistent academic quality and that the chapters are integrated around a coherent central theme. We will NOT publish poorly prepared conference volumes. Please supply details of each contributor's affiliation, their main publications and if they have already agreed to contribute to the project.

**12. Third party material:** Please give a clear indication of content to be included in the book which will come from another source i.e. previously published material or illustrations.

**13. For books based on a thesis:** your suggestions for transforming your thesis (narrow purpose, select readership) into a book (broader purpose, wider readership). Questions and issues to consider include

- Which parts will you cut or modify?
- How will you draw out and expand the main findings and conclusions?
- What specifically are the aspects of the work as it stands which are designed to satisfy your examiners, but which you think are not suitable for a book and which you plan to change?
- How you will be adapting the language and style, as well as annotation and references? This would include reducing any unnecessary jargon and footnotes.
- Would you say that the thesis is in an area of increasing academic and research interest?
- Most people find it necessary to streamline the argument and the writing to reduce repetitions and overlaps, and to lighten the empirical material.
- You may wish to restructure the content, changing the order of the chapters.
- If some time has passed since the PhD was written you will also need to ensure the book is up-to-date.

**14. Sample chapters:** If you have any sample chapters prepared please submit them with your proposal. If you have versions of chapters available in the form of journal articles, conference papers or even lecture notes, please send these, as we prefer to send reviewers as much material as possible in order that they can assess your writing style and approach. (NB: if this is your first authored book a sample chapter is required.)

**15. The names, affiliations and addresses of four academic referees** whose comments on your proposal and script you would truly value and we would benefit from. Their understanding of the market will be as important as their academic status. We may or may not use the referees you suggest, and will probably use at least one anonymous reviewer.

If you have any further queries, please don't hesitate to contact:

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