





### The book author

- Well-acknowledged experts from the academic and corporate communities
- The role:
  - Identify a market need, in terms of subject matter and audience
  - Writing 120k+ words in approx. 12 months
  - Well-referenced, detailed explanations of the science and how to apply it to research and applications
  - Clearly defined target audience, e.g.
    - Academic researchers / Corporate R&D / Advanced students
  - Inter-disciplinary (accessible to readers with background in adjacent disciplines)
  - Publisher must have sufficient marketing budget



**The book author**

Must acknowledge experts from the academy and outside communities.

The (10):

- Clearly a market lead in terms of subject matter and audience
- Writing 100k+ words in approx. 12 months
- Well-referenced, detailed evaluations of the evidence and how to apply it (in research and applications)
- Clearly defined target audience, e.g.
  - Academic researchers / Graduate / Advanced students
- User-friendly (accessible to readers with background in different disciplines)
- Publisher pays book writer(s) a royalty (6% at least)



**The book author**

Write: Acknowledged expertise from the academics and corporate communities.

**Timeline**

- Identify a market need, in terms of subject matter and audience
- Write 100k words in approx. 12 months
- Get referenced, detailed descriptions of the science and how to apply it (in desktop and applications)
- Clearly define target audience, e.g.
  - Academic researchers / Corporate R&D / Advanced Students
- Interdisciplinary accessible to readers with background in different disciplines
- Publisher pays both authors a royalty (% of sales)



### Planning a book proposal

- What is the topic? (be as clear and specific as possible)
- Who are your intended readers? (try to name three core groups, but don't be unrealistic about breadth of appeal)
- What competing books are already available?
- What will be really new and different about your book?
- Draft Table of Contents
- Target chapter authors (if any)
- How many pages?