

Guidelines for Writing a Manuscript Proposal
Culture, Cognition, and Behavior Series
Oxford University Press

Send submission to:

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A. THE BOOK

1. Brief Description

In one or two paragraphs, describe the work, including its rationale, approach, and subject matter, i.e., This book is, It does, Its distinguishing features are, etc.

2. Outline

A detailed outline of the book should be prepared, including the chapters being submitted for review. This gives us an idea of how the material fits together and how the remaining chapters will be developed. It should include chapter headings and sub-headings, with explanations as necessary.

3. Outstanding Features

List briefly what you consider to be the outstanding, distinctive, or unique features of the work.

4. Apparatus

Will the book include photographs, line drawings, cases, questions, problems, glossaries, bibliography, references, appendices, etc.?

5. Competition

Consider the existing books in your field and discuss their strengths and weaknesses. Discuss how your book will compare with these books on topics, themes, and arguments included or excluded. This information will provide the reviewers and the publisher a frame of reference for evaluating your material.

B. MARKET CONSIDERATIONS

The Primary Market

What is the main market for the book, or for what type of reader is your book intended, e.g., academic, academic/trade, reference, professional, trade?

If your book has the potential to be adopted as a college text, please list the courses for which it could be used. If you know of any instructors who might adopt your book as a text for their courses, please include their names and contact information.

The Secondary Market

Are there any readers who, although their work is not obviously or primarily related to the principle topic covered in your book, might benefit from your book?

C. STATUS OF THE WORK

1. Do you have a timetable for completing the book?
 - a. What portion or percentage of the material is now complete?
 - b. When do you expect to have a complete manuscript?

2. What do you estimate to be the size of the completed book?
 - a. Double-spaced typewritten pages normally reduce about one-third when set in type; e.g., 300 typewritten pages make about 200 printed pages. There are about 450 words on a printed page.
 - b. Approximately how many photographs do you plan to include?
 - c. Approximately how many line drawings (charts, graphs, diagrams, etc.) do you plan to include?
 - d. Do you plan to include material requiring permission (text or art)?
Please note that it is helpful to determine the cost of obtaining permission.

D. SAMPLE CHAPTERS

Select one or two chapters of the manuscript that are an integral part of the book. They should be those you consider the best-written ones, and do not have to be in sequence. For example, you might submit chapters 3, 7, and 14 of a 20-chapter book, so long as these chapters represent the content and reflect your writing style in the best possible light. It is also advisable to submit any chapter that is particularly innovative or unique.

Sample chapters should contain rough sketches, charts, or xerox reproductions, and description of photographs to be included. The material need not be in final form, although it should be carefully prepared.

Please do not bind your manuscript, as we will have to unbind it in order to make photocopies for reviewers. Also be sure all pages are numbered either consecutively or double-numbered by chapter.

E. REVIEWS

If we are interested in your project, we will commission outside reviewers to read and evaluate your proposal. We will, of course, obtain the best available reviewers to consider your work. We would like to include some reviewers whose opinions you would consider particularly important. For this purpose, please provide the names and addresses of three or four people who you feel would be competent to review your material and whose opinion you would find valuable. We will try to use some of them along with some of our own selection. Naturally, we do not reveal the names of reviewers without their permission.

F. AUTHOR BACKGROUND

Please include a current vita or brief summary of your writing, teaching, and/or educational background and experience. Be sure to list any previous books, and any other information suggesting why you are qualified to write this book.

G. RESPONSE TIME

Please allow at least six to ten weeks for the manuscript proposal evaluation and review process. We will contact you as soon as we have had a chance to thoroughly examine your manuscript proposal. Thank you for your interest in Oxford University Press. We look forward to reading your materials.