

SUBMITTING A TEXTBOOK PROPOSAL TO OXFORD UNIVERSITY PRESS SOUTH AFRICA

GUIDELINES FOR PROSPECTIVE AUTHORS

We are very pleased that you are considering writing for OUP SA. What follows is a brief description of what is expected of a proposal for a new textbook and how it will be considered for publication.

THE OUTLINE PROPOSAL

Please prepare an outline proposal for your new book. It should be as comprehensive as possible to enable the most effective evaluation and feedback on the project.

1 Provisional title of proposed textbook

2 Brief synopsis of the book

Please summarize the topic, your aims, scope, general approach, and intended market

Topic: Subject of proposed book and level within the undergraduate curriculum

Aims: Why is a new book needed? What do you think the readers will gain from it? Also, why do you wish to write the book?

General approach: What is the purpose of the book and how will this book achieve its aim? How would you summarize your approach to the subject?

Scope: What is included? What is left out, and why? What prior knowledge will the book assume?

3 The Market

Please summarise what you consider to be the market for your proposed book :

- What is the primary market?
- What are the secondary markets?
- Other markets?

For which courses will your book be appropriate? Suggest courses where:

- the book could be the sole or principal required text
- the book could be one of several required texts
- the book could be supplementary reading/ put on a recommended list

Please give an indication of where, to your knowledge, such courses are and how many people take them. If you believe that there are few applicable courses at this time, but that the text will fit an *emerging* market (i.e. where courses are likely to start appearing in considerable numbers over the next few years) then please indicate this.

Where possible, please provide names, positions, work addresses and e-mail addresses of people currently teaching courses for which this book would be appropriate. (This information will be for our own internal use only, and we will edit it out of the proposal document before sending the document out for review)

4 Information on competing books

Please give a list of books (with as much information on length, date of publication, publisher, price, etc. as possible) that might be considered as 'competing' with your proposed book.

- What are their strengths, weaknesses and availabilities?
- How will your book differ from each?
- What are the advantages of the proposed book over these titles?

5 Unique selling points

If you had to come up with three unique selling points for your book, what would they be?

6 Content

Draft table of Content

Please provide a list of chapters including the main subheadings of each, a short paragraph for each chapter summarising its contents, and an estimate of the number of words or printed pages in each chapter.

Artwork

Assuming illustrations are a major feature of your proposal, please specify the types (photographs/diagrams/tables) and approximate number in each chapter.

Pedagogical features

Please summarise the main pedagogical features that you anticipate including (for example, chapter summary, outcomes, glossary and so on.)

Ancillary material

Please provide details of any ancillary material that should be provided alongside the book, together with an explanation of why these materials would add to the educational value of the book.

Likely schedule

Please indicate your expectation of the time required from the present stage to delivery of final typescript. Also, how quickly will the book date? How often would a new edition be required?

6 Curriculum Vitae

Please send a brief CV including:

- Full name and qualifications of authors
- Contact details

