

Relationship Marketing Book Proposal Submission Information

Items needed in a EDITED book proposal:

1. Table of contents with as many invited authors and articles as possible
2. Sample article(s), (1 to 3, if possible)
3. Description of the work
4. Descriptions of any competing works and how this new work is to differ from the earlier works
5. Information on a target audience
6. Approximate size of the work in manuscript pages
7. Approximate date when the final manuscript is projected to be completed
8. Professional vita or resume for the editor(s)
9. Any other information which the proposer feels might be pertinent to making a decision on the work

Items needed in a book proposal:

10. Table of contents with as many subheads as possible
11. Sample chapter(s) (1 to 3, if possible)
12. Description of the work
13. Descriptions of any competing works and how this new work is to differ from the earlier works
14. Information on a target audience
15. Approximate size of the work in manuscript pages
16. Approximate date when the final manuscript is projected to be completed
17. Professional vita or resume for all authors/editors
18. Any other information which the proposer feels might be pertinent to making a decision on the work

David Bejou, PhD
Senior Editor – Relationship Marketing Book Series

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