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|  | **Medicinal And Industrial Plants and Products** |  | **Elsevier • Book proposal form** |

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| **Working title**  Titles and subtitles should be focused to include key terms that readers would use if searching for information on this topic |  |

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| **Keywords**  Please provide 5-10 key words or terms, separated by a semi-colon, that might be used to search online for your book. Our goal is to make the book as “discoverable” as possible, so that when they are searching for similar topics, your book will come up. |  |

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| **Author/Editor information**   * Is the book authored **or** edited? * Include address and contact details, qualifications, and experience, and a **short (150-word) biography** for all book authors and/or editors * Include H-index, Scopus ID, and/or ORCID for each Editor/Author |  |

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| **Primary audience**  Please indicate the **most relevant target audience** |  |

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| **Secondary audience**  Please describe your entire audience in as much detail as possible, e.g. industry sector, job role, level, subject specialism. If the book could be used for a course please provide details, including program and level. |  |

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| **Background and purpose**   * What topic does this book cover and why is it important? * What is your purpose in writing this book? Why is there a need for a new resource in this area? * What **problem** does this book solve for readers? |  |

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| **Book content description**  **SPECIFICALLY DESCRIBE THE PLANNED CONTENT OF THE BOOK**. Please be clear in focusing on exactly what you are including and why. |  |
| **Benefits to audience**  With reference to the target audience(s) listed above, please give details of:   * The daily challenges and informational needs and of the audience relating to the subject of the book and how your book will address these needs, challenges or pain points * List **three key features** and content in your book that will be most valuable to the reader | The reader of this book needs to:  This book addresses that need by:  \***Enabling the reader to**…  \***Providing information on**…  \***Including insights that will**… |

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| **Table of contents**  Please provide here or attach separately the planned contents of your book, including chapter titles and a sentence or two related to the scope/initial content plan for each chapter.  **Please carefully consider the organization of your content and provide as much detail as possible.**  **Consider grouping highly related chapters into Parts or Sections. These help reader discovery.**    **If your book is edited, please include a tentative list of the chapter authors and their affiliations** (they do not need to be finalized at this time). **Please ensure that the list of contributors is geographically diverse with an equal representation of global individual experts**.  Please note your recruitment plan. |  |
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| **Chapter Structure**  *It is helpful to readers for chapters to present structured elements consistently so that readers can immediately find information.*  *Please use this checklist to indicate which of these elements will be included. Please note whether they will appear in every chapter or, if in only some chapters, approximately how many chapters.* | **☐ Chapter Opening Outline – PUBLISHER REQUIRED**  ☐ Definitions (of key terms and concepts used in the chapter)  ☐ Methods and techniques (e.g. synthesis, processing, manufacturing, experimental methods)  ☐ Case Studies  ☐ Applications  ☐ Calculations / worked examples  ☐ Literature review (incorporated in the chapter: not a separate section)  ☐ Other (describe in detail)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **☐ Bulleted Chapter Summary Points (at end of chapter) – PUBLISHER REQUIRED** |

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| **Chapter Organization**  *Each chapter should follow the same organizational structure to the greatest extent possible to create a templated delivery of the content. Please list here the headings that you will use in each chapter.*  *If your book has Sections or Parts, please indicate the headings that will be included in the chapters for each Section or Part.*  ***FOR Example:***  Chapter opening outline  Chapter Objective  Key Terms with Definitions  Basic Principles  Challenges  Solutions  Case Study  Example  Future Prospects  Further Reading  *If this is an edited work, it is the editor’s responsibility to communicate this information and requirement to all contributors.* |  |
| **Publishing timeline**  Please consider and let us know:   * When would you be able to submit a complete manuscript? * Are there any events or conferences where we can market this book? * Would be appropriate to publish in view of factors such as regulatory updates, technology or medical advances, etc.? |  |

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| **Specifications**  Please address each of the following with your best estimates:   * Total number of words (or a range, e.g., from 100,000-125,000 words) you anticipate producing. * Submission format of chapter manuscripts (Word, LaTex, etc.) * The approximate number of illustrations and figures you anticipate including, and whether any of these would require color. * The approximate number of complex equations/mathematical formulae you anticipate including. * What other **multimedia content** (audio/video files), maps, supplementary data sets, etc. can you include to increase the market value of the book? |  |

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| **Competition**  Please list the books, websites or other information sources that would compete most closely with your book and briefly describe how they compare and why readers would choose your book over the competition. |  |

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| **Reviewers**  We use external reviews to validate the market for the book idea and provide suggestions that may help in its development. Please suggest at least experts in the field whose input you would value as part of our review panel, please provide their contact details below: | |
| Name: | Email address: |
| Name: | Email address: |

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| **Additional requirements**  We can make a publishing decision based on a detailed contents list and full answers to the questions above. However, sample material is helpful in enabling reviewers to evaluate content and approach. Please provide a draft chapter or other sample content if available. |

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| **Inclusion and Diversity**  Elsevier is committed to publishing content that is culturally sensitive, inclusive, from a diverse authorship, and does not perpetuate systemic inequalities. Should your project move forward, you will be asked to follow our [I&D Author Guidelines](https://www.elsevier.com/authors/book-authors#language). Proposals should identify how diversity and inclusion is represented in content and authorship. |

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