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|  |  |  | **Elsevier Science & Technology Books****\*Complete and return this proposal form to Stephen Jones, Senior Acquisitions Editor at** **s.jones1@elsevier.com** |



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| **Publishing Ethics and Generative AI (GAI)**Elsevier is committed to upholding the highest standards of publishing ethics. Please familiarize yourself with our [Publishing Ethics](https://www.elsevier.com/about/policies-and-standards/publishing-ethics-books) policies and let us know if you have any questions. Please note our policies regarding the use of generative AI and AI-assisted technologies in the [Writing](https://www.elsevier.com/about/policies-and-standards/the-use-of-generative-ai-and-ai-assisted-technologies-in-writing-for-elsevier) and [Editing](https://www.elsevier.com/about/policies-and-standards/publishing-ethics-books/the-use-of-generative-ai-and-ai-assisted-technologies-in-the-editing-process) of book manuscripts. Should your project move forward, you will be asked to follow these guidelines.Please do not use Generative AI in the preparation of this proposal document as the purpose of this proposal is for you to tell us briefly, and in your own words, about your planned book. To protect your confidentiality and proprietary rights, our external review process requires that [Reviewers](https://www.elsevier.com/about/policies-and-standards/the-use-of-generative-ai-and-ai-assisted-technologies-in-the-review-process) also follow specific guidelines covering the use of AI in the review process. |

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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 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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| **Authored or edited work?** |  |

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| **Author/Editor information*** 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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| **Relationship with Elsevier**Have you published any books with Elsevier previously, or do you currently have a book under contract with Elsevier? If so, please provide details |  |

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| **Background and purpose*** Provide a brief description of this book, ie, what you would find on the back cover of the published book
* What is your purpose in writing this book? Why is there a need for a new resource in this area?
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| **Problem and solution**What problem do your readers face, and how does your book address or solve this problem? |  |

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| **One-line description of the proposed book** |  |

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| **Key features**  |  |

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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, eg, 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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| **Benefits to audience**With reference to the target audience(s) listed above, please give details of: * The information needs and daily challenges 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
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| **Table of contents/list of contributors**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.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 note your recruitment plan. |  |

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| **Chapter Structure**Please use this checklist to provide us with an indication of the structural elements you expect to use in your book.The most successful books tend to be the ones where each chapter follows a consistent structure, and readers are provided with clearly presented methods / cases / calculations /etc. that help them to put their learning into action (whether in a research or commercial context). | [ ]  Overview (summary at the start of the chapter)[ ]  Definitions (of key terms and concepts used in the chapter)[ ]  Properties / other core reference data[ ]  Methods and techniques (eg, synthesis, processing, manufacturing, experimental methods)[ ]  Case Studies[ ]  Applications[ ]  Calculations / worked examples[ ]  Literature review (incorporated in the chapter: not a separate section)[ ]  Summary (at end of chapter)[ ]  Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Specifications**Please address each of the following with your best estimates:* Total number of words you anticipate producing (or a range, eg, from 100,000–125,000 words).
* 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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| **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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| **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: |
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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. |