# JW_INT2

 IEEE

IEEE PRESS

**NEW BOOK PROPOSAL**

**Series: IEEE PCS**

**Professional Engineering Communication**

This series is meant to be an applicable, thoughtful, and grounded series, written with an eye towards professional engineers, student engineers, engineering instructors, engineering trainers, engineering faculty, administrators, researchers, technical professionals, technical communicators, and science professionals. Different books will, of course, have slightly different target audiences. While theory is certainly welcome, all theoretical perspectives should be geared towards practical applications and contain examples or case studies that will resonate with our target audience. These details can be discussed with the Series Editor.

Please insert your answers on the following pages using Times New Roman, 11pt font.

Use complete sentences and thoughts whenever possible.

The first draft of your proposal will be submitted to the series editor for initial review and comment. Preferred submission for book proposals is via e-mail in PDF.

Ryan Boettger

ryan.boettger@unt.edu

Alternatively, you can send your proposal to Wiley.

Mary Hatcher

pressbooks@ieee.orgScientific, Technical & Medical Division
John Wiley & Sons, Inc.
111 River Street
Hoboken, NJ 07030-5774
+1 201.748,6903

## TITLE + AUTHOR/EDITOR/CONTRIBUTOR INFORMATION

### Tentative book title and subtitle. Note: For this series, the title of the book must have some version of the word “engineer” in the title--as noun, verb, other.

**\_\_\_\_\_\_\_\_** Edited Volume (multiple contributors writing individual chapters, with the overall effort coordinated by the person(s) submitting this proposal)

**\_\_\_\_\_\_\_\_** Authored book (a single author or small team of authors collaborating on a book of original material)

**\_\_\_\_\_\_\_\_** Textbook (an authored book intended to be used *primarily* as the main study material in an undergraduate- or graduate-level university course)

**\_\_\_\_\_\_\_\_** Other (Please explain below)

### **Author/s and Editor/s full name/s.**

### Position and affiliation for all listed above. Attach with this Proposal a CV on all editors. For chapter or other contributors, a short bio will suffice.

### **Full mailing addresses for all authors/editors.**

### Telephone, fax, and e-mail for each.

### Pertinent details, e-mails, and affiliations of identified or potential co-author/s or contributors.

## SUBJECT MATTER

### Define/explain the topic.

### Write a short description of the proposed book that could be modified for promotional purposes.

### Outline the reasons for proposing a new book in this area.

### List major features of the proposed book which make it unique.

### List proposed contents, including section and sub-section headings. Include also a summary of each chapter and an approximation of length (e.g. word count or proposed number of pages). The target page count for books in this series is 250, but that is negotiable.

## MANUSCRIPT INFORMATION

Note: Manuscripts will need to be prepared in MS Word. Figures will be required to be in electronic format (.tiff, .jpeg/.jpg, or .psd). Wiley uses a paperless submission system for its manuscripts. Upon acceptance of a proposal, the Style Guide will be provided. Books in this series will use IEEE citation format.

### Estimate how many pages is this book explected to contain. (Wiley/IEEE PCS would like to have books approximately 250 pages long for this series. This is, of course, negotiable.) Make sure this reflects #11 above.

### Estimate, with an explanation, the time needed to deliver the completed manuscript. Please be very realistic and provide a buffer.

### List any special physical features this book may likely contain (tables, illustrations problems/solutions, photographs, spectra, etc.). If color might be necessary, indicate why and consider/describe alternatives (e.g. Internet) for color illustrations or any other accompanying material.

## MARKET

### Identify the readership for this book.

### Identify and describe the primary market for this proposed book (those audiences you feel *need* this book).

### Identify and describe the secondary market (those audiences with an *occasional* need for this book).

### Indicate any societies, professional organizations, companies or other groups which might want to know about this book or who may be interested in bulk purchases.

* IEEE
* IEEE PCS (IEEE Professional Communication Society)
* (add others)

### List any key journals in this area and any major conferences.

 Journals

* IEEE PCS

Conferences:

* IEEE
* (add others)

## TEXTBOOKS

### Identify potential specific courses or training venues that might use this book. Be as specific as possible, even down to individual university listings, if possible. (For this section, a table can be made instead of using the subheadings below.)

#### Level of the course

####  **20.2 Typical course enrollment**

This number varies by university and program.

#### 20.3 Term

One semester/term is typical.

#### **20.4 Describe if the course is optional or compulsory.**

#### **20.5 Would this book be for main adoption, supplementary readin,g or recommended reading?**

#### 20.6 Please suggest any lecturers who would be particularly interested in hearing about your textbook, providing their names and contact information.

## APPLICABLE EDITOR or CONTRIBUTOR PREVIOUS WORKS

### List previous works, with the most recent first, for each editor and/or contributor.

## COMPETITION

### List, in order of importance, any existing books which are related to this proposed book. Supply (if possible) author/editor, publisher, publication date, price and any further relevant information. Give as much information as possible, including competing titles if such exist. (A table can be provided here, if desired.)

### Outline how this proposed book is better than and differs from the titles mentioned in previous section.

## REVIEWS

### Please provide an international list of five or more persons qualified to give an opinion on this proposed book.