

# BOOK PROPOSAL GUIDELINES

MIT SMR is partnering with MIT Press to publish a [book series](#) focused on management's digital future. Below are our guidelines for submitting a book proposal.

Please submit your book proposal through our [online submissions interface](#).

Your proposal should include the following information:

**1. BRIEF DESCRIPTION:** In one or two paragraphs, describe the work, its rationale, approach, and pedagogy.

**2. OUTSTANDING FEATURES:** List briefly what you consider to be the outstanding, distinctive, or unique features of the work.

**3. COMPETITION:** Consider the existing books in this field and discuss their strengths and weaknesses, individually and specifically. This material is written for reviewers and not for publication, so please be as frank as possible. You should describe how your book will be similar to, as well as different from, the competition in style, topical coverage, and depth. If significant books are now available, you should explain why you choose to write another book in this area. Please mention all pertinent titles, even if they compete only with a part of your book.

**4. AUDIENCE:**

- For whom is the book intended (the lay public, professionals, students, etc.)?
- In what discipline or disciplines?
- Is it primarily descriptive or quantitative, elementary or rigorous, etc.?
- Prerequisites, if any (mathematical level, any applicable)?

**5. MARKET CONSIDERATIONS:** What kind of person will buy the book and why? What new information will the book give them? What is your estimate of the total market for the book?

If you are aware of professional organizations or if you have contacts that would be useful in promoting the book, please mention them.

**6. STATUS OF THE BOOK:**

- What portion of the material is now complete?
- When do you expect to have your manuscript completed?
- What is the planned length of the book (double-spaced typed pages)?
- How many and what figures (drawings, halftones, charts, etc.) do you plan to include?

**7. ANNOTATED TABLE OF CONTENTS:** The purpose of this TOC is to help readers understand the structure and content of the manuscript. Please include a paragraph or two (or a detailed outline) describing each chapter.

**8. SAMPLE CHAPTERS:** A proposal to be sent out for review should give reviewers a general sense of what the book will cover and the writing style. Sample chapters are often a good way to accomplish this. Chapters need not be in final form, but they should be relatively polished and free of grammatical errors. If you are submitting multiple sample chapters, they need not be in sequence. Many authors include the introduction and a body chapter in their sample.

If preparing one or two sample chapters is not possible, please provide more detail about each chapter in your annotated TOC. You may also provide a previously published paper on a similar topic as an example of your writing style.