



# BOOK PROPOSAL FORM

We ask authors who are interested in publishing a technical book with ASM International to complete a book proposal. The proposal signals the author's serious intentions in regard to the book project, and it provides ASM with important information that it uses to evaluate the publication potential of the book.

## Contact information:

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip/Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Please complete the following (using attachments when needed):

Proposed Book Title: \_\_\_\_\_

### 1. General Description. Attach a document that answers the following questions:

- a. **What is the subject of the book?** Give a brief overview of the topic as you plan to cover it in the book.
- b. **At what technical level will the subject matter be addressed?**
- c. **Is the book intended to be a handbook, a general reference, a textbook?**
- d. **How will this book differ from others that are already available?**
- e. **What compelling and unique features will your book contain?**
- f. **List similar or competitive books (author, title, publisher, date of publication, price), if possible.**

### 2. Intended Audience. To whom is this book directed? Define the audience that you think should be interested in your book in the terms that you think are most appropriate. For example, the intended audience can be classified in terms of technical profession (metallurgical, mechanical, manufacturing, research engineering), types of industries, and/or career or education level (technician, engineering, graduate level or Ph.D. research). You may also wish to include names of publications, journals, conferences, societies, and/or professional organizations that are relevant to this particular topic.

### 3. Outline and Manuscript Information.

Attach a detailed outline that lists chapter titles and describes the main topics and organization of each chapter. The outline should indicate an estimated number of manuscript pages (8½ × 11 in., double-spaced typed) per chapter.

**a. Can the text be supplied as electronic files?**

Yes \_\_\_\_\_

No \_\_\_\_\_

**b. Can a sample chapter be provided?**

Yes \_\_\_\_\_

No \_\_\_\_\_

**c. Can you provide a rough estimate of the number of photographs, line drawings, and tables per chapter?**

Yes \_\_\_\_\_

If yes, estimate the number: \_\_\_\_\_

No \_\_\_\_\_

**d. If you anticipate the need for ASM to redraw a significant number of hand sketched or poor-quality figures, please indicate the number of figures that might require such treatment.**

Estimated number of figures that may need to be redrawn: \_\_\_\_\_

**4. Timetable.** Attach an estimate of how long it will take to prepare the manuscript for submission or provide a potential submittal date.

**5. Biographical Information.** Attach a brief description of your education, work experiences, research interests, and publications. What is your background in the area of the book's subject matter? (We do not need to receive a complete curriculum vitae or list of publications—a brief summary will do.)

**6. Reviewers.** Provide names, emails, and phone numbers of three persons who would be qualified to review the technical content and organization of your proposed book and to advise us on the need for a book in this area.

1) Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

2) Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

3) Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Return completed form to:**

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