

PRODUCT PROPOSAL FORM

AUTHOR/EDITOR INFORMATION (A)		AUTHOR/EDITOR INFORMATION (B)	
AUTHOR/EDITOR NAME		AUTHOR/EDITOR NAME	
AFFILIATION		AFFILIATION	
AFFILIATION ADDRESS		AFFILIATION ADDRESS	
TITLE/ROLE		TITLE/ROLE	
PHONE		PHONE	
EMAIL		EMAIL	
PRIMARY SPECIALTY		PRIMARY SPECIALTY	
SUBSPECIALTY		SUBSPECIALTY	

Proposed title of Product:			
Status of manuscript:	Idea <input type="checkbox"/>	Less than 50% complete <input type="checkbox"/>	More than 50% complete <input type="checkbox"/>
Probable date manuscript will be completed, if known:			
Total Number of Contributors		Total Number of Chapters	

Illustrations/Media	
Approximate number of illustrations (per chapter):	
Does this product include other media (e.g. videos)? Please describe below.	

Please describe the purpose and scope of the product. What customer need does this product fulfill?

Describe the primary and any secondary audiences for which this product is intended. Please consider global audiences.

Please list competing products (include author, title, publisher, year, number of pages, and price).

How does this product differ from the above competing titles? What special or unique features/resources will it have?

Draft Table of Contents:

Sample Content: