



PRUFROCK
ACADEMIC
PRESS

BOOK PROSPECTUS
GUIDELINES



INTRODUCTION

Thank you for your interest in Prufrock Academic Press and for giving us the opportunity to consider your work for publication with the academic press. Past experience has shown that a book prospectus is the best way for Prufrock's staff to review an author's idea for a new publication. For this reason, Prufrock Press does not consider unsolicited manuscripts.

The academic press is committed to publishing . . .

- » works that contribute to and expand the body of knowledge in the field of gifted education, including new instructional practices and programming based on new or existing models;
- » original and applied research with practical relevance;
- » works that explore the conceptual foundations of the field;
- » historical perspectives and/or policy and policy implication analyses; and
- » works that examine new areas of knowledge or academic study.

A completed prospectus is used by Prufrock's editorial, marketing, and production staff, as well as the academic press editors, to evaluate the match between Prufrock's audience of readers and the potential audience for the book being proposed. We use the prospectus to evaluate how the title might support scholarship and research-based practice related to the education of gifted and talented children. We also use the prospectus to estimate scheduling and production costs. In some cases, a prospectus is sent to independent reviewers for a blind review. **We will not consider book ideas that have been simultaneously submitted to or are under review by other publishers.**

DIRECTIONS

Please submit your prospectus using Submittable, available here: <https://prufrockpress.submittable.com/submit>. Generally, you can expect to receive a response by e-mail in approximately 10–12 weeks.

PROSPECTUS CONTENT GUIDELINES

Please gather the following information before submitting your prospectus.

1. *Provide a working title for the book.*
2. *Provide a general description of the book.* Provide a brief description of the book and its purpose. Also, provide a rationale explaining why the book is appropriate for gifted and talented or special needs education scholarship.
3. *Describe the specific content need the book would fill.* What academic audience will benefit from this book? What new content will this title offer to the field of gifted and talented education? If your book is designed for the university and staff development market,

please provide as much specific information as possible as to the types of courses in which your book might be adopted.

4. *Provide an annotated table of contents.* The annotated table of contents should describe each chapter in a sentence or two. For edited volumes, the names and affiliations of proposed chapter authors are needed, with indications as to whether the authors are already committed to write the chapters.
5. *Identify the title, author, publisher, date of publication, and price of any competing books and your book's advantages or unique qualities.* (Note that although you might suggest that no other book addresses your particular topic, it is more useful to explain how examining your topic advances current or similar scholarly discussion.) What are the strengths and weaknesses of these competing titles? How would your book depart from or improve upon these titles? If you were promoting your book to an academic audience, how would you distinguish your work from similar scholarship?
6. *Indicate how long you plan the book to be.* For edited books, please approximate the page length of each chapter.
7. *Indicate when you anticipate completing the first draft.*
8. *Describe ways in which your title will be used in academic settings.* It is very important for an author to consider how the work will be used by the gifted education community. Will your book be studied in teacher training courses? Will it be adopted as a required or supplemental text for university gifted education programs? What particular courses might benefit from your book?

In addition to audience, think about how you would take part in the very important—and ongoing—aspect of product promotion. How would you help to promote the book to colleagues and interested programs? Do you attend and present at regional and national conferences on topics that relate to your book? Do you have an online presence such as a blog or Facebook page on which you could discuss the applications of your book?

9. *Provide a copy of your CV or resume with your prospectus.*
10. *Provide the names and contact information of three reviewers who would be qualified and willing to evaluate your work.* Peer review is a vital component of the evaluation process for Prufrock Academic Press. Please provide the names, e-mails, and addresses of three qualified academic reviewers who would be willing to evaluate both the prospectus and final manuscript.

If you need clarification regarding any of these points or have other questions, please feel free to e-mail your questions to submissions@prufrock.com. **Phone calls concerning book ideas will not be accepted.**

Thank you for your interest in Prufrock Academic Press. We look forward to receiving your book proposal.