



Risk Books
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BOOK TITLE:

To:

Date:

From:

Address:

Tel:

E-mail:

Current position:

Previous author publications/papers:

Qualifications:

Membership of professional bodies:

MAIN DETAILS

Working title and subtitle:

Subject area(s): *(Please give a brief definition and description of the subject area of your proposed book).*

When do you estimate the final manuscript will be completed?

Estimated wordage/page extent:

Is the book edited or single-author?

CONTENT

Book Summary: *(This should summarise who the book is relevant for and what is covered.)*

- *Who is this book for?*
- *How will the subject be approached?*

Contents/structure:

- *Please include preliminary chapter titles with brief descriptions of their content*
- *Please also include a list of potential contributors if it is an edited book.*

New angles proposed: *(why is this approach unique or different?)*

AUDIENCE

What level of knowledge is assumed/required?

What problem will this book help the reader solve?

What are the major benefits that readers will gain from this book?

How can readers use this in their jobs?

What are the real USPs of this book? *(these should be specific to the content/authors. Why is this book different and what will make it an essential purchase?)*

- 1.
- 2.
- 3.

Does the book have an international focus?

Target level and approach: *(eg, reference; new research and analysis; market assessment/intelligence; educational/workbook; working manual; policy document)*

Objectives of the book: What will readers be able to do/understand after reading the book that they couldn't do before?

TIMELINESS OF TOPIC

Why is this book timely and what market need/trends create demand for this book?

Are there any proposed changes to regulations or within the markets that may affect the content and relevance of this book? (*either positively or negatively*)

Competition: (*Top three – type/price.*)

- 1.
- 2.
- 3.

What are their weaknesses and strengths?

How will this title be different from the competing publications?

Please provide names and contact details of potential peer reviewers

- 1.
- 2.
- 3.

THE MARKET

Please provide a summary of the book that could be used to market the book (*50 words approx*)

What regions should the book be marketed to?

What professional associations/organisations might be interested in this title?

What are the relevant events that we could market this book at?

What are the relevant magazines, websites and journals that we could market this book to?

Please detail any ways that we can help you promote the book (flyers, weblinks, etc)

Indicative job titles of readers - who will buy the Book? (specify job functions/titles and types of companies in the table below)

Job title	Department	Industry/ company type	Job scope/areas of responsibility	Why do they need to buy this book?

Which market sectors would this title be of interest/useful to?

	Primary	Secondary
Corporates		
Financials		
Insurance		
Investment		
Accountancy		
Academics		

	Primary	Secondary
Consultancy		
Legal Services		
Energy and Power		
Gov/Regulatory		
Bookshops		
Asset/Mgmt Fund		

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