

### BOOKTITLE

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)

Please select the 5 Job functions that your book would be most relevant to:

Job function	Please tick here	Job function	Please tick here
Risk		Management	
Actuary		Marketing	
Asset Liability Management		Procurement	
Compliance		Research/analysis	
Credit Risk		Sales/relationship management	
Enterprise Risk		Subscriptions Management	
Financial Crime		Treasury	
Liquidity Risk		Back Office Technology	
Market Risk		Consultant	
Operational Risk		Cyber Security	
Quant/Analyst		Data/information	
Regulation		IT Security	
Credit Derivatives		Market Data	
Collateral Management		Reference Data	
Commodities/Energy		Risk Technology	
Equities		Technical	
Fixed Income		Trading Technology	
FX		Academic	
Interest Rates		Audit	
Operations		Finance/accounting	
Post trade, Clearing and Settlement		HR	
Structured Products		Information	
Trading		Investment / Portfolio	
IT		Legal	
Architect		Library	



Please explain why each of these job titles would be interested in purchasing your book:

Job Function	Why do they need to buy this book?
1.	
2.	
3.	
4.	
5.	

Please select the 5 Industries that your book would be most relevant to:

<b>Industry</b>	<b>Please tick here</b>	<b>Industry</b>	<b>Please tick here</b>
Asset/portfolio management		Insurer	
Asset Management		General Insurance	
Endowment Fund		Life Insurance	
Fund of Hedge Funds		Loss Adjuster	
Hedge Fund		Reinsurance	
Index Fund		Underwriter	
Mutual Fund		Broker	
Pension Fund		Commodity Broker	
Private Equity Fund		Forex Broker	
Sovereign Wealth Fund		Insurance Broker	
State owned Pension Fund		Reinsurance Broker	
Fund of Private Equity Funds		Inter-dealer Broker	
General Partner		Investment Broker	
Fund Investor		Mortgage Broker / Advisor	
Venture Capital		Real estate Broker	
Limited Partner		Stock Broker	
Bank/Trading		Other	
Building Society		Financial Exchange	
Central bank		Trade Association	
Commercial bank		Rating Agency	
Custodian bank		Non-Financial Corporates	
Investment bank		Primary & secondary education	
Mortgage bank		Charity	
Private bank		Leisure	
Retail bank		Manufacturing	
Energy Trading		Marketing	
Commodity Trading		Media	
Credit Union		Pharmaceutical / Healthcare	
Consultants/ advisors		Real Estate / Property	

Continued overleaf



Debt Management Consultant  
Employee & Benefits Consultant  
Financial Consultant  
General Consultancy  
Investment Consultant  
Recruitment Consultant  
Risk Management Consultant  
Technology Consultant  
Corporate Finance Adviser  
Due Diligence Consultant  
Engineering Consultant  
Intermediaries  
Single family Office  
IFA  
Pension Provider  
Wealth Manager  
Multi Family Office  
Foundation  
Commercial family office  
Energy  
Agriculture  
Catalyst  
Chemical  
Construction  
Engineering  
Gas  
Oil  
Petrochems  
Refinery  
Renewable  
Retailer  
Telecommunications  
FMCG  
Subscription agent  
Book shop  
Distributor  
Index Provider  
Advertising  
PR & Communications  
Press  
Technology/ Analytics  
Housing Group/Trust  
Tertiary/higher/adult education  
Hotel  
Service Providers  
Accountancy Firm  
Actuarial Firm  
Auditor  
Fund Administrator  
Law Firm  
Transition Management  
Forensic Accountant  
Tax Adviser  
Business Recovery/ Insolvency Adviser  
Value Added Reseller  
Software/Web Development Company  
Clearing/ Settlement  
Trustee Services  
Government  
Debt Management Office

Transport & Logistics  
(incl shipping but not airline)

Utility

Mining

Cement

Aviation (airline, airport, anything flying-  
related)

Vendor

Data Vendor

Hardware Vendor

Software Vendor

Finance Ministry

Local Government

Regulator

State-owned Investment Company

National Institutions/ Supranational

Central Government

Risk Vendor

Technology Vendor

Please select the 5 Industries that your book would be most relevant to:

Industry	Why do they need to buy this book?
1.	
2.	
3.	
4.	
5.	