

Publishing Proposal

Universiti Putra Malaysia Press



PUBLISHING PROPOSAL FORM

These guidelines are to assist the authors/ editors to prepare manuscripts according to the standard publication requirement of Universiti Putra Malaysia (UPM) Press. Proposed manuscripts should be persuasive, intended to convince the publisher to accept your book for publication and are subject to peer reviewing. Publication acceptance will be based on the originality, quality, and academic arguments. All the information provided needs to be authentic and the publisher has all the right to reject a manuscript that is suspected to be fraudulently produced. The publisher will ensure that all the data included remains confidential. The publisher will sternly not tolerate plagiarism and a severe penalty will be imposed in case of duplication/breaching of copyright laws.

PROSOSAL SUBMISSION FORMAT

- Use 12-point font; type of font should be Times New Roman; and colored in black type only.
- Double space your manuscript.
- Ensure spelling consistency; preferably UK spelling.
- Refer to the American Psychological Association (APA) Formatting and Style Guide (6th Edition).
- Use APA referencing style.
- Copyright permission must be included for adaptation of pictures, images, and figures from other sources.
- Attach Turnitin Similarity Report along with your proposal; level of similarity should be less than 20%.

If the proposal is accepted for publication, please refer Manuscript Preparation Guideline (*Garis Panduan Penyediaan Manuskrip*) that can be downloaded from UPM Press Website or please contact Chief Editor for COMPLETE BOOK SUBMISSION FORMAT.

It is compulsory to thoroughly fill out all the requested information.

1. PERSONAL PARTICULARS OF AUTHOR(S)/EDITOR(S)

Name(s)	Single Author/Editor Main Author Co-Author 1 Co-Author 2 Co-Author 3
Designation (for each author)	
The institution (of each author)	
Mailing address (of each author)	
Contact number (of each author)	
E-mail address (of each author)	
List of previous publications according to years (each author)	
CV/Resume (can include as separate attachment) (each author)	

2. MANUSCRIPT CONTENT/ OUTLINE

Title of the Manuscript / Subtitle of Each Chapter

This is a very significant part for maximising sales and citation of the published book later whereby the titles and subtitles need to be discoverable on the online search engines to a maximum number of readers. Selection of titles and subtitles must be concise, thought-provoking, and it should predominantly lay focus on key terms to increase the accessibility of the manuscript.

Table of Contents (TOC)

Create an outline of the manuscript you plan to propose. TOC should be arranged and structured in an orderly pattern to demonstrate a well-organised content besides presenting a good flow as well as an indication that you have covered all the crucial aspects of your topics. An edited book should contain not less than 10 and not more than 20 chapters ($10 < X < 20$) while an authored book should contain not less than 10 and not more than 12 chapters ($10 < X < 12$).

E.g.

Foreword
Preface
Introduction
Chapter 1



Chapter 6
Conclusion
Bibliography
Index

Summary

In this section, provide a clear and concise overview of each of your chapters. Highlight the method of approach applied. Progression of each chapter should be purposeful and ideas should be developmentally creating a delicate balance of the entire manuscript. Focus on answering the WH questions by building a complete argument on your manuscript. Present it in a table form as shown below.

E.g.

Parts	Description
Introduction	
Chapter 1	
Chapter 2	
Chapter 3	
Conclusion	

Strength

Discuss the strength of your manuscript. Centre your arguments on the distinctive features of your manuscript and tell us what is unique about it and the reasons to get it published.

E.g.

Strength	Unique Sales Point (USP)

3. TARGET MARKET

Competition

State a minimum of three competitive titles that form the central competition for sales of the book. Articulate how your manuscript differs from the earlier ones by extending its scope, applying new methodology and engaging new corpus of evidence. Analysis of competitive books should be critical by providing sufficient information on the similarities and differences from your book. You can also use titles you have used as references in producing this manuscript.

Competitive Analysis 1

Title	
Author(s) / Editor (s)	
Number of Pages	
Year of Publication	
Name of Publisher	
Price	
What differentiates your manuscript from this one	

Competitive Analysis 2

Title	
Author(s) / Editor (s)	
Number of Pages	
Year of Publication	
Name of Publisher	
Price	
What differentiates your manuscript from this one	

Competitive Analysis 3

Title	
Author(s) / Editor (s)	
Number of Pages	
Year of Publication	
Name of Publisher	
Price	
What differentiates your manuscript from this one	

Potential Market (Local / International)

Analyse and identify the intended readership or prospective readers and niche market. Do state any demographic or sub-groups specifically in need of your book. Discuss the probability of a cross-border market.

E.g.

Local	International

Translation / Collaboration Opportunities

Explain subsidiary rights such as translation opportunities and ideas to initiate and sustain long term partnerships with local/international publishers. Please set out your goals and elaborate on how you will achieve them.

Promotional Ideas

List down the promotional ideas you have. This should also include the price range, possibilities of bulk purchases of your book for instance for teaching purpose, purchase by libraries, NGOs, other learning institutions, and etc.

E.g.

Price Range	
Bulk Purchase 1	
Bulk Purchase 2	
Bulk Purchase 3	

4. REVIEWERS DETAIL

Suggest three potential reviewers, preferably field experts with recognised qualifications to provide feedback for further improvements. Two reviewers should be from abroad or OUTSIDE Malaysia and one reviewer from Malaysia but OUTSIDE your institution.

Reviewer 1

Name	
Affiliation	
Mailing Address	
E-mail Address	
Phone Number	

Reviewer 2

Name	
Affiliation	
Mailing Address	
E-mail Address	
Phone Number	

Reviewer 3

Name	
Affiliation	
Mailing Address	
E-mail Address	
Phone Number	

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