

 <p>bo</p> <p><b>UPM</b> UNIVERSITI PUTRA MALAYSIA BERSILU BERBAKTI</p>	<p><b>SUPPORT SERVICE OPERATION</b></p> <p><b>UPM PRESS CENTRE</b> <b>Document Code: OPR/PUPM/BR11/PROPOSAL</b></p> <hr/> <p><b>PUBLISHING PROPOSAL FORM</b></p>
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## **PUBLISHING PROPOSAL FORM**

These guidelines are to assist the authors/editors to prepare publication proposals according to the standard publication requirement of Universiti Putra Malaysia (UPM) Press Centre. Proposed publication proposals should be persuasive, intended to convince the publisher to accept your book for publication and are subject to peer reviewing. Publication proposals 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 publication proposal 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.

## **PROPOSAL SUBMISSION FORMAT**

- Use a 12-point font; the type of font should be Times New Roman; and coloured in black type only.
- Double space your publication proposal.
- Ensure spelling consistency; preferably UK spelling.
- Refer to the American Psychological Association (APA) Formatting and Style Guide (7th Edition) or the latest edition.
- Use APA referencing style.
- Include copyright permission on any adaptation of pictures, images, and figures from other sources.
- **Attach Turnitin Similarity and AI Generative Report along with your publication proposal; level of similarity should be less than 20%.**

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If the proposal is accepted for publication, please refer to the Manuscript Preparation Guideline (*Garis Panduan Penyediaan Manuskrip*) that can be downloaded from the UPM Press Website or please contact the Head of the Editorial & Production Section.

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

**PARTICULARS OF MAIN AUTHOR / EDITOR (\*Compulsory to fill) (Please provide an attachment if necessary)**

Name	
Identity Card No./ Passport No.	
Staff No. (UPM only)	
Designation	
Contact Number	
E-mail	

(Signature of Main Author/Editor): \_\_\_\_\_

**CO- AUTHORS / EDITORS (\*Compulsory to fill of) (Please provide an attachment if necessary)**

Name	
Identity Card No./ Passport No.	
Staff No. (UPM only)	

Designation	
Contact Number	
E-mail	

Name	
Identity Card No./ Passport No.	
Staff No. (UPM only)	
Designation	
Contact Number	
E-mail	

Name	
Identity Card No./ Passport No.	
Staff No. (UPM only)	
Designation	
Contact Number	
E-mail	

Name	
Identity Card No./ Passport No.	
Staff No. (UPM only)	
Designation	
Contact Number	
E-mail	

## 2. PROPOSAL CONTENT/OUTLINE

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### **Title of the Book 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 the titles and subtitles must be concise, thought-provoking, and it should predominantly lay focus on key terms to increase the accessibility of the book.

#### **Table of Contents (TOC)**

Create an outline of the book 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 authored and edited book should contain not less than 10 chapters.

E.g.

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Foreward  
Preface  
Introduction  
Chapter 1



Chapter 10  
Conclusion  
References  
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 book. Focus on answering the WH questions by building a complete argument on your book. Present it in a table form as shown below.

E.g.

Parts	Description
Introduction	
Chapter 1	
Chapter 2	
Chapter 3	
Chapter 4	
Chapter 5	
Chapter 6	

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Chapter 7	
Chapter 8	
Chapter 9	
Chapter 10	
Conclusion	

**Strength**

Discuss the strength of your book. Centre your arguments on the distinctive features of your book 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**

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## Competition

State a minimum of three competitive titles that form the central competition for the sales of the book. Articulate how your book 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 book.

### Competitive Analysis 1

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

### Competitive Analysis 2

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

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### Competitive Analysis 3

Title	
Author(s) / Editor (s)	
Number of Pages	
Year of Publication	
Name of Publisher	
Price	
What differentiates your book 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

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**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

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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 **with no affiliation with the authors/editors**

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	

**Please return the completed form to:**

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UPM Press Centre  
Universiti Putra Malaysia  
43400 UPM, Serdang  
Selangor Darul Ehsan, Malaysia  
E-mail: [dir.penerbit@upm.edu.my](mailto:dir.penerbit@upm.edu.my)

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