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**AOCS Press and Academic Press Book Proposal Form**

Thank you for submitting your proposal to AOCS Press and Academic Press. Please pay attention to the required fields in the form below. When completed, email to Janet Brown at [janet.brown@aocs.org.](mailto:janet.brown%40aocs.org?subject=)

\*Items marked with asterisk are required.

Contact Information:

\*Editors/Authors Full Name(s)—(First, Last):

Position and Affiliation:

\*Email Address(es):

Full Mailing Addresses (where you would want royalty statements to go):

\*Editor/Author Biography(ies):

A single paragraph; list previous publications; list work relevant to this proposed book

Product Overview

\*Book Title/Tentative Book Title:

\*Outline your reasons for proposing a new book—why, why now, what is your motivation?

\*Describe in layman’s terms the topic of your book:

\*What are the unique features of your book that will attract new prospective buyers (Please include 3-4 points)

What are the benefits of this book for the reader (Please include 3-4 points)

\*Chapter topic w/name and affiliations

Provide a complete outline including chapter titles and major subheadings within each chapter. Include names of potential chapter contributors if an edited book. For a revision, include a previous TOC to show your changes.

Manuscript Information

How many illustrations, excluding tables, do you expect to have?

Number of words (considering that a finished chapter is approximately 7,000–9,000 words): \_\_\_\_\_\_\_\_\_\_\_\_

Are there supplemental materials or any other special material that will accompany the text?

\*When do you intend to start writing and when do you plan to complete your final manuscript?  
(Please be as realistic as possible)

Market Information

\*Are there any other books available on this topic? If so, please include title, author, and publisher (if known):

\*Are there training needs that the book may satisfy? Does your book satisfy a college course need? If so, please provide more details.

**Identify the readership for your book**

\*Define the Primary market:   
(Include titles, academic level, and companies of prospective readers. These are only the people that WILL buy your book)

\*Define the Secondary market:  
(Include titles, academic level, and companies of people that you think would be interested in reading your book—more broad than the primary market).

\*Define the geographical limitations:  
Are there specific markets in regions around the world that would find this book of interest?

AOCS is divided into Divisions based on interest. What Divisions would be of most interest of this book?

Analytical

Biotechnology

Edible Applications

Agricultural Microscopy

Health and Nutrition

Industrial Oil Products

Lipid Oxidation and Quality

Phospholipids

Processing

Protein and co-products

Surfactants and Detergents

Further Notes or Commentary:

Thank you for your time. Contact Janet Brown at [janet.brown@aocs.org](mailto:janet.brown%40aocs.org?subject=) if you have any questions.