

Thomson Reuters Publication Proposal

Thomson Reuters Professional (Lawbook Co.) publishes a variety of media for professionals, practitioners and students in the legal, taxation, business and accounting fields. If you have an idea for a publication whether in book, loose-leaf, digital or other form, please complete the following proposal form.

Please do not send whole, unsolicited scripts. Your proposal should include the following information:

1. Subject;
2. Working title;
3. Brief writing CV and contact details for you and any co-authors;
4. A brief description of the object of the work and its key selling points;
5. A draft table of contents and any sample material;
6. How this will differ from and be better than existing competing works;
7. Market; and
8. Estimated length and delivery date.

Please indicate subject area(s) covered by the publication:

1. About the authors

Full name	
Address	
E-mail	
Telephone ()	
Fax ()	
Qualifications – Please attach CV if possible	
Current position	
Previous appointments/roles	



Have you previously published with Thomson Reuters or Lawbook Co.? Please provide details.

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Have you published with other publishers? Please state title, publisher, date of publication, co-authors and attach any reviews of these products/publications.

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Full name	
Address	
E-mail	
Telephone ()	
Fax ()	
Qualifications – Please attach CV if possible	
Current position	
Previous appointments/roles	



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Have you published with other publishers? Please state title, publisher, date of publication, co-authors and attach any reviews of these products/publications.

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2. About the proposed product

Suggested title	
Suggested price/s (Is the market price sensitive?)	
Number of pages (approx.)	
Number of words (approx.)	
Synopsis of work (please attach)	
Draft Table of contents (please attach)	
Are there any flowcharts, forms, or diagrams, etc?	
Proportion of these to overall publication (estimate)?	
Suggested Manuscript Completion Date	
How frequently will the publication require updating (e.g. monthly, every two years, other)?	



3. About the market

What is the publication's target market? Describe the primary user (eg type of practitioner, student) and give details on how you see the product being used. Please be as detailed as possible, as this information is crucial in assessing the prospects of the work.

Who else would this product appeal to?

4. About the competition

Please list any competing publications known to you, including title, author, date of publication and publisher. Give details of the positive strengths of your product over its competitors.

5. About selling this product

Briefly describe the strength and scope of your product. Include the particular need it fills in the market and its unique selling features.

Do you have any ideas about special avenues for selling this product?



Do you have access to any lists of people who might buy this product? How might they and other potential users be reached?

Can you suggest any academics to review the manuscript?

Are there any specific events or publishing deadlines that might affect the selling of the product (eg conference, academic year)?

If you are a lecturer, would you definitely prescribe this book to your students? How many students do you teach per year?

6. Additional comments?

Please return this proposal to:

Academic and Practitioner Book Proposals:

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