

# CASE Book Proposal Guidelines

CASE requests that you submit a proposal for your proposed book. The more detailed your proposal, the more it will help our review team ensure the book will be a good fit for CASE.

## 1. Title and Author(s)

- **What is your proposed book title?**
- **Who is the author/editor (or authors/editors)?** Describe the author(s) briefly, focusing on how your (their) experience has prepared you (them) to write this book. Include a list of any past publications (particularly by CASE), and attach CVs for all prospective authors. If you have reviews of your previous publications, please share those as well.

## 2. Overview

- **In one or two paragraphs, summarize the content and goals of your book.** Think of this as the marketing text that would go on the back cover of the book to give readers a sense of what they can expect. Assume potential reviewers of your proposal know relatively little about your subject, and include a bit of background information on the topic/issue your work covers.

## 3. Table of Contents

- Please provide a proposed table of contents that includes a brief description of what each chapter will cover.
- If separate authors will write different chapters, please indicate who will write which ones.

## 4. Purpose of Work

- Explain why your proposed work is unique and how it will contribute to the field. For instance, will it include new information or analysis or present information in an innovative format?

## 5. Competition

- List between two and five works that you would consider “competition” for your book. For each, include title, author, publisher, publication date, and a sentence or two explaining how your work will differ from those works.

## 6. Audience/Marketing

At CASE, we seek the broadest possible audience for our books. Your work should be written and organized in a way that makes it accessible to non-specialists.

- Identify the primary and secondary audiences for your work (senior-, mid-, or entry-level professionals, academic deans or presidents, headmasters, nonprofit management students, etc.).
- Please list any planned speaking engagements, conferences you regularly attend, and any other information that would help CASE to better market this book.
- Do you have any contacts at relevant magazines, journals, websites, etc. who would be willing to review or market the book?

## **7. Length of the manuscript**

Approximately how many words will be included in the manuscript (including any endnotes and bibliographic citations)?

## **8. Figures/Tables**

Do you plan to include any visual displays of data? If so, please give us a sense number and type.

## **9. Additional Features**

- Will your book include online content, checklists, worksheets, or anything else besides “regular” text or images?

## **10. Permissions**

If materials in your proposed work will require permissions, please estimate how many and what are the expected costs, as well as any potential challenges to obtaining permission.

## **11. Timeframe**

About how long would you need to complete the manuscript if it is accepted for publication?

- Are there any times of year when you would be unable to devote time to this project (either in the initial manuscript drafting or during the later stages)?

## **12. Updated/Revised Editions**

Is this a work that could/should be updated or revised regularly? If so, why, and how often?

## **13. Sample Chapter or Entry**

If possible, provide a writing sample from your proposed work consisting of 10–20 double-spaced pages (or a full chapter, if approximately that length).

Please send the proposal as a Word document(s) attached to an email sent to:

Wendy Rubin  
Consulting Editor, CASE Books  
[wendy@wendyjillrubin.com](mailto:wendy@wendyjillrubin.com)

Your proposal will be sent to several reviewers and/or reviewed by CASE staff, so you may not receive a response for a couple of months. We will be sure to send you a decision as soon as we are able. If CASE does decide to publish your book, please note that CASE’s standard publication fee is commission-based, to be 10% of book revenue, which will be paid yearly. That fee is split among all authors involved in writing the book.

Please contact Wendy Rubin with any questions. Thank you for your interest in publishing with CASE!