

**Collection Title:** Service Systems and Innovations in Business and Society

**Editors:** James C. Spohrer & Haluk Demirkan

## **AUTHOR PROPOSAL FORM BOOK PROPOSAL QUESTIONNAIRE**

Dear Colleague,

Thank you for your interest in publishing a booklet on service science. Please provide responses to the statements and questions below so that we may assess marketability of your book product. This is a template for us to learn more about your proposed booklet. Just fill this out as much as you can. You are welcome to leave any sections blank if you do not have the answers at this point. Please e-mail your proposal to: Haluk Demirkan [Haluk.Demirkan@gmail.com](mailto:Haluk.Demirkan@gmail.com)

**Business Expert Press is looking for applied, concise, executive-oriented books.**

You are the expert and, as such, we encourage you to author with Business Expert Press to represent your particular area of expertise. Students and business people are asking for concise, reliable information that can be consumed in one or two sittings and is absolutely trustworthy in terms of accuracy, currency and action-ability; that is they want to be able to put this new knowledge to use immediately.

Our readers are upper-level undergraduates, MBA students or business professionals; they are accomplished, engaged and busy. They have a huge appetite for knowledge, but want to consume it as quickly as possible.

Your topic of authorship for Business Expert Press will be a reflection of your expertise on a topic or technique that business students and practitioners need to know. Topics should be relevant to current practice and reflect established research findings. You may well have “converted” this knowledge into a more applied vein for teaching or work in business consulting and, if so, you have a head start. Imagine that a consultant or owner of a business has hired you for two hours to get them up to speed on your topic.

What would you tell them and how would you communicate it? This should help frame the depth and breadth of your offering through Business Expert Press.

Because we are not a journal or textbook publisher, we will not ask you to remove all opinion from your work. We need you to produce academically reliable, instruction-oriented content that includes your insight and opinion. The target length of your book should be 32,000 to 70,000 words.

### **Book Proposal Requirements**

#### **OVERVIEW**

1. What is the proposed book’s title? (you are welcome to provide few sample titles)
2. Who are the book’s authors? Please provide contact information for each author as well as brief vitas.  
Author name(s):  
Address:

Phone:

Fax:

E-mail:

Place of employment and title:

1. Please begin with an abstract and a sampling of key words you anticipate in your offering. Your abstract should state what the subject is; who the audience is, why your topic is important and how the reader will benefit (think back cover marketing copy). This should not exceed half a page.
2. Prepare a page or less on your unique preparation to author on this topic. Specifically, highlight key accomplishments in your academic and professional career that qualify you as an expert authority on this subject.
3. Please list two or three currently published books dealing with the same general subject area as your book with which your book might compete or be compared. Please list the last name of the author, the title of the book and the publisher.
4. Please provide a prospective submission date. Keep in mind we understand you are busy; consequently we prefer a realistic timeline rather than an overly ambitious submission date.
5. Provide a proposed table-of-contents with sub-heads down to the third level if necessary.
6. Provide an estimate of the number of copies you will use yearly in your executive teaching and/or consulting practice.
7. Author Biographies/CVs: Include relevant work experience, education, writing and speaking experience, relevant professional memberships and any distinguishing information.