**Become an Author**

Cambridge Business Publishers welcomes the opportunity to consider your textbook manuscript for publication. If you would like us to review your proposal, please read the Author Guidelines below and submit your proposal to us at [customerservice@cambridgepub.com](mailto:customerservice@cambridgepub.com).

**Author Guidelines**

**Proposal and Table of Contents**   
A prospective author(s) should submit a proposal and table of contents that provide an overview of the proposed book. The proposal should include the following parts:

* Author Background
* Intended Market
* Book Introduction
* Table of Contents
* Sample Chapter(s)

**Author Background**   
The prospective author(s) should include a current vita. In addition, please provide a description of your background, relevant professional activities, number of terms you have taught the course for which the book is intended, teaching awards, and other relevant writing and teaching experiences.

**Intended Market**

A prospective author(s) should articulate the intended market for the proposed textbook. This description should include answers to the following questions:

* What is the primary course for your textbook?
* Are there secondary markets for your textbook?
* What are the primary competitors for your textbook?
* What are the top 3 strengths of each competitor?
* What are the top 3 weaknesses for each competitor?
* What need(s) exists in the market that is not addressed by one of your competitors?
* How will your book be similar and different from your competitors?
* What are the competitive advantages of your book?

**Book Introduction**  
Describe the textbook, its approach, and your purpose in writing the text (similar to a proposed *preface* for the textbook). You should include information about any compelling or unique framework, content, or pedagogical features of the book.  
   
**Table of Contents (TOC)**   
The TOC provides an overview of the entire textbook. The more detail you include in the TOC, the more informed the publisher will be when considering your textbook. The Publisher normally will have your materials reviewed by other faculty teaching the course for which the book is intended. Both the Proposal and TOC should accurately reflect the spirit and content of your textbook.  
  
**Sample Chapter(s)**   
The sample chapter(s) should illustrate the distinctive aspects of your textbook. Authors normally submit a minimum of 2 sample chapters. It is important to submit error-free materials. If the manuscript is full of typographical or grammatical errors, the reviewers' impressions will be negatively impacted. The chapters should be complete with end-of-chapter exercises, problems, and cases. It is usually not recommended to submit an introductory chapter as one of the two or more chapters for review; this is because it usually does not illustrate distinct competitive advantages.