AUTHOR'S GUIDE

Pearson Science





At Pearson Science, we know that a good textbook can open students' minds to new ideas. Would you like to play an important role in enhancing the current body of your field or in seeding its future? Writing a textbook can help you do just that.

Reasons to Write

Expand your audience. Good educational materials make a big impact on a wide audience. You are already making this impact on your students. Take the opportunity to reach the rest of the world.

Change the way the course is taught. Education, especially in science, is constantly changing. Who better to write educational materials that reflect the modern way of thinking about these subjects than an educator—perhaps you—who is doing that thinking?

Broaden your reputation. While you teach and write in the United States, writing educational materials can help you reach a global audience. Join other eminent Pearson Science authors in reaching out to international scientific communities.

Learn About Our Authors

Pearson authors are among the top in their respective fields. They take great pride in their work, and we take great pride in them. For insight on Pearson authors' approach to writing and teaching, we invite you to read or view interviews with them at www.pearsonhighered.com/authorinterviews.

Attributes of a Great Author

You love to teach and have solid experience. You have good instincts about what students need to learn and about how to explain ideas in a way that students understand.

You have a vision. You know the market and can see clearly what that market needs.

You are a good listener. You listen to students, colleagues, reviewers, and publishers.

You are objective. You have a healthy respect for your own ideas and those of your colleagues, which allows you to constructively critique your work and theirs.

You have time to write! You are at a place in your life where you can realistically commit the time to such an undertaking.

Author Guidelines

Submitting Manuscripts and Media Projects

To ensure that your Pearson Science project receives a fair review, please submit the following four items:

- A prospectus describing your intentions
- A detailed table of contents
- One or more chapters that accurately reflect the tone and level (for texts only)
- Curriculum vitae

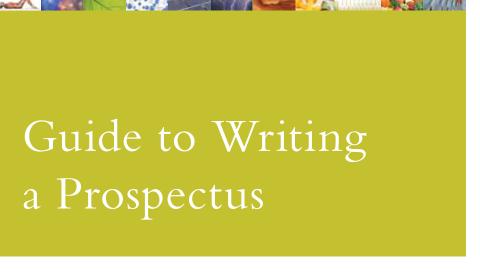
See the section "Guide to Writing a Prospectus" for more information.

If you are submitting a prospectus for a digital media product or supplement, you will need to address the following in addition to the relevant elements in the guidelines described above:

- Platform(s) and hardware requirements of products
- Advantage of this product over print
- Submission of a prototype of the final product and a prospectus listing all topics covered in the final product

After reviewing these materials, we will respond and give you feedback.

See the section "Digital Media Development" for more information.



Writing a textbook or digital media project is a major undertaking for a new author; even experienced authors often wonder where to begin. At Pearson Science we firmly believe the first step is to write an exciting and well-conceived prospectus.

Why Write a Prospectus?

Many authors are eager to plunge into the writing. They wonder why they should spend time and effort on something that will not be part of the final product. As you will see, a good prospectus is valuable in a number of significant ways and will help you describe your project and its rationale, approach, and pedagogy.

The Prospectus as a Sales Tool

Initially, your prospectus will help you attract the attention of acquisitions editors and determine the best publisher for your final product. Its positive reception by other academicians will assure confidence in the salability of your work. A strong prospectus helps "presell" your product and garners the kinds of constructive criticism that will help you produce educational materials with the greatest possible appeal.

The Prospectus as a Writing Tool

A good prospectus creates a framework for the product. The prospectus, along with the editors' and reviewers' comments, should serve as a guide in preparing an initial manuscript or storyboard. If you can execute the ideas embodied in a well-received prospectus, you may expect a similarly warm reception for your work.

The Prospectus as a Preface

Finally, you should look at your prospectus as the basis of the preface you will eventually need to write. If you incorporate the elements specified below, you will have already written most of a preface that will sell your published product.

Breaking Out the Elements of the Prospectus

Tell Us About You

- How long have you taught the course?
- Have you written any other textbooks, scholarly works, or digital media projects?
- If your academic or practical background is likely to influence reviewers and editors positively, you will want to include this information.

1. A Brief Description of Your Vision

Describe your idea and tell us what is unique about your product. Describe its rationale, approach, and pedagogy.

2. Outstanding Features

Briefly list what you consider to be the outstanding, distinctive, or unique features of your work.

3. Pedagogy

List what types of pedagogy the text will include.

Include a detailed discussion of the following elements:

- 1. Will the work include learning objectives, chapter summaries, case studies, critical thinking exercises, questions, or problems?
- 2. Do you plan to provide supplementary material to accompany the work? If so, which items and why will they be included in the package (e.g., test bank, instructor's manual, study guide, etc.)?

4. Level

Who is the intended audience for this work—students, professionals, or both? If you are primarily writing for a student audience, at which course level, major, or background is the material aimed? Is the work primarily descriptive or quantitative, elementary or rigorous? What are the course prerequisites, if any?

5. Status of the Project

- What portion of the material is now complete?
- When do you expect to have a completed manuscript or prototype?
- If the product is a text, how long do you estimate it will be (in single-spaced word-processed pages and in book form)?
- How many and what type of figures do you plan to include? (e.g., illustrations, photographs, graphs, animations, etc.)

6. Competition

The material in the competition section of your prospectus is written for reviewers, so please be objective, honest, and direct. You should describe how your work will be similar to, as well as different from, its competition in terms of style, topical coverage, and depth. If significant products are available, you should explain why you chose to create another product in this area. Please mention all pertinent titles, even if they compete with only a portion of your book or digital media product.

- What products currently exist in this market? What are the strengths and weaknesses of each?
- If key competitive materials are available now, why are you interested in creating another product in this area?
- What other products cover certain aspects that your project will cover but are not considered direct competition?

7. Market Considerations

Your vision of the market is very important in determining who we would approach as reviewers and also as possible adopters of your work. Some questions to answer would be:

- 1. What type of person will purchase this product and why?
- 2. What new information will the book or media product give them to justify its cost?
- 3. Where do you see this market in five years (in terms of size, trends, etc.)?
- 4. Do you have a realistic sales figure in mind for the first year sales?
- 5. What course(s) will this product best fit?
- 6. Who takes these courses?
- 7. How would you suggest the market be reached?
- 8. If you are aware of professional organizations or mailing lists that would be useful in promoting the book or media product, please mention them.
- 9. Is this course currently changing, or will it change in the near future? If so, what are the changes and how will your product address them?

8. Reviewers

Pearson Science may use reviewers of our own choosing, but we will try to include individuals whose opinions you feel will be valuable. Can you suggest any? If so, please provide name, school, department, phone, and email address. We also accept suggestions for reviewers from industry. If you desire, we will submit the material to the reviewers anonymously. If the book or media product has several distinct markets, please try to recommend at least one reviewer from each market. Please note that we do not reveal the names of our reviewers to you without their permission.

9. Supplements

We publish ancillary material such as instructor guides, student study guides, workbooks, and test banks. Instructor media resources are increasingly important to teaching effectiveness and to adoption decisions.

- Which supplements do you see as crucial to the success of your book or media product in the current market?
- What features would you want included in these ancillaries?
- Do you envision any supplements that would be new or unique to your market?

10. Items to Include with Your Prospectus

Table of Contents

The table of contents serves as a blueprint and an outline of your proposed product. Explanatory notes should be included as necessary. This enables reviewers to understand the organization and content of the manuscript.

Sample Chapters or Storyboards

We can begin the evaluation process with just your prospectus and table of contents. However, we prefer to include one or more sample chapters or storyboards with the review materials. The material you submit should reflect your writing style and the product's pedagogy in the best possible light. Although the sample chapters need not be in final form, they should be sufficiently polished to allow a valid assessment of your abilities and to allow reviewers to evaluate your writing style as well as the implementation of your proposal. We advise you to submit material that is particularly innovative, and we would like to see rough sketches of all necessary figures. Typically, the first and last chapters do not usually make good review material.

Curriculum Vitae

Please include a curriculum vitae with your submission. We would like to know about your professional experience, education, and previous publications.

Complete Package

As you can see, we at Pearson Science believe that writing a prospectus is an important phase in a book or new-media product's development. For us, it represents the pre-planning and attention to detail vital to creating a successful learning tool. Your efforts to create a complete prospectus package will provide an opportunity to carefully consider your project. Together, we can produce materials that satisfy instructors and students and that reflect your enthusiasm and scholarship.

Prospectus Package Checklist

☐ Background: Include length of teaching experience and list other academic work completed.
□ Vision: In one or two paragraphs, describe the work, its rationale, its approach, and its pedagogy. This is your chance to present your unique idea.
☐ Pedagogy: Your thoughts on the use of examples, cases, learning objectives, boxed features, questions, problems, glossaries, a bibliography, references, appendixes, etc.
☐ Level: Describe the course for which your product is intended. Be sure to characterize the students expected to use this material (course level, background, and major.)
☐ Status of project: Have you started working on the project? How far along are you? When do expect to finish?
☐ Competition: Consider the existing products in this field and discuss specifically their individual strengths and weaknesses.
☐ Market considerations: Explain what sets your project apart from others in the market. Do you anticipate any significant changes in the market?
☐ Reviewers: Can you suggest any particular schools or individuals you would like to review your book?
☐ Supplements: Describe the ancillary material you believe should accompany your product.
☐ Other items:
Detailed Table of Contents
Sample Chapter(s)
Your Curriculum Vitae

☐ Contact Us: Visit us at http://ffspearsoned.custhelp.com/app/answers/detail/a_id/9031

to make arrangements to submit your Prospectus and Table of Contents.