

### **Book Proposal (Jossey-Bass Higher and Adult Education Section)**

1. Title possibilities
2. Purpose
3. Overall theme
4. Rationale
5. Need
6. Distinctiveness
7. Readership
8. Outline of book chapters

### **Book Proposal (Open University Press)**

1. Proposed Title
2. Introduction
3. Why this book and why now?
4. Theoretical Underpinning.
5. Market
6. Content Outline