1. Proposal format and detail level in the proposal. Timetable?

She actually liked what we already have. (Much more than like)

We only need to write a short ½ page abstract (instruction notes below) and fill out a questionnaire that is related to marketing.

1. What is the vetting process for the proposal?

Management needs the abstract for a final word, but she said that this one has already been pre-decided as a go.

1. Page limits per paper or overall size of the book?
2. Any plates allowed, color allowed?

This size is “T1” . Hard cover and approx. 250-400 pages in her estimate, but can be larger, if we want. We are allowed plates and color, and this could be a reason to increase the size, if we have a lot of images.

1. Time table for ms. Submission.

This is mostly dependent on us, but she would like it at printers by next April.

Her ideal timetable, realizing that there will be some missed deadlines -

|  |  |
| --- | --- |
| Major events | Ideal Deadline |
| Abstract and Questionnaire | May 6-13 |
| Contract | May 20 |
| Author commitments | May 31 |
| Begin writing | June |
| Chapter submissions | December |
| Final manuscript to springer | April, 2015 |

NOTES:

Abstract and Questionnaire – 2-3 weeks from now

Contract – Issued about 1 week after.

Authors – hopefully committed by end of May, if possible.

Begin Writing – in June

Chapter Submission to Editors – in December, if possible

Final Manuscript Delivery to Springer – April, 2015

1. What do participating authors get?  2 free books, or?

1 free book and a pdf, no $

1. Royalty rate for editors (you and me)

She says they prefer a flat fee for editors upon publication, “so they don’t have to tabulate the royalties every year”. It is usually €1000.

Editors get 3 copies and a PDF, too.

1. Is this part of a book series, or stand-alone?

This is a stand alone

1. What is their marketing plan?

This will be part of their animal sciences program.

They mostly focus on electronic marketing.

Emails, leaflets, display at conferences, etc.

**Abstract (1/2 page is plenty)**

She said that the best way is to not refer to the topic, like a normal abstract for a paper or talk. Rather, to refer to it in the context of what it offers the reader and the ideas behind the topic (how this is timely?). We should mention something about content and the target groups for the book – college? Undergrad, grad school, professional, etc. something

Also, can mention any side topics that may be covered.

**Questions for us**

Do we need help with corralling the authors? Claudia offered help with this, and can do the contacting and reaching out, if we wish.

Claudia said it was great that there was an interdisciplinary aspect in each chapter and the case studies. She also said she looked up the authors, and really liked them, too. She is hoping that we can convince all of the authors to write.