BRISTOL UNIVERSITY Press and Policy Press *Rapid response* Guidelines

Overview of format

**Books in the ‘Rapid Response’ series are typically between 20-40,000 words and are available as e-books only with a shorter production schedule (approximately 7 weeks).**

These are social commentary interventions that aim to make an impact and influence current thinking. Written by experts in their fields, these formats provide high quality content quickly and are available for both personal purchase and for libraries and institutions through the usual channels.

This format lends itself toward authored rather than edited works, but exceptions will be considered.

General proposal guidance

Please keep your proposal to no more than 5–6 pages (excluding any additional material such as CVs and sample writing) and cover the points detailed in these guidelines, preferably in the order presented.

Please ensure that you provide enough information to demonstrate the suitability of the work for this format and the intended market as this will be particularly important.

Your proposal will be read by the appropriate subject editor at Bristol University Press who will discuss it with you before sending it for peer review, if appropriate. Once it has been sent for review we make every effort to collate the responses and provide quick feedback. We are committed to working closely with our authors and to making publishing decisions as efficiently as possible so if there are any circumstances we should bear in mind from the point of view of timing (for instance if the proposal is under consideration by another publisher), please do let us know.

If you have any questions or would like to discuss your ideas with us first, please contact the relevant editor for your [subject area](https://bristoluniversitypress.co.uk/subjects).

Bristol University Press/Policy Press *Rapid response* Proposal

1. TITLE INFORMATION

Proposed title and sub-title:

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Please bear in mind that, at times, the title may be the only indication of content for booksellers, librarians and institutional customers and it is therefore important that it is sufficiently informative, descriptive and includes key words or terms which will help drive readers to your content. Please also look at our discoverability and SEO page on our author hub for further guidance: <https://bristoluniversitypress.co.uk/author-hub/promoting-your-book/discoverability-and-seo>

Author(s):

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Please include your affiliation(s) here but use the later ‘Author information’ section for full details. If there is more than one author, please list the names in the order you would like them to appear on the book.

2. FORMAT

Why do you think this project would be particularly suitable for the Rapid Response series? Do you intend to write a longer follow-up piece (60,000 words or more) at a later date?

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3. SYNOpSIS AND AIMS

**Scope and Coverage** (approx. 400 – 600 words)

Outline the publication’s scope and coverage, and highlight its originality.

You should consider:

* Why does a book need to be written on your proposed topic and what is original about the content or your particular approach?
* What themes, concepts and ideas will you develop?
* What impact would you like your book to have? Do you want it to challenge current policy or practice? Is the aim to provide new social commentary and debate?
* What, if any, are the deliberate omissions? And why?

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4. Content

Please include a provisional list of contents, with primary subheadings if possible, and a detailed chapter-by-chapter summary (200-300 words per chapter). Please give an approximate breakdown of the word count (including references) per chapter.

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Key features

Please provide a maximum of three bullet points that summarise the most important aspects of the content, and explain the benefits they offer to the reader.

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5. Target audience

Please provide details of the intended audience for your book and why the work will be of value to them.

You should consider:

* *Is the text for academic readers? Would it be considered as a library purchase?*
* *Are there any societies, professional organisations or other groups which might be a significant audience for your work?*
* *Will there be practitioner interest in the title? If so, how will it benefit them in their work?*

Primary audience (those who need this publication):

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Secondary audience (those who might like to read or should read it):

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International market (if applicable, in which countries or regions specifically will it be of interest and what features would help us to market it to an international audience?):

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Why the intended audience will benefit from the work being published in this shorter format:

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6. Competition

Please list any competing publications and/or digital resources, and an assessment of your book’s position against the competition. As this is a shorter format, please include relevant articles or chapters in books if applicable.

You should consider:

* How does your publication fit alongside others on the subject?
* What are the key differences and what unique features or focus does it have in comparison?
* What are the strengths and weaknesses of the competition?
* Why is your publication more suited to the needs of potential readers? Will it be more comprehensive or more focused? Is it based on original research or new thinking? Is it more up-to-date?

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7. Author information

Include details of current position, affiliation and full contact details, as well as nationality, for each author.

Provide a list of previous publications and other relevant experience, such as teaching or research, or attach current CV(s).

Please include details of any social media, blogs or personal websites you currently use in your work. If you have any direct routes to market, or suggestions for marketing, please also provide brief details here (a full marketing questionnaire is sent to authors later in the process).

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8. Typescript information

Please give the estimated total word count (to the nearest 5,000 words) of your book. This should be **between 20,000 and 40,000** words to be suitable for this format.

If there are any, please specify the number and type of illustrations required (photographs, diagrams, maps or tables) and what format/package these can be supplied in. These should ideally be kept to a minimum in a short work.

Please state what stage you have reached in preparing the typescript, particularly if parts of the typescript are already or about to be published elsewhere (for example, as blog posts or journal articles).

To allow swift publication, use of third party material should be kept to a minimum. If you need to include material that requires copyright clearance, please give details.

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9. Timetable

Please give a realistic schedule for completion of the work and indicate when you hope to see the book published. The production timetable for all books in this format is typically no more than 6 weeks from delivery of the final manuscript, so it is important that deadlines are met. If you are hoping to publish for a particular event, please provide details here.

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10. Referees

Please include names and contact details of at least four people whom you would regard as suitably qualified to comment on the proposal.

We champion diversity within research cultures. Please do ensure that, as much as possible, reviewers are representative of a diverse range of backgrounds and are based at institutions in the global South as well as the global North. You can read more about our approach to EDI [here](https://bristoluniversitypress.co.uk/edi-information/edi-commitment).

If applicable, please advise us of any conflicts of interest, or any reviewers that you feel would be inappropriate for us to approach.

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11. accessibility

If you have any accessibility requirements we should be aware of do let us know and we will be happy to discuss these with you. More information on this can be found [here](https://bristoluniversitypress.co.uk/accessibility).

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12. OPEN ACCESS

Please indicate if you have funding or are required to publish your work Open Access, or if you would like to discuss this further with an Editor.  If your research is UKRI funded then please let your editor know. More information about our Open Access policies, fees and published titles can be found [here](https://bristoluniversitypress.co.uk/open-access/publishing-open-access-books).

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**Please send your Publishing Proposal electronically to the** [**relevant editor**](https://bristoluniversitypress.co.uk/subjects) **and mark**

**FAO Editor for [your subject area].**