

The logo for Riskbooks, featuring the word "Riskbooks" in a white, sans-serif font on a black rectangular background.

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## New Project Proposal

To:

Date:

From:

Address:

Tel:

E-mail:

Current position:

Previous author publications/papers:

Qualifications:

Membership of professional bodies:

## **MAIN DETAILS**

Working title and subtitle:

Subject area(s):

Please give an indication of the writing schedule for this title: *(when do you estimate the final manuscript will be completed?)*

Estimated wordage/page extent:

## **OVERVIEW OF APPROACH AND LEVEL OF CONTENT (INCLUDING RATIONALE FOR PUBLICATION AND MARKET NEED FOR SUCH A BOOK)**

Why is this book relevant, and is it timely?

What are the major benefits that readers will gain from this book? (not just features, but style – easy to read, practical, etc)

What are the real USPs of this book? *(why is this book different? Why do we HAVE to publish it?)*

- 1.
- 2.
- 3.

## **COVERAGE DETAIL**

Contents/structure: *(Please list chapter titles with descriptions and include a sample chapter if possible.)*

New angles proposed: *(why is this approach unique or different?)*

Target level and approach: *(eg, reference; new research and analysis; market assessment/intelligence; educational/workbook; working manual; policy document)*

Competition: *(Top three – type/price.)*

- 1.
- 2.
- 3.

What are their weaknesses and strengths?

How will this title be different from the competing publications?

Please provide names and contact details of potential peer reviewers

- 1.
- 2.
- 3.

## THE MARKET

Please provide a strapline (short descriptive phrase that sums up the book) and a summary of the book that could be used to market the book

Indicative job titles of readers

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

What professional associations/organisations might be interested in this title?

What are the relevant events that we could market this book at?

Please detail any ways that we can help you promote the book (flyers, weblinks, etc)

What are the relevant magazines, websites and journals that we could market this book to?

Which market sectors would this title be of interest/useful to?

	Primary	Secondary
Corporates		
Financials		
Insurance		
Investment		
Accountancy		
Academics		

	Primary	Secondary
Consultancy		
Legal Services		
Energy and Power		
Gov/Regulatory		
Bookshops		
Asset/Mgmt Fund		

**Risk Books  
Market Segmentation Rubric**

**PROFILES**

<b>Academic</b>	
Professors	
Researchers	
Students	
<b>Audit/Compliance</b>	
<b>Back Office</b>	
<b>Computational Risk Metrics</b>	
Forecasting	
<b>Consultant</b>	
<b>Corporate Finance</b>	
Issuing/ Custodians	
Structured	
<b>Emerging Markets</b>	
Asia/Pacific	
Caribbean	
Central and Southern	
Eastern Europe	
Latin America	
Middle East	
North Africa	
Research	
Traders	
<b>Energy and Power</b>	
Business Development	
Power Marketers/Traders	
Procurement	
Risk Management	
<b>Front Office/Trading</b>	
Bonds/Commercial	
Commodities	
Derivatives	
Forex	
<b>Human Resources</b>	
<b>Information Technology</b>	
<b>Investment/Portfolio/Asset/Fund</b>	
Asset Allocation	
Fixed Income	
Pension	
Risk Management	
<b>Legal/Regulatory</b>	
<b>Librarian</b>	

<b>Public Finance</b>	
<b>Bonds Issuing</b>	
<b>Risk Management</b>	
Analyst/Quant	
Credit Risk	
Insurance	
Market Risk	
Operational Risk	
Research	
Telecoms	
<b>Tax/Accounting</b>	
<b>Treasury</b>	
ALM	
Cash Management	

**BUSINESS TYPES**

Financial	
Non-Financial	