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## **BOOK PROPOSAL**

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| We invite authors to contribute scholarly works aligned with the United Nations Sustainable Development Goals. Our focus areas include:1. **Goal 3 - Good Health and Well-being:** Exploring mental health, well-being, and psychology.
2. **Goal 4 - Quality Education:** Academic titles in research, literature and linguistics that enhance the learning experience.
3. **Goal 5 - Gender Equality:** Women’s empowerment through academic exploration.
4. **Goal 8 - Decent Work and Economic Growth:** Management and business-focused publications addressing the need for decent work and sustainable economic growth.
5. **Goal 9 - Industry, Innovation and Infrastructure:** Academic titles embracing disruptive technology and innovative solutions.
6. **Goal 11 - Sustainable Cities and Communities:** Exploring art, design, architecture, history, and cultural and natural heritage, contributing significantly to sustainable urban and community development.
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**Proposed Title**

*[This is a working title and can be refined upon further development of your book. Indicate if the book is part of a series. Provide the series name, if any.]*

**Author/Editor Information**

*[Provide details of the author(s) and/or the editor(s) if applicable. Highlight credentials that will help in promoting the book.]*

**Book Information**

*[Provide a synopsis which answers the following questions: What is this book about? What are the goals of your book? What are the main topics and approach? What aspects of your book will contribute to its success? What are the features? Highlight if your book is designed to be a part of a larger series. Provide details of the series if applicable.]*

**Book Specifications**

*[Provide specifications of the book i.e. (i) book structure (ii) estimated number of words/pages and chapters (iii) whether or not there are illustrations, images, tables or charts and (iv) any other feature]*

**Target Audience**

*[Indicate who will read and have interest in your book. Provide details if there is a specific academic programme/ organisation which will use the book e.g. name of programme, number of students using in a year, level etc. Indicate if there is a market for this book beyond the Sunway Education Group. Provide details.]*

**Benefits to Audience**

*[Explain how this book benefits your target audience and the value it brings to your audience. What problems /needs does it address?]*

**Unique Selling Proposition (USP)**

*[Provide three key points which differentiate this book from others in the market. Examples: unique features, different approach to an old topic, new topic or research etc. Relate your USPs to how they benefit your audience.]*

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*[Give information on sources providing similar information as your book. Such sources can be in various forms e.g. hard copy book, e-book, website, etc. Provide a comparison of the features and value of each competition with your book. Explain why your audience would choose your book over the competition.]*

**Timeline**

*[When is your manuscript expected to be completed? Should this book be published by a certain date e.g. in time for a conference, or before the start of an academic intake? If you are submitting the manuscript progressively, provide a schedule of delivery.]*

**Other Information**

*[Provide any other information that may help increase the market value of this book or provide greater avenue for promoting the book.]*

**Reviewers**

*[If necessary, we engage external reviewers to obtain feedback on the manuscript. We welcome any suggestions you may have of experts in the field concerned whereby you will be happy to have them review your manuscript. Please provide names and their respective contact details.]*

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| **Submission** Please append the following to your proposal: * CV of the Author(s)
* CV of the Editor(s) – if applicable
* Table of Contents
* A sample chapter of your manuscript

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