

## CAP Publications: Book Proposal Instructions

This guide provides general information about the book proposal and selection process, descriptions of the various publication's formats, and how to successfully complete the proposal form. If you have questions, please contact [bookpubs@cap.org](mailto:bookpubs@cap.org).

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## CAP Publications: Book Proposal Instructions

We publish books and benchtop reference guides that are relevant and useful to pathologists and the laboratory community on various topics in:

- Clinical pathology
- Anatomic pathology
- Quality and laboratory management

Some of our most valued publications capitalize on our unique aspects, particularly in regard to proficiency testing and laboratory accreditation.

### What are the benefits of publishing with the CAP?

- We are a smaller publishing house that provides authors with individualized attention and an intimate publishing experience.
- The Publications Committee establishes partnerships and consults as needed with authors from the time the proposal is evaluated through publication production.
- The Publications Department staff provides support for manuscript development, expert copy editing, and professional graphic design in producing high-quality publications.
- We utilize a variety of promotional channels and opportunities to market the book after publication.

### Publications Planning and Selection Process

In providing publications that meet the resource needs of CAP members, the Publications Committee employs the following process in planning and selecting new publications:

Timeframe	Process
1 week after proposal submission	Publications team reviews the new proposal and supplemental information to ensure proposal is complete.
6-8 weeks after proposal submission	<p>Publications Committee reviews the completed proposal based on the following criteria:</p> <ul style="list-style-type: none"> <li>• Is it of value to pathologists and/or laboratorians?</li> <li>• Does it fill a gap in the market – is there a need for the topic?</li> <li>• Will it be written by a qualified author (has written peer-reviewed articles, book chapters)?</li> <li>• Is it high-quality material (comprehensive, well organized, referenced)?</li> <li>• Does it have a competitive advantage (eg, CAP data based)?</li> <li>• Does the topic have sufficient market demand and is it financially viable?</li> </ul> <p><i>Once this process is complete, the author will be contacted with the Publications Committee's decision.</i></p>

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### Designing Your Proposal

You have several critical opportunities to communicate the value of your proposal that gets the attention of the Publications Committee. Ensure you are providing concise detail that will help the team comprehend the need and purpose of your publication.

Before you begin, ask yourself:

- Does the title and outline accurately reflect the publication content?
- Will the title resonate with your target audience?

### Guidelines for Creating Effective Publications Titles

**Short Titles**      **Shorter titles have a greater ability to grab attention.** They will also look and fit better in marketing communications and catalogs.

**Character Limit**      **Make the first 30 characters count!** Use the first 30 characters (including spaces) to get a person's attention and use no more than 150 total characters (including spaces) to complete the title.

Publications title examples:

- Surgical Pathology Review
- Clinical Toxicology Testing: A Guide for Laboratory Professionals
- Atlas of Infectious Diseases Histopathology: A Guide for Daily Practice
- Professionalism in Pathology and Laboratory Medicine
- Hematology Benchtop Reference Guide: An Illustrated Guide for Cell Morphology

### Guidelines for Completing the Proposal Form

The form will provide valuable information to the Publications Committee members who are reviewing the proposed publication. The committee will review the data and analyze the market need in comparison to similar publications.

- **Focus on the content.** Include a description of the nature, purpose, and scope that will define the publication.
- **List the major points.** Briefly state the objectives of the proposed book. What are its main themes? What are you doing differently in comparison to existing books?
- **Define the one-line synopsis.** Describe in one sentence the purpose of your book. What statement would captivate a reader to purchase the book?
- **Be specific.** Include specific examples of the material that will be covered in your publication. Avoid relying only on vague or general descriptions that could easily lead to misunderstanding of the content that will be included.
- **Be concise.** You may find it helpful to start by preparing a longer description, which you can then edit to enhance clarity and impact. Remove any unnecessary words, phrases, and sentences.

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### Description of Publication Types

Select the publication type that best fits the proposed publication. Refer to the descriptions below that further explains each type.

- **Benchtop reference guide:** Guides that are geared toward those working in labs at the bench and are considered an illustrated quick reference to aid in identifying entities seen under the microscope.
- **Atlas:** Texts that cover the entirety of a subject and offer real-world practical information for daily practice.
- **Laboratory and practice manual:** Practical “how-to” manual to help laboratories manage specific topics.
- **General:** Publication that will fulfil a gap in currently available texts.
- **Short-form publication:** Concise series that encapsulates new innovations in pathology and can include case studies, emerging topics, core resident concepts, or research findings and is considered a quick read.

### Publication Table of Contents

*Please refer to Appendix A for examples of Table of Contents.*

In addition to the proposal form, the Publications Committee requests you submit a table of contents that will help provide further detail on the planned content. Committee members will utilize this information in evaluating the proposal. Be sure to provide enough detail so that the committee can easily assess the book's content.

### Proposal Form Checklist

Please review the below checklist to ensure your proposal is complete. Once all items are complete and ready for submittal, please send to [bookpubs@cap.org](mailto:bookpubs@cap.org).

The proposal form is complete. All questions have a thorough but concise response.

Table of contents is complete. Detail is provided and the reviewer can easily assess the content of the book.

Author has ensured accuracy of all content in the proposal form.

Author(s) provides their CV(s).



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### Appendix A: Table of Content Examples

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