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**Please return to:**

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Book Proposal Form

The following questions are designed to help us get a clear picture of your book proposal and to provide us with information about the readership which will enable us to develop an effective marketing and promotion strategy. Please complete the form as fully as you can.

**Full or working title of the book:**

Neural Representations of Meaning

**Subtitle:**

Modern Developments in using machine learnt representations of natural language

|  |  |
| --- | --- |
| ***Name & Affiliation of each Author / Editor***  ***(as they should appear in the book)*** | ***Home and email Addresses (for royalty purposes)*** |
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To apply for copyright and registration with the Library of Congress and other bibliographic services we also need the following information about each author/editor:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Last Name*** | ***First names*** | ***Date of birth*** | ***Nationality*** | ***Qualifications*** |
|  |  |  |  |  |
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if possible, please attach a short curriculum vitae of each author/editor

**ABOUT YOUR BOOK**

**Please write a short text about your book (minimum of 200 words), incorporating answers to the following questions.** (What is the subject of your book? What methods, results, or topics will be of particular interest to the readers, and why? Are there any special features like illustrations, tables, a new form of presentation, or didactic approach? What main benefit will the reader derive from the book? This statement will serve as the basis for our promotional texts.)

* Each work discussed is positioned in a Graph of related works – showing what earlier works it builds on, and what works extend upon it – to allow the read to immedatately located themselves in the literature.

**Please append an annotated table of contents of the work.** Additional information about the work such as relevant off-prints, a specimen chapter, etc. may be supplied separately.

**List at least three unique selling points (USP).** A USP is a compelling reason for why a customer should buy your book instead of a similar book. Ideally, each point will show how a key feature (e.g., 100 color photos) leads to a customer benefit (e.g., fast and reliable diagnosis). Sample USPs for a professional computer science book:

- Numerous step-by-step tutorials help the reader to learn quickly

- A special chapter on next generation Flash prepares readers for the future

- Includes ten tips on how to protect flash sites from hackers

* Unique Graphical Marginalia of Related works allows the reader to immediately locate themselves in the literature.
* Introductory Chapter on Machine Learning allows nonexperts to quickly get up to speed to understand how it is revolutionising natural language processing
* Includes clear breakdown of which works have available commercial or opensource implementations available today; to allowed readers to understand which works they can leverage today.

**Keywords for Catalogue index and Search Engine Optimization**: Please give the 5 most important keywords in the language of publication.

*Many thanks for taking the time to complete this questionnaire. Your detailed responses will be very helpful in our assessment of the potential market for your proposal and will enable us to reach a decision regarding publication that much sooner.*