

# The WCTRS and Elsevier Transportation Book Series

The [World Conference on Transport Research Society \(WCTRS\)](#) and [Elsevier](#), have agreed to develop and publish a [WCTRS](#)-co-branded series of books covering various topics in transportation. The book series will focus on the latest research in emerging issues and opportunities in transportation planning, policy, management, engineering, economics and sustainability. Books in the series will take multidisciplinary, multimodal and multisectoral approaches to the topics, leading the way in bridging the gap between transportation research and practice.

## Proposal Assessment and Approval process

Proposals can come from TAMs, STOs, [SIG](#) chairs or, with the support of one of these, from individual members, and should be based on the following guidelines.

The proposals should be submitted to the chair of the Editorial Board, Füsün Ülengin at [fulengin@sabanciuniv.edu](mailto:fulengin@sabanciuniv.edu). The EB will consider it and, if it deems it is scientifically appropriate and relevant to [WCTRS](#), submit it to Elsevier

Elsevier has a rigorous proposal assessment and approval process to maintain the quality of material published by Elsevier, with steps that include:

- **Editor review** – The Acquisitions Editor will consider the content, approach and timeliness of your book idea, as well as its fit with their publishing program.
- **External review** – Feedback by experts and potential readers is sought to gather input on content and structure and validate the market for the book idea.
- **Proposal development** – The Acquisitions Editor will work with you to incorporate valuable reviewer feedback as appropriate and further refine the scope of your work.
- **Presentation to publishing committee** – A formal project proposal will be put together and presented by the Acquisitions Editor for approval by key Elsevier stakeholders.
- **Compensation** – Should the project be approved, Elsevier pay the authors royalties on the sales of their books; the standard is 10%.

## Book Proposal Guidelines

### Proposed Title/Subtitle:

What is the title of your book? Be concise, descriptive and use keywords when possible.

### Synopsis:

Describe your book in one sentence, focusing on what problem it solves for the reader.

### About the Author:

Please include your name, title, and affiliation along with one paragraph describing your qualifications for writing the book. Include your publishing history (journal editorships, board memberships, books authored or edited), awards and grants, years of experience professionally in the field related to the book's content, research focus(es), and any current or past leadership roles. Please include your CV or resume with your current contact information. Imagine you are writing your author biography for the cover of the book.

### About the Book:

In no more than 3 paragraphs, describe your book for someone with no knowledge of the topic or field. Please make sure to address the following questions as:

- What problems does your book help end users (i.e. the audiences listed) solve?
- How will your book help the reader solve these problems?
- How will they use your book in their work?
- At what point in their workflow does your book help them solve the problem?
- If your book is a revised edition, describe the changes you will make.

### **Features:**

- What are the 3 most important features (such as never-before-published research; synthesizes new developments in this area, etc.) for the reader?
- If appropriate, what learning aids will your book have? (such as text boxes, chapter objectives, discussion questions, glossary, etc.)

### **Manuscript Status:**

- Current manuscript status (ideas only, notes, draft chapters, complete draft, etc.)?
- Manuscript Length in words: (our manuscripts range from 75,000 to 150,000 words.)
- # of Tables/Figures/Photos:
- Manuscript Delivery Date:

### **Table of Contents:**

List the chapter titles and provide a paragraph summary of what each chapter will cover. Attach a journal article, sample chapter, or other example of your writing if this is your first book,.

### **Audience:**

Describe all the audiences for the book. Address such questions as:

- Who are the primary and secondary audiences?
- What industries are they in?
- What job titles do they hold?
- What courses would the book be used in?
- How big is the market? (Provide data when available.)

### **Keywords:**

List 5 to 10 keywords or phrases that someone would use if searching for your book online.

### **Competition:**

List the top 3 to 5 books published in the last 5 years that compete with your proposed book and succinctly describe how yours differs. Include complete bibliographic information (title, author, publisher, publication date, price, pages).

What other information (journal articles, free online publication, videos, etc.) exists on the topic besides the books listed?

### **Promotional Opportunities (Optional):**

Describe how you can help promote the book including:

- Conferences and other events where you will be speaking.
- Organizations with which you and potential readers are affiliated.
- Social media connections, blogs, and other online communities you are part of that may be interested in the book.

### **Reviewers:**

List 5 to 10 people (along with their affiliation and email address) who you would like to review your proposal. They should be qualified to evaluate the content yet not closely affiliated with you and ideally should be from the North America, Europe, and Asia.