

Guidelines for Writing Proposed Books for Publication

By

Unicorn Scientific Publishing

Unicorn Scientific Publishing is dedicated to producing high-quality scientific books that make meaningful contributions to academic knowledge, professional growth, and innovation across various scientific disciplines. To maintain consistency, clarity, and academic rigor, authors planning to submit a book proposal to Unicorn Scientific Publishing should follow the guidelines below. These guidelines address the conceptualization, structure, content development, and submission procedures for proposed books.

1. Purpose and Scope of Proposed Books

The purpose of a proposed book is to provide readers with:

- a) **Comprehensive and original content** that addresses significant topics within a scientific discipline.
- b) **Evidence-based knowledge** that is accurate, up-to-date, and relevant to both academia and professional practice.
- c) **Practical applicability**, where appropriate, including case studies, laboratory protocols, or experimental methods.
- d) **Innovation and scholarly contribution**, presenting new theories, methodologies, or synthesized knowledge from interdisciplinary perspectives.

The scope of the proposed book should be clearly defined, focusing on a specific subject area, a particular scientific problem, or a specialized research field. The content should be suitable for an international audience of scholars, researchers, and professionals.

2. Eligibility and Qualifications of Authors

Unicorn Scientific Publishing prioritizes proposals from authors who demonstrate:

- a) **Expertise in the subject matter** supported by academic qualifications, professional experience, or significant contributions to the field.
- b) **Prior scholarly publications** in journals, conferences, or books that indicate familiarity with scientific writing standards.
- c) **Ability to provide original, evidence-based content** that adheres to ethical and academic integrity standards.

Co-authorship is encouraged for multi-disciplinary topics. All co-authors must clearly define their roles and contributions in the proposal.

3. Proposal Preparation

The initial proposal is a critical document that helps the publisher evaluate the potential of the book. Authors should include the following components in their proposal:

3.1 Title of the Proposed Book

- Must be **concise, descriptive, and reflective of the book's content**.
- Should avoid jargon or overly technical terms unless intended for a highly specialized audience.
- Include a **subtitle** if necessary to clarify the scope or focus of the book.

3.2 Abstract / Synopsis

- Provide a 250–500-word summary highlighting the book's purpose, scope, target audience, and key themes.
- Emphasize the novelty and significance of the work.
- Indicate why this book is needed and how it differs from existing literature.

3.3 Table of Contents (Tentative)

- List the proposed chapters in logical sequence.
- Include a brief description (2–3 lines) for each chapter explaining the content focus.

- Suggest a balance between theory, application, and case studies, where applicable.

3.4 Target Audience

- Identify the primary readership, e.g., undergraduate students, postgraduate researchers, clinicians, engineers, or industry professionals.
- Specify secondary audiences who may benefit from the content.

3.5 Unique Selling Points

- Explain the distinct features of the book, such as original research, innovative methodologies, interdisciplinary perspectives, practical applications, or high-quality illustrations.

3.6 Estimated Length

- Indicate the approximate word count, usually ranging from 50,000 to 120,000 words, depending on the complexity and field of study.
- Specify the expected number of figures, tables, and references.

3.7 References and Bibliography

- Provide a preliminary list of key references to demonstrate familiarity with the topic.
- References should reflect current and authoritative sources, ideally including recent publications within the last five years.

4. Manuscript Structure

A well-structured manuscript is essential for clarity and scholarly rigor. Authors should follow these structural guidelines:

4.1 Front Matter

- **Title Page:** Include full title, subtitle, author(s), affiliation(s), and contact information.

- **Dedication / Acknowledgments (Optional):** Authors may include a brief dedication or acknowledgment of contributors.
- **Preface / Introduction:** Introduce the book, outline its significance, and explain the rationale behind the work.

4.2 Main Content

The main body of the book should be organized into chapters and sub-sections, each with a clear focus. Recommended chapter structure:

1. **Chapter Title:** Clear and concise, reflecting the chapter's content.
2. **Introduction:** Contextualize the chapter within the book's broader scope.
3. **Content Sections:** Organize material into logically connected sub-sections with descriptive headings.
4. **Figures and Tables:** Include visual aids to enhance understanding. Figures must be high-resolution and clearly labeled.
5. **Summary / Conclusion:** Conclude each chapter with a brief summary or key takeaways.

4.3 References

- Include a comprehensive reference list at the end of each chapter or consolidated at the end of the book.
- Follow standard citation formats (APA, Chicago, or Vancouver), consistent throughout the manuscript.
- Ensure all references are accurate and retrievable.

4.4 Appendices (Optional)

- Include supplementary material such as data tables, detailed protocols, or mathematical derivations.
- Appendices should be clearly labeled and referenced within the main text.

5. Writing Style and Language

1. **Clarity and Precision:** Use clear, precise language. Avoid ambiguity and redundancy.
2. **Formal Academic Tone:** Maintain a professional, scholarly tone suitable for scientific literature.
3. **Consistency:** Ensure consistent terminology, units of measurement, and formatting throughout the book.
4. **Active Voice:** Prefer active voice where possible, but passive constructions may be used appropriately in scientific descriptions.
5. **Illustrations and Captions:** Provide concise and informative captions for all figures, tables, and diagrams.
6. **Abbreviations:** Define abbreviations at first use and maintain consistency thereafter.

6. Ethical and Legal Considerations

Authors must ensure that:

1. All content is original or properly cited. Plagiarism is strictly prohibited.
2. Permissions are obtained for reproducing copyrighted figures, tables, or text.
3. Any conflict of interest is disclosed.
4. All research and data presented adhere to ethical standards and relevant institutional or national guidelines.

7. Manuscript Submission Process

7.1 Initial Proposal Submission

- Submit the proposal document, including title, abstract, table of contents, author biography, and preliminary references.

- Proposals should be sent as Word documents or PDFs to the editorial office via email or the publisher's submission portal.

7.2 Proposal Evaluation

- The editorial board will review the proposal for:
 - Relevance and significance of the topic
 - Originality and novelty
 - Target audience suitability
 - Clarity and quality of writing
- Authors may receive feedback for revision before formal acceptance.

7.3 Manuscript Submission

- Once the proposal is approved, the full manuscript should be submitted according to the publisher's formatting guidelines.
- Manuscripts undergo peer review to ensure academic quality and accuracy.
- Authors may be required to revise content based on reviewer comments.

8. Formatting and Technical Requirements

1. File Format: Submit manuscripts in Microsoft Word (.doc or .docx) or LaTeX if applicable.
2. Font and Size: Times New Roman, 12 pt, double-spaced.
3. Margins: 1-inch margins on all sides.
4. Heading Levels: Use clear hierarchical headings (e.g., Chapter 1, 1.1, 1.1.1).
5. Figures and Tables: Submit separately as high-resolution files (TIFF, JPEG, PNG).
6. Equations and Symbols: Use standard formatting; define symbols clearly.
7. Reference Style: Consistent citation format throughout the manuscript.

9. Post-Acceptance Process

After manuscript acceptance, the publisher will:

1. Conduct copyediting to ensure clarity, grammar, and consistency.
2. Format the manuscript for printing and digital publication.
3. Collaborate with the author on proofreading and final approval before publication.
4. Assign ISBN or DOI, if applicable.
5. Coordinate marketing, promotion, and dissemination of the book to target audiences.

10. Recommendations for Authors

1. Conduct a literature review to ensure the book offers novel insights.
2. Consider including real-world examples, case studies, or experimental protocols for practical relevance.
3. Use high-quality visual aids to enhance comprehension.
4. Maintain scientific accuracy and ethical integrity in all content.
5. Ensure the book is accessible and understandable to the intended readership.

11. Contact and Support

Authors may contact the editorial office for:

- Proposal submission inquiries
- Formatting and technical support
- Updates on the review process
- Guidance on copyright and permissions

Email: Editorial@uniscipub.com

Website: www.uniscipub.com

