WHO – Know Your Audience

• Create a textbook in pure or applied mathematics accessible to undergraduate students.
• Make sure your book is suitable for self-study. Many SUMS readers use our books to learn a subject on their own.
• Keep your audience in mind while writing the book. Present the subject in a manner that is comprehensible to an average student.
• Recognise the areas where students have most difficulty and provide textual explanations of the core topics.
• Maintain an appropriate style and slow pace for your target audience throughout the book. Students rarely complain that the pace is too gentle.
• Be clear about the prerequisites of your manuscript. Will it be used by lower-division or advanced undergraduates?

WHAT – Content of the Book

• Avoid falling into the Theorem-Proof-Theorem-Proof trap—including prose about what is being proved and why, and connecting prose between results.
• Include plenty of examples ranging from easy to more sophisticated.
• Provide lots of exercises of varying degrees of difficulty. Easy problems help students who study on their own to understand new concepts. Harder exercises challenge students and deepen their understanding of the subject matter.

WHERE – Global Appeal

• SUMS books are geared towards undergraduate mathematics students worldwide.
• Make sure the language of your book is polished and correct.
• Use British or American English.

WHY – Why Readers Should Care About This Book

• Explain why we should care about this subject and how your book will benefit the reader.
• Use a classroom-tested approach on the subject and/or present the subject in a way suitable for self-learning.
• Research existing literature on the subject and ask yourself what is new or unique to your book.

HOW – Submit Your Proposal

• Submissions should include several polished chapters that illustrate your approach to writing a textbook. A nearly completed draft manuscript as well as a table of contents and a proposal form (available from your Springer Editor).
• If you have a proposal, please contact Rémi Lodh (remi.lodh@springer.com) for more information.
• For more information visit our Book Author Homepage: http://www.springer.com/authors/book+authors.
• Visit the SUMS website at http://www.springer.com/series/3423.