

## USC Press Guidelines to Peer Reviews

1. Is the proposed project original? Are you aware of similar books currently available? What would distinguish this volume from its peers and competition?
2. Does the proposal successfully convey the author's central argument(s) and methodology?
3. Does the project represent a unique, constructive, and/or timely contribution to the author's field of study?
4. Does the proposal suggest a sensible organization? Do topics flow well from one to the other? Is material clearly and logically arranged?
5. Whom do you foresee as the potential audience(s) for this book?
  - a. If the book will have an **educational market**, indicate the course level. If you teach a course in which you would assign or recommend the book, please provide the course title and annual enrollment.
  - b. If the book has a **scholarly market**, please indicate which academics or researchers would find the text valuable. Are there academic conferences that would be most appropriate for marketing this title?
  - c. If the book has a **popular/trade market**, please indicate which types of booksellers may be most interested. Are there any marketing opportunities that you can identify for this title? (e.g. conferences, festivals, special events related to the topic)
6. If you could make one recommendation to the author(s)/editor(s) to improve to proposed volume, what would it be?
7. On balance, would you recommend publication?