

## Proposal for **Book Briefs** essay at *Academy of Management Perspectives*

Book Briefs essays rigorously assess the usefulness of popular business books in addressing important managerial problems. To propose a Book Briefs essay, please ensure familiarity with the format, as explained on the [AMP website](#), then fully complete this form and email it to Mike Barnett, AMP Editor, at [mbarnett@business.rutgers.edu](mailto:mbarnett@business.rutgers.edu).

1. **Specify the issue.** AMP seeks to provide managers with robust insights about the actions they should take in response to the problems that they face. Clearly articulate the focal managerial issue to be discussed in this essay and make a case for its importance to managers. Ensure that the issue is focused and well-defined. For example, “how to manage well” is too broad, whereas “the importance of building strong community relationships in foreign expansion” is more focused.
  
2. **List the books to be analyzed.** A BB is not a summary of a single book, but an essay that analyzes a minimum of three books to provide a comprehensive understanding of the insights available in the popular business press about the focal managerial problem. Please a) explain your criteria for choosing books; b) list each book that will be a part of the analysis; c) specify the exact criteria that makes each book a popular business book; d) provide a sentence or two for each book that specifies how its contents are directly relevant to the focal managerial issue listed in question 1 above.
  
3. **Specify author’s expertise with the issue.** Why are you the right person to write this essay? a) Please list any scholarly publications that you have authored that are directly relevant to the issue specified in question 1 above and specify how each is directly relevant; and b) please provide a hyperlink to your official website.

4. **Overview expected insights.** The purpose of these essays is to help managers understand if they're getting good insights from popular business books. What do you expect to find?

5. **Commit to a timeline.** If the proposal advances, when will you submit the completed essay?

Thank you for completing this proposal. After reviewing it, the editor of AMP will provide feedback on its viability. Please note that editorial encouragement of a proposal has no bearing on the peer review process for the full essay, but it does reduce the likelihood of desk rejection.