1. Project reframed to ensure proper distance from the thesis – no point buying the book unless it does something different.

2. Thesis-based material to represent no more than 70% of the book – preferably far less.

3. Thesis under embargo if possible.

4. New title for book, and for all chapters within

5. Introduction reads like a book intro, provides proper context for the non-specialist reader, does not consist of exhaustive literature review

6. Footnotes reduced significantly throughout

7. Book-like structure – more, shorter chapters, without numbered headings

8. Well-written, passive voice removed, conclusions drawn confidently, signposted lightly

9. Appeal beyond the UK, and preferably beyond a single academic discipline

10. Two extremely supportive peer reviews from independent readers (not involved with author’s career).

11. Peer reviews must be of at least one sample book chapter (preferably the introduction) and not of thesis chapters

12. Strong endorsement from series editors if applicable.

13. Excellent fit with MUP list and commissioning plans