

RFP Outline / Topic: Sustainability

Priority Topic	Applying Sustainability to Impact Quality and Customer Satisfaction
Topic Summary	<input type="checkbox"/> Define sustainability and how it's related to ESG (environmental, social and governance). <input type="checkbox"/> Why is sustainability important to my business? <input type="checkbox"/> What aspects of sustainability most impact quality and customer satisfaction and how to measure? <input type="checkbox"/> What resources are available to help organizations drive sustainability improvement?
Product Type	Choose one: [x] short book (up to 120 pages)
Primary Audience/ Secondary Audience	<p>Primary audience: Professionals who care about sustainability matter.</p> <p>Secondary audience: Quality Assurance professionals in any industry working as either a member of the management team or as a contributing practitioner.</p> <p>The audience would be: Global Any size Either public or private</p>
Product Need	The continuing interest and proliferation of sustainability matter in the society require deeper examination and clearer elaboration on inherent connections among various initiatives and pursuits.
Benefits for Audience	<input type="checkbox"/> Why is sustainability important to my business? <input type="checkbox"/> What aspects of sustainability most impact quality and customer satisfaction and how to measure? <input type="checkbox"/> What resources are available to help organizations drive sustainability improvement?
Topic Overview	<ol style="list-style-type: none"> 1. Introduction to Sustainability and Quality <ul style="list-style-type: none"> ○ Definition of sustainability in business ○ Overview of quality management principles ○ The relationship between sustainability and quality 2. Sustainable Product Design <ul style="list-style-type: none"> ○ Principles of eco-design and green engineering ○ Case studies of successful sustainable product designs ○ Impact on product lifecycle and quality 3. Sustainable Manufacturing Processes <ul style="list-style-type: none"> ○ Lean manufacturing and sustainability ○ Energy-efficient and waste-reducing technologies

	<ul style="list-style-type: none"> ○ Impact on production quality and efficiency <p>4. Sustainable Supply Chain Management</p> <ul style="list-style-type: none"> ○ Sustainable sourcing and procurement strategies ○ Building a sustainable supply chain network ○ Enhancing quality through sustainable supplier relationships <p>5. Sustainable Packaging Solutions</p> <ul style="list-style-type: none"> ○ Eco-friendly packaging materials and designs ○ Reducing packaging waste and improving recyclability ○ Customer perception and satisfaction with sustainable packaging <p>6. Corporate Social Responsibility and Quality</p> <ul style="list-style-type: none"> ○ Integrating CSR into business operations ○ The role of CSR in enhancing product and service quality ○ Case studies of successful CSR initiatives <p>7. Sustainability in Service Quality</p> <ul style="list-style-type: none"> ○ Applying sustainable practices in service industries ○ Measuring and improving service quality with sustainability in mind ○ Customer satisfaction and loyalty through sustainable services <p>8. Environmental Impact and Quality Control</p> <ul style="list-style-type: none"> ○ Monitoring and reducing environmental impact ○ Sustainable quality control measures ○ Compliance with environmental regulations and standards <p>9. Sustainable Innovation and Continuous Improvement</p> <ul style="list-style-type: none"> ○ Fostering a culture of sustainable innovation ○ Implementing continuous improvement processes ○ Examples of innovative sustainable practices <p>10. Employee Engagement and Sustainability</p> <ul style="list-style-type: none"> ○ The role of employees in driving sustainability ○ Training and motivating employees for sustainable practices ○ Impact on workforce quality and productivity <p>11. Marketing Sustainability for Customer Satisfaction</p> <ul style="list-style-type: none"> ○ Communicating sustainability efforts to customers ○ Building brand loyalty through sustainable practices ○ Case studies of successful sustainable marketing campaigns <p>12. Future Trends and Challenges in Sustainability and Quality</p> <ul style="list-style-type: none"> ○ Emerging trends in sustainability and quality management
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	<ul style="list-style-type: none"> ○ Challenges and opportunities for businesses ○ Preparing for a sustainable future in quality and customer satisfaction <p>Each chapter could include real-world examples, case studies, practical tips, and strategies to help readers understand and apply sustainability principles to enhance quality and customer satisfaction.</p>
Writer Qualifications	<ul style="list-style-type: none"> <input type="checkbox"/> Hands-on experience (5+ years?) in pursuing and practicing sustainability within an organization. <input type="checkbox"/> 5 years (?) experience in quality function. <input type="checkbox"/> Previous publication experience preferred.
Timeframe	Approximately nine months
Other Possible Content Uses	The book content could be summarized in journal or magazine articles or be used as the basis for in-person seminars or webinars.
Resources to Consult	<p>ISO 9001:2015, ISO14001:2015.</p> <p>EU CSRD (ESRS) - The European sustainability reporting program</p> <p>ISSB (IFRS) - The International Sustainability Standards Board</p> <p>CDP - An international climate disclosure program for suppliers and business relationships</p> <p>GRI - A long-standing, global framework for sustainability and impact reporting</p> <p>SASB - An industry-specific, quantitative KPI framework for companies (now being integrated by the ISSB)</p> <p>TCFD - A framework for climate risk assessment and disclosure (now being integrated by the ISSB)</p> <p>B Corporation - A scoring framework for corporate sustainability and governance</p>

**INTERESTED AUTHORS, PLEASE PROCEED TO THE NEXT SECTION,
“PROPOSAL SUBMISSION GUIDELINES”**

INTRODUCTION

ASQ's Quality Press is the leading global publisher of quality-related books and standards to help individuals and organizations excel.

Quality Press continually monitors the needs of the quality profession and its stakeholders to identify high-priority topics for future projects. These high-priority topics eventually become **book products**.

Book products are designed to provide information that quality professionals can use on the job. The contents often include “how-to” information, tools, best practices, and so on.

Return your proposal as a Microsoft Word document or PDF via email to the managing editor at books@asq.org.

The review process normally lasts 4–6 weeks but may take longer.

If additional information is needed, please contact Quality Press:

Email: books@asq.org

Thank you for your interest in ASQ's Quality Press. We look forward to working with you.

PROPOSAL SUBMISSION GUIDELINES

The following are book proposal submission guidelines. Please note that proposals with a global scope are encouraged.

If the proposal is in response to a priority topic from an RFP, then the proposal should reflect the steps you would take to meet the RFP requirements. If the proposal is not in response to an RFP, then state why the topic you propose is needed in the marketplace. Proposals should not exceed **five pages** (not including the appendices) and should contain the following basic elements.

PART ONE: ABOUT YOU

Author(s) Name

Author(s) Contact Information (office phone, cell phone, email, or assistant who will serve as point of contact, etc.)

Author(s) Bio (provide your bio, including current position, or career focus, affiliations, credentials, media involvement, previous books and estimate of their sales, and any other pertinent information, 100–200 words)

Author Affiliation with ASQ (list previous content produced for ASQ/ASQE, volunteer participation, component relations participation, etc.)

PART TWO: ABOUT YOUR BOOK

1. Briefly describe (200–300 words) the overall concept of your book, including the main topics you address, the compelling reason you believe the book would most benefit the quality profession, and what you anticipate accomplishing with a release of the book.
2. What are the consumer benefits and anticipated need for this book?
3. What are the unique editorial/content points that make this book unique from other books on the same topic?
4. Who is the target audience for this book?
5. Why would you like Quality Press to publish this book?
6. What are your expectations concerning publishing?
7. Is the topic of this book something that has been repeatedly requested by your peers and/or the quality profession field? If so, has it been made available through other media (websites) and been repeatedly bought/requested? Estimate of sales?
8. Are any other publishers looking at this project?
9. What is the time frame you have in mind for when the book will be released? Is this tied to any special event that you are planning to promote the book? When will the manuscript be completed? [Be mindful that the standard publishing process will take 12–18 months.]

In the body of the proposal outline, include:

- ☐ Proposed annotated table of contents: this should include potential chapter titles along with 2–3 sentences describing each chapter.
- ☐ Identification of problems/issues this product would address.
- ☐ Itemized timeline and financial compensation expectation.
- ☐ If a multi-author project, identify the proposed author team members, including a brief description of their roles.
- ☐ Appendices: curriculum vitae (CV) or résumé for each author (3 pages maximum per author).

Publishing Details

- ☐ Estimated length of the manuscript
- ☐ Examples or descriptions of any artwork, including the total number of illustrations/tables/figures to be used
- ☐ A statement of expected deliverables (manuscript, tools, checklists, etc.)

PART THREE: ABOUT YOUR PLATFORM

To effectively market and sell the book, we would like to get a better idea of who you are from a marketing perspective. **Your engagement in promoting your book is essential to its success.** Please answer the following questions as completely as possible. Your answers will help us successfully position your proposal.

Are you active on social media? If so, what networks (e.g., Facebook, Twitter, LinkedIn, TikTok, YouTube, etc.)?

What opportunities do you have available for cross-promotion?

- Other media, if any? Number of viewers? Frequency of programming?
- Do you have a traditional mailing or email list? If so, how many names are on your list?
- Business website?
- Do you have personal or professional contacts (i.e., news, journal, radio, or TV)?

Do you have any ideas for promoting your book that you want to share with us? What do you plan to do to market and promote the book?

Please tell us about how much time you spend on the road doing events and the number of engagements at which you speak annually.

Have you ever done media interviews to promote a book? If so, what outlets (e.g., radio, television, web events)?

Who will you pursue to write the Foreword and/or endorsements?

Use the following tables to list two books from other publishers that compete with your book and ASQ books that may be comparable to your book. (“Format” means paperback, hardcover, e-book only, etc.)

COMPETITIVE TITLES (Other Publishers):

Title	Author	Publisher	Year of Pub	Format	Page Count	Retail Price

COMPARATIVE TITLES (ASQ or ASQE):

Title	Author	Imprint	Year of Pub	Format	Page Count	Retail Price

Submit proposals to:

Attention: Managing Editor
books@asq.org

For more information:
The American Society for Quality
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Milwaukee, WI
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