**General Instructions:**

* Minimum length of **8 pages**double-spaced (not including the reference page or title page (if included))
* Times New Roman 12-point font and 1-inch margins following APA style.
* No title page is required.
* The only resources that are allowed for completing this assignment are (1) the book you chose to base the project on and (2) the course textbook and assigned articles. ***Evidence of the use of any other resource in completing this assignment will result in zero credit for this assignment.***
* It is strongly recommended you use the provided template to complete this assignment.
* Submit the executive summary portion of this project in the separate executive summary assignment.

***Note.***Although you will be offering a critique of your chosen book, you should ***not*** criticize the book or the author(s). Papers should maintain a **professional** and **unbiased** **tone** like the summaries we have been reading in your course textbook.

**A. Main Body**

* + **Introduction** – recommended length: at least 4-5 sentences
    - Provide a brief introduction to your paper including the book you chose (title, author, year of publication), perhaps why you chose your particular book, and the topics that will be addressed in your paper.
  + **Book Summary** – recommended length: at least 1-2 pages
    - Identify the highlights of the book. Summarize the book’s key points, main themes, and new ideas.
  + **Critical Analysis** – This section should make up the bulk of your paper – about 5-6+ pages (refer to the “Critiquing These Popular Books” section on p. 8-9 of your text book for a more detailed explanation of the below criteria)
    - Examine the source and basis for the book.
    - Examine the strengths and weaknesses of the author’s arguments.
    - Examine the quality of the data/database or experience upon which the book is developed, and other elements. Specifically, you must ***thoroughly*** evaluate and assess, on a 10-point scale (1 = low, 10 = high) these criteria (p. 9 of text book) and provide **strong and consistent supporting arguments for each**:
      1. Author credentials and their relevance
      2. Rationale
      3. Face validity
      4. Target audience/Identified market for the book
      5. Author’s integration of existing knowledge
      6. Readability/interest level
      7. Internal validity
      8. Reliability/Consistency
      9. Distinctiveness
      10. Objectivity
      11. External validity
      12. Practicality/ease of application
    - ***Note***. It is possible that not all of the above criteria will be applicable to your chosen book. If that is the case, you should still address ***all*** criteria and explain in your opinion why a particular criterion is not applicable.
  + **Integration** – recommended length: about 2-3 pages
    - Integrate the book with the course readings (the textbook and articles). Show where ***and*** how the ideas relate or where they are inconsistent to the other course readings. Stretch your mind a bit! This is your opportunity to really shine.
  + **Conclusion** – recommended length: at least 4-5 sentences.
    - Offer a brief review of what was discussed in the paper and closing thoughts.
    - Given the above analysis, how good is the book? Rate it on an overall 10-point scale. Explicitly explain how you reached your conclusion. How does your overall conclusion reflect your analysis? Would you recommend that your busy boss spend a weekend reading it?

**B. Reference Page(s)** in APA format

***Note:***Turnitin is enabled for this assignment. Any evidence of plagiarism will result in a zero on this assignment at a minimum.