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AUTHORS/EDITORS MARKETING QUESTIONNAIRE

Please complete this questionnaire and return it to the advertising department at the address above; each lead author/editor should receive a copy of this questionnaire. Having this information will help ensure that your book is brought to the attention of the widest possible audience. Please bear in mind that your book will be marketed throughout the world, and that you should not feel a need to limit your comments to a purely domestic readership.

Please print or type your replies.

1) Author/Editor name as you wish to appear in advertising:

2) Title and Subtitle of the book:

3) Correspondence information:

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4) Please attach a current copy of your c.v.

ENCLOSED _____ WILL FOLLOW on or about _____

5) Membership in Professional Societies: _____

6) Honorary Societies: _____

7) Do you:
 frequently infrequently never

give seminars or workshops? If yes, please describe the subjects covered

If you could use brochures or bulk copies of your book for this purpose, please contact the advertising department.

8) Do you have any travel/speaking plans during the first year of publication?
If so, please indicate: _____

9) Are there any lists you would recommend for mailing specific promotion material on this book?

(NOTE: It is not necessary to specify major disciplinary organizations such as American Sociological Association, American Psychological Association, American Political Science Association, etc. unless you wish to call specific sections to our attention. We are interested primarily in specialist organizations—in particular, those small, highly targeted lists that tend to be known only to members of specialized networks): _____

As a member of these societies/organizations, do you or your colleagues regularly purchase books through: direct mail association catalogs
 other (_____)?

10) Do you have any specialized mailing lists (i.e., lists of conference attendees, newsletter subscribers, or a personal mailing list)? If so, please contact the advertising department.

11) Do you have suggestions for conferences or professional meetings (both national and international) where the book should be displayed? Again emphasis here should be more specialist than general disciplinary meetings.

12) How does your book compete with others in the field? What will be its major competition? (Please provide author(s), and title(s) of competing volumes.)

13) Who did you have in mind as a potential buyer/reader/user of your book when you wrote the final ms?

14) Please attach a 100-150 word description of your book, including its main purpose and your reasons for writing it. (NOTE: We are especially interested in those points which make it UNIQUE; be sure to include key words and concepts.)

15) Names/addresses/telephone numbers of individuals who have read your ms and would be willing to give us a "quotable quote" for promotional purposes:

16) Please list all appropriate journals/newsletters that you feel should receive a copy of your book for review. List only those journals/newsletters that have book review sections. (Providing complete addresses will expedite the review process.)
