

author questionnaire



This questionnaire gives us important information for the successful publication and marketing of your book. Please complete all relevant questions as fully as possible. The replies you give will be entered on our marketing database and used as the basis of descriptions for the jacket and for publicity (in both print and electronic media) aimed at the various markets for your book. Please use additional space/paper as required. An electronic version of this questionnaire is preferred.

Please return the completed form with your typescript.

1.0 Book title/subtitle

2.0 Bibliographic Information *(Please fill in completely)*

2.1 Author/editor details

Your full name:

Co-author/editors' names:

2.2 Your full address (where we can send all correspondence)

Zip/Postal code:

Country:

Work telephone number:

Fax number:

Home telephone number:

May we contact you at home? yes/no:

Mobile/Cell phone:

May we contact you via your mobile phone? yes/no:

Email address(es):

If you would like to subscribe to our monthly email alert for new books in your field of interest, please tick here:

2.3 Your name (As you wish it to appear on publicity material/cover of book)

2.4 Your date of birth (Required for Library of Congress)

2.5 Your present affiliation (Please include title, department, university/institution/company etc...)

2.6 If you DO NOT wish your personal details to be kept on our databases, please tick here:

3.0 Autobiographical information

Information from this section may be used for the book jacket and other publicity (in direct mail, in conference programs and on our website).

3.1 Please provide a brief autobiographical summary, which includes:

- Academic/Professional awards and other prizes awards won
 - Membership of professional associations
 - Appearances on radio, TV, documentary film credits etc...
 - Countries you have worked in
-

3.2 Additional Information

- Is this your first book?
If not, please provide details of other books you have written (please include title, year published, and publisher)
 - Have you been a contributor (author or editor) to any compilations, magazines, journals or other media? Please give details.
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4.0 About your book

4.1 Description

Please provide a description of your book in no more than 150 words. This may form the basis of the copy that will appear on the book's cover and in publicity materials. Please therefore explain as clearly as possible what is important about your book, and how it differs from other treatments of the subject.

4.2 Non-technical description

Please give a short description of your book (80–90 words) in simple non-technical language, which will be understood by sales representatives and booksellers in all countries. Please don't be afraid to state what would be obvious to specialists in your subject.

4.3 Key Features

Our marketing teams will use the features/benefits of your book to form the basis of a sales kit for the sales teams. Please describe the key features of your book and explain how they will benefit its readers. Please list at least *three*.

Features

1. Example

- *Includes end of chapter review questions*

Benefits

1. Example

- *Allows reader to monitor their understanding of the material presented*
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4.4 Competing Books

Please list what you consider to be the main competitors for your book (title, author, publisher, year of publication, price) and describe their *strengths and weaknesses* compared to your book. What will be obvious to specialists might not be clear to others, so please be as detailed as possible.

4.5 New Edition of Books

If your book is a new edition, please say how it differs in content or approach from the previous edition. Please be as detailed as possible.

5.0 Sales and marketing of your book

5.1 Marketing Opportunities

This document will be used by our regional offices throughout the world. These include Cambridge, UK; New York, USA; Melbourne, Australia; Cape Town, South Africa; and Singapore. Copies of the questionnaire will be circulated, so please include information that is relevant to all regions.

Buyers

This section will help to identify who your book is written for and who the likely buyers will be.

Primary market

What is the principal audience for the book and at what level of readership? What features should be emphasized to this market?

Secondary market

Will it be of interest to any additional readers? (please give audience and level of readership) What features should be emphasized to this market?

5.2 Electronic marketing

5.2.1 Your website

If you have your own website, please let us know if you wish to link to your book's homepage on the Cambridge University Press site. Please indicate if there is any additional or supplementary information on your website that may be useful to the readers of the book.

5.2.2 Email List servers/Bulletin Boards

Are you aware of any relevant bulletin boards, email list servers or news groups that could be useful for marketing your book? Where you have contact details of editor/moderators, please include them.

5.3 Discussion groups and LIST_SERVS

Do you participate in any discussion groups or listservs? These can be a very useful mechanism for promoting books. Please give details and URLs where possible. Please note that some LIST_SERVs only accept postings from ACTIVE members. Please list any to which you contribute:

5.4 Societies/Associations

Which professional societies, associations and/or industrial/commercial organizations will be most interested in your book? Please consider both national and international groups.

Please specify if there is a bulletin or newsletter. Please mark with an 'X' the societies or organizations to which you belong or contribute regularly.

<u>Name of organization/society</u>	<u>Contact Details</u>	<u>'X'</u>
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5.5 University Publications/Alumni bulletins

Please provide details of publications of your university and alumni publications.

<u>University/Alumni Publications</u>	<u>Contact Details</u>
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5.6 Special sales

Your book may have sales potential outside the traditional bookshop, library and academic markets. Please list any institutions, training companies or business organizations that might be interested in making a bulk purchase. In our experience, these sales are most successful where we are given specific contact details. Please append any additional details to this document if required.

<u>Organization</u>	<u>Contact Details</u>	<u>Reason for suitability</u>
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5.7 Individual buyers

We would be pleased to receive the names and addresses of potential individual buyers. If you have a list of contacts, please feel free to provide them. These will be used once only and not retained in our database.

Note: Legislation on direct mail/e-mail varies from country to country; we may not always be able to use the lists you provide.

5.8 Conferences/Exhibitions

We exhibit at a large number of conferences/exhibitions annually. Please provide details of any specific meetings where it may be appropriate to promote your book. If possible, please provide details of place and date with name and address of organizer or conference website if available.

<u>Meeting/Conference</u>	<u>Contact details of organizer (Name, email, 'phone no. etc..)</u>	<u>Website</u>
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5.9 Prizes

Are there any particular prizes for which your book will be eligible?
Enter details below. Are you aware of any special submission criteria?

<u>Prize</u>	<u>Sponsor</u>	<u>Contact details</u>	<u>Criteria</u>
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We are not always informed when a book wins a prize, so please let us know if you receive notification.

5.10 Publicity/Reviews

Are you on the editorial board of any publications? Are you a regular commentator on any research programmes? Which are the most important journals and publications relevant to your book? Please cite in order of importance. Please include society newsletters and bulletins if you think they include reviews. Please indicate with an 'R' those that review books. If you have close contacts with any please also mark with an 'X'.

<u>Journal name</u>	<u>Contact details</u>	<u>Country</u>	<u>(R,X)</u>
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Notes:

5.11 Media Contacts

Do you have any specific media contacts that we can approach about your book? If you have previously published a book, is there any information about the coverage it received that would help us to promote your new book?

5.12 Foreign publishers/rights

Do you have any contacts with foreign publishers who might be interested in publishing a translation of your book? Equally, please give the names of foreign publishers who have translated any previous work of yours.

Do you know any prominent academics who may be familiar with your work and might be prepared to endorse it for a foreign publisher?

Do you know of anyone who might be interested in translating the book? Please provide contact details.

Please list anything else about your book (such as contributors, subject matter etc) that would make it particularly appealing to a specific country or region.

6.0 TEXTBOOKS

Please only complete this section if your book is suitable for undergraduate or graduate course adoption and/or recommendation
(Please liaise with your commissioning editor at Cambridge University Press if necessary).

6.0.1 Is your book suitable for course adoption or on recommended reading lists? Please give details.

6.0.1 Are solutions, web materials or other online resources currently available or planned? Please give details (including URLs where applicable).

6.0.2 What courses is your book suitable for?

<u>Course Name(s)</u>	<u>Level</u>	<u>Department names</u>
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6.1 Competing books

We are often asked by lecturers how competing textbooks differ from one another. In order that we may effectively promote your book, please list what you consider to be the main textbook competitors for your book (title, author, publisher, year of publication) and describe their *strengths and weaknesses* compared to your book. What makes your book more suitable than others? Please do not be reticent in describing any shortcomings of other textbooks. *(Use additional space/paper if needed)*
We will of course be conducting our own market research on competing titles, but very much value your input here.

<u>Competing Books</u>	<u>Publisher, pub date, price etc..</u>	<u>Strengths/weaknesses</u>
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6.2 Textbook Features

Are there any particular points about your book that should be stressed (i.e. sections which are especially new or different in approach, particular help for students etc.).

<u>Features</u>	<u>Benefits</u>
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6.3 New edition

If this is a new edition, please provide a list of any institutions where your book has been used as a text. Where possible, include course name, number and professor using it.

<u>Course details</u> (<i>Name, level</i>)	<u>Contact details</u> (<i>Lecturer, department, institution, email address</i>)
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6.4 Further contacts

Are you able to provide details of people known to you who are likely to adopt the book? eg. teaching colleagues from other universities, or institutions with whom you are often in contact. We will endeavour to contact them and supply inspection copies or promotional flyers, as required.

6.5 Your teaching credentials

6.5.1 Please list all your previous affiliations. Include relevant university websites with any biographical/historical details.

6.5.2 Have you taught the subject of your book outside your own country? Please provide details, so that they can be shared with our regional branches.

6.6 Pre-publication Reviews

Have you asked professors to review sections of the book, or the complete manuscript? If so, can we ask them if they would be willing to provide some pre-publication quotations that can be used in the book jacket or publicity material? Please provide contact details.

END

Thank you for taking time to complete this questionnaire. If you have any further questions, please do not hesitate to contact your commissioning editor.

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