



Publishing Proposition Questionnaire

Date

Full name

Address

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Telephone

Email address

Present Appointment

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Previous Major Appointments

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Qualifications (and institutions at which obtained)

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E D U C A T I O N A L P U B L I S H E R S

Please describe exactly what your book is about. What is there about your organisation or treatment or the subject that should make people buy the product? What new information, ideas or philosophy are presented? In what way is your material important, different or stimulating? What are the benefits or values for readers? Are there any competitive books – emphasise the features that set your book apart.

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What books and leading articles have you had published or have pending publication?

Which journals should receive a review copy? Do you know the editors of such journals?

Do you have access to a group or society list which might profitably be circularised?

What groups and organisations, in your opinion, should be circularised?

Does this book have classroom adoption possibilities, and if so, in what courses?

At what conferences might this book be profitably displayed or publicised?

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Please list individuals and institutions which might be interested in course adoption.

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Please list book shops you know to be interested in your subject field.

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Do you have personal preferences for book cover design?

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Do you have contacts overseas that could be useful in selling this book?

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