

AUTHOR'S PROMOTION FORM

Date form completed

Author

Title of book

Subtitle

Number words

Number and type of illustrations

Expected delivery date

Series name

Table of Contents

Biographical information

This will be used for preparing the jacket copy and the title page of the book, and as a basis for catalogue and leaflet entries and press releases.

1 Full name

2 Name (as it is to appear on the title page)

3 Honours, degrees, etc

4 Other professional qualifications

5 Institutional affiliation & present position

6 Nationality (required for copyright registration)

7 Date & place of birth (required for copyright registration)

8 Address to be used in correspondence

9 Office telephone number

10 Fax number

11 E-mail

11a Websites



Unit S3, Kelham House, 3 Lancaster Street,
Sheffield, South Yorkshire S3 8AF
www.equinoxpub.com

12 Home telephone number

13 Previous books

(with details of publishers, years of publication, sales histories if known, any translations published or projected, etc)

14 Forthcoming books other than the one described on this form
(please state publisher and expected date of publication)

15 A brief biographical sketch

(50-100 words, to be used as the basis for the jacket copy, and in publicity material)

Details of the book

16 Short description of the book

We often need a shorter description of the book - for advertising and for promotion directed at booksellers. Could you therefore write a short blurb of approximately 50 words), demonstrating the book's particular approach and advantages over comparable books in the subject area.

17 Long description

Please supply a 200-300 word description of the book, which may be used as a basis for the jacket blurb, as well as in catalogues and other promotional material. In particular, you should explain why it is an important contribution. If it is a new edition, please highlight the changes you have made to the previous edition and your reasons for doing so.



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18 Contributors

Please supply - on a separate sheet - details of any contributors, including their postal and email addresses.

19 Particular characteristics

Are there any particular characteristics of the book which you think might help us in promoting it? What, for example, led you to write it? List any features which you think we should stress in its promotion.

20 Competing books

Please specify any books which might be considered competition to the one described here (including forthcoming books and books published outside the UK). Include, if known, the publisher, date of publication, and price, and describe, as succinctly as possible, the ways in which your book is different or better.

21 Readership

Please specify the sort of people who should be interested in the book - for example, is it intended for a largely academic/professional market; will it also be of interest to general readers?

22 University & College potential

If the book is to be used in universities, colleges, etc, please underline the level for which it is most appropriate:

Postgraduate, 1st/2nd/3rd year undergraduate

Please state as specifically as possible those courses for which your book might be prescribed or recommended, and whether it would cover a whole course or only a part of one. You should also mention also any interdisciplinary needs it may meet.

23 Reviewers

We may wish to send the draft manuscript out to one or more reviewers for their comments which will be shared with you. The aim is to improve the final draft of the manuscript. Please give contact information for people who would be appropriate to read and comment on the academic merit, content and market for your manuscript.