



## Author Promotion Form

1. Title of book as contracted.
2. Please indicate whether the book is Authored or Edited.
3. Please write a sentence, beginning with your name, that describes your present position and academic/professional affiliation. This will be used on the jacket of your book and in promotional material; eg. Professor of Economics at the University of Reading, UK. (Required for the main authors/editors only.)
4. The full address, telephone and fax numbers, and email for your home and your workplace. (Required for the main authors/editors only.)
5. Date of birth and nationality (required by the British Library and the Library of Congress). (Please note that we only require dates for births for the main editors/authors and not for any contributors).
6. If the book is edited, please list the names of the contributors who appear in the book so that we can include them in promotional literature.
7. It would be helpful if you could write a description of the book (in no more than 150 words) giving brief details of conclusions. This will be used as the basis for the jacket copy and in promotional material and should be written as if coming from the publisher.
8. In certain circumstances we may have to describe your book in a few words. Please write the shortest statement that aptly expresses your book's scope and theme.
9. Please list, in order of importance, the special features of the book, and include elements which distinguish it from any existing books in the same subject area.
10. Please list, in order of importance, the prime potential readership for your book and the reasons for their interest (eg postgraduate students in international business).
11. REVIEW COPIES. We will automatically notify the main journals. It would be helpful if you could let us have a note of more specialized journals who might also be interested in your book for review.
- 11a. Are there relevant blogs, online newsletters or websites that you read regularly? If you think these sites might be willing to review or give your book a plug, please list the URLs and contact information if you have it.
12. If your book is a textbook, for which courses do you feel it might be adopted, what is the usual name of the course and in which departments might it be taught.
13. Please feel free to make any suggestions regarding the marketing of your book; eg. provide us with a list of relevant conferences and professional groups or associations who may be interested in the book.
14. Please give details of any of your previously published titles that have been translated from English into another language, or originally published in a language other than English. Details required (where known): Title, English language publisher; other language publisher and contact details, translator and contact details, year of publication, language of publication.

### Ways you can help promote your book

- (i) Announce your book on internet newsgroups or any list-serves you belong to
- (ii) Include an announcement in your email signature
- (iii) Email an electronic flyer (we provide this on publication) to colleagues, potential buyers ?
- (iv) Let us know well in advance of any meetings, workshops, conferences you are attending and we will send you flyers for distribution

### THANK YOU

Please return this form to: Emma Gribbon, Marketing Executive, Edward Elgar Publishing,  
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