



PUBLISHING COMPANY

110 West Road, Suite 227, Towson, MD 21204
410-494-4994 Fax: 410-494-0515

PUBLICATION QUESTIONNAIRE

The questions and requests that follow pertain to you and your co-author(s) or co-editor(s), your book, and the intended audience for your book. The information you provide will help us to develop effective marketing strategies designed specifically for your book. Also, your answers will comprise the data required for copyright and Library of Congress registration.

THE AUTHOR(S)/EDITOR(S)

1. Name (in full):

2. Name (as to appear on title page and in promotional literature):

3. Order of appearance of authors' or editors' names (if more than one will be credited on title page and in promotional literature):

4. For every person included in numbers 2 and 3, above, please provide:
 - a. Legal address:

 - b. Citizenship:

 - c. Place and date of birth:

5. Telephone (including area code): Office: _____ Home: _____
(May we call you at home if necessary? _____ Yes _____ No)

6. Your academic degrees and current institutional affiliations:

7. Membership in professional associations and societies (please indicate any in which you are an officer, officer-elect, or past officer):

8. Titles, dates, publishers, and prices of any previous books you have authored or edited:

9. Periodicals (journal name only) in which papers you have authored have been published or accepted:

10. Names and addresses of prominent individuals (journal editors, public figures) of your acquaintance who may be helpful in the promotion of the book:

11. Is there a recognized authority (preferably of your acquaintance) whom you might consider asking to write a foreword for your book or to be quoted in the promotional literature?

THE BOOK

12. Title:

13. Subtitle (if any):

14. Brief explanation of scope and purpose:

15. Significant features (perhaps unique) compelling enough to persuade readers who already have books on the subject to purchase this one more (about 50 words that you believe will make good promotional material):

16. Estimated length of the final manuscript in double-spaced typewritten pages including tables and illustrations:

17. Estimated completion date of manuscript:

18. Your estimate of optimum price for this book:

19. Your estimate of maximum price (without overpricing the book):

20. List any books with which yours may be directly competitive (author/editor, title, publisher, and price); indicate how your book differs:

21. Your estimate of the number of copies that will be sold during the first two years of publication in:
North America: _____ Overseas: _____

THE AUDIENCE

22. Describe in their order of importance the audiences who will want to buy your book. Please be as specific as possible: list fields and job functions, how the book will be used, etc.
 - a)
 - b)
 - c)

23. What previous knowledge is the reader assumed to have?

24. List any academic courses (and levels) for which this book might be appropriate as:
 - a. Primary course textbook:
 - b. Collateral reading:

25. List the professional associations and societies to which this book should be advertised:

26. List the scientific and medical specialists and sub-specialists to whom this book will be of interest:

27. List (in order of importance) the professional journals to which the published book should be sent for review: