
AUTHORS QUESTIONNAIRE

TITLE:

AUTHOR:

(Co-authors have been sent the same form)

MAIN CONTRIBUTORS:

Please Draft:

- (a) A concise description of your book as you would like it to appear in our advance information sheet/catalogue, to turn the casual browser into a buyer!

- (b) A brief biography

Book Information

- (a) Please list the main features of your book. These may be new research data, any news value etc.

- (b) Please suggest the key category which your book should appear under.

- (c) Who will buy this book? Please specify in as much detail as possible, the market categories of academics, researchers and other professional groups, most likely to purchased a copy.

- (d) Are there any institutions or departments in education, industry and government which make a special study of the subject matter of your book?

- (e) If the book is likely to be suitable for academic courses, please give details of examination level etc.:

MAILING LISTS

Our main form of promotion is by direct mail. Please help us by listing the names of professional institutions/associations who could be approached for possible promotional collaboration, hiring mailing lists, inserting into newsletters, etc. Also please indicate whether you have access to lists which we could borrow these for mailing purposes:

JOURNALS

Please list the main journals in order of importance throughout the world to which you would like us to send the book for review. Please include names of editors if known to you personally:

UK:

University
of Luton
Press

New Title Information

UNIVERSITY
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Europe:

USA/Canada:

Australia/New Zealand:

Rest of World:

EXHIBITIONS/CONFERENCES

Please note any forthcoming meeting / seminar / conference (worldwide), big or small, you consider we should promote the book through display / leaflet handout etc:

Please name any booksellers who could be influential in promoting your book:

Please note any further suggestions for promotion that you may like to add:

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