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## AUTHOR QUESTIONNAIRE

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### BIOGRAPHICAL INFORMATION

1. Your name as you wish it to appear in print

Please star either number 2 or number 3 to indicate which address we should use:

2. Home address and phone number

3. Work address and phone number

4. Fax number

5. Electronic mail address

6. **Title of your book**

**Subtitle of your book**

7. Present academic, business and/or governmental affiliation

8. **Education:** Please list college, concentration, degrees (with dates) and honors

9. **Foreign Scholarship:** Has any of your work ever been published in other countries or languages? Where? If you know the publisher or agent, please provide their name and any contact info you have at hand.

10. Please attach a copy of your C.V. to this form when you return it.

## SALES INFORMATION

11. Please provide a concise description (200 to 300 words) of your book in simple, non-technical language which sales staff, booksellers and readers in all countries can understand. This information will be a primary source for our promotional copy, so include a summation, why your work is important in the field and the significant conclusions reached in your study, and its specific points of interest to those outside the primary market.

12. If you had one brief paragraph (50 words) to describe your book, advertising copy for instance, how would you condense the above into one paragraph?

13. Please provide keywords that one would use when performing an online search for your book.

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**15.Advertising:** Please list magazines, scholarly journals, and online publications where notice of your book might be especially effective. Please bear in mind that due to budget constraints, much as we would love to do so, we are not able to buy advertising space in the *New York Times*.

**16.Newspapers:** Please list newspapers (for instance, local newspapers or alumni publications) for which you or your book constitute news. Please make sure that you've listed all information our press release should contain.

**17. Online Promotional Opportunities:** Please list any weblogs, electronic newsletters or other online publications which are likely to find your book newsworthy, as well as any organizations or individuals who would be willing to receive and forward promotional emails about your book. For individuals, please be sure to provide: first & last name, email address, and institutional affiliation.

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a. Please list possible courses for which your book might be used as a primary or secondary text.

b. Please list competitive titles used in the courses listed above.

**19. Exhibits:** Please list conferences and/or conventions at which you think your book might advantageously be displayed, in order of most importance. If you attend any international conferences, please note the countries in which these meetings take place.

**20. Awards:** Please list three awards, in order of most importance, for which you would like to nominate your book. *Please provide name and address of sponsoring organization whenever possible.* Please bear in mind that, as a policy, we do not nominate books for awards which require a nomination fee.

**21. Promotional Opportunities:** Please list any special interest groups or organizations that we can contact for publicity or premium sales and any book clubs for which your book would be appropriate.

**22. Website:** If you have a website, please list your website URL so that we may post a link to it on the Penn Press website.

**23. Blog Entries:** Would you be interested in writing an article or essay for the Penn Press Log ([pennpress.typepad.com](http://pennpress.typepad.com))? Please star one.

Yes

No

Maybe