**Book Marketing Questionnaire**

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1. Book title:

2. What type of book is this? Examples: reference, academic, professional, guidebook, textbook, etc.

3.List the audience in order of relevance, such as professors/instructors teaching specific courses, students in specific courses, college libraries, bookstores, etc. Please do not over-exaggerate the book’s markets.

4. Indicate the major subject areas under which your book would be categorized.

5. Indicate about a dozen specific relevant keywords or search terms that pertain to the book.

6. Provide a brief description of the book in one or two sentences.

Example:

This book provides an overview of new and innovative technologies and current applications in forensic genetics, covering genome polymorphisms, forensic genetic markers, novelties in forensic genetics, and finally new technological and commercial innovations.

7. What makes this book different from other books on this subject? How is it unique?

8. Author-compiled lists: Let us know if you have compiled an email list of your colleagues and contacts, attendees from professional conferences, members of organizations, etc. We will consider using such lists to promote your book. (Excel is the preferred format, but we may be able to use information in other formats as well.)

9. Book reviews in professional journals: If appropriate, we may send copies of your book to publications in your field for review consideration. Please indicate any professional journals that you know publish book reviews and which may be interested in reviewing your book. (Please do not include Open Access journals as they usually require a fee to publish a review.)

Thank you.

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