



# Lexington Books

## AUTHOR QUESTIONNAIRE

Lexington Books is very pleased to be publishing your book. Please help us to create a successful promotional campaign by completing this questionnaire as fully as possible. Our marketing is tailored to the needs of each individual book, but a standard promotional campaign includes featuring and listing in appropriate direct-mail subject catalogs and thematic flyers, convention exhibition, advertising, review copy distribution, and award nominations.

Your active involvement is invaluable to the success of your book. We strongly encourage you to supplement our in-house promotion. For example, we assign each title its own URL and webpage, so if you have a personal website you could feature your book and link it to the Lexington website where interested readers can buy it. You can also post notices of publication on appropriate listservs; send electronic flyers to your colleagues, students, and friends; inquire about signings at your local bookstore; and ask for support from your institution's publicity department. We stand ready to help in these efforts by providing printed and electronic flyers for you to distribute, featuring your book on our website, and liaising with bookstores and publicity officers for special events.

1. Book title and subtitle:

Edition:

2. Lead author's or editor's name (as it will appear on the cover of the book), address, phone, fax, e-mail:

3. Place and date of birth (for copyright purposes):

4. Citizenship (for copyright purposes):

5. Co-author(s)'s or co-editor(s)'s name(s) (as they will appear on the cover of the book), address(es) preferred for correspondence, phone, fax, e-mail:

### FOR QUESTIONS 6-9 PLEASE ATTACH YOUR CV

6. Author's current academic rank, affiliation, and starting date.

7. Author's education (including degrees, dates, honors, awards).

8. Previous publications (including publisher(s) and/or journal(s), and dates of publication)

9. Professional associations and societies (include offices held, with dates of office)

10. Please supply a description of the book in 150-200 words. Even if the book is on a specialized theme, the description should as far as possible be intelligible to the non-specialist. Your description will be used to develop promotional copy for catalogs and the back cover. **PLEASE DO NOT SKIP THIS QUESTION AS THIS IS A VERY IMPORTANT PART OF CREATING AN EFFECTIVE PROMOTIONAL CAMPAIGN FOR YOUR BOOK.**

You can opt to send the book description to us via e-mail or fax before sending the completed questionnaire.

11. Concise summation (no more than 75 words) expressing the scope and theme of the book.
12. Please list the distinguishing features of the book.
13. If the book is a new edition, please detail the changes from the previous edition.
14. If there are competing books, please list title, author, date, publisher, and indicate how your work differs.
15. If your book can be identified with a particular school or stance within your discipline, please characterize this perspective.
16. Please provide a brief description of the primary audience for whom your book was written. If your book has a significant classroom potential, note specific courses for which your book could be assigned and provide a mailing list of 15-30 faculty who would be especially likely to adopt it.
17. Please list academic or professional associations or groups whose members may have a special interest in your book.
18. Annual professional meetings at which your book would be suitable for display (include dates, location, and name of contact, if known)
19. Please supply a list of 10-20 journals that you believe might be interested in reviewing your book. If they are of limited circulation, please provide complete addresses as well. If you have contacts at specific journals, please alert them personally to your book's publication. PLEASE DO NOT SKIP THIS QUESTION AS THIS IS A VERY IMPORTANT PART OF CREATING AN EFFECTIVE PROMOTIONAL CAMPAIGN FOR YOUR BOOK.
20. Please provide, in order of priority and/or likelihood, the names of recognized authorities on the book's subject matter who you believe would be interested in providing prepublication comment for promotional purposes. Please include complete mailing and e-mail addresses. PLEASE DO NOT SKIP THIS QUESTION AS THIS IS A VERY IMPORTANT PART OF CREATING AN EFFECTIVE PROMOTIONAL CAMPAIGN FOR YOUR BOOK.
21. Organizations that you believe might want to use the book in bulk. Include names and addresses of contacts.
22. Foreign publishers who might be interested in co-publishing or translation rights.
23. Book clubs that might be interested in considering your book as a selection.
24. Prizes for which the book would be eligible.
25. Which of the following would you like to receive to promote your book:
  - paper flyers : yes/no; quantity:
  - electronic flyer sent to this email address:
26. Additional comments and suggestions.
27. Date completed:

Please return this form electronically or in hard copy to your acquisitions editor with your final manuscript.

Thank you for your help!