

Cork University Press

Promotional Questionnaire

Your answers to the following questions will help us to plan an effective and successful marketing and promotional campaign. Please complete all of the questions as thoroughly as possible.

Your name as you wish it to appear on the title page:

Title of book:

Sub-title (if any):

Your full name:

Home Address:

College or Business Address:

Tel: (work)

Tel: (home)

Fax:

e-mail:

Nationality (required for copyright purposes):

Date of Birth:

Country of domicile:

Brief Biographical Sketch

Present appointment:

Appointments held:

Degrees, other professional qualifications, honours awarded:

Books previously published:

Journals in which regular or important work of yours has appeared:

Anything else that qualifies you as an authority on the subject of your book:

The Manuscript

Please give in approximately 150-200 words, an outline of the importance, topicality and content of the book that would be easily understood by the non-expert (ie. Bookseller, librarian or general reviewer) This information will be used to form the basis of the cover or jacket 'blurb' and other promotional material for your book.

Short Description: We will sometimes need to describe the book in one or two sentences. Please write a short statement (20-25 words), which describes the book's themes and most salient features

If three 'Unique Features' or special selling points of your book were to be listed on an information sheet what would they be?

- 1.
- 2.
- 3.

Readership:

Please define as closely as possible the readership towards which the book is aimed.

Courses and examinations:

For what courses or examinations will the book be suitable?

a) As a main text

b) As supplementary reading or reference

Competition:

Please indicate the chief features which differentiate your book from its main competitors, which should also be listed with the names of their publisher

Press Publicity:

Suggested Review List:

Please list any newspapers or periodicals you think may be interested in receiving a review copy of your book, including contact name and address.

Please list any contacts you may have among professional bodies, the press, radio, television, booksellers, reviewers or other individuals who might usefully be contacted to assist the promotion of your book.

Can you or any of your contacts provide membership lists of organisations which could distribute promotional materials (ie. Flyers and circulars or e-mail)?

Please list any websites that you think might be relevant to the promotion of your book

In what journal or magazine might an advertisement for this book be usefully placed?

International Market:

Please indicate any University or Institute courses for which your book could be used as a text or recommended reading, mentioning contact names where possible.

UK

USA:

Elsewhere

Please indicate any conference or event that you know of, or will be participating in, which might usefully be made aware of the book.

Please indicate any library you think would be particularly interested in the publication of your book.

Signed _____ **Date** _____