



USA Office:  
27 Warren Street  
Suite 401-402  
Hackensack, NJ 07601  
USA  
Tel: 1-800-227-7562  
Fax: 1-888-977-2665

UK Office:  
57 Shelton Street  
Covent Garden  
London WC2H 9HE  
UK  
Tel: +44-(0) 20-7836-0888  
Fax: +44-(0) 20-7836-2020

Singapore Office:  
5 Toh Tuck Link  
Singapore 596224  
Singapore  
Tel: +65-6466-5775  
Fax: +65-6467-7667

Email: [edit\\_pq@wspc.com](mailto:edit_pq@wspc.com)

Email: [edit\\_pq@wspc.com](mailto:edit_pq@wspc.com)

Email: [edit\\_pq@wspc.com](mailto:edit_pq@wspc.com)

---

## PROMOTIONAL QUESTIONNAIRE

Pan Stanford Publishing is proud to be associated with the publication of your book. In order to promote your book effectively, we need your help to provide us with some pertinent information on the special features of your book.

The completed questionnaire should be emailed (preferred), posted or faxed back to us at any of the above addresses ***at least 6 months before your manuscript submission.***

Thank you for your cooperation.

### 1. Basic Book Details

a) Main Title:

b) Subtitle (if any):

c) No. of pages (approx.):

d) Manuscript submission date (MM/YY or DD/MM/YY):

e) Edition:

## 2. Author Information

- a) Author(s)/Editor(s)\* with Affiliation(s) – exactly as to be printed in book:  
*\*Please delete where appropriate.*

--

- b) Biographical Information:

Please provide your CV if available. For review volumes and proceedings, please be sure to highlight any renowned contributors.

--

- c) Corresponding Person Contact Details:

Name	
Telephone	
Fax	
Email	
Website	
Postal address	

## 3. Table of Contents

Please use draft versions if the final text is not available. See [Appendix A](#) for examples.

--

#### 4. Book Description

- (i) Limit to 150-200 words
- (ii) Explain **why the book is important in the field**
- (iii) Summarize the scope of the book.
- (iv) In point form, list down 3 to 4 **key selling points** (how it differs from competing titles; unique treatment of certain topics, remarkable use of diagrams/graphics, etc).
- (v) For new and revised editions, please describe any new material/chapters.
- (vi) Highlight any prominent editors/authors/contributors.

See on **Appendix B** for examples

*Note: Please do not include the contents of the book (from Part 3) here.*

#### 5. Type of book:

Please select the appropriate classification for your book (  ):

- |                                                                                               |                                         |                                         |
|-----------------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------|
| <input type="checkbox"/> General level book                                                   | <input type="checkbox"/> Textbook       | <input type="checkbox"/> Study Guide    |
| <input type="checkbox"/> Handbook                                                             | <input type="checkbox"/> Monograph      | <input type="checkbox"/> Lecture Notes  |
| <input type="checkbox"/> Review Volume                                                        | <input type="checkbox"/> Reprint Volume | <input type="checkbox"/> Reference Book |
| <input type="checkbox"/> Proceedings Volume, please state date and venue of conference: _____ |                                         |                                         |

Others, please specify: \_\_\_\_\_

Additional:  Treat as Textbook     Treat as Study Guide     Treat as Supplementary Textbook

#### 6. Keywords

List 5 –10. This will be used for search engines in online bookshops.

**7. Readership**

a) Designation, profession and/or job title and setting (academic, industry, etc.).

See **Appendix C** for examples.

--

b) Level (undergraduate, graduate, research, general, etc)

--

**8. Subject Classification**

Select from the subject classifications given in **Appendix D**, for the classification(s) of your book in order of importance

Rank	Subject ( <i>one subject per box</i> )
1	
2	
3	
4	
5	
6	

**9. Marketing Information**

a) Academic or professional societies interested in your book

Societies (Please do not use acronyms)	Are you a committee member? (If you are, please indicate 'yes' and position)

Promotional Questionnaire

b) Events (conferences, seminar, workshops)

<u>Event</u> (Please indicate website if possible)	<u>Venue</u>

c) Influential Individuals interested in reviewing your book

<u>Name</u>	<u>Contact Information</u>	<u>Background</u>

d) Periodicals interested in reviewing your book

<u>Periodical</u>	<u>Book Review Editor</u>	<u>Address</u>

e) Mailing Lists

- I. Personal mailing lists of individuals. Please copy their names and addresses below or you may attach a different file together with this form

--

- II. Membership or business lists. Please list them below and indicate whether you are a member.

--

- III. Web portals and/or email newsgroups where your book can be promoted

--

- f) Translation rights

<u>Language</u>	<u>Reason</u>

***Thank you for completing this questionnaire***