



Marketing Questionnaire

Book title: _____

Book subtitle: _____

Author/Editor (please circle): _____

Author/Editor (please circle): _____

Date: ____ / ____ / _____

The Author(s)/Editor(s)

If there are two or more authors/editors, please list them in the sequence in which they are to appear on the title page. List information for each author separately. If there are more than two authors/editors, attach additional sheets listing the same details.

1. Name (The precise form in which it is to appear on the title page, including degrees or professional qualifications.): _____

Professional Address: _____

Private Address: _____

Business Telephone: _____ Private Telephone: _____

Fax: _____ Email: _____

Present Position: _____

Education Qualifications: _____

Academic or Professional Posts: _____

Titles of previously published books and of periodicals to which you have contributed. Please include year of publication and name of publisher: _____

2. Name (The precise form in which it is to appear on the title page, including degrees or professional qualifications.): _____

Professional Address: _____

Private Address: _____

Business Telephone: _____ Private Telephone: _____

Fax: _____ Email: _____

Present Position: _____

Education Qualifications: _____

Academic or Professional Posts: _____

Titles of previously published books and of periodicals to which you have contributed. Please include year of publication and name of publisher: _____

Lectures and Conferences

Will any of the authors be delivering special lectures or attending conferences on the subject in the near future, in Australia or overseas? This information will enable us to promote the book at the event. Please provide full contact details.

Yes No

Lecture/Conference	Location	Contact	Postal/Email/Phone

Academic Market

Is this book intended as a text book?

If yes, give the nature and level of courses for which it is suited. Give the names and addresses of any academics and institutions which may be interested in prescribing your book.

Yes No

Name	Institution	Course/Subject	Postal/Email/Phone

What advantage does your book have over its competitors?

The Direct Market

Do you know of markets other than education institutions to which your book would have a direct appeal?

Do you know the most appropriate ways to contact the reader (e.g. professional organisations)?

Please provide complete contact details for associations listed. We are keen to promote your book to as many interested people as possible, so the information you provide here will greatly assist us.

Yes No If yes, give details below

Association	Address	Email	Phone	Contact name

Website Links

Please list the names of any organisations and their website address (if possible) which may be interested in having a hot link to your book on our website.

Association	Address	Email	Phone	Contact name

Writing Circumstances

Special Writing Circumstances/Current News Value

Are there any particularly significant circumstances in which the writing was undertaken? Does the book deal with any?

Reviews

Journals for Review

List in order of merit the most important academic or professional journals in which we might eventually send a copy of your book for review.

Journal	Editor/contact	Address - Email	Phone

Pricing

Is price a special factor in connection with sales? No Yes If yes, please explain.

Overseas Sales

International content

Does your book contain case studies or substantial references to issues/events outside of Australia? No Yes

If yes, please give details concerning the countries referred to, the amount of non-Australian material included and attach a table of contents of your book.

UK/Europe Information

Do you have any contact who could assist our UK/European Agent to market/promote your book? This information will assist to access as many people as possible in the UK/European markets. Please provide the name, addresses - postal and email - and phone numbers together with the details of the assistance they may be able to provide ie review the book, disseminate information to colleagues, etc.

Name	Address	Email