

## AUTHOR QUESTIONNAIRE

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University of Notre Dame Press • Marketing Department  
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Book Title:

Subtitle:

Series:

Your name as it should appear on book:

Are you the author, editor, co-author, or co-editor?

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### PERSONAL PROFILE

Full Name:

Date of Birth:

Place of Birth:

(The Library of Congress requires the author's date of birth to distinguish between authors with the same name. This information will appear only in the Library of Congress records.) This information is confidential and will not be given to anyone without prior permission from you.

Citizenship:

Home Street Address:

Mailing Address (P.O. Box):

Home Telephone Number:

Office Address:

Title/Affiliation:

Office Telephone Number:

Fax:

E-mail Address:

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### CURRICULUM VITAE

Please attach a current curriculum vitae along with any other information you consider pertinent to this project.

We often find it helpful to have **glossy, black-and-white photographs** on hand of our authors. If you have one available, we would appreciate receiving one.

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### INFORMATION ABOUT YOUR BOOK

1. Succinctly describe your book's scope and purpose in: a) a sentence; b) a paragraph; c) a page (200-300 words). This will help us prepare catalog copy, cover copy, and promotional material for your book.

2. What is unique or different about your book that we can/should use as sales bullets? In at least three, separate, brief statements (ten to twelve words each), please list the most important points to stress about the content of your book.

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### **BLURBERS**

3. When promoting a book it is helpful to have advance comments from other writers, scholars, colleagues, and opinion-makers in your field. Please list names and COMPLETE, up-to-date mailing and e-mail addresses for those from whom you would like us to solicit blurbs. If you already have endorsements for this book, please attach them to this form.

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### **MARKET PROFILE**

4. For whom is this book written?

5. Which academic/professional groups will it appeal to?

6. Which non-academic/professional groups will it appeal to?

7. Do you know of any books that compete with yours? If so, please list the author, title, year of publication, and publisher for each book and tell us how your book differs.

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### **PROMOTION INFORMATION**

8. Please list the journals/magazines that should receive a review copy of your book or a press release. Please list these in order of priority.

9. As a supplement to our standard list, please provide the names and address (phone number and e-mail, too, if available) of your local institution's public relations representative, local newspapers, regional magazines, and radio and TV stations that should receive a press release announcing the publication of your book.

10. Please list domestic journals/magazines in which it would be appropriate to place advertisements to reach your primary audience.

11. Please list domestic meetings/conferences where we should exhibit your book. Indicate those where you will be speaking, and those you regularly attend.

## **Electronic Promotion and Publicity**

12. Please list any electronic mailing lists, Usenet groups, newsgroups, or WWW discussion forums to which it would be appropriate to post information about your book. Indicate whether you will post this information or whether you want UNDP to do so. If the latter, please provide an address, name of moderator, and any “netiquette” of which we should be aware.

13. Are there webpages—either of review media or institutions—that feature mentions of books to which it would be helpful to link when promoting your book? If so, please give the URLs. Also, please include any personal websites which should be linked to your book’s page on the UNDP website.

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## **AWARDS**

15. Please list any book awards for which we should nominate your book. Bearing in mind that we are limited in the number of awards for which we can submit your book, please list in order of priority and include pertinent information such as the sponsoring organization, contact name, and complete address.

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## **SALES**

16. Please indicate both the types of institutions and the courses (by level and name) we should target when promoting your book for classroom sales.

17. If applicable, please list any foreign presses you think would be good candidates for copublishing your book.

18. Please list the bookstores in your area, and include the name of a contact person (book buyer), the store’s complete address, telephone number, and Website information (if available).

Thank you for your help.

