

## MARKETING QUESTIONNAIRE FOR BOOKS

The effectiveness of our promotional efforts depends in large part on the accuracy and thoroughness with which you complete this questionnaire. We urge you to develop your replies to the extent necessary to provide us with adequate and useful information.

**PLEASE SUBMIT COMPLETED FORM WITH YOUR MANUSCRIPT TO THE EWRI MANAGER**

Corresponding  
Editor:

Address:

Telephone:

E-mail:

Book Title

1. *Please attach your abstract or describe your book in approximately 100 words.*
2. *Please emphasize unique features of your book (i.e. Why should a reader purchase your book? What are the most important benefits to the reader? How is your book is different from others?).*
3. *Who is the intended audience? Please be as specific as possible.*



10. *Please list professional journals that publish book reviews to which review copies of your book could be sent.*
11. *Will you need promotional fliers/order forms for your book to be made available at sales or publicity events? (i.e. conferences, seminars, lectures, workshops, sales conventions, etc.)*
12. *Additional comments*

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