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Promotional Questionnaire

Imperial College Press is pleased to be associated with the publication of your book. As the author, you are the best source of information about yourself and your book. The information provided in this questionnaire will form the basis of the material for the promotion of your book. It is therefore very important that you be as detailed and thorough as possible in completing this form.

This Promotional Questionnaire will complement and supplement the Publication Proposal Form (PPF) that you may or may not have sent us earlier. If information here duplicates that in the PPF and is still applicable, you may indicate with "Refer to PPF". Please attach additional sheets if you need more space.

Working/ Tentative Title of the Book:

Subtitle:

Estimated total no. of pages : _____

Estimated no. of colour pages : _____

Estimated manuscript submission date : _____(mm/yyyy)

Keywords associated with your book (used in search purposes)

Promotional Questionnaire

1. Author Information

Name	
Designation & Affiliation	
Email	
Tel (O/H/Cell)	
Fax	
URL	
Mailing Address	

* Pls use additional box if more than one author

Please provide a short CV of yourself and your co-author (if any).

2. Book Information

2.1. Describe the aim and scope of the book. See [Appendix A](#) for examples.

2.2. Explain why the book is important in the field or market. Feel free to elaborate on the value it can provide to the readers.

2.3. Describe 3 key selling points of your book (e.g., how it differs from competing titles; unique treatment of certain topics; new edition/material; prominent authors or contributors).

2.4. Contents. See [Appendix B](#) for examples.

Promotional Questionnaire

2.5. Type of Book

	Textbook/ Lecture Notes		Monograph		Review Volume
	Handbook		Reprint Volume		Study Guide
	Proceedings		General		Others (pls specify)

Textbook: any book that is used as recommended reading for a course. **Monograph:** research-level book, not suitable for courses since its contents are too advanced/assume expert-level knowledge. **Review Volume:** a research-level book in which each chapter is written by named contributors. **Handbook:** a type of reference work, or other collection of instructions, that is intended to provide ready reference. **Reprint Volume:** a collection of published papers on a particular topic, or by an author. **Study Guide:** a book containing notes and information about a particular course or topic, often used by students or those who do not have time to read the text itself. **Proceedings:** a collection of papers from a conference.

2.6. For Proceedings Only

2.6.1. Conference details

Name	
Venue	
Dates	
Organizer	
URL	

3. Target Audience

3.1. Readership. See [Appendix C](#) for example.

	Student		Professional
	General Public		Others (pls specify)

3.2. Level

	Undergraduate		Graduate		Research
	General		Others (pls specify)		

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4. Subject Classification

What subject classification would you categorize your book under? Pls list them in ranked order of importance. You can refer to the subject classification listed on [Appendix D](#) for reference if you are unsure.

Rank	Subject Classification (one subject per box)
1	
2	
3	
4	
5	

5. Academic or Professional societies that are/would be interested in buying your book

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

6. Events (e.g. Conferences, Seminars, Workshops) where your book could be promoted

Event	Date & Venue

7. Experts/ Field Specialists/ Individuals who are/would be interested in reviewing your book

Name	Contact Information

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8. Periodicals that are/would be interested in reviewing your book

Periodical	Book Review Editor	Mailing Address/ Email

9. Mailing Lists

Please provide mailing lists (be it personal, membership & business lists; web sites; blogs, etc) that we can use to promote your book.

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10. Competing Titles

Author	Title / Edition	Publication Date	Publisher	Price

Signature : _____

Date : _____

Thank you for taking the time and effort to complete this questionnaire.