Amsterdam University Press

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Dear Author/Editor,

We are looking forward to publishing your book and now that it is has gone into production, marketing is also actively underway.

This Author and Marketing Questionnaire will inform our marketing plan; it is designed to ask for information specific to your book and its market. Your specialist knowledge is invaluable in helping us to internationally promote your book as successfully as possible.

The information that you provide in this questionnaire is held securely and any marketing information is used solely for the purpose of communicating about the activities of your book and Amsterdam University Press.

The questionnaire also ensures that your author/editor copies and any complimentary permission copies are processed efficiently and correctly. Therefore, please complete this form and return it by email to l.dove@aup.nl as soon as possible.

Any additional suggestions are welcome.

Thank you for your help,

AUP Marketing Department

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Your book will be published approximately 4-6 months after the copyediting starts. The AUP Desk Editing Department will provide you with a detailed timetable, so that you know when the book is scheduled for publication. Given this prospective timetable, please supply the private (not institutional) address(es) to which the number of complimentary copies specified in your contract should be sent.

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# Scholarly Reviews (Journals or Newspapers)

Please list below a dozen key, relevant scholarly journals or newspapers which accept reviews and publish reviews, complete with their website address and the name/email of the reviews editor if appropriate. We will send them book information and invite them to inspect a review copy of your book.

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# Online Marketing and Social Networking

One of the most effective ways to promote your book is through social media. We at AUP are committed to connecting online with our authors and editors, as well as with institutions, societies, journals, press and other publishers, helping our mission to ensure your work reaches an international audience.

We highly recommend that you to establish a Twitter account, and encourage that you consider creating a professional Facebook page, or blog, and update them regularly with news, links, and original content related to your book and your ongoing research in the field.

If you already active on social media please share your details below so we can follow you and include you in our social media marketing efforts:

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Please list important Twitter talking heads or blogs/bloggers so that we can follow them and reach out for promotional opportunities.

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Please indicate whether your book could be recommended as a course textbook, for which course, and at what educational level. Name any scholars (including email addresses) we could ask to consider your book for course adoption.

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# Conferences, Travel & Lecture Plans

If you plan to attend a conference in the near future and think AUP might be able to provide marketing support, please get in touch with our marketing department. Please list dates, locations and organisers’ websites of relevant international and local conferences in the next 12 months.

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Do you have professional travel or lecture plans specific to the publication of your book? Please specify further.

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Please include details of your institution’s librarian and the contact details of your department’s administrative/marketing team who are responsible for social media channels, newsletters, blog and website updates, so that we can keep them updated with your publication.

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