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 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.

Any additional suggestions are welcome.

Thank you for your help,

AUP Marketing Department

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# Scholarly Reviews

Please list below ten key, relevant scholarly journals which accept reviews and publish reviews, complete with the name/email of the book reviews editor or editor-in-chief. Please note we do not send unsolicited review copies. We will first contact the journal with book information and invite them to receive a review copy. Please refer to our review copy policy for more information: <https://www.aup.nl/en/sales/review-or-inspection-copy>.

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# Publicity Notices

Please list below as many relevant societies, organisations and websites as you like, complete with their website & email address. These will receive digital new title information.

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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. Please refer to our Social Media Marketing pack for more information: <https://www.aup.nl/en/publish/marketing>.

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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# Course Adoptions

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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| **Institution** | **Course** | **Educational level** | **Name scholar** | **Email address** |
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# Conferences, Travel & Lecture Plans

Last year, the majority of conferences were either cancelled, postponed or transitioned to virtual environments. In 2021, this trend continues and we are anticipating that most conferences will continue in a virtual format. AUP are committed to join virtual conferences and book exhibits where we can. If you have any virtual events planned for your book or plan to attend any virtual conferences, please list the dates and organiser’s websites in the table below.

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| **Event** | **Website** | **Date** |
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# Your Library and Institution

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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