

HKUP Marketing Information Form

Please return this form to uppub@hku.hk before the specified date, thank you very much.

Start of Block: Main Title

Q1 Book title:

Q2 Title translation in Chinese, if available. (For publicity and metadata purposes)

Q3 Could we release your contact information to interested parties, for example reviewers and media interviews?

- Yes
- No
- Email only

Q4 Do you have a homepage? If so, what is the URL?

Q5 Would you like us to include a link to your homepage from our web / online catalog, and vice versa?

- Yes, link my homepage URL to the HKUP website and catalog
- Yes, I will put the HKUP book page URL on my homepage
- No, do not link my homepage URL to the HKUP website and catalog
- No, I won't be putting the HKUP book page URL on my homepage

End of Block: Main Title

Start of Block: Marketing Points

Q6. Please list three to five names of your preferred endorsers, their respective institutions or organizations, and emails if available. We will invite the **first two** for a 50-word quote, and work down the list should any of them are unavailable. The endorsements will appear on the back cover of the book.

Kindly let us know at the end of this survey if you prefer to invite the endorsers personally and submit the quotes to us for editing and styling, thank you.

Potential endorser #1 _____
Potential endorser #2 _____
Potential endorser #3 (optional) _____
Potential endorser #4 (optional) _____
Potential endorser #5 (optional) _____

Q7 Please provide a paragraph which includes 2 - 5 sales / marketing points of the book. This is crucial to market the book to booksellers.

End of Block: Marketing Points

Start of Block: Market

Q8 Please list the reasons that make your book of interest to the international market, especially in:

USA _____
UK _____
Asia _____
Other countries _____

End of Block: Market

Start of Block: Reviews

Q9 Please list the 10 most important periodicals, preferably with some from North America while including international scholarly journals, for review of your book.

For Scholarly Journals, please also indicate the territory source of the journals, like USA, UK, Australia, etc.

For Trade Journals, these refer to general media such as newspapers and popular magazines if your book will be of interest to the general market. If you have contacts in the media, please list their names, organizations, addresses, and telephone numbers.

Scholarly Journal 1 _____
Scholarly Journal 2 _____
Scholarly Journal 3 _____
Scholarly Journal 4 _____
Scholarly Journal 5 _____
Scholarly Journal 6 _____

Trade Journal 1 _____
Trade Journal 2 _____
Trade Journal 3 _____
Trade Journal 4 _____

End of Block: Reviews

Start of Block: Comparable/Competing Books

Q10 Are there other publications which are comparable or competitive with your book?

End of Block: Comparable/Competing Books

Start of Block: Award or Prize

Q11 Are there any awards or prizes for which your book may be suitable?

Please list their names and organizations.

End of Block: Award or Prize

Start of Block: Promotion/Publicity

Q12 Please list the two most important academic/professional associations or groups who would be interested in this book.

1 _____
2 _____

Q13 Are there any relevant conferences where you may be giving talks and that you would like to see some publicity for the book?

Please provide the name of the conference, dates, venue, and organizer's contact information.

Q14 Are you a subscriber of [H-Net](#) (a platform for authors to post announcements)?

Yes

No

End of Block: Promotion/Publicity

Start of Block: Textbook Adoption

Q15 If the book is appropriate for textbook adoption, please list the course names, **course codes***, and level (e.g. ug / pgt) that are currently being run by institutions or schools.

*required

End of Block: Textbook Adoption

Start of Block: Remarks

Q16 Supporting marketing material – please attach a high-resolution portrait photo in your email reply. (>1 MB / over one megabytes)

Q17 Any other comments or plans that you may have, please let us know here.

End of Block: Remarks

End of HKUP Marketing Information Form | Thank You