# Hong Kong University Press

**Marketing Information Form**

Please complete and return this form to your editor and to Marketing Department at upweb@hku.hk before (date to insert)

(Title of Book)

(Author/Editor Name)

Please suggest a Chinese translation of your book's title that we can use in our marketing activities as needed.

Title of translation:

May we release your contact information to interested parties, eg. reviewers, media interview?

\_\_\_ Yes \_\_\_ No \_\_\_ Email only

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

Would you like us to include links to your homepage from our web/online catalog? Or would you provide a link on your home page so that people can go from your page to order the book on our site?

**Description of the Manuscript**

1. Please provide in no more than 200 words to describe what is most important about the book, emphasizing its contribution to its field, main areas covered by the book, and a paragraph that defines the readership of the book. This important description will help us in writing catalog and book cover copy and all promotional material.

2. Please provide in no more than 30 words about yourself for the author's profile. This will appear on the book back cover.

3. A paragraph which includes 2-5 sales/marketing points of the book (This is crucial to market the book to booksellers)

**Market**

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

* The USA
* The UK
* The PRC
* Other countries

**Reviews**

Please list the 10 most important periodicals, preferably some from North American and including international scholarly journals, for review of your book.

*- 6 Scholarly Journals (pls. also indicate the territory source of the journals, like USA, UK, Australia, etc.)*

*- 4 Trade Journal*s *(general media such as newspapers, popular magazines etc)* If you have contacts in the media, please list their names, and for each give their organization, address and telephone number.

**Comparable/ Competing Books**

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

**Award or Prize**

Are there any awards or prizes for which your book may be suitable? Please list names and organizations.

**Promotion/Publicity**

1. Please list the two most important academic/professional associations in the field.
2. Please provide information about any relevant conferences where you may be giving talks and where you would like to see some publicity for the book. Please provide the name of conference, dates, venue, and organizer's contact information.

**Textbook Adoption**

If the book is appropriate for text adoption, please list the names and level of specific courses.

~ THANK YOU ~