



University of Nairobi Press

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University of Nairobi
University Way, 3rd Floor - JKML Building
P.O. Box 30197
NAIROBI – 00100, Kenya

Phone: (+254-20) 3318262 Ext. 28581
Direct: (+254-20) 2314316
Cell: 0726610570 / 0733201010
E-mail: nup@uonbi.ac.ke

uonpress.uonbi.ac.ke

Author's Questionnaire

Introduction

Your *Author's Questionnaire* helps us sell your book. It is used by our editors as a source of information concerning the specifics of your book. It is used by our marketing staff as a major source of salesmen's product information sheets and for advertising planning, it is used by our publicity staff to gain exposure for your book in the appropriate media; it is used by our direct mail division to search for sales areas outside the primary market.

It is important that these personnel clearly understand the specialised information in your book quickly and easily. Therefore, simplicity of statement is your best guideline.

Please fill in the questionnaire carefully (*please type*) and return it within two weeks so that we can prepare the promotion plans.

A – Author’s Information

Your name:

Your position and affiliation:

Your nationality (for copyright purposes only):

Date this questionnaire was completed:

B – Facts about Your Book

Full title:

Subtitle:

Author(s) or Editor(s) (as the names will appear on the cover):

If your book forms a part of a series, please indicate name of series and editor(s):

C – Author’s Biography

(If you have a biographical release which gives the information we need, please attach)

1. Your academic and professional record (include honorary degree)

<i>Degree Subject Area</i>	<i>College/University</i>	<i>Date</i>
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<i>Recent position</i>	<i>Affiliation</i>	<i>Dates (years)</i>	
		<i>From</i>	<i>To</i>

2. Honours, offices in scientific societies, previous books, and other important biographical information.

D – The Market for Your Book

(In this section we ask you to help identify potential purchasers of your book)

1. List below the primary and fringe fields for which your book holds application and interest. Please be as specific as possible.

Primary Market:

Secondary Market(s):

2. Does your book have application as a textbook? NO / YES. As supplementary reading _____
if öYESö

(i) *Give a brief description of the course or courses for which the book was written. (If known, please indicate levels and courses).*

(ii) *Describe the level and length (semester hours) of the course.*

(iii) *Describe the type of student enrolled in the course (i.e. major field of interest, minor, etc).*

(iv) *What are the prerequisites for the course?*

(v) *Please list the most successful texts used for this course.*

3. Please list the academic and professional journals you think should receive preview copies.

4. Please list the names of any societies or organisations you wish notified of the publications of your book.

5. Please list the names and full campus addresses of your friends and associates. A special announcement of the availability of your book will be sent to the individuals you list below.

E - Subject: Matter of Your Book

1. Please furnish us with a description of your book, including what new information, ideas, or philosophy are presented. What are the benefits or values for the reader?

2. Why did you write this book? What gap in the presently available literature is your book intended to fill?

3. Give a list of features that set your book apart from others in similar fields. Please list in order of importance. Where appropriate, cite specific chapters or illustrations when listing features.

i.

ii.

iii.

iv.

v.

F – Information on the Competition

What books would compete with or are similar to yours? This information will not be used in advertisement, but your answers to these questions are invaluable to our sales staff. The better we know the competition, the easier it will be to work with your text. Please give us a detailed analysis of the most important competitors. When appropriate cite specific chapters or illustrations.

1. Competing book (title, author, publisher) and advantages and weaknesses of your book.

Strengths and weaknesses

- (a) Areas (cite chapters/illustrations) where your text is superior.

- (b) Areas (cite chapters/illustrations) where your text is not superior.

2. Competing book (title, author, publisher) and advantages and weaknesses of your book.

Strengths and weaknesses

- (a) Areas (cite chapters/illustrations) where your text is superior.

- (b) Areas (cite chapters/illustrations) where your text is not superior.

3. Competing book (title, author, publisher) and advantages and weaknesses of your book.

Strengths and weaknesses

(a) Areas (cite chapters/illustrations) where your text is superior.

(b) Areas (cite chapters/illustrations) where your text is not superior.

G – Advertising

1. Direct Mail: List professional associations or societies whose membership lists might be used for direct mail advertising.
2. If you have access to mailing lists to which promotional material on your book should be sent, please attach or advise us.
3. Journal Advertising: What are the three most influential professional journals which accept advertising and are most effective in reaching potential readers of your book?