



THOMAS SAY PUBLICATIONS IN ENTOMOLOGY

New Book Prospectus

TYPE OF SUBMISSION: ___ Memoir ___ Monograph ___ Proceedings

TITLE OF SUBMISSION:

AUTHOR(S) OR EDITOR(S) (OF SYMPOSIA):

Please include institution address of corresponding author or editor.

SIZE: Approximate number of manuscript pages (including figures): _____

SUBJECT MATTER: Please attach a brief summary or abstract of the work.

FUNDING: Are potential additional funding sources available? _____

If so, what are they? _____

MARKETING INFORMATION:

For what audience(s) is the book intended? For each target audience give the number of individuals who are involved in the topic (including professional societies and trade associations) and cite available data pertaining to any potential growth in these markets if possible. Use data that is relevant to your topic and suggest secondary markets if appropriate.

What need, problem, or interest exists in these target markets that will encourage them to purchase and read the book?

What are the most important benefits that your intended target markets will obtain from reading the book?
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Discuss a few successful titles that are among the most similar to your book. How will your book distinguish itself in the marketplace from these other titles?

What can you do to help the proposed book sell?

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