

IMPORTANT: This document is critical for our decision-making and much of the data provided will be used for marketing purposes. Please therefore complete it carefully. Thank you.

1. Title

Choose a working title that is as explicit as possible. Please be succinct and, if a book, consider jacket design and, particularly, the issue of typography and space on the spine of the book.

2. Author(s) or Editor(s)

Please detail the names, qualifications and appointments of the author(s) or the editor(s) and, if known, any other proposed contributor(s). Please also supply a summary curriculum vitae and a 100-word biography for use in promotion, for each of the editors, or the authors if it is not an edited book.

3. Aims and Scope

Why is this product needed? What is/are the unique selling point/s? Tell us about/sell us your product. This information, and more, is critical to our decision-making and will form the basis of our promotional copy and our sales information pack, distributed to representatives and the book trade.

3. Target market

State the primary group for whom the book is intended, and add any group for whom it may also be of interest. Any statistics known to you on the size of the target market will be welcomed. Would you describe it as a clinical reference or a textbook? If the latter, does it meet the needs of a specific course or module? At what level is the product targeted? (E.g. does it serve the needs of, say, the graduate student, or clinician?)

4. Table of Contents

Please list the contents (and sub-sections if they have already considered). If possible, please give a brief, single sentence synopsis for each chapter (bear in mind that customers may well wish to purchase individual chapters, so an abstract can be valuable for promotion also).

5. Extent of the Product

Providing us with the anticipated number of words or typewritten pages (using A4 or 8½x11" sheets and printed double-spaced) can help us determine production needs, formats and consider a costing for P&L.

6. Illustrations

Please give an indication of any illustrations and tables. If using color illustrations, is it necessary to incorporate these in the body of the text, or could a plate section be included? Is there any multimedia, including animations or video? Please also give consideration to your legal obligations for permissions for copyrighted materials (this applies also to text matter if you are using abstracts).

7. Competing Products

Please list titles that compete with your book, and include year of publication (including those forthcoming) and the name of the publisher. Please give a brief overview of each with a list of strengths and weaknesses, and detail how your product differs.

8. Sample Chapter

Please provide a sample chapter or a part thereof. This is important for evaluation by reviewers and editors in house.

9. Marketing Considerations

Timings can be critical for the successful launch of your product. If it is a textbook, it needs to be published in time for instructors to review, before making an adoption decision. If a clinical reference, you might consider timing the launch for a conference.

9.1. Please indicate the key individuals, societies, learned journals that may be influential in the promotion of your product.

9.2 Please list key conferences at which the product should be promoted

9.3 Please indicate institutions or companies who might potentially purchase multiple copies of your product

9.4 If yours is a new edition, please furnish any independent reviews of the current edition

10. Contact information

Please furnish name, preferred contact address, telephone and mobile phone numbers, email address and, if used, Skype address. If a multiple-authored work, we suggest that one principal contact be proffered.

Thank you for giving this document your detailed attention. As said, it is vital that we have as much marketing information to enable us to do justice to your valued work. Please email the completed document to comptonpublishing@gmail.com or mail a copy to us at the address below: