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**Marketing Brief for Paperback Editions**

We’re pleased to be publishing your book in paperback. To help us reach the widest possible audience for your book we would appreciate your input into the following areas.

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| **Title/Subtitle of your book** |
| (Need more space? Just keep typing, the boxes will expand.) |

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| **Your contact information** |
| Address, phone, and email; please include your title; if you wish, please specify your pronouns. |

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| **Your current affiliation** |
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**YOUR BOOK**

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| **Keywords: These are essential in helping readers, buyers and librarians find your book. Include 10 keywords that capture useful, relevant information that isn’t already in your title and description.** |
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| **What are the three main selling points that we should emphasize?** |

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| **Social media** |

We encourage you to use your social media accounts to promote your book. LinkedIn, Facebook and Twitter are particularly effective. We recommend you follow Boydell & Brewer on each platform that you use. We won’t post anything on your pages, but, if you wish, we will share any posts you publish about your book.

See over for details of our many social media pages.

Facebook: [ww.facebook.com/boydellandbrewer](http://www.facebook.com/boydellandbrewer)

LinkedIn: [www.linkedin.com/company/boydell-&-brewer](http://www.linkedin.com/company/boydell-%26-brewer)

Instagram: [www.instagram.com/boydellandbrewer/](http://www.instagram.com/boydellandbrewer/)

Twitter:

* Main: [www.twitter.com/boydellbrewer](http://www.twitter.com/boydellbrewer)
* Music: [www.twitter.com/boydellmusic](http://www.twitter.com/boydellmusic)
* African Studies: [www.twitter.com/Boydell\_Africa](http://www.twitter.com/Boydell_Africa)
* German Studies: [www.twitter.com/CamdenHseBooks](http://www.twitter.com/CamdenHseBooks)

**If you use social media for professional purposes, please provide your handle so that we can tag you in our posts:**

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| Twitter:Instagram:LinkedIn:Do you maintain a website to which you’d like us to link your book? If so, please provide the URL here: |

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| **Newsletters** |

We regularly publish two popular e-newsletters: *The Medieval Herald* and *The African Griot*. They offer in-depth articles on our books and a discount to subscribers.

* If you would like to subscribe, please click [here](http://www.boydellandbrewer.com/newsletter-signup/).
* If you would like to contribute an article about your book, please put an X next to the relevant newsletter:

\_\_ *Medieval Herald* (medieval studies)

\_\_ *African Griot* (African studies)

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| **Our blog, *Proofed*** |

***Proofed*** is our blog at <https://boydellandbrewer.com/blog/>

We encourage authors and editors to contribute short articles that look at what led them to the subject of their book, how they researched it, what were the most interesting or surprising findings, what they hope readers will

take from the work or, now the book is in paperback, your thoughts on its reception to date. Articles need only be 500-750 words long and can be quite informal in tone.

**Would you like to contribute? \_\_\_\_ NO / \_\_\_\_ YES** (we will email you a reminder nearer the time and will be happy to discuss the details with you. Alternatively, you are most welcome to send your submissions or queries to marketing@boydell.co.uk / marketing@boydellusa.net)

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| **Courses with adoption potential** |

Is your book suitable for course use, either as an "essential purchase/must buy" adopted text or as supplementary "further reading"? If so, please provide the name of the course; whether for each course the book is likely to **be an "essential purchase/must buy" or "further reading";** the level (e.g. undergraduate, postgraduate, etc)**; and the approximate number of students in each course.**

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| **Name of Course(s):** | **(Delete as applicable)** | **Course Level** | **Approx # of Students:** |
|  | Essential/Supplemental |  |  |
|  | Essential/Supplemental |  |  |
|  | Essential/Supplemental |  |  |
|  | Essential/Supplemental |  |  |
|  | Essential/Supplemental |  |  |
|  | Essential/Supplemental |  |  |

Please provide the names of any universities (if possible with their addresses or web sites) and named teachers who are teaching the above course(s):

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| --- | --- | --- | --- | --- | --- |
| University  | Tutor | Address | City, State, Zip | Country | E-mail |
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| **Important dates or anniversaries** |
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| **Other** |

Is there anything we haven’t covered? Feel free to list any other suggestions or ideas that will help us promote your book.

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| **News and offers** |

May we send you occasional e-mails alerting you to new publications, special offers, book sales, etc.? \_\_\_YES \_\_\_NO