**The MIT Press**

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Please answer questions as thoroughly as possible. Closer to the publication date, we will send you the Marketing Questionnaire (MQ) to complete. We appreciate your suggestions and look forward to working with you on your book.

***PLEASE RETURN THIS QUESTIONNAIRE WITH SUBMISSION OF YOUR FINAL MANUSCRIPT. WE CANNOT MOVE YOUR MANUSCRIPT INTO PRODUCTION WITHOUT IT.***

***AUTHOR INFORMATION***

We ask for this information because we care about respecting your name, [pronouns](https://uwm.edu/lgbtrc/support/gender-pronouns/#a2), and [accessibility needs](https://en.wikipedia.org/wiki/Accessibility). Please feel free to answer as many (or as few) of the questions below as you wish. If any of this information changes, please let us know.

**Your name as you would like to appear in print:**

**Your legal name, if different:**

**Should your surname come first or last?**

**Preferred salutation (Dr., Professor, Ms.):**

**Preferred name to be used for informal correspondence:**

**How do you pronounce your name?**

**The MIT Press recognizes and values nonbinary and binary pronouns. What gender pronouns should we use to refer to you?**

**While the majority of our correspondence with you will occur over email, we may from time to time reach out via another method. Please let us know if you have any accessibility needs that we should keep in mind.**

***REQUIRED CONTACT INFORMATION***

**E-mail address (work and personal):**

**Home address and phone number:**

**Work address and phone number**:

**Website:**

**Social Media Handles:**

**Please provide the following ID codes if you have them**

ORCID ID:

ISNI (International Standard Name Identifier):

**Hometown.** Let us know what you consider to be your hometown, especially if it differs from your current home address.

**INFORMATION REQUESTED BY THE COPYRIGHT OFFICE**

* **Date of birth (can leave blank):**
* **Nationality (can leave blank):**
* **Legal address (if different from above):**

**Your present TITLE and POSITION:**

**Are you an MIT faculty member or affiliate? Y\_\_\_\_\_\_\_ N\_\_\_\_\_\_\_**

**Are you an MIT graduate? Y\_\_\_\_\_\_\_ N\_\_\_\_\_\_\_\_\_\_**

 **If yes, please list your degrees and years**

**Please attach an up-to-date *curriculum vita* or *resumé*.**

**Brief Bio.** In addition to your CV or resumé, please include a brief written bio (2-4 sentences). This can include current and prior affiliations, previous books, areas of research, or any other notable biographical information.

**Positioning Quotes**: Include any media quotations about you or blurbs from leaders in your field. These should not be quotations referring directly to specific works, but rather statements demonstrating your expertise.

***ABOUT THE BOOK***

**TITLE (or tentative title) of your book AS IT IS TO APPEAR IN PRINT:**

**Description. It’s important to share with us a description of your book that can serve as a starting point for developing marketing copy. Please describe your book in 250-300 words**.In describing your book, please consider subject, contents, scope, and/or intent. What makes your book unique? Does it fill any special needs? Are there particular contents or angles we can use to market the book worldwide?

**Main theme.** For lack of space we sometimes need to describe your book in a single sentence. What is the shortest statement you can make that aptly expresses its scope and theme?

**What does the title mean?** Your book’s title should provide insight into its content along with specific phrases or terms that connect with your audience. Please explain your choice of title and clearly define any technical terms used.

**Audience.** Who will read this book? For whom is it written? Would you characterize this audience as a global one, or are your likely readers concentrated in particular areas of the world?

**Competition with other books.** Please provide titles and dates of publication of any recently published or soon to be published books that reviewers, booksellers, or your colleagues might think of as **competing** or **comparable** with yours. What makes your book different/unique/better than these titles? This information will help us position your book.

**Three key selling points.** What are the major sales handles you would identify for this book? These should speak directly to the book’s content, offer details about its authors, and/or identify the book’s relationship to its discipline or research community.

1.

2.

3.

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**Keywords.** Keywords are important for increasing discoverability. In selecting keywords, try to think like the reader and consider what search terms the audience for this book would use. They should be relevant to the book (avoid misleading terms). Avoid long phrases and special characters like “&” and “%”. List keywords separated by a semicolon and a space.

**Previously Published Material.** Has any material from the book been previously published (either in part or in total)? If so, please provide the publication details. If the book is based on a dissertation, please provide the title of your dissertation.

***PRODUCTION NOTES***

**Notes for Copyeditor.** Is there anything that you would like the copyeditor who works on your book to know? Are there particular conventions you would like us to follow for specialized terms or non-English languages that might appear in your book? Are there political or cultural concerns that the copyeditor should be aware of?

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What are the dates of any conferences or events for which you would like the book to be available? Knowing this will help us to accommodate schedule concerns, though the particular schedule for your book will depend on many factors including the book’s length and complexity. Once the manuscript is in production, your acquisitions editor will be able to share a preliminary schedule with you.

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2. Do you have any specific images, objects, or styles in mind that would best convey this concept?
3. What would you like readers to think or feel when seeing the cover?
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