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*PLEASE NOTE: The information requested on this page may be duplicated on your vitae. If you are including a current copy of your vitae, these may be left blank.*

**Education.** Please list college, concentrations, degrees (with dates) and honors.

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**Other biographical information.** Any notable information that may help fill out the picture such as place of birth, principal foreign countries lived in, etc.

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## ***ABOUT THE BOOK***

**Description.** In describing your book, please cover these areas: SUBJECT, CONTENTS, SCOPE, INTENT. What makes your book unique? Does it fill any special needs?

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

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As schedules rarely allow for individual consultation between designers and authors, our Design Department will take your ideas into consideration before embarking upon the design process. To help our design team focus its efforts, please take some time to answer the following questions posed by our designers. Based on your response, we will do our very best to create a cover design which embodies the basic concept of your book, appeals to the target audience for this title, and upholds our standard for excellence in book design.

1. If there were only ONE key concept about the book that the cover should convey, what would that be? Please explain in one or two sentences.

2. Do you have any specific objects or styles in mind that would best convey this concept?

3. What would you like the viewer to think or feel when they see the cover?

4. Do you have any general likes or dislikes concerning colors, images, symbols, typography, etc.?

## ***SELLING YOUR BOOK***

**List 3 selling points.** Selling points are key handles for a book. They speak directly to the book's content, details about the author, and the book's relationship to its particular discipline or research community.

1.

2.

3.

**Advertising.** Please list magazines and scholarly journals where notice of your book might be especially effective.

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