

(Acq ed:\_\_\_\_)

## **The University of Michigan Press Author Information Form**

We are delighted that you have chosen to publish your manuscript with the University of Michigan Press. We look forward to working closely with you as we proceed through the publishing process.

Our first matter of business in this process is to ask you for information that will be used to assign an ISBN number to your book, to enter your title information into our database, to start to plan the marketing for your book, to catalog your book in the Library of Congress, and to register the copyright. This information will be used primarily by the Editorial, Production, and Business departments of the Press. The Marketing Department will be sending you a form at a later date that deals specifically with the marketing of your book.

Please complete this form and return it to us as quickly as possible.

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### **PERSONAL INFORMATION**

Full name (first, middle, last):

Name as you would like it on the book:

Tentative title of the book:

Date (month/day/year) and place of birth (for Library of Congress forms):

Home address, including zip code  
(please do not list a P.O. box number)

Office address, including zip code  
(if at a university, please include a street  
address for your department)

Home telephone number:

Office telephone number:

Fax number:

E-mail address:

Do you wish correspondence to be sent to your home rather than your office?

May we release your home number to interested parties, e.g., book reviewers?

May we release your e-mail address to interested parties, e.g., book reviewers?

Do you have a professional homepage? If so, what is the URL?

Travel schedule over the next year:

#### PROFESSIONAL INFORMATION

Current position (as you would like it to read on promotional materials for the book):

Former positions:

Colleges and universities attended, with degrees, dates, and honors:

Professional awards, honors, and other citations:

Books published:

<u>Title</u>	<u>Publisher</u>	<u>Year</u>
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#### ADVANCE PROMOTIONAL INFORMATION – CAN BE TYPED SEPARATELY AND ATTACHED

Please describe your book in 300 to 500 words. Reading a description is the way most people will first encounter your book; therefore, we invite you, as the person who best knows your work and its intended audience, to craft a descriptive essay that will appeal to a diverse readership of academics, teachers,

librarians, booksellers, editors, and others. We suggest that you begin with a summary sentence or two that describe your book in a succinct and interesting manner. We then ask that you develop the basic themes from these sentences into four distinct paragraphs, each of which explains your book to one of four specific audiences, defined below. Please keep in mind that these readerships will not share a uniformly complex understanding of your subject matter. Finally, in order to increase the likelihood of your book being located by web searches, we ask that you please use item 6 below to list ten keywords or phrases that are closely associated with your work (e.g., “finance, economics, interest rate, exchange, currency, speculation”). We will use these words in our web copy and other online materials, in order to ensure that your book is as findable as possible online.

1. Summary sentence (or two):
2. An introductory paragraph to interest the nonspecialist, the general reader, the librarian, or the bookseller in the general subject.
3. A second factual and informative paragraph that expands the first by describing the main items or areas covered by the book. What is unique about your book? Illustrations, organization, theories....
4. A paragraph addressed to the specialist that illustrates the main findings or concepts and the originality of the research or method.
5. A paragraph that indicates to librarians and booksellers how this book relates to your discipline as well as other disciplines, and what the readership of this book is.
6. In an effort to enhance your book’s presence on the Web and its ability to be found by using various search engines such as Google, please provide a list of ten keywords and/or phrases that describe your book.

Your book may become part of our twice-yearly rights list, a compilation of book descriptions sent to foreign-language, British, and other English-language publishers outside of North America, with the intent of selling translation and/or distribution rights. Please note any information that may assist us in interesting these presses in your book.

Please list three to five people, and their affiliations, whom we could approach for a promotional statement. They should be chosen to represent the book to the different reader groups you hope to attract to your work.

While our marketing and design team will make the final decisions, we welcome any thoughts you have for your cover – images you would like us to consider, particular elements you'd like us to avoid, or any types of designs you've seen recently that you find particularly compelling.

Thank you for your cooperation. We will endeavor to make your publishing experience with the University of Michigan Press a rewarding one.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_