**Author’s Questionnaire**

Dear author,

Your answers to the following questions will help us to promote your book and to develop text for the book cover, product website, press releases, flyers, and catalogues. If you require more space to answer any questions, please attach additional sheets.

Please return the completed questionnaire as soon as possible upon receipt. TSI Press may contact you in the near future regarding the rewording of certain responses in the AQ in order to optimize the marketability of your title. Your assistance is greatly appreciated.

Contents of this document:

Part 1 **General Information**

1.1 Title page information

1.2 Author’s personal details

1.3 Mailing address for proofs and complimentary copies

1.4 Additional points of attention

Part 2 **Book Information**

2.1 Promotional texts

2.2 Contributors

2.3 Readership

2.4 Keywords

2.5 Classification

Part 3 **Market Information**

3.1 Review copies

3.2 Societies and associations

3.3 Discussion lists, listservs, websites

3.4 Exhibitions, conferences, speaking engagements

3.5 Book prizes

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**Part 1. General Information**

**1.1 Title page information**

Please provide the following information exactly as you wish it to appear on the cover and title pages of your book. When choosing a main title and subtitle, keep in mind that title information is key to the sales success of a book, its ‘discoverability’ online and in library catalogues. We ask that you abide by the following basic rules:

* The main title of your book must be *descriptive*, clear and concise. Avoid very long and literary titles.
* When thinking of a title, imagine which terms/keywords are the most important for researchers and librarians who may be interested in your book. If at all possible, it’s best to include these terms (e.g. important names, government period, geographical area, essential concepts etc.) in the title and subtitle of your work.
* Only the first 65 characters (including spaces) will be shown in Google. So use the most important words within the first 65 characters.
* Do not put the main information about the book in the subtitle. The subtitle is meant to complement the main title. If the main title is too long, you may consider splitting it up into a main title and subtitle.

EXAMPLE (main title/subtitle)

A New Biography of Mao Tu : Life and Times of a Mongolian Warlord

Your Book’s Title:

Your Book’s Subtitle:

Name(s) of the author(s)/editor(s). In case of a multi-authored/edited volume, please list them in the order you wish them to appear on the cover and title pages:

Please check relevant box:  Author(s)  Editor(s)

In case of a multi-authored/edited volume, please indicate which person is the primary contact:

**1.2 Author’s personal details**

*Author 1:*

First Name(s): Initials:

Last Name:

Affiliation:

Academic title (if applicable):

Address:

Street City, state, postal code:

Country:

Telephone: Fax:

E-mail:

Nationality:

*Author 2:*

First Name(s): Initials:

Last Name:

Affiliation:

Academic title (if applicable):

Address:

Street City, state, postal code:

Country:

Telephone: Fax:

E-mail:

Nationality:

*Author 3:*

First Name(s): Initials:

Last Name:

Affiliation:

Academic title (if applicable):

Address:

Street City, state, postal code:

Country:

Telephone: Fax:

E-mail:

Nationality:

**1.3 Mailing addresses for proofs and complimentary copies**

Please indicate an address where mail should be sent during the next 12 months:

* Same address(es) as above
* From/period to/period please send materials to:

Name:

Address:

Street:

City, state, postal code:

Country:

Telephone: Fax:

E-mail:

**In case of an edited volume**, please list the names, full addresses, and email addresses *(all three are mandatory)* of all contributors:

*Contributor 1:*

Name:

(Affiliation & title, if applicable)

Address:

Street:

City, state, postal code:

Country:

Telephone: Fax:

E-mail:

*Contributor 2:*

Name:

(Affiliation & title, if applicable)

Address:

Street:

City, state, postal code:

Country:

Telephone: Fax:

E-mail:

*Contributor 3:*

Name:

(Affiliation & title, if applicable)

Address:

Street:

City, state, postal code:

Country:

Telephone: Fax:

E-mail:

*Contributor 4:*

Name:

(Affiliation & title, if applicable)

Address:

Street:

City, state, postal code:

Country:

Telephone: Fax:

E-mail:

**1.4 Additional points of attention**

If you have not yet discussed the following points with your contact at TSI Press—and **if any of them are applicable to your manuscript** —please do so at your earliest convenience to allow for timely manuscript submission and a smooth production process of your book:

* **Indexing**: please make sure you have discussed arrangements concerning the index/indices with your TSI Press contact before submitting the manuscript.
* **Illustrations**: please make sure that your illustrations are submitted in the format suggested on our website **Transformativestudies.org**, and that permissions for reproduction of the illustrations have been secured.
* **Cover illustration**: please provide us with a relevant illustration for the cover of your book, preferably along with your manuscript, and secure permission to reproduce it.
* **Acknowledgements**: please make sure that TSI Press is fully aware of any acknowledgements other than those included in the Acknowledgements proper (e.g. subsidies, cover illustration, etc.).
* **Page proof corrections**: manuscripts submitted for publication will be considered complete and final
* (i.e. copy-edited for language, style, consistency, etc.). Therefore, alterations and corrections, as distinguished from typesetting errors, are generally not permitted; a small number may be allowed if they do not upset page layout unduly or cause extreme overrun, but the publisher reserves the right to charge you for the additional costs and delays incurred.
* **Page proofs for contributors**: if contributors to edited volumes are to receive page proofs, please make sure to mention this to your TSI Press contact and to provide current address data for all contributors (see 1.3 above).

**Part 2. Book Information**

Please provide promotional texts in English. Kindly arrange for your text to be checked by a native speaker before submitting them to TSI Press; they will be used for the book cover and other promotional material (on our website, in brochures, catalogues, flyers, and advertisements).

Just like the title of a book, effective promotional text can help to boost sales and the web visibility of a title. Please make sure to stick to the following guidelines:

* Try to write a clear and concise text, which is interesting and easy to understand also for non­specialists.
* The first 50-80 words of the long text are most important. There must be a clear link to the title of the book and to the main themes (geography, persons, events, etc.).
* Keep the following questions in mind when writing the long text: Why will your book make an impact? What important questions are being dealt with? What makes you most proud of the book?
* Make sure to mention the name of the author(s) in the long text as well as any important keywords that are likely to attract the attention of the intended readership and which are not included in the title.
* Please repeat important keywords, the title of your book and the author’s/editor’s name where appropriate.
* Paraphrase your long text in the short text as much as possible.

**2.1. Promotional texts**

**2.1.1. Long text**

The long text should consist of **NO MORE THAN 120 WORDS**. Please note that any text exceeding this amount will be shortened. Try not to begin with ‘This book, this volume...’.

Describe: I. Topic of the book II. Contents III. Particular relevance

EXAMPLE

In *A New Biography of Mao Tu* Mikael Stevens offers an account of the life and times of the Mongolian warlord Mao Tu, founder of the Five Kingdoms state of Pei. Commonly portrayed as cruel and vicious, he appears here as a fine strategist and politician who restored some order after the end of the Pan dynasty.

The romantic tradition of the novel *Ting Tang* depicts Mao Tu as a bad character. Making use of historical materials and the man's own words from official proclamations and personal poetry, Mikael Stevens convincingly proves that these texts provide sufficient information to arrive at an interpretation of quite a different character than tradition has it.

Long text in **English:**

**2.1.2. Short text**

Consisting of **NO MORE THAN 40 WORDS**, this text should be a very concise description of the book's essential contents.

EXAMPLE

In *Unstoppable Warlord* Mikael Stevens offers an account of the life and times of the Mongolian warlord Mao Tu, founder of the Five Kingdoms state of Pei.

Short text in **English**

**2.1.3. Curriculum Vitae**

Please provide a brief curriculum vitae, including brief details of education (date and place of Ph.D., if any), current position and most recent (or most important) publications. **PLEASE DO NOT USE MORE THAN 40 WORDS AND DO NOT SEND YOUR STANDARD FULL-SIZE CV**.

EXAMPLE

**Mikael Stevens**, Ph.D. (1969), American National University, is Professor of Asian Studies at that university. He has published monographs, translations and many articles on Mongolia, including *A Biographical Depiction of Later San to the Five Kingdoms* (TSI Press, 2014).

Curriculum Vitae in **English** – per author/editor

**2.2 Contributors**

Please list here the contributors to the volume (if applicable).

EXAMPLE

Contributors include: Alastair Hamilton, Francis Richard, Jan Schmidt, G.J. Toomer, Zur Shalev, Peter N. Miller, Charles G.D. Littleton, Hannah Neudecker, and Maurits H. van den Boogert.

**2.3 Readership**

Please describe, in **NO MORE THAN 30 WORDS**, the kind of reader for whom your book would be of immediate interest or relevance (institutes, academic libraries, public libraries, specialists, post-graduate students, undergraduate students, practitioners, educated laymen, etc.). Please indicate the relevant subjects as well.

EXAMPLE

All interested in the history of the Pan dynasty and the Five Kingdoms, and anyone concerned with Panguo yinyi *Romance of the Five Kingdoms* and traditional dramas on that theme.

Readership in **English**

**2.4 Keywords**

Please list **UP TO 10 KEYWORDS**, that describe the content of your book and are NOT already mentioned in the title or subtitle of your book or in the standard classification below.

The keywords will be used to improve the ‘discoverability’ of your title on our website and, therewith, in search engines like Google or distributors’ information systems. As a result, we ask that you try to imagine which terms researchers would choose to search on ‘Google’ or in a library catalogue when looking for a title that pertains to a certain topic. Keywords could be made up of relevant subject fields, important personalities, research periods, place, country, nationality, languages etc.

If an important keyword can be spelled in different ways, try to include as many alternative spellings as possible. Please also think of synonyms and related words.

Please note a keyword consists of ONE word only, not of multiple words, e.g. ‘Religion in Asia’ should be noted as separate keywords: Asia, Religion.

EXAMPLE (keywords to be assigned by author)

Mongolia, Pan, dynasty, history, literature, poetry, 155-220, AD, Panguo, yinyi

List of Keywords in **English:**

**2.5 Classification**

Please choose at least one of the relevant sub-categories for your work.

**CHECK NO MORE THAN FIVE BOXES**.

* Social Sciences
* Comparative Social Sciences
* Critical Pedagogy
* Critical Social Theory
* Race, Gender, and Ethnicity
* Sociology & Anthropology
* Economics & Political Science
* Global Studies & Political Economy

**Part 3. Market Information**

Each TSI Press title is marketed via:

* **A dedicated product page on Transformativestudies.org**
* **Advertising announcements throughout our publications** (including print and online ads and email announcement of
* forthcoming titles, 6 months prior to publication or less)
* **Our E-Bulletins**
* **Relevant subject-based catalog(s)** (titles are cross-promoted in other subject catalogues where
* relevant)
* **Complimentary book review offers to relevant publications**
* **Promotion at conferences**

TSI Press books may also be promoted via social media and additional print and online promotional materials.

We will also distribute the information about your book electronically through data feeds to our trade partners and online retailers. Further, many of our titles can be viewed via the “Preview” feature in Google Books.

A promotional flyer for your book may be created upon request. Please contact your publisher. We encourage you to distribute this flyer (in print or electronically) to your students, colleagues and other contacts within the book’s target audience.

Your title will appear on our website once the prices and publicity texts have been finalized. Please include a direct link on your personal webpage, institutional website (list of publications), Facebook page, Academia page and/or alternative social media networks you may use. Links to the product page from other websites improve the ranking of your title in relevant search results via search engines like Google.

**3.1 Review copies**

As TSI Press books are typically quite specific in scope, we make an effort to send complimentary review copies only after the book review editor (or Editor in Chief) of a publication confirms their interest in reviewing a title. Therefore, we contact relevant publications (including journals but also suitable blogs/websites, etc.) offering a complimentary review copy, and only ship a copy once we have heard back.

If your book is in a book series, we contact a predetermined list of print and online publications based on the series’ scope. If your book is not in a series, or you still wish to recommend relevant publications, we will use the information you provide below as a guide during the book review process.

If your TSI Press contact sends a standard review list in addition to this AQ, please tick those publications you feel would be most appropriate to review your book and add any other printed and online publications which are not listed but that you feel would be suitable.

**Indicate REVIEW JOURNAL or relevant blog of your choice**

*(Please provide address and ISSN of journal(s) to which you wish us to send a review copy)*

1.

2.

3.

4.

5.

**3.2 Societies and associations**

Please list societies or associations whose members are likely to have a special interest in your book. If possible, please provide up-to-date membership lists, lists of conference participants or other people interested in the field, or include the address and contact details of those who can provide us with this information. (Please note that only those people/organizations with full contact details will be approached.)

Name of Society Address/Website Contact Members list attached [Y/N]

1.

2.

3.

4.

5.

**3.3 Discussion lists, listservs, websites**

Discussion lists or listservs are well-known and highly used forums for scholars (and sometimes librarians). In most cases, we as a publisher are not allowed to post commercial or promotional content. Postings from the scholars themselves, however, are acceptable and generally viewed as non-commercial informative messages. We urge you to inform your colleagues in your field of your latest publication via all relevant discussion lists and/or listservs. Please inform us of such postings so that we can avoid cross-posting.

**3.4 Exhibitions, conferences, speaking engagements**

Please list the exhibitions and/or conferences you attend regularly.

Name Website Dates

1.

2.

3.

4.

5.

If you plan to attend a conference in the near future and would like us to provide marketing support, please get in touch with your contact at TSI Press, and/or request an Author’s Flyer for promotional purposes.

**3.5 Book prizes**

If you are aware of any book prizes for which your publication would be a suitable candidate, please inform us. Kindly indicate who should nominate the title for the prize(s).

Name Prize Awarded by Deadline More details

1.

2.

3.

4.

5.

*Thank you for your help!*