

# TEJ-PRASARINI

DON BOSCO COMMUNICATIONS

P. B. 16.637, Matunga, Mumbai -19

☎ (91-22) 24150680 / 65007840

📠 (91-22) 2415 0680

E-mail: tej\_dbc@vsnl.net Website: www.tejonline.com



## Book Proposal Form

### Marketing

Dear Author / Editor,

The acceptance and successful marketing of your book depends on the information you give us. **PLEASE HELP BY COMPLETING THIS QUESTIONNAIRE IN DETAIL** at your earliest possible convenience **restricting yourself to the scientific contents of your book.**

**PLEASE USE ADDITIONAL SHEETS WHEREVER NECESSARY.**

1. **TITLE (OR WORKING TITLE) OF YOUR BOOK:**

**Subtitle:**

#### ABOUT YOURSELF

2. **NAME AND ADDRESS OF EACH AUTHOR / EDITOR**

(In the order in which they should appear in the book)

a. **Name and Affiliation(s):**

Address:

Tel: (Off):

(Res):

Fax:

Email:

b. **Name and Affiliation(s):**

Address:

Tel: (Off):

(Res):

Fax:

Email:

c. **Name and Affiliation(s):**

Address:

Tel: (Off):

(Res):

Fax:

Email:

3. **FOR COPYRIGHT AND REGISTRATION PLEASE PROVIDE THE FOLLOWING INFORMATION ABOUT EACH AUTHOR / EDITOR:**

Last name

Middle name(s)

First name

Date of birth

Citizenship

a.

b.

c.

4. **PRESENT POSITION:**
5. **FORMER APPOINTMENTS/ACADEMIC:**
6. **EXPERIENCE:**
7. **PROVIDE DETAILS OF YOUR AREA OF WORK, HONORS, ETC. WHICH UNDERLINE THE USEFULNESS OF YOUR BOOK TO THE READER:**

## ABOUT THE BOOK

8. **STATUS OF MANUSCRIPT: (Please mark a ✓ TICK wherever applicable)**  
Partial  Complete
9. **WILL YOU BE ABLE TO PREPARE THE TEXT ELECTRONICALLY? IF YES, WHAT SOFTWARE WILL YOU BE USING?**
10. **WILL YOU BE ABLE TO PREPARE YOUR FIGURES ELECTRONICALLY? IF YES, WHAT SOFTWARE WILL YOU BE USING?**
11. **ESTIMATED COMPLETION DATE (If manuscript is not complete):**
12. **NUMBER OF PAGES OF TYPED MANUSCRIPT:**
13. **ESTIMATED NUMBER OF PRINTED PAGES:**
14. **NUMBER OF:** Line Drawings:  
Tables:  
Photographs: (a) Colour: (b) Black and White:
15. **CONTENTS Please give a full list (Attach separate sheets if required):**
16. **COPYRIGHT MATERIAL:** As per International Copyright law more than 50 words can not be quoted or reproduced without obtaining permission:  
a. Have you used any text or illustration from any published work in your manuscript? Yes  No   
b. If yes, please specify the title of the work, publisher and author.  
**Title of work:**  
**Author:**  
**Publisher:**  
c. Have you obtained or applied for permission to use this material? Yes  No

17. **DO YOU PLAN TO INCLUDE (Please indicate the number)**

- A. Problems: c. Case Studies:  
b. Exercises: d. Any Special Feature:

18. **AUDIENCE**

What disciplines (in order of importance) are addressed by your book?

- a.  
b.  
c.  
d.

19. **AT WHAT LEVEL THE BOOK WOULD APPEAL?**

(Please mark a  TICK wherever applicable)

- Undergraduate  Postgraduate  Professional   
Researcher  Industry  Others (specify) \_\_\_\_\_

20. **IF DESIGNED AS A TEXTBOOK PLEASE INDICATE**

- a. Course(s):  
  
b. Subject Area(s): Main:

Interdisciplinary:

21. **PREREQUISITE AND CONCURRENT COURSES (List the knowledge / skills the reader should have):**

22. **IF DESIGNED AS MONOGRAPH / REFERENCE / PROFESSIONAL BOOK (Indicate audience who may use the book):**

Subject Area(s): a. Main:

b. Interdisciplinary:

23. **WHICH OF THE FOLLOWING GROUPS OF PEOPLE ARE LIKELY TO WANT TO BUY YOUR BOOK? PLEASE INDICATE THEIR RELATIVE IMPORTANCE BY GIVING ESTIMATES IN PERCENT (TOTAL=100%).**

- Libraries (Academic/Corporate/Hospital etc) \_\_\_\_\_ %  
Practitioners / Professionals \_\_\_\_\_ %  
Scientists / Researchers \_\_\_\_\_ %  
Lecturers/Tutors \_\_\_\_\_ %  
Graduate Students \_\_\_\_\_ %  
Undergraduate Students \_\_\_\_\_ %  
Others (please specify) \_\_\_\_\_ %

TOTAL \_\_\_\_\_ 100%



26. **COMPETITIVE LITERATURE**

What other works have been published on this subject both in your country of residence and Internationally?

Title	Author / Editor	Publisher	Year of Publication	Price
a.				
b.				
c.				
d.				
e.				

27. **HOW DOES YOUR WORK DIFFER FROM COMPETING TITLES?**

(Please attach separate sheets if required)

- a.
- b.
- c.
- d.
- e.

28. **KEYWORDS FOR CATALOGUE INDEXING (MAXIMUM 5 WORDS)**

- a.
- b.
- c.
- d.
- e.

29. **BOOKSELLER SHELVING GUIDE: Where should the bookseller place your book**

(e.g. **Main Subject:** Physics **Specialization:** Optics / Lasers / etc.)

- a. **Main Subject:**
- b. **Specialization:**

30. **REVIEWS**

Indicate (in order of importance) those domestic and foreign journals you feel should receive a copy of the book for review.  
Please provide name(s) and address(es) of the editor(s) if available.

- a. Journals Published in your country of residence:

Title	Editor	Address
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- b. Journals Published Internationally:

Title	Editor	Address
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**31. SUGGESTIONS FOR PROMOTION OF YOUR BOOK TO:**

a. Congress (place/date)

b. Professional societies

c. Any other suggestions.

**DATE** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_