



**ENTOMOLOGICAL  
SOCIETY OF AMERICA**  
SHARING INSECT SCIENCE GLOBALLY

THOMAS SAY PUBLICATIONS IN ENTOMOLOGY

## **New Book Prospectus**

**TYPE OF SUBMISSION:**     Memoir     Monograph     Proceedings

**TITLE OF SUBMISSION:**

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**AUTHOR(S) OR EDITOR(S) (OF SYMPOSIA):**

Please include institution address of corresponding author or editor.

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**SIZE:** Approximate number of manuscript pages (including figures): \_\_\_\_\_

**SUBJECT MATTER:** Please attach a brief summary or abstract of the work.

**FUNDING:** Are potential additional funding sources available? \_\_\_\_\_

If so, what are they? \_\_\_\_\_

**MARKETING INFORMATION:**

For what audience(s) is the book intended? For each target audience give the number of individuals who are involved in the topic (including professional societies and trade associations) and cite available data pertaining to any potential growth in these markets if possible. Use data that is relevant to your topic and suggest secondary markets if appropriate.

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What need, problem, or interest exists in these target markets that will encourage them to purchase and read the book?

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What are the most important benefits that your intended target markets will obtain from reading the book?  
Will you be telling your readers anything they do not already know?

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Discuss a few successful titles that are among the most similar to your book. How will your book distinguish itself in the marketplace from these other titles?

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What can you do to help the proposed book sell?

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