



MAA PRESS

The Mathematical Association of America Press Book Proposal Form

Dear Author:

Thank you for your interest in publishing with MAA Press. The information we get from authors is one of the most valuable components of our marketing effort. Please submit this completed form along with a Table of Contents and at least two or three chapters to Steve Kennedy, Senior Acquisitions Editor, kennedy@maa.org.

If you have any questions, please contact Steve Kennedy.

Author(s)/Editor(s) of Work

1. Name in Full: _____

Academic/Professional Affiliation(s): _____

Address: _____

Telephone (work and/or home): _____

Email (work and/or home): _____

2. Name in Full: _____

Academic/Professional Affiliation(s): _____

Address: _____

Telephone (work and/or home): _____

Email (work and/or home): _____

3. Name in Full: _____

Academic/Professional Affiliation(s): _____

Address: _____

Telephone (work and/or home): _____

Email (work and/or home): _____

Book Information

Tentative Title:

Subtitle, if any:

Expected Manuscript Completion Date:

Purpose of Work:

Primary Audience:

Book Description (250-300 words):

Describe exactly what your book is about. Please say the most important things first. This description will form the basis for the back cover and leaflet copy. Tell us what is there about your subject, selection and organization of material, stress on special subject matter, terminology, etc., that will be useful information in advertising the book.

Non-Technical Book Description (50-100 words):

Please give us a short description of your book in simple, non-technical language, which will guide booksellers who need to know about it in sufficient detail to direct it towards the right buyers. Please say what it is about, its main purpose, its importance as you see it, and how it differs from the competitor. Don't be afraid to state what would be obvious to specialists in your subject.

Biographical Sketch(es):

Please include information on place of birth, citizenship, education, awards and honors received, professional societies of which you are a member (including information on offices you have held within them), and previous books you have written. Please do not be unduly modest. We need to have this information about you to market your book, and to get it reviewed. Can attach a current curriculum vitae.

Competitive Titles:

Please list the books you know of that will compete with your work.

Unique Selling Points:

Please describe what distinguishes your book from these competitors.

What professions or groups, other than members of the Association will be interested in your book? Include addresses of these organizations, and a contact person if possible. What other marketing opportunities can you suggest?

Course Titles for which your book might be used:

Key Words:

Please provide some key words and any special words or phrases that will improve the searchability of your book.
