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Authors: The information you provide will be reviewed by ASSP's Technical Publications Advisory Committee in their written evaluation of your proposal. Please provide all relevant information. When submitting this form, please also send a copy of your CV or resume.

Title of Book:

Subtitle (if any):

Edition: (if other than first)

Author(s):

Author Company/Position:

Address:

Phone:

Email:

Subject/Content of Book

Why to Buy. Please give a one-sentence positioning statement for your project.

Overview. Please provide a one- or two-paragraph overview of your book that would be suitable for advertising copy. What's the objective, what does it cover, how will readers benefit, who's it written for?

Content and Organization. Briefly discuss the rationale for your book's organization, subject treatment, and approach.

Special Features. Please identify the key features of your book that represent its greatest strengths or that set it apart from those already available. Please cite the benefit of these features to the reader. Be as specific as possible and cite examples that can be used in marketing and advertising. Examples of features are case studies, worksheets, study questions, interviews, etc. Benefits are the results readers get from reading the book and features.

Feature	Benefit	Examples:

Graphic Features (Please list any special graphic features of your book (e.g., tables, charts, illustrations, photographs) that will enhance your book or be of special interest.)

Specifications. How many manuscript or final book pages do you imagine the book, number of photos (if any), number of charts/tables, proposed dimensions of book, etc.

Table of Contents

Please list the outline of the book, with chapter numbers and names. Include as main headings in each chapter, if known, to give a better idea of chapter organization. Also include chapter contributors, if known.

Market

Primary Market. Please describe.

Secondary Market. Please describe.

Textbook. If this is intended to be a textbook, give a brief description of the course(s) for which this book is written, including level and length, and list the variety of applicable course names. Describe the type of student usually enrolled in the course. What prerequisites are generally required for the course?

The Competition

(Please list those books which compete directly with yours and describe their relative strengths and weaknesses. Cite as many specific examples as possible.)

Title/Edition:

Author:

Publication Date:

Strengths:

Weaknesses:

Title/Edition:

Author:

Publication Date:

Strengths:

Weaknesses:

Title/Edition:

Author:

Publication Date:

Strengths:

Weakness:

Marketing

Journal Reviews

(Please list those professional journals (electronic and print) that might review your book. We will supplement this list if necessary.)

Associations/Societies

(Please list any professional associations or societies other than ASSP whose memberships would be interested in your book. If you have special access to any of them, please note.)

Other

(Please use the space provided for additional advertising or marketing suggestions, particularly social media.)