



AHEA Book Series Proposal--2019

Cover Sheet

- 1. BOOK TITLE:**

- 2. BOOK AUTHOR(S)/EDITOR(S): FULL MAILING ADDRESS, FAX, PHONE, EMAIL:**

- 3. SERIES TITLE:** Adult Learning in Professional, Organizational, and Community Settings
- 4. SERIES EDITOR:** Joann S. Olson
- 5. 2-3 PARAGRAPH DESCRIPTION FOR MARKETING (REQUIRED):**

- 6. 5 KEY WORD SEARCH TERMS TO IDENTIFY YOUR BOOK:**

- 7. TENTATIVE TABLE OF CONTENTS:**

- 8. HOW DO YOU ENVISION THE BOOK'S COVER? WHAT IMAGE(S) WOULD YOU ENVISION?**

- 9. TARGET READERSHIP AND ADDITIONAL FIELDS OF INTEREST:**

10. ENDORSEMENTS:

Please list two prominent authorities (preferably one from the U.S. and one from Europe) in your field who might be willing to write an endorsement of your book. You will be contacted before we approach these contacts.

Name:
Title:
Address:

Name:
Title:
Address:

11. MAILING LISTS

Direct mail is the most effective way of marketing your book. Do you have any personal or other mailing lists (e.g., conference delegates' lists? Society membership lists, etc.) that we could use to promote your book?

Please list any Societies/list brokers that we could approach with a view to obtaining their mailing lists.

12. ADVERTISING

Where else do you suggest we place advertisements?

Periodical:
Publisher and address

13. CONFERENCE AND SYMPOSIA

Please list here any conferences or symposia where your book should be promoted.

| Name and date of meeting | Organizer and address | Do you plan to attend? |
|--------------------------|-----------------------|------------------------|
| | | |

14. AUTHOR(S)/EDITOR(S) BIO (As it would appear on the back cover of the book):

15. AUTHOR(S)/EDITOR(S) CV: (Attach as a separate document)