

AUTHOR QUESTIONNAIRE

QUESTIONNAIRE FOR PROSPECTIVE AUTHORS

Your answers to these questions will help us to think about your book, and its market potential. (Please continue your answers on a separate sheet where necessary.) This document does not constitute an agreement to publish. Your response will be treated in the strictest confidence.

ABOUT THE BOOK

Title:

Subtitle:

Author(s)/editor(s):

Subject matter:

Series/discipline:

Keywords:

RATIONALE

(This information is circulated internally to marketing and sales colleagues who may have little experience of your specific field. It would therefore be helpful if you could provide what you consider to be basic information.)

1. Why do you think there is a need for this book?
2. Please provide a brief outline of the context to your book ... why is your book relevant?
3. Please be as descriptive as possible when providing answers. Detailed and direct responses are more powerful than short or vague statements.

Top Plaza, 3rd Floor Kindaruma Road, (Off Ngong Road), PO Box 4260-00100 GPO, Nairobi, Kenya, Tel: +254-20 249 5067, Fax: +254 20 249 5067, Email:

publishing@lawafrica.com

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SYNOPSIS

1. Attach a synopsis to this questionnaire, stating the mission and scope of the book. This should include:
 - (a) an overview of the book and a statement of its aim
 - (b) a list of chapter headings or table of contents
 - (c) an abstract of each chapter
 - (d) a sample chapter, if available
2. Please provide a soundbite (around 300 words) about your book, which could be used on the jacket of the book in order to draw the reader in.

SPECIFICATIONS

1. Monograph or edited volume:
2. Approximate number of printed pages you envisage, allowing 300 page:
3. Estimated number of line illustrations, photographs and tables that will be included:
 - (a) photographs:
 - (b) line drawings:
 - (c) tables:
 - (d) figures:
 - (e) maps:
 - (f) other:
4. State if (and why) colour would be required.
5. What are the unique feature of the book: Explain their significance of any

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SOURCES

1. What percentage of your book is drawn from primary and from secondary sources? If secondary sources form the larger per cent, please give a short motivation for this.

COPYRIGHT MATERIAL

(Please be aware that authors are to obtain and pay for permission to use third-party text or images before the manuscript goes into production, and to provide documents detailing permission approval and any terms. We can provide you with standard permissions templates.)

1. Estimated number of photographs, diagrams and tables that have not been originated by you:
2. The number of quotes from third-party sources (count single quotes of more than 400 words, or less than if they form an essential part of a book or poem; or several quotes of more than 800 words from one source, any one exceeding 300 words):
3. Has any of the proposed material been published before, and if so please give details:

READERSHIP

1. Who is the readership for your book?
2. If you expect your book to be used on university or college courses please provide us with the following additional information:
 - (a) the course titles
 - (b) the names of the institutions which teach these courses
 - (c) at what level? eg: undergraduate/postgraduate/Continuing Professional Development (CPD)
 - (d) whether your book would be a textbook, essential or recommended reading
 - (e) an idea of student numbers, if possible.
3. Does your book have international appeal? If you think it does, please state why, and in which countries.
4. At what price and in what binding do you think the book should sell?
5. Are there professional groups, scholarly societies, or other organisations who would have a particular interest in your book? Please list them and include their contact details
6. Are there any forums for which you can directly assist/work with to promote the publication?

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COMPETITION

1. Attach a list of competing books, including author(s)/editor(s), publisher, price, and year of publication.
2. How will your book differ from the competition?
3. If you genuinely feel that your book does not have any competition, please provide us with information about comparable or similar titles in the field.

YOUR BACKGROUND

1. Attach a brief Curriculum Vitae to this questionnaire, listing previous publications if appropriate.
2. Are you writing from first-hand experience in research and teaching?
3. Please provide your ORCID/CV
4. Please give your full postal address, email address and telephone number.

TIMESCALE

When do you expect to be able to submit a complete manuscript? (Please be realistic.)

OTHER INFORMATION

Suggest three people from whom we might solicit, in confidence, a review of this proposal. Supply their names, addresses and email addresses if possible. Do not suggest anyone who is likely to contribute to the proposed book, who teaches at the same institution as yourself or, if your proposal is based upon your PhD or other postgraduate dissertation, anyone involved in its supervision or assessment.

It would also be helpful if at least one of the suggested reviewers was based outside Kenya, particularly if your book is aimed at an international Audience.

Please share any further information you feel would be useful in supporting this proposal.

Thank you

[Kindly allow 21 working days for us to get back to you]

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