

Date: Click here to insert a date.

# Author and Marketing Information

We look forward to publishing your book in our programme. In order to promote your publication as soon as possible, we would be grateful if you fill out the following form and return it to<verlagsleitung@ergon-verlag.de>.

1. Contact

If there are several authors and/or editors: Please copy the   
contact information for each author/editor.

|  |  |
| --- | --- |
| Name: | Click here to insert text |
| Date of Birth | Click here to insert a date. |

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| --- | --- | --- |
| Have you already published with Ergon?  *If you have answered „yes,“ please name the title:* | | Yes/No |
| ISBN: | Click here to insert text | |
| Editor (if necessary): | Click here to insert text | |
| Title: | Click here to insert text | |
| *This information helps us to avoid confusion.* | | |

Office Address

|  |  |  |
| --- | --- | --- |
| Job title | Click here to insert text | |
| Academic Institution/Firm: | Click here to insert text | |
| Address (office): | Click here to insert text | |
| Phone and Fax (office): | Click here to insert text | |
| *May the academic Institution/firm be mentioned in the book’s bibliography?* | | Yes/No |

Private Address

|  |  |
| --- | --- |
| Address (home): | Click here to insert text |
| Phone and Fax (home): | Click here to insert text |
| E-Mail-Address: **(please provide at least one address!)** | Click here to insert text |
|  |  |
| *Mail from Ergon –* ***including your free copies*** *– shall be sent to your* office/private  *address.* | |

**Please inform us about any changes.**

2. Bibliographic Data

|  |  |
| --- | --- |
| Title: | Click here to insert text |
| Subtitle: | Click here to insert text |
| Series: | Click here to insert text |

3. Blurbs and Abstracts

**No one knows your book like you do!**

We would like to ask you to support our sales campaign by providing advertising texts for your book. Please bear in mind that the advertising will address non-scientists as well (e.g. booksellers) and that we intend to market your book on an international scale, sometimes in co-operation with other publishers.

Unique features

Please list five unique or important features of your book. Please consider content, topicality, contribution to international research, controversial issues addressed, accessibility and readership, student course use etc.

|  |
| --- |
| Click here to insert text |

(Short) Blurb

The short blurb should not have more than 300 characters (incl. blanks) and represents the “figurehead” for your book. The text should arouse interest in the reader – what’s the benefit of reading the book? A short concise abstract should follow.

|  |
| --- |
| Click here to insert text |

Detailed Blurb/Abstract

The detailed blurb or abstract should not have more than 1,000 characters (incl. blanks). It should be a more precise description of your book. Here you have the possibility not only to explain the subject matter but to mention the modus operandi, objectives or methods. At the end, there should be some information about the author (field of research, location).

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| Click here to insert text |

And the same again – but this time in German…

As you know, Ergon is a German publisher and a lot of our customers are used to get information in German –even for books written in English. We would be happy if you could provide us with a German version of the blurb and abstract; however, you do not need to fill out the forms if you do not speak any German.

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| --- |
| Click here to insert text the short blurb (300 characters) |

|  |
| --- |
| Click here to insert text the detailed blurb (1,000 characters) |

Suggestions for Headlines (for Advertisements)

|  |
| --- |
| Click here to insert text |

Subjects and Keywords

|  |  |
| --- | --- |
| Subject(s): | Please indicate all subject areas if your book is interdisciplinary |
| Keywords (at least three; they should not be identical to any words of your title): | What search terms would readers use to find your books at sites like amazon.com? |

4. Further information to help with our marketing efforts

Target Groups, Associations and Organisation

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| Please provide details of scholarly or professional groups whose members may be interested in your book. Membership lists, contact details and web site addresses are helpful. |

Potential Media for Reviews

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| If you would like to recommend any journals in particular, please list up to 15 journals here, in order of importance. Please include online journals, society newsletters or even blogs, if they include book reviews. |

Conferences (Dates, Organisers, Contacts)

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| If you are giving a paper at a conference or know of a new conference that we may not be aware of, please give us details about venues, dates and contacts if possible. |

Website and Social Media

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| Do you have a website and/or a blog where you could promote your book? If so, are you interested in establishing reciprocal links?  Do you have profiles on social network sites (such as Facebook, Twitter, Myspace and LinkedIn) where you could help to promote your book? If your book is going to be co-published by **Ashgate**, please confirm that you are happy for Ashgate to follow your profile and add your profile to a list of their authors on these sites. |

Professional Contacts

|  |
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| Do you have your own list of professional contacts? Would you be willing to provide us with names and addresses of friends, acquaintances, professional associates, and prominent people in the field to whom we should send an announcement about your book? Please keep in mind, that we may not be able to use all addresses due to restrictions imposed by data protection law. |

We handle personal data carefully and according to the rules of the General Data Protection Regulation.

Your personal data will be processed based on the publishing contract according to Art. 6 para. 1 sentence 1 lit. b, lit. f GDPR. We shall only use the collected personal data for this purpose and not disclose it to companies outside the publishing group.

You have the right to access personal data stored about you, to correct incorrect data, to delete your data and to restrict the processing at any time. You have the right to informally object to future processing at any time. You have the right to lodge a complaint about the data processing with the supervisory state authority   
responsible for NOMOS („Landesbeauftragter für den Datenschutz und die Informationsfreiheit in   
Baden-Württemberg“, https://www.baden-wuerttemberg.datenschutz.de).

The authority responsible for data protection is Nomos Verlagsgesellschaft, Waldseestr. 3-5, 76530 Baden-  
Baden, Germany; you can reach the Data Protection Officer under datenschutzbeauftragter@nomos.de.

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*Please check the PhD regulations of your university.*

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