

# Marketing Your Book

## THE CRC PRESS DIFFERENCE

### Getting your book to press is just the beginning of our relationship

Recognized as a pioneer in science and technical publishing, the CRC Press catalog of publications is as extraordinary in its depth and quality, as it is global in its impact. Much of our direction comes from our century-long relationship with the scientific community. When you publish your book with CRC Press, you will be joining thousands of innovative professionals, inventive researchers, and inspired instructors who have made the same choice.

As part of the Taylor & Francis Group of publishers, we are large enough to market around the world. As CRC Press, we are independent and small enough to provide each of our authors with personal attention.

#### The CRC Press advantage includes:

- Access to leading experts and peer reviewers representing the best of academia and the industry
- Global distribution that reaches scholastic, academic, professional, and library communities
- High-quality production services, both print and electronic
- Customized marketing campaigns that reach targeted audiences quickly and effectively
- A strong web presence and creative online marketing methods
- Diverse opportunities to present your work at conferences and trade shows

### CRC Marketing – Working together to reach your audience

With your help, our editors and marketing team will perform a competitive analysis and develop a marketing strategy that will optimize your book's exposure through a broad range of marketing approaches.

#### [www.crcpress.com](http://www.crcpress.com)

CRC Press maintains a complete online catalog of books at [crcpress.com](http://crcpress.com). Each book is thoroughly described, augmented by the book's table of contents. We are in the process of building our website into a community of authors, editors, researchers, professional consultants, and professors. Presently, information for authors is available on our website and we trade links with our authors who have their own websites. In the future, we will be adding new interactive benefits for readers and authors as well as special promotions.

#### Direct Mail

Putting promotional material directly into people's hands continues to be a highly effective way for us to define the uniqueness and quality that differentiates our books from those of other publishers. Direct mail promotions range from extensive subject catalogs to individual flyers, brochures, and postcards, all professionally written and designed with the input of our authors.

#### E-marketing

In addition to our online bookstore, CRC Press also maintains a mailing list of those customers who wish to receive new book announcements and special offers in their fields of interest. Our email promotions are organized by a dedicated email team. Written and designed by our professional staff, our emails are continually optimized for effectiveness in terms of open rates, click-through rates, and sales. (CRC Press adheres to established anti-spam guidelines.)

#### Telesales

Trained customer service specialists field calls and reach out to inform select customers about new editions of books they previously purchased and other titles of interest. Each of our specialists is knowledgeable about the contents of the book he or she is promoting and the qualities that set that book apart.

#### Conventions, Trade Shows, and Conference Exhibits

CRC Press exhibits every year at more than 100 professional and academic conferences across the world. Many books are sold directly during these events, especially when authors conduct seminars, present papers, or hold book signings.

*It is no coincidence that many of our authors published with us before they became well-known. We are always on the lookout for fresh voices and new ideas.*

*We are one of very few scientific publishing companies to employ a dedicated team of writers and artists to market our books.*

*Once your book appears on [crcpress.com](http://crcpress.com), its marketing copy can be picked up by nearly every subject-relevant and heavily trafficked online bookstore around the world.*



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Taylor & Francis Group

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## MORE REASONS TO PUBLISH WITH CRC

### eBooks and CRCnetBASE

Nearly all of our new references are also sold as eBooks, available for purchase and download almost immediately after publication. CRCnetBASE, our cutting-edge collection of online libraries and databases, provides still another opportunity for exposure and sales.

**"BEST eBook Publisher-best Platform Award 2010"** —ALSP

**"a perfect e-book platform. ... Highly recommended."** —CHOICE Reviews

### Worldwide Distribution

CRC Press has a presence that extends throughout the world. Our parent company, Taylor & Francis Group, maintains 40 offices worldwide. With offices in London, Brighton, Basingstoke, and Abingdon in the U.K.; New York, Philadelphia, and Boca Raton, Florida in the USA; and Singapore and Melbourne in the Pacific Rim, we are represented on every continent except Antarctica.

### Social Media

Authors are encouraged to keep our web and social media team informed about personal, corporate, or academic websites that could market your books, so that they can be linked back to our own. We provide you with banner links and promo codes that visitors to your site can use to purchase your book at a discounted price. We also regularly post book and author-related news stories, excellent reviews, awards, and other accomplishments on our social networking accounts, which include LinkedIn, Facebook, Twitter, Issuu, Ning, and LibraryThing. Currently, many of our authors post interviews on YouTube, which we link to from their book description on our website.

### Other Media Outlets

Upon publication, we send complimentary copies of your book to select journals and other media for reviews. We field media requests for interviews and will also, with your permission, provide your name as a subject expert.

### Bookstores

CRC Press books are sold by retail and online bookstores across the world.

### Book Clubs

Our volumes are presented to Doubleday Book Club and other select book clubs by our representatives. CRC Press books are regularly included in their selections.

### Universities

We regularly target professors for course adoptions. We have sales teams devoted specifically to textbook sales. We maintain a textbook website devoted exclusively to promoting our books to university professors.

### Libraries

Our status as a world-renowned publisher is due in large part to the input and allegiance of libraries. Many of our major references and online products are designed specifically for libraries.

### Professional Market Resellers

These specialty accounts are managed by our sales department and editorial staff. They include catalogers, associations, newsletter publishers, companies, and seminar groups.

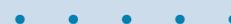
### Premium Sales

We offer bulk sales to corporations, institutions, and societies. Many of these are made prior to publication. Authors can contribute a great deal in this process, especially those with connections to a society.

*For a century we have recorded the accomplishments of pioneering thinkers and researchers across all of science and technology, while also providing the resources and tools needed by those continuing that progress.*



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*Our most successful authors are those that are most active with promoting their books. We can show you how.*



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