Your Routledge Author Care Pack - The US Versus the North Korean Nuclear Threat

Anglesea, Jasmine <Jasmin.Anglesea@tandf.co.uk>  Thu, Nov 28, 2013 at 7:35 PM
To: “etango1979@gmail.com” <etango1979@gmail.com>

Dear Er-Win Tan,

Thank you for publishing your book with Routledge. We are pleased to send you the details of your Author Care Pack, the preliminary stage in the marketing of your book.

This email contains: the contact details of the international marketer working on your book; details of the marketing activities that will be deployed globally to promote your book; and suggestions and materials to help you in helping us to publicize your book.

Your marketing team

Your Marketing Contact is: Jasmin Anglesea Jasmine.Anglesea@tandf.co.uk

Your marketing plan

We will use the following resources, along with our international expertise, to ensure your book receives the most effective marketing possible. Your book has already been promoted using the following tools:

- It has featured in the relevant subject catalogues, mailed to over 20,000 academics, librarians, and institutions worldwide
- It has been registered on our extensive standing order system, which means that bookshops, libraries and library suppliers worldwide with a special interest in your subject area automatically receive a copy
- It has been promoted on our e-commerce site
- It has been presented to our global team of sales representatives
- It has been previewed in our New Titles catalogue, which is produced every three months and used by our agents to sell directly to bookstores and institutions
Your book will be promoted using further tools as necessary, including:

- **E-mail campaigns** to relevant selections from both our extensive internal customer database and from external databases
- **Direct mail pieces** sent to academics with an interest in your field
- **Review copies** that will be offered for review to our extensive global list of potential reviewers in your subject area
- **Display copies** or other publicity materials at the major conferences we attend in your subject area
- **Inserts and adverts** when space permits in all our relevant in-house publications (both books and journals)
- **Cross-marketing** within relevant promotional material from other relevant subject areas

**How you can help as an author**

We have created a number of resources for you which you may find useful in promoting your book:

- A link to the **product page for your book** which you can forward to anyone who might be interested in learning more about it: [http://www.routledge.com/books/details/9780203795330/](http://www.routledge.com/books/details/9780203795330/)

- The **Website**, we are always keen to keep our arena pages on the website updated so if you are interested in writing an article/summary or even if you have any existing articles around what readers can expect from the book then please do and send it to Jasmin Anglesea [Jasmine.Anglesea@tandf.co.uk](mailto:Jasmine.Anglesea@tandf.co.uk)

  **Visit the arena pages for inspiration:**


  Central Asian, Eastern European and Russian Studies - [http://www.routledge.com/carees/](http://www.routledge.com/carees/) and


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- **Direct Marketing**: If you would like a PDF flyer announcing your book and offering a 20% discount to
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- **Library recommendation form**: Ensure that your faculty library have at least one copy of your book available. You can recommend your book to a librarian by filling in the form here: [http://www.routledge.com/resources/librarian_recommendation/9780203795330](http://www.routledge.com/resources/librarian_recommendation/9780203795330). Forward this link to interested parties who would like to see your book in their libraries as well. Don’t hesitate to make use of any contacts you might have across different institutions.

- **An author promotion guide**, full of tips about ways to help self-promote your book – see [http://files.routledgeweb.com/docs/Anchor%20Team%201/Author_Promotion_Guide.pdf](http://files.routledgeweb.com/docs/Anchor%20Team%201/Author_Promotion_Guide.pdf) for more details.

- **Author order discount**: As a Routledge author you are entitled to a 30% discount on any Routledge book you purchase for your own use. Simply visit [www.routledge.com](http://www.routledge.com) and enter the code **ERJ83** at checkout to claim your 30% discount.

- **Social media**: Do you have a Facebook/twitter account to promote your book? Have you liked our [Facebook page](https://www.facebook.com) and followed our twitter accounts (@Routledge_AsianStudies and @Routledge_MiddleEast) so we can retweet/share your posts?

Thank you for taking the time to read through this email, and we look forward to working with you! If you have any queries, please do get in touch, either by replying to this email, or by emailing anyone on your marketing team.

Kind Regards,

Jasmin

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Jasmin Anglesea | Marketing Assistant

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