**Publication Essentials**

Congratulations on the publication of your book! This document is designed to give you a condensed version of the essentials you need to know when your book has been published.

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Your gratis copies will have been arranged for you by our team. If you have any queries regarding this process, please contact the team who will be reaching out to you for your details.

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If you have personal contacts who have expressed an interest in reviewing your book for a relevant publication, please ask them to complete our online request form at  <http://pages.email.taylorandfrancis.com/review-copy-request>

**How will my book be marketed?**

Marketing and promotion of your book starts before publication. Marketing, editorial and production ensure that information about your book is fed to major distributors globally. This includes Amazon, Ingrams, Baker & Taylor, and Nielsen Book Data (which in turn feeds smaller booksellers and distributors). This ensures that your book appears on bookselling sites globally and is promoted by our partners to libraries worldwide. Please see our interactive marketing infographic for more information on our activities, and how you can get involved in promoting your book: <https://www.routledge.com/our-customers/authors/promoting-your-book>

Your book is also included in catalogues which are distributed globally by our sales teams. This includes our ‘New Books’ quarterly catalogue and subject-specific catalogues, which are used by our sales teams to make customers aware of titles in their areas of interest. These range from large-scale booksellers and distributors, to specialised bookshops, libraries or organisations that focus on a particular discipline.

For a handy summary of our marketing activities, please follow this link to see our **marketing infographic**: <https://www.routledge.com/go/marketing-guide-for-authors>

**How do I request a flyer for my book?**

Routledge can produce flyers that highlight the unique attributes of your book (including endorsements and reviews). We can supply you with a PDF copy of your book flyer to share with your network. Here’s how we suggest you use this flyer:

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* If your book is an edited volume, send copies of the flyer to your contributors so that they can distribute it to their networks as well.
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* To request a flyer, please contact your Editorial Assistant, Sarah Hafeez.

For more in-depth answers to questions like the below, please refer to our [Author FAQs: Marketing](https://www.routledge.com/posts/13367?j=3125745&e=1193209461@qq.com&l=311_HTML&u=91416745&mid=7004473&jb=1&utm_medium=email&utm_source=EmailStudio&utm_campaign=PR+TEST_3125745).

* Will my book be sent to conferences?
* How can I become a [Featured Author](https://www.routledge.com/posts/13479?utm_medium=email&utm_source=EmailStudio&utm_campaign=PR+TEST_3125745) on the website?
* I want to organise a book launch; how can Routledge help me with this?
* How will my Open Access title be marketed?

**Gain Better Exposure for Your Book**

Now that your book has published, comprehensive sales and marketing plans are already underway. Below are a few things that you can do to help ensure your work reaches the right audiences and generates the buzz needed to sell more copies.

**Personal Networks**

Don’t underestimate the power of your personal networks to help promote your book. Here are several ways you can help create awareness of your book during your regular communications:

* Email signature—include the below image and a link to the book’s page on Routledge.com. For an email banner like the below, please contact your Editorial Assistant.



* Encourage your institution’s library to purchase your book.
* Let associations and societies of which you are member know about your achievement—ask them to post your book cover, marketing copy, and a link your book page on Routledge.com on their website or announce it in e-newsletters.

**Social Networks**

Your social networks can help you facilitate and encourage discussions around your book’s topic.

* Add your book to your [Facebook](http://facebook.com/) page, share a short description, and put a link to your book page on Routledge.com on your ‘About’ page. Also, like the Routledge Facebook page that is the most applicable to your book’s subject to better connect with your audience.
* Engage your [Twitter](http://twitter.com/) contacts, and share some benefits or tips about your book to encourage your contacts to purchase it. Follow Routledge on Twitter, and retweet comments in your area of interest.
* Make sure your [Google+](http://plus.google.com/) profile is filled out completely. We have found that a complete G+ profile can make a demonstrable impact on search results.

For more in-depth information on how to gain better exposure for your book, please take a look at these [five simple action steps](https://www.routledge.com/posts/12042?utm_medium=email&utm_source=EmailStudio&utm_campaign=PR+TEST_3125745).

**The Corporate and Institutional Sales Team at Routledge**

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If you have any specific requirements, contacts or ideas you would like us to explore, please let us know.

Or alternatively, please contact our team directly:

UK, Europe and Rest of World: [cis@tandf.co.uk](mailto:cis@tandf.co.uk)

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Australia and New Zealand: [books@tandf.com.au](mailto:books@tandf.com.au)

**Other Useful Resources:**

## [Author Directions: Navigating your success in Social Media: 5 Key Tips for Authors Using Social Media](https://www.crcpress.com/go/author_directions_navigating_your_success_in_social_media2)

* [How to create an Amazon Author Central account.](https://s3-us-west-2.amazonaws.com/tandfbis/rt-files/docs/How+To_Amazon+Author+Central.pdf) Amazon Author Central is a free service provided by Amazon that provides authors the ability to reach more readers, promote their books and interact with the community.
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