



Marketing Department

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Dear Author,

The AMS Marketing Department is pleased to congratulate you on the publication of your book. Here is a quick overview of the various methods we will use to promote your work, and a list of ways you can help.

What We Will Do

We will let the mathematical community know about your book through a variety of approaches, which may include:

- Email promotions to our AMS members, customers, and libraries;
- Social media postings via the AMS accounts on Twitter, Facebook, and Google+;
- Print catalogs and brochures, including our annual *New Publications* catalog;
- A posting in the *Notices of the AMS*; and
- Display at the Joint Mathematics Meetings, AMS sectional meetings, and other meetings at which we have a booth presence.

Your book will be available via the AMS Bookstore (bookstore.ams.org), Amazon.com, and through our global network of international distribution partners. Your book will also be available for purchase in eBook format from the AMS Bookstore and other vendors.

If your book is suitable for course adoptions, we will send additional emails to instructors who teach appropriate classes to let them know that examination copies are available.

How You Can Help

We are often asked by authors how they can help spread the word about their new publications. While you are by no means obligated to take any of these actions, here are a few simple steps you might take:

- **Email:** Consider adding a brief note to your email signature with a link to your book's page on the AMS Bookstore. For example:
I'm pleased to announce the release of my new book, now available via the AMS:
<https://bookstore.ams.org/SURV-228/>
[Note that this is the simplest form of our Bookstore URL – simply replace SURV-228 with the product code of your own book.]
- **Personal webpage:** Consider adding information about your book (similar to the above, or with more details, including links to the AMS or Amazon page of your book) to your personal webpage.
- **Social networking:** If you are a member of Twitter or Facebook, consider sharing a brief post with a link to your book. We are happy to retweet or “like” your message so that it will be seen by our large social communities. The AMS may also post information about your book on our Twitter or Facebook accounts. Please consider retweeting, reposting, or commenting on our posts.

- **Book flyers:** Are you giving a talk or attending a meeting where attendees might be interested in your book? Contact us at mkt-staff@ams.org and we will send you a one-page PDF flyer with your book's information. You might also consider posting the flyer to your department's bulletin board.
- **Testimonials:** If a colleague has given you positive feedback, ask if he or she would be willing to write a sentence for use in the promotion of your book. Ask your colleagues to send such endorsements to your AMS acquisitions editor and to reviewcopies@ams.org.
- **Video:** If you have a webcam and can summarize your book in an engaging and succinct way, a brief YouTube video can be a powerful way to create interest and web traffic. We are happy to advise you on the details of posting, or to post a video directly to our AMS YouTube account. For details contact us at mkt-staff@ams.org.
- **Textbook adoptions:** If you have written a course textbook, consider recommending it to colleagues who are teaching appropriate classes. Examination copies of any AMS textbook are available to instructors via the AMS Bookstore. Look for the "Request Exam Copy" button on your book's webpage, or email textbooks@ams.org.
- **Let your university know:** Your university's public affairs office is always hungry for news about newly-published research. Consider sending them a brief note letting them know about your publication. You may also wish to contact the alumni publications of universities that you have attended – many alumni publications include a "Publications by Alumni" section.

If you have any questions or comments about the marketing of your book, feel free to contact us at mkt-staff@ams.org. We are always happy to hear from our authors.

Regards,
The AMS Marketing Department