**Back-cover copy**

Back-cover copy should not exceed 350 words. Because this copy will be made available to search engines, there are some important guidelines:

1. The first few sentences will have the greatest impact.

2. Discuss your book, not the area.

3. When you list a feature, include the benefit or why a reader would want this feature.

4. Use key words in the book title, chapter titles, and the back-cover copy. If you were looking for a book in this area, what words would you include in your search? Avoid being cute if that means using words you would not use while searching.

5. If this is a new edition, describe what is new.

The first paragraph states what type of book this is, what is distinctive, and what the prerequisites are. Try to include what is distinctive in the first sentence. Explain how your book helps the audience solve a specific problem and this will make the audience clear. A potential reader does not need general information about the field.

The second paragraph give more details. You can also state what the benefits are; after reading chapters, what will you be able to do that you previously could not. You can use paragraphs or bullets. Include what supplements or web materials will be available.

The third paragraph in a few sentences provides biographical details that establish you as an authority in this area. Include your name, title, affiliation, and any impressive facts. What are your main research areas, have you edited any journals, won any prizes, published other books, or taught online or short courses? Details about your Ph.D. or visiting positions usually should not be included.

Note on the preface: If you will offer supplementary material on a website, try to include your address and ours. Ours may be more stable and we can change our link to your site if necessary.