

How to Prepare an Endorsement

1. General requirement

- brief—50 to 200 words
- informal—sounds like one colleague talking to another
- explains how this book is unique

2. Explanation of the book

- its intended audience
- its place in the history of the discipline
- the author's role or status in the discipline

3. How to use endorsements

- on the back cover of the book
- on the book's webpage
- in printed flyers advertising the book
- in email announcements of the book

4. Additional information

- your name exactly as you wish it to appear
- other information indicating your place in the discipline (e.g., institution, awards, national offices held, and the like)