

Full Title

Author: Name of the author comes here



Key Data:

Imprint Name:	Prentice Hall
Series Name:	
ISBN:	Hall
UPC Code:	0789718103
EAN #	0786718103
Price:	49.99
Page Count:	500
Discount:	10%
Trim Size:	420x340
Cover:	Hard
Interior Color:	none
Media with book:	CD
Author(s):	Ben Forta
Editor:	Ben Forta
Pub Date:	06/05/1998

Book/Product Model:

Ideally, choose one title (2-3 if absolutely necessary) that this book should perform like. Include full title, ISBN, author, and any sell through numbers if possible.

Sales Handle:

One line description about the sales.

Why We Published this Book/Product Model:

Brief description (one-two lines) on the importance of this book to the audience.

Key benefits:

What benefit does this book provide to the consumer? (expert advice, speed, fun, productivity). Why should the Retailer/Wholesaler select this book over its competition? What are the unique features about this book should be highlighted? What makes this book different, better? From other books and the previous edition?

About the Author(s):

What makes this person so special? Is she/he an expert, creator of the technology, educational leader, etc.? What is their background, and what relevant experiences do they have to make them the BEST choice? Have he/she/they won awards or been recognized in any way. Other books published by the author.

1. Book one.
2. Book two.

Technology/Topic Overview:

In brief two to five line description of the technology, topic or relevant information. Please keep descriptions succinct.

Book/Product Content Summary:

Ideal describe the contents of

this book. What will this book do for the reader? Will this book help them optimize their system? Increase productivity? offer tips and strategies?

Audience:

Who is your intended customer? Experts? Power users? Business professionals? Programmers? What are the demographics?

What's on the CD/DVD/Web:

What is included on the Cd or Web site? Why is it necessary and what will it do for the purchaser (source code, examples, case studies)? Is there a value that can be associated with what is on the CD/DVD or Web?