

MARKETING EVALUATION CRITERIA

Interested in marketing your product?

Our team can help! This handout provides guidance on what makes a product appealing for adoption. We use this as a guide when determining marketability.

Required for Marketing Consideration

- ☐ Market potential - market size, competition
- ☐ Copyright date within the last 3 years
- ☐ Overview completed on product page
- ☐ Custom designed cover
- ☐ Primary text - not supplemental, lab manual, case studies, or reference book
- ☐ No mention of your school affiliation other than on the cover page
- ☐ Current content, professional copy-editing, and not written in first person
- ☐ Organized page design and layout, easy-to-read, professional typesetting, consistent font usage, high quality photos/illustration/art, etc.
- ☐ Table of contents
- ☐ Preface/Introduction - deals with the purpose, limitations, scope, features and benefits of the book
- ☐ Assignments/quizzes/discussion or review questions
- ☐ Assessments (KHPcontent site only)
- ☐ Ancillaries - study guide, instructor's manual, lab manual, test bank, PowerPoint®

Other Suggested Features

— Need at least 4 of the following —

Cover Design

- ☐ Back cover summary of the book and the features it offers (not required for eBooks)

Pedagogical Features

- ☐ Chapter introductions/objectives
- ☐ Key terms in bold
- ☐ Case studies
- ☐ Chapter summaries
- ☐ Weblinks (eBooks only)

End Matter

- ☐ Glossary
- ☐ Index (not required for eBooks)
- ☐ Bibliography/references

Additional Factors

- ☐ Author credentials
- ☐ Accompanying digital component
- ☐ Positive peer/student reviews
- ☐ Not written in 1st person