

JOSSEY-BASS GUIDELINES FOR ENDORSERS

1. What constitutes a successful endorsement?

- It is brief. A sentence or two would be ideal.
- It sounds like someone is speaking.
- It says something substantive that distinguishes the book from the crowd.
- It arrives in time to meet our production deadlines.

2. What should the endorsement cover? An endorsement should briefly focus on one or more of the following points:

The book

- Who will benefit from reading it?
- Why is it important?
- How is it useful?

The author

- Credentials: Why is the author qualified to speak on this topic?
- Insight: What unique insight has the author brought to the subject?

3. How does Jossey-Bass use endorsements? Book endorsements are included in promotional copy such as book jackets, flyers, and direct-mail brochures.

4. Where should endorsements be sent? Please send your endorsements to the author.

5. What are the format requirements for endorsements? Endorsements may be a sentence or two and must include the following information:

- The endorser's name and affiliation exactly as they should appear in print.
- The endorser's phone number for use in verifying the quote.
- The endorser's mailing address, e-mail address, and fax number.

SAMPLE ENDORSEMENTS

“Governors, corporate CEOs, division vice presidents, boards of directors — anyone who needs to find a new leader for an organization — will benefit from Making a Leadership Change. So will the people they select, for Tom Gilmore’s book is full of insights for ensuring the success of a transition in leadership.”

—Robert D. Behn, director of the Governors Center, Duke University

“Anyone in a leadership position today, or who will be in the future, should read this book.”

—Horace B. Deets, American Association of Retired Persons

“Unique in chronicling the evolution, depth and diversity of volunteering in this country. By the People is an important publication in that it covers a portion of our history that has been largely ignored.”

—Laura Lee M. Geraghty, Minnesota Office Volunteer Services

“Will help any parent raise a motivated child and solve the problems of an unmotivated child.”

—David W. Johnson, Cooperative Learning Center, University of Minnesota

“This book performs the real service of helping parents and teachers know how to behave in order for children to learn to be motivated.”

—Dorothy Rich, Home and School Institute

“Only Warren Bennis has the unique combination of thirty years' study of leaders and leadership and twenty years' practical experience as COO and CEO of large and difficult organizations that makes *Why Leaders Can't Lead* the best book on how leaders can lead.”

—Peter Drucker

“I can't recall reading anything that so accurately reflects my own experience or describes the life of the therapist so fully ... I felt affirmed as a professional and as a person. I felt challenged to continue to strive, to stretch and grow.”

—Dr. Diane Blau, Center for Humanistic Studies

“Instead of lambasting our current students, William Schaefer argues that if they ‘lack intellectual curiosity’ it is primarily because ‘they have not been taught how to be taught.’ In a time when jeremiads about education tend to tick off this or that bit of information that our students lack, it is refreshing to encounter a mind that insists on thinking about fundamentals.”

—Wayne C. Booth, University of Chicago