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No one knows a book better than its author. The information you provide through this questionnaire will serve as the primary source of information for our promotional and marketing activities. Please be thorough and prompt in replying, and return it to your editor upon completion.

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AU _____
CODE _____
PUB DATE _____
AE _____ PE _____ PM _____

Please type your answers directly onto this form. Add additional pages as necessary.

Date completed Sept. 1, 1994

PART I - AUTHOR INFORMATION

1. Author's complete name as it is to be used on the book:

SACHI SRI KANTHA

co-author, if any: none

2. Title and subtitle: EINSTEIN DICTIONARY

3. Present affiliation:

Exact title, department, institution: Research Fellow, Dept. of Molecular Behavioral Biology,
Osaka BioScience Institute, Osaka, Japan.

Best mailing address: Osaka BioScience Institute, 6-2-4 Furuedai,
Suita, Osaka 565, Japan

Best phone no: (+81) 6-872-4851 Best FAX no: (+81) 6-872-4818

Home address: 4-11-4-305 Kasuga, Suita, Osaka 565, Japan.

Home phone no: (+81) 6-389-5753 Home FAX no: none

Summer/temporary address: from none. to _____

Phone no.: _____ FAX no: _____

Please provide an official biographical sketch as you want to see it published, in four or five sentences.

SACHI SRI KANTHA is currently a researcher at the Osaka BioScience Institute, Japan. By professional training, he is a biochemist, but maintains an active interest in the history of science. His publications on Einstein and other scientists have appeared in peer-reviewed journals, including *Nature* and *Medical Hypotheses*. He is also the author of *Prostitutes in Medical Literature; An Annotated Bibliography* (Greenwood Press, 1991).

Other Works in Progress:

I have not planned yet. But an idea exists that I can write a similar type of dictionary for the Curie family (Marie, Pierre, Irene and Frederic-Joliot) of scientists.

Education: B.Sc(Special), University of Ceylon, 1976.

Ph.D. (Food Chemistry), University of Illinois, Urbana-Champaign, 1986.

Ph.D. (Biochemistry), University of Tokyo, 1989.

Title of Ph.D. dissertation: *Nutritional Studies on the utilization of winged bean seeds and leaves (1986).*

Previous positions: Research Associate, Medical College of Pennsylvania, Phila, 1989-90.

Research Associate, University of Tokyo, 1986-88.

Honorary Degrees: none

Date of birth: 05/08/1953 (month/day/year) Citizenship: SRILANKAN

5. Books previously published (include book titles, publishers, dates of publication; journal contributions; book chapters):

Prostitutes in Medical Literature: An Annotated Bibliography (Greenwood Press, 1991).

Albert Einstein's dyslexia and the significance of Brodmann Area 39 of his left cerebral cortex. *Medical Hypotheses*, 1992; 37: 119-122.

An appraisal of Albert Einstein's chronic illness. *Medical Hypotheses*, 1994; 42: 340-346.

PART 2 - DESCRIPTION OF BOOK

What is the major thesis of your book, and what is its purpose? Highlight at least three major points.

thesis: _____

purpose: ___ To bring all the essential information about Einstein in a single source book. _____

Major points:

(1)___ First of its kind; a reference book on Einstein in dictionary format. _____

(2)___ Complete bibliography of Einstein's scientific papers, popular papers and patents. _____

(3)___ Einstein's contributions to science and society is adequately balanced. _____

7. What special features will interest buyers? What specific benefits or conclusions support or challenge current thinking in the field?

_____ Essential material one need to know about Einstein's life, science, philosophy, _____
_____ his publications and literature on Einstein are included in this handy volume. _____

_____ Text is presented in an easy to read A-Z entry format totalling over 580 items. _____

_____ Most entries have additional reading material listed. These reading material _____
_____ have been selected for their relevance and easy availability in a university _____
_____ library. _____

8. What is unique about this book?

___ (a) First of its kind. Only a couple of dictionaries (or reference books) have _____
___ been published on great scientists, such as Isaac Newton and Charles _____
___ Darwin. But, this is the first reference of this sort, to be completed on _____
___ Einstein. _____

___ (b) Information is presented in easily readable format. _____

___ (c) Inclusion of complete bibliography of Einstein's publications and patents; _____
___ copious citations to secondary literature on him. _____

PART 3 - COPY

9. Please type, double spaced, an official description of your book in 200 - 220 words. Do not repeat verbatim your introduction or preface.

The year 1995 marks the 90th anniversary of Einstein's first description of the theory of relativity and also the 40th anniversary of his death. To celebrate and commemorate these two events, this unique reference book on Einstein has been written by an amateur historian of science. In this book, Einstein's multi-disciplinary contributions to sciences and society are presented in an easy-to-read dictionary format. Entries are cross-referenced for easy access to related information.

This book is a synthesis of existing literature on Einstein and the author has presented almost every facet of Einstein's life which began in Ulm, Germany and came to an end in Princeton, New Jersey. The 76 years of his life spanned a tumultuous period of two world wars and the dawn of atomic age. Based on Einstein's own writings as well as that of his biographers (Garbedian, Frank, Infeld, Seelig, Michelmore, Clark, Hoffmann, Bernstein, Dukas, Pais, Pyenson and Sugimoto), and the secondary literature published during the past 40 years, the author has compiled this comprehensive reference work.

In order to be accessible to students and those whose speciality is not physics, this dictionary does not attempt to emulate the *Collected Papers of Albert Einstein*, of which a couple of volumes have appeared since 1987. But, page for page, this book is filled with abundant information on Einstein and his contemporaries, including a chronological synopsis, geneological chart, complete bibliography of his publications and patents. Also, four tables provide details about Einstein's research collaborators, his nominators for the Nobel prize, his places of residence and his long-distance travels.

10. Type, double spaced, a short description of the book to be used as advertising copy, not to exceed 50 words.

Albert Einstein, foremost scientist of this century, is presented in this comprehensive reference work in an easy to read format. Einstein's personal life, physics, philosophy and politics are covered in more than 580 cross-referenced entries, with copious annotations to primary and secondary literature. Kenichi Fukui, chemistry Nobelist, has written the deserving foreward for this book.

11. Note any particularly quotable lines from the book (please refer to chapter location)

- For a doctoral dissertation, Norman White (of Brigham Young University)
 - statistically applied the leadership attributes to most influential persons in history and
 - requested a rating by a panel of faculty members. The rank order obtained placed Einstein
 - in sixth position, following Christ, Paul, Confucius, Muhammad and Buddha.
 - (entry on 'Popularity Surveys').
-

PART 4 - MARKETING INFORMATION

12. Describe the audience(s) you are addressing. Who/what are the primary and secondary markets for your book?

(primary) ① Undergraduate and graduate science students in the universities;
specializing in physics. ② Historians in science.

(secondary) High school science teachers.

13. If your book holds potential as a supplemental text or collateral reading, for what courses is it most suitable? List only courses for which instructors might realistically consider adopting the book.

Physics

History of Science (20th century).

14. Prepublication endorsements: Will you secure written comments from recognized leaders in your field to be used on press releases, in ads, etc.? If yes, please forward them to the Marketing Department.

None as yet.

Each endorsement must include a release for its use (for legal purposes). The release should read:

"The publisher has my permission to use my words for promotional purposes."

(Signed)

endorser's full name, title,
affiliation as it should appear in print

15. MAILING LISTS: Can you provide, on labels, any specialized mailing lists of individuals particularly interested in your book? We are especially interested in smaller lists (under 200 names) that we may not know about or have access to. Please forward the labels to the Marketing Department.

Yes. I will provide 150-200 names of physicists and other scientists, who may be interested in this book.

16. REVIEW MEDIA: We will send review copies to leading scholarly journals in your field and appropriate general review media, such as *American Political Science Review*, *Library Journal*, *Contemporary Sociology*, etc. Please list specialized journals and targeted periodicals that we may not know about that review books and are most influential and widely read in your field. Include media such as your college alumni magazine, your local paper, etc., and organizations that publish newsletters, bulletins, journals, etc. Please list in order of importance. Complete contact names, titles, and addresses must be provided.

1. John Maddox (Editor)
 contact name, title
NATURE
 name of publication
4, Little Essex St.,
 address
London, WC2R 3LF, U.K.
 zip code

2. Katherine Livingston (Book Review Editor)
 contact name, title
SCIENCE
 name of publication
1333 H Street, NW,
 address
Washington DC. 20005
 zip code

3. Editor,
 contact name, title
PHYSICS TODAY
 name of publication
335 East 45th St.,
 address
New York, NY 10017.
 zip code

4. Editor,
 contact name, title
AMERICAN JOURNAL OF PHYSICS,
 name of publication
335 East 45th St.,
 address
New York, NY 10017.
 zip code

5. Hannah Wheeler Andrews (Book Review Editor)
 contact name, title
AMERICAN SCIENTIST,
 name of publication
P.O. Box 13975,
 address
Research Triangle Park, NC 27709
 zip code

6. Philip Morrison (Book Editor)
 contact name, title
SCIENTIFIC AMERICAN,
 name of publication
415 Madison Avenue,
 address
New York, NY 10017
 zip code

7. Peter G. Brown (Editor)
 contact name, title
THE SCIENCES,
 name of publication
2 East 63rd St.,
 address
New York, NY 10021
 zip code

8. Editor,
 contact name, title
ISIS,
 name of publication
Dept. History of Medicine, Univ. of Wisconsin,
 address
1300 University Avenue, Madison,
WI 53706 zip code

9. Michael Heylin (Editor)
 contact name, title
CHEMICAL & ENGINEERING NEWS,
 name of publication
1155 - 16th St., N.W.,
 address
Washington DC. 20036
 zip code

10. _____
 contact name, title

 name of publication

 address

 zip code

17. SPECIAL SALE OPPORTUNITIES: Associations in which you hold membership, or organizations especially interested in the subject of your book (perhaps even your own organization, or those specifically mentioned in your book), may be interested in purchasing multiple copies for promotional purposes. List societies, corporations, trade and professional associations, etc. Please provide us with as much specific information as possible.

* None.

1. _____
 contact name, title

 name of organization

 address

 zip code

 phone

Why this group will be interested:

2. _____
 contact name, title

 name of organization

 address

 zip code

 phone

Why this group will be interested:

3. _____
 contact name, title

 name of organization

 address

 zip code

 phone

Why this group will be interested:

4. _____
 contact name, title

 name of organization

 address

 zip code

 phone

Why this group will be interested:

5. _____
 contact name, title

 name of organization

 address

 zip code

 phone

Why this group will be interested:

* I have listed these in page 7. American Scientist is the publication of Sigma Xi. Isis is the publication of History of Science Society; and I'm a member of these two societies.

18. Please list conferences and conventions to which we might send your book, in order of importance. Reminder: please be sure to let us know when you expect to speak at a meeting:

None.

1. _____
Conference name

Organization in charge
2. _____
Conference name

Organization in charge
3. _____
Conference name

Organization in charge
4. _____
Conference name

Organization in charge

19. Have we left anything out? Please include any additional information that will enable us to market your book effectively:

40th anniversary of Einstein's death falls in March 1995; also, the 90th anniversary of Einstein's first publication on the theory of relativity also falls in mid 1995. Thus, the release of this book in early 1995 is timely to tie in with these two anniversaries.