ASHRAE
1791 Tullie Circle, NE
Atlanta, GA 30329-2305 USA   Tel: 404-636-8400
www.ashrae.org   Fax: 678-321-5478

ASHRAE Marketing Questionnaire

Now that you have completed your publication, we ask that you complete as much of this form as you can to help us market and sell the published work as effectively as possible. The easiest way to complete the form is to move from box to box using the Tab key.

We would appreciate it if you could complete this questionnaire electronically and return it by e-mail to the editor listed below. If you prefer to complete it by hand, please mail or fax it using the contact information above.

Publication Title:

Author name:

Date form completed:

To be returned to: E-mail address:

ALL PRODUCTS

Please provide a brief summary of this work.

If this is a new edition, what are the new features?

If you were searching for this publication or information about its content on the Internet without knowing the title, what key words would you use to search?

Who is the intended audience for this publication? Please provide relevant industry/specialist job titles.

Please list any ASHRAE products (books, standards, software, etc.) that you consider to be related to this work.

Do you have any suggestions for the promotion of this publication?

Please list any non-ASHRAE outlets you think would be appropriate marketing channels for this publication.

What are some key journals or publications in your field?

What are some work-related Web sites that you find most useful?

Please add any additional information not covered by this questionnaire that you think may assist us in the marketing of this publication.

Please feel free to include a quote or two that we can use in promoting this publication.

If this publication has content suitable for the creation of a mobile app, please describe the features/uses:

If this publication is or includes a CD or DVD or supplemental materials online, please continue to the questions on the next page.

Digital Media Products/Supplemental Files

Is there any specific expertise required to be able to use this product?

Are there any specialized computer languages required to be able to use this product?

Are there any specific validation or testing methods that should be noted for users?

What sort of input is required for this product?

Can the product accept both I-P and SI units as input? ___ Yes ___ No
If no, what are the required units for the input?

Can the output be supplied in both I-P and SI units? ___ Yes ___ No
If no, what are the available units of the output?

What format output is generated by this product? (Check all that apply.)
___ Excel ___ CSV ___ html ___ Other:

Can users tailor the output to their needs? ___ Yes ___ No
Please supply specifics about tailoring the output if necessary.

Are there specific screens of the interface or any specific choices in the menus that we should highlight as features for potential customers? (For example, see the screenshots at www.ashrae.org/tctv2). Please add additional sheets if necessary.