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2. Letter describing the book and its market
   - Pedagogical approach
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   - Competition
   - Market analysis (schools offering the course, enrollment)
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3. Curriculum vitae

4. Sample chapter or representative section (if available)

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Pamela Siege Chandler
VP and Publisher
444 Cedar Street, Suite 700
St. Paul, MN 55101
Pamela.siege@westacademic.com
651-202-4810