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Dear Professor Crawford,

ADVANCE PUBLICITY

Please understand that because your advance is just £4 set against royalties, we ask you not to publicize this fact in any way. To disclose such confidential commercial information could be damaging to your reputation, to that of your agent (if you still have one), and to that of your publisher. We are a small independent house and are unable to match the sort of more-than-£10 advances paid by some other, larger literary publishing conglomerates.

You will, however, be most welcome to join me for a cup of tea if you are ever in Norwich.

I enclose our standard Non-Disclosure Agreement for you to sign, and would be grateful if you would return it to me before your book goes into production.

Kind regards,

Tasmina Buffalo-Foote,
Financial Controller, Reputation Manager, and Head of Wetwork,
Boiler House Press