

## Editor/Author Questionnaire

- 1) What is the motivation for producing this publication or these publications?

The publication is designed to provide a practical guide to the relevant U.S. laws and regulations regarding the embargo, and selected areas of Cuban law relevant to doing business in Cuba.

- 2) Why should a potential customer be interested in this book? What value would the content provide to the marketplace?

It is written by expert practitioners in their respective fields and it contains the latest developments in U.S. and Cuban law. It is in the nature of a primer and it is organized in a way that facilitates consultation – the chapters are stand alone/self-contained. It is based on the original Cuban sources, many of which are not yet available in English.

- 3) What are the three TOP (drop dead reasons) to buy this book?

- a. Essential to gaining a practical understanding of current U.S. laws regarding the embargo and business transactions in Cuba;
- b. Essential to gaining a practical understanding of current Cuban laws regarding foreign investment and business transactions in Cuba;
- c. Essential for any lawyer advising clients on doing business in Cuba.

- 4) Describe the audience for the publication; if you were selling your book, who would you try to reach: (1) ? (Note: **please also provide potential customers' specific titles – i.e., CEO, Partner, Associate, Marketing Manager, Contract Professional, etc. -- so that the West Sales team can do more effective outbound calls to drive sales.**)

Lawyers, business professionals – export/ import, banking, business development, small business owners, law professors, law students, port authority administrators, hospitality industry, travel and transportation professionals. State and local officials developing business opportunities in Cuba.

- 5) If you spoke directly with a potential customer of your book what would you make sure they know about it?

See 2 and 3 above.

- 6) Currently, what are the three to five most important issues in the area of law you write about and why?

U.S. laws and regulations regarding embargo;  
Foreign investment;  
Commercial / business transactions in Cuba and/or with Cuban entities.

- 7) What associations or groups can you suggest we target or partner with to promote this product?

Trade associations;  
Business chambers;  
Bar Associations;  
Law Schools/ Business Schools;  
Professional associations;  
State and local governments;  
Cuban / U.S. associations