COMPS Analysis	NOTES
Comparative or Competitive?	
Book Title and Subtitle	
Author	
Date Published	
Publisher	
Genre/Category	
Target Audience	
Covers	
Content	
Voice	
Other	
Overall Rating	1 (poor)------------------3 (undecided)------------------5 (great read)
Would you recommend this book to a friend or colleague? Why or why not?	