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Author's Questionnaire

by Users Press **TELL US ABOUT YOURSELF** (or complete the Author's Questionnaire on www.sas.com/bbu)

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At which address do you prefer to receive mail? WORK

Occupation System Developer

Employed by (if different from company name) _____

Your project will address SAS software JMP software

How long have you used the software? 18

Describe the applications or tasks that you have used the software to perform. I will focus primarily on BASE SAS for most of the examples. Some of the examples will also use SAS/STAT and SAS/GRAPH which are commonly used to generate clinical reports. There will be a chapter that will introduce Software from the perspective of a clinical programmer including: Getting to Know SAS Drug Development, How ETL Studio Transforms Clinical Data, Enterprise Guide for Delivering Information to Clients, How BI Servers Architecture are implemented within Clinical Environments, CDISC Viewer, PROC CDISC and XML SAS Related Tools.

Have you submitted this proposal to any other publisher for consideration? No

If so, to whom, and what is the status of the submission? None

Are there any coauthors? No (If yes, please have each coauthor complete the Coauthor's Questionnaire.)

TELL US ABOUT YOUR PROJECT

This information will help us determine whether to publish your work, so please make sure that your responses are as complete and accurate as possible.

X Book Carpenter Series Book Other _____

Proposed title: Becoming a SAS Clinical Trials Programmer

Estimated number of pages: 7" x 9", 350 pages
(a typical 8.5"x11" page is 53 lines of 10 point text, code, and line spaces)

Which word processing package and release do you plan to use for producing your book? MSWORD

Describe your audience

How much SAS or JMP background and experience should your readers have, and what is their area of expertise?

~~The user does not have to have SAS experience since this book can be used as an introduction. If the user has experience~~
with SAS from another industry, this book will leverage that skill and apply it to clinical trials data.

In what industry do your typical readers work? What are their job titles?

~~Readers are new to the Pharmaceutical Industry. They can be college graduates looking into a career within this industry~~
or professionals from another industry such as Finance or Healthcare who are interested in entering the Pharmaceutical Industry.

Will this book be for novice, intermediate, or advanced users? Novice or users outside the Pharmaceutical Industry.

How will the topics in this book solve the readers' problems? This book will help users outside of the Pharmaceutical Industry see if the programming of SAS within this environment is compatible with their interest and aptitude. It will prepare them with the knowledge to start to work in a regulated environment.

Describe the market for your book

What is unique about your book? What do you think will make SAS or JMP users want to buy it? Other books available
show the technical aspects of SAS. This book will introduce the software using technical examples but will also give a
perspective of a career move. It will give the reader a perspective of the technology from the business view within the

Pharmaceutical Industry. Users will then be successful in their work beyond just understanding how to code SAS.
How does your proposed book complement or compete with other BBU books?

This book gives a fresh perspective for prospective Clinical SAS Programmers. It goes beyond the technical aspects to
show the value added when used for specific business needs.

Might this book be used as a college text? Would it supplement a college text? What level (undergraduate or graduate)?

This book can be used to supplement a college text to give students a perspective into SAS programming within the Pharmaceutical Industry. It combines technical examples with career guidance for the student.

Describe the content of your book

Describe your book idea. Include a general overview of the topic here, and attach a detailed outline. In the detailed outline, estimate the number of pages you'll spend on each major topic.

This book will introduce the reader to the types of jobs using SAS in the Pharmaceutical Industry. It gives examples of various paths that individuals could take as examples and shows how this may fit the reader's goals. It familiarizes the reader with the software and suggests optimized methods of its use within this environment. It will cover regulatory requirements such as data standards and validation.

What versions of SAS or JMP do you plan to cover?

It will use the latest version of SAS 9.x and the latest version of other SAS components.

What SAS or JMP products and procedures are used to produce your examples?

SAS/BASE, SAS/GRAPH, SAS/STAT, SAS/CONNECT, SAS Drug Development, ETL Studio, Enterprise Guide, BI servers, CDISC Viewer, PROC CDISC and XML SAS Related Tools.

Would you describe your book as example-driven or theoretical? Explain. The introductory material can be considered theoretical to provide perspective. However, the majority of the contents are practical real life examples intended to give users a view of how SAS is used with real data.

If you are submitting a book proposal on a statistics topic

How much knowledge of statistics will readers need? The reader will need only general knowledge of statistics. All statistics examples will be accompanied with explanations so no in depth prior knowledge is required.

What real-world problems does your audience encounter? The reader will be presented with programming SAS in a regulated environment with requirement of such as standards, documentation and validation. The SAS programs will be applied to perform analysis on clinical data to produce analysis files, reports and graphs.

Writing sample

If you're submitting a book proposal on a statistics topic, a writing sample and a preface are required. We prefer a chapter from the proposed book, but a paper or article you've written on the same topic would also be an acceptable writing sample. The preface should describe your perceived audience and state how your book will meet their needs. It should also describe the topics in the book and your delivery approach.