

**PUBLISHERS!  
ARE WE RECEIVING  
YOUR DATA?**

**Supplying your bibliographic  
and digital data  
to Bowker™ is free  
of charge and will help  
you reach customers  
worldwide**

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# BOWKER SEARCH & DISCOVERY SERVICES

## BOWKER: LEVERAGING BIBLIOGRAPHIC DATA EXPERTISE IN THE UK

Bowker, the US ISBN agency, is now gathering, maintaining, and managing UK bibliographic data in order to deliver a comprehensive UK data source to book information researchers and book buyers. With more than 138 years of experience in bibliographic data management and dissemination, Bowker's database, **BooksInPrint 2.0**<sup>®</sup>, is the international established authority for book information.

Further, Bowker's Library catalogue OPAC enrichment service, **Syndetic Solutions**<sup>™</sup> circulates content from the BooksInPrint database to English and foreign libraries throughout the UK and Europe, with over **2.1 billion** queries per month.

Bowker offers metadata on your published titles to:

- Retailers
- Buyers
- Collection Development Librarians
- Academic Libraries
- College Bookstores
- Wholesalers
- eBook converters
- Book Reviewers
- Public Libraries

Bowker does not charge publishers to submit the following content for your titles: **Cover Images • Tables of Content • Summaries • First Chapters • Author Notes**

Bowker aggregates and enhances out title metadata free of charge including:

- **Data Feeds** from Publishers, National Libraries, Distributors & Wholesalers
- **Full Text Reviews**
- **Review Citations**
- **Bestseller Lists**
- **Media Mentions**
- **Knowledge Profiles**
- **Awards** from **400** sources

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# SUPPLYING YOUR METADATA TO BOWKER

## BIBLIOGRAPHIC DATA FEED

- **Electronic Feeds** including ONIX, Excel or Text. All electronic files submitted to Bowker for the first time undergo a testing phase before they are accepted into production.
- **AI Sheets** can be sent to us via email, FTP or on CD, in the form of PDF or Word.doc.
- **Cover Images** can be submitted via FTP, email or CD. We accept TIFFs, JPEGs and GIFs. Please ensure that all images are named with the ISBN only.

## TRANSMISSION METHODS

- **FTP** You may find FTP a convenient means of transmission. To request an FTP account please contact **datasubmission@bowker.co.uk**.
- **BowkerLink™** Simply go to: [www.BowkerLink.co.uk](http://www.BowkerLink.co.uk) to register for a password. Please see following page for further information.

Bowker also encourages publishers to enrich their title data with Tables of Content and First Chapter. This content can be submitted to Bowker within an Onix or PDF feed. Please ensure you also include the ISBN and title for any enriched data sent.

### Table of Contents

1	Overview
1.1	Introduction
1.2	A gallery of structured fluids
1.2.1	Self-organization
1.2.2	Rheology
1.2.3	Scaling
1.3	Types of structured fluids
1.3.1	Colloids

## YOUR COMPANY PROFILE AND DISTRIBUTION

When initially submitting your data please confirm your company's full contact details and also those of your UK and overseas distributors in order that these may be correctly represented on **www.BooksInPrint2.com**. Subsequently, please notify us of any changes.

## FREQUENCY OF UPDATES FOR BIBLIOGRAPHIC DATA

Bowker would like to work to a mutually agreeable schedule and we are happy to discuss this with you.

Please contact **jack.tipping@bowker.co.uk** for further information.

# USING BOWKER'S SELF-SERVICE WEB PORTAL

## DISPLAY YOUR TITLES ACCURATELY TO MILLIONS OF BOOK BUYERS

**BowkerLink™ is the quick, easy way to enter your bibliographic data into the BooksInPrint2.com database.** BowkerLink is Bowker's online publisher access system which provides publishers with an automated tool to add or update bibliographic data listings in Bowker's online database.

### BowkerLink will enable you to:

- View and update your title information
- Be confident that your data is accurate
- Upload cover images
- Include annotations and book descriptions

The screenshot shows the login page for BowkerLINK™. It features the BowkerLINK™ logo and a navigation menu with options: My Account, Cover Image Specifications, Title, Feedback, and Logout. Below the menu is a search bar and a navigation bar with options: Search Title, Add Title, Publisher Information, ISBN Lookup, and View Pending Transactions. The main content area has a login form with fields for Username and Password (with a note that passwords are case sensitive), a Login button, and a link to register. There is also a section for frequently asked questions and a footer with copyright information.

## GETTING STARTED - REGISTERING FOR BOWKERLINK

1. Go to the BowkerLink home page: <http://www.bowkerlink.co.uk>
2. From the login screen, select New user? [Click here to register](#)
3. On the Statement of Use screen, click on "YES - I agree" to continue with the registration.

4. On the next screen, you will need to type in your Publisher Name, then click on the search button below (please follow the search examples). A list (or possibly just your company) will display. Click on your Publisher Name to display the registration form.

If your company is not listed please contact: **[datasubmission@bowker.co.uk](mailto:datasubmission@bowker.co.uk)**.

5. Fill in the registration form and select submit. You will be asked questions which will allow us to identify you as the owner of your ISBN. You will receive your password by e-mail. It will take up to three business days after you receive it to activate your password.

6. Once your password is active you'll need to repeat step 1 to get to the login screen. Enter your username and password to access BowkerLink.

The screenshot shows the 'Title Information' registration form. It includes a navigation bar with options: Search Title, Add Title, Publisher Information, ISBN Lookup, and View Pending Transactions. The form has a 'Finish and Save!' button. It contains several fields: ISBN (978-0-8352-4972-0), Title (Books Out Loud 2008), Subtitle, Translated title, Number of Pages, Check box for illustrations, Number of illustrations, Binding information (Trade Cloth, Hardcover, Trade Paper, Paperback), and Trade Cloth options. There is also a section for additional binding codes.

24/7 online access enables you to update, add title or contact information, and ensure accuracy by making corrections the moment a change is needed.

# eBOOK METADATA

**eBooks** are maturing into an integral part of the publishing world. As more publishers explore the opportunities and challenges, they are developing new models of marketing, pricing, and delivery. As technology improves, sales of eBooks will continue to increase. If you would like further information on eBooks/digital content, or any of our products and services, please contact us at Bowker.

## Why submit eBook data to Bowker?

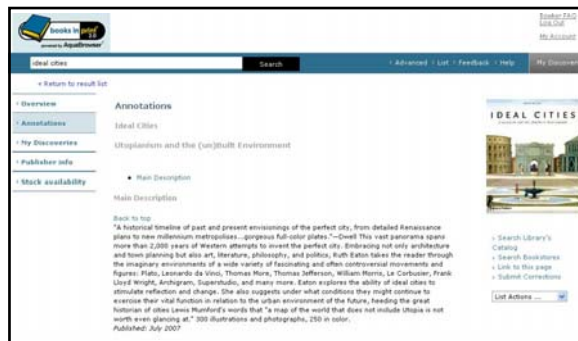
- Just as Bowker assists in marketing your print titles via our suite of products for retailers, libraries, and school systems worldwide, we are able to promote your eBooks and other digital content aiding you in the propagation of your titles on various web-sites and within customers' systems.
- In fact, providing your data to Bowker extends your customer reach by over 5 million logins/year.
- Through proprietary title linking functionality, Bowker also is able to combine all versions of a title – print, audio, and digital – for display to our customers.

## Data collection is already in process

- Data collection 82% publisher based, with over 575,000 eBook records in BIP2.0.
- Bowker is supplementing publisher feeds with aggregator and distributor metadata feeds
- Sony, Netlibrary active, Ebrary, Gibsons, Books 24X7 and others in process
- 45 data feed customers already purchase eBook metadata
- Borders, B&N, SWETS all now dealing in eBooks

## Metadata for eBooks

Bowker would like you to submit metadata for all versions of your works including details on varying formats and prices. eBook metadata can be sent to Bowker in your regular file feed, with your print products, or separately should you store this information in a separate system internally. In addition to basic bibliographic listing, you may wish to supply metadata, such as: descriptions, tables of content and author biographies, free of charge in order to aid in the discovery of your products.



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*6 million UK titles, 3.1 million Annotations,  
4.3 million Cover Images and 1 million  
Tables of Content*

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The screenshot shows a search results page for 'alice in wonderland' on the BooksInPrint2.com website. The page displays a list of results sorted by relevance, showing the first four entries. Each entry includes the title, author (Lewis Carroll), publication date, and the number of editions in various markets. For example, the first entry is '1. Alice's Adventures in Wonderland' by Lewis Carroll, published between Jan 1920 and Sep 2012, with 415 editions in 10 markets. The page also features a sidebar with filters for 'Markets', 'Format', 'Author', 'Language - Current', and 'Status'. The 'Markets' filter shows results for the United States (272), Canada (235), Australia (132), New Zealand (123), and South Africa (98). The 'Format' filter shows results for Hardback (226), Paperback (237), Electronic book/text (42), Audio cassette (20), and CD-Audio (18). The 'Author' filter shows results for Carroll, Lewis (87), Tenniel, John (4), Lockhart Books Staff (3), Allan, Robin (2), Beck, Joan (2), and 36 more. The 'Language - Current' filter shows results for English (351), Spanish (5), French (2), German (2), and Asholi (1). The 'Status' filter shows results for In Print: IP (296), Out of Print: OP (238), and Forthcoming: FC (11).

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**For more information on Bowker's search  
and discovery services:**

**BooksInPrint2.com**

**BowkerLink.com**

**SEO Title Cards**

**Enriched Content**

**Full Digital Content Indexing**

**Please contact Jack Tipping**

**E: [datasubmission@bowker.co.uk](mailto:datasubmission@bowker.co.uk)**



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