

**FOR PUBLISHERS**

- ▶ **Eye the competition**—Search forthcoming titles by subject or publisher; check first-run quantities and pricing of competitive titles(16).
- ▶ **Monitor the competition**— Receive e-mail alerts with BIP Alert when titles by certain publishers or imprints are released (5).
- ▶ **See what's hot**—Search by book subject or by bestseller status to watch for upcoming trends (4).
- ▶ **Know your assets**—Many publishers acquire titles in business transactions such as mergers. Use this reliable resource to confirm your company's titles, previous editions for front matter, and detailed information your own records may be lacking.
- ▶ **Stay current**—Use BIP Alert to be notified when titles matching your saved search criteria are added to the 5.6 million+ database.
- ▶ **Rate authors**—Read reviews of an author's previous work (14).
- ▶ **Product development**—See if a proposed title has already been taken.
- ▶ **Save time**—e-mail a **List** of search results with comments to other departments in your company (10).
- ▶ **Make wiser choices**—Base your title and pricing decisions on real facts, trends, and thorough, up-to-date information from BooksInPrint.com.
- ▶ **BowkerPubServices.com**—Where to go to learn about all of the products and services Bowker offers you to help promote your titles, stay on top of market research, and grow your business.

**FOR BOOKSTORES**

- ▶ **Competitive advantage**—real-time access to links and information for instant answers to in-store questions.
- ▶ **Special orders**—Place orders for books you don't carry, and locate out-of-print and hard-to-find titles (11).
- ▶ **What's hot?**—Find recent or past award winners with the extensive awards database, including nominees (14).
- ▶ **Improve customer service and sales**— Offer a personal touch to your customers by creating and e-mailing **Lists** of new or forthcoming titles based on their preferences (10).
- ▶ **Stay current**—Use BIP Alert to be notified when titles matching your saved search criteria are added to the 5.6 million+ database. (5)
- ▶ **Find titles reviewed** in a number of consumer newspapers such as *The New York Times*, *The Wall Street Journal* and *The Washington Post* with Review Source in Advanced Search (4).
- ▶ **Identify availability** through more than 30 wholesalers and vendors (8).
- ▶ **Save time**—Locate titles for customers based on minimal information using our many searching and browsing features (4, 13).
- ▶ **Be more efficient**—Find contact information on more than 200,000 publishers, wholesalers and distributors in our extensive Publishers Authority Database (PAD) to check order status or place orders (13).
- ▶ **Help customers**—User-friendly PatronBooksInPrint.com enables you to browse by subject and genre and get targeted results. Easy-to-use interface was created just for customers with professional, robust data behind it. (18)

**FOR LIBRARIES**

- ▶ **Collection development**— Fill gaps with targeted subject searches.
- ▶ **Stay current**—Use BIP Alert to be notified when titles matching your saved search criteria are added to the 5.6 million+ database.(5)
- ▶ **Communicate easily**—**Download, print, and e-mail** search results (10-12).
- ▶ **Identify availability** through more than 30 wholesalers and vendors (8).
- ▶ **Improve workflow**—Create numerous customized **Lists** from title searches (10), then e-mail with comments to co-workers or patrons. Patrons can create lists on BooksInPrint.com from home and e-mail you to reserve titles.
- ▶ **Save time**—Verify what's in your collection with **Hooks to Holdings™** (9) which allows users to search local library catalogs.
- ▶ **Increase access**—Seamless links to **OCLC** and **WorldCat** (9) where mutual subscribers can check which other libraries holding a title.
- ▶ **Easier acquisitions and ordering**— Eliminate the need to re-key info by downloading records in formats such as USMARC, MARC21, or a variety of other vendor-specific formats that can upload into your library's automation system (10, 11).
- ▶ **Special orders**—Locate publisher address and contact information (8).
- ▶ **Help patrons**—Give them access to PatronBooksInPrint.com where they can browse by subject and genre and get targeted results. User-friendly interface was created just for them with professional, robust data behind it. (18)
- ▶ **BowkerSupport.com**—(Just for librarians!) Where you can find BooksInPrint.com logos and descriptive language to announce your new subscription in your newsletter and on your website.

