



**PUBLISHERS & SELF-PUBLISHERS** 













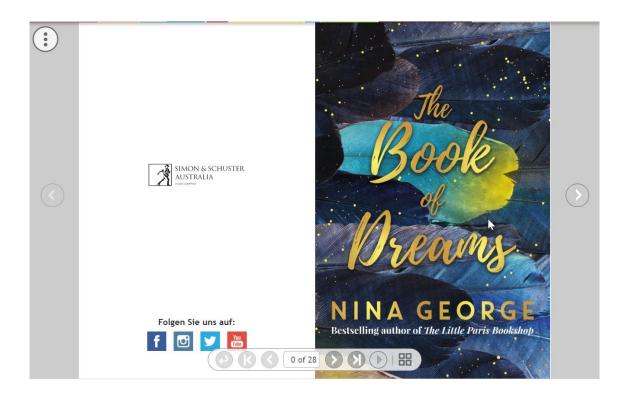








## The state of the art online marketing tool for publishers and self-publishers



A look-inside solution for you, your retailers, authors, and bloggers.

A sophisticated discovery tool for your books.

Make the **Point of Discovery** the **Point of Sale** 



















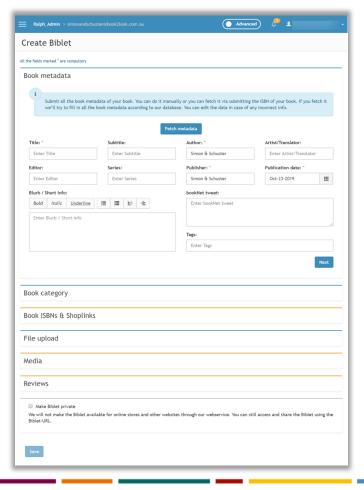




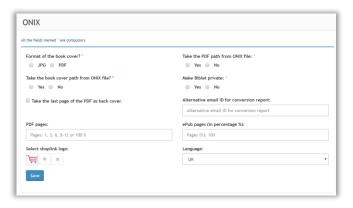
# Create | Share | Sell | Analyze

## Create – It's easy! Manually or via ONIX

#### Create manually or ...



#### ... use the bulk conversion via





With our intuitive online editor, an interactive book sample ("Biblet"), can be created quickly and easily no technical expertise required.

Just upload the PDF and/or ePub, enter metadata and promotional audio and video clips. Done!

Or use our ONIX upload for automated bulk conversions.

We make the Biblets available to all online retailers, bloggers, and communities.



























### What a Biblet can do (the key features)



Share this Biblet in your Social Networks or via SMS (Smartphone) and email.



Links to online reviews. What do bloggers and journalists have to say abut this book



BookNet sends new and interesting Biblet to your timeline on Facebook and Twitter





Unlimited promotional video clips and audio samples



Multi format shop selection. Chose your format (HC, PB, eBook, Audiobook) and buy it.



Show similar books by the same publisher



If an ePub is available: Open Biblet in the integrated ePub reader



Bibliographical data and book information like the blurb.



Settings: Choose the language of the user interface etc.



Page overview: View thumbnails of all pages of the Biblet, click/tap to navigate



Optimized for mobile use with a state of the art Responsive Design



Fulltext search inside the Biblet



Simple but sophisticated embed options for any website





Single or double page view





























## Multi-Platform - Optimised for all devices

«Das kann ich mir sehr gut vorstellen, Nancy», gibt Mar-

gery jedes Mal zurück, und die alte Frau lacht schallend auf und klopft sich auf die Schenkel, als hätte sie es zum ersten

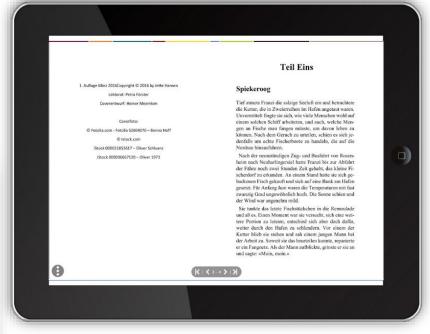
**ePub** keine Hilfe. Er rollte zu seinem Schreibtisch hinüber und umrundete ihn mit der Hand an der Tischkante »Venez, Mademoiselle, kommen Sie her, ich will Ihnen etwas geben!« Lilou stieß sich vom Türrahmen ab und durchquerte das große Zimmer. Alter Eichenboden, matt glänzend vom jahrzehntelangen Polieren, knarrte unter den Gummisohlen ihrer Sneakers. Vor dem Schreibtisch lag ein kleiner bunter Teppich, dem sie auswich, einfach weil Monsieur Benoit das auch Der alte Mann zerrte an der Schreibtischschublade, doch nur der Rollstuhl bewegte sich. Lilou langte an ihm vorbei, rüttelte an der widerspenstigen Schublade und zog sie auf. Sie sah einige Briefe, Papiere, lose Zettel, einen Einsatz mit Stiften. Frédéric Benoit schob sie mit plötzlicher Kraft zur Seite und griff tief in das Schubfach hinein. Er tastete nach etwas, das offenbar ganz hinten lag, und endlich zog er einen flachen Gegenstand hervor, der sich, bei Licht betrachtet als ein Buch entpuppte, eingebunden in dickes dunkelrotes Papier. Er hielt es »Sie kochen doch so gern«, sagte er einmal anzusehen.« Lilou nahm das Buch entgegen und verteilt ist, während sie sich ihren Weg hinunter zum Fluss Prolog Umschlags knisterte, ein schwacher Du suchen. «Ich gebe dir heute Abend warmen Zuckerrüben Sirup ins Futter. Könnte sogar auch was für mich sein. –
Noch vier Meilen, denkt sie und wünscht sich, sie hätte schlug den Band wahllos in der Mitte a mehr zum Frühstück gegessen. Noch den Steilhang hinauf, über den Goldkieferpfad und durch zwei weitere Geländes-Seiten, Listen, Skizzen, Anweisungen i 20 Dazambar 1937 hatte Mühe, die Worte zu entziffern. enken, dann wird die alte Nancy auftauchen, Kirchenlieder Hört zu: Drei Meilen tief im Wald, direkt unterhalb von Arsingend, wie sie es immer tut mit ihrer klaren, kräftigen Stimme, die durch den Wald schallt, während sie ihr wie ein »Ein Kochbuch?«, fragte sie überras nott's Ridge, ist die Stille so kompakt, dass man glaubt, hin-durchzuwaten. Nach der Morgendämmerung gibt es kein Der alte Mann wackelte mit dem Kc Kind die Arme schlenkernd entgegengeht. Vogelgezwitscher mehr, nicht einmal im Hochsommer, und Sie müssen nicht fünf Meilen marschieren, um mich zu sagte er, als ob das alles erklärte. »Das treffen», erklärt sie der alten Frau alle vierzehn Tage, «Das ist, dass die wenigen Blätter, die sich noch an den Äster meiner Familie.« ist unsere Aufgabe. Deswegen sitzen wir im Sattel.»
«Oh, ihr Mädchen tut schon genug.»
Sie kennt den wahren Grund. Nancy, ebenso wie ihre ans festklammern, schlaff herunterhängen. Auch unter den Ei »Aber so etwas dürfen Sie doch nicl sich tief in den Boden gegraben, schmiegen ihre weicher Lilou und legte es zurück auf den Schre Bett gefesselte Schwester Phyllis in dem winzigen Block-haus bei Red Lick, kann nicht einmal den Hauch der Mög-Pelze in engen Höhlen oder hohlen Baumstämmen anein-ander. Der Schnee ist so hoch, dass die Beine des Maultiers »Warum denn nicht?« Benoit blinze lichkeit ertragen, dass sie ihren Lesenachschub verpass bis über die Sprunggelenke darin verschwinden und es al könnte. Sie ist vierundsechzig Jahre alt, hat drei gute Zähne das mit der Polizei ja noch einmal.« und eine Schwäche für gutaussehende Cowboys, «Bei die-Lilou runzelte die Stirn, der alte Ma Nur das kleine Flüsschen weiter unten strömt munter von sem Mack Maguire kriege ich das Flattern wie ein frischge-waschenes Laken auf der Wäscheleine.» Sie faltet die Hänan, sein klares Wasser rauscht und schäumt über das stei-nige Flussbett in Richtung einer Mündung, die kein Mensch hübsches Mädchen«, hrummte er, »Sie de und hebt den Blick zum Himmel. «Wie ihn Archer behier je gesehen hat. sich und andere glücklich, bleiben Sie I Margery O'Hare bewegt ihre Zehen in den Stiefeln. aber den Buchseiten heraussteigen und mich auf seinem Pferd sie hat schon längst jedes Gefühl darin verloren und zuckt hai dam Gadankan an dia Schmarzan zusamman, dia sia haben wird, wenn ihre Füße endlich wieder warm werden Pferd, das ich gern reiten würde. Mein Mann hat immer Drei Paar Wollsocken, aber man fühlt sich bei diesem Wet gesagt, ich hätte richtig gut im Sattel gesessen, als ich jung

er trotzdem, als wäre man barfuß unterwegs. Sie streichel den Hals ihres großen Maultiers, streift mit ihren schweren

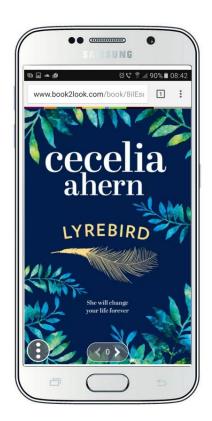
Männerhandschuhen die Eiskristalle weg, die sich auf sei

nem dichten Fell bilden. «Heute bekommst du eine Extra ration, Charley», sagt sie und sieht die riesigen Ohren zu rückzucken. Sie verlagert ihr Gewicht im Sattel, richtet die Satteltaschen aus, damit die Last gleichmäßig auf dem Tier

② (₹) (5-6 of 33 (\$) (\$) (\$) □







**Smartphones** 



**PDF** 

























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book2look.de/book/JAMA
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Ursprung des Flusslaufs, die Quelle. Auf

den Karten aber sah es aus, als wären

## ePub Reader inside!

PROLOGUE

He moves away from the others, their constant chat blending into a tedious monotonous sound in his head. He's not sure if it's the jet lag or if he's simply not interested in what's going on. It could be both. He feels elsewhere, detached. And if he vawns one more time, she'll have no hesitation in calling him out on it.

They don't notice him break away from them, or if they do, they don't comment. He carries his sound equipment with him; he'd never leave it behind - not just because of its value, but because it's a part of him by now, like another limb. It's heavy but he's used to the weight, oddly is comforted by it. He feels a part of him is missing without it, and walks like he's carrying the audio had even when he isn't, his right shoulder dropped to one side. It might mean he's found his calling as a sound recordist, but his subconscious connection to it does nothing good for his posture.

He walks away from the clearing, away from the bat house, the cause of the conversation, and moves towards the forest. The fresh cool air hits him as he reaches the edge

It's a hot June day, the sun beats down on the ton of his head and is baking the naked flesh at the back of his neck. The shade is inviting, a group of midges do high-speed set-dancing in paths of sunlight looking like mythical insects. The woodland floor is cushioned and springy beneath his feet with layers of fallen leaves and bark. He can no longer see the group he left behind and he tunes them out, filling his lungs with the scent of refreshing

He places the audio bag down beside him and leans the boom mic against a tree. He stretches, enjoys the cracks of his limbs and flexing of his muscles. He lifts off his sweater, his T-shirt rising up with it, revealing his stomach, then ties it around his waist. He pulls the hair bobbin from his long hair and ties it up tighter in a topknot, enjoying the air on his sticky neck. Four hundred feet above sea-level he looks out over Gougane Barra and sees tree-covered mountains extending as far as the eye can see, not a sign of a neighbour for miles. One hundred and forty-two hectares of national park. It's peaceful, serene. He has an ear for sound, has acquired it over time and has had to. He's learned to listen to what you don't immediately hear. He hears the birds chirping, the rustle and crack of creatures moving all around him, the low hum of a tractor in the distance, building work hidden in the trees. It's tranquil, but alive. He inhales the fresh air and as he does he hears a twig snap behind him. He whips around quickly.

A figure darts into hiding behind a tree.

'Hello?' he calls out, hearing the aggression in his voice at being caught off guard.

The figure doesn't move.

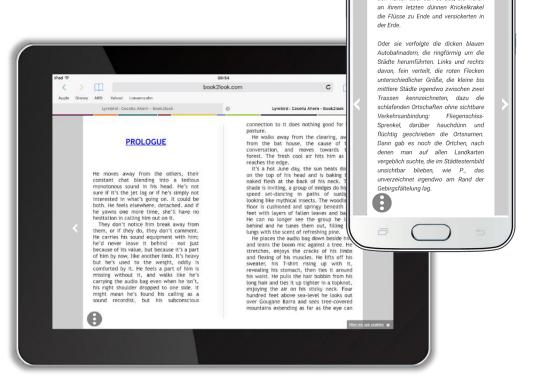
'Who's there?' he asks.

She peeks out briefly from behind the trunk, then disappears again, like she's playing a game of hide-and-seek. An odd thing happens. He now knows he's safe but his heart starts pounding; the reverse of what it should be doing.

He leaves his equipment behind and slowly walks towards her, the crunch and snap of the floor beneath him revealing his every move. He makes sure to keep space between them, making a wide circle around the tree she hides behind. Then she comes into full view. She tenses, as if readying herself for defence, but he holds his hands up in the air, palms flat, as though in surrender.

Full featured eBook reader inside the Biblet for convenient reading on all devices. Also for eBook only publications, no PDF required.



























Twitter

Pinterest

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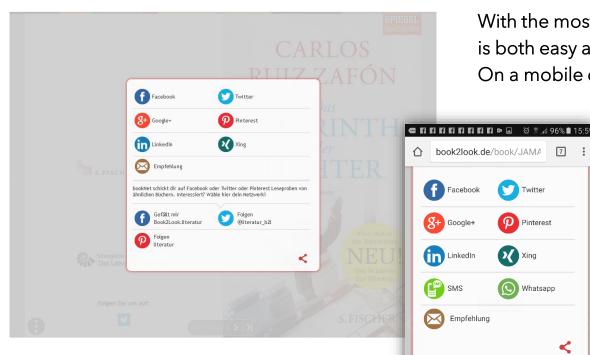
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## Share – Let your books find their readers



Sharing and recommending books in the social networks is easy with book2look's sophisticated social media functionality, email or even SMS and WhatsApp.

With the most sophisticated social media functionality in the market, sharing is both easy and fun.

On a mobile device users can even share via SMS or WhatsApp.



**BookNet** distributes book samples via 35 genre specific Twitter, Facebook and Pinterest channels.

On Pinterest alone BookNet generates over **2.5 million** book cover impressions per month.















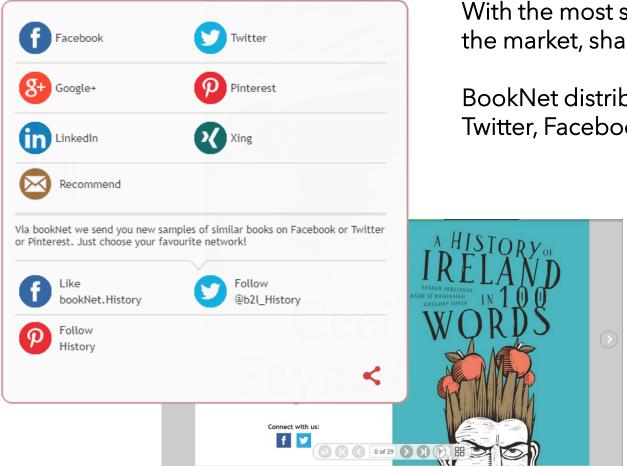








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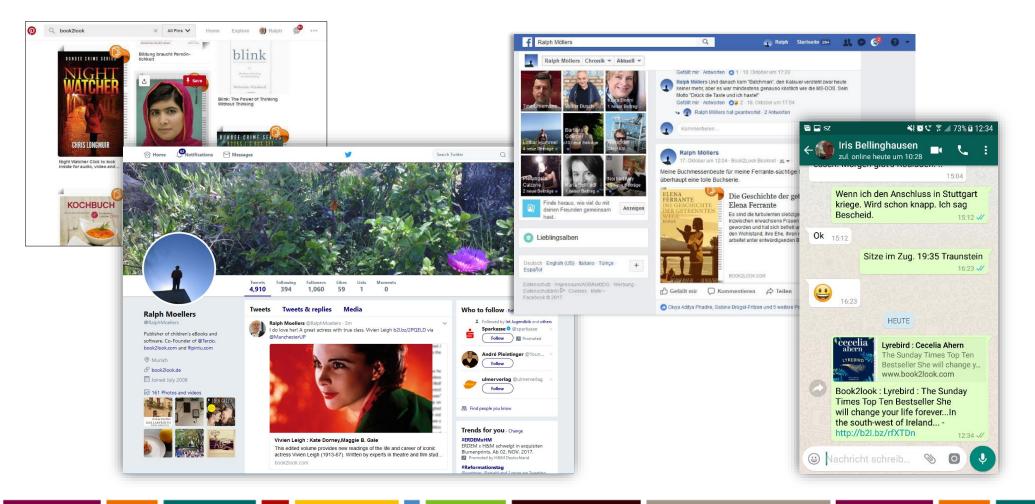








## Biblets are shared everywhere!











































## Reviews - Linking online reviews to your books



Automatic linking to online reviews:

From a constantly growing white list of review websites we take the links to online reviews and add them to the Review popup.

No retailer reviews with links to other online stores are added. So your booksellers can share the Biblet without fear to promote their biggest competitor.

Your favorite reviews can be placed on top of the list as "Featured Reviews".

Don't like a particular review? Just block it!



























## Sell – Making the point of discovery the point of sale



The only multi format shop link solution in the market. A perfect solution for multi format content like hardcover, paperback, ebooks, audiobooks ...

The reader finds his or her favourite format and favourite online shop instantly.

The publisher alone defines which shops are activated.

























Hardcover, paperback or

eBook - You decide which shop links will be

implemented.























## Sell - Support your local blogger/retailer

#### Publisher's Biblet

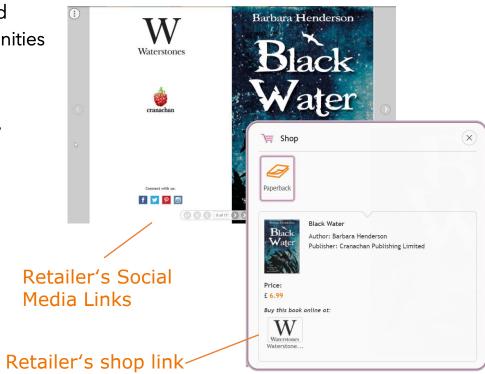


The only Biblet with customized versions for retailers or communities in the market.

The perfect online marketing support for your retail partners, bloggers, review websites ... If they share it, they sell it!.

Publisher's choice of shops

#### Retailer's or blogger's Biblet































### **Analytics**

Find all the relevant information about the performance of your Biblets in your dashboard:

- Number of views
- **Embedding Websites**
- Click throughs
- Time spent in Biblets
- Pages viewed in Biblets
- Shop link clicks
- Menu items clicked
- Top active communities

Plus detailed reports in Excel sheets.



Want even more? You can im-plement your Google Analytics ID and get a wealth of additional information.





#### **Features**

- ✓ The "Biblet" = Animated Book Widget
- ✓ Full PDF functionality inside Biblet
- ✓ Fully functional ePub reader
- ✓ Responsive design for mobile devices
- ✓ Page Overview
- ✓ Bibliographical Data
- ✓ Unlimited Video and Audio
- ✓ Single Page / Double Page
- ✓ bookNet Social Media distribution
- ✓ All relevant Social Networks
- ✓ On a mobile device: Share via SMS or WhatsApp
- ✓ Personal Email Recommendations
- ✓ Automatic Linking of Online Reviews

- ✓ Post-a-Quote
- ✓ Flexible Embed Options for Multiple Biblet Formats
- ✓ Multi-format Shop Links
- ✓ Extensive Reporting, Monitoring
- ✓ Automatic QR-Codes
- ✓ Autofill for Easy Shop Links
- ✓ Connecting to Facebook, Twitter etc.
- ✓ Book Walls to present multiple Books
- ✓ Customized Retailer Versions
- ✓ Author/Promotion Accounts
- ✓ Connect similar books (same Publisher)
- ✓ Multi-language User Interface
- ✓ Detailed Analytics + Google Analytics

#### **2020 ISBN STORE BIBLET PACKAGE RATES:**

1 Biblet-Credit £90.00 (£108.00 including VAT)

5 Biblets-Credits £200.00 (£240.00 including VAT)

10 Biblet-Credits £350.00 (£420.00 including VAT)

20 Biblet-Credits £650.00 (£780.00 including VAT)

50 Biblet-Credits £1500.00 (£1800.00 including VAT)

To give you total cost control Book2look Biblets are sold in packages. A package contains a given number of Biblet-Credits that you can use to create Biblets in your account either manually or using our convenient ONIX bulk upload/conversion service.

Biblet credits are valid for on year after the date of purchase. The biblets you create, remain live, editable and in your complete control until such time as you delete them..

There are no additional subscription or hosting fees.

#### Prices effective until 31 December 2020. All prices in pounds sterling.

If you would like to speak with someone about how biblets can help your business or would like to discuss purchasing more than 50 biblets please get in touch by filling out the contact us form via the link below.

#### **Special Rates for Nielsen Enhanced Service customers**

#### STANDARD TERMS AND CONDITIONS

Terms and conditions for the use of Nielsen Book's services are shown on our website: www.nielsenbook.co.uk

All prices include VAT where applicable.







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