



Bowker® is proud to launch the newest generation of Books In Print®!

The all-new Books In Print is the smart and good-looking choice for libraries, booksellers, publishers, and other information professionals. Books In Print helps you search the marketplace, find the right titles, and provide all known format options, including e-book sources.

Revitalize your search and discovery with the newest Books In Print, the intelligent “top model” of the industry. (See page 2)

What Else Is New?

Syndetic Solutions™

- Welcomes the addition of *The Guardian* (UK) Book Reviews.
 - Now available within the Serials Solutions® Summon™ service.
- (See page 4)

Resources For College Libraries™ (RCL)—the premier list of core print and electronic resources for academic libraries, features over 75,000 titles in 117 subjects. Brought to you by ACRL's *Choice* and Bowker, RCL covers the entire two-year and four-year college curriculum and provides a list of core titles that are essential for undergraduate study. (See page 6)

Data Profiler™—a new metadata extraction service for enhancing search and discovery of your library's full-text collection. (See page 7)

LibraryThing for Libraries™—introduces two new catalog enhancement features—Series and Awards and Library Anywhere. (See page 7)

Bowker Support—free resources are available online to help you learn more about your Bowker products and services, and the available training opportunities. New materials are added frequently, so check back often! www.bowkersupport.com

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Now there's a faster and more efficient way to find and build collections

Books In Print® is the largest, unbiased, independent web-based bibliographic resource, and offers information for over 20 million global titles (in print, out of print, or forthcoming), including books, e-books, audio books, and video titles.

Books In Print is used by libraries, booksellers, publishers and other information professionals. Depending on your subscription, it can be displayed in a variety of ways.

The all new Books In Print fully embraces new search technologies like Quick Search and Visual Search, while still offering the traditional Advanced Search that users expect.

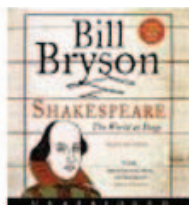
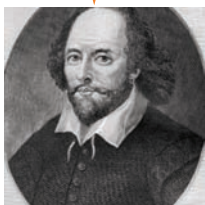
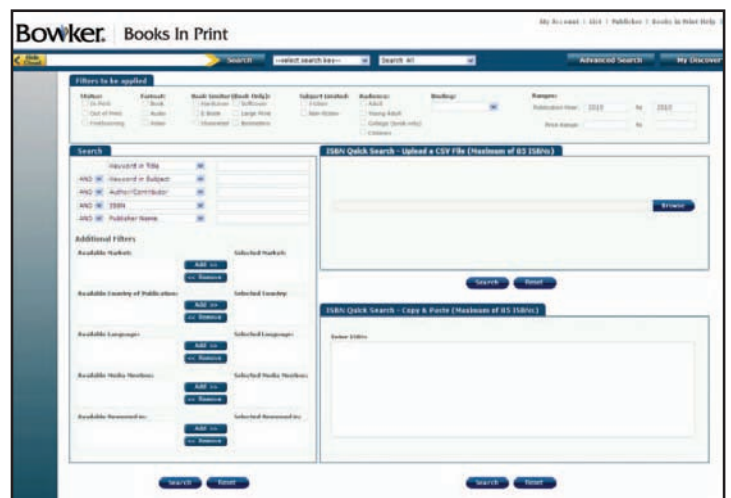
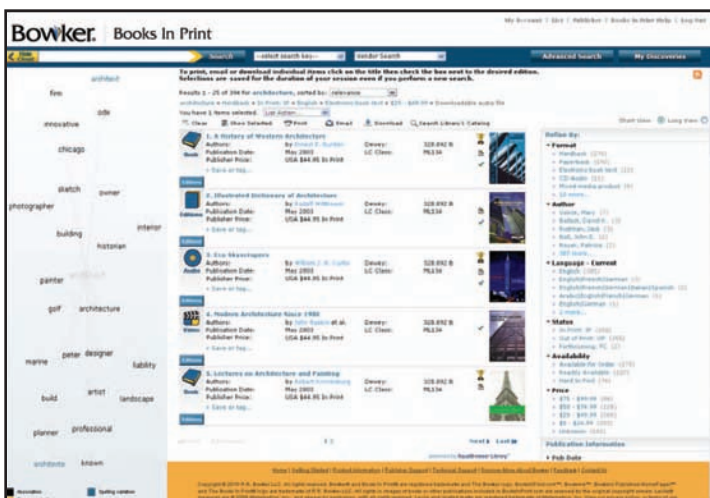
No matter what version of Books in Print you have, **Fiction Connection™** and **Non-Fiction Connection™**

are both complimentary with all new and ongoing subscriptions.

Fiction Connection and Non-Fiction Connection are user-friendly readers' advisory services that recommend titles to your patrons based on other books they have read, authors they like, and topics that interest them.

Fiction Connection gives readers the option of browsing categories such as genre, setting, character, location and timeframe, while Non-Fiction Connection captures narrative non-fiction books' search fields, featuring characters, storylines, and dramatic elements. Collections can be searched individually or in combination.

- **The United States Edition**—contains U.S. publications.
- **The Global Edition**—offers global coverage, including U.S., Canadian, European, and Australian publications.
- **Vendor Connect**—a newly developed platform for school purchasing programs.



search. discover. connect.



Search—unprecedented search capabilities

Searching for a title is easier than ever with the new Quick Search functionality. Search everything in the market from books, e-books, audio books, and videos through a single Google-like search box.



Discover—built-in word cloud and social media technology

The word cloud is a visual representation of suggested terms in the database related to your search. The cloud allows you to select from a word association or spelling variations to expand or narrow your search via related subjects, or discover something completely new. These suggestions help you find the results you ultimately desire, and more!

My Discoveries provides social media features that allow you to personalize and share information. It allows you to create lists, comment on titles, add tags, rate and review titles, and then share them among the Books In Print community.



Connect—find favorite authors, genres, and purchase points

Books In Print is used every day by thousands of book professionals and library patrons to make connections: connecting favorite authors and series; connecting a title with a sales outlet; connecting genres and age groups.

www.booksinprint2.com



Making your library's information more discoverable

Syndetic Solutions™ is the premier source of high-quality enriched data, specifically designed to enhance online library catalogs. Syndetics products give libraries more than 40 million unique descriptive data elements relating to books, audio books, and multimedia. Designed to integrate with your library's OPAC, Syndetic Solutions offers three products: **Syndetics Classic™**, **Syndetics Plus™** and **Syndetics ICE™**.



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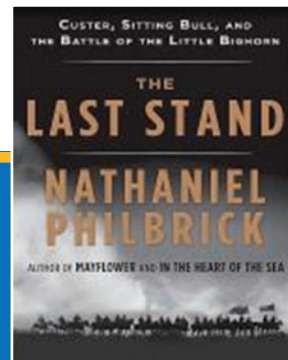
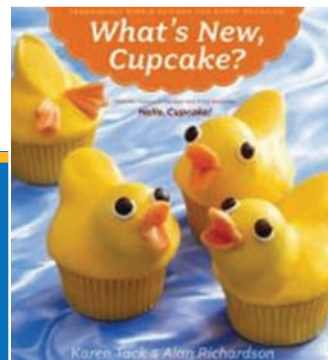
Syndetics Classic and **Syndetics Plus** offer a wealth of descriptive information relating to books, e-books, audio books, DVDs, and CDs. You gain access to dozens of content enrichment elements for hundreds of thousands of titles.

Syndetics is more than just covers. Researchers are spending less and less time reviewing titles in the stacks and require more descriptive information from your catalog to make decisions on appropriate titles. Tables of contents, summaries, reviews, and excerpts are more important than ever to connect the right resource to your patron.

Elements include:

- Cover images
- Tables of contents
- Video and music content and profiles
- Exclusive media clips
- Summaries and annotations
- First chapters/excerpts
- Fiction and biography profiles
- Author biographies
- Links to titles within series
- Lists of awards and nominations for titles
- Authoritative reviews
- And more

**New content for elements are added weekly,
for more than 100,000 new titles each year!**



NEW Syndetics now offers *The Guardian* (UK) Book Reviews

Nationally and internationally recognized as a news resource, both historical and current, Syndetic Solutions provides *The Guardian* book reviews from 2000 to the present day. The reviews are featured in the Saturday edition of *The Guardian* each week.

Review sources already available include the most influential and widely read book review publications in the industry, such as *The New York Times*, *Booklist*, *Publishers Weekly*, *Library Journal* and *School Library Journal*, *Kirkus Reviews*, and more.

Syndetics is now available within the Serials Solutions® Summon™ Service

Joint subscribers can view the same descriptive information they've enjoyed in the OPAC from within this world-class discovery layer.

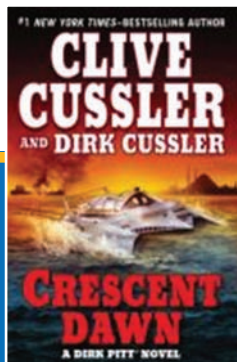
Today, the Summon™ service is at work in over 250 libraries around the globe—helping them meet the expectations of their users and delivering proven value to the library. The Summon™ service provides a transformative discovery experience, offering users a clear, comprehensive starting point for research, and ensuring material in the library is easily discovered and used.

Bowker® | Syndetics ICE

With Syndetics ICE (Indexed Content Enrichment), your library collection becomes more discoverable. ICE uses a keyword function to pull search results from tables of contents, book annotations, publisher-provided copy, and profiles, helping library users discover relevant titles that would be undetectable through traditional MARC data searches.

Without Syndetics ICE, your searches reveal just a fraction of the search results. With it, all relevant titles are shown. Your patrons achieve more successful searches, and your library achieves higher circulation.

For more information on Syndetics, visit us at:
<http://www.bowker.com/syndetics>



Essential for all academic libraries!

Resources for College Libraries™(RCL) is the premier list of core print and electronic resources for academic libraries. Brought to you by ACRL's *Choice* and Bowker, it covers the entire two-year and four-year college curriculum and provides a list of core titles to undergraduate study. Developed by a team of more than 400 subject editors, bibliographers, and referees, the database is continuously updated and now features an improved user-friendly interface.

RCL supports a variety of uses—it is consulted by faculty adapting to new curricula, by students for research, by librarians for collection development purposes, and by colleges and accrediting agencies. Three subscription options:

- **Resources for College Libraries (RCL)**
- **Resources for College Libraries: Career Resources (CR)**
- **RCL Plus (Both RCL and CR products)**

RCL's new easy-to-use interface continues to feature the credible and comprehensive content users expect, along with the following features:

- Web 2.0 features—tag, rate, and review, using My Discoveries™ technology
- Aquabrowser® word cloud technology for visual discovery
- New content alerts
- Find RCL and CR titles in your local catalog
- Full-color cover images
- Dynamic facets to help refine search results
- Full-text *Choice* reviews and easy identifiers for *Choice* Outstanding Academic Titles
- Curriculum-specific, easy to browse subject hierarchies
- And more

Resources for College Libraries (RCL)

RCL is the essential list of core resources for four-year undergraduate institutions. RCL includes 70,000 works across 61 curriculum-specific subject headings, offering a recommended core collection for all academic libraries.

Subjects cover the traditional liberal arts and sciences curriculum, as well as programs in business, computer science, education, engineering, health sciences, and interdisciplinary areas.

Resources for College Libraries: Career Resources (CR)

CR is the essential list of core resources for vocational, technical, and career programs at two and four-year undergraduate institutions. It includes over 4,500 titles in 56 subject areas.

CR supports programs in ten major career-oriented subject areas: allied health, building and construction trades, business, communication, criminal justice and law, education, engineering and technology, graphic and apparel arts, sciences, and social services.

RCL Plus

This authoritative resource contains all of the features, subjects, and expert-selected content from RCL and CR, bundled in a seamless interface. RCL Plus allows libraries to discover and collect the titles that support the entire college curriculum.

Why use RCL for your institution?

- Trustworthy content compiled by subject experts
- Time-saving collection analysis and development tool
- Enhanced discovery options for students, researchers, and librarians

To learn more about these products, visit: www.bowker.com/rcl



Bowker® | Book Analysis System

The most powerful way to analyze your collection

Bowker® Book Analysis System is the perfect tool for a librarian who is trying to determine the most appropriate books for a collection. This system can analyze your collection, by subject, in a cost-effective manner.

Bowker Book Analysis System is the only collection analysis tool licensed to use Resources for College Libraries. This customizable, self-service analysis tool will eliminate the need for manual comparison and reduce human error associated with one-by-one title look-ups. Leveraging the enriched data in Books In Print®, Bowker Book Analysis System enables the most comprehensive look at your collection, comparing it to all editions and formats of each title.

Bowker® | Data Profiler

Bowker® Data Profiler—a faster, more affordable solution for your institution

Bowker Data Profiler is a new service that enhances your library's metadata, improving search and discovery. It processes e-content* and extracts relevant information, creating enhanced metadata elements that can be fed back to a library's or institution's search engine. This allows institutions to improve search and discovery of their unique collections and better leverage valuable staff time, equating to cost savings and a better end-user experience.

* Electronic content including: e-books, periodicals, newspapers, locally held special collections and more

By using the same industry tool publishers use to classify and add metadata to their own content, Bowker Data Profiler helps:

- Librarians make their e-content more discoverable.
- Collection development departments better assign subject classifications.
- Archivists of e-content better manage their content base.

To learn more about Bowker Data Profiler contact:
For libraries - Doug McMillan
doug.mcmillan@bowker.co.uk
For publishers – Angela D'Agostino
angela.degostino@bowker.com

Bowker® | LibraryThing for Libraries

Help patrons discover your library in a whole new way

LibraryThing for Libraries™ enriches your online catalog with data and features that invite your patrons to browse, search, and interact with your library's holdings in completely new ways. LibraryThing for Libraries, the world's largest personal and social cataloging site, taps into more than 62 million books and 75 million librarian-vetted tags.

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- **Catalog Enhancement Package:** book recommendations, tag-based discovery, and links to other book editions and translations.
- **Reviews Enhancement Package:** reviews for every item in your catalog, including CDs and DVDs.
- **Shelf Browse Enhancement Package:** Shelf Browse uses your call numbers and marries them with cover images to give your patrons the feel of browsing a physical shelf.



LibraryAnywhere

Bring the power of your library anywhere, with a new mobile web application—**Library Anywhere**.

- Search the catalog, place holds, see checked-out books, and more.
- Showcase hours, branches, and events with a customizable homepage.
- Works with 90% of ILs.
- Fully Section 508-compliant version of your existing catalog is also available.

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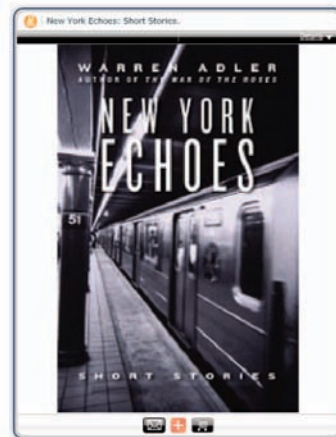
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The Bowker View Inside Widget is a marketing tool for creating awareness for your book across various websites, social networks (like Facebook), and blogs.

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Bowker® | Data On Demand

Bowker® Data On Demand is a self-contained application serving custom metadata that can be published, located, and invoked across the Web.

Bowker metadata offers a wealth of information related to print books, e-books, college textbooks, audio books, and more. This is the core data that our customers (retailers, publishers, and bookstores) use every day, and what powers Bowker search and discovery services, like Books In Print® and Syndetic Solutions™.

With Data On Demand™, your programs can more easily connect, query, and obtain the data they need, ensuring easier front-end title discoverability for your customers.

For more information, contact:
Peter Ashekian • 908-219-0066 • peter.ashekian@bowker.com

Using Data On Demand:

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- Eliminates the expense of loading, indexing, and maintaining data on your server
- Provides real-time updates for new title releases with no lag time, so you can beat the competition to market

About Bowker

Bowker is the world's leading provider of bibliographic information management solutions designed to help publishers, booksellers, and libraries better serve their customers. The company is focused on developing various tools and products that make books easier for people to discover, evaluate, order, and experience, as well as providing services to publishers that help them better understand and meet the interests of readers worldwide. Bowker is a member of the ProQuest family of companies and is headquartered in New Providence, NJ, USA, with additional operations in the United Kingdom and Australia.

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