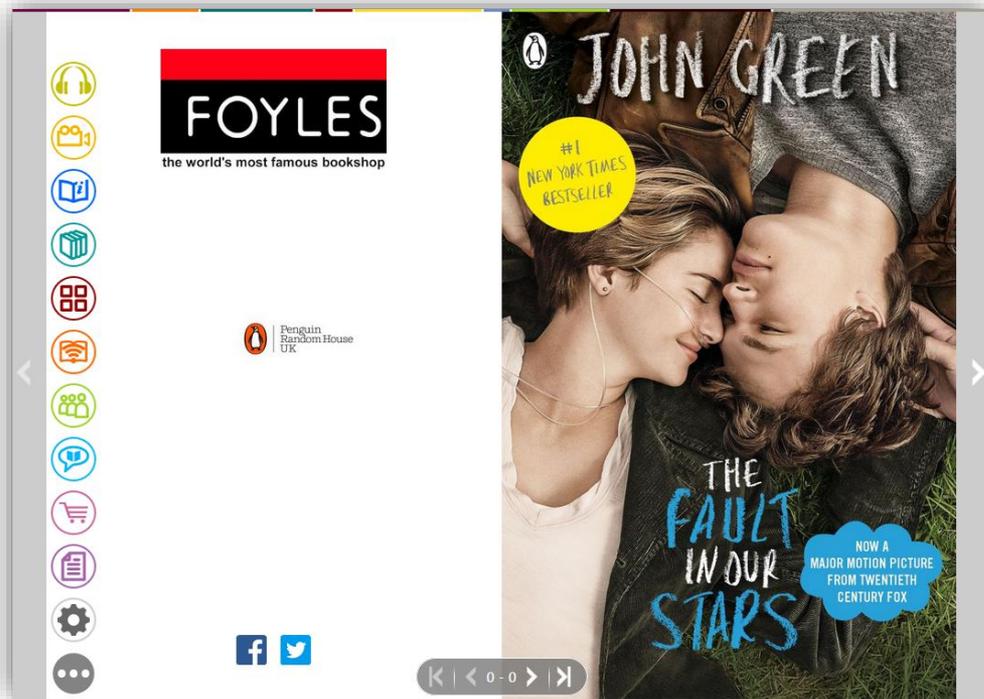




book2look
for booksellers



Book2look's versatile bespoke retailer Biblets are the perfect look inside solution for your website and a sophisticated online marketing tool.

nielsen
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The Biblet



A „Biblet“ is an interactive and viral sample of a book created by the publisher to provide a „look inside“ solution.

In a Biblet the user can flip through the pages, search, clip favourite quotes, rate the book etc. The user can also very easily share the Biblet in his or her social network, embed it in a website or a blog. It basically works like a Youtube® video. An option called „bookFeed“ leads the reader to online reviews for more information.

And of course the user can buy the book directly from the Biblet. Multiple shop links for all the book's formats (print, eBook, audio book ...) are found in the buy option of a Biblet.

In the publisher's version a Biblet links only to those shops that the publisher has chosen.

What a Biblet can do (the key features)



Share this Biblet in your Social Networks via SMS and email.



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



bookNet sends new and interesting Biblets to your timeline on Facebook and Twitter



Promotional video clips and audio samples



Switch between: HTML5, Flash und ePub (if available)



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



Simliar books by the same publisher



Bibliographical data and book information like the blurb.



Settings: Choose the language of the user interface



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



Post-a-Quote – Share your favourite quote from this sample.



Search inside the Biblet



Switch between double and single page view of the Biblet

How we make it your Biblet



The image shows two side-by-side screenshots of a mobile application interface for the book 'Paris Kiss' by Maggie Ritchie, published by Saraband. The left screenshot is labeled 'Publisher's Biblet' and shows the publisher's branding, including the Saraband logo and a list of shop links (Penguin, Amazon.co.uk, Waterstones, BarnesandNoble, and Hive) under the heading 'Buy this book online at:'. The right screenshot is labeled 'Retailer Biblet' and shows the same book information but with the Saraband logo replaced by the Foyle's logo and the shop link replaced by a Foyle's link. A yellow callout bubble points to the Foyle's logo with the text 'Your banner and link added'. Another yellow callout bubble points to the Foyle's shop link with the text 'Replaced with your shop link'. A third yellow callout bubble points to the publisher's shop links in the left screenshot with the text 'Publisher's shop links'.

Publisher's Biblet

Retailer Biblet

Your banner and link added

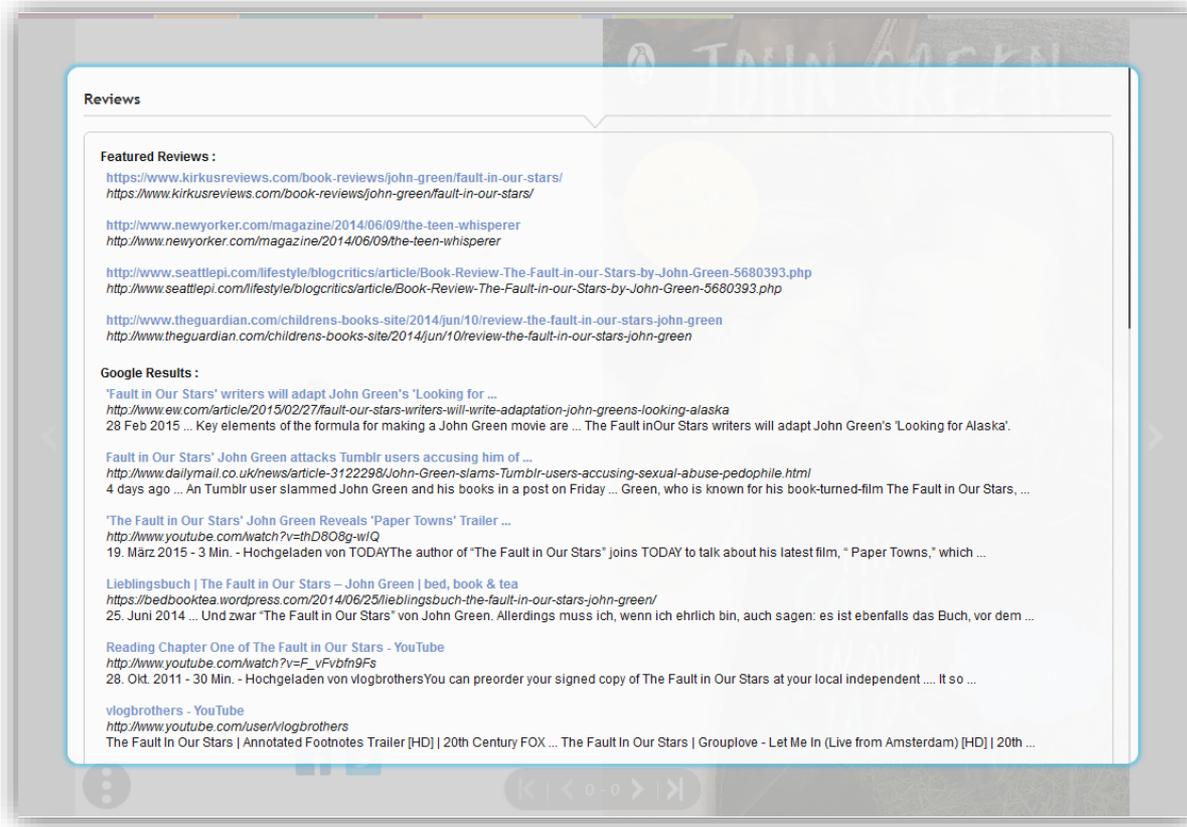
Publisher's shop links

Replaced with your shop link

In your retailer version of a Biblet we generate the shop links to your store automatically. You don't have to do anything except tell us your shop link URL.

The only condition: Your shop system must support a URL with a placeholder for the ISBN so that we can generate the links in tens of thousands of Biblets. Sounds complicated? We'll help you!

BookFeed

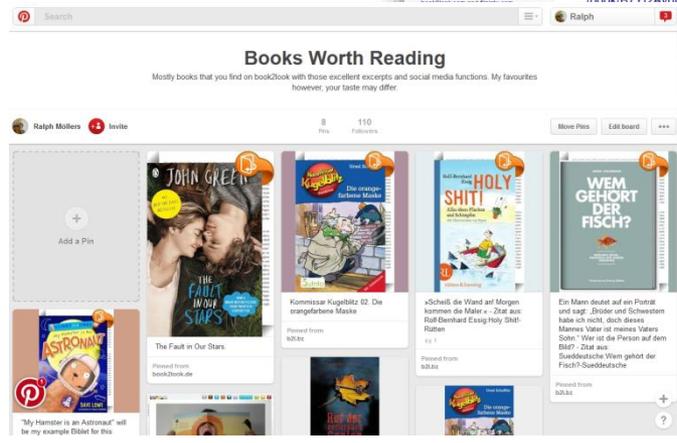
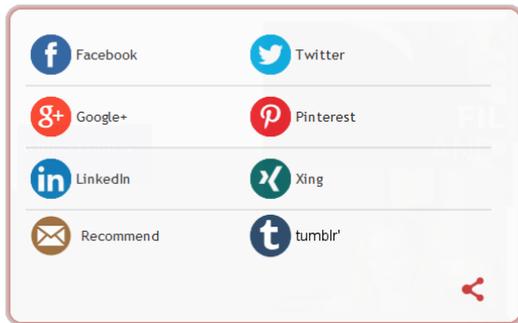


**Automatic linking to online reviews:
Everything your customers want to
know about the book.**

**We link to reviews on thousands of
white listed websites: Blogs,
newspapers, journals, magazines ...
but not to reviews on other retailer
websites.**

**Are you missing your favourite book
blog or journal? Let us know. We will
add it to our white list.**

Share it in your community



Spread the Bibles in your community!
On your Facebook page, in your
Twitter account, in your mailings ...
wherever.

Encourage your community to share
the books with their friends!
On Facebook page, Twitter, Pinterest
... wherever.

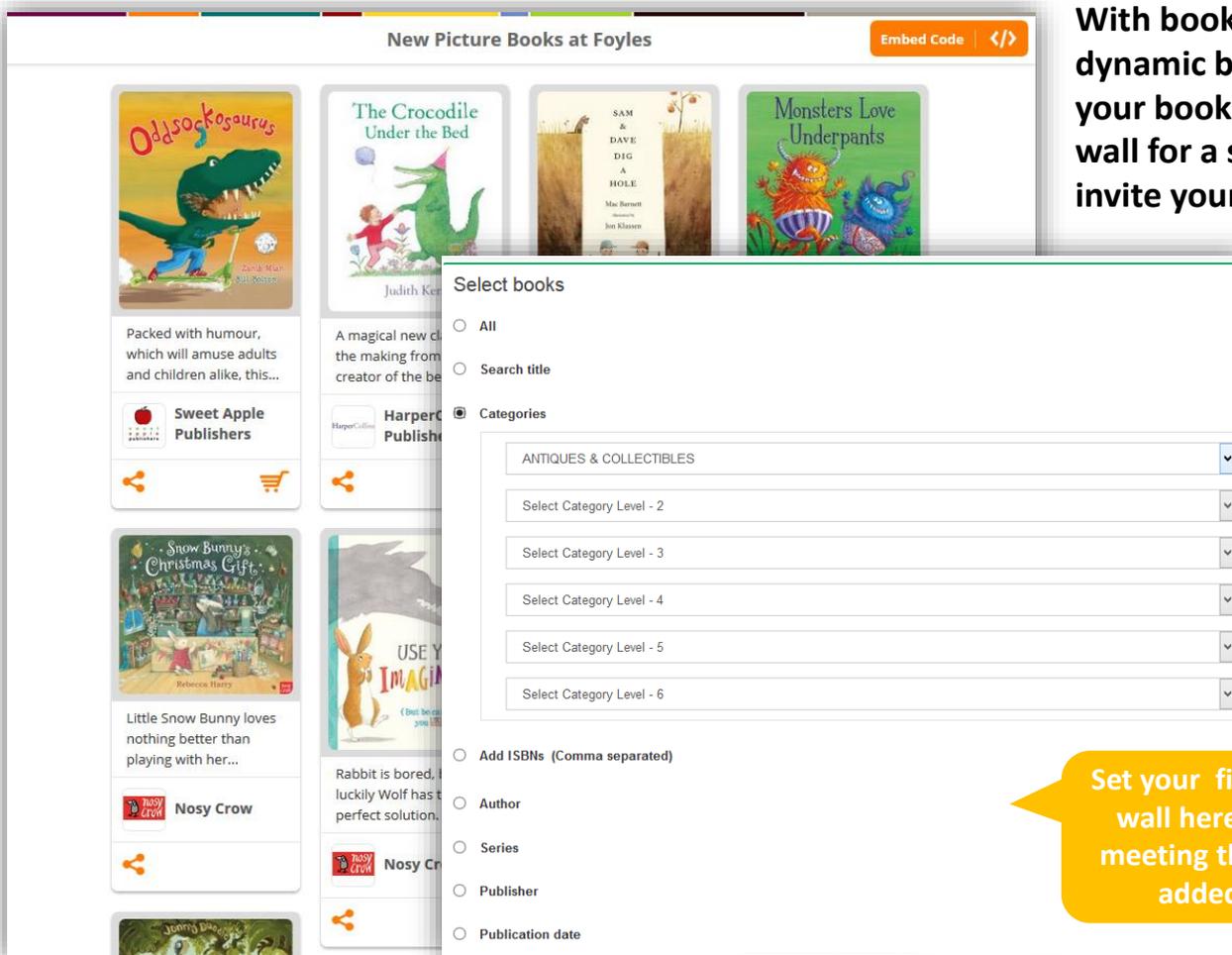
The shared Bibles always carry your
"DNA", your banner, your link, your
shop links.

Your Book Wall

With book2look you very easily create your own, dynamic book walls. You can embed and share your book walls everywhere. Send out a book wall for a special author for instance when you invite your community to a reading.

Book walls are optimized for the use with mobile devices. The responsive design adjusts itself perfectly to any screen size.

Create a book wall by defining the selection criteria: title, BIC/BISAC category, a list of ISBNs, authors, series, publisher or publishing date. All titles matching your criteria will be automatically added to your book wall.



The screenshot shows a book wall titled "New Picture Books at Foyles" with an "Embed Code" button. The wall displays several book covers, including "Oddsockosaurus", "The Crocodile Under the Bed", "SAM & DAVE DIG A HOLE", "Monsters Love Underpants", "Snow Bunny's Christmas Gift", and "USE YOUR IMAGINATION". A "Select books" overlay is visible, showing filter options:

- All
- Search title
- Categories
 - ANTIQUE & COLLECTIBLES
 - Select Category Level - 2
 - Select Category Level - 3
 - Select Category Level - 4
 - Select Category Level - 5
 - Select Category Level - 6
- Add ISBNs (Comma separated)
- Author
- Series
- Publisher
- Publication date

Set your filter for your book wall here. All new books meeting the criteria will be added to the wall.

contacts

UK, Ireland, USA, Australia, New Zealand



Publisher.Services.Book@nielsen.com

Or register online for a bookseller account here

www.book2look.com

We'll get in touch with you.