book2look

Create | Share | Sell | Analyze

PUBLISHERS & SELF-PUBLISHERS

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

cecelia ahern

LYREBIRD

She will change your life forever

Shop
Audio
Comments
Share
Reviews
Similar books
Info
Settings

Connect with us:

HarperCollins*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 – It's easy! Manually or via ONIX

Create manually or …

… use the bulk conversion via ONIX

Your widget

With our intuitive online editor, an interactive book sample (a "widget"), 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 widgets available to all online retailers, bloggers, and communities.

What a widget can do ... (the key features)

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

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

bookNet sends new and interesting widgets to your timeline on Facebook and Twitter.

Promotional video clips and audio samples

If an ePub is available: Open widget in the integrated ePub reader.

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

Show similar 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 widget, 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.

Simple but sophisticated embed options for any website

Facebook comments and replies

Multi-Platform – Optimised for all devices

HTML
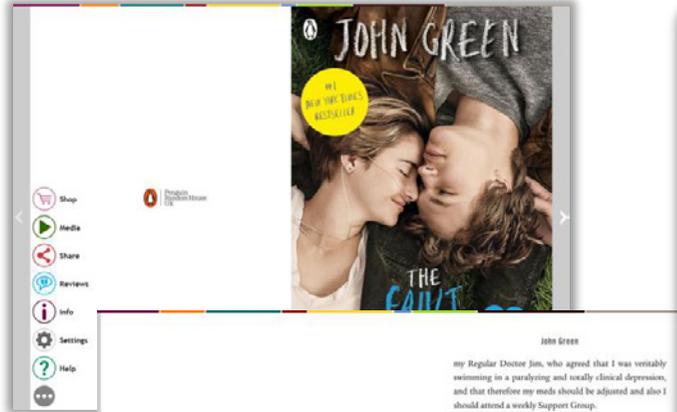
PDF/HTML

ePUB

Tablets/iPads
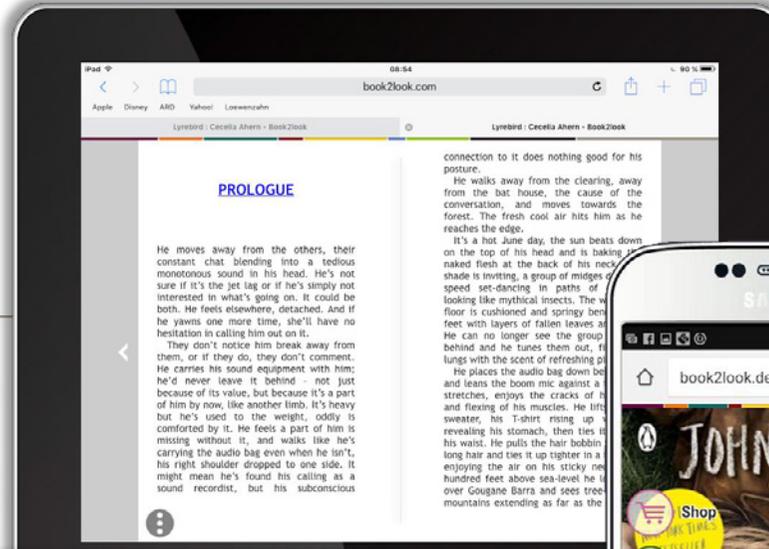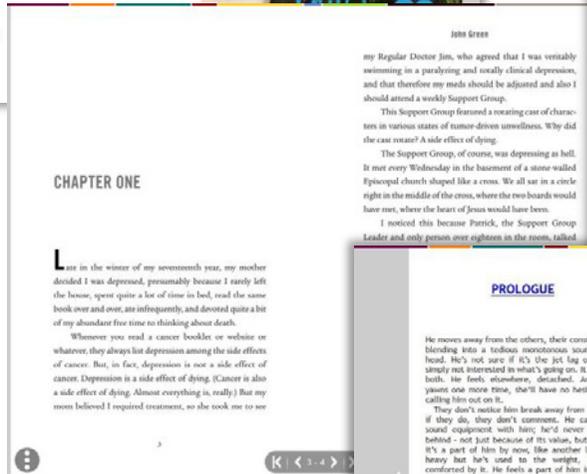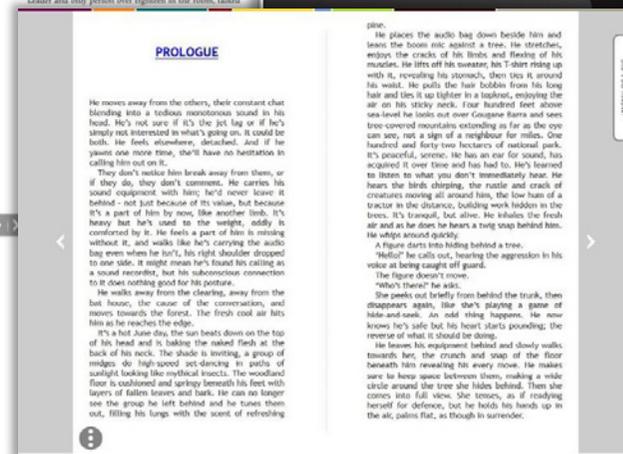
Smartphones/iPhones

ePub reader inside!

Full featured eBook reader inside the widget for convenient reading on all devices.
Also for eBook only publications, no PDF required.
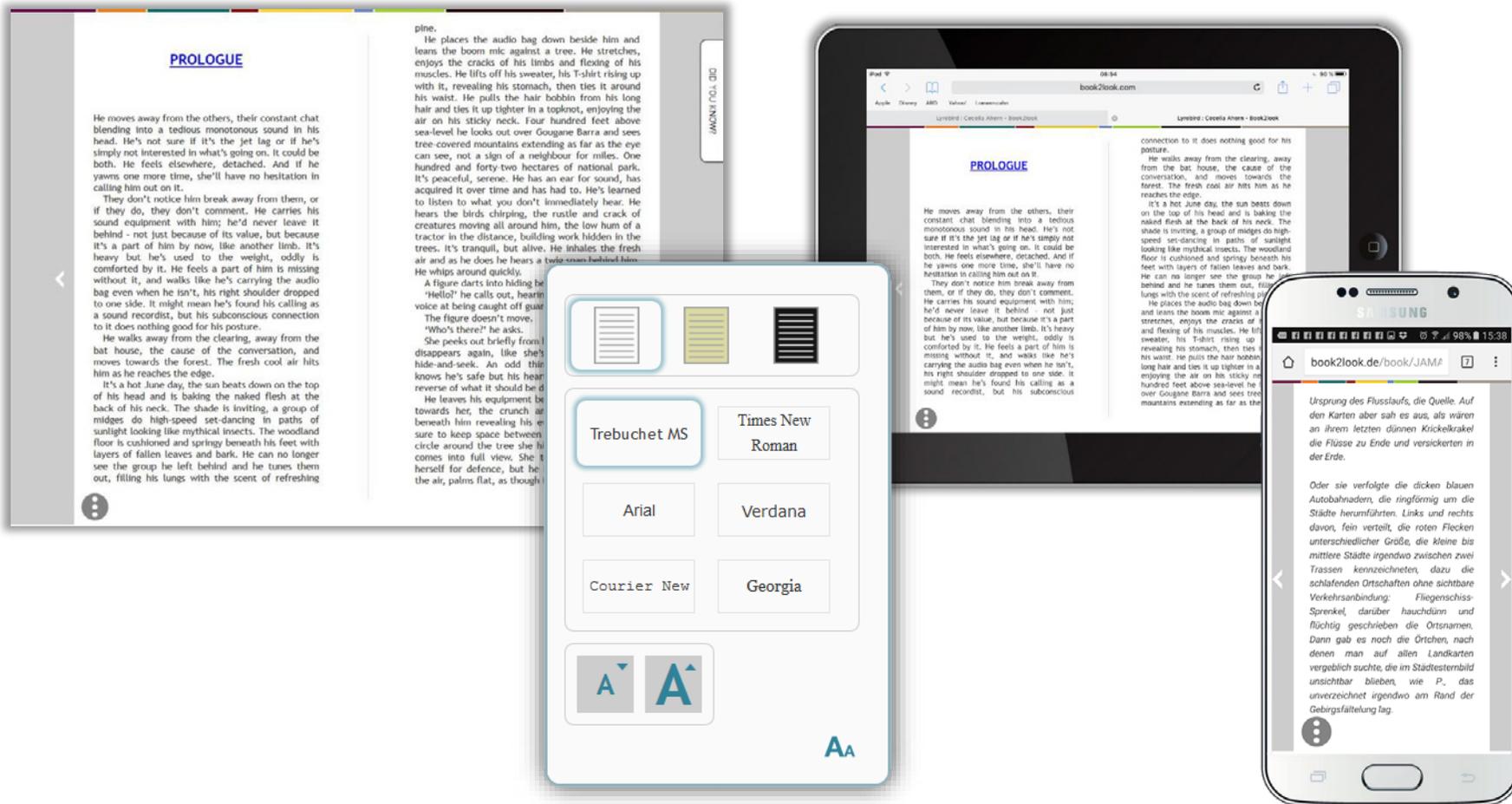
Share – Let your books find their readers

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

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

Sharing and recommending books in the social networks is easy with book2look's sophisticated social media functionality, email or on a mobile device users can even share via SMS or WhatsApp.

![book2look logo] **book2look**

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Widgets are shared everywhere!

facebook

twitter

Pinterest

Linked in

Google+

WhatsApp

tumblr.

Publishers & Self-Publishers

Reviews – Linking online reviews to your books

Reviews

Featured Reviews :

Lost & Found by Brooke Davis: Book Review | Karenlee Thompson
http://karenleethompson.wordpress.com/2014/07/10/lost-found-by-brooke-davis-book-review/
I love original Australian literary voices and I've found a new one I fancy â¦ Brooke Davis.,Â a
prize-winning writer of fiction with a PhD from Curtin University in WA. Lost and Found is, in her
words, her âfirst proper novelâ and what a corker it is. My little margin notes include lots of ohs
and...

Book Review: Lost and Found by Brooke Davis
http://www.emilypaull.com/2014/04/book-review-lost-and-found-by-brooke.html

http://1girl2manybooks.wordpress.com/2014/06/24/review-lost-found-brooke-davis/
http://1girl2manybooks.wordpress.com/2014/06/24/review-lost-found-brooke-davis/

BOOKS: Brooke Davis, Lost & Found | Newcastle Herald
http://www.theherald.com.au/story/2378731/books-brooke-davis-lost-found/
Brooke Davisâ™s work is borne of heartache, writes Rosemarie Milsom.

http://musingsofaliterarydilettante.wordpress.com/2014/07/13/lost-found-by-brooke-davis/
http://musingsofaliterarydilettante.wordpress.com/2014/07/13/lost-found-by-brooke-davis/

Aussie Book Review: Lost and Found by Brooke Davis |
http://australianbookshelf.wordpress.com/2014/07/31/aussie-book-review-lost-and-found-
by-brooke-davis/
Lost and Found by Brooke Davis Paperback Review copy provided by publisher Hachette, June
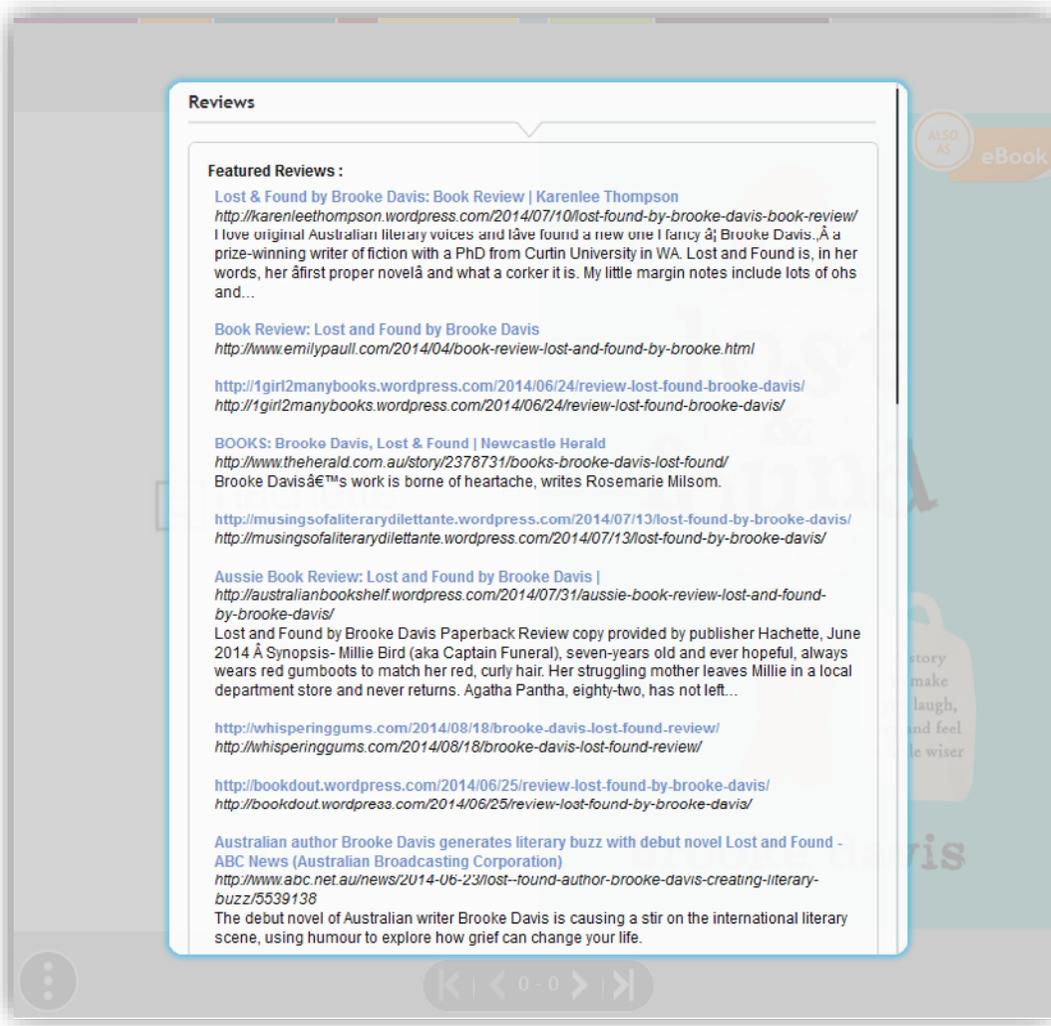2014 Â Synopsis- Millie Bird (aka Captain Funeral), seven-years old and ever hopeful, always
wears red gumboots to match her red, curly hair. Her struggling mother leaves Millie in a local
department store and never returns. Agatha Pantha, eighty-two, has not left...

http://whisperinggums.com/2014/08/18/brooke-davis-lost-found-review/
http://whisperinggums.com/2014/08/18/brooke-davis-lost-found-review/

http://bookdout.wordpress.com/2014/06/25/review-lost-found-by-brooke-davis/
http://bookdout.wordpress.com/2014/06/25/review-lost-found-by-brooke-davis/

**Australian author Brooke Davis generates literary buzz with debut novel Lost and Found -
ABC News (Australian Broadcasting Corporation)**
http://www.abc.net.au/news/2014-06-23/lost--found-author-brooke-davis-creating-literary-
buzz/5539138
The debut novel of Australian writer Brooke Davis is causing a stir on the international literary
scene, using humour to explore how grief can change your life.

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 widgets without fear to promote their biggest competitor.

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

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 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 widget

Retailer's or blogger's widget

Publisher's choice of shops

Publisher's Social Media links

Retailer's Social Media links

Retailer's shop link

The only widget 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!

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Analytics

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

- Number of views

- Embedding websites

- Click throughs

- Time spent in widget

- Pages viewed in widget

- Shop link clicks

- Menu items clicked

- Top active communities

Plus detailed reports in Excel sheets.

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

Features

- ✔ Animated book widget
- ✔ Fully functional ePub reader
- ✔ Responsive design for mobile devices
- ✔ Page overview
- ✔ Bibliographical data
- ✔ Unlimited video and audio
- ✔ Single page / double page
- ✔ bookNet distributes book samples
- ✔ All relevant Social Networks
- ✔ Share via SMS or WhatsApp
- ✔ Personal email recommendations
- ✔ Linking of reviews
- ✔ Facebook comments/replies

- ✔ Post-a-Quote
- ✔ Flexible embed options
- ✔ Multi-format shop links
- ✔ Extensive reporting, monitoring
- ✔ Automatic QR-codes
- ✔ Autofill for easy shop links
- ✔ Connecting to Facebook, Twitter etc.
- ✔ Book walls
- ✔ Customized retailer versions
- ✔ Author/promotion accounts
- ✔ Connect similar books (same publisher)
- ✔ Multi-language user interface
- ✔ Detailed analytics + Google Analytics

Contacts

Book2look is being distributed wordwide (except Germany, Austria, Switzerland) by:

nielsen

Contact sales.book@nielsen.com

Or buy your widgets (and ISBNs) directly online in the Nielsen ISBN Store:
www.nielsenisbnstore.com/Home/Book2Look