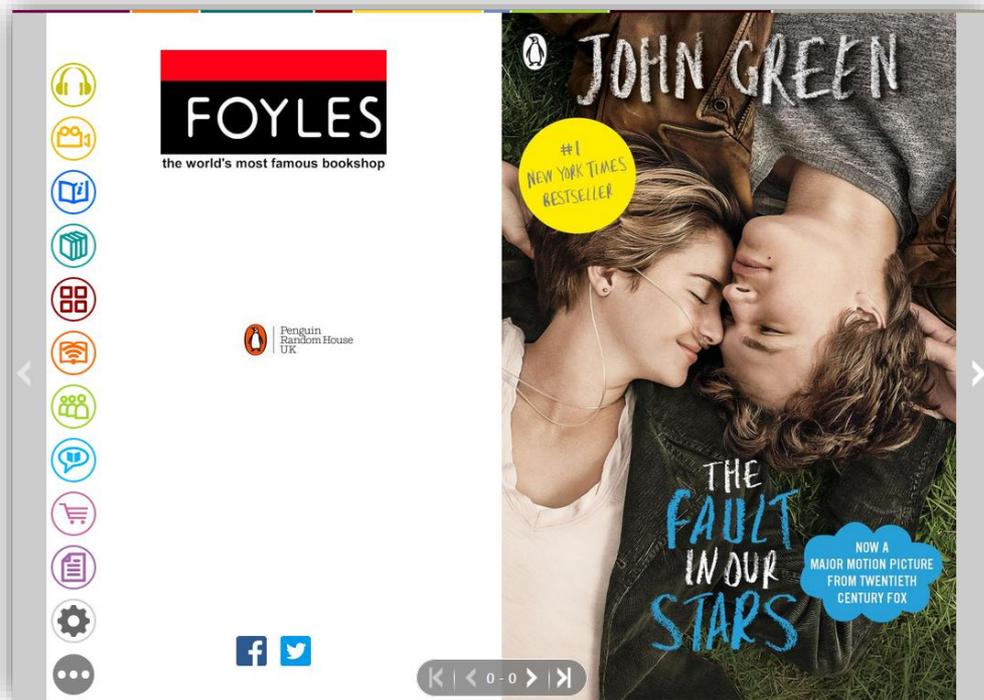




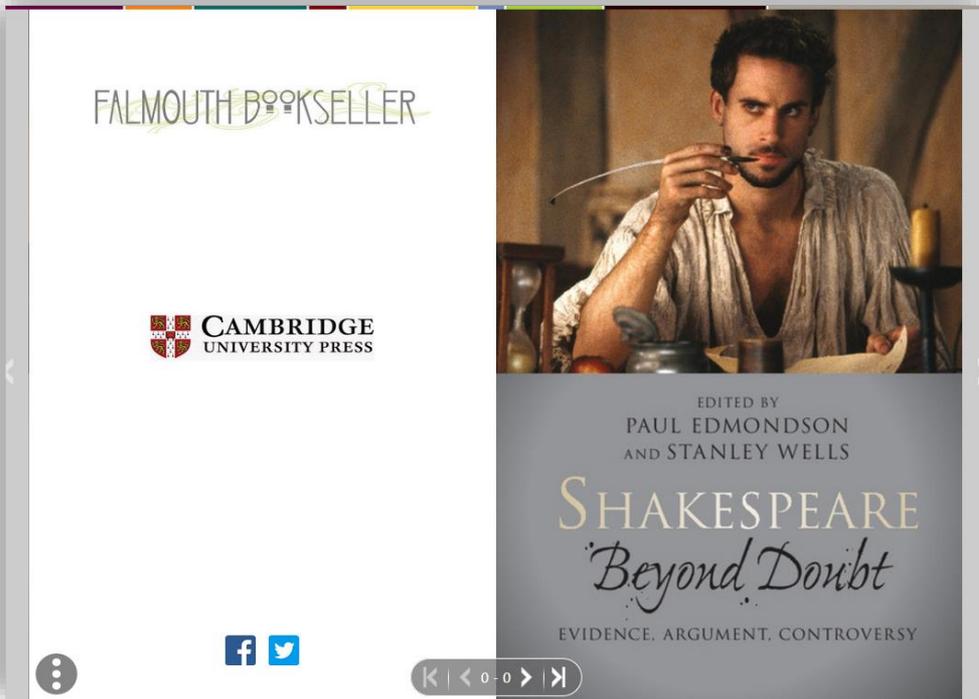
**book2look**  
for booksellers



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

**nielsen**  
.....

## 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 a book titled '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 social media icons. The right screenshot is labeled 'Retailer's Biblet' and shows the retailer's branding, including the FOYLES logo and social media icons. A yellow callout bubble points to the top of the retailer version with the text 'Your banner and link added'. Another yellow callout bubble points to the 'Buy this book online at:' section of the publisher version, which contains logos for various retailers like Amazon, Waterstones, and Hive, with the text 'Publisher's shop links'. A third yellow callout bubble points to the 'Buy this book online at:' section of the retailer version, which contains only the FOYLES logo, with the text 'Replaced with your shop link'. Both versions show the book cover, author name, publisher name, and price (£ 8.99).

**Publisher's Biblet**

**Retailer's 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

### Reviews

#### Featured Reviews :

<https://www.kirkusreviews.com/book-reviews/john-green/fault-in-our-stars/>  
<https://www.kirkusreviews.com/book-reviews/john-green/fault-in-our-stars/>

<http://www.newyorker.com/magazine/2014/06/09/the-teen-whisperer>  
<http://www.newyorker.com/magazine/2014/06/09/the-teen-whisperer>

<http://www.seattletpi.com/lifestyle/blogcritics/article/Book-Review-The-Fault-in-our-Stars-by-John-Green-5680393.php>  
<http://www.seattletpi.com/lifestyle/blogcritics/article/Book-Review-The-Fault-in-our-Stars-by-John-Green-5680393.php>

<http://www.theguardian.com/childrens-books-site/2014/jun/10/review-the-fault-in-our-stars-john-green>  
<http://www.theguardian.com/childrens-books-site/2014/jun/10/review-the-fault-in-our-stars-john-green>

#### Google Results :

'Fault in Our Stars' writers will adapt John Green's 'Looking for ...  
<http://www.ew.com/article/2015/02/27/fault-in-our-stars-writers-will-write-adaptation-john-greens-looking-alaska>  
28 Feb 2015 ... Key elements of the formula for making a John Green movie are ... The Fault in Our Stars writers will adapt John Green's 'Looking for Alaska'.

Fault in Our Stars' John Green attacks Tumblr users accusing him of ...  
<http://www.dailymail.co.uk/news/article-3122298/John-Green-slams-Tumblr-users-accusing-sexual-abuse-pedophile.html>  
4 days ago ... An Tumblr user slammed John Green and his books in a post on Friday ... Green, who is known for his book-turned-film The Fault in Our Stars, ...

'The Fault in Our Stars' John Green Reveals 'Paper Towns' Trailer ...  
<http://www.youtube.com/watch?v=hd808g-wIQ>  
19. März 2015 - 3 Min. - Hochgeladen von TODAYThe author of "The Fault in Our Stars" joins TODAY to talk about his latest film, " Paper Towns," which ...

Lieblingsbuch | The Fault in Our Stars – John Green | bed, book & tea  
<https://bedbooktea.wordpress.com/2014/06/25/lieblingsbuch-the-fault-in-our-stars-john-green/>  
25. Juni 2014 ... Und zwar "The Fault in Our Stars" von John Green. Allerdings muss ich, wenn ich ehrlich bin, auch sagen: es ist ebenfalls das Buch, vor dem ...

Reading Chapter One of The Fault in Our Stars - YouTube  
[http://www.youtube.com/watch?v=F\\_vFvbn9Fs](http://www.youtube.com/watch?v=F_vFvbn9Fs)  
28. Okt. 2011 - 30 Min. - Hochgeladen von vlogbrothersYou can preorder your signed copy of The Fault in Our Stars at your local independent .... It so ...

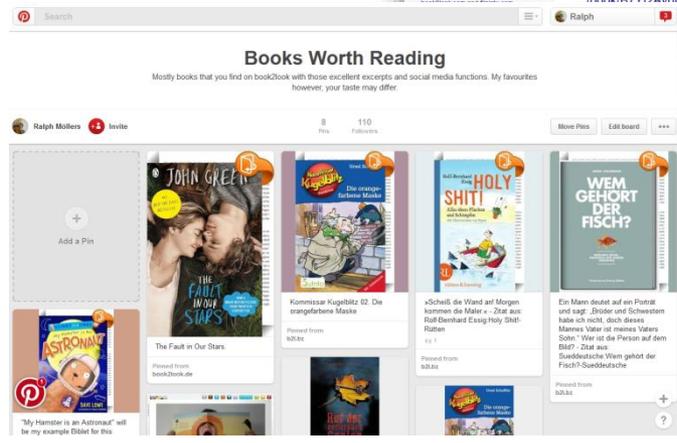
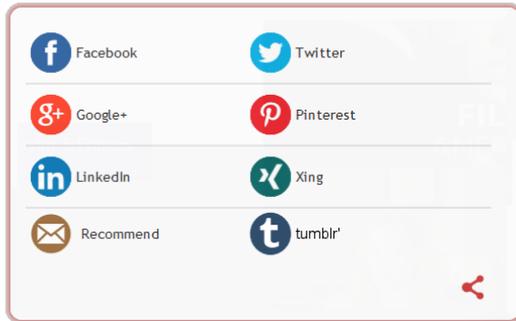
vlogbrothers - YouTube  
<http://www.youtube.com/user/vlogbrothers>  
The Fault In Our Stars | Annotated Footnotes Trailer [HD] | 20th Century FOX ... The Fault In Our Stars | Grouplove - Let Me In (Live from Amsterdam) [HD] | 20th ...

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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.**

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

Encourage your community to share  
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On Facebook page, Twitter, Pinterest  
... wherever.

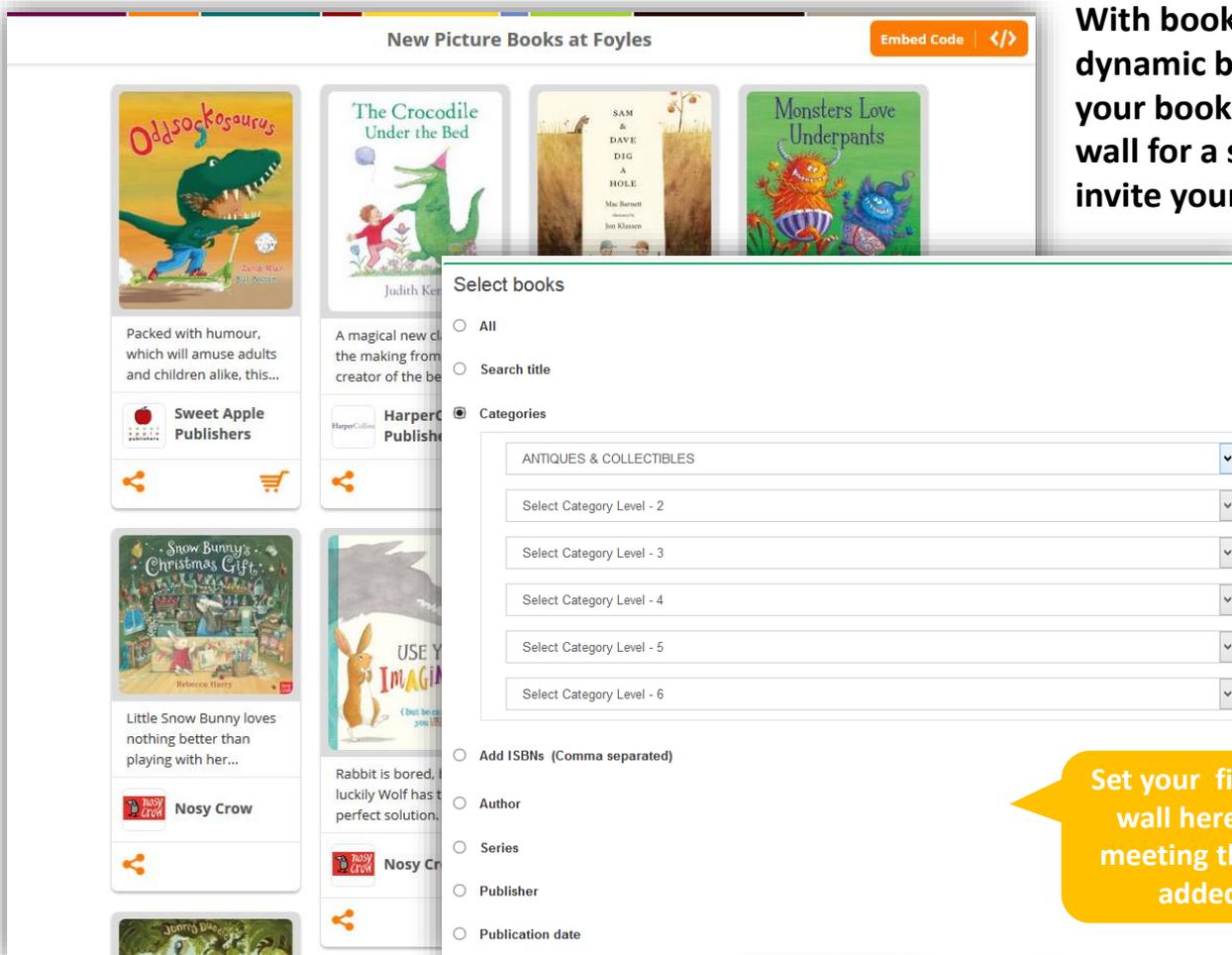
The shared Bibles always carry your  
"DNA", your banner, your link, your  
shop links.

## 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.

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  - ANTIQUES & 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](mailto:Publisher.Services.Book@nielsen.com)

Or register online for a bookseller account here

[www.book2look.com](http://www.book2look.com)

We'll get in touch with you.