

BIC

Breakfasts 2017

**Welcome to January's BIC Breakfast:
The BIC Product Data Excellence Award (PDEA)
Accreditation Scheme and the Importance of
Metadata for Discovery and Sales in a Digital Age**

#BICBreakfast

Kindly sponsored by

nielsen
.....



BOOK INDUSTRY COMMUNICATION LTD



**What is a
BIC Breakfast?**

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WWW.BIC.ORG.UK | INFO@BIC.ORG.UK | @BIC1UK



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THE BOOK INDUSTRY'S
SUPPLY CHAIN ORGANISATION

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BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications



BOOK INDUSTRY COMMUNICATION LTD

Regular BIC Events

BIC Breakfasts (monthly)

Building a Better Business Seminar at LBF
(16th March 2017, 10am-12:30pm,
The Dark Room, Olympia)

New Trends in Publishing Seminar (5th September 2017)

BIC Networking Events
- including the BIC Bash (November 2017)



BOOK INDUSTRY COMMUNICATION LTD

BIC on the web

New website coming soon

Extensive Training Programme

Social Media:

@BIC1UK

@KarinaLuke

@LastPhoenixDown

@BIC_LCF

Connect with us on Twitter, Facebook and LinkedIn.



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NIELSEN BIC BREAKFAST



Mo Siewcharran
26 January 2017

NIELSEN AT THE HEART OF THE SUPPLY CHAIN

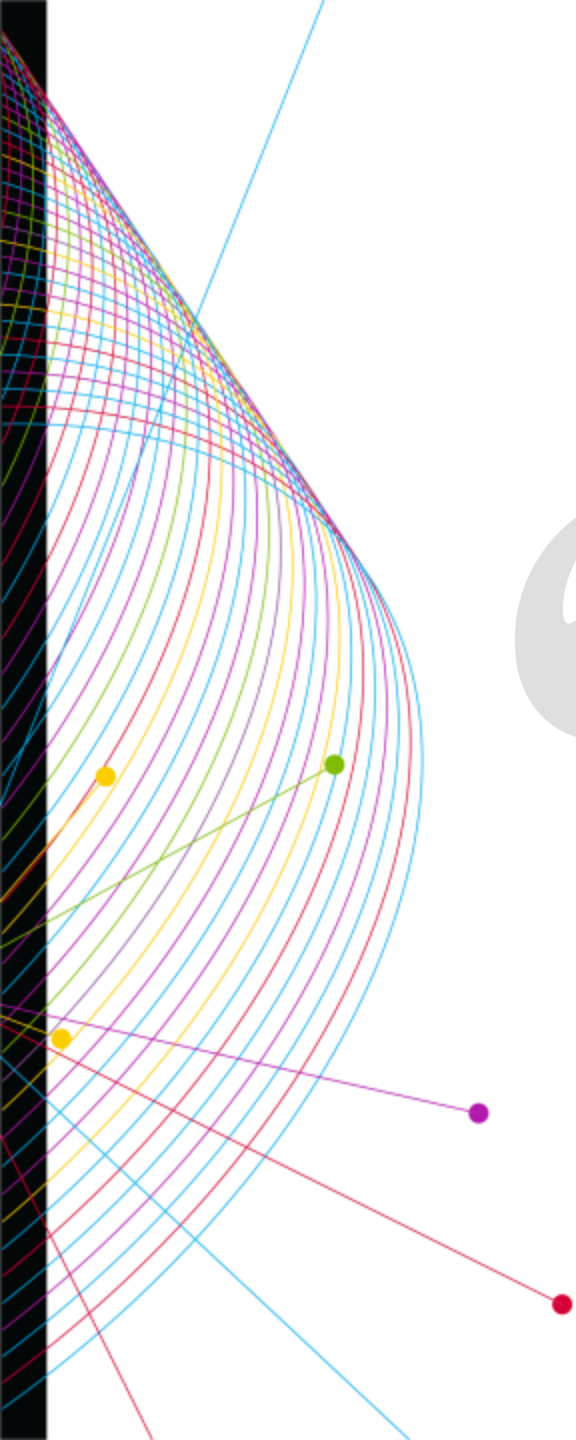


THE IMPORTANCE OF METADATA FOR DISCOVERABILITY AND SALES

Thank you for attending this BIC Breakfast and our thanks to BIC for organising this event and for sponsoring the report, along with our other sponsors

Key message from the sponsor:

We believe that good data improves discoverability and aids sales, this report provides the evidence, if it was needed to justify that belief – it is important that publishers (regardless of size) invest in their data – the benefits are obvious



**“The aim is to help you sell
more books”**

Thank you for attending

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.....

AN UNCOMMON SENSE
OF THE CONSUMER™

BIC
THE BOOK INDUSTRY'S
LARGEST CO-OP ORGANIZATION

BAKER & TAYLOR
A Follett Company

BOOKSONIX

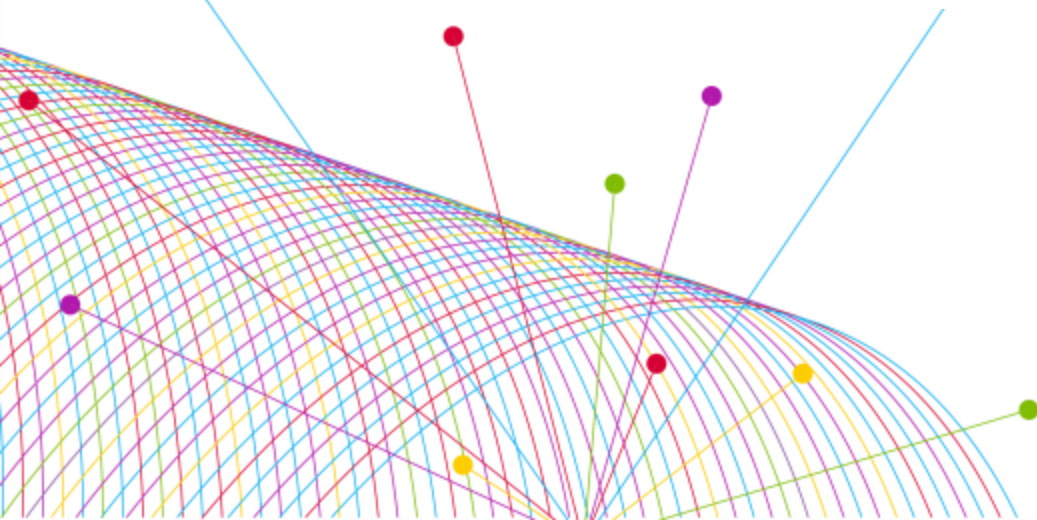
INGRAM

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Metadata Matters

BIC Breakfast 26th January 2017

Karina Luke, Executive Director, BIC

@KarinaLuke

Karina@bic.org.uk



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Why does Metadata Matter?

Metadata does your selling for you!

- It's how you speak to your customers
- It's how they find you and your products
- It influences their buying decisions

Look after it – get it on your business agenda



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Would you buy from this sales person?

- Arrives/calls late
- Doesn't know the price
- Doesn't know what category the book should belong to
- Can't say what the book is about
- Can't remember the author's name/gets it wrong
- Can't remember what else the author has done
- Isn't sure if the book is part of a series
- Gets the title wrong
- Can't spell or string a coherent sentence together
- Gives the wrong publication date
- Doesn't know when the product will be available to order
- Isn't sure where it can be sold



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**Meaningful, timely, accurate metadata
sells books!**

£££



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Don't believe me?



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BIC Accreditation

- **Overview**
 - Data submitted to bibliographic agencies electronically, preferably using ONIX
 - 16 weeks before publication date
- **The benefits**
 - positive influence on sales
 - demonstrates commitment to making timely data available in the supply chain
 - benchmark of performance against competitors
- **The award levels**
 - BIC Basic
 - BIC Excellence (ONIX users only)
 - BIC Excellence Plus (ONIX users only)
- **Who is accredited?**



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Why Bother with Accreditation?

Complete and timely provision of metadata data elements
measured in scheme linked to increased discoverability and sales

Measure of success – good housekeeping – monthly progress reports

Benchmark against competitors

Publicly demonstrates a commitment to product, authors,
customers, and readers



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BIC's Accreditation Scheme





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BIC Basic Element Set

11 Key Elements:

- ISBN or EAN13
- Title
- Product Form
- Main BIC Subject Category
- Imprint (as appears on book), need publisher if different to imprint
- Publication date
- Cover image (file or URL)
- Price
- Availability status
- Supplier
- Statement of rights



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Enhanced BIC ONIX Element Set

78 Key Elements!

21 x Mandatory - required for all products and measured accordingly

26 x Required - under specified conditions (i.e. required for all relevant products or in all relevant situations, and measured by reference to the presence of data in other fields)

31 x Expected - to be used when applicable. Not capable of strict measurement, but repeated failure to provide expected elements might disqualify publishers from accreditation.



Volumetric Rules **(NB: completeness AND timeliness)**

- **60%** of new titles are fully compliant 16 weeks ahead of publication using **BIC Basic** data element set; and
- **80%** of all available titles (new and backlist) meet the **BIC Basic** completeness standard; and
- Cover images are available 16 weeks before publication date
- Supplied electronically

Volumetric Rules (NB: completeness AND timeliness)

- **60%** of new titles are fully compliant 16 weeks ahead of publication using **BIC Basic data element set**, and
- **80%** of all available titles meet the **enhanced BIC ONIX data element set**, and
- Cover images are available 16 weeks ahead of pub date
- Via ONIX only

Volumetric Rules (NB: completeness AND timeliness)

- **60%** of new titles are fully compliant 16 weeks ahead of publication using **enhanced BIC ONIX data element set**, and
- **80%** of all available titles meet the **enhanced BIC ONIX data element set**, and
- Cover images are available 16 weeks ahead of pub date
- Via ONIX only

Who is Accredited?

A Total of 42 Publishers (October 2016)

18 @



12 @



12 @





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The Digital Tick
19 publishers

ONIX 3.0 Badge
13 publishers

(October 2016)



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Revised Scheme 2017

ONIX 3.0 compulsory for highest level

Use of *Thema* strongly recommended

Addition of compulsory fields at all levels

Removal of “Digital Tick” and ONIX3.0 Badge

Simplified: 3 clear data element sets:

Basic, Intermediate, Advanced

3 levels of award:

Bronze, Silver, Gold



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So that's the publishers
What about the rest of the metadata
supply chain?



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Find out more:

1. Join our Accreditation Review Working Group (BIC members only)
2. Come and find us at LBF (Stand 4A05)
3. Check our website www.bic.org.uk



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Thank You!

Get in touch:

Karina@bic.org.uk

@KarinaLuke

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METADATA STUDY 2016

THE IMPORTANCE OF METADATA FOR
DISCOVERABILITY AND SALES

AGENDA

- Introduction – brief background
- Methodology
- UK Metadata Study
 - BIC Basic
 - BIC ONIX
 - Descriptive data
 - Metadata and Library Borrowings

METADATA STUDY SPONSORS

UK



US



CONTEXT – TRADEABILITY AND DISCOVERABILITY

Tradeability

- Data attached to product record helps it move smoothly through the supply chain
- Physical attributes, supplier information, price, publication date
- Helps booksellers in planning their range, ordering, shelf space, inventory

Discoverability

- Searching for the particular book/item you need
- Browsing for something that suits your tastes, meets your needs, or would make the perfect gift
- Booksellers need to discover titles for their range, or to meet a customer need
- Consumers need to find relevant titles when browsing or searching online

The premise: lack of the appropriate data needed for consumers and booksellers to discover and trade titles will have a negative impact on sales

An abstract graphic on the left side of the slide. It features a series of thin, curved lines in various colors (blue, green, yellow, red, purple) that sweep upwards from the bottom left towards the top right. Several small dots in matching colors are placed at various points along these lines. Some lines extend downwards from the main cluster, ending in dots.

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UK METADATA STUDY

DATA SET IN CONTEXT

TOTAL ACTIVE ISBNs

1.5mn

Top 100,000

100,000

TOTAL MARKET VOLUME

195mn

TOP 100K VOLUME

181mn

TOTAL MARKET VALUE

£1.6bn

TOP 100K VALUE

£1.4bn

BEST-SELLING TITLE

"Lean in 15:15 Minute Meals and Workout"



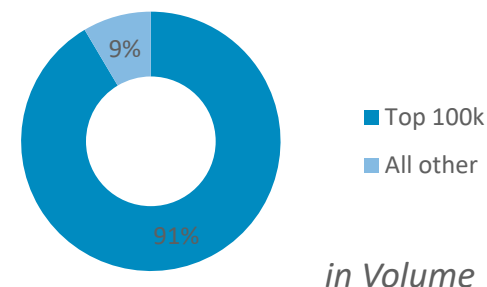
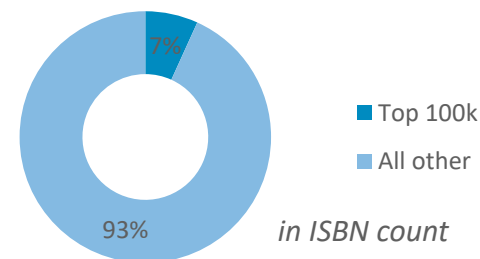
819,807 COPIES SOLD

LOWEST-SELLING TITLE

171 COPIES SOLD



100k **OF THE TOTAL MARKET**



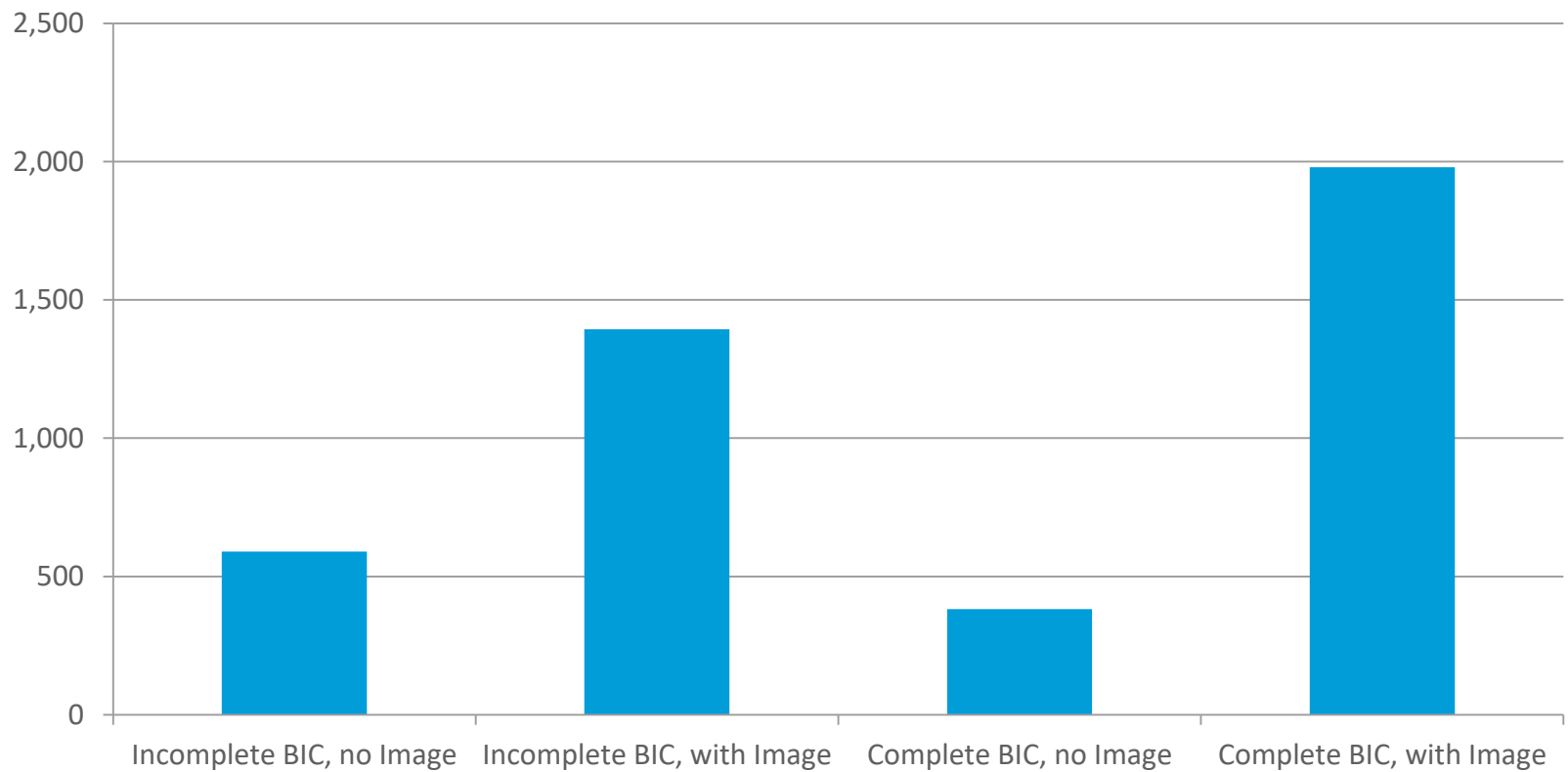
BIC BASIC REQUIREMENTS

- ISBN
- Title
- Product form/binding
- Main BIC subject category
- Publisher/Imprint/Supplier
- Publication date
- Availability status
- GBP retail price including appropriate VAT statement
- Cover image
- Statement of Publishing Rights relating to UK

Minimum information required by UK book trade

BIC BASIC

Average number of copies sold per ISBN

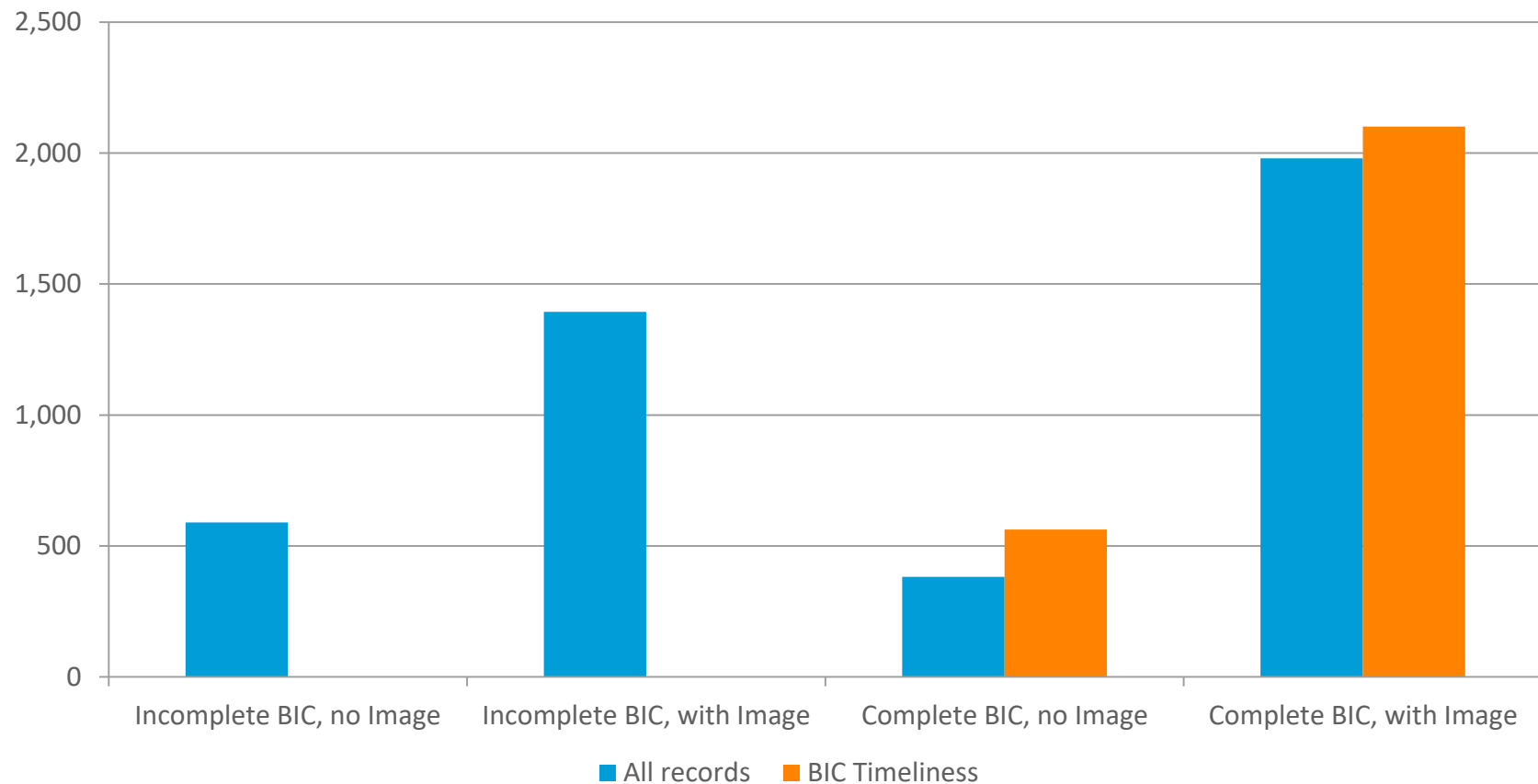


BIC TIMELINESS

- All BIC Basic data elements including the cover image supplied
 - 16 weeks ahead of publication
 - 112 days
- Provides a one-time measurement of the timeliness of the data

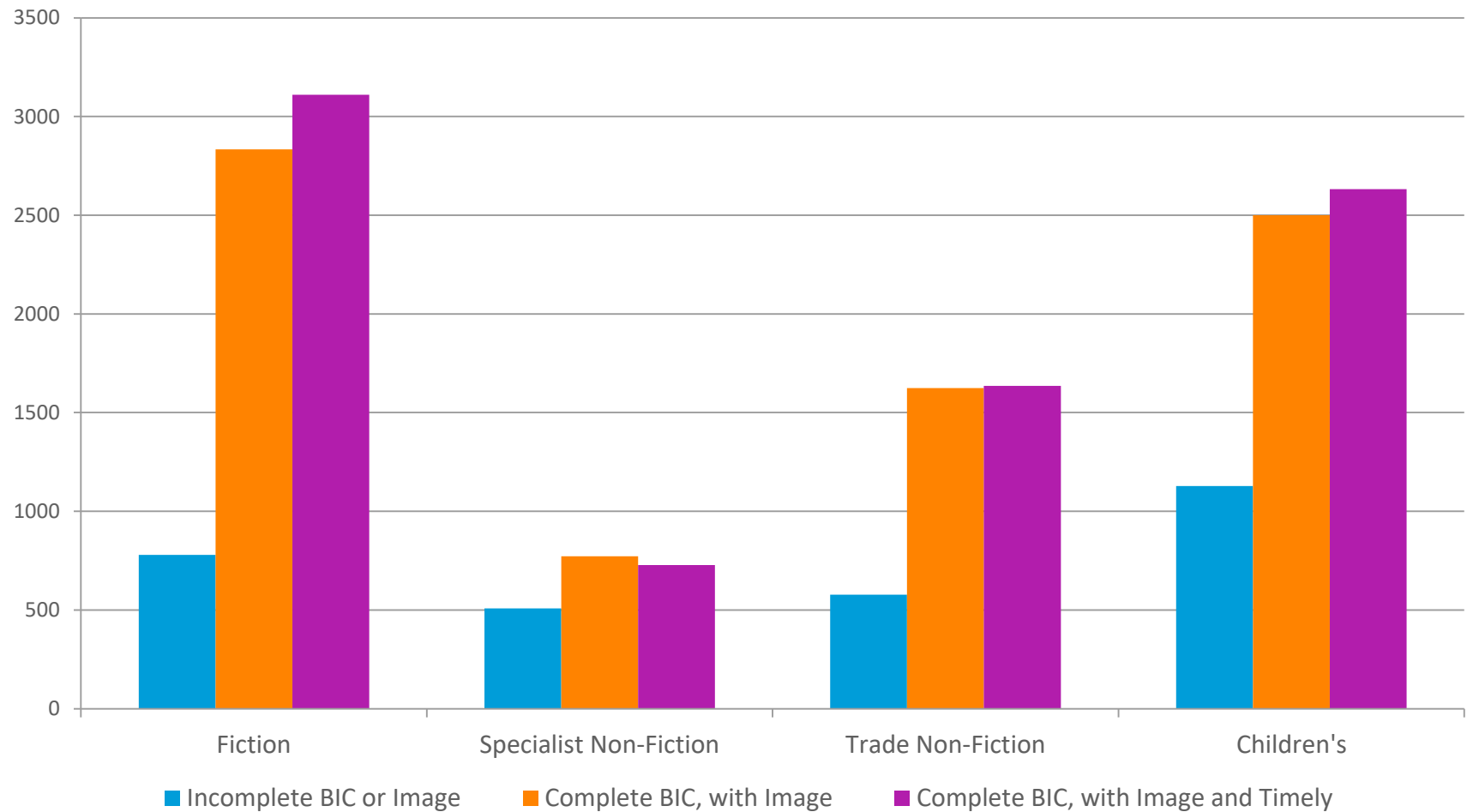
BIC TIMELINESS

Average number of copies sold per ISBN



BIC WITH TIMELINESS

Average number of copies sold per ISBN

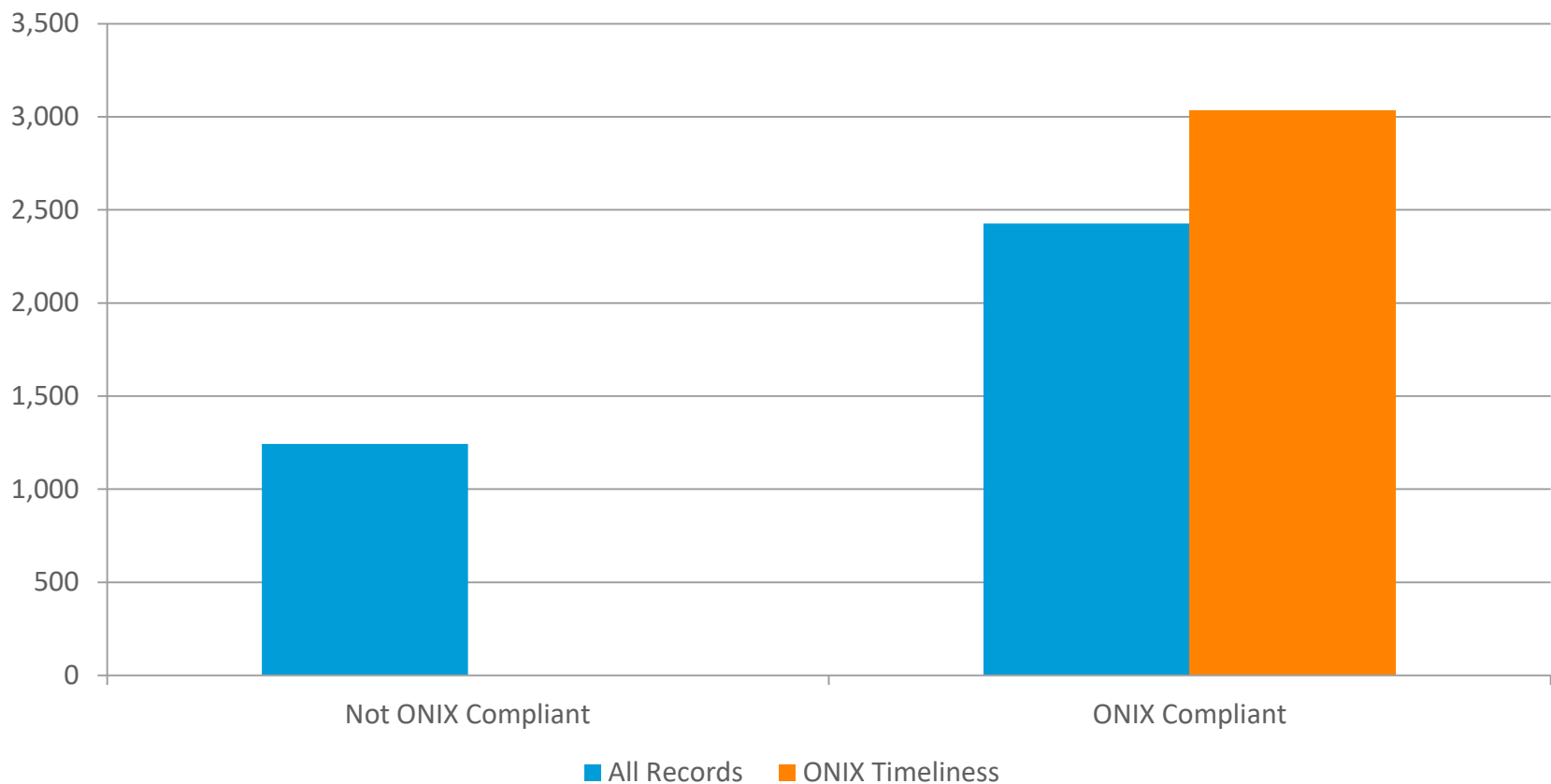


ONIX COMPLIANCE AND TIMELINESS

- Data supplied in ONIX 2.1 or above
- Additional data elements required to be valid ONIX
- At least one descriptive metadata element
- Timeliness requirement - 16 weeks/112 days in advance of publication

ONIX TIMELINESS & COMPLIANCE

Average number of copies sold per ISBN



ONIX TIMELINESS & COMPLIANCE

Average number of copies sold per ISBN

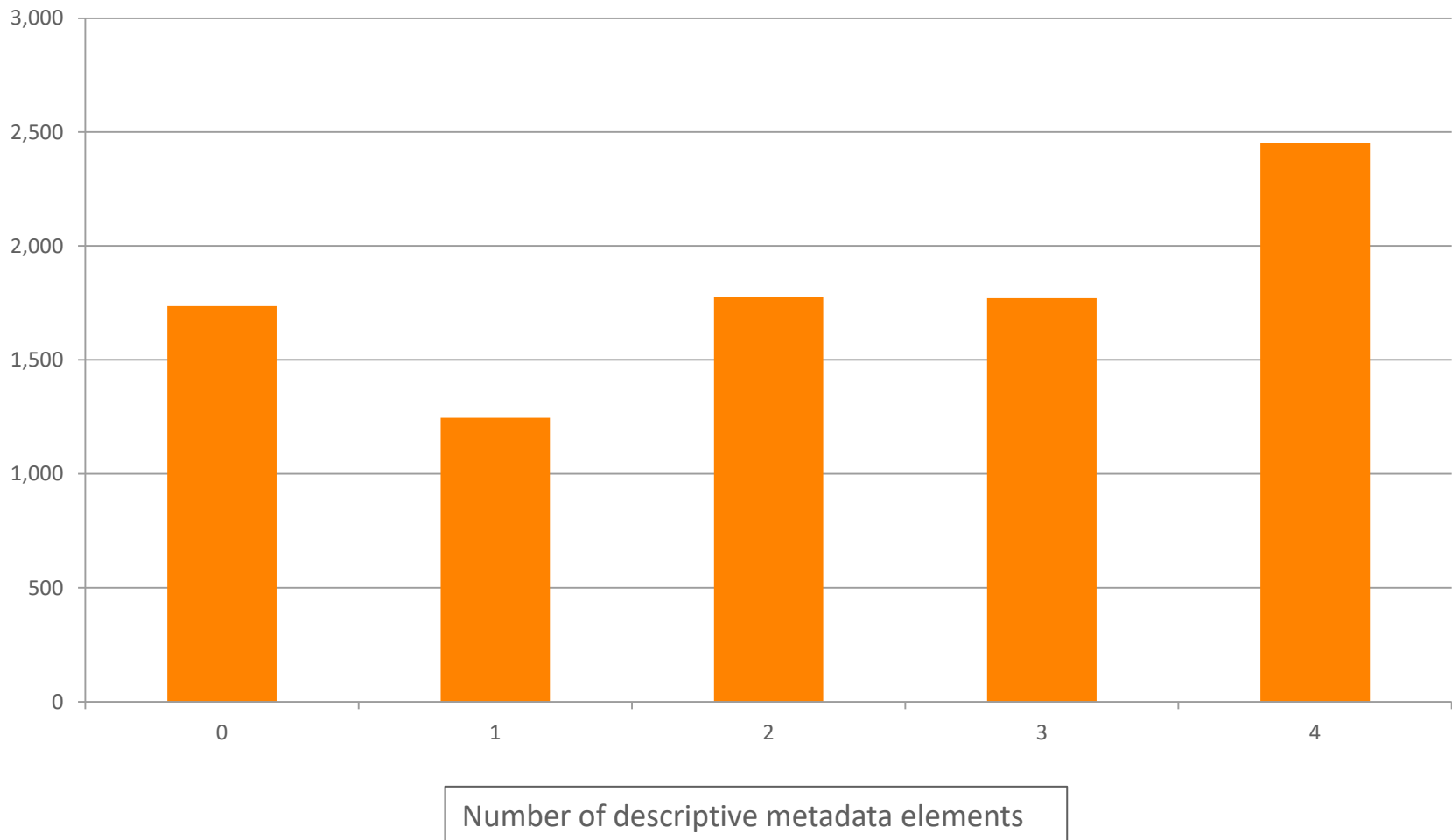


DESCRIPTIVE METADATA

- Long description
- Short description
- Author biography
- Review

DESCRIPTIVE METADATA

Average number of copies sold per ISBN



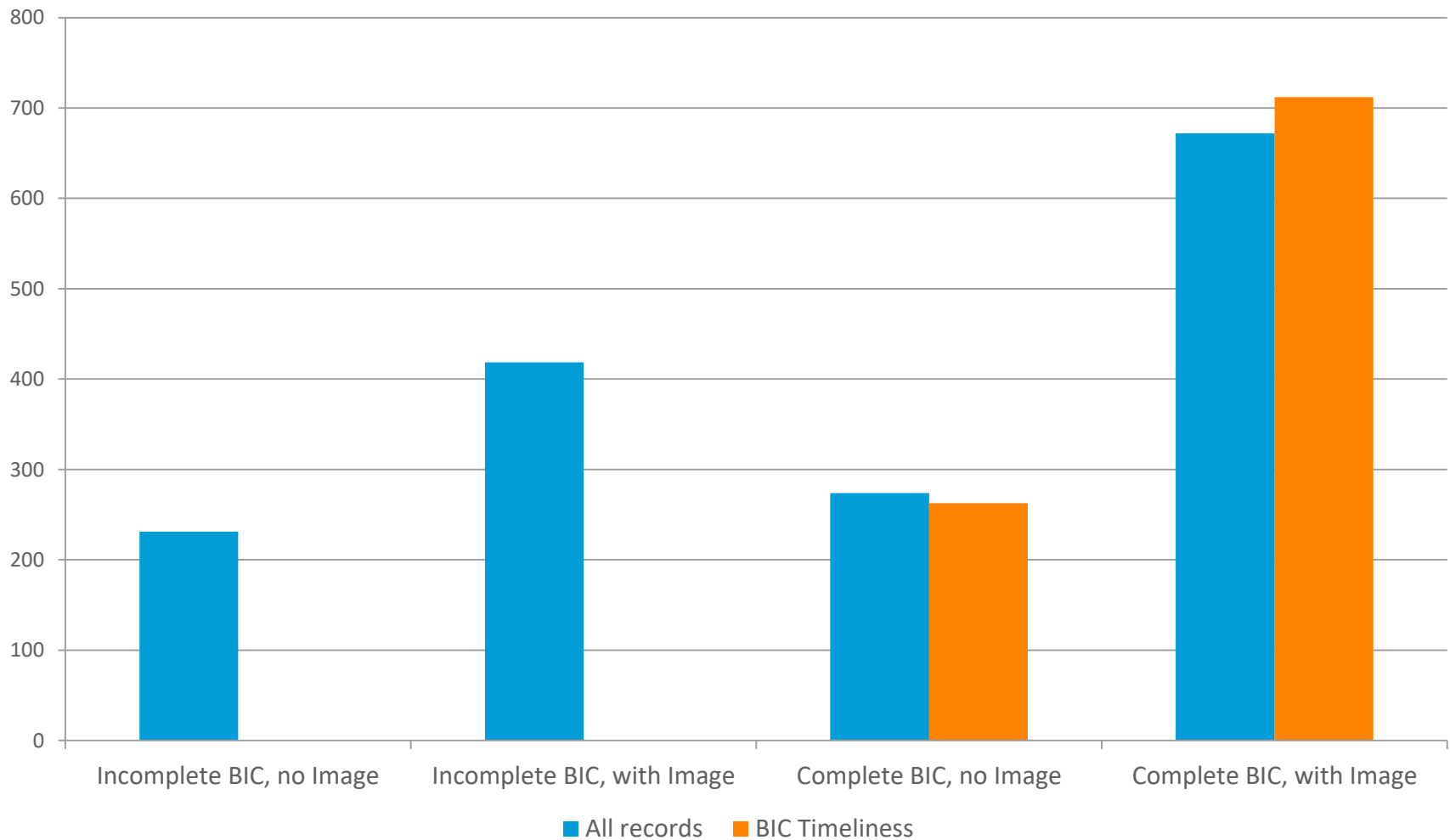
An abstract graphic on the left side of the slide. It features a series of thin, curved lines in various colors (blue, green, yellow, red, purple) that sweep upwards from the bottom left towards the top right. Several small dots in matching colors are placed at various points along these lines. Some lines extend beyond the dots, ending near the top right corner of the slide.

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LIBRARY BORROWINGS

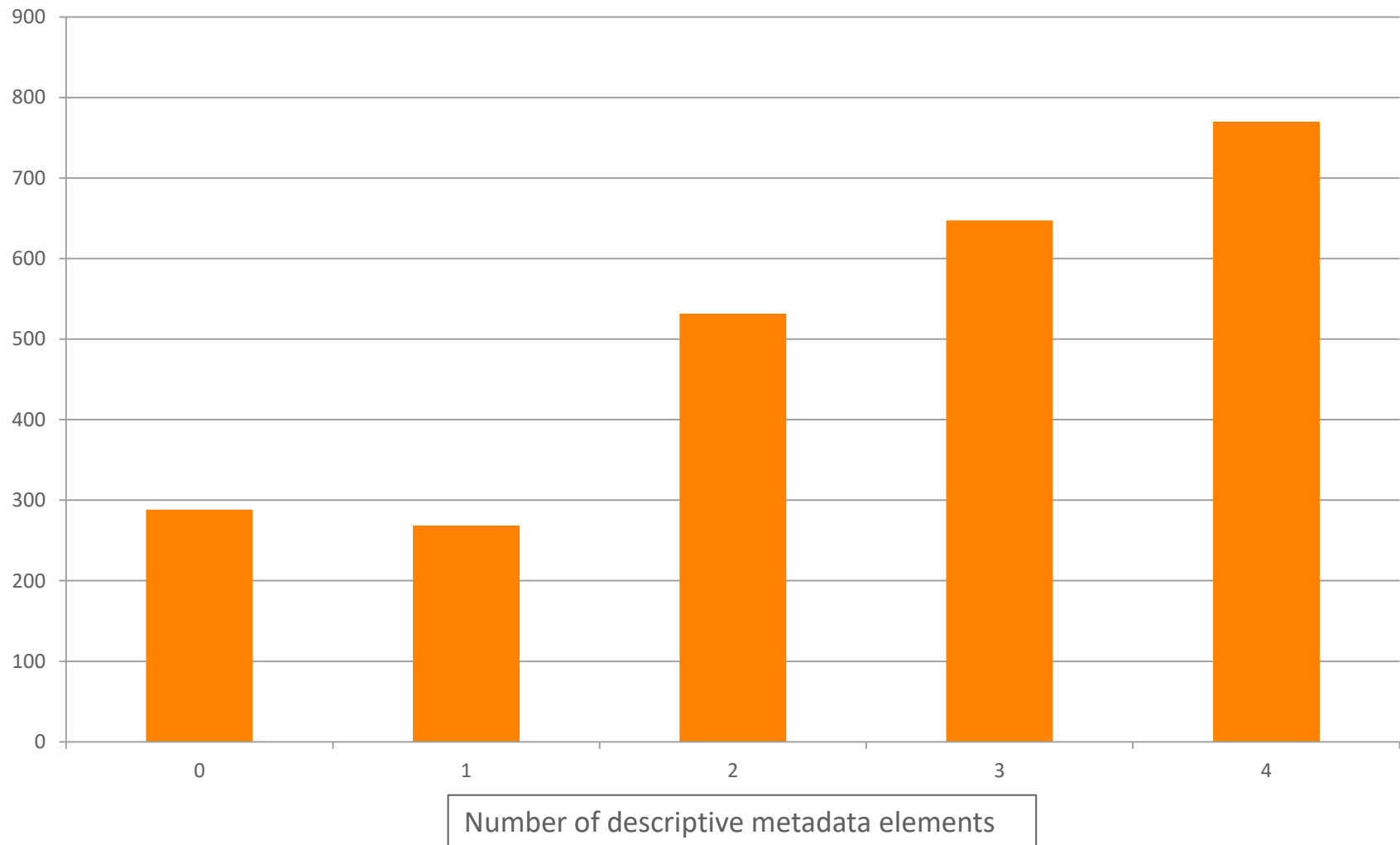
LIBSCAN PUBLIC LIBRARY BORROWINGS

Average number of library borrowings per ISBN



DESCRIPTIVE DATA ELEMENTS

Average number of library borrowings per ISBN



SUMMARY

Key Findings:

- For titles meeting the BIC Basic requirements including a cover image – average sales over twice as high as those titles that don't meet the standard
- Titles which also meet the BIC Timeliness requirement see average sales a further 6% higher
- Titles meeting the BIC Excellence data standard see average sales over 100% higher than titles that don't meet the standard
- Titles which carry all four descriptive metadata elements used in our analysis see average sales 65% higher than titles which don't carry any descriptions
- Average library borrowings per ISBN similarly correlate positively with the completeness and timeliness of BIC Basic data, and the extent of descriptive data

THANK YOU

Clive.Herbert@Nielsen.com





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Mark Scott

Sales Director - JKP



Jessica Kingsley Publishers

30 years of books that make a difference 1987-2017

2016 - a pivotal year for JKP

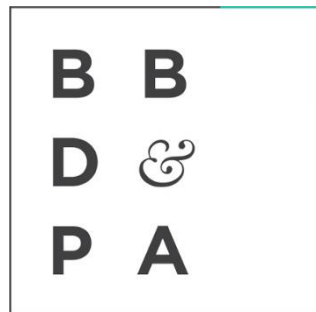
- Four important awards
- BIC Excellence awards followed our significant efforts to improve and automate our metadata and enhance discoverability of our books



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Awards



Innovation
Excellence
Awards 2016



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PRODUCT DATA EXCELLENCE AWARDS

All accredited organisations as of October 2016

BIC Excellence Plus



Critical Publishing Ltd **NEW FOR 2016**
Hachette Children's Group
Headline Publishing Group
Hodder & Stoughton
John Wiley & Sons
Scholastic

Award plus an ONIX 3.0 Badge:

Dorling Kindersley Ltd
Hay House Publishers
The O'Brien Press Ltd



Award plus a Digital Tick:

The Bible Reading Fellowship (BRF) DIGI ✓
Cambridge University Press DIGI ✓
Head of Zeus DIGI ✓
Octopus Publishing Group Ltd DIGI ✓
Orion Books DIGI ✓
Pluto Press DIGI ✓

Award plus a Digital Tick & ONIX 3.0 Badge:

Canongate Books Ltd DIGI ✓
Kogan Page Ltd DIGI ✓
The Random House Group Ltd DIGI ✓



BIC Excellence



Oxford University Press
Pearson
Quercus Publishing Ltd

Award plus an ONIX 3.0 Badge:

Channel View Publications Ltd /
Multilingual Matters
Jessica Kingsley Publishers **NEW FOR 2016**
Michael O'Mara Books Ltd **NEW FOR 2016**
Penguin UK



Award plus a Digital Tick:

Little, Brown Book Group DIGI ✓
Palgrave Macmillan DIGI ✓
Pan Macmillan DIGI ✓

Award plus a Digital Tick & ONIX 3.0 Badge:

Faber & Faber DIGI ✓
HarperCollins Publishers UK DIGI ✓



BIC Basic



Bradt Travel Guides
ELSEVIER Health Solutions
Hodder Education
Kuperard Publishers
Lion Hudson PLC **NEW FOR 2016**
Thames & Hudson Ltd

Award plus an ONIX 3.0 Badge:

Manchester University Press **NEW FOR 2016**



Award plus a Digital Tick:

Carcanet Press DIGI ✓
Egmont Publishing DIGI ✓
Policy Press DIGI ✓
SAGE Publications DIGI ✓
Simon & Schuster UK DIGI ✓



JKP – Metadata roadmap

- Prior to automation, all metadata sent to partners as MSWord documents and limited information provided
- Autumn 2013 – decision made to invest in Biblio
- December 2014 – all internal data cleaned up
- June 2014 – went live with Biblio
- August 2014 – all internal data imported to Biblio



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JKP – Metadata roadmap

- August 2014 – book covers added
- September 2014 – all metadata partners identified
- December 2014 – first successful ONIX feed to Nielsen
- Autumn 2015 – first successful ONIX feed to Amazon.com
- Spring 2016 – first successful ONIX feed to Amazon.co.uk
- ONIX Feeds now sent to 20 partners globally



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Metadata Housekeeping

Here's how we use book-specific metadata to give rich results:

- Data controlled from London office means it is always correct and partners have the same information
- We aim to feed out data six months ahead of publication



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WORK

- General
- Editions & Products
- Linked Titles
- Roles
- Copyright
- Other Publishings
- Contents
- Title History
- Manuscript
- Notes
- Competition
- Cost Groups
- New Acquisition
- New Product
- Delivery Details
- Group Management
- Sales Territories
- Change History

EDITION

- General
- Summary Information**
- Specification
- Pricing
- Impressions
- Groups
- Series
- Synchronisation
- Related Products

ONIX

DISTRIBUTION

We're All Mad Here: The No-Nonsense Guide to Living with Social Anxiety

R ? Search

9781785920820

P Claire Eastham....

NF 21/11/2016

Editions



Export Pub Date

Release Type New Title

Target Detail

Edition Status Confirmed

Price £12.99

USA price \$19.95

Binding Paperback

Edition Type

Product Book

Imprint Jessica Kingsley Publishers

Extent 200

Width 130mm

Height 197mm

Depth

Weight

Answer Code

Format 197 x 130mm (7.8 x 5.2")

Territory World

AI Approved? Yes

ISBN-10 1785920820

ISBN-13 9781785920820

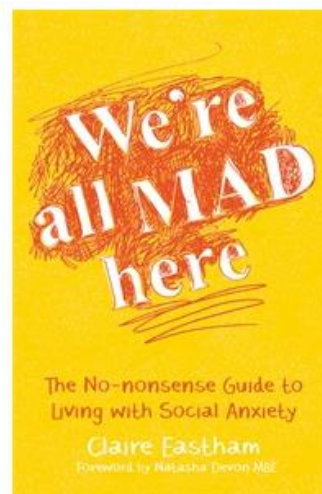


BIC Codes

Coping With Anxiety & Phobias [VF3P]

Biography

Claire Eastham writes about coping with social anxiety on her award-winning blog, We're All Mad Here (www.weallmadhere.com), and recently started her own YouTube channel where she discusses anxiety and demonstrates self-help techniques. She works in publishing and is



This image is not credited



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Biblio3 - Google Chrome

https://www.bibliolive.com/jkp/common-appframeset.aspx

BiblioLIVE Back Menu Works Impressions Contacts Groups Reports Help Log Out Jessica Kingsley Publishers

Change History

▼ EDITION

- General
- Summary Information
- Specification
- Pricing
- Impressions
- Groups
- Series
- Synchronisation
- Related Products

► ONIX

► DISTRIBUTION

► MARKETING

► SCHEDULING

► RESOURCES

▼ EDITION COPY

- Other Copy
- Cover Text
- Notes
- Catalog
- Next Reprint
- Press Releases
- Extract
- Editors Comment
- Retail Promotions
- In-House Reviews
- Keywords**

We're All Mad Here: The No-Nonsense Guide to Living with Social Anxiety

9781785920820 Claire Eastham... 21/11/2016

1

Keywords for this Edition

Keywords	
anxiety	✗
disorder	✗
generalised	✗
social	✗
panic	✗
attack	✗
self-help	✗
CBT	✗
school	✗
university	✗
young	✗
teenager	✗
career	✗
job	✗
publishing	✗
Zoella	✗
Zoe Sugg	✗
Natasha Devon	✗
self-esteem	✗

virtusales



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Biblio3 x Title Editor x

www.nielsentitleeditor.com/titleeditor/

Apps JKP - LIVE SD - LIVE WEB - LIVE! JKP - DEV SD - DEV WEB - DEV JKP Internal Book Data Internal IT

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Nielsen Title Editor

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Welcome: Jessica Kingsley Publishers

Search | Add Book | My Details | Load Jacket

Full Page View

Search History Help

Edit Book Not My Book Send Message

< Back to Search 1 of 1 Titles Sort By: Main Title(A-Z) First Previous Next Last

We're All Mad Here: The No-Nonsense Guide to Living with Social Anxiety
 Claire Eastham (By (author)), Natasha Devon (Foreword by)

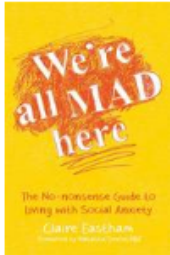
Series : | Edition :
 Imprint : Jessica Kingsley Publishers | Publisher : Jessica Kingsley Publishers
 Pub Date : 21 Nov 2016 | Publishing Status : Active
 Published in : United Kingdom | Last Modified :

Paperback 200pp h197mm x w130mm x s13mm 136g

ISBN13 : 9781785920820 ISBN13 : 978-1-78592-082-0 ISBN10 : 1785920820

	Price	Last Changed	Availability	Expected Date	Last Changed
GB	GBP 12.99	15 Jan 2016	Available		06 Dec 2016
AU	AUD 29.99	29 Aug 2016	Available		07 Nov 2016
NZ	NZD 32.99	17 Jan 2017	Available		07 Nov 2016
US	USD 19.95		In stock		

Description : Anxiety is a crafty shapeshifter that can take on many forms: the tiger that sinks its claws in with physical symptoms and distressing thoughts, the cruel and belittling bully creating insecurity and self-doubt and, worst of all, the frenemy rewarding avoidance of social situations with no physical symptoms, no cruel thoughts...and no life beyond your sofa! This no-nonsense guide to beating social anxiety covers everything from surviving university and the workplace, through to social media and making it through parties and dates (whilst actually enjoying them!) With honest insights about her own social anxiety and a healthy dose of humour, award-winning blogger Claire Eastham describes what social anxiety is, why it happens, and how you can lessen its effects with lifestyle choices, talking therapies or even a run from your favourite canine friend!




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Metadata Housekeeping

- Metadata taken very seriously across the company
- Staff motivated when good data has positive impact on sales
- Staff encouraged to think specific enough and broad enough when considering metadata choices
- Multi-disciplinary approach to metadata:
“Who is this book for?”



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Metadata Housekeeping

- BIC codes an essential consideration
- BIC codes locked down early on in the process
- Keywords playing an increasingly important role in discoverability



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Missing Data

Edition Work	Role: Author	Role: Acquisitions Editor	ISBN-13 (formatted)	Edition Publication Date	Region Pub Date: USA (US)	Edition Product Type	Edition Format	Edition Binding	Work Group Titles: JKP Audience	Work Group Titles: JKP Main Subject	Work Group Titles: JKP Extra Subjects	Work Group Titles: BIC 2.1	Work Group Titles: BISAC	Work Group Titles: THE PA	Edition Keywords	Edition Target	Edition in Group? Data for: Make Status Out of Print (or Abandoned if OOP not pass)	Edition in Group? Data for: Make Status Abandoned
Autism and Special Interests			[No ISBN-13]	21/12/2016		Book	197 x 130mm (7.8 x 5.2")	Paperback				Teaching Of Autistic Students				Main	No	No
Autism and Special Interests			[No ISBN-13]	21/12/2016		EBook	PDF					Teaching Of Autistic Students				Main	No	No
Conscious Conception Comic		Lisa Clark	[No ISBN-13]	21/10/2016		EBook	PDF					Graphic Novels: True Stories & Non-Fiction: Pregnancy, Birth & Baby Care				Main	No	No
Conscious Pregnancy and Birth comic		Lisa Clark	[No ISBN-13]	21/11/2016		EBook	PDF					Graphic Novels: True Stories & Non-Fiction: Pregnancy, Birth & Baby Care				Main	No	No
Cranio-Sacral Integration, 2nd edition	Thomas Attlee D.O., R.C.S.T.		[No ISBN-13]	21/03/2017		Book	254 x 191mm (10 x 7.5")	Paperback				Complementary Therapies, Healing & Health				Main	No	No
Cranio-Sacral Integration, 2nd edition	Thomas Attlee D.O., R.C.S.T.		[No ISBN-13]	21/03/2017		EBook	PDF					Complementary Therapies, Healing & Health				Main	No	No
Everything's Changing			[No ISBN-13]	21/02/2017		EBook	PDF					Personal & social issues: death & bereavement (Children's / Teenage)				Main	No	No
Everything's Changing			[No ISBN-13]	21/02/2017		Book	216 x 279mm (8.5 x 11")	Paperback				Personal & social issues: death & bereavement (Children's / Teenage)				Main	No	No
Evidence-Based Interventions for Autism in Toddlers			[No ISBN-13]	21/03/2017		EBook	PDF					Autism & Asperger's Syndrome				Main	No	No
Evidence-Based Interventions for Autism in Toddlers			[No ISBN-13]	21/03/2017		Book	216 x 140mm (8.5 x 5.5")	Paperback				Autism & Asperger's Syndrome				Main	No	No
Games and Activities for Children with Dyslexia	Alais Winton		[No ISBN-13]	21/08/2016		EBook	PDF					Teaching Of Dyslexic Students				Main	No	No
Learning Social Skills with Toby and Dan			[No ISBN-13]	21/04/2017		EBook	PDF					Teaching Of Students With Specific Learning Difficulties / Needs				Main	No	No
Life Routes	Roger Bullock, Sophie Wood		9781907969379	01/01/2006	01/01/2006	EBook	PDF		Professional	OC - Counselling (EDUCATION), RC - Children and families (SOCIAL WORK)	DN - Psychology (COUNSELLING), RY - Youth work (SOCIAL WORK)	Age Groups: Adolescents, Education: Care & Counselling Of Students, Social Welfare & Social Services	EDUCATION / Counseling / General (SOCIAL SCIENCE) / Social Work	Educational psychology, Social counselling & advice services		Main	No	No
Sensory Processing Differences in Children: A Guide for Parents and Professionals			[No ISBN-13]	21/04/2017		Book	216 x 140mm (8.5 x 5.5")	Paperback				Occupational Therapy				Main	No	No
Sensory Processing Differences in Children: A Guide for Parents and Professionals			[No ISBN-13]	21/04/2017		EBook	PDF					Occupational Therapy				Main	No	No
Special Kind of Grief, A			[No ISBN-13]	21/09/2016		EBook	PDF					Coping With Death & Bereavement				Main	No	No
Stepping Stones		Rachel Menzies	[No ISBN-13]	21/03/2017		Book	279 x 216mm (11 x 8.5")	Paperback				Teaching Of Students With Specific Learning Difficulties / Needs			developmental delay; motor skills; coordination; balance; stability; movement; sport; gross motor skills; occupational therapy; education; school; home; child development; early childhood; strength; dyspraxia; developmental coordination disorder; control	Main	No	No
Stepping Stones		Rachel Menzies	[No ISBN-13]	21/03/2017		EBook	PDF					Teaching Of Students With Specific Learning Difficulties / Needs			Autism & Asperger's Syndrome	Main	No	No
Understanding and Working with Autistic Mothers	Monique Blakemore	Natalie Watson	[No ISBN-13]	19/01/2017		EBook	PDF					Autism & Asperger's Syndrome				Main	No	No
Understanding and Working with Autistic Mothers	Monique Blakemore	Natalie Watson	[No ISBN-13]	19/01/2017		Book	216 x 140mm (8.5 x 5.5")	Paperback				Autism & Asperger's Syndrome				Main	No	No
When Your List Goes Out of the Window			[No ISBN-13]	21/08/2016		EBook	PDF					Autism & Asperger's Syndrome				Main	No	No



Jessica Kingsley Publishers
30 years of books that make a difference 1987-2017

Here's how our compliance used to look



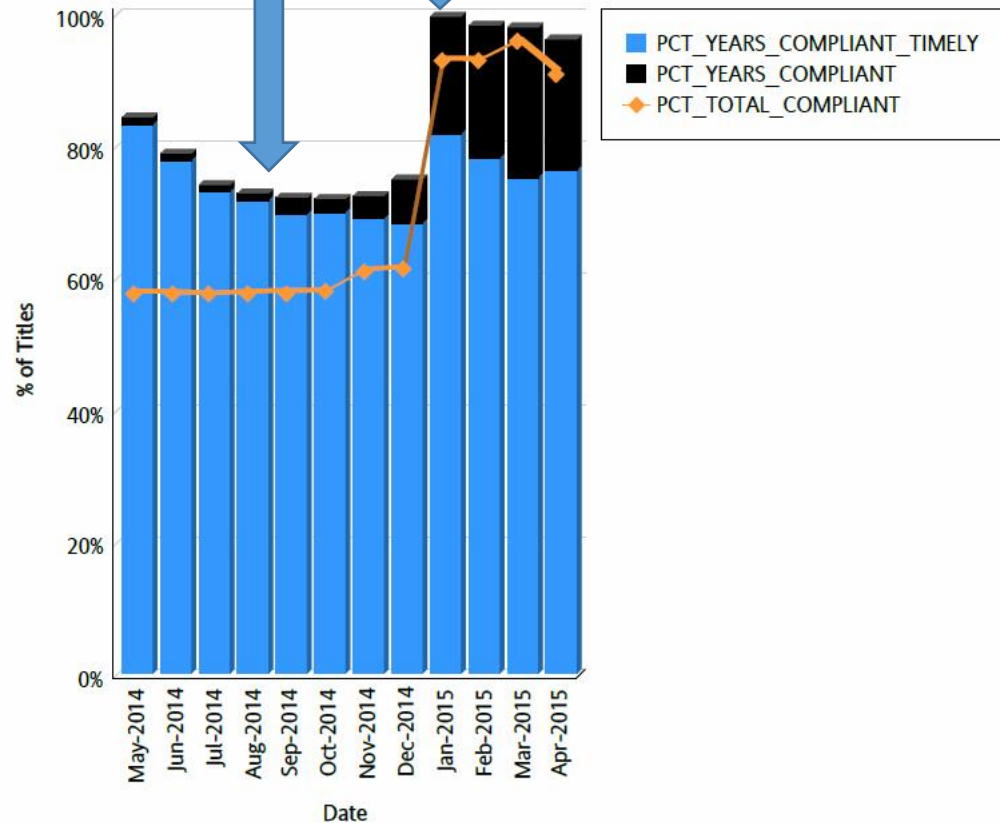
Jessica Kingsley *Publishers*

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JKP BIC Accreditation 2014-2015

Started using Biblio

Started sending ONIX feed to Nielsen



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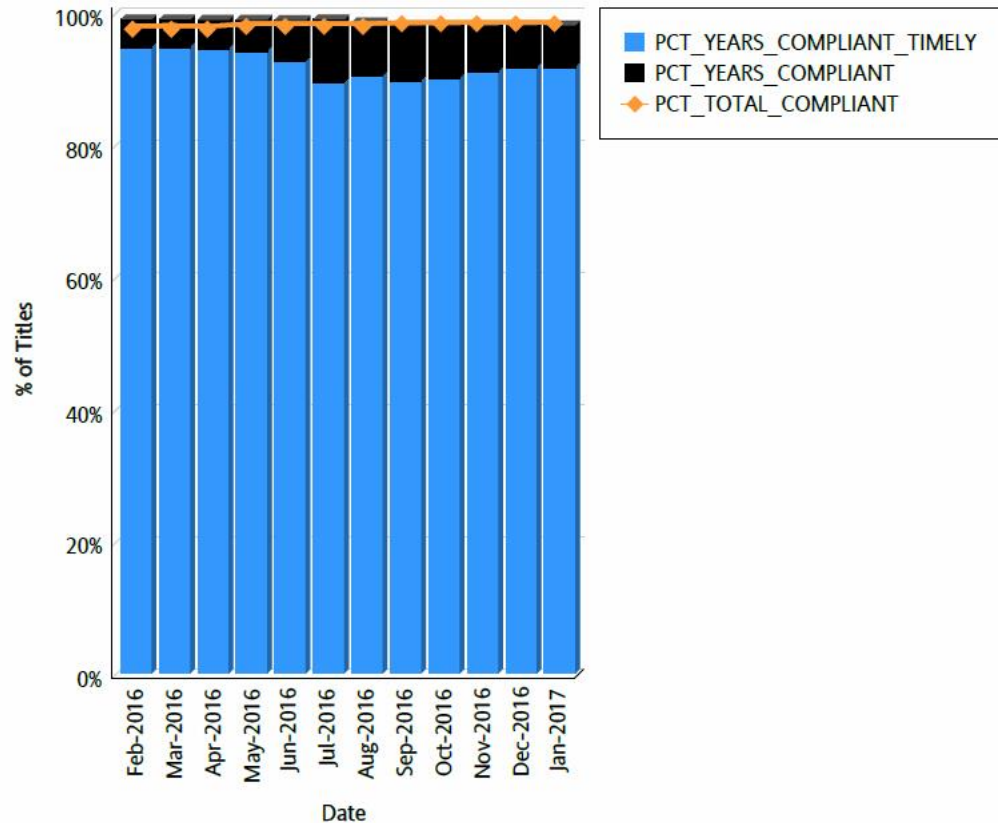
Here's how our compliance looks now



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JKP BIC Accreditation 2016/7



Jessica Kingsley Publishers

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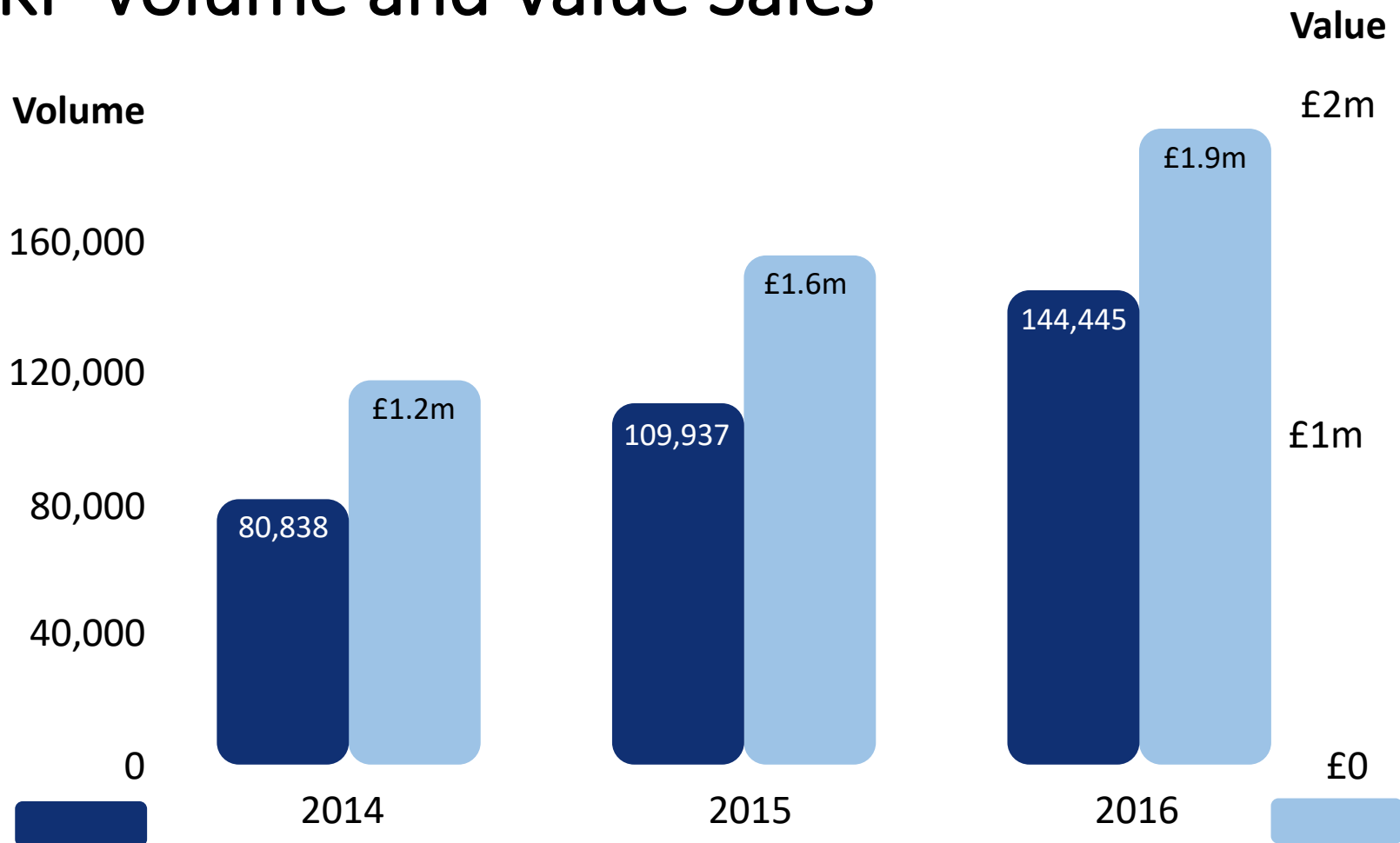
Here's the results of those efforts



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JKP Volume and Value Sales



Source: Nielsen BookScan 2016



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Thank you



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Any questions?



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Thank you for attending January's BIC Breakfast:

**The BIC Product Data Excellence Award (PDEA)
Accreditation Scheme and the Importance of
Metadata for Discovery and Sales in a Digital Age**

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Book Industry Communication Ltd

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