

Welcome to February's BIC Breakfast: Mind the Gap: Best Practices & Common Errors in Bibliographic Metadata

#BICBreakfast

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BI

THE BOOK INDUSTRY'S SUPPLY CHAIN ORGANISATION



BIC Committees

Digital Supply Chain Libraries Metadata Physical Supply Chain Training, Events & Communications



Regular BIC Events

BIC Breakfasts (monthly)

LBF Supply Chain Seminar (Thursday 14th April 2016, 10am-12pm)

New Trends in Publishing Seminar (Sept 2016)

BIC Networking Events - including the BIC Bash (Nov 2016) and events hosted by the British Library



BIC on the web

New website coming in 2016 Extensive Training Programme Social Media: @BIC1UK @KarinaLuke @LastPhoenixDown @BIC_LCF Connect with us on Twitter, Facebook and LinkedIn.

BIC BOOK INDUSTRY COMMUNICATION LTD

Over to Bowker...

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Your Partner in Discovery

BIC Breakfast Thursday 25th February 2016 Jack Tipping – Bowker UK

Bowker Mission

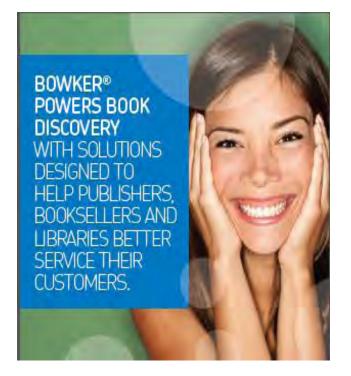




To connect readers with books, and provide critical insights in to readership worldwide



Bowker is Your Partner in Discovery!



140+ years serving the global book publishing community

Book Publishers Authors Libraries Book Sellers Book Consumers/Lovers



No charge to supply metadata to Bowker

- Provide metadata to retailers, libraries, and schools
- Communicate price and status updates in a timely fashion to multiple customers
- Display enhanced content such as cover images and marketing descriptions for readers and buyers
- Increase awareness of your titles



Powerful Metadata

ProQuest. | Syndetic Solutions"



FAQs Enrichment I





Local Content

Make your local content more discoverable.

Learn More >



Compatible Systems

These Vendor Partners support integration of Syndetics display content within their OPAC or discovery products.



BOOKS IN PRINT® SEARCH. DISCOVER. CONNECT.

Books In Print® combines the most trusted and authoritative source for bibliographic information with powerful search, discovery and collection development tock designed searchard to streamline the book discovery and acquisition process. Books In Print® contains over 20 million global titles (in print, out of print, and forthcoming), including books, ebooks, audio books, and multimedia titles.

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START

NEWEST FEATURES INCLUDE:

Browse will assist library users in finding books based on authors, genres, or topics that interest them. Every guery will return suggested titles, eliminating dead-end searches.

Character Search allows the user to search for a character from their favorite books and view search results for all titles the character appears in, and includes a brief synopsis of the character.

Find Similar allows users to see suggested similar titles based on search criteria, or they can search by specific tags found in Syndetics. Book Profiles.

WHY BOOKS IN PRINT® IS THE LEADING BIBLIOGRAPHIC DATABASE FOR LIBRARIES, PUBLISHERS, AND RETAILERS AROUND THE WORLD:

- Largest bibliographic research
- · Wholesaler stock availability
- · Lists feature, to download a book list into inventory
- Online comparison pricing and buying options
 Displays View Inside Widget for easier browsing
- Displays view inside viriage for easier browsing of purchasing
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- Includes a mobile app and over 40 professional review sources



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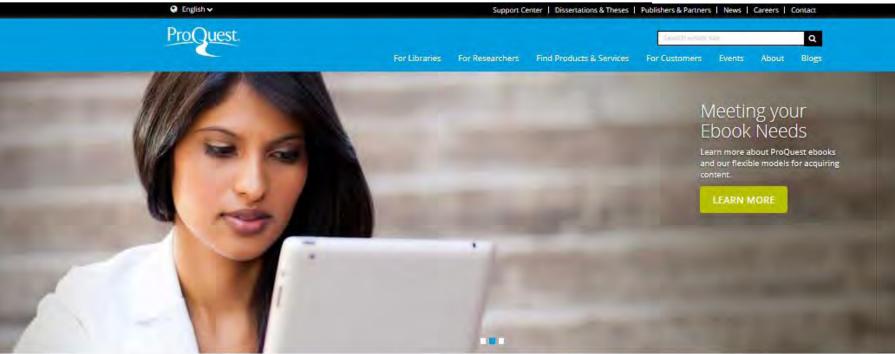
BN.com

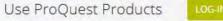




Market Content









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ProQuest empowers academic, government, corporate, school, and public libraries with innovative content and technologies, as well as services that enable strategic



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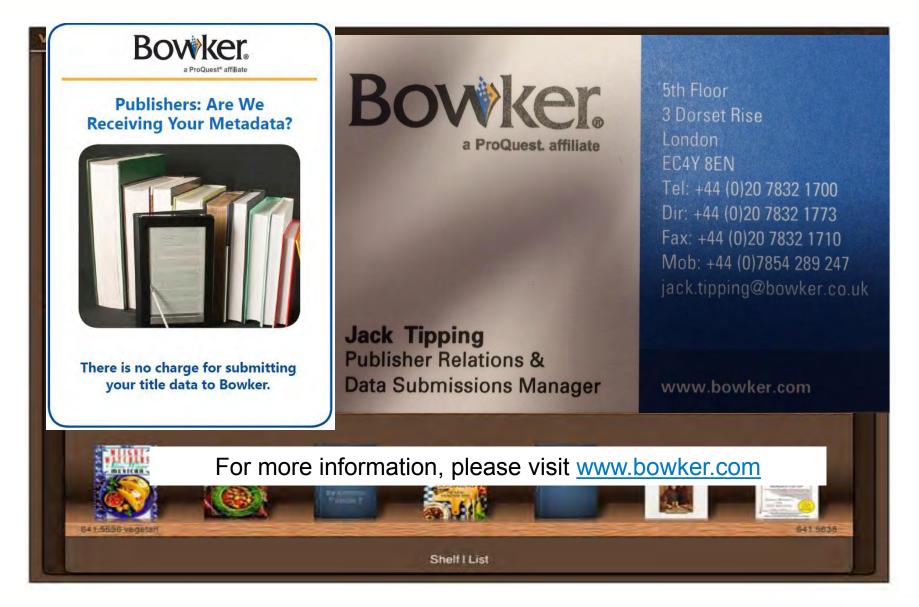
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Over to Graham...

Mind the gap

Graham Bell Executive director, EDItEUR

> BIC Breakfast 25 Feb 2016



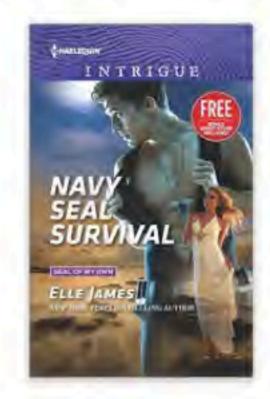
"When I use a word," Humpty Dumpty said in rather a scornful tone, "it means just what I choose it to mean – neither more nor less."

ONIX as a language

- unambiguous communication depends on shared understanding of what words mean – shared semantics
- metadata fields in ONIX or any scheme are the same
 - each ONIX field comes with an expectation of what it should contain
- good practice is really 'industry expectation' on timeliness, accuracy and coverage of the metadata you supply



Books > Mystery, Thriller & Suspense > Thrillers & Suspense





See all 2 images

Navy SEAL Survival: What Happens on the Ranch bonus story (SEAL of My

Own) Mass Market Paperback - February 23, 2016

by Elle James * (Author), Delores Fossen (Author)

Book 1 of 2 in the SEAL of My Own Series

See all 3 formats and editions

Paperback from \$4.11	Mass Market Paperback \$5.50	
3 Used from \$4.11	4 Used from \$2.95	
9 New from \$4.84	27 New from \$2.81	

A job only a SEAL could do

After feeling the heat in Honduras cleaning up a terrorist training camp, Duff Callaway is ready for some serious chilling in Cancun. Fun in the sun becomes a perilous rescue mission

Read more

Top 20 lists in Books

HUNGES

View the top 20 best sellers of all time, the most reviewed books of all time and some of our editors' favorite picks.

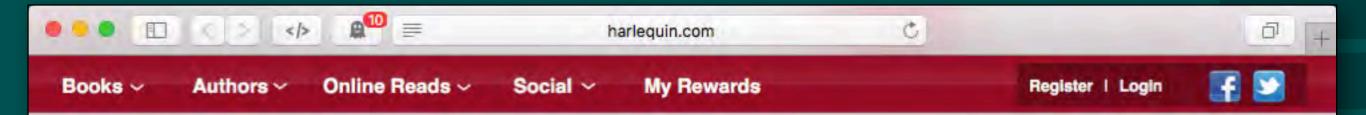


Turn on 1-Click ordering for this browser

Want it tomorrow, Feb. 25? Order within 11 hrs 41 mins and choose One-Day Shipping at checkout. Details

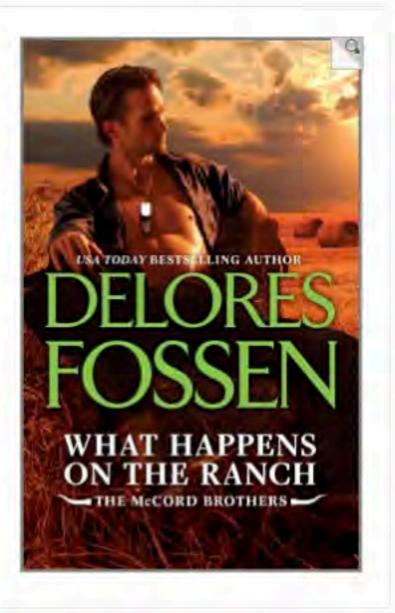
Ship to:

Select a shipping address: *



Home > Books > Contemporary Romance > HQN > What Happens on the Ranch

What Happens on the Ranch



What Happens on the Ranch by Delores Fossen HQN Jan 2016 Miniseries: The McCord Brothers Category: Contemporary Romance

ISBN: 9781460394151

\$0.99

\$0.99

Add to Cart

Back of the Book

eBook

-7

In a sweet and sexy prequel novella to USA TODAY bestselling author Delores Fossen's The McCord Bothers series, a soldier on leave returns to Spring Hill, Texas, where a summer fling is about to reignite

It all started in the hayloft. That's where Anna McCord lost her virginity to Heath Moore when they were teenagers. Nine years later, Heath, now an air force officer, is back in town. For Anna, the boy who stole her heart is long gone, replaced by a man who's filled out *everywhere*. Her overprotective brothers might want her to stay away, but what harm can there be in a secret, exhilarating affair?

Sure, the McCord boys will beat him to a pulp if he lays a finger—or anything else—on Anna. That's not why Heath is trying so hard to resist her. Soon he'll be leaving, and he has no intention of breaking her heart again when he does. But some mistakes are worth repeating—especially when second time around might lead to forever...

Humpty Dumpty's concern

- publication date and other lifecycle dates are critical data for the supply chain
 - two significantly different definitions of 'publication date'
 - to ensure no ambiguity, ONIX uses a particular set of definitions
 - does not matter what you call a particular date just ensure you put it in the ONIX box that matches your definition

Humpty Dumpty's concern

 publication date and other lifecycle dates are critical data for the supply chain

The date on which a retail consumer may purchase and take possession of a physical product, or the date on which a retail consumer may access and use a digital product

just ensure you put it in the ONIX box that matches your definition

The nominal or approximate date on which the product is made available in the market, used largely for planning and business process purposes. Actual availability to the retailer may be no more than a handful of days prior to (or after) this date and – in the absence of a sales embargo – retail fulfillment to consumers may begin immediately stock is available. For titles where a sales embargo is in place, stock must be sequestered by the retailer until the embargo expires (or one day prior, for mail order fulfillment)

pub date

<PublishingDate> <PublishingDateRole>o1</PublishingDateRole> <Date dateformat="00">20160225</Date> </PublishingDate> <PublishingDate> <PublishingDateRole>o2</PublishingDateRole> <Date dateformat="00">20160225</Date> </PublishingDate>

embargo date

It's not just online stores

- distributors, wholesalers and retailers have internal operational requirements
 - sales rights are critical and often incomplete
 - pricing is critical and often incomplete
 - availability is critical and often missing or uses outmoded codelists
 - classifications drive marketing and promotion
 - links to other products drive upselling, improve customer service, *etc*

More information

- this breakfast is an abbrieviated version of last month's UCL / PA / EDItEUR
 Digital Publishing Forum
 http://www.editeur.org/3/Events/Event-Details/311
- remarkable degree of agreement among data recipients on the most common sources of problems
- better data sells more books (and gets you a BIC Tick)

graham@editeur.org www.editeur.org





Over to Jack...

METADATA & DISCOVERABILITY

Key Data & Common Problems



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Concept originally presented at BISG Metadata Summit, May 7, 2015

Pat Payton, Bowker Sam Dempsey, Baker & Taylor

BISG BOOK INDUSTRY STUDY GROUP



Bowker.



Product Metadata Best Practices

- Improve accuracy of product data
- Increase efficiency between trading partners
- Make content more discoverable

Title/Collection

Best Practices:

- From the Title page; do not include format, edition, other values
- Properly field lead articles
- Series/Sets & volume numbers in their specifically defined fields

Why: Critical for discovery, marketing

What we see:

- Inappropriate fielding of subtitle, series, formats, vol. numbers, etc.
- Improper formatting: lead articles, abbreviations, truncations, translations



Common Title Errors

lssue	<u>Title</u>	<u>Subtitle</u>	Series/Collection
Format	The First Phone Call		
	From Heaven CD		
Trailing Lead	Brief Guide - Global		
Article	Warming <mark>, A</mark>		
Translation as	Mas Alla Del	(Beyond the Scandal)	
Subtitle	Escandalo		
Subtitle,	This Heart Within Me		
Edition	Burns – From Bedlam		
	to Benidorm (Revised		
	& Updated)		
Edition	Introduction to		
Number	Documentary, Second		
	Edition		
Series, Subtitle	Sherlock Holmes	The Lascar's Fate	Sherlock Holmes
	Investigates		Investigates
Series Number	#06 Sherlock Holmes		
	and the Adventure of		
	the Sussex Vampire		

Contributor

Best Practices:

- Use specific name components: Key Name, Name Before Key, Suffix, Prefix, Title, etc.
- Specify if contributors are not named

Why: Critical for discovery, marketing

What we see:

- Inconsistent names between titles, formats, editions
- Improper fielding of names
- Unnamed, Anonymous, Various used incorrectly



Contributor Variations

Same title, incomplete authors provided



Correctly formatted

Audience

Best Practices:

- Audience Range (age, grade, reading, interest) mandatory for children's & young adults
- Be precise!
 - Narrower ranges for younger readers, ages 6-7
 - Broader ranges for older readers, ages 14-18
- Audience values should be consistent with subject classifications

Why: Critical for purchasing decisions

- Not provided, especially for children's & YA
- Ranges too broad: "Grades K-8," "Ages 0-5" not useful
- Inconsistent between formats (especially ebooks), editions, series



Synching Audience Data

100	General Title Info			
	ISBN:	9780310738381	Publish Status:	
2012	ISBN-10:	0310738385	Publish Date:	2013/08/25
Bevond	UPC:		Street Date:	
Music	Publisher:	Zondervan	Dewey:	782.42166092
and the second	Edition/Vol:	Updated	L.C. Class:	ML3930.8592
The Dano Story	Audience:	Children's - Grade 4-6, Age 9-11	OCLC:	ocn819741838
lult BISA	C Subject	Specifi	ic audience	range

Juvenile audience + Adult BISAC =

- Missed searches for Juvenile Biography
- Omission from automated profiles
- Reduced sales

Subjects

Best Practices:

- Send subjects in the order of importance
- Supply at least 3 BISAC codes per title
- Maintain the latest version of any given subject scheme
- Digital & physical products should have same subjects

Why:

- Critical for retailer budgeting, merchandising, & marketing plans
- Drives consumer discovery of content
- Crucial for library approval plans

- General subject codes
- Conflicting or incorrect subjects
- Assigning ISBNs within a series or new editions with different codes
- Inconsistent with age/audience



Communicating Subjects Clearly

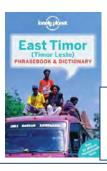
Sample Search Results	-	Titles	•	Pages	•	
general fiction		631	26	22	54	
Asian American fiction		4	12		15	

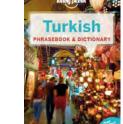
Where would title be more easily discovered?

Hardback

eBook

Are subjects consistently applied across products?





Related Subjects

Foreign Language Study Aids & Dictionaries

Related Subjects

Travel - General & Miscellaneous



Related Subjects

Travel - General & Miscellaneous

Creativity

The Ultimate Teen Guide

ARYNA RYAN

While many teens find it easy to express themselves through any number of creative outlets—singing, drawing, writing, or playing a musical instrument—not all young adults are able to readily access their talents. Even worse, some teens are convinced—either by themselves or others—that they don't have any creative ability at all. They never think to challenge this assumption and as a result, miss out on the pleasures and rewards that tapping into their creative reserves might generate.

<u>more »</u>

BOOK DETAILS AUTHOR TOC Rowman & Littlefield Publishers Pages: 260 • Size: 7 1/4 x 10 1/4 978-0.8108-9223-1 • Hardback • March 2015 • \$45.00 • (£27.95) 978-0.8108-9224.8 • eBook • March 2015 • \$44.99 • (£27.95) Series: It Happened to Me Subjects: Psychology / Developmental / Adolescent, Juvenile NonFiction / General

Subjects: Psy

What audience is this title most relevant to?

Textual Description of Content

Best Practices:

- Receivers to utilize simple XHTML when it is supplied
- Recipients update within 5 business days

Why:

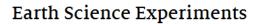
- Critical for consumers, librarians, & retail buyers
- Who will buy a book without reading the description?

- Missing description/author bio or a single sentence
- Descriptions on print but not on ebook
- Overlapping descriptions to all of the books in a series
- Encoding not valid



Maximizing Descriptions for Increased Discovery

â€œWho's there?â€� is the best set up line in comedy history. Now kids of all ages can knock hilarious jokes out of the fun park. Friends, family, and fellow–joketters will be rolling in the aisles with laughter and secretly taking notes.



by Aviva Ebner

main a review Be the first to write a review

CALLS 15 HEART

NETTE

f +

(500,000 copies sold)

Published: December 2014

Will customers know this book fits their needs if there is no description? Is encoding valid & will partners accept it?



Do we show the same description on all formats of the book?

Product Form/Format

Best Practices:

- Include technical requirements (hardware or software)
- Include every item supplied with ISBN

Why: Primary means of distinguishing between different versions of the same intellectual work

- Unclear product form details
- Unclear or missing contained item details



Related Products & Works

Best Practices:

- Supply for revisions of previously released products
- Supply print book info for ebooks
- Data recipients encouraged to "cluster" ISBNs

Why:

- Allows websites to display full range of product options
- Suggesting alternative formats when one product is unavailable

- Function not utilized
- Citation only, no additional record for the cited ISBN



Global Publishing Status

Best Practices:

- Supply for every product—active, forthcoming, not available
- Continue to send throughout the product's life cycle

Why:

- Retailers use status to know what & when to order
- Consumers need status to understand what is available

- Including exclusive ISBNs in ONIX or CIP
- Excluding OP titles in your feed (& even sending them via email)
- Distributors sending data for ex-clients
- Distributors not sending data for new clients in a timely manner



Price

Best Practices:

- Be comprehensive & accurate
- Provide Territory/Country as applicable
- Provide effective dates for changes

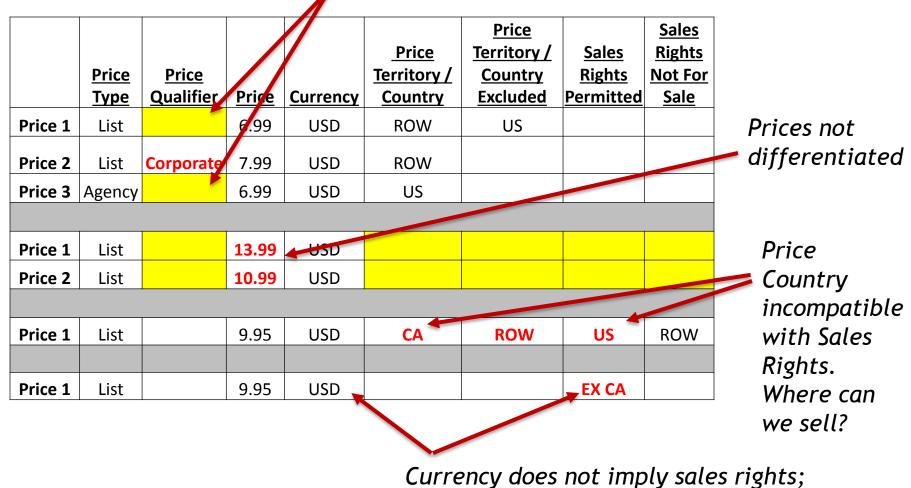


Why: It's price!

- Transaction confirmation & invoice disagreeing with ONIX
- Promotion pricing being overlaid by old prices in ONIX
- Territories/Countries not clear, incompatible with Sales Rights
- Ebooks with inconsistent Price Qualifiers
- Multiple prices without differentiation

Conflicting or Missing Data

Price Qualifier inconsistent; infer Retail?



where can we sell?

Territorial Rights

Best Practices:

- Update as necessary
- Be concise, using territory values World, ROW as appropriate
- Be explicit, do not expect correct assumptions



- Sales rights that are contradictory
- Incomplete or truncated
- Key territories omitted, i.e. US, or are otherwise incomplete
- Incompatible with Price Countries/Territories



Conflicting or Missing Data

Issue	SalesPermitted	SalesExclusive	NotForSale
Not specific	ROW		
Conflict		World	AD;AE;AF;AG;AI;AL; AM;AN;AO;AQ;AR;A S;AT;AW;AX;AZ;BA;B B;BD;BE;BF;BG;BH;B N;BL;BM;BO;BS;BT;
Conflict	AE;AF;AG;AI;AL;AM; AO;AQ;AR;AW;AZ;B A;BB;BC;BE;BL;BT;	ROW	AE;AF;AG;AI;AL;AM; AO;AQ;AR;AW;AZ;B A;BB;BC;BE;BL;BT;
Truncated	AD;AE;AF;AI;	AS;CA;GU;MP;PH;PR ;US	ROW
What about US?	CA;MX		DE;FR;GB

Other Critical Fields

Best Practices:

- Digital Image
- Publication Date/On Sale Date
- Physical Dimensions & Weight
- Author Country Code
- Identifier
- Edition
- Text Complexity



Jack Tipping; Provider Relations Manager Jack.Tipping@bowker.co.uk <u>https://www.bisg.org/publications/best-</u> practices-product-metadata









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What I'm going to cover

- A little bit about Blackwell's
- What's the challenge?
- Hygiene Factor Metadata & richer information
- The missing link
- Concluding words



About Blackwell's

Blackwell's has been supplying academic books and specialist publications for over 130 years and is the leading academic bookseller in the UK. Blackwell's includes 35 full time trading shops on the high street and university campuses. This rises to 80 at peak times via temporary 'pop-up' shops serving over 1.2 million students across 56 higher education institutions in the United Kingdom.

Blackwell's booksellers are renowned for their expertise, depth of knowledge and love of books - a tradition which has been maintained since the first Blackwell's shop opened its doors in 1879.

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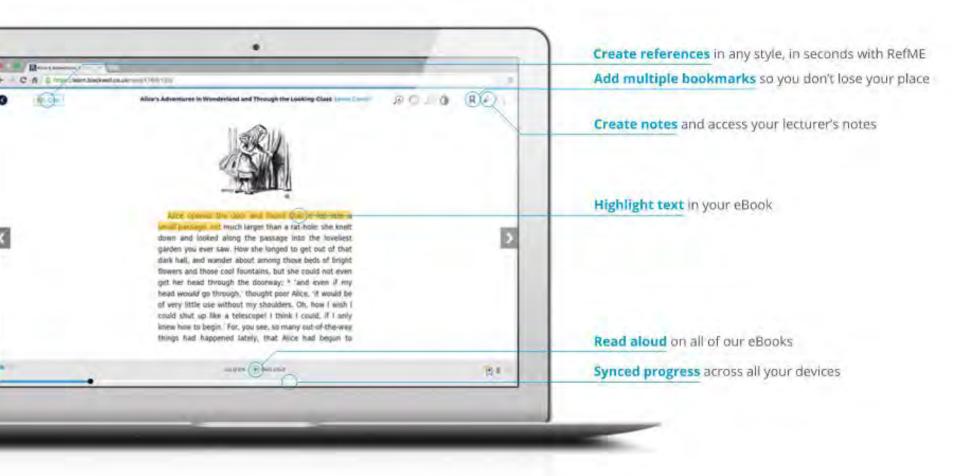


We've come a long way

PAPER STYLE AU	THOR/TITLE PRC	PERTI	US:Th	e Poems		100	0 14 04446	4 5
-	(Tr	ans w 1985	rith n	otes W.G. Sheph	nerd)		PUBLISHER	-
CP STOCK	REORDER AT	FILEA	S	FILE B HEMA	PRICE	19/	PENGUIN 221pp	
QUANTITY	ATE/No	REPORT or REC'D	QUANTITY	ORDER DATE/No	REPORT or REC'D	QUANTITY	ORDER DATE/No	REPORT or REC'D
80 Suls	9 -	3/9/85	See.	OCT 1986	"1."/4	Z	3 FEB 1990	2/3/
6 Dis	slag	11/85	5	-4 DEC 1986		\$	12 MAP . 1000	22/3
1005 MAR	1000	2/4/86		DEC 1906		10	7 mrn 1990	77
18 7 M	IY 1986	19/9/06	20	(4) curt. ord R/P 12/ 89 to rep 25/10/ 89	15/1/89	10	17 May 182	75/5
at thereit		«/4/18G		18 DEC 1989	81		19 JUN 1990	22/

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Our own platform learn.Blackwell.co.uk & ecommerce site Blackwells.co.uk

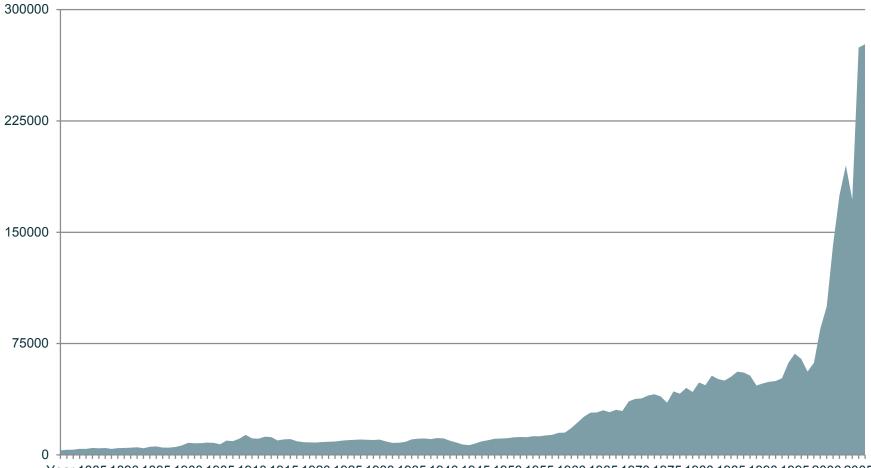


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129,864,880

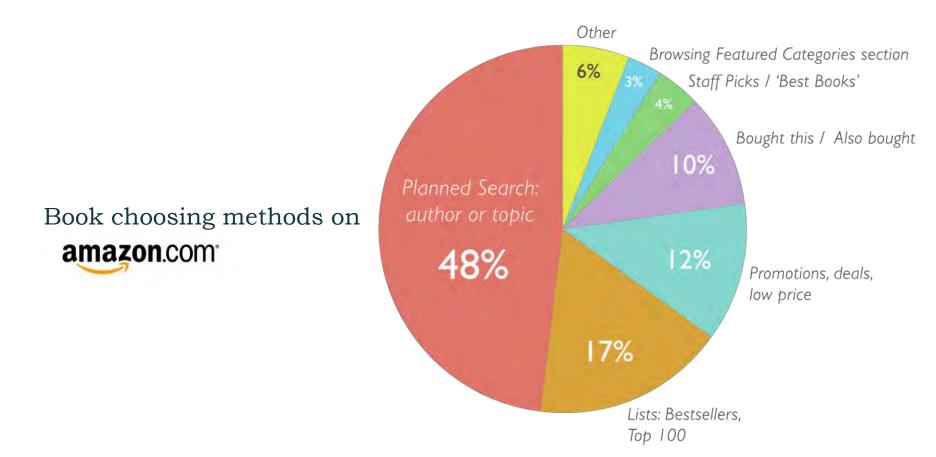


New books published in the US



Year 1885 1890 1895 1900 1905 1910 1915 1920 1925 1930 1935 1940 1945 1950 1955 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005

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Sixty-one percent of book purchases by frequent book buyers take place online, but only seven percent of those buyers said they discovered that book online.

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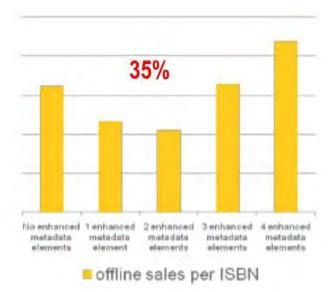
Well duh.

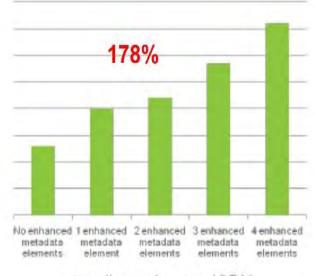
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FOR LEARNING · FOR LIFE

Offline sales see an increase of 35% for titles which have all enhanced metadata elements present.

Online sales see a massive 178% increase for titles which have all metadata elements present in comparison to those with no enhanced metadata.





online sales per ISBN

http://www.slideshare.net/IfBookThen/2011international-book-market-overview

Bug List

Ringlet Reg

Grizzled Gar

Pelly the Purple Emperar

Black Haustreal

suns the sed Admin

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Grading Green



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NSI

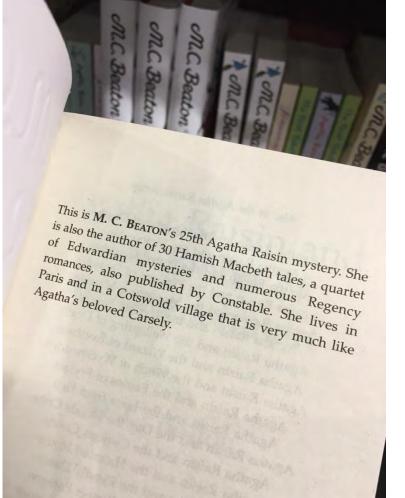
Frames can be carry is some and get yours from the fram some card or n fabulous butter sided tape or cach butterfly. one another's one another's Marmalade, C Marmalade, D I think i'll stop et to spend some

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Beaton

Agatha Raisin ILCOUR OF LEE FIND PORT

Agatha Raisin: Dishing the Dirt M C Beaton

ISBN10: 9781472117205 ISBN13: 9781472117205 Publisher: Little, Brown Book Group Constable Format: Hardback Publication date: 01 Oct 2015

The eagerly-awaited new Agatha Raisin novel from international bestseller M.C. Beaton A therapist had moved into the village of Carsely and Agatha Raisin hates her. Not only was this therapist, Jill Davent, romancing Agatha's ex-husband... More

Agatha Raisin and the Blood of an Englishman M C Beaton Beaton

> ISBN10: 9781849019774 ISBN13: 9781849019774 Publisher: Little, Brown Book Group Constable Format: Paperback Publication date: 02 Apr 2015

Fee, fie, fo, fum. I smell the blood of an Englishman! The eagerly-awaited new Agatha Raisin novel from international bestseller M.C. Beaton Even though Agatha Raisin loathes Christmas panto, her friend Mrs Bloxby, the vicar's wife... More



Agatha Raisin: Something Borrowed. Someone Dead M C Beaton

ISBN10: 9781849019750 ISBN13: 9781849019750 Publisher: Little, Brown Book Group Constable Format: Paperback Publication date: 17 Apr 2014

The bossy, vain and irresistible Agatha is back in her latest adventure - her 25th in the series. Incomer Gloria French is at first welcomed in the Cotswold village of Piddlebury. She seems like a do-gooder par excellence, raising funds for the ... More



Agatha Raisin and the Deadly Dance

M C Beaton

ISBN10: 9781849011488 ISBN13: 9781849011488 Publisher: Little, Brown Book Group Constable Crime Format: Paperback Publication date: 03 Jun 2010

Agatha waltzes into yet another murder investigation in the fifteenth book in the series, complete with brand new cover design. There may be trouble ahead ... so will Agatha face the music? Can the feisty Agatha cut it as a private investigator? More



Agatha Raisin and the Day the Floods Came



M C Beaton

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HOBBITVS HO LLLE THE HOBBIT TRANSLATED BY MARK WALKE Blackwells.co.uk



...and we've not even talked about

- Look inside the book
- Additional images & back covers
- Professional reviews
- Video content
- Categorisation...



The Missing Link

- The ability to link all these drops of data into one big picture which can connect people to book information beyond each individual data bucket.
- Why when I click on an author name does it not disambiguate between two authors of the same name e.g. Stephen King

- Ways to use information in new and exciting ways of visualisation.
- Some of this is technical.
- Some is human.





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Conclusions

- Metadata is exciting.
- Searching for and finding titles in such a large pool is challenging.
- How does your data help a customer in this context.
- The importance of getting the basics right can't be underestimated.
- There is huge potential in additional partnerships over data and information linking that could add value for readers.







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Thank you for attending February's BIC Breakfast: Mind the Gap: Best Practices & Common Errors in Bibliographic Metadata

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