



Nielsen BookData – A Publisher’s best friend

Setting up a new business in the last year has been a big challenge given the market conditions and worldwide credit problems. I can imagine publishers of all sizes were looking to cut costs at this time. I can probably find a case to cut any overhead in this economic climate, except my Nielsen BookData Enhanced Service subscription. This is one area which proved to be exceptional value and brought new sales, new customers and new marketing opportunities for each of our new titles.

Enhanced title information under this service is managed by a dedicated editor. Additional information about each title includes reviews, fuller descriptions and makes each title a lot more attractive to independent booksellers. In fact this service alone is such a great marketing tool that our new titles were picked by booksellers in a variety of geographic areas not only in the UK, but many other countries. It was a very pleasant surprise to see such wonderful additional benefits arising from this subscription. Practically all major UK retailers can put this enhanced content to good use and in this digital and very competitive age, customers do like having access to full information before hitting the “add to cart” button.

If I had to choose one single contributor to good marketing and sales operations in publishing, it would be the Nielsen BookData Enhanced Service. I will also mention that everyone I came across at Nielsen Book, whether in the editorial team, or attending the major book fairs, have been a real treasure chest of knowledge. Helpful, insightful, efficient.

Max Bollinger Interactive Media is a boutique publisher and production house for digital content including e-learning, games, audio drama and corporate digital content. Pioneering innovative methods of learning, entertainment and distribution of interactive content. Set up in 2009 and based in London, UK.

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