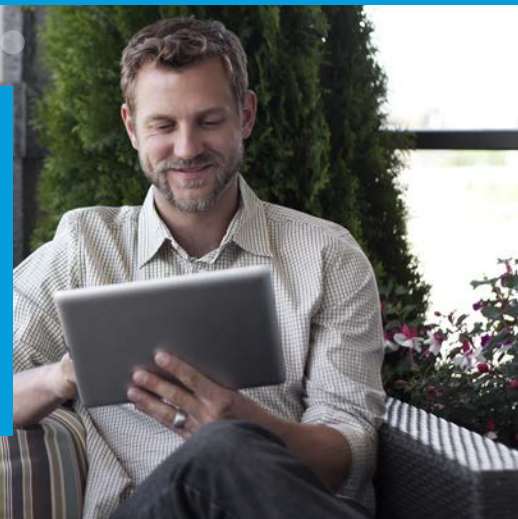# BOWKER®
ENHANCED METADATA

BRING YOUR TITLES TO LIFE!

During this transformative time for publishers, libraries, retailers and consumers, Bowker® can help you optimize the discovery of a book in any format by maximizing the enhanced metadata available.

MOST POPULAR METADATA ELEMENTS FOR LIBRARY PATRONS:

- Cover
- Table of contents
- Summary
- Sample chapter
- Description of the book
- Book review
- Author biography
- Subject code

DATA FROM SYNDETIC SOLUTIONS™

Syndetic Solutions™ is a library catalog enrichment service. Your content items are linked from Bowker to the library's MARC records within the online catalog as a patron searches. Syndetics customers query our content >3B hits per month with over 100M users.

NEW OPPORTUNITIES FOR PROMOTING BOOKS

Bowker has been collecting book metadata from ONIX since the creation of this industry standard. We have featured many descriptive text elements in our products, whether they are extracted from publishers' ONIX feeds or licensed from third-party sources. These include the main description of the book, table of contents, reviews, quotes, and biographical notes on the author. However, many publishers may be unaware that ONIX also offers them the opportunity to provide a first chapter, an introduction, an extended excerpt from the book, and even the full text!

CONSIDER EXPANDING YOUR ONIX DATA

Bowker is able to go beyond collecting the descriptive text, to collecting media links provided in a publisher's ONIX feed. Consider sending these enhanced data elements (that you may already have available on your website) to Bowker via your ONIX feed:

Descriptive Text

- Main description
- Review quote
- Reading group guide
- Excerpt from book
- Introduction or preface
- Author interview / Q&A
- Discussion question for reading group guide
- Table of contents
- Biographical note
- Competing titles
- First chapter
- Full text
- Commentary / discussion

Media Links

- *Images*: contributor(s), sample content, or back cover
- *Videos*: author presentation / commentary, author interview, author reading, promotional material, or book review
- *Audio files*: author presentation / commentary, author interview, author reading, promotional material, or book review

To supply enhanced content for Syndetic Solutions™ and other Bowker® products contact:

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