Beat.Barblan@bowker.com

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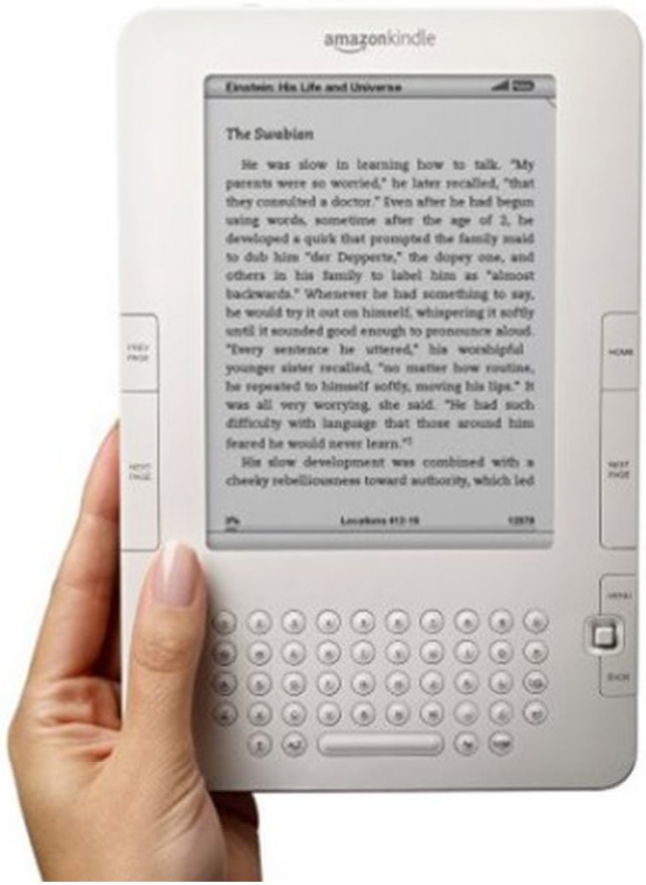
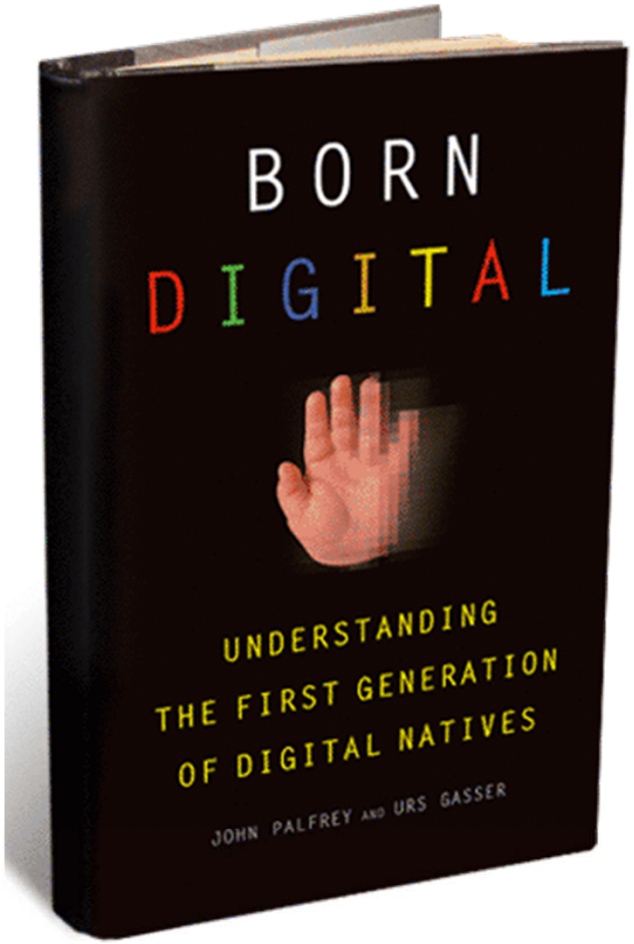

amazonkindle
Einstein: His Life and Universe
The Swabian
He was slow in learning how to talk. "My parents were so worried," he later recalled, "that they consulted a doctor." Even after he had begun using words, sometime after the age of 3, he developed a quirk that prompted the family maid to dub him "der Depperte," the dopey one, and others in his family to label him as "almost backwards." Whenever he had something to say, he would try it out on himself, whispering it softly until it sounded good enough to pronounce aloud. "Every sentence he uttered," his worshipful younger sister recalled, "no matter how routine, he repeated to himself softly, moving his lips." It was all very worrying, she said. "He had such difficulty with language that those around him feared he would never learn."[1]
His slow development was combined with a cheeky rebelliousness toward authority, which led

≠


BORN
DIGITAL
UNDERSTANDING
THE FIRST GENERATION
OF DIGITAL NATIVES
JOHN PALFREY AND URS GASSER

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# Core Metadata

| Metadata Type | Your Book |
| --- | --- |
| Physical attributes | Paperback |
| Content | Author, Title |
| Availability / Access | Price, Supplier |

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# Descriptive Metadata

| Metadata Type | Your Book |
| --- | --- |
| Physical attributes | Page count, Size |
| Content | Subject, Series, Characters, Illustrated |
| Audience / Use | Textbook, College Level |
| Sales Rights | USA only, Hardback rights only |
| Availability / Access | On sale date 6/1/08 |

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# Enriched Content

| Metadata Type | Your Book |
| --- | --- |
| Author Notes | Biography, Credentials |
| Series | Series Title and Series Subtitle |
| Excerpts | First Chapter |
| Cover Image | Small or large |
| Table of Contents | General or detailed |

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# Metadata Checklist

## Ensure you have these metadata elements available for your work

- ISBN
- Title/Subtitle
- Author
- Format
- Price
- Subject
- Vendor of Record (Distributor)
- Status/Availability
- Publication Date
- Publisher
- Series Title (if applicable)

## Create these enriched content elements for your work

- Descriptions
- Cover Images
- Tables of Contents
- Indexes
- Reviews (both professional and user)
- Excerpts or sample chapters
- Author biographies and photographs

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# Some of the popular metadata elements in Syndetics

Covers
TOCs
Book Reviews
Summaries
Author bio
Description of the book
Sample chapters
Subject codes

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## Top reasons for choosing title*

Like Author
Like This Series
Liked Topic/Subject
Like Character
Price
Intrigued By Book Title
Cover/Jacket Descp./Testimonials
Looked Thru Book, And Liked It
Special Offer/Price
Good Book Review
Cover Art
On Bestseller List
Movie/TV Show Based On Book
Recommend Fr Media Personality/TV Show

***From PubTrack Consumer, which tracks 6,000 book consumers each month***

***Contact:*** **James.Howitt@bowker.com**

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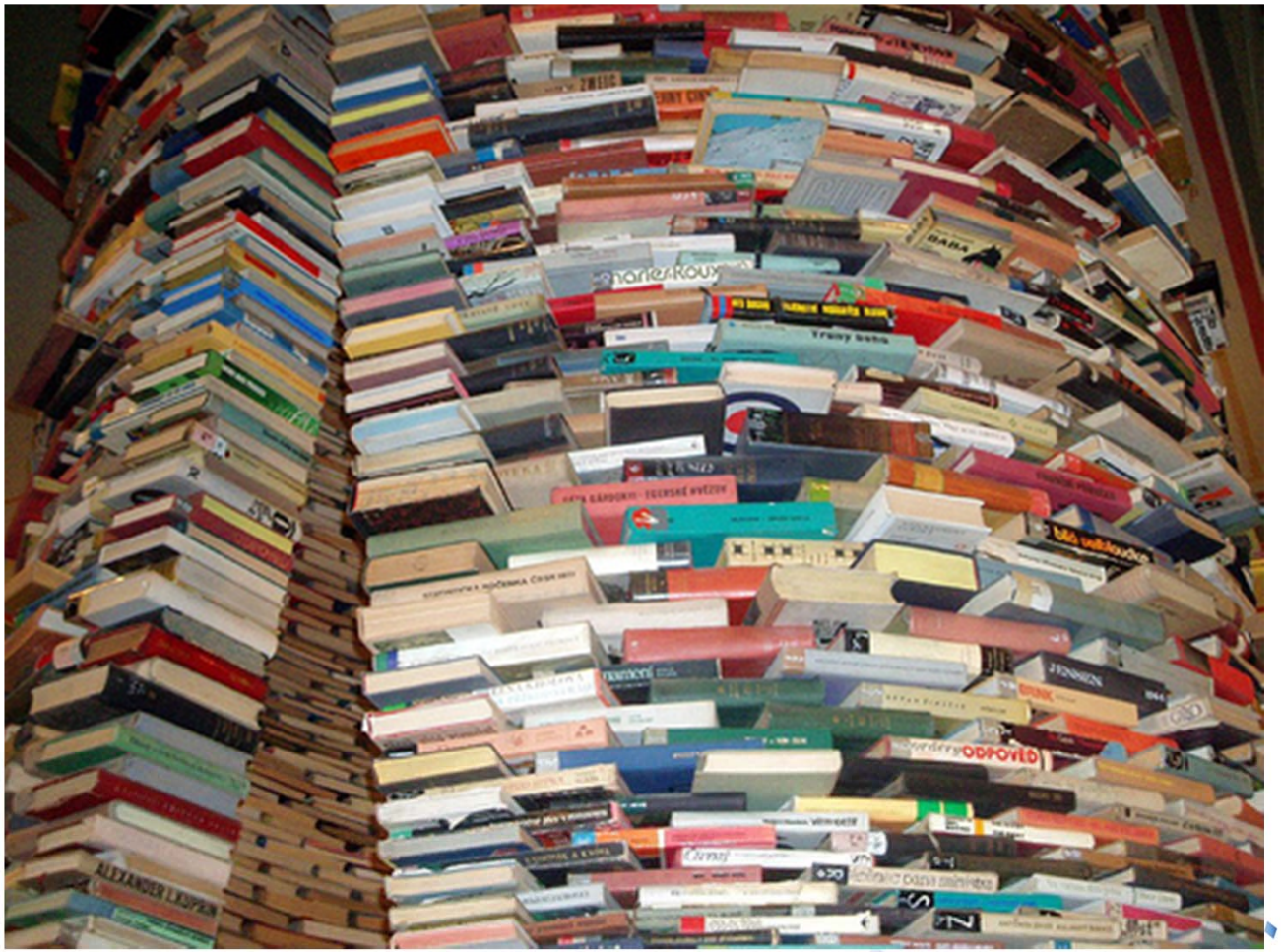

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# Sharing is a good thing!

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# Enhanced Discoverability

- 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

"An **identifier** is a unique expression in a written format either by a code, by numbers or by the combination of both to distinguish variations from one to another among a class of substances, items, or objects."
*From Wikipedia*

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International Standard Book Number - ISBN

Monogamy. It’s the standard!

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You assigned how many formats to that one ISBN???!!!

***You can get ISBNs at www.myidentifiers.com***

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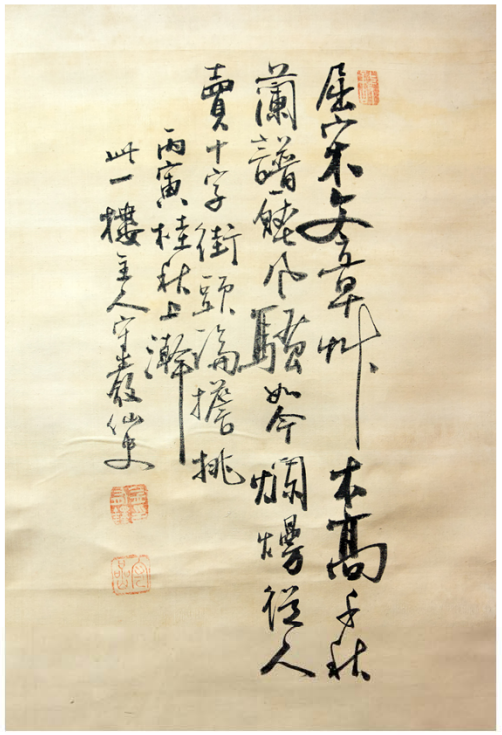
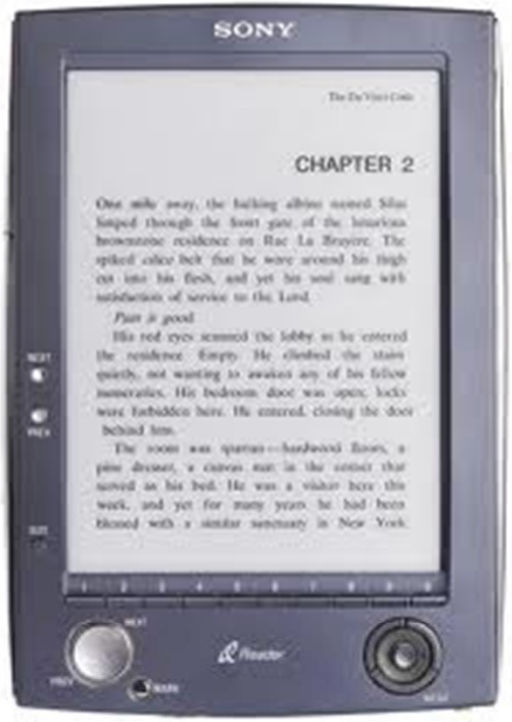
# International Standard Text Code - ISTC





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# International Standard Name Identifier - ISNI

# Multimedia Content Linkage

Individual person (Party)

vs

Public Identity (Name)

Stefani Germanotta

Vs.

Lady Gaga

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# Multimedia Content Linkage

## Metadata Set

- ISNI: 1234 6834 9573 0495
- Name: Lady Gaga
- Date of Birth: 28th March 1986
- Place of Birth: Rome, Italy
- Reference Resource: “Poker Face”
- Class/Role: Musical Work / Author
- URI: Musical Work / Author www.ipi.net/isni?1236483
- URI: Sound_Recording / Performer /www.ipda.org/isni?1236483

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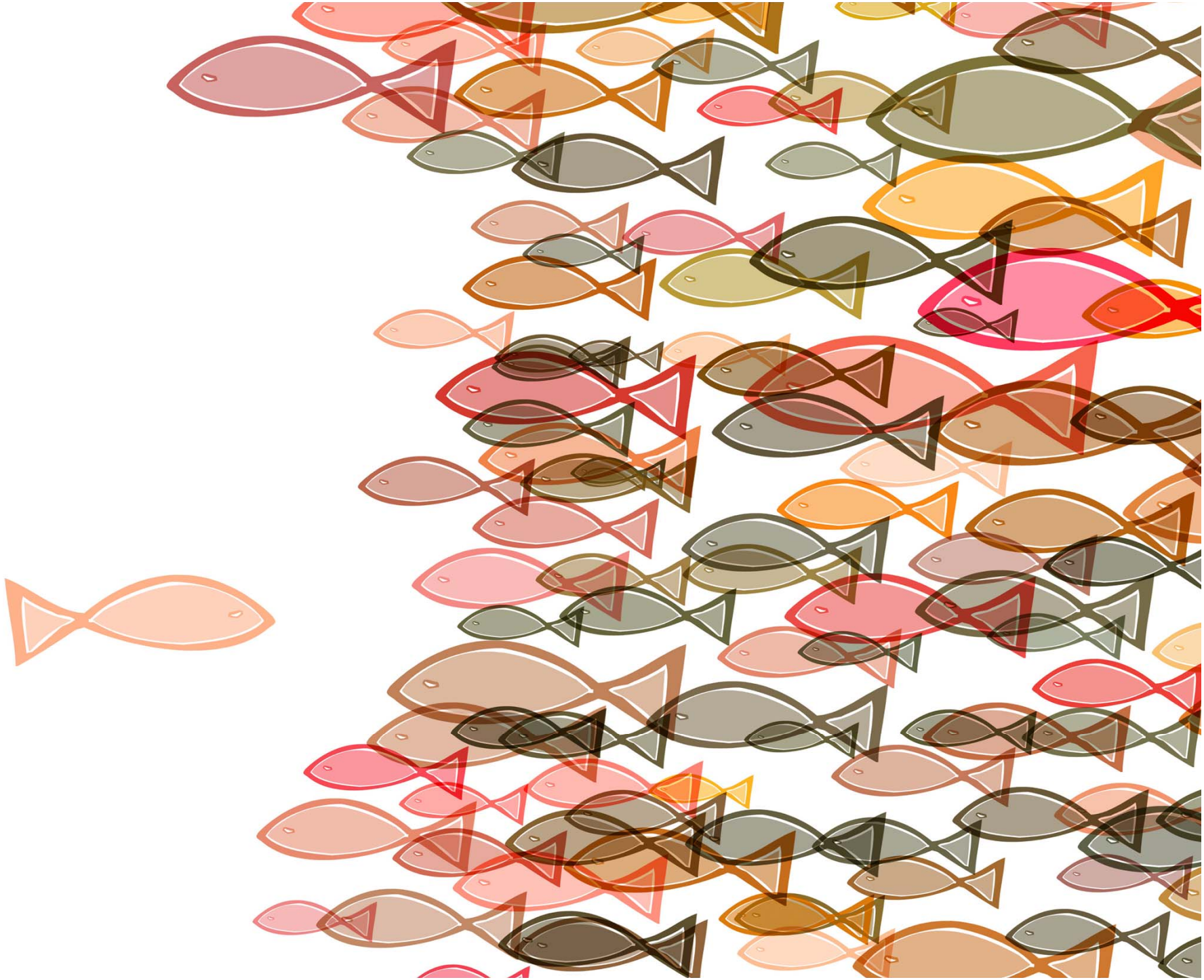
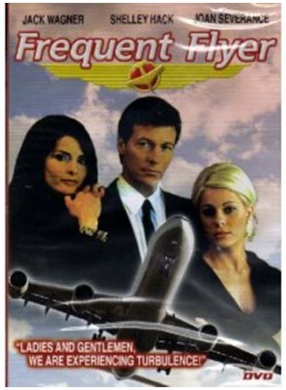


# Multimedia Content Linkage

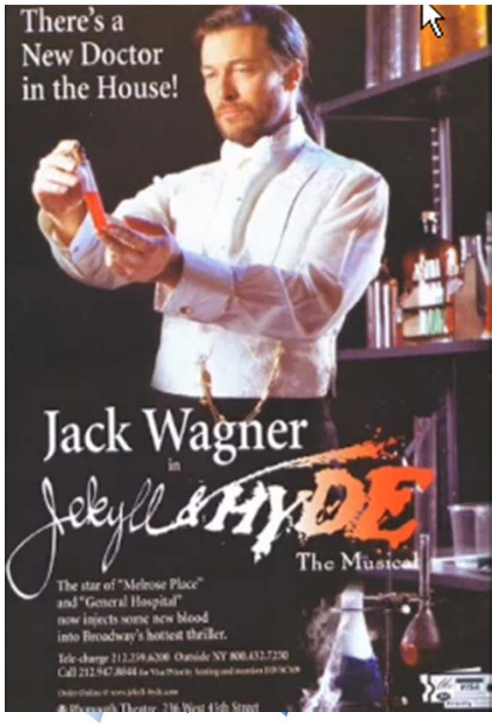
Singer




Movie Actor

Soap Opera Actor

Broadway Performer

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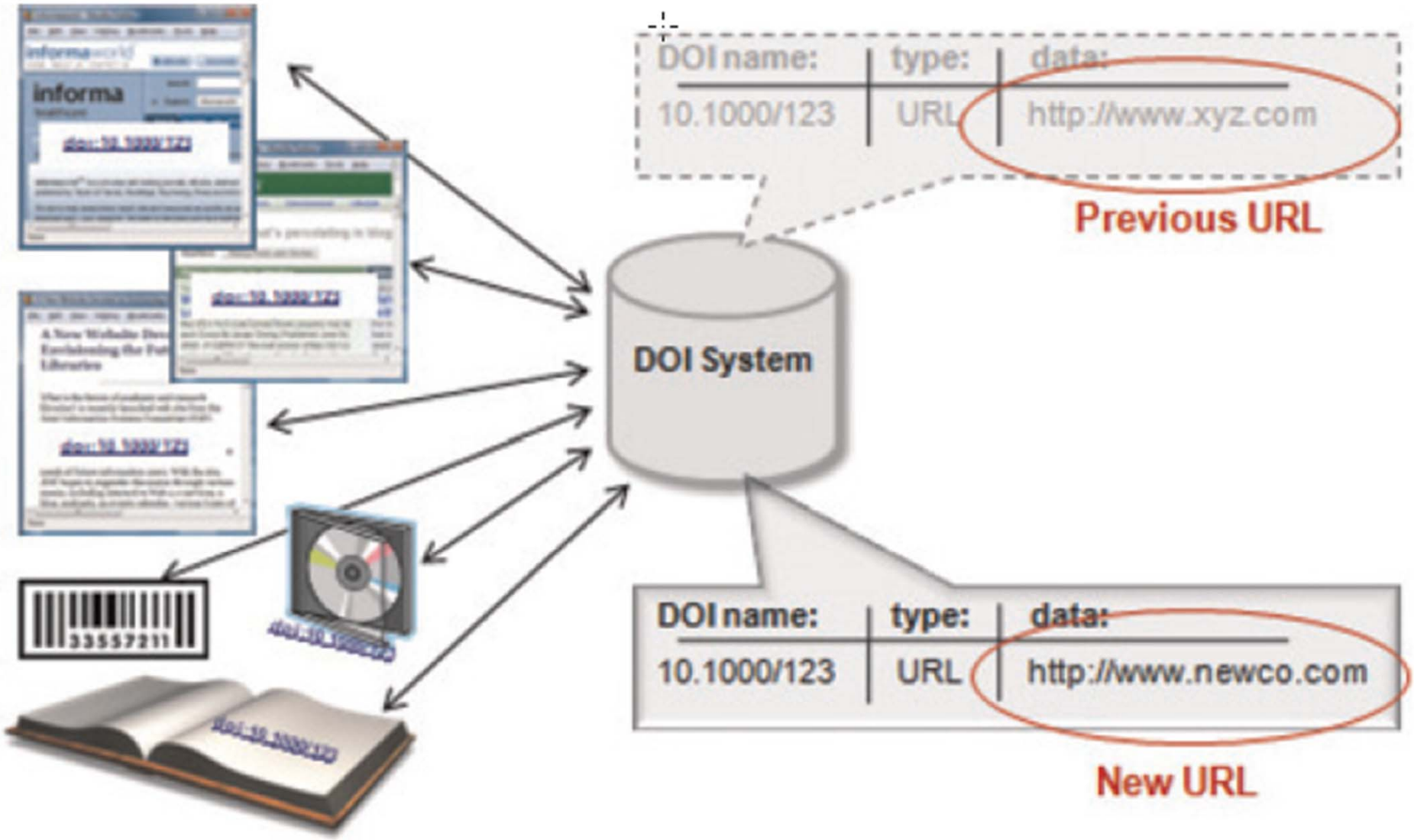
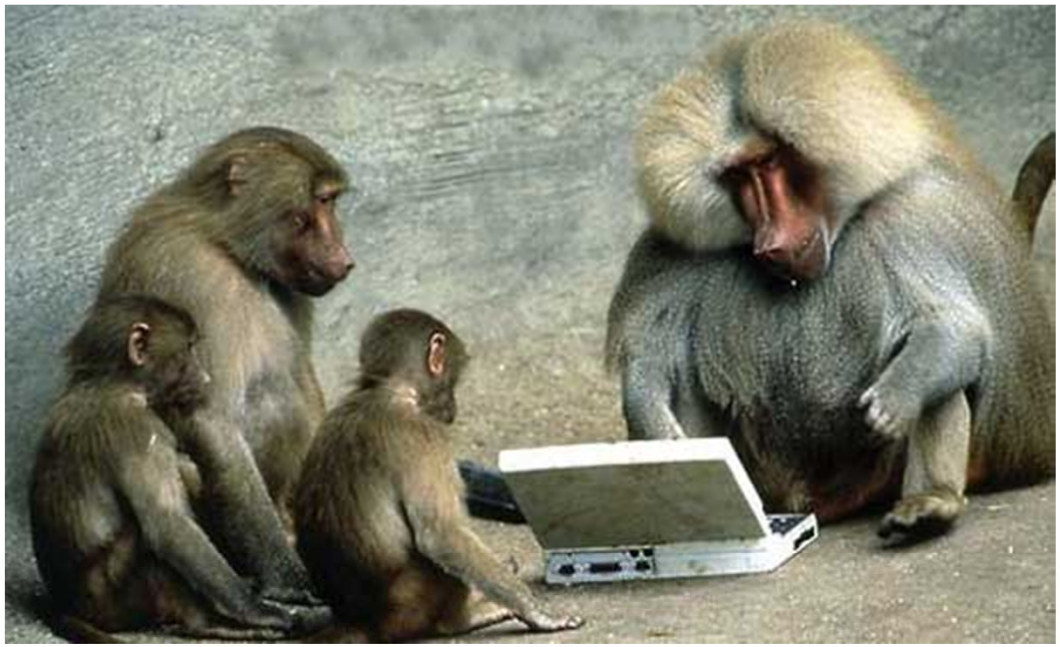
# Digital Object Identifier - DOI


DOI name:
type:
data:
10.1000/123
URL
http://www.xyz.com
Previous URL
DOI System
DOI name:
type:
data:
10.1000/123
URL
http://www.newco.com
New URL

# It’s all about the metadata!



Provide full metadata records for all your formats.

Share your metadata with aggregators.

Use identifiers correctly to promote discovery of your titles.

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# Thank You!

## FOR MORE INFORMATION

- MyIdentifiers.com
- isbn.org
- isbn-international.org
- istc-international.org
- doi.org
- isni.org
- bisg.org