Whaaat?? I have to give you more metadata??!!!
Core Metadata

Metadata Type

- Physical attributes
- Content
- Availability / Access

Your Book

- Paperback
- Author, Title
- Price, Supplier
Descriptive Metadata

Metadata Type
- Physical attributes
- Content
- Audience / Use
- Sales Rights
- Availability / Access

Your Book
- Page count, Size
- Subject, Series, Characters, Illustrated
- Textbook, College Level
- USA only, Hardback rights only
- On sale date 6/1/08
Enriched Content

Metadata Type

- Author Notes
- Series
- Excerpts
- Cover Image
- Table of Contents

Your Book

- Biography, Credentials
- Series Title and Series Subtitle
- First Chapter
- Small or large
- General or detailed
## 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
Some of the popular metadata elements in Syndetics

Covers
TOCs
Book Reviews
Summaries
Author bio
Description of the book
Sample chapters
Subject codes
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
Sharing is a good thing!
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*
Monogamy. It’s the standard!
You assigned how many formats to that one ISBN??!!!
International Standard Text Code - ISTC
YOU MEAN NONE OF YOU TOOK OUT THE TRASH?...

WHY YOU RARELY SEE A FEMALE POLYGAMIST...
International Standard Name Identifier - ISNI
Multimedia Content Linkage

Individual person (Party) vs Public Identity (Name)

Stefani Germanotta vs. Lady Gaga
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](http://www.ipi.net/isni?1236483)
- **URI**: Sound_Recording / Performer [www.ipda.org/isni?1236483](http://www.ipda.org/isni?1236483)
Multimedia Content Linkage

- Singer
- Soap Opera Actor
- Movie Actor
- Broadway Performer
Digital Object Identifier - DOI
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.
Thank You!

FOR MORE INFORMATION

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