

## Catalogues and Lists at [BookManager.com](http://BookManager.com)

Over 350 bookstores rely on BookManager to provide accurate bibliographic data (TitleLink), sources for ordering books (PubStock), and useful lists of the books that are selling (TitleBrowser). The Catalogues & Lists area of our website is the next level that introduces them to forthcoming titles, backlist specials and other promotions. Each bookseller has a login that gives them access to all of these resources at [BookManager.com](http://BookManager.com); the majority of stores also have their own BookManager-hosted WebStore that integrates their own inventory statistics with your catalogues (including all of your bibliographic info and PubStock listings), as well as optionally showcasing books to their customers.

Paper catalogues are being used less frequently, which means that retail book buyers need a common place to visit where they learn about upcoming new releases as well as the latest promotional offers and highlights. We are asking the publishing industry to support our efforts to fill this need by providing the information that booksellers are looking for. Currently, 125 publishers and distributors are supporting booksellers by providing us with current price and availability data for the books they carry (PubStock). Each of those companies has a login at BookManager.com, which can be used to create and upload catalogues and lists. If you don't have a login, or aren't sure what it is, but would like to start entering your catalogues on our site, please contact Diana ([diana@bookmanager.com](mailto:diana@bookmanager.com)) or Kellynda ([kellynda@bookmanager.com](mailto:kellynda@bookmanager.com)) for more information.

Creating catalogue and promotional lists at BookManager.com is easy. It helps booksellers discover your lists with ease, and makes their ordering decisions much easier and convenient, especially with all the integrated data (sales trends, stock stats, bibliographic info & PubStock) they find at their own BookManager WebStore.

### How to create and manage catalogues:

All you need is a list of ISBNs, because all other relevant information is likely already stored with us. (If you find any holes in your listings after creating a catalogue, please contact Carley or Kellynda to ensure we are receiving data feeds for your titles.)

Visit [BookManager.com](http://BookManager.com) and log in with either your company username and password or your staff account that is linked to your company. Click the "My Lists" button on the upper right area of the homepage, near the log in box.



Then click the "Create a new list" button found under the "My Lists" area on the left side of the page.



Once you are presented with the new list entry screen, you basically paste the list of ISBNs into the Titles box (one per line), enter a list name, choose a category, effective period, and supplier or sales agency (if applicable), and save the list.

The screenshot shows the 'Edit New List' form with the following fields and options:

- List name:** A text input field containing 'New list'.
- Supplier:** A text input field containing 'Random House of Canada Ltd.'.
- Sales & Marketing:** A dropdown menu with 'Random House of Canada Ltd.' selected.
- Description:** A large text area for entering a description.
- Titles (EAN, ISBN, or UPC):** A section with radio buttons for sorting: 'rank', 'alphabetically', 'subject', and 'none'. Below it is a large text area for pasting titles.
- Category:** A dropdown menu with 'Catalogues' selected.
- Subcategory:** A dropdown menu with 'Trade' selected.
- Effective Period:** A dropdown menu with 'Spring 2013' selected, and radio buttons for 'Year', 'Season' (selected), 'Month', and 'Date last title added'.
- Expiry Date:** A checkbox labeled 'Use expiry date:'.
- Upload Image** and **Upload PDF** buttons.
- Import by file or website** section with instructions and options to 'Import a file' (Browse... No file selected. Import Stop) or 'Import from URL' (Import).
- Save** and **Cancel** buttons at the bottom.

### List Name, Supplier, Sales & Marketing

Start by giving your list a descriptive name; in the case of a catalogue, you might use the name of the imprint or line, followed by the season. Your company name will automatically be shown as either the *Supplier* or *Sales & Marketing* company, depending on your company type, but you need to make sure the appropriate company is shown for each. If you are a supplier and do national sales and marketing for your own titles, select your own company from the Sales & Marketing list. If you are a Sales Agency, be sure to select the correct Supplier for the list of titles you are entering.

### Description

This information is optional, but can be used to further describe anything about the contents of the list or the

promotional offer. The audience for your lists generally consists of retail book buyers. HTML is not used (it is ignored) when the description is displayed to keep lists looking clean and uniform.

If your list is regarding a promotional offer, or a list of titles you wish to simply bring attention to (rather than a seasonal catalogue, it is especially useful to booksellers for you to provide a description that gives details of the offer or special list.

### **Titles**

This is where you will paste a list of the ISBNs (EAN or UPC, one per line) for the titles you want to show on the list. They will appear in the order you enter them (no sort), unless you choose a different sort option (not recommended for catalogue lists). Any product numbers that do not point to an existing title record we have on file will be shown as a blank on the list. You can later Edit a saved list and scroll through the list of ISBNs to spot the ones without bibliographic information. *(Your login also allows you to clean up any particular title on the fly by clicking the grey pencil icon beneath the cover image while viewing titles in Detailed view.)*

You can optionally sort the items by sales rank, alphabetically by title, or by subject if you choose to do so. In most cases, you should not choose any of these options, since the titles should be kept in the same order that they would appear in the corresponding paper catalogue (or online version published elsewhere).

When building a list of titles to showcase, it is tempting to include related titles (e.g. "other books in the series"), however, the lists you are creating here are not designed to handle a cascading list of titles. When a user is viewing the list, BookManager has means to expand on any title (other editions, other books by the same author, etc.), which allows us to provide a similar viewing experience in a number of different situations.


### **Import by file or website**

In some cases the ISBNs you would like to upload may not be in a text document for easy copying and pasting. For these situations, we have also added an import function which will scan almost any document or URL to find ISBNs within it. Simply click *Browse* to find and *Import* a file from your computer, or use the *Import from URL* text box to copy and paste in a web address that contains the ISBNs you wish to list. You may notice that other non-book numbers may be added unintentionally; for these cases we have added three options near the bottom to handle these numbers as you see fit. You may need to try the upload a couple of times to find the correct setting.

### **Category**

This option is important, as it helps place every list created by anyone into logical groups, allowing booksellers to narrow their choice according to need. You cannot create your own category because we have learned that doing so creates too many creative variations that often mean the same thing. If you really need something that we have not provided, just let us know and we'll consider it.



***Note:** Any list that remains Uncategorized cannot be shared using the  icon for stores to see. You must categorize a list before being able to share it.*

## Subcategory

Like Category, your choice must be picked from a fixed list. Only the categories of Catalogues and Reviews allow for you to choose a Subcategory. Again, if you really need something that we have not provided, just let us know.

## Effective Period

Every list needs a date or period that gives the time frame that the titles relate to. Forthcoming titles are always given a Month (e.g. Mass Market) or Season. Do not use the Year, as this is more specific to annual lists like Awards longlists or shortlists. Using "Year 2012" is not where people will look when they are browsing for new titles to buy – it's simply too broad, and makes the list look out of date, when that is not the case. For all lists not announcing front-list titles or limited time promotions, we recommend using the "Date last title added" option, which will begin using today's date and then be automatically updated whenever a new title is added to the list. Backlist catalogues especially should use this type of effective period.

## Expiry date

Used effectively, this date can be helpful to buyers. It should be interpreted as "you need to do something with this list before xx/xx/xx". The date will appear with your list heading and will be displayed in red once the expiry date occurs. You can have the system automatically do something with your list when the expiry date occurs, such as un-share it, or trash it; but you can also select to do nothing once the expiry date occurs and therefore leave it to yourself to manage it. Most lists should be set to expire within a few months from when they were made available to others.

Once you click save, you should have something similar to below...

**Chronicle - Fall 2013** (Fall 2013 6 titles)  
Raincoast Books  
Catalogues / Trade  
This is the description or details that need to be known regarding the list

Posted: Jul22-13  
Expires: Dec31-13  
Publishers Group Canada  
Managed by: TBM Bookmanager  
Created: Jul22-13 9:03am  
Updated: Jul23-13 2:52pm  
Views: 0 List #: 150567  
Folder: TBM Bookmanager

Edit | Delete | My notes | Email | Excel | PDF | Print | Share

*I Could Chew on This*  
*WEIRD CANADA*  
*I Could Pee on This*  
*F FOR EFFORT!*  
*All my friends are still dead.*  
*Tangle Fish*

In this example, Supplier is Raincoast Books, and the company doing Sales & Marketing for the titles in the list is Publishers Group Canada.

**Once your list has been saved, you now have the options to add images and other important data...**

## Adding an image for your catalogue or list

Posting an image for your list (not the titles within the list), especially if it is a catalogue, is key in helping booksellers identify the list, and remember it at a glance. The image you add is generally what might be used for the front cover of a printed or PDF version of the catalogue. Or, you may want your company logo to appear. For technical reasons, you need to Save your list before adding an image.

To add the list's image, click [Edit](#) on the right part of the screen. You will then be shown the same type of screen you saw when originally creating the list. Click the *Upload Image* button to upload an image from your computer, or a url. We accept all of the most common forms of image files. If they are large, it may take a few moments for the upload to

complete. If you do not provide an image, the catalogue list will appear without one, simply showing the covers for the titles in the list.

If you see a cover image that is very generic (blue in colour, with just part of the title and author on it), we have not received a cover image for that title. If you see any titles missing, we have not received any bibliographic information for that ISBN. We receive data from hundreds of sources, and it may be likely that your data department has yet to send us this data, which is a separate process from creating lists. Please contact [Carley](#) or [Kellynda](#) to discuss that issue further.

### Adding a PDF

Attaching a PDF to a list is a great way to share your promotional material or digital copies of your catalogue. Uploading works the same way uploading an image does. It can take a few moments depending on the size of the file.


*Once you click save after uploading a catalogue cover or pdf, you should have something similar to below...*

The screenshot shows a book list interface. At the top left, there are icons for home, star, and user. The main title is "Chronicle - Fall 2013" with a subtitle "(Fall 2013 6 titles)" and a PDF icon. Below the title, it says "Raincoast Books" and "Catalogues / Trade". A description reads: "This is the description or details that need to be known regarding the list". On the right side, there is a metadata box with the following information: "Posted: Jul22-13", "Expires: Dec31-13", "Publishers Group Canada", "Managed by: TBM Bookmanager", "Created: Jul22-13 9:03am", "Updated: Jul23-13 3:04pm", "Views: 0 List #: 150567", and "Folder: TBM Bookmanager". Below the metadata box are links: "Edit | Delete | My notes | Email | Excel | PDF | Print | Share". At the bottom, there is a row of book covers. The first cover is a placeholder with the text "This is my Catalogue's cover image". The other covers are: "I Could Chew on This AND OTHER FOODS BY GREG", "WEIRD CANADA", "I Could Pee on This AND OTHER FOODS BY GREG", "F FOR EFFORT! Memoir of the Very Best Faculty Among Third Americans", and "All my friends are still dead." by Avery Moore and Jerry John. To the right of the covers are navigation arrows and a "View all" link.

Notice the PDF icon to the right of the list's title/season, as well as the placement of your list's cover image.

***Once you have finished creating your list, it is now time to share it with the booksellers...***

### Sharing lists

Of course, this is the most important reason for creating a list or catalogue. Sharing is *not* automatically done when you Save a list, and we strongly suggest that you review each saved list before sharing it. You must click the Share  icon once you are ready to allow stores to view your list. Doing so will give you an option to share with all bookstores, or with just a select few.

The hundreds of booksellers using our services have a login that creates an Inbox for their personal use. When you Share a list, each buyer will have their Inbox updated with your list. The list will appear at the top of their Inbox because their Inbox is sorted chronologically by "Last active date", and that date is updated when you set a list to be Shared.

Changes you make to a list will also appear on their list. However, because a store might use and move your list to another folder (outside of their Inbox) soon after you Share it, any changes made after sharing may not be noticed by those people.

**Rule #1:** *Each store's "Inbox" is where the store initially looks for lists/catalogues of new titles. Once you have shared a list with regards to new titles, do not edit it. Your changes may not be seen by stores that have moved the list to folders outside of their Inbox. To make changes to a previously shared list, un-share it; then create a new list that reflects the changes.*

### **Unsharing a list**

If you have just shared a list, unsharing it will successfully remove the list from the Inbox of others. However, if they have already moved the list to another folder, they will still have access to your list (and any changes you may make to it). The reason we do not remove the list from their view is that they may want to refer back to it at another time (perhaps to review last years' frontlist order). It is still important to unshare lists that are now out of season, because it keeps newcomers and buyers who do not manage their lists well from being bombarded with too much clutter.



### **Other important information...**

#### **Dropins and editing shared lists**

Dropins are lists of titles added after a seasonal catalogue was published. Such titles should not simply be added to a pre-existing catalogue. It is important to know that once any list is created, making changes (especially additions) is not recommended because too many buyers may have already dealt with the original list. If they have Archived or Deleted your list from their Inbox, your changes may go unnoticed. It is better to create a new list so that it will appear into their Inbox for another viewing. After making a list public (Sharing it), you can expect that many people will have viewed it within a few days.

**Note:** *Backlist catalogues are the exception to the rule of not editing a previously shared list. If a store moves a list from their inbox to another folder, they can still access it; it is just no longer brought to their attention via their Inbox.*

### **Archiving and Trashing a list**

If you Archive  or Trash  a list that you have previously shared, it will be automatically unshared. To manage your lists over time, we recommend either Archiving or Trashing your outdated lists. There is little difference between Archive and Trash other than to help you organize your lists. Please know that Trashing your list does not actually delete it from the My Lists area. It is really just another category for you to use when managing your lists.

### **Re-sharing a list**

We do not recommend this practice because it places old information back into the top of the Inbox of others. It's like having someone re-send you an old email.

### **Organizing your lists**

Hopefully, we have created a means for you to manage your lists in a intuitive manner. To further help you keep your many lists and catalogues organized, we have provided a folder system that allows you to group your lists together. When a list is created, it is assigned "folder name" using your company name. The Folder a list is currently in is shown in the upper right area of the List header, in grey:



## Chronicle - Fall 2013 (Fall 2013 6 titles)

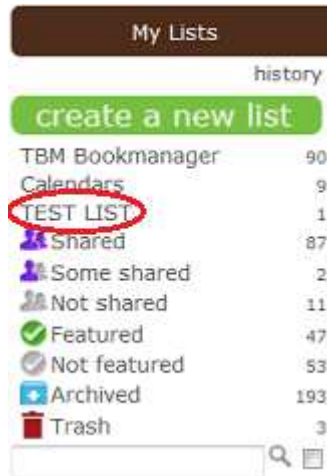
Raincoast Books

Catalogues / Trade

This is the description or details that need to be known regarding the list

Posted: Jul22-13  
Expires: Dec31-13  
Publishers Group Canada  
Managed by: TBM Bookmanager  
Created: Jul22-13 9:03am  
Updated: Jul23-13 3:04pm  
Views: 0 List #: 150567  
Folder: TEST LIST

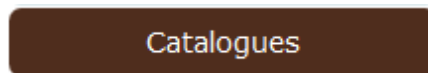
To change the folder a list is currently a part of, click the folder name. Once you change the folder that a list is in, it will then appear in the folders area of the My Lists menu on the left of the screen:



These changes have no impact on what others see; it is intended for your private use to help organize and manage your lists.

### How booksellers see your lists

Above the My Lists menu on the left of the page is a Catalogues menu.



This is essentially the menu system that booksellers use to view and manage all of the lists being shared. Use this area to visualize how others see your shared lists.

### Other features...

The links on the right side of the page for each list you create give you some other options when working with the list.

[Edit](#) | [Delete](#) | [My notes](#) | [Email](#) | [Excel](#) | [PDF](#) | [Print](#) | [Share](#)

These options are accessed whenever you view the catalogue, whether it is from the Catalogues area, or the My Lists area. The [Edit](#) link will allow you to edit all the same bits of information that you originally entered for the list. The [Delete](#) link will unshare the list and remove it from your My Lists area; however, it is only truly deleted from our system if everyone else has already deleted or Trashed their copy.

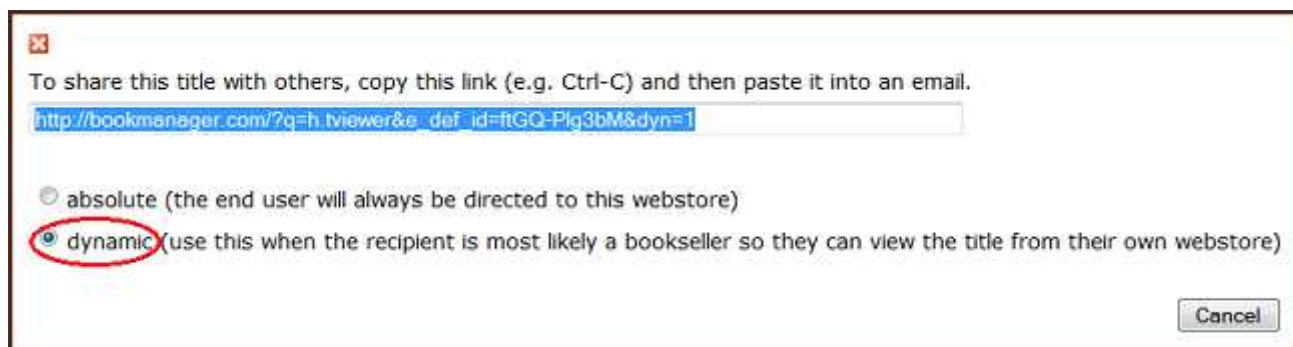
**My notes** allows you to enter notes for the list that are only visible to other people in your company. This area is useful to provide yourself or others with internal info about the list.

The **Email** link provides you with a function to email someone (or a group of people) a copy of the list. The email's subject contains the list's name, as well as your company name. The body starts with your company logo, then a short message that includes any text you may have provided when choosing to create the email. It also gives an option to view the whole list online, and then provides a hyperlink for each title.

Both the **Excel** and **PDF** features create respective files based on the list. The **Excel** option creates a spreadsheet for internal use that includes PubStock and basic bibliographic info for each title in the list. The **PDF** option creates a PDF version of the catalogue that you can print/send to anyone you like.

The **Print** option does exactly that, initially showing you the document (in a new tab within your browser) that will be printed, based on your list.

The **Share** link should be used when you want to provide people (perhaps via an email you have manually created) with a link that takes them directly to that list.



Be sure to mark the "dynamic" option so that any user with a BookManager WebStore will be directed to the list within their catalogue inbox portion of their site.

### **Anonymous viewing of lists**

Shared lists are also available to booksellers who may not have created a formal account with BookManager. This means that they do not have a private Inbox to manage lists. When they visit [BookManager.com](http://BookManager.com), they will have access to the lists that are currently being shared, and as soon as a list is unshared, it will be removed from their view. Simply try logging yourself out to see how anonymous users view your titles.