

Bowker and Impelsys Announce Joint Marketing Program and Debut of SEO Title Cards Offering at Book Expo America

NEW PROVIDENCE, N.J. - (Business Wire) [Bowker](#), the world's leading source for bibliographic information, and [Impelsys](#), a leading provider of e-content solutions and services for publishers, are pleased to announce a joint-marketing program that will enhance the discoverability of more than nine million titles that are commercially available in Bowker's [Books in Print®](#) catalog. Integrated within Bowker's new SEO Title Cards, Impelsys' [iPublishWidgets](#) will enhance Bowker's capacity to effectively market and sell books to consumers.

Bowker's SEO Title Cards and iPublishWidget, a component of the iPublishCentral tool suite from Impelsys, are currently offered as value-added services to publishers who provision bibliographic meta-data to Bowker or purchase ISBNs from the U.S. ISBN Agency. Publishers can opt to control the affiliate sales channeling elements with iPublishWidget on Bowker's SEO Title Cards for a small monthly fee and can further enhance the widgets to include links to their own online catalogues through Bowker's MyIdentifiers.com title management platform.

"As sales channels continue to aggressively shift from traditional retail environments to the Internet, social networks and search engines will become a core part of the marketing DNA for book publishers," said Andy Weissberg, Vice President of Identifier Services and Corporate Marketing at Bowker. "This innovative combination of search engine optimization, widgets, social network marketing capabilities and affiliate sales channeling is helping redefine Bowker's Identifier Services value propositions."

For more information on this, please visit officials of Bowker (Booth #3505) and Impelsys (Booth #3613) at the [Book Expo America](#) show and conference at the Jacob K. Javitz Center in New York, May 29-31, 2009.

iPublishWidget is part of iPublishCentral, an e-publishing tool that allows publishers to drive their marketing, delivery & distribution strategies online. iPublishWidget is a viral marketing tool that helps publishers promote their brand and market books on the Internet. Readers and authors can use iPublishWidgets to spread information about a title of interest on social networking web sites like Facebook and MySpace. Readers and authors can also easily add book widgets to their personal blogs. This viral marketing tool enhances visibility, sustains interest and enables sales conversions for any title.

"In partnering with Bowker, we are excited to bring the latest in social media marketing tools that leverage the global influence of the Internet to greatly enhance how publishers can interact with their target audiences and drive sales for their content," said Sameer Shariff, CEO of Impelsys. "Combining iPublishCentral's self-service widgets with Bowker's new SEO Title Cards brings together two powerful technologies that enable the publishing community to connect with and empower their audiences and to discover demographics of where their content is viewed."

About Bowker

Bowker is the world's leading source for bibliographic information. The company provides searching, analytical, promotional, and ordering services to publishers, booksellers, libraries, and patrons through national and international brands, including: Books In Print®, Global Books In Print®, Syndetic Solutions™, Pubnet®, PubEasy®, PubTrack™, AquaBrowser®, and more. In the U.S., Australia and Puerto Rico, Bowker is also the exclusive ISBN and SAN Agency and a DOI registration agency for the publishing industry. Bowker is headquartered in New Providence, New Jersey, with operations in East Grinstead, England, and Melbourne, Australia. For more company details, please visit www.Bowker.com.

About Impelsys

Impelsys, a leader in providing electronic content delivery solutions to the global publishing market, helps its clients compete, evolve and grow in an increasingly complex marketplace. Impelsys-powered technologies like iPlatform™ and VirtualPages™ and solutions like iPublishCentral help publishers deliver content online quickly and cost effectively. Impelsys' passion for client success has helped it build long-term partnerships with its customers becoming critical in the client's electronic delivery strategy. Leading clients include McGraw-Hill, Elsevier, Wolters Kluwer, Benchmark Education, Marshall Cavendish and Houghton Mifflin. Headquartered in New York, Impelsys operates across North America, Europe and India. For more information, please visit www.impelsys.com.

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