

# NIELSEN BOOK LIBRARY SERVICES

# NIELSEN BOOK'S SERVICES FOR LIBRARIES

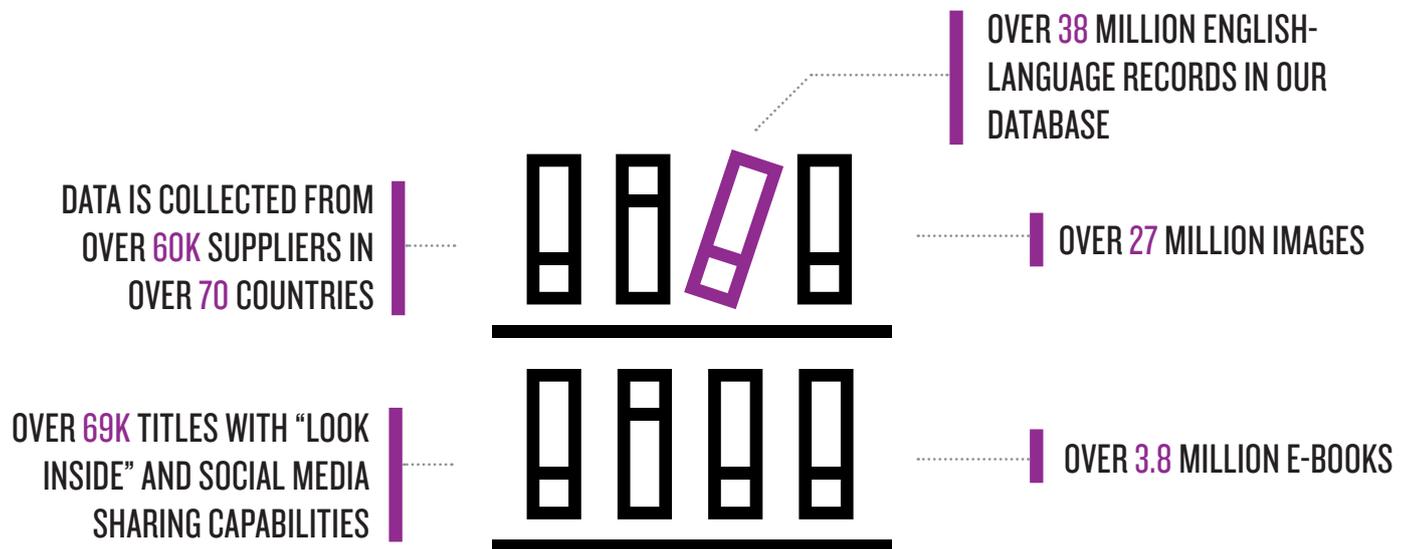
Nielsen Book offers a unique range of services for libraries, from search and selection solutions to providing MARC records for cataloguing, and enriched data for your Catalogue.

- Trusted bibliographic data for selecting new titles or back stock
- Library borrowing and retail sales data to use alongside the experience and local knowledge of staff
- Electronic trading services to assist your work processes and help reduce costs

Our services have been developed to help you meet the needs of your library users while saving you time and money. We aim to provide you with a consistent and reliable source of up to date, harmonised and enriched English-language book metadata:

- We gather data from a wide range of sources to maximise our coverage
- We harmonise multiple datasets into the industry standard formats you need to feed your systems (i.e. ONIX or MARC)
- We add value by cleansing and classifying the data

IN 2018 THERE WAS AN AVERAGE OF 500 NEW TITLES PUBLISHED PER DAY



## WHO USES OUR SERVICES?

We work with libraries around the world including the British Library, Consortia of Libraries, public and private libraries, academic libraries including higher and further education institutions, schools, IT system suppliers, and corporate and government organisations.



# SEARCH & SELECTION

Whatever your selection processes, whether they are in house, via a third party or based on library user requests, we are able to provide an integrated solution.

## NIELSEN BOOKDATA ONLINE

Our online service is a fast, flexible and efficient way to search for titles, respond to customer enquiries and replenish stock. It enables you to search our database to check bibliographic detail and the latest price and availability information, as well as perform searches and rank your results by BookScan chart position to ensure you have the most popular titles in stock.

### KEY BENEFITS:

- **Choice of coverage: UK and/or International**
- **Descriptive content including descriptions, series information, audience levels, literary awards, physical attributes, synopses and table of contents**
- **Set up email alerts for new titles added in any genre**
- **Create and share book lists**
- **Download MARC records to your desktop**
- **'Look inside' thousands of titles**

### NEW FEATURES INCLUDE:

- Keywords
- Formatted descriptions
- Linked formats
- Restricted sales statements (highlights titles not for sale to libraries)
- Local UK publication date added to Export function
- Last confirmed date

**SEE THE BENEFITS FIRST  
HAND — REGISTER FOR  
A FREE TRIAL:**

[www.nielsenbookdataonline.com](http://www.nielsenbookdataonline.com)

## CLIENT TESTIMONIAL

**“NIELSEN BOOK’S LIBRARY SERVICES ARE EXCELLENT TOOLS WHICH HELP BROADEN OUR SELECTION. WE CAN SEE WHAT PEOPLE ARE BUYING AND BORROWING AND USE THAT INFORMATION TO INFORM OUR SELECTION.**

**THE CHALLENGE FOR LIBRARIES IS THAT WHEN YOU PURCHASE 100 TITLES THEY KEEP COMING BACK. IN A BOOKSHOP, ONCE THOSE TITLES ARE SOLD YOU CAN MAKE NEW SELECTIONS. IN A LIBRARY YOU NEED TO MAKE YOUR PURCHASES COUNT!”**

**SURREY LIBRARIES**

# SAMPLE TITLE RECORD FROM NIELSEN BOOKDATA ONLINE

nielsen  
International Service Territory United Kingdom

Logout | Home | About Us | Contact Us | Feedback

Quick Find

New Search | Orders | Preferences

Search Results

Saved Searches | Saved Search Forms | List Manager | Form Builder | Search History | View Basket

Switch View | Full Page View

Refine Search | Save Search | Advanced Sort | Save Results | Add to List | New List

City:  1 Date:  Order Ref: CRD20190211 | Supplier Order:  | Cut Ref:  | Command:  | Add to Basket

Showing item 1 of 1

Go to item:  Go

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**A Concise History of History: Global Historiography from Antiquity to the Present**  
Daniel Woolf (Queen's University, Ontario) (Author)

Series: Cambridge University Press  
Imprint: Cambridge University Press  
Pub Date: 17 Jan 2019

Edition: Cambridge University Press  
Publisher: Cambridge University Press  
Publishing Status: Active  
BookScan UK Chart Position: 114831

Published in: United Kingdom

UK Market Rights: For sale with exclusive rights

Feedback / softback Trade paperback (US) 358pp h228mm x w152mm x s20mm 520g Worked examples or Exercises

ISBN13: 9781108444859 ISBN13: 978-1-108-44485-9 ISBN10: 1108444857 EAN: 9781108444859

	Price	Price Type	Last Confirmed	Availability	Expected Date	Last Confirmed
GB	GBP 22.99	RRP including tax	18 Jan 2019	In stock		18 Jan 2019
EC2	EUR 26.83	RRP excluding tax		In stock		18 Jan 2019
US	USD 25.99	RRP excluding tax	18 Jan 2019	Not yet available	31 Mar 2019	18 Jan 2019
AU	AUD 41.95	RRP including tax	18 Jan 2019	Not yet available	1 Apr 2019	18 Jan 2019
CA	CAD 33.95	RRP excluding tax	18 Jan 2019	Not yet available		18 Jan 2019

WorldCat

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Main UK Distributor: Cambridge University Press

Wholesaler: BERT GARD B78 IND

Description: This short history of history is an ideal introduction for those studying or teaching the subject as part of courses on the historian's craft, historical theory and method, and historiography. Spanning the earliest known forms of historical writing in the ancient Near East right through to the present and covering developments in Europe, Asia, Africa and the Americas, it also touches on the latest topics and debates in the field, such as 'Big History', 'Deep History' and the impact of the electronic age. It features timelines listing major dynasties or regimes throughout the world alongside historiographical developments, guides to key thinkers and seminal historical works, further reading, a glossary of terms, and sample questions to promote further debate at the end of each chapter. This is a truly global account of the process of progressive intellectual contact that led to the hegemony of Western historiographic methods.

Reviews Advance praise: 'A Concise History of History presents a truly global approach to the writing of history from ancient times to the present, integrating historiographical traditions from across the world into a pluralistic story. In a clear authorial voice shaped by years of teaching, Woolf examines history's multiracial past and speculates about its future.' Merry Wiesner-Nankin, University of Wisconsin, Milwaukee Advance praise: 'In a field not over-endowed with student texts, this is the ideal introduction. Daniel Woolf has produced a survey of historiography which is truly global, balanced and accessible as well as wide-ranging in both space and time. It makes an ideal introduction to the subject for undergraduates and can be read with pleasure by anyone who wished to become aware of the variety of human approaches to the past.' Peter Burke, University of Cambridge Advance praise: 'A Concise History of History presents a truly global approach to the writing of history from ancient times to the present, integrating historiographical traditions from across the world into a pluralistic story. In a clear authorial voice shaped by years of teaching, Woolf examines history's multiracial past and speculates about its future.' Merry Wiesner-Nankin, University of Wisconsin, Milwaukee Advance praise: 'In a field not over-endowed with student texts, this is the ideal introduction. Daniel Woolf has produced a survey of historiography which is truly global, while conveying the richness of the western tradition. To convey all this in such lucid prose and such a concise edition is a remarkable achievement.' John Tosh, University of Roehampton Advance praise: 'Daniel Woolf's A Concise History of History is lucid, balanced and accessible as well as wide-ranging in both space and time. It makes an ideal introduction to the subject for undergraduates and can be read with pleasure by anyone who wished to become aware of the variety of human approaches to the past.' Peter Burke, University of Cambridge

Contents: Introduction; 1. The earliest forms of historical writing; 2. History in Eurasia to the mid-fifteenth century; 3. The sense of the past, 1450-1700; 4. Enlightenment, revolution and reaction, c.1700-1820; 5. Disciplining the past: professionalization, imperialism and science, 1820-1914; 6. Transitions: historical writing from the inter-war period to the present; 7. Where do we go from here? Reflections, new directions and prognostications.

Author Biography: Daniel Woolf is Professor of History at Queen's University, Ontario. He is the author of several books, including A Global History of History (Cambridge, 2011), the award-winning The Social Circulation of the Past (2003), Reading History in Early Modern England (Cambridge, 2001), and The Idea of History in Early Stuart England (1991). He is a Fellow of the Royal Historical Society, of the Society of Antiquaries of London, and the Royal Society of Canada.

Promotional Information: An incisive account of the entire history of historical writing worldwide by one of the leading intellects in the field.

BIC Subject & Qualifiers: Historiography (HBAH)  
THEMA Subject & Qualifiers: Historiography (NHAH)  
UKSLC Subject: History (HIS)  
Dewey: 907.2 (DC23)  
BISAC Subject: HISTORY / Historiography (HISG16000)  
LC Subject Heading: Historiography - History  
Readership Level: Tertiary Education (US: College)

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UK	Cambridge University Press	BookNet Default	HK	Publishers Associates Ltd	Distributor
UK	Cambridge University Press	Distributor	OTHER	Karim International	Distributor
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AU	Cambridge University Press	Distributor	OTHER	United Publishers Services Ltd	Distributor
NZ	Cambridge University Press	Distributor	OTHER	Pan Africa Book Services	Distributor
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IRL	Cambridge University Press	Distributor			
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ISBN 978-1108-44485-9

## NIELSEN BOOK2LOOK

Our exciting 'look inside' widgets allow you to explore a book, accessing audio and video content as well as reading reviews, blogs and so much more. They are available in Nielsen BookData Online enabling you to use the content to inform your selection decisions and also share on your library's website and social media sites.

Know instantly if a title has the 'look inside' feature by looking out for the Book2Look logo in the single, multi-line and full page views of a record. They can also be included in our Catalogue Enrichment data feeds.

Use Nielsen Book2Look widgets to:

- Access rich content information about a title to help inform your stock selection
- Easily share your title selections with library users and other librarians
- Support local events promoting titles via your website and social media accounts



### FAQs

**Q: How many titles are there on BookData Online?**

**A:** There are more than 38 million English-language titles.

**Q: Can we see what new books are available and when?**

**A:** Yes, you can see when forthcoming titles are available to help inform your purchasing plans and decisions.

**Q: Can I export titles out of the system? Can I export titles in MARC format?**

**A:** Yes, you can export title information into Excel, PDF, Word or email and download MARC records to your desktop.

**Q: Can I search for a list of ISBNs?**

**A:** Yes, you can use our Bulk Search feature to upload a list of ISBNs, the title information for the matching ISBNs will be returned in your search results.

**Q: Can I create lists and save them to my computer?**

**A:** Yes, the portal allows you to create, save and share lists.

# CATALOGUING ENRICHMENT

Whether you need a comprehensive source for all your catalogue records or an on demand service to fill gaps we can supply you with MARC records.

## NIELSEN BOOKDATA CATALOGUE ENRICHMENT: BOOK AND MULTIMEDIA MARC RECORDS

We can provide a MARC record for every title on our database either as a tailored data feed or via our Nielsen BookData Online service allowing you to make your Catalogue an engaging and enriched experience for all your library users.

**Designed for libraries wanting timely and comprehensive catalogue records.**

### KEY BENEFITS:

- **Single source of MARC records for print, e-books and audiobooks for every title on the Nielsen Book database**
- **MARC records for recorded music (CD) and video (DVD/Blu-Ray) in partnership with Rovi**
- **Choice of UKMARC and MARC21 formats**
- **Wide range of classifications and subject headings, including Dewey Decimal Classification, Thema/BIC Subject Categories and UK Standard Library Categories**
- **Flexible delivery options via web services API (including SOAP and REST) and direct data feeds, with proven compatibility with most Library Management Systems**
- **Enriched data including jacket/cover images and reviews**
- **Easy to implement with high levels of service support**

## CUSTOMER TESTIMONIALS

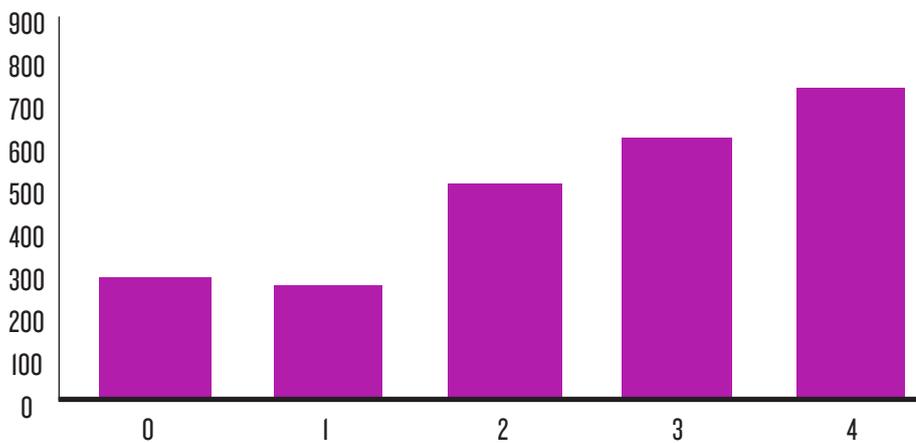
**“WE HAVE BEEN USING THE NIELSEN BOOKDATA RECORD SUPPLY SERVICE FOR SOME TIME, IT DRIVES A PATRON DRIVEN ACQUISITION MODEL FOR PRINT BOOKS WHICH WE RUN AT THE UNIVERSITY. THE SET-UP OF OUR DATA PROFILE WAS ORGANISED ACCORDING TO VARIOUS PARAMETERS NEEDED TO FACILITATE THE SERVICE AT THE VERY START OF THE PROCESS AND WAS VERY EASY TO SET UP WITH NIELSEN. THE SERVICE RUNS VERY SMOOTHLY AND WITHOUT ANY PROBLEMS. THE COMMUNICATION WITH NIELSEN IS QUICK AND UNCOMPLICATED, IN SHORT, WE ARE VERY PLEASED WITH THE SERVICE AND THE DATA PROVIDED BY NIELSEN AND ITS STAFF.”**

**LEIPZIG UNIVERSITY LIBRARY**

# THE IMPORTANCE OF COMPREHENSIVE METADATA FOR THE LIBRARY BORROWING EXPERIENCE

**Nielsen White Paper research on library borrowings** shows that title records which include the four key metadata elements - long and short descriptions, author biographies, reviews and jacket images - will enhance your catalogue and online presence ensuring your users have the most comprehensive information to aid their browsing and borrowing experience.

The chart below shows the average number of borrowings per ISBN for titles with zero descriptive metadata elements, up to those for titles carrying all four descriptive elements. Titles with all four descriptive metadata elements show average borrowings 167% higher than those with no descriptive elements.



Average library borrowings per ISBN for records holding zero to four descriptive data elements: short description, long description, author biography and review

## NEW FEATURE

From Autumn 2019 our MARC21 data will be RDA compatible



## FAQs

**Q: Do you supply the data in MARC format?**

A: Yes, we can supply all our book and multimedia data for your catalogue enrichment in MARC format as well as other formats. [Contact us for more information.](#)

**Q: How do you supply the data?**

A: There are a number of ways we can supply the data. We can provide it as a regular data feed of title information updates or via Web Services which supplies a link to our database so you can request the data as and when it's required. Alternatively you can download MARC records to your desktop via our [BookData Online service.](#)

**Q: Do you offer technical support?**

A: Yes, our service and support team are happy to help with any queries you might have before and during the provision of your service.

**Q: Which LMS systems does your data integrate with?**

A: Our data integrates with any MARC or ONIX compatible LMS systems.

# ELECTRONIC TRADING

For libraries wanting to exchange business messages electronically with your library suppliers.

## NIELSEN COMMERCE EDI

Our Electronic Data Interchange (EDI) service is a secure way of sending business messages in standard formats across the Nielsen network. Messages include quotes, orders, order responses, order fulfilment, invoices and credit notes. We operate to the highest industry standards including Tradacoms and EDIFACT.

Nielsen Commerce EDI is designed to improve efficiency and reduce costs whilst providing a full audit trail.

### KEY BENEFITS:

- **Trade electronically with your suppliers**
- **Secure and auditable network**
- **Full support and training**
- **Trusted and proven efficiencies**
- **Link to back office systems**
- **Our network includes all major library and school suppliers**

### DID YOU KNOW?

Nielsen routes millions of order lines every year and have hundreds of EDI connections with our library customers



## FAQs

**Q: Can we integrate the service with our LMS system?**

**A:** Nielsen EDI services can be integrated with most LMS systems.

**Q: Who can I trade with?**

**A:** You can trade with all your library suppliers that have EDI trading capability.

**Q: Do I need to check if my trading partners are capable of EDI?**

**A:** Yes, you need to check if your trading partners are capable before requesting set-up.

**Q: Can Nielsen provide a list of library suppliers that we know to be EDI capable along with the messages each supports?**

**A:** Yes we can, please contact us for more information.

**Q: What business messages can I exchange?**

**A:** You can exchange quotes, orders, order responses, order fulfilment, invoices and credit notes.

# LENDING DATA

Use library lending and retail sales data to monitor trends, inform your stock selection decisions and understand your users better.

## NIELSEN LIBSCAN

Our LibScan panel is FREE to participants and in exchange for your borrowing data we give you access to national library lending data collected from public libraries across the UK so you can compare with your own authority data.

Used alongside Nielsen LibScan, **Nielsen BookScan for Libraries** shows you what is selling on the high street and can be compared against lending data to provide a unique view into your users' interests and reading habits.

**Designed to show trends in library borrowing and retail sales to improve stock selection and the library user experience.**

## KEY BENEFITS:

- Analyse library lending to spot trends
- See the Top 5,000 bestselling titles, by author, title or genre
- Check what is issuing and selling locally and nationally
- Improve your stock and promotion

## CUSTOMER TESTIMONIAL

**“IN PARTICULAR, BOOKSCAN FOR LIBRARIES HAS INFORMED OUR BACK-STOCKING SELECTION, IN IDENTIFYING TITLES IN SPECIFIC SUBJECTS THAT HAVE NEVER ENTERED THE BESTSELLER LISTS BUT WHICH HAVE SOLD CONSISTENTLY WELL OVER AN EXTENDED PERIOD. SAVING TIME, MONEY AND IMPROVING CUSTOMER SERVICE ARE ALL DEAR TO OUR HEARTS AND BOOKSCAN FOR LIBRARIES WILL HELP US TO ACHIEVE THIS.”**

**ESSEX LIBRARIES**



## FAQs

**Q: Do we have to supply our lending data in order to access Nielsen LibScan?**

A: Yes, contributing public libraries will have access to LibScan data.

**Q: Can we compare our lending information with other libraries?**

A: Yes, with permission from both parties.

**Q: What do we need to do to contribute to the LibScan panel?**

A: Simply contact us and we will guide you through the process, we already work with most Library Management Systems.

**Q: What kind of reports do we get through BookScan for Libraries?**

A: You will be able to see UK trade bestseller charts and title lifetime sales.

## CONTACT DETAILS AND USEFUL INFORMATION:

### **Nielsen Book UK & International**

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## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).



**THE SCIENCE BEHIND WHAT'S NEXT™**



nielsen  
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