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Catalogues and Lists at 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; 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 Carley (carley@bookmanager.com) or Kellynda (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 the rest of the bibliographic 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 bibliographic data feeds for your titles.)

Visit BookManager.com and log in with either your company username and password or your staff account that is linked to your company. Click the "Browse - books, lists and catalogues" button on the left.
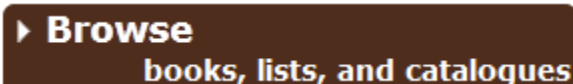
Then click "Lists I Created" and then "Create a new list".
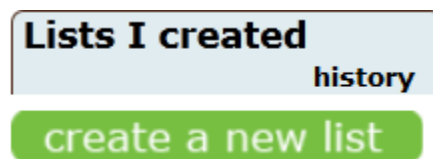
Once you are presented with the new list entry screen, you basically paste the list of ISBNs into the Titles box (one per line), enter a list name, choose a category, effective period, and supplier or sales agency (if applicable), and save the list.

Edit New List

Upload Image

To add an image, you must first save the list

Upload PDF

To add a PDF document, you must first save the list

Supplier

None chosen ▼

Sales & Marketing

None chosen ▼

List name

New list

Description

Titles (EAN, ISBN, or UPC)

On save, sort by: ○ rank   ○ alphabetically   ○ none

Category

Uncategorized ▼

Subcategory

▼

Effective Period

○ Year

○ Season

○ Month

● Date last title added

Expiry Date

☐ Use expiry date:

A list is not visible to anyone but you until it is shared by clicking the 👥 icon, making it purple. Once a list is shared, it gets posted to each store's "Inbox" within the Catalogues and Lists area of their WebStore, and is made visible to any store using **BookManager.com**. From the store's WebStore (their own integrated part of our website), they work with the list as they see fit: ordering titles, adding notes, or moving/deleting the whole list from their Inbox to a different folder they create.

> *Important: 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.*

Catalogues and Lists
Below the "Lists I created" group of menus is another group called "Catalogues and lists".

Catalogues and lists

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.* Be careful using the options to Archive and Trash lists while viewing them here. You are essentially still working with your own lists, and your actions could inadvertently unshare a list.

Here are more detailed instructions:

List Name
Start by giving your list a descriptive name; in the case of a catalogue, you might use the name of the imprint or line, and the season. Your company name will be shown as the Supplier or Sales & Marketing company, so you can probably omit this redundant information to keep it looking clean.

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.

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. 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.

You can optionally sort the items by sales rank or alphabetically by title if you choose to do so. In most cases, you should not choose either 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.

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. For publishers, the Catalogues, Dropins, Promotions, Backlist, Suggestions, Discontinued (for recalls and returns), New lines, Remainders and Publicity are the most commonly used.

__Note:__ Choosing "Uncategorized' is good for internal or private use. Any list in this category cannot be accidentally shared until you Edit and assign it to a different Category.

Subcategory
Like Category, your choice must be picked from a fixed list. Only the categories of Awards, Catalogues, Reviews and Home Page 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 explains the time frame for the titles. 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 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.

> *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.*

Expiry date

Used effectively, this date can be helpful to buyers. It should be viewed 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 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.

Dropins and editing shared lists

Dropins are lists of titles added after a seasonal catalogue was published. 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.

Adding an image for your catalogue or list

Posting an image for your 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. We accept all 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 first title in your list will be used to make the listing more visually appealing. If an image with "no cover available" appears, it means we have yet to receive a proper cover image of the first title. 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.

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.

Unsharing a list

If you have just shared a list, unsharing it will likely 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). We still encourage you 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.

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.

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.

Deleting a list
If you are really done with the list, use Delete. Like Archive and Trash, the list will be unshared, however, it is only truly deleted if everyone else has already deleted or Trashed their copy.

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**, 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.

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 a short (12 character) "folder name" that is either your company name, or if you used a personal login, your own name.

You see the folder name while in the "Lists I Created" area of our site while you are logged in. It is found highlighted in grey, above the saved list's name, to the right of the list's cover image. You can change the folder name by clicking the grey area. As you make changes, you will see how the list is moved into different folders on the left. These changes have no impact on what others see; it is intended for your private use to help organize and manage your lists.