



The Newsletter of National Book Network  
*Davida Breier, Editor*                      *Miriam Bass, Founding Editor*

**JANUARY-FEBRUARY 2009**

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**NOTES FROM THE EDITOR**

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Welcome to the start of 2009! This next year is going to offer a great deal of changes and challenges within the publishing industry (and retail sector in general). There will be opportunities as well, so it is crucial to keep your eye on long-term survival and deal with the set-backs as they come. It is all any of us can really do.

NBN, like most other companies, has been re-evaluating our business models and practices the last several months. We've made several changes, many of which were echoed by other

industry leaders in recent issues of PW and even an article in the NYT. First, we've decided that our Fall 2009 Sales Conference (held in April) will be done as a webinar instead of an in-person meeting. We will have our Spring 2010 (held Nov. '09) meeting in-person in Alexandria, VA.

We also decided to reduce our space at BEA. We anticipated that we would have lower publisher participation than usual and will only be offering 14 booths for sale within the NBN Pavilion. Details about BEA 2009 can be found on our website at: <http://www.nbnbooks.com/BEA/#bookexpo>. We spent a great deal of time analyzing expenses associated with BEA and despite increases across the board for services and space, we were able to make reductions over last year's rates.

After speaking with publishers and staff members about our large laminated calendar, we learned that many people preferred a smaller, portable paper version of the calendar. We decided not to print the large calendar this year and made a digital copy available online: <http://pdfs.nbnbooks.com/NB/Nca/NBNcalendar.pdf>.

As announced last month, NBN is moving forward with a digital initiative. The first of several digital publishing partnerships is for Amazon's Kindle and you can read more about that later in the newsletter. This is new territory for publishing and we aim to help you understand the options and opportunities.

The CPSIA Act had children's book publishers scrambling to get books tested and compliant before the Feb. 10<sup>th</sup> deadline. We just received word that there has been a reprieve, which has the book world gasping a sigh of relief. However, some of our vendors may still choose to implement some of the guidelines. We are researching this now and will be in touch as soon as we have news to report.

Lastly, as a gentle reminder, please do check emails from NBN and make sure they are not being caught in your spam filter. We've sent a number of rather important messages lately, some of which had action items, and responses have been lower than expected. We are not always able to send individual emails to every publisher, but we are always here to answer any questions you may have. The industry is undergoing some momentous changes at the moment and email is the fastest way for us to convey how these changes may affect your publishing program.

To a warm and prosperous spring!

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**AMAZON TAGGING**, by *David Breier, Marketing Director*

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Amazon offers a simple (and free) feature to help customers find your books – tags. Go to any book page and towards the bottom you will see a section called “Tags Customers Associate with This Product”. These tags can help customers find books with similar topics, characters,

and locations. For example, I just read [To the Power of Three](#) by Laura Lippman, but when I looked at the tags associated with this book I only found five. For books like hers with a regional bent, there should be tags for location, as well as topics covered in the book, even for a work of fiction. I also looked at some of her series books and there should be tags for her main character, Tess Monaghan, but those tags were also absent.

On the other hand, [Tin Roof Blowdown](#) (one of my favorite recent reads) has 43 tags and these include the author, main character, themes, locations and more. Thus, if I enjoyed this and wanted to read about other books tagged as “James Lee Burke”, “New Orleans” or “mysteries” I just need to click on the link in the tag section.

Tagging is yet another example of how web 2.0 technologies links items (and readers) together. It is just one more way to post road signs to your books. Have you taken a look at your Amazon tags lately? What keywords do your books have that could help link them readers or even your other books?

Read more online at:

[http://www.amazon.com/gp/help/customer/display.html/ref=tag\\_dpp\\_pt\\_ihlp\\_wt?ie=UTF8&nodeId=16238571](http://www.amazon.com/gp/help/customer/display.html/ref=tag_dpp_pt_ihlp_wt?ie=UTF8&nodeId=16238571). Also, Amazon’s most popular tags can be found here: <http://www.amazon.com/gp/tagging/cloud>.

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**NBN DIGITAL: KINDLE**, by *David Breier, Marketing Director*

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As we recently announced, NBN is now offering services to assist with the distribution of digital materials. We have been negotiating digital relationships with a variety of electronic partners and are launching our services with Kindle. If you need more details about this offer and program please go to: <http://www.nbnbooks.com/DigitalInitiatives> or email [dbreier@nbnbooks.com](mailto:dbreier@nbnbooks.com) with questions. Watch your email for news of new partnerships and services.

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**ACCOUNT UPDATE: BORDERS STAFF CHANGES**, *Ray Wittrup, National Account Manager*

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For the last year or so, all the news about Borders has left many publishers on pins and needles. On Monday January 5<sup>th</sup>, 2009 it was reported that Ron Marshall would be replacing George Jones as Borders’ CEO. Also, Anne Kubek was appointed Executive Vice President of Merchandising and Marketing, replacing Rob Gruen, who had been managing the buying groups. The staff at the Ann Arbor corporate offices learned the news the same day as the rest of the industry. I was scheduled to sell that Wednesday and Thursday and despite all the internal changes and disappointing holiday sales, I was pleasantly surprised to see that the mood around the Borders offices was actually upbeat!

Last year there had been some speculation and concern that Borders was being prepped to be sold, but the Borders Board is making it clear from the staff changes that it wants to get back to its core business and focus on books. Ron Marshall previously served in senior management positions with Crown Books and Barnes & Noble college bookstores. Furthermore, Anne Kubek has been with Borders since 1990 and the staff is very happy to have someone with a deep history in the company and the book business taking this position.

We are in the toughest retail environment I have ever seen and the worst economy since the Depression, but what I took away from two days in Ann Arbor is that the commitment is there to continue to turn things around at Borders.

Oh, and while there I also got some nice estimates – another good sign for 2009.

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**TRADE SHOW REPORT: GIFT MARKET UPDATE**, by *Marie Hergenroeder*,  
*Director Special Sales*

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January has been a busy month in the gift market! NBN participated in ten shows this month through our gift representatives. In addition to being in our rep showrooms, NBN had its own booth at the New York International Gift Fair for the first time this year. We were represented at shows in the following cities: Atlanta, Chicago, Dallas, Los Angeles, Minneapolis, Kansas City, New York, Seattle, Philadelphia, Phoenix, and San Francisco. (The San Francisco gift show is in early February).

NBN signed on thirteen gift rep groups in the second half of 2008, and now has a total of 79 sales representatives across the country. We have representation in every state except Hawaii and Kentucky.

Our next gift catalog will release in time for the summer shows in July. I will be contacting you shortly to ask for your participation and title submissions. While it's a challenging time to enter a new market and gauge its success, indications are that this business will flourish when the economy improves. The overall response to the books has been very positive.

While the economy already started to soften in July and August when we launched this program, we had a steady stream of orders coming in for the first few months from retailers as diverse as gift and home décor stores to small pharmacies and even car washes.

I am optimistic about growing the gift market into a strong retail channel. As we all know, books make great gifts and they are a lot less expensive than many other gift options!

At the time of this writing, there are shows that haven't yet taken place. Atlanta, which has been the largest and most important gift show in years past, was rather quiet. Because of the scope of this show buyers previously came from remote areas across the country to attend. This year it

seems that regional shows are doing better. Dallas and Chicago were very active. We have opened many new accounts.

As I see it, the only way to go in this new market is up. We have some really terrific gift reps on board who are working with several of the biggest houses. They have excellent sales records and they are excited about our offerings. We are in a good position for the future.

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## **THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS**

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**Book Publishers' Obligations to Book Retailers Under the Federal Antitrust Discrimination Law (The Robinson-Patman Act):**

<http://www.bookweb.org/files/open/pdf/fundamentals.pdf>

**CNN Discusses the Kindle's Progress:**

<http://www.cnn.com/2008/TECH/12/03/kindle.electronic.reader>

**Photos from the NBN Spring 09 Sales Conference:**

<http://nbnbooks.blogspot.com/>

**NYT's Details Publishing's Cut Backs and Hard Times:**

[http://www.nytimes.com/2009/01/05/books/05publ.html?\\_r=2&ref=books](http://www.nytimes.com/2009/01/05/books/05publ.html?_r=2&ref=books)

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## **BOOK SENSE ADVANCE ACCESS**

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Here's some information about **The Book Sense Advance Access Program**:

Several times each month, Book Sense emails over 1,000 independent booksellers with news of galleys, reading copies or finished books that publishers are offering for review. After receiving a free review copy from the publisher, stores will read and decide whether to carry the title, and hopefully even nominate it for the Book Sense List. Book Sense makes no promises, but the Advance Access program has proven to be a very effective way to get the word out about new titles. Stores will email the publisher directly, and generally, one can expect requests from 25-50 booksellers. The stores do know that it is "first come/first served," but the more booksellers you can provide copies for, the better, of course.

All book descriptions must be sent to Peter Reynolds via email at [peter@booksense.com](mailto:peter@booksense.com), with title, author, publisher, ISBN, subject category, publication date, the number of free copies you have to offer, a maximum two-sentence description, and an email address to which the booksellers can write to directly request a copy.

Please put this all in one paragraph, without actually putting in the words 'Title, Author, etc.', and put the email address to which booksellers are to respond at the end of the paragraph without a period. This is all so the information can be easily cut and pasted into the larger email to the stores.

**An example follows:**

TITLE XYZ by David Smith, (Publisher, ISBN: 0-000-00000-0, \$23.95, hardcover, September 2004, Mystery/Thriller). A two-sentence description of the title here. No more than 50 words, please. XX number of galleys available.  
mailto:yournamehere@emailaddress.com

**(Please do NOT include website information or attach press releases or jacket jpegs.)** Due to high volume, it may take us 2-3 weeks from your first writing until word of your book offer gets emailed to the stores.

**PLEASE NOTE: The \$100 fee is waived if you are an NBN publisher.**

When you hear from the booksellers requesting a copy of your book, we highly recommend that you include a short note with each book sent out. Just a "thank you" and your name is fine, plus a reminder to consider nominating the book for the Indie Next list if they really like it. You may include press material, but this is not necessary. You can also save the email addresses of the booksellers you sent books to, and after a month's time, follow-up with a short query as to whether the book has been read.

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**LIBRARY JOURNAL COLLECTION DEVELOPMENT OPPORTUNITY**

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There is a section in *Library Journal* advising libraries about collection development. It generally highlights well-regarded backlist books on particular subjects that libraries should consider having as part of their collection. Each month is a different topic, usually something timely for their library patrons. Publishers are able to submit titles for potential inclusion. There is a list of topics for the 2009 calendar online at

<http://www.libraryjournal.com/index.asp?layout=collectionCalendar&year=2009>.

*LJ* prefers to have materials relevant to the topic of the particular collection development article sent directly to the assigned writer. If you think you have a book that fits with an upcoming topic, email Wilda Williams ([wwilliams@reedbusiness.com](mailto:wwilliams@reedbusiness.com)), Senior Editor, Book Review with *Library Journal*, and she can tell you if the article has yet been assigned and where to submit materials.

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## **BOOK TRADE SHOWS AROUND THE GLOBE – 2008-2009**

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### **American Library Association Midwinter Meeting 2009**

Dates: January 23–26, 2009

Location: Denver, CO, Colorado Convention Center

Website: <http://www.ala.org/ala/conferencesevents/upcoming/midwinter/home.cfm>

### **London Book Fair 2009**

Dates: April 20–22, 2009

Location: London, England, Earl's Court Exhibition Center

Website: <http://www.londonbookfair.co.uk/>

### **Book Expo America 2009**

Dates: May 26–31, 2009

Location: Jacob K. Javits Convention Center, New York, NY

Website: <http://www.bookexpoamerica.com/>

### **American Library Association Annual Conference 2009**

Dates: July 9–15, 2009

Location: Chicago, IL, McCormick Convention Center

Website: <http://www.ala.org/ala/conferencesevents/upcoming/annual/index.cfm>

### **Frankfurt Book Fair**

Dates: October 14-18, 2009

Location: Frankfurt, Germany

Website: <http://www.frankfurt-book-fair.com/en/portal.php>

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## **TELL US ABOUT YOUR AWARDS!**

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We've been putting out calls for information about awards our publishers are winning, but we needed a better way to consolidate and convey the data. Anything that can help sway an account or provide a rep with extra ammunition is important. We've created a section on our website that will list award-winning books, provide a link back to the book's title data page, and generate a spreadsheet the reps can utilize. Here's the catch – **we need each and every publisher with award winning titles to visit this page:**

[http://www.nbnbooks.com/publishers/awards\\_submission.shtml](http://www.nbnbooks.com/publishers/awards_submission.shtml) and enter the requested details.

The information does not have to be brand new and this will become a historic document.

Also, while I am at it, I'll just remind you to send in your publicity updates (<http://www.nbnbooks.com/publishers/DataUpdate/Publicity.shtml>) and also feed Amazon and other online sources with enhanced content

(<http://www.nbnbooks.com/publishers/dataupdate/EnhancedContent.shtml>).

## **NBN CATALOG SCHEDULE AND PRODUCTION GUIDELINES**

One of the things we are changing to help our publishers compete is our catalog schedule. Instead of the traditional 2-3 catalogs per year, we have shifted to 6 catalogs per year, one every other month. Our accounts need the information about your titles earlier and earlier, so this new schedule will give our sales people more time to get your books set up and prepared and will also make it easier for you to catalog late-breaking books.

To read more about NBN's Revised Catalog Schedule go to:

<http://pdfs.nbnbooks.com/NB/NAr/NBNArticlesCatalogSchedule.pdf>

NBN's production department is now completely automated. Detailed instructions for providing catalog copy, space reservations, tipsheets and color art can be found at [www.nbnbooks.com](http://www.nbnbooks.com) or specifically at this link:

[http://www.nbnbooks.com/production/catalog\\_production/index.shtml](http://www.nbnbooks.com/production/catalog_production/index.shtml)

These instructions are a result of years of feedback from NBN Sales Reps and the Accounts.

### **In a nutshell we require the following:**

1. A space reservation form that tells us how much space to allocate, per title, to your frontlist titles.
2. Catalog copy via online form. (see link above)
3. Tipsheets via online form. (see link above)
4. Color covers (e-mailed to [nbnart@nbnbooks.com](mailto:nbnart@nbnbooks.com). Art should be saved at full size, at least 300 dpi, RGB.)

Again, complete instructions for providing information can be found at the website, however if you would like to speak to someone in person, please contact Liz Moffit (x 5515).

### **UPCOMING DEADLINES:**

#### **The recent deadlines for the Oct/Nov '09 catalog were as follows:**

Copy and Space Reservations: January 14, 2009

Tipsheets and Color Art: February 4, 2009

#### **The upcoming deadlines for the Dec '09/Jan '10 catalog are as follows:**

Copy and Space Reservations: March 17, 2009

Tipsheets and Color Art: April 7, 2009

The full catalog schedule is here:

<http://pdfs.nbnbooks.com/NB/NPP/NBNPPNewCatSchedule.pdf>

As a reminder, we've had to raise our catalog fees for the first time. A full page is now \$500, a half page is \$250, and a quarter page is \$125.

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## **THE SHELF AWARENESS DROP-IN DATABASE**

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Drop-in titles (also known as crash or add-in titles) continue to grow and getting the word to booksellers and librarians about these sudden new books or titles with major last-minute changes is ever more problematic. This may be especially important this year as books reacting to the economy and election are published. NBN releases new title information to accounts via Nuts and Bolts, but not all territories are covered by this release of information. Markets such as libraries and independent booksellers may not have access to such information, thus causing your momentum to stall in those markets.

In an effort to make it easier and more effective for publishers, retailers and librarians to communicate and receive information about drop-in titles, *Shelf Awareness* in partnership with *Unshelved* ([www.overduemedia.com](http://www.overduemedia.com)) has launched a service for publishers to get the word out to the 16,000 people in the book trade who subscribe to *Shelf Awareness* and the 40,000 librarians and others who read *Unshelved*.

For a fee of \$150, announcements about drop-in titles will appear in the *Shelf Awareness* and *Unshelved* newsletters--and then reside in the Shelf Awareness drop-in title database web site. The web site is fully searchable and will archive all drop-in listings.

Publishers who want to learn more about the drop-in title database should go to: <http://www.shelf-awareness.com/howto.html>. Please email [dtd@shelf-awareness.com](mailto:dtd@shelf-awareness.com) or call 206.274.8144 with any questions.

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## **NEW LOWER AD RATES AND PROCEDURES**

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With the gas crunch, flagging economy, and rising print costs, it is my pleasure to be able to share news of prices going down instead of up! NBN was able to negotiate new advertising rates for the key industry magazines: *Publishers Weekly*, *Library Journal*, *School Library*, and *PW Children's Bookshelf*.

Ad rates have been reduced significantly – 15-20% – and the process for advertising in these publications is even easier. You can go directly to PW now.

Instead of doing an insertion order via NBN, you will now work with the magazines directly. This is effective immediately.

The primary contact for *PW* is Cevin Bryerman, Associate Publisher.

Phone: 646-746-6654

Fax: 646-746-6598

Email: [cbryerman@reedbusiness.com](mailto:cbryerman@reedbusiness.com)

You can also ask him about electronic advertising rates and specials.

The primary contact for LJ, SLJ, and Criticas is Roy Futterman, Advertising Director.

Phone: 646-746-6825

Fax: 303-265-2296

Email: [r.futterman@reedbusiness.com](mailto:r.futterman@reedbusiness.com)

[www.LibraryJournal.com](http://www.LibraryJournal.com), [www.slj.com](http://www.slj.com) [www.criticasmagazine.com](http://www.criticasmagazine.com)

Editorial Calendars and additional links and information are on our website at <http://www.nbnbooks.com/Advertising/>.

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## **INFORMATION THAT BEARS REPEATING**

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### **ONLINE REPORTS**, *Courtesy of Karen Mattscheck, Publisher Services*

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The new reports are much more extensive than our old reporting system, so if you find yourself with questions, we have training documentation are available at: <http://pubreports.nbnbooks.com>.

There are detailed guides to walk you through the following reports:

- Backorder Report
- Gratis Report
- Gross>Returns-Net Report
- Orders in Progress Report
- Receiving Report
- Returns History
- Sales History
- Title List Report

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### **REVISION TO INBOUND RECEIVING REQUIREMENTS**, *Courtesy of Karen Mattscheck, Publisher Services*

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As you know, packaging standards in the book industry have been changing rapidly the past few years in order to keep up with new technology employed by our largest customers. Retailers like Barnes & Noble and Borders and wholesalers like Ingram and Baker & Taylor are tightening up their receiving and returning requirements in order to speed up the supply chain and reduce costs. NBN has made every effort to keep our packaging standards as simple as possible, but new requirements recently announced by these and other national accounts are forcing us to implement new packaging standards described below.

While we are grateful for the cooperation we have received from many of our clients, others have either ignored or chosen to continue doing things the way they have always done them.

Unfortunately, this approach will no longer work since our customers are beginning to rebill NBN when their standards are not followed. In order to prevent NBN from having to rebill its clients, we ask that you review the following changes carefully. Please note that new printings of previously published books must be adjusted so that the cover and back cover reflect the changes described below. Compliance is the only way to avoid costly penalties which NBN has no control over.

If you would like to see the entire document, please to go the Book Industry Study Group website <http://www.bisg.org/documents/barcoding.html>

Below are highlighted points covered in the requirements.

(1) Bar Code: Only the EAN 13 bar code will be permitted on the back cover. The UPC bar code is not to be printed on the back cover/cover 4.

(2) EAN 13 Bar Code: The EAN 13 bar code must appear on the back of the book and include the isbn printed out in a consumer readable format above the bar code.

(3) EAN 13 Bar Code Price Extension & Price: You must now include the price in the EAN bar code price extension. Many publishers have not been including a price in the bar code extension. This is now a requirement of our major customers.

(4) Consumer Readable Price: There must be two US prices on the book. The first is in the bar code as mentioned above. The second is a price that is printed somewhere on the back of the book in consumer readable format in 9 point or larger font. If there is just one currency shown on the book, it could read, for example, \$12.99. If there is more than one currency it should read US \$12.99.

(5) Bar Code Size: The size for EAN 13 bar codes can be no smaller than 7/16" x 1 3/4" wide. This is a new requirement by our accounts, including Barnes & Noble. Some publishers have been told by international designers/printers that the bar codes can be smaller. They must meet this minimum size or NBN will be charged for stickering to the compliant size and NBN will rebill you.

(6) Placement: The EAN bar code must be located on the bottom right corner of the back cover. This is a new requirement.

(7) Canadian Pricing: Due to recent Canadian currency fluctuations, Les Petriw, our International Sales Manager, has requested that publishers not include a Canadian price on their 2008 new publications or backlist reprints. If you have questions about Canadian pricing, please contact Les directly at [lpetriw@nbnbooks.com](mailto:lpetriw@nbnbooks.com) or 416-534-1660.

(8) Carton Weight: The carton weight standard is now 200 to 275 pound test single wall

cartons. NBN strongly recommends that publishers use 275 pound test weight to help avoid damages when full cartons are shipped to accounts. This change to 275 pound test weight cartons has already been put in place for cartons packed by NBN.

\*Enforcement of these standards will begin January 1, 2008.\*

Please feel free to contact me, Karen Mattscheck, [kmattscheck@nbnbooks.com](mailto:kmattscheck@nbnbooks.com), if you have any questions.

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Here are a couple of ideas for getting industry information and for networking opportunities:

Subscribe to *Publishers Weekly*: <http://www.publishersweekly.com/>

*PW* also has free eNewsletters: <https://www.publishersweekly.com/subscribe.asp?screen=pi10>

**Subscribe to Shelf Awareness:** <http://www.shelf-awareness.com/>

Join **IBPA**: <https://www.ibpa-online.org/membappl.aspx>

Visit our **blog**: <http://nbnbooks.blogspot.com/>

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**WHOM TO CONTACT AT NBN:**

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**NBN Lanham Headquarters: 4501 Forbes Blvd., Lanham, MD 20706; (301) 459-3366**  
**NBN BRS Warehouse: 15200 NBN Way, Blue Ridge Summit, PA 17214; (717) 794-3800**

| <b>Item</b>                  | <b>Staff Person</b>  | <b>Ext.</b>  | <b>Email</b>   |
|------------------------------|----------------------|--------------|--|
| Accounting Issues            | Tom Hunt             | 3702         | <a href="mailto:thunt@nbnbooks.com">thunt@nbnbooks.com</a>             |
| Address/Contact Changes      | Cassie Copper        | 5525         | <a href="mailto:ccopper@nbnbooks.com">ccopper@nbnbooks.com</a>         |
| Advertising                  | David Breier         | 5513         | <a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>         |
| Advice, General              | Your Account Manager |              |  |
| Backorders/Advance Estimates | Mark Cozy            | 5506         | <a href="mailto:mcozy@nbnbooks.com">mcozy@nbnbooks.com</a>             |
| Bookscan Access/Issues       | Cassie Copper        | 5525         | <a href="mailto:ccopper@nbnbooks.com">ccopper@nbnbooks.com</a>         |
| Catalog Issues               | Liz Moffit           | 5515         | <a href="mailto:lmoffit@nbnbooks.com">lmoffit@nbnbooks.com</a>         |
| Coop Approval                | Shana Logan          | 5514         | <a href="mailto:slogan@nbnbooks.com">slogan@nbnbooks.com</a>           |
| Coop (No-Hoops)              | Mark Cozy            | 5506         | <a href="mailto:mcozy@nbnbooks.com">mcozy@nbnbooks.com</a>             |
| Covers on the Web            | Kathy Stine          | 3568         | <a href="mailto:kstine@rowman.com">kstine@rowman.com</a>               |
| Crash Titles                 | Your Account Manager |              |  |
| Database Changes             | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
| End of Month Sales Reports   | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
| EOM Accounting Reports       | Tom Hunt             | 3702         | <a href="mailto:thunt@nbnbooks.com">thunt@nbnbooks.com</a>             |
| Inventory Discrepancies      | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
| Marketing Questions          | Your Account Manager |              |  |
| NBN Web Site                 | David Breier         | 5513         | <a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>         |
| NBN International            | Les Petriw           | 416-534-1660 | <a href="mailto:lpetriw@nbnbooks.com">lpetriw@nbnbooks.com</a>         |
| Online Reports               | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
| Price Changes                | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
| Print and Reprint Quantities | Mark Cozy            | 5506         | <a href="mailto:mcozy@nbnbooks.com">mcozy@nbnbooks.com</a>             |
| Publicity Updates            | Your Account Manager |              |  |
| Publisher Handbooks          | Cassie Copper        | 5525         | <a href="mailto:ccopper@nbnbooks.com">ccopper@nbnbooks.com</a>         |
| Rebill Invoices              | Tom Hunt             | 3702         | <a href="mailto:thunt@nbnbooks.com">thunt@nbnbooks.com</a>             |
| Receiving Requirements       | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
| Remainder Processing         | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
| Reserve Stock Quantities     | Mark Cozy            | 5506         | <a href="mailto:mcozy@nbnbooks.com">mcozy@nbnbooks.com</a>             |
| Sales Conference Questions   | David Breier         | 5513         | <a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>         |
| Sales Materials              | Cassie Copper        | 5525         | <a href="mailto:ccopper@nbnbooks.com">ccopper@nbnbooks.com</a>         |
| Sales Reports                | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
| Stickering                   | Karen Mattscheck     | 3513         | <a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a> |
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