



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

**MAY-JUNE 2008**

**CONTENTS:**

- **Notes from the Editor**
- **Miriam Bass Award Winner Announced**
- **Amazon Sales Rankings**
- **Your Title Listings at Amazon & Other Accounts**
- **Leveling and Lexile: The Basics**
- **RIF Urgently Needs Your Help**
- **The Internet Forager: Useful Websites for Publishers**
- **Online Marketing: Spring Cleaning**
- **PMA Publisher University**
- **New Horn Book E-Newsletter & Review Submissions**
- **ALA Reminder**
- **Book Trade Shows Around the Globe**
- **NBN Catalog Production Guidelines**
- **Information that Bears Repeating**

---

**NOTES FROM THE EDITOR**

---

It feels like just yesterday that I was sweltering in the Javits Center amid the publishing melee that is BEA. We have been working particularly hard to make sure our pavilion is stellar this year. We've redesigned several sections including a new office space and signing booth. Our refreshed look and furnishings will help spotlight our fabulous publishers and help increase foot-traffic flow. We have author signings in a dedicated booth, as well as our regular in-booth signings. Also, we have revamped the NBN sign hovering above the booth this year (aka the UFO). If you will be in LA Thursday night May 29, before BEA opens, please join us for our annual Happy Hour from 6-7pm at the Biltmore (contact me for details). I look forward to seeing many of you there!

---

## **MIRIAM BASS AWARD WINNER ANNOUNCED**

---

Archipelago Books, based in Brooklyn, NY and publisher of translations of classic and contemporary world literature, has been selected the Miriam Bass Award winner for this year. This award, created in the memory of Miriam Bass, honors her work in the independent book publishing community.

The award is sponsored by the Association of American Publishers (AAP), Rowman & Littlefield Publishing Group (RLPG), and National Book Network (NBN). It carries a \$5,000 cash prize, which is fully funded by Rowman & Littlefield and NBN.

The award will be presented to Archipelago on May 29, 2008 at a ceremony in conjunction with the AAP Smaller and Independent Publishers Annual Meeting held during BEA. For more information on the ceremony and the AAP 2008 Tenth Annual Meeting for Smaller and Independent Presses visit <http://www.bookexpoamerica.com/en-us/671.cfm>.

Visit their website <http://www.archipelagobooks.org/>, where you can read more about the honor at <http://www.archipelagobooks.org/news.php?id=31>.

---

## **AMAZON SALES RANKINGS**, by Jason Brockwell, NBN National Accounts Manager

---

### *The riddle wrapped in a mystery inside an . . . algorithm*

There's little doubt that the Amazon sales ranking for books has become an important number for many authors, agents, publishers and others in the industry. And because the ranking provides immediate feedback on how well a book is doing, publishers – and particularly authors -- have been known to become obsessive about their book's Amazon ranking and exactly what it means in terms of sales.

At the most basic level, the Amazon sales rank in books shows how well a title is selling on the site relative to other books on the site. Amazon.com typically includes both an overall rank for all books available on the site, from the #1 overall all the way down to titles ranked with seven-digit numbers. They also provide various category ranks to show how well a particular book is doing among other books in its categories and sub-categories.

Amazon does not disclose how they calculate the ranking (the algorithm), except to say that it is updated each hour to reflect recent and historical sales. Like their pricing and discounting strategy (another Churchillian riddle wrapped in a mystery), Amazon sees this as proprietary information. As a quick internet search will show, there are no shortage of theories – some quite sophisticated -- developed by authors, publishers and other Amazon watchers about how the sales rank works and how the movement in sales ranking translates into actual sales on the site.

Unfortunately, I don't have any secrets to reveal here about how to break the code of the Amazon sales ranking, but here are a few basic observations:

- Titles ranked in the top-100 are the titles that Amazon's senior management relentlessly track, particularly when there are problems in getting these books for their customers. If there are sourcing problems, buyers have to make daily – even hourly -- reports on these titles to their management until the book is back in stock and available for the Amazon customer. This focus is a statement in itself on the importance Amazon places on books ranked at this level both from the standpoint of sales and customer satisfaction.
- At the opposite end of the spectrum, big, sudden improvements in low-demand, long-tail type title sales rankings – even by thousands or tens of thousands of places – often translate into actual sales of surprisingly few copies. This is not to say that these low-demand titles are not also hugely important to Amazon, just that the big movement in rankings does not mean thousands or hundreds or even tens of more units in sales. A few units sold can notoriously move an hourly ranking significantly (if briefly) at the lower end of the sales rankings.
- Most agree that the more important number to track is the average rank over a period of time to get a better sense of how well a title is really doing on Amazon. There are a number of sites that can help publishers and authors track a book's Amazon ranking like TitleZ (created by The Planning Shop, an NBN client). Sales Rank Express, Charteous, RankForest, RankTracer and Books & Writers are other sites that help publishers and authors track their Amazon rankings in various ways. These sites also can be great tools to track the effectiveness of targeted promotions and other types of publicity in creating additional demand on Amazon.com.
- One final warning to leave you with: if you haven't already found yourself obsessed by the Amazon ranking of one of your titles and trying to figure out just what it means, it is a very easy fever to catch.

---

**YOUR TITLE LISTINGS AT AMAZON & OTHER ACCOUNTS, by**  
*Tressa Helvey, Production, Senior Director*

---

Have you ever wondered how your title data ends up appearing on the various online websites? Where does the description come from? When do we send data?

**It all starts with the catalog deadline.**

Your data is keyed into the Marketing Database. It is later merged with the Inventory Management database to create ONIX files to be sent to accounts.

The data you provide for the catalog is the data that is exported to the accounts....with one important exception. **Your book description is extracted from your tipsheet.**

You may wonder, "when do we stop submitting changes to the catalog and begin submitting the changes via the online forms?" Good question. The answer is that you should begin submitting changes via the online forms once the original data has been exported to the accounts. This date is also the date sales materials are due. The exact dates can be found on the NBN Catalog Schedule, 5th column. Here is the catalog schedule for your reference. <http://pdfs.nbnbooks.com/NB/NNe/NBNNewCatSchedule.pdf>

If you have any additional questions, please contact your account manager.

You may also want to include new reviews, endorsements and enhanced descriptions for your titles. You'll find that form online at:

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

---

## **LEVELING AND LEXILE: THE BASICS**, by Eliza Dyar, *Educational Sales & Marketing Manager*

---

Lexile and Leveling are two standards for categorizing the reading level of individual books and are services directed towards the K-12 market. We've seen increased interest in targeting this market from our publishers, so we'll pass along this pertinent information on these two systems.

### **1 ) Explanation of Leveling (also know as Fountas & Pinnell):**

In the educational market, educators need a specific idea of what books will fit with readers. Age range isn't much of a factor as reading abilities can vary wildly. That is where leveling a book turns reading level into something more scientific and objective.

Guided Reading programs were created by Irene Fountas and Gay Su Pinnell, America's leading authorities on guided reading. The Guided Reading system for book leveling assigns each book a letter (A-Z) based on the degree of challenge it represents. The characteristics used to level books in the system include length, size and layout of print, vocabulary and concepts, language structure, text structure and genre, predictability and pattern of language, and supportive illustrations.

### **2) Explanation of Lexile:**

*"The Lexile Framework® for Reading is a scientific approach to reading and text measurement. It includes the Lexile® measure and the Lexile scale. The Lexile measure is a reading ability or text difficulty score followed by an "L" (e.g., "850L"). The Lexile scale is a developmental scale for reading ranging from below 200L for beginning-reader material to above 1700L for advanced text. All Lexile Framework products, tools and services rely on the Lexile measure and scale to match reader and text."*

<http://www.lexile.com/DesktopDefault.aspx?view=ed&tabindex=6&tabid=18>

**How they compare to each other (score basis):**

[http://teacher.scholastic.com/products/guidedreading/leveling\\_chart.htm](http://teacher.scholastic.com/products/guidedreading/leveling_chart.htm)

**Companies that level titles:**

Knowledge Industries; contact: Marla Conn, email: [marla@knowledgeindustries.net](mailto:marla@knowledgeindustries.net)

This company requires you to send one sample. They have been providing this service for 9 years. Rush jobs might be available. Normally, they would take 3-4 weeks.

American Reading Company; contact: Marilyn Pitt, email: [mpitt@americanreading.com](mailto:mpitt@americanreading.com)

This company requires publishers to send 2 samples. They have been leveling books since 1998. Turn around time for results would be a month.

**Cost:** Both companies mentioned charge \$8.00-10.00/book.

**Only company that does Lexile:**

MetaMetrics, Inc.; contact: Kanista Zuniga, email [KZuniga@lexile.com](mailto:KZuniga@lexile.com)

Lexile would prefer that you send them a PDF or TIF of the finished product. If you do not have a finished product in these formats, please discuss the extra fees with Kanista.

**Cost:** It costs \$25.00 per book. (This is a promotional rate. Normally, books are \$100/book.)

Another program you may also be interested in is Accelerated Reader ([http://en.wikipedia.org/wiki/Accelerated\\_Reader](http://en.wikipedia.org/wiki/Accelerated_Reader)). If you'd like to find out more about their software and services, go to <http://www.renlearn.com/ar/>.

If you decide to participate with one of these companies, please mention your connection to NBN. If you have detailed questions, we have included the contact info for these companies so that you can contact them directly.

If you would like to learn more about how these programs fit into selling to the Elhi market, PMA *Independent* has a great two-part article:

<http://www.pma-online.org/articles/shownews.aspx?id=2521>

<http://www.pma-online.org/articles/shownews.aspx?id=2540>

---

**RIF URGENTLY NEEDS YOUR HELP!**, by Linda Sinisi, *Special Sales Manager*

---

Do you love books? Do you love to read?

Of course you do. Why else would we all be in this business?

But for some, the love of reading and even the ability to read is simply not fostered.

Enter RIF. **Reading Is Fundamental** prepares and motivates children to read by delivering free books and literacy resources to those children and families who need them most. Founded in 1966, RIF is the oldest and largest children and families' literacy nonprofit organization in the United States. RIF's highest priority is reaching underserved children from birth to age 8. Through community volunteers in every state and U.S. territory, RIF provides 4.6 million children with 16 million new, free books and literacy resources each year.

The way they do this is through government funds (80%) and corporate and individual contributions (17%) to support the purchase of books from publishers, like you. 90% of RIF's budget goes towards purchasing books, resources, and support for local RIF sites. Unfortunately, however, President Bush has called for the removal of these funds from the 2009 budget. This would be catastrophic to millions of children across the country – remember, children who discover the joy of reading at an early age will likely grow up to be your future readers.

#### **How can you help?**

- Contact your representatives (<http://www.rif.org/get-involved/advocate/what/>)
  - Visit the RIF website (<http://www.rif.org/>) and click on their **URGENT: Save RIF FUNDING** link to write to Congress.
- Make a donation to RIF ([http://donate.rif.org/site/PageServer?pagename=landing\\_homepage](http://donate.rif.org/site/PageServer?pagename=landing_homepage)).
  - For most of the children in the nearly 20,000 RIF programs around the country, the only books they own are their RIF books. The cost of providing books and literacy resources is \$10 per child per year.

Take a minute, won't you, to help save this important program?

---

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

---

#### **For the Love of Home Libraries:**

More people want a home library, than a home gym or theater:

<http://www.telegraph.co.uk/property/main.jhtml?xml=/property/2008/04/15/plibrary115.xml>

#### **The Love and (possible) Death of the Semicolon:**

<http://www.guardian.co.uk/world/2008/apr/04/france.britishidentity>

---

**ONLINE MARKETING: SPRING CLEANING** by *David Breier, Marketing Director*

---

Did you know that dead and broken links on your website can negatively affect your online search rankings? They can, so in addition to cleaning your gutters and weeding your flower beds, spend some time cleaning those dead links.

Here are some websites that will help you find  
<http://www.dead-links.com/> (whole site)  
<http://validator.w3.org/checklink> (individual pages)

---

**PMA PUBLISHER UNIVERSITY**

---

It's not too late to sign up for this year's University! Walk-in registration is also welcomed. The 2008 PMA Publishing University will be held in Los Angeles at the Wilshire Grand Hotel just prior to BEA. PMA, the Independent Book Publishers Association, also celebrates their 25th year.

PMA-U is the largest educational event for independent book publishers with more than 600 attending. This year there are 80 class offerings in nine tracks and half are new. They have also developed an Advanced Track Program for previous attendees and experienced publishers. Many NBN staff members will be teaching classes and on panels, including Marianne Bohr, David Breier, Jeanne Kramer, Tressa Helvey, Jeff Harris, Les Petriw, and Linda Sinisi.

To view information about the tracks and classes visit these links:  
<http://www.thepublishinguniversity.com/Tracks/tracks.html>.  
<http://www.thepublishinguniversity.com/Classes/classes.html>.

---

**NEW HORN BOOK E-NEWSLETTER & REVIEW SUBMISSIONS**, by *Eliza Dyar, Educational Sales & Marketing Manager*

---

**Notes from the Horn Book** is a free e-newsletter about children's and young adult books, for parents as well as children's book professionals. They have come out with two issues so far, and now have about 6500 subscribers, broken down as 60% librarians, 20% educators, and 20% parents.

You view an issue of this newsletter here: <http://hbook.com/newsletter/index.html>

If you are interested in submitting titles for review to The Horn Book Magazine and The Horn Book Guide, send two copies of the title(s) to 56 Roland Street, Suite 200, Boston, MA 02129. Include all publication information, including prices, publication date, and ISBN.

<http://www.hbook.com/aboutus/publications/submissions.asp#review>

The Horn Book Magazine (6 issues annually) goes out to 8,500 subscribers. The Horn Book Guide (2 issues annually) goes out to 1,500 subscribers.

Publishers must be listed in the Literary Market Place before their books will be reviewed.

If you are not sure if you are listed, here is their website:

[http://www.literarymarketplace.com/lmp/us/index\\_us.asp](http://www.literarymarketplace.com/lmp/us/index_us.asp)

For additional information, including advertising information, contact:

Rachel Smith

Marketing and Circulation Manager

The Horn Book, Inc.

56 Roland St., Suite 200, Boston, MA 02129

[rsmith@hbook.com](mailto:rsmith@hbook.com)

phone: 617-628-0225 ext. 229

---

## **ALA REMINDER**

---

Just a quick reminder that the final deadline for ALA 2008 is fast approaching. We still have a little bit of space left. Reserve your place with NBN today!

ALA 2008 (Anaheim): <http://www.nbnbooks.com/BEA/#american>

---

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

---

### **Book Expo America**

Dates: 05/30 - 06/01

Location: Los Angeles, CA

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

### **Book Expo Canada**

Dates: 06/15 - 06/16

Location: Toronto, Ontario

Website: <http://www.bookexpo.ca>

### **ALA Annual Conference**

Dates: 06/28 - 07/01

Location: Anaheim, CA

Website: <http://www.ala.org/ala/eventsandconferencesb/annual/2008a/home.htm>

**CBA - Intl Christian Retail Show**

Dates: 07/13 - 07/17

Location: Orlando, FL

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

**NEIBA**

Dates: 09/18 - 09/20

Location: Boston, MA

Website: <http://www.newenglandbooks.org/>

**MPBA**

Dates: 09/24 - 09/27

Location: Colorado Springs, CO

Website: <http://www.mountainsplains.org/index2.html>

**SIBA**

Dates: 09/26 - 09/28

Location: Mobile, AL

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

**GLBA - Great Lakes Booksellers Annual**

Dates: 10/03 - 10/05

Location: Dearborn, MI

Website: <http://www.books-glba.org/index00.php>

**NCIBA - North. CA Indep. Book Ass**

Dates: 10/03 - 10/05

Location: Oakland, CA

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

**Frankfurt Book Fair**

Dates: 10/15 - 10/19

Location: Frankfurt

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

---

**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 deadlines for the Feb/ March '09 catalog are as follows:**

Copy and Space Reservations: May 14, 2008 (this has passed!)

Tipsheets and Color Art: June 4, 2008

**The deadlines for the April/ May '09 catalog are as follows:**

Copy and Space Reservations: July 16, 2008

Tipsheets and Color Art: August 6, 2008

**The deadlines for the June/ July '09 catalog are as follows:**

Copy and Space Reservations: September 17, 2008

Tipsheets and Color Art: October 8, 2008

The full catalog schedule is here:

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

## INFORMATION THAT BEARS REPEATING

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

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.

---

**TRANSITION TO ISBN 13**, *by Karen Mattscheck, Publisher Services*

---

**The book industry is changing over to a 13 digit ISBN starting January 1, 2007.**

Key points to remember:

--There is no change to the bar code itself.

--Prior to January 1, 2007, the 10 digit isbn MUST appear on the back of the book above the bar code and on the copyright page.

--After January 1, 2007, all new print runs MUST have the 13 digit isbn on the back of the book above the bar code and on the copyright page.

--You can put both the 10 and 13 digit isbns on top of your bar code and on the copyright page, effective immediately.

### After January 1, 2007

Printing only the ISBN-13 above the bar code is recommended for titles published after January 1, 2007.



### **Transition: Both ISBN-10 and ISBN-13 Above Bar Code**



### **WHAT HAPPENS TO BOOKS ALREADY IN THE WAREHOUSE?**

Books currently in stock will not need to be restickered with the change in the item number. The new isbn is contained within the bar code itself and written underneath it. The accounts have agreed to work with that bar code to determine the new isbn. All new books shipped as of January 1, 2007, however, must have the 13 digit isbn on top of the bar code in a human readable format.

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

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

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

Join **PMA**: <https://pma-online.org/membappl.cfm>

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

**WHOM TO CONTACT AT NBN:**

Item	Staff Person	Ext.	Email
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	Davida 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	Cassie Copper	5525	<a href="mailto:ccopper@nbnbooks.com">ccopper@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	Ginger Miller	5510	<a href="mailto:gmill@nbnbooks.com">gmiller@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	Davida Breier/Ginger Miller	5513/5510	<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>
Stock Receipts	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Stock Transfers	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Titles on the Web	Kathy Stine	3568	<a href="mailto:kstine@rowman.com">kstine@rowman.com</a>
Trade Shows	Davida Breier/Ginger Miller	5513/5510	<a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>
Yearly Schedule Calendars	Ginger Miller	5510	<a href="mailto:gmill@nbnbooks.com">gmiller@nbnbooks.com</a>