



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

**MAY-JUNE 2009**

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**NOTES FROM THE EDITOR**

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BEA 2009 was definitely different than previous years, but despite some early doubts, I think many of the changes worked. Overall, the NBN pavilion remained busy for the duration of the show, but it was never bombarded with people simply looking for free books or booze. As I walked the floor, I got the sense it was similar for other exhibitors.

Reed assured exhibitors that there would be fewer attendees, but the people attending would bring more to the show. I have to say, I think they are right. Many exhibitors took smaller

spaces or moved off the show floor entirely. It made the show more navigable and I walked much of the floor, something I hadn't been able to do in years because of time constraints. I was even able to attend seminars. Meetings were scheduled in advance and there seemed to be a lot more quality discussion going on and much less in the way of wacky self-promotion. It was evident the over-indulgent budgets of BEA's past were gone, but it seemed to infuse the show with some common sense and the reminder that we're all there for business.

Without a doubt, one of the big topics of discussion at the show was digital publishing. I met with many digital vendors and NBN will soon be launching an expanded digital program. (More on that in the next issue of News Breaking Now!)

The mountains of free galleys were gone, replaced by long lines of booksellers, librarians and fans seeking signed copies both in-booth and in the traditional autographing area. Librarians are now attending BEA more than they are ALA. Overall, I'm quite pleased with how the show turned out for NBN and its exhibiting and attending publishers.

BEA By The Numbers:

- Total Attendance: 29,923 (up 1500 from LA, but down 6,189 from the last show in NYC)
- Book buyers: 7,066 (same as last year)
- Media: 1,700 (an increase from 1,250)

If you want to save the date for 2010, the show is back in NY and will run from the afternoon of Tuesday May 25th to Thursday May 27th. This mid-week schedule is quite a change and we will keep you posted as details are released. The first day of the show will consist of educational sessions.

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## IMPORTANT REMINDERS

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Don't forget to download the most up-to-date information about **rep assignments** and also mailing labels from our website:

<http://www.nbnbooks.com/publishers/>

<http://www.nbnbooks.com/publishers/salesrepassignments.xls>

[http://www.nbnbooks.com/publishers/NBN\\_Rep\\_Labels04-2009.doc](http://www.nbnbooks.com/publishers/NBN_Rep_Labels04-2009.doc)

When you have **breaking publicity** the fastest way to disseminate this information to the NBN sales and marketing team is to use the publicity update form:

<http://www.nbnbooks.com/publishers/DataUpdate/Publicity.shtml>

Also, the **catalog schedule** (<http://pdfs.nbnbooks.com/NB/NNe/NBNNewCatSchedule.pdf>), **catalog copy** ([http://www.nbnbooks.com/production/catalog\\_copy/index.shtml](http://www.nbnbooks.com/production/catalog_copy/index.shtml)), and **tip sheet** (<http://www.nbnbooks.com/production/tipsheets/TipSheetTemplate.shtml>) forms are all online. Fee information is also online: <http://pdfs.nbnbooks.com/NB/NW0/NBNW08CostsFees.pdf>

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**\*\*\*FREE CLASS\*\*\*: RED HOT INTERNET PUBLICITY 2.0**

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On June 11, 2009 at 2:00PM Eastern (11:00AM Pacific) Author Marketing Experts will be presenting an hour-long class on Red Hot Internet Publicity 2.0. NBN has started working closely with Penny Sansevieri and her company, Author Marketing Experts, on web marketing efforts. Penny is a sought-after speaker and counselor and has put together a FREE one-hour seminar for our publishers.

*"If you think you have your Internet marketing covered with just a web site, you might be missing out on a bucket of Internet gold. This class is packed with information with everything from understanding social media to monetizing sites like Facebook, Squidoo, and Twitter. We'll also talk about what you should never do on your web site and why a blog is a must-have part of any Internet campaign. We'll also look at some of the hottest online trends too!"*

- *The secret to getting thousands of hits on your web site and then converting them into sales!*
- *Top internet promotion techniques that won't cost you a dime!*
- *The Virtual Author Tour™, how you can "tour" yourself on the net*
- *How to use site like Facebook and Squidoo to build your customer base*
- *What is Twitter? We'll talk about Twitter and how to use it to drive more sales to your web site*
- *How to create a web site that sells your book*
- *Simple steps to blogging effectively!*

*Bonus: We'll even include some time-saving hints to maximize your online efforts without spending HOURS online!*

Remember, the seminar is **\*FREE\*** and as many in your organization as you would like can participate. You can also have your authors join the seminar to help them with their marketing. It will be an info-packed, one-hour session and registration is simple. Just email [authors@amarketingexpert.com](mailto:authors@amarketingexpert.com) with the subject line: **NBN Class**. You'll then be sent instructions for calling in and logging on.

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**FILEDBY – AUTHORS CLAIM YOUR PAGES!**

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FiledBy (<http://filedby.com/>) is a bit like Facebook, IMDB, Goodreads, and Amazon all rolled into one and JUST for authors. The site is still in its beta stage, but aims to connect readers and authors. Basically every author (or editor, illustrator, or main contributor) tied to an existing ISBN has a page. FiledBy already has already built 1.8 million webpages and are waiting for authors to claim the pages and enhance the content. Once a page is claimed, the author can then link to other sites, blog, add covers and photos, and use the page as a centralized spot for all the Facebook, Twitter, and blog sites the author is already using. A basic listing is free, but authors

(or publishers) can choose to increase their membership levels ([http://filedby.com/service/tier\\_matrix.aspx](http://filedby.com/service/tier_matrix.aspx)).

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## PITCHING PW

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PW wants to talk to *you* about the changing landscape of publishing and has a new editor, Andrew Albanese, seeing stories. You can pitch him at [aalbanese@reedbusiness.com](mailto:aalbanese@reedbusiness.com).

Read more here: <http://www.publishersweekly.com/article/CA6660301.html>

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## AMAZON.COM'S AUTOMATED AND PERSONALIZED MERCHANDISING: HOW IT WORKS, by Jason Brockwell, National Account Rep.

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As part of Amazon.com's quest to be the first place consumers go to find and buy anything online, they have developed a broad range of merchandising programs. Their Automated and Personalized (A&P) merchandising technology is the foundation of their co-op program which helps them sell more books.

A&P merchandising continuously shows titles to the most relevant customers, thereby introducing them to titles they may not have found otherwise. Amazon collects and aggregates customer data such as browsing and viewing patterns and buying history. To offer a bricks-and-mortar interpretation: it's as if Amazon follows customers through its store and makes note of everything they pick up, turn over, put back or purchase and then this is compared with what similar customers are doing. This information is then used to identify books that each customer might want to browse or buy on Amazon.

A&P creates a shopping experience which helps customers find and buy books. Amazon says it's like each customer is being helped by a sales person who automatically knows what they like. If you search for a favorite title or topic and visit that book's page on Amazon, pay close attention to how your shopping experience becomes tailored to your own specific interests and browsing history, both immediately and upon return trips.

A&P merchandising automatically includes your books in hundreds of promotions that include:

- **Customers Who Bought – Customers Who Viewed:** displays those items most frequently purchased or viewed by customers who viewed the item.
- **Shopping Cart Recommendations:** shows customers a variety of products after adding something to their shopping cart, based on the contents of the shopping cart. The types of recommendations include things like:
  - "Customer that viewed X also viewed"
  - "Customers that purchased X also purchased"
  - "Top sellers in the same category"
  - "Accessories for X"
  - "Items from your wishlist"

- **Recommended For You:** based on past items you have purchased, recommendations are made for similar products.
- **Email:** automated emails containing recommended products which are specific to that customer are sent. The recommendations are based on items the customer has purchased or told us they own.
- **Next in Series:** a customer is shown another item from a collection containing items they have previously browsed or purchased.

A&P merchandising technology works for new and backlist titles in all categories and is designed to help sell not only hot moving bestsellers, but also to bring attention and visibility to niche and slower-moving titles. Amazon will continue to make investments in this technology in the years to come to improve the shopping experience for their customers -- and, of course, to sell more and more books.

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### **ENHANCING YOUR AMAZON PRESENCE**

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For adding additional content to the product page, use Amazon's **Content Update Form**  
<http://www.amazon.com/gp/content-form/?ie=utf8&product=books>

Amazon also offers **Amazon Connect** and **Author Central**, where authors can view and edit bibliographies, add a photo and biography to a personal profile, and use a blog to connect with readers. Learn more here:

<http://www.amazon.com/gp/help/customer/display.html?nodeId=15700651>

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### **COVER TO COVER RADIO SHOW**

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Starting June 13th, Frank Gromling (Ocean Publishing) will host a radio talk show called "Cover to Cover" on AM and FM stations in northeast Florida and streaming worldwide on [www.wnzf.com](http://www.wnzf.com). The show will air every Saturday morning at 11:30 Eastern/8:30 Pacific. The show's focus will be on books and book publishing, with guests from every aspect of the book world, including authors, reviewers, buyers, publicists, printers, publishers, distributors, sellers, and more.

If you are interesting in talking to Frank about being a guest, email him ([publisher@ocean-publishing.com](mailto:publisher@ocean-publishing.com)) with the potential topic. For more information about the show visit <http://oceanpub.wordpress.com>.

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**US CUSTOMS REQUIREMENTS TIGHTENED**, *By Karen Mattscheck, Publisher Services*

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US Customs is stiffening their requirements for product coming from overseas ports. As of January 26, 2010, your product will not be loaded onto a ship if the product does not meet the requirements. The requirements are that the shipment must be electronically filed with US Customs well before the product is to be loaded onto the ship. This is to meet the 10+2 regulations for US Customs.

US Customs expects companies that plan to import cargo into the United States to start transmitting the necessary data to US customs well before the deadline of January 26, 2010. For those publishers that want to utilize the services of Gateway Logistics Services, Inc., they must decide and follow the new process of transmitting to US Customs starting July 31st, 2009. This will allow for the US Customs specified test phase (Jan. 26, 2010 legislation) to work out any data or process issues.

Data that needs to be provided to Customs includes:

ISF-10 importer security filing information. This includes the printer, the company invoicing the publisher, where the container is loaded, whoever is putting the container together, the publisher, NBN address, the importer of record (please remember that unless you are going through Gateway Logistics NBN is NOT the importer of record), the country of origin and the identifier of the product (i.e., art books, textbooks).

ISF-5 -- information re. where the product is being transferred from. This includes booking party name and addresses, foreign port of unloading, place of delivery, ship to name & address, harmonized tariff schedule.

Other information -- the sender file code, surety code, bill of lading #, bill of lading SCAC, container SCAC.

Please check with your shippers asap to make sure that they are going to be compliant with these new regulations for any product that will be shipped next year. If they are not completely compliant, it will prevent your stock from being shipped. Currently we have stepped in where paperwork has been incomplete when it arrives in the US -- that will no longer happen as the product won't even get here.

If you are not sure whether your shipper/broker will be meeting these requirements and/or you want to be sure you will not have a problem, you can contact Gateway Logistics [peter.oetker@gatewaylogistics.biz](mailto:peter.oetker@gatewaylogistics.biz) or 717-428-2507 or 888-800-1080.

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## THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS AND AUTHORS

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**35 Tools That Make Your Freelance Career Easier:**

<http://freelancefolder.com/35-online-tools-to-make-your-freelance-career-easier/>

**133 Ways to Tweet: What to Tweet, How to Tweet:**

<http://www.bookmarket.com/50WaystoTweet.htm>

**Google Knol**

Share your expertise or even chapters of your books:

<http://knol.google.com/k>

**Help your authors promote their expertise:**

<http://helpareporter.com/>

<http://www.articlesbase.com/submit-articles.php>

<http://submitarticles.com/>

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## NBN DIGITAL: KINDLE AND SONY

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NBN is now offering services to assist with the distribution of digital materials. We are now working with Sony and Kindle and are in negotiations with several other vendors. If you need more details about this 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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## CPSIA UPDATE

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As you know, the children's book industry was threatened by new regulations this winter. You are read more about CPSIA here:

<http://www.publishersweekly.com/article/CA6648713.html>

Despite the changes in the language of the regulations and effective dates, some accounts are still requiring the testing information. Publishers who sell non-traditional book products or into non-trade markets should be aware that, "... not only are the leading mass-market retailers such as Target and Wal-mart (which buys books through Levy and Baker & Taylor) requiring testing, but so are catalogers, dollar stores such as Dollar Tree, specialty stores such as Marshall's and TJ Maxx, and specialty chains such as Learning Express. In some cases they have thick testing manuals for their vendors to follow, as well as blanket testing policies that cover all product categories equally, no matter what the relative likelihood of high lead content."

<http://www.publishersweekly.com/article/CA6648646.html?nid=2286&source=link&rid=>

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## **NEIBA GALLEY PROGRAM**

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The New England Independent Booksellers Association is pleased to announce a new regional program designed to target distribution of free review copies, ARCs, or galleys of your forthcoming titles to buyers and frontline booksellers in New England and upstate New York.

How it works:

- \* Three alerts each year
  - February (Spring)
  - May (Summer titles - June through August)
  - August (Fall titles - August through December)
- \* \$100 per title (due by May 15)
- \* New publications with New England authors or subject matter in all categories
- \* NEIBA will email the information to members stores and list it on our website

What we need emailed to us:

- \* Title
- \* Author - including hometown
- \* Publisher/Imprint
- \* ISBN
- \* Format
- \* Price
- \* Publication Date
- \* Age group if children's title
- \* 50 word description including details of regional interest
- \* How many books, ARCs or galleys are available (25 minimum)
- \* Publisher contact name and email who booksellers should email for review copies
- \* Jpeg of jacket, 4-color, 2" high minimum

Contact:

New England Independent Booksellers Association  
297 Broadway, Arlington, MA 02474  
781-316-8894  
[nan@neba.org](mailto:nan@neba.org)

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

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**Shelf-Awareness** has a lengthy list of trade and consumer book shows:

<http://www.shelf-awareness.com/news.html>

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

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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 Tressa Helvey (x 5511).

### **UPCOMING DEADLINES:**

**The recent deadlines for the Feb/Mar '10 catalog were as follows:**

Copy and Space Reservations: May 12, 2009

Tipsheets and Color Art: June 2, 2009

**The upcoming deadlines for the April/May '10 catalog are as follows:**

Copy and Space Reservations: July 14, 2009

Tipsheets and Color Art: August 4, 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](http://www.overduemedia.com) ([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/>.

## **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 go to 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

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	David Breier	5513	<a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>
Advice, General	Your Account Manager		
Backorders/Advance	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	Tressa Helvey	5511	<a href="mailto:thelvey@nbnbooks.com">thelvey@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		
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