



Dear NBN Publisher,

One of NBN's most important roles is to stay ahead of the information curve. We regularly adapt our processes to meet the demands of our customers to ensure your continued success. One of our most pressing concerns has been the amount of lead-time the accounts now require for advance title information – a full six months before a book is published. This push for earlier information affects our conference schedules, data feeds, marketing materials and most important, our sales presentations.

The major components of the sales process are your catalog copy and tip sheets. These two tools you provide us are vital and drive the data needed for title information feeds and our printed catalogs.

In the past few months we have been meeting with and soliciting opinions from our accounts, clients, and sales staff on the most effective way to meet these new demands. As a result of these discussions, we have decided to make some significant changes to the entire new title information process.

Tressa Helvey is leading the restructuring and implementation of our future catalog schedules. But before we provide you the details, it is important that we share the reasons for revising the process:

1. Accounts are requiring that complete and accurate data be available much earlier. Title data must be set up in their databases BEFORE our reps can schedule an appointment.
2. The new schedule will allow our reps to know about your new titles earlier and be fully prepared for each sales call.
3. You will have increased flexibility to catalog important late breaking books.
4. The new schedule will help level out our information requests and allow you to focus on 2 months of books rather than multiple months per catalog. You will have a more regular schedule to help smooth your workflow peaks and you'll feel less pressure to put a title in a catalog before it is ready.

We're anxious to implement the new catalog plan and will begin the new schedule with April/May 2008 publication months. The first deadline is coming up quickly and will be in mid-July. You will hear from Tressa very shortly with the details but I wanted to give you some advance notice that they will be coming.

We continually appreciate your support as we meet the ever challenging demands of our customers.

Sincerely,

Neil Levin  
Senior Vice President