



For Immediate Release
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New Title Alerts for Booksellers
What's New on the Topic "Snorkeling"?

Cologne – Many customers and plenty of unusual wishes? One or the other wishes can of course be instinctively fulfilled. However, what about the interest that your customer keeps to himself?

Multiply it with the number of your entire customers, this would result in an inconceivable variety of special interests that no bookseller can match.

Now, how about if you can say to your customers: "Whatever your interest, we will make sure that you are always well informed when new and forthcoming titles in your areas of interest are published, and a mouse click will bring you what you want!"

Too much effort? None whatsoever, because we will take over this task from you and deliver regular updates of new titles in the look and feel of your corporate design to each of your customers according to their needs.

Your customers decide on what, how often and with how much detail they want to be informed and we will deliver the individually tailored new title alerts to them on your behalf. All this is done based on VLB, taking into account the extremely differentiated thema classification. Thus, they will not miss any novel, cookbook, travel guide – nothing

whatsoever. They can even place their orders directly from your newsletters into your shopping cart.

Furthermore, if you want to stand out from the competition with unique content such as feature text, thema newsletter or an exclusive interview, we will gladly make you a suitable offer.

We look forward to your inquiry!

About NEWBOOKS Solutions

NEWBOOKS Solutions GmbH (Cologne) is one of the German publishing industry's leading software providers, developing solutions for all sectors of the publishing industry at a time of rapid transformation driven by digitization. The company is focused on developing and administering systems for publishers, booksellers, wholesalers and library suppliers in both the German and international markets.

The company was founded by Moritz Hodde in 2003 and quickly developed into one of the industry's leading providers of high-quality metadata and software solutions. Collaboration with the software provider iucon quickly led to development of a range of new title alerting services based on the NEWBOOKS Catalogue containing both German and English bibliographic data, an approval plan system for library suppliers, an industry-wide solution for the ONIX 3.0 import of title data and the new title announcement and ordering system «SARA» for Springer Nature.

In 2013 Moritz Hodde and Amr Osman founded NEWBOOKS Solutions together with Stefan Schwedt and Björn Stude. Since then the company has developed groundbreaking solutions for the industry such as VLB-TIX, the standard new title announcement service for the German-speaking publishing industry. With its ONIX 3.0 import and export systems NEWBOOKS Solutions has become one of the pioneers in the introduction and implementation of the book industry standard.

In June 2016 NEWBOOKS Solutions received the «MarkLogic Partner Excellence Award» in London. New services and products, e.g. Smart Data projects, Virtual Reality application development, and the new tool «Library Monitoring», complete NEWBOOKS' product range.

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