Bowker and Impelsys Announce Joint Marketing Program and Debut of SEO Title Cards Offering at Book Expo America

iPublishWidgets and SEO Title Cards enhance book discoverability on search engines and social networks, drive online sales for publishers

New Providence, NJ (Vocus)June 5, 2009 -- Bowker, the world's leading source for bibliographic information, and Impelsys, a leading provider of e-content solutions and services for publishers, are pleased to announce a joint-marketing program that will enhance the discoverability of more than nine million titles that are commercially available in Bowker's Books in Print® catalog. Integrated within Bowker's new SEO Title Cards, Impelsys' iPublishWidgets will enhance Bowker's capacity to effectively market and sell books to consumers.

Bowker's SEO Title Cards and iPublishWidget, a component of the iPublishCentral tool suite from Impelsys, are currently offered as value-added services to publishers who provision bibliographic meta-data to Bowker or purchase ISBNs from the U.S. ISBN Agency. Publishers can opt to control the affiliate sales channeling elements with iPublishWidget on Bowker's SEO Title Cards for a small monthly fee and can further enhance the widgets to include links to their own online catalogues through Bowker's MyIdentifiers.com title management platform.

"As sales channels continue to aggressively shift from traditional retail environments to the Internet, social networks and search engines will become a core part of the marketing DNA for book publishers," said Andy Weissberg, Vice President of Identifier Services and Corporate Marketing at Bowker. "This innovative combination of search engine optimization, widgets, social network marketing capabilities and affiliate sales channeling is helping redefine Bowker's Identifier Services value propositions."

For more information on this, please visit officials of Bowker (Booth #3505) and Impelsys (Booth #3613) at the Book Expo America show and conference at the Jacob K. Javitz Center in New York, May 29-31, 2009.

iPublishWidget is part of iPublishCentral, an e-publishing tool that allows publishers to drive their marketing, delivery & distribution strategies online. iPublishWidget is a viral marketing tool that helps publishers promote their brand and market books on the Internet. Readers and authors can use iPublishWidgets to spread information about a title of interest on social networking web sites like Facebook and MySpace. Readers and authors can also easily add book widgets to their personal blogs. This viral marketing tool enhances visibility, sustains interest and enables sales conversions for any title.

"In partnering with Bowker, we are excited to bring the latest in social media marketing tools that leverage the global influence of the Internet to greatly enhance how publishers can interact with their target audiences and drive sales for their content," said Sameer Shariff, CEO of Impelsys. "Combining iPublishCentral's self-service widgets with Bowker's new SEO Title Cards brings together two powerful technologies that enable the publishing community to connect with and empower their audiences and to discover demographics of where their content is viewed."

About Bowker
Bowker is the world's leading source for bibliographic information. The company provides searching,
analytical, promotional, and ordering services to publishers, booksellers, libraries, and patrons through national and international brands, including: Books In Print®, Global Books In Print®, Syndetic Solutions™, Pubnet®, PubEasy®, PubTrack™, AquaBrowser®, and more. In the U.S., Australia and Puerto Rico, Bowker is also the exclusive ISBN and SAN Agency and a DOI registration agency for the publishing industry. Bowker is headquartered in New Providence, New Jersey, with operations in East Grinstead, England, and Melbourne, Australia. For more company details, please visit www.Bowker.com.

About Impelsys

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