Leading Self-Publisher Outskirts Press Partners with R. R. Bowker to Offer Private Label Single ISBNs to Self-Publishing Authors for 20 Percent Discount

Addressing the concern that in order to truly "self-publish"a book, the author must own the ISBN, Outskirts Press has reached an agreement to be a designated agent of R.R. Bowker, the official ISBN Agency for the United States.

Parker, CO (PRWEB) June 1, 2010 -- Immediately on the heels of the Book Expo of America, Outskirts Press, the fastest growing self-publishing and book marketing company, and R. R. Bowker, the official ISBN Agency for the United States, today announced they have reached an agreement establishing Outskirts Press as a designated ISBN agent of R. R. Bowker.


With the request of a Private Label ISBN through Outskirts Press, a single ISBN will be assigned in the name of the author, and/or to his/her publishing company.

According to Outskirts Press CEO Brent Sampson, "While our best publishing packages have always included ISBNs, now self-publishing authors have the option of owning their own ISBN and publishing under their own imprint name while still receiving all the valuable publishing and marketing support of Outskirts Press."

Prior to the agreement, self-publishing authors could publish with Outskirts Press under their own publishing imprint for a $99 Publishing Imprint fee only if they brought their single ISBN with them, which they would typically need to acquire from Bowker, either in blocks of 10, or via a single ISBN purchase for $125.00.

With the agreement in place, self-publishing authors can now conveniently add the Private Label ISBN to their Imprint option through Outskirts Press for $99, which is 20% less than purchasing the ISBN through Bowker directly. Barcodes using the Private Label ISBN are included, saving the author an additional $25.00.

"Bowker is excited to partner with Outskirts Press to help the more savvy self-publishing authors secure their own ISBNs and take control over how their books are identified, discovered, and sourced in bibliographic catalogues," stated Andy Weissberg, Bowker Vice President of Identifier Services and Corporate Marketing.

For more information about the Private Label Imprint and ISBN option, along with all the services and products Outskirts Press makes available for writers who are writing, publishing, and marketing books, please visit http://outskirtspress.com.

About Outskirts Press, Inc:

Outskirts Press, an Inc. 500 company, offers full-service, custom self-publishing and book marketing services for authors seeking a cost-effective, fast, and flexible way to publish and distribute their books worldwide while retaining all their rights and full creative control. Available for authors globally at www.outskirtspress.com and
located on the outskirts of Denver, Colorado, Outskirts Press represents the future of book publishing, today.

About R. R. Bowker:

Bowker is the world's leading provider of bibliographic information management solutions designed to help publishers, booksellers, and libraries better serve their customers. The company is focused on developing various tools and products that make books easier for people to discover, evaluate, order, and experience, as well as providing services to publishers that help them better understand and meet the interests of readers worldwide. Bowker is a member of the ProQuest family of companies and is headquartered in New Providence, N.J., with additional operations in England and Australia. For more information, please visit www.bowker.com.

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