April 23, 2008 Enhancements to Publisher Alley®

Sales Period Comparison

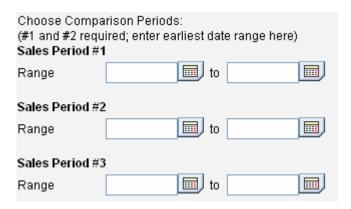
Those attending the Pub Alley sessions at the Baker & Taylor vendor summit were introduced to a new feature in advance of its recent rollout. This is the sales period comparison, which allows the comparison of three user-defined sales periods (a week, a month, a day, etc.) for individual ISBNs, with the sales in each period shown next to one another for analysis. This is useful for comparing sales of known seasonal titles over several years, sales of event-driven material (movie tieins), or for pinpointing sales trends on titles with seemingly erratic peaks and valleys.

This is how the comparison works:

1. Search for titles that you would like to compare over the same periods of time. Each comparison report can hold up to 100 ISBNs. Once you have selected the desired titles, click "Comparison" at the top right:



2. When you click the button, you'll be prompted to name the report and enter comparison periods:



- 3. Use the Sales Comparisons link in the left-hand navigation to find and view your comparison, as you would a Watchlist.
- 4. Results display as below; the option to email exists.



In the sample above, we wanted to test the sales of a backlist "weight-loss" title in January, when we would expect strong sales, as well as in another random month. Though this title had strong January sales over three years after publication, it didn't fare as well in the previous October.

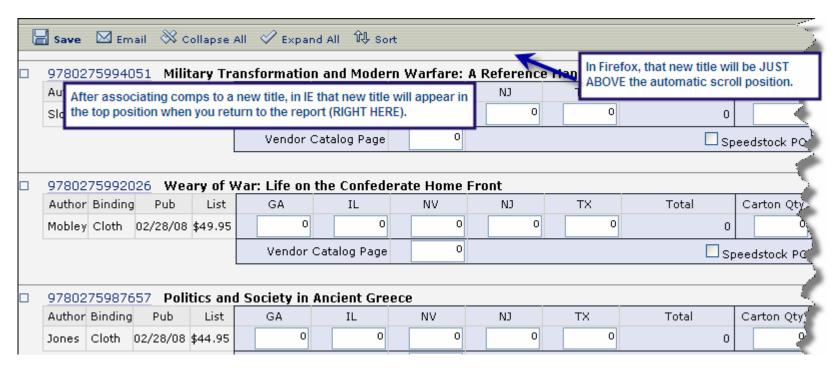
Increased Efficiency in the Buy Report

Also at the vendor summit, we received feedback on the Buy Report. A larger upgrade is still on the agenda, but we were pleased to roll out one fix that will save users time in the interim. Now, as you work your way down a report, adding quantities and saving, the report will hold its position after each save. Time spent scrolling down to the next title in sequence has been eliminated.

Additionally, when you add comparable titles to a new title(s) in a Buy Report, the report will automatically reopen to the position of the new title you selected (if you select two new titles at once, the report will open to the position of the *first* new title in sequence). To take advantage of this feature, be sure to click the report link that appears just after you add comparable titles:

ISBN	Title	Author	Binding
9780275998714	A Word from Our Viewers: Reflections from	Barfield	Net
_			
Thi	s is a direct link to the Buy Report that was just updated.	Clicking here	
Thi ins	s is a direct link to the Buy Report that was just updated. tead of clicking the link in the left-hand navigation saves	Clicking here steps AND	
Thi ins set	s is a direct link to the Buy Report that was just updated. tead of clicking the link in the left-hand navigation saves s up the report at the position of the most recent new title	Clicking here steps AND updated.	
Thi ins set	s is a direct link to the Buy Report that was just updated. tead of clicking the link in the left-hand navigation saves s up the report at the position of the most recent new title	Clicking here steps AND e updated.	

Note that the feature works slightly differently in IE and Firefox, as described below.



If you have questions about the developments, or additional suggestions, please contact us at Pub Alley: **NH:** Dan Kervick, Jamie Carter, Lisa Parker (603) 746-3102; **NJ:** Marin Foster (908) 541-7392