

On the cheap

E commerce for publishers

Emma Barnes
MD, Snowbooks

What are we talking about here?

- ▶ Using a database to store all bibliographic data
- ▶ Sending that data in a recognised form to supply chain partners
- ▶ Using that data again and again



It's all about making life easier

- ▶ Time-saving
- ▶ Stress-saving
- ▶ Embarrassment-saving
- ▶ Money-saving

- ▶ Sales-generating
- ▶ Kudos-generating
- ▶ Relationship-generating



And it can be done for about £100

- ▶ ATM: \$240
- ▶ XML editor - Cooktop: Free
- ▶ <http://www.tucows.com/preview/350904>
- ▶ ConText : Free
- ▶ <http://www.tucows.com/preview/349269>
- ▶ XSLT: Free
- ▶ emma@snowbooks.com

The screenshot shows a web browser window displaying the Tucows website. The page features a navigation menu with categories like WINDOWS, MACINTOSH, LINUX, WEB 2.0, VOIP REVIEW, and ARTICLES. A search bar is visible. The main content area highlights the software 'ConTEXT 0.97.4' with a 'DOWNLOAD NOW' button. The software description states it is a text editor for software developers, supporting various programming languages and file encodings. A sidebar on the left lists various software categories, and a 'Recommended' section on the right suggests 'Registry Mechanic'.

Example: using ONIX to create webpages

titles.fp5

The Anko Publishing Manager ? Go [Create New Title](#) [Delete Title\(s\)](#) [Onix Message](#) [Export](#) [Publishing Plan](#) [Quit](#)

Title List

Record 40 of 69 [69]

Current Set: First Prev Next Last

[Title List](#) [Title Detail](#) [Contributor\(s\)](#) [Misc. Info](#) [Specification](#) [Marketing](#) [Rights](#)

[Title Checker](#) | [Show All](#) | [Select All Found Title\(s\)](#) | [View Selected](#) | [View Un-selected](#) | [Clear Selected](#)

Search Title Name ?

ID	Title+	ISBN	Author	Medium/Format	Title Status	Publication	
T28	Angel Fire	<input type="radio"/> 190500527X	Lisa Miscione	BC Paperback	20 Available	01/10/2006	
T29	Twice	<input type="radio"/> 1905005288	Lisa Miscione	BC Paperback	20 Available	02/04/2007	
T30	Smoke	<input type="radio"/> 1905005253	Lisa Miscione	BC Paperback	20 Available	01/06/2007	
T31	Living the Good Life	<input type="radio"/> 1905005296	Linda Cockburn	BC Paperback	20 Available	01/01/2007	
T32	Punch Your Way To Fitness	<input type="radio"/> 1905005318	Ian Oliver	BC Paperback	10 Not yet available	01/09/2007	
T33	Shrouded	<input type="radio"/> 1905005415	Carol Anne Davis	BC Paperback	20 Available	01/01/2007	
T34	Sob Story	<input type="radio"/> 1905005334	Carol Anne Davis	BC Paperback	20 Available	01/02/2007	
T35	Going Postal	<input type="radio"/> 1905005342	Mark Ames	BC Paperback	20 Available	01/02/2007	
T36	Adept Ex Machina Omnibus	<input type="radio"/> 190500530X	Robert Finn	BC Paperback	20 Available	19/10/2006	
T37	Lint	<input type="radio"/> 1905005350	Steve Aylett	BC Paperback	20 Available	15/03/2007	
T39	Sparring	<input type="radio"/> 1905005377	Bob Breen	BC Paperback	10 Not yet available	02/08/2007	
T40	Sunny Side	<input type="radio"/> 1905005385	A Milne	BB Hardback	20 Available	01/10/2006	
T41	Needle in the Blood	<input type="radio"/> 1905005393	Sarah Bower	BC Paperback	20 Available	01/05/2007	
T42	Taking the Plunge	<input checked="" type="radio"/> 1905005458	Stacie Lewis	BC Paperback	20 Available	01/04/2007	
T43	Book of Names	<input type="radio"/> 1905005504	Karen Tintori	BC Paperback	10 Not yet available	02/07/2007	
T44	Blindfold Game	<input type="radio"/> 1905005407	Dana Stabenow	BC Paperback	20 Available	02/01/2007	
T46	Shrouded	<input type="radio"/> 1905005326	Carol Anne Davis	BC Paperback	01 Cancelled	19/05/2006	
T47	Memphis Underground	<input type="radio"/> 1905005423	Stewart Home	BC Paperback	20 Available	26/04/2007	

Title List

Record 40 of 69 [69]

Current Set:



Title List	Title Detail	Contributor(s)	Misc. Info	Specification	Marketing	Rights
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Title Checker | Show All | Select All Found Title(s) | View Selected | View Un-selected | Clear Selected

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ID	Title+	ISBN	Author	Medium/Format	Title Status	Publication	
T28	Angel Fire	190500527X	Lisa Miscione	BC Paperback	20 Available	01/10/2006	
T29	Twice	1905005288	Lisa Miscione	BC Paperback	20 Available	02/04/2007	
T30	Smoke	1905005253	Lisa Miscione	BC Paperback	20 Available	01/06/2007	
T31	Living the Good Life	1905005296	Lin				
T32	Punch Your Way To Fitness	1905005318	Iar				
T33	Shrouded	1905005415	Ca				
T34	Sob Story	1905005334	Ca				
T35	Going Postal	1905005342	Ma				
T36	Adept Ex Machina Omnibus	190500530X	Ro				
T37	Lint	1905005350	Ste				
T39	Sparring	1905005377	Bo				
T40	Sunny Side	1905005385	A f				
T41	Needle in the Blood	1905005393	Sa				
T42	Taking the Plunge	1905005458	Sta				
T43	Book of Names	1905005504	Ka				
T44	Blindfold Game	1905005407	Da				
T46	Shrouded	1905005326	Ca				
T47	Memphis Underground	1905005423	Ste				
T48	Handpainted						
T50	Human War						
T51	Monster Island						
T52	Monster Nation						
T53	Monster Planet						
T54	Colour Blind						
T55	Killing Art						
T56	Celestial Omnibus promotions						
T57	Miniature Man promotional ed						
T58	Edgier Waters promotional ed						
T59	Adept						
T60	Deep Hanging Out						
T62	Play Britannia						
T63	Red Men						
T64	Fall	190500561X	Michael McBride	BC Paperback	10 Not yet available	01/10/2007	
T65	City Cycling	1905005601	Richard Ballantine	BC Paperback	10 Not yet available	04/07/2007	

Onix.fp5

Onix Messages

Select the trading partner, message format and message type and click the Generate Onix Message button.

Use General Pricing Only for all records: OR Use Specific Trading Partner pricing where applicable

Onix Message output format:

Onix Message output type:

Incremental Date: (is modified after this date)

Export Records to File

Save in:

File name:

Save as type:

Interlude: Don't Panic

- ▶ I'm going to show you some XML
- ▶ `<speech>`I'm going to show you some XML`</speech>`



```
<?xml version="1.0" encoding="utf-8"?>00
00
<!DOCTYPE ONIXMessage SYSTEM "http://www.editeur.org/onix/2.1/02/reference/onix-international.dtd">00
<ONIXMessage>00
<Header>00
<FromCompany>Snowbooks Limited</FromCompany>00
<FromPerson>Emma Barnes</FromPerson>00
<FromEmail>emma@snowbooks.com</FromEmail>00
<SentDate>20070330</SentDate>00
<DefaultLanguageOfText>eng</DefaultLanguageOfText>00
</Header>00
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</Title>00
<Contributor>00
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<ContributorRole>A01</ContributorRole>00
<NamesBeforeKey>Stacie</NamesBeforeKey>00
<KeyNames>Lewis</KeyNames>00
</Contributor>00
<ContributorStatement>Before her big day, Stacie Lewis chronicled the turbulent events leading up to her wedding in a weekly column for the web site weddings.co.uk. The response was enormous. In the first few months, hits to the site more than doubled to 20-25,000 each day, with thousands returning each week to read her reports from the frontlines. Since then, she has written for several publications including weekly articles for the Detroit News. </ContributorStatement>00
<NoEdition/>00
<BASICMainSubject>FIC000000</BASICMainSubject>00
<BICMainSubject>FBC</BICMainSubject>00
<AudienceCode>01</AudienceCode>00
```

Second interlude: Remain Calm!

- ▶ I'm going to show you some XSL using ISBN 9781905005451
- ▶ I'm going to show you some XSL using ISBN
`<xsl:value-of select="Product/ProductIdentifier/IDValue" />`



```
File Edit XML Code Bits Tools Options Web Window Help
source (xml) xpath console stylesheet(xsl) result result(html)
<div id="sidebar">
<div class="sidebarblock">
<p><strong>Praise for <xsl:value-of select="$bk" />:</strong></p>
  <xsl:for-each select="Product/otherText[TextTypeCode = '08']">
    <p class="quote"><xsl:value-of select="Text" /></p>
  </xsl:for-each>
</div>
<div class="sidebarblock">
<p><strong>Book information:</strong></p>
<p>
Price: <em><xsl:text disable-output-escaping="yes">&#pound;</xsl:text><xsl:value-of
select="Product/SupplyDetail/Price/PriceAmount" /></em><br />
ISBN: <em><xsl:value-of select="Product/ProductIdentifier[ProductIDType = '02']/IDvalue"
/></em><br />
ISBN13: <em><xsl:value-of select="Product/ProductIdentifier[ProductIDType = '03']/IDvalue"
/></em><br />
  <xsl:variable name="dt" select="Product/PublicationDate"/>
Publication Date: <em><xsl:value-of select="concat(substring($dt,7,2), '/',substring($dt,
5,2), '/',substring($dt,1,4))"/></em><br />
Availability: <em><xsl:variable name="cd" select="Product/SupplyDetail/AvailabilityCode"/>
  <xsl:choose>
    <xsl:when test="$cd = 'IP'">Available Now</xsl:when>
    <xsl:when test="$cd = 'NP'">Not Published Yet</xsl:when>
    <xsl:otherwise>Contact us for details</xsl:otherwise>
  </xsl:choose></em><br />
Format: <em><xsl:variable name="xx" select="Product/ProductFormDetail"/>
  <xsl:choose>
    <xsl:when test="$xx = 'B104'">A Format Paperback</xsl:when>
    <xsl:when test="$xx = 'B105'">B Format Paperback</xsl:when>
    <xsl:when test="$xx = 'B106'">Full colour paperback</xsl:when>
    <xsl:otherwise>TBC</xsl:otherwise>
  </xsl:choose></em><br />
Category: <em><xsl:variable name="au" select="Product/BICMainsubject"/>
  <xsl:choose>
    <xsl:when test="$au = 'FGC'">Crime / mystery</xsl:when>
    <xsl:when test="$au = 'FGB'">Adventure / thriller</xsl:when>
    <xsl:when test="$au = 'FBC'">Modern fiction</xsl:when>
    <xsl:when test="$au = 'CVF'">Memoir</xsl:when>
    <xsl:when test="$au = 'FNB'">Short stories</xsl:when>
    <xsl:when test="$au = 'FGU'">Historical fiction</xsl:when>
    <xsl:when test="$au = 'VFK'">Parenting</xsl:when>
```


Snowbooks: Taking the Plunge - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Stop Refresh Home Search Favorites RSS Print Mail News Groups

Address http://snowbooks.com/web/9781905005451.html

Google Go

Go RSS Print Mail News Groups Bookmarks 49 blocked Check Settings

Snowbooks

Small Publishers Extraordinaire

Home Catalogue Author Info Bookseller Info Press Info FAQs SnowBlog

Stacie Lewis

Praise for Taking the Plunge:

A touching and jaw-dropping account of one woman's pre-wedding calamities that makes a great case for elopement! A fast, easy read that had me gripped, made even more intriguing by the fact that a lot of it seems to be based on the author's real experiences! - Trashyoresta

Book information:

Price: £7.99
ISBN: 1905005451
ISBN13: 9781905005451
Publication Date: 01/04/2007
Availability: Available Now
Format: B Format Paperback
Category: Modern fiction

Trade enquiries

For advance copies, rights enquiries, trade orders and general publisher enquiries you can contact us at info@snowbooks.com or view the AI online.

Press enquiries

Please contact us at publicity@snowbooks.com with any press or publicity enquiries.

If you can request a higher resolution jacket image, you can download our book

Taking the Plunge



About Taking the Plunge

When I chronicled my wedding for the web site weddings.co.uk, I had no idea there were so many women out there experiencing the same thing I was. Like many of them, I thought naively that everyone loves weddings: from the planning stages on, from bridesmaids to mother-of-the-bride. As far as I was concerned, I was the only woman out there who loathed it. The endless shopping trips, obnoxious wedding shop attendants, family feuds, chirpy wedding planners, debates over which shade of blue better matched the bridesmaids' dresses: it all drove me mad. I love my husband, but I hated getting married. Thousands of women must have agreed because they tuned into my story each week. But what kept them coming back? Was it the backstabbing, underhanded, selfish antics that my family stirred up on the road to the big day? Or it could have been my deportation, getting drunk with our rabbi or my mother disowning me? Does it matter? It all made for a good read. I've written a novel based on my experiences, proving the old saying is correct: truth really is stranger than fiction. More importantly I've written a story that has what every bride is looking for – a happy ending. Read more at Stacie's wonderful website!

About Stacie Lewis

Before her big day, Stacie Lewis chronicled the turbulent events leading up to her wedding in a weekly column for the web site weddings.co.uk. The response was enormous. In the first few months, hits to the site more than doubled to 20-25,000 each day, with thousands returning each week to read her reports from the frontlines. Since then, she has written for several publications including weekly articles for the Detroit News.

Read this book if you enjoyed...

Readers who are getting married will love this book as a panacea to the saccharin industry.

Done Internet