

The Benefits of ISTC



July 2, 2010

nielsen

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How the ISTC can help you and your supply chain partners and customers...

Discover your products.

Aimi MacDonald

Head of User Interfaces, Nielsen Book



Where does this discovery happen?

- On the website of an online book retailer.
- In the catalogue on a library management system.
- In the database of a bibliographic data aggregator.

People who search bibliographic databases really need something like the ISTC to identify versions of the same work but they don't usually know that they need it – discovery professionals do!

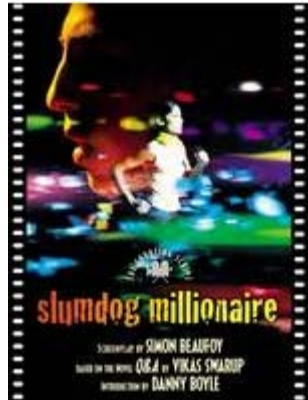


Workarounds

1. Advise the user to run an Author Title search.
2. Offer an “Other Editions” link which runs an Author Title search behind the scenes and offers customers the results.
3. Develop an algorithm to calculate “sameness”.

1. Author Title Search

ISBN: 9781848420397



Author:
Vikas Swarup

Title:
Slumdog Millionaire

With the whole nation watching Jamal Malik is just one question away from winning...

Format:
Paperback

ISBN: 9780552775359



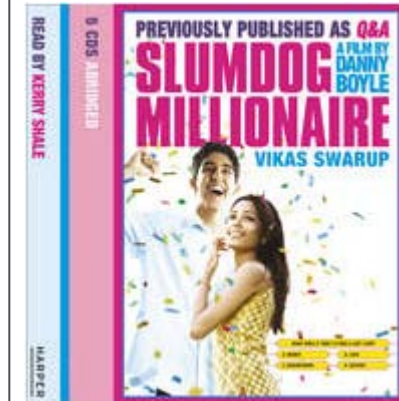
Author:
Vikas Swarup

Title:
Slumdog Millionaire

Former tiffinboy Ram Mohammad Thomas has just correctly answered twelve questions in a TV quiz-show...

Format:
Paperback

ISBN: 9780007206476



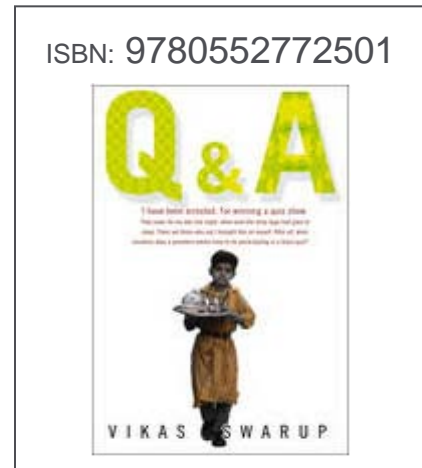
Author:
Vikas Swarup

Title:
Slumdog Millionaire

Read by Kerry Shale, this beautiful award winning audio communicates Vikas' words and narrative to life...

Format:
Audio-CD

1. Author Title Search



Author:
Vikas Swarup

Title:
Q & A

Former tiffinboy Ram
Mohammad Thomas has
just correctly answered
twelve questions in a TV
quiz-show...

2. Other Editions Link

finding other editions of a book

Posted: Sep 5, 2005 11:35 PM PDT

I am curious how to find other editions of a book based off of knowing the ISBN for the first book. Any help in this case would be greatly appreciated. Robert

finding other editions of a book

Posted: Sep 6, 2005 6:46 PM PDT in response to: [Robert E Swarth...](#)

The only way is to get the title and author and do another search. This sometimes produces incomplete list, and sometimes returns books that are not editions of the original. Thus far, though, it is the only way.

3. Develop an algorithm

Managing Sameness

by Karen Coyle

Managing Technology column, *Journal of Academic Librarianship* v. 34, n. 5, 2008. pp 452-453

“When determining sameness we are usually working with metadata that represents the published work, and metadata is but a limited surrogate for the resource itself. **If determining sameness were just a matter of finding two identical records, the task would be simple, but in fact rarely are two metadata records identical.**”

http://www.kcoyle.net/jal_34_5.html

How will the ISTC world look in...

- **The near future: phase I**

- Publishers supply ISTC in their ONIX for books records.
- The majority of ISBN records have an ISTC field
- Databases are still organised by product, each represented with an ISBN, but accurately linking editions and formats is possible.

What benefits in phase I?

Slumdog Millionaire
Vikas Swarup (Author)

Series:

Imprint: Black Swan

Pub Date: 2 Jan 2009



Find all versions of this work

Paperback 400pp h195mm x w129mm x s26mm 268g

ISBN13: 9780552775359 **ISBN13:** 978-0-552-77535-9 **ISBN10:** 0552775355

Edition:

Publisher:

Transworld Publishers Ltd

Publishing Status:

Active

BookScan UK Chart Position:

10462



| | Price | Last Changed | Availability | Expected Date | Last Changed |
|----|-----------|--------------|--------------|---------------|--------------|
| GB | GBP 7.99 | 4 May 2010 | Available | | 9 Apr 2010 |
| AU | AUD 24.95 | 20 Mar 2010 | Uncertain | | 20 Mar 2010 |
| NZ | NZD 28.99 | 9 Jan 2010 | Uncertain | | 9 Jan 2010 |

Click for Real Time Supplier Data

Main UK Distributor: TBS The Book Service Ltd



Title: **Slumdog Millionaire**

Main Contributor: Vikas Swarup
Imprint: Black Swan
Format: Paperback
Distributor: TBS The Book Service Ltd
Wholesaler: ARGOSY BERT EASON GARD
Not for sale in: Canada, United States

ISBN13: 9780552775359
Date Published: 2 Jan 2009
Price: £ 7.99
Availability: Available
Book Scan UK Posn: 10462



Title: **Q and A**

Main Contributor: Vikas Swarup
Imprint: Black Swan
Format: Paperback
Distributor: TBS The Book Service Ltd
Wholesaler: ARGOSY BERT EASON GARD
Not for sale in: Canada, United States

ISBN13: 9780552772501
Date Published: 1 Feb 2006
Price: £ 7.99
Availability: Available
Book Scan UK Posn: 32707



Title: **Q and A**

Main Contributor: Vikas Swarup
Imprint: Transworld Digital
Format: Ebook
Distributor:
Not for sale in: Canada, United States

ISBN13: 9781407012315
Date Published: 4 Sep 2008
Price: £ 7.99
Availability: Available



Title: **Q and A**

Main Contributor: Vikas Swarup
Imprint: Doubleday
Format: Hardback
Distributor: TBS The Book Service Ltd

ISBN13: 9780385608138
Date Published: 1 Apr 2005
Price: £ 12.99
Availability: Not available

How will the ISTC world look in...

- **The slightly further away future: phase II**

- Publishers still supply ISTC in their ONIX for books records.
- Sites have been reorganised with the ISTC as the key so the work is the main item.
- Derived works have the original work ISTC on the ONIX for books record.

Q and A

Vikas Swarup (Author)

Description: Former tiffinboy Ram Mohammad Thomas has just got twelve questions correct on a TV quiz-show to win a cool one billion rupees. But he is brutally slung in prison on suspicion of cheating. Because how can a kid from the slums know who Shakespeare was, unless he is pulling a fast one. In the order of the questions on the show, Ram tells us which amazing adventures in his street-kid life gave him the answers. From orphanages to brothels, gangsters to beggar-masters, and into the homes of Bollywood's rich and famous, Ram's story is brimming with the chaotic comedy, heart-stopping tragedy and tear-inducing joyousness of modern India.

ISTC: 0A9-2010-14H3K211-3 **Origination:** Original Work

BIC Subject & Qualifiers: Modern & contemporary fiction (post c 1945) (FA)

E4Libraries Subject: General (GEN)

Dewey: 823.92 (DC22)

BISAC Subject: FICTION / General (FIC000000)

Readership Level: General (US: Trade)

ISBN | Format | Imprint



ISBN13: 9780552775359
Imprint: Black Swan
Format: Paperback
Distributor: TBS The Book Service Ltd
Wholesaler: ARGOSY BERT EASON GARD

Date Published: 2 Jan 2009
Price: £ 7.99
Availability: Available
Book Scan UK Posn: 10462



ISBN13: 9780552772501
Imprint: Black Swan
Format: Paperback
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Date Published: 1 Feb 2006
Price: £ 7.99
Availability: Available
Book Scan UK Posn: 32707

Why should every developer who puts together a site or a system have to re-invent the wheel when it comes to managing sameness, with varying results?

With ISTC we would have a standard and unambiguous field that discovery professionals could use to link editions and avoid any duplication in results, populated by the people who know best – the publishers!



Thank you

