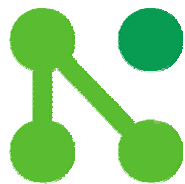


Bibliographic services for Central & Eastern European libraries

Vision and Future of Information Sources



Nielsen
BookData

Barbara Wendlinger
Export Sales Executive

INFORUM 2004, 25th – 27th May 2004, Praha

Nielsen BookData - company history



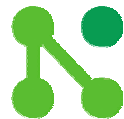
Established over 100 years as the leading provider of bibliographic information
Celebrating 50 years of Teleordering routing services



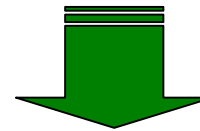
Founded in 1978 as a response to library needs for enhanced quality data



First *Exchange* – specialist in EDI services



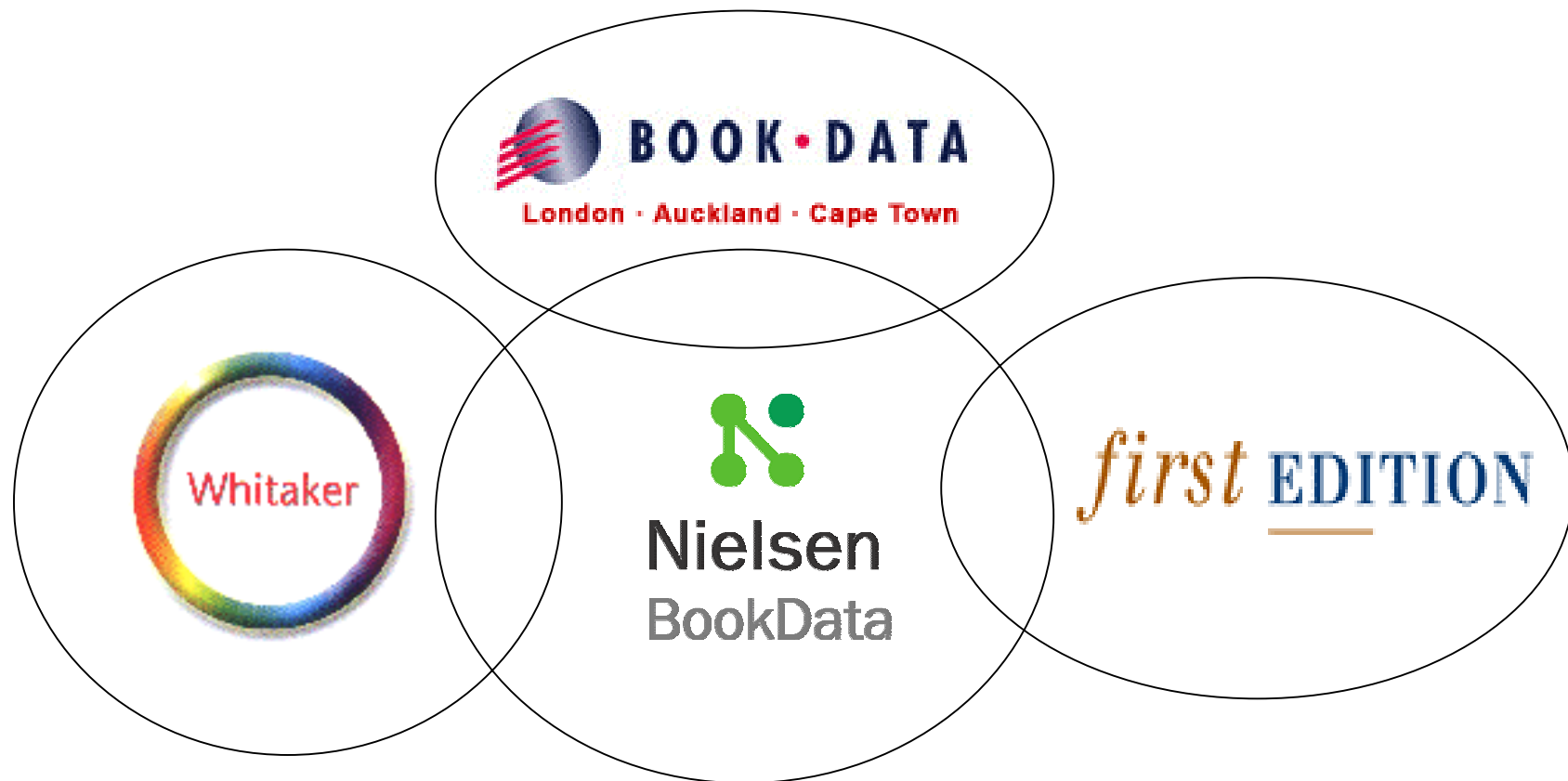
Nielsen
BookData



COMBINED SERVICES
bibliographic database
cataloguing and transaction services

Nielsen BookData

is the integration of three of the book trade's main service providers:



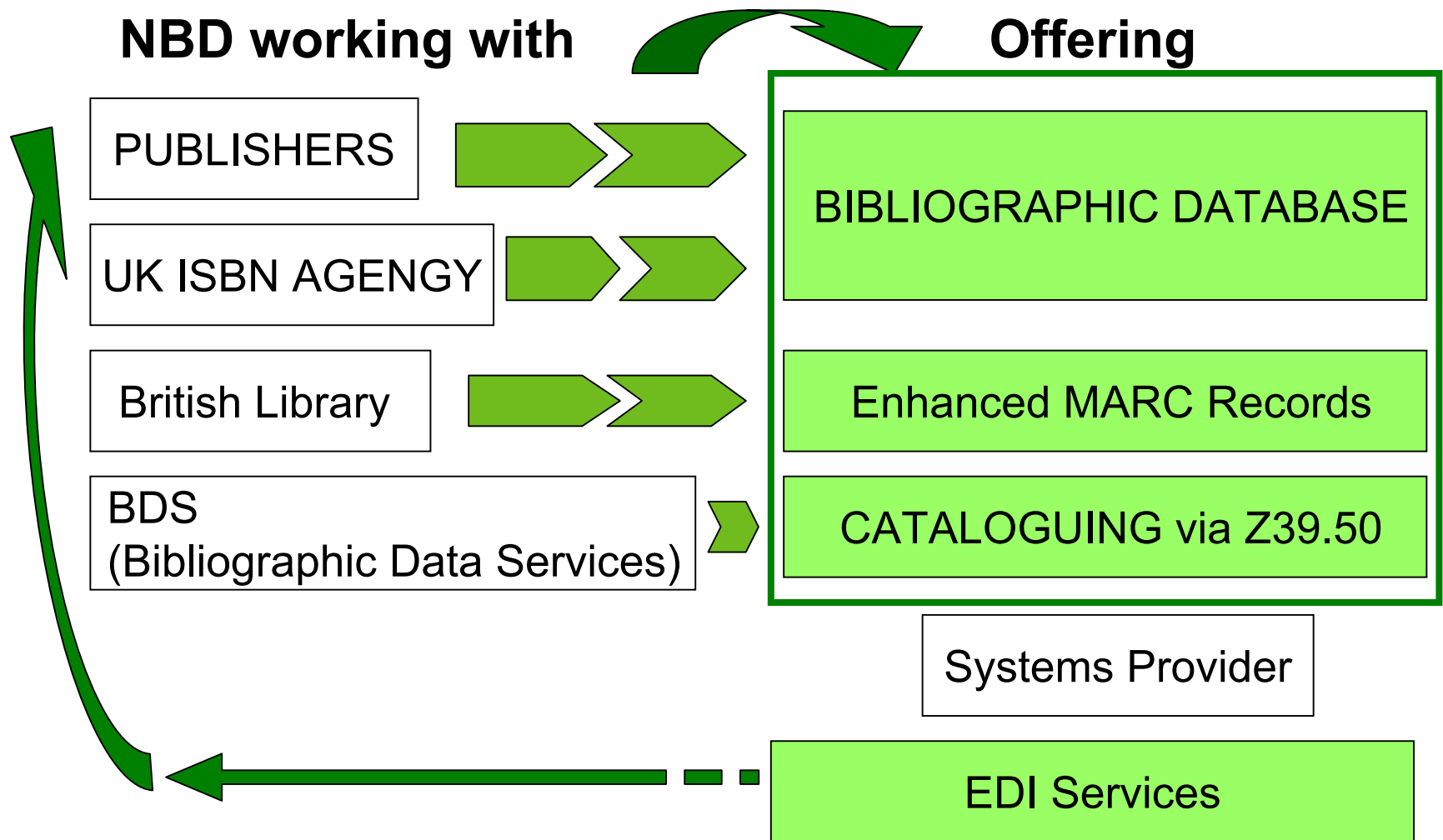
Nielsen BookData

what does the merger offer libraries

- the leading source of high quality information, order routing and EDI services in the English language world
- new comprehensive database compiled from the data holdings of Book Data and Whitaker
- UK ISBN & SAN Agency
- the richest content with long descriptions and ToCs
- the premier e-commerce systems & EDI services (*first* Edition and WhitakerWeb/TeleOrdering)
- Cataloguing services via Z39.50 working with BDS

INTEGRATED SERVICES

Nielsen BookData – Integrated Services



Nielsen BookData

provides services for all library requirements

- Bibliographic services
- Cataloguing services
- Integrated services into library systems
- Nielsen BookNet order routing and EDI services

Library customers include

- 98% of UK Libraries including
 - The British Library
 - House of Commons Library
 - London School of Economics
 - Cambridge University Library
 - Oxford University Library
 - Kings College London
 - University of York
 - Manchester University
- Europe
 - Libraries in Scandinavia
 - Consortia, The Netherlands
 - GBV, Germany
over 500 member libraries
 - Vienna University of Economics, Austria
 - National Library, Hungary
 - Warsaw University Library
 - National Library, Slovenia

How our library customers use our bibliographic products and services

- To source titles before publication for research and educational needs
- To view title information up to 6 months in advance of publication
- To search through a wide variety of search criteria by easy to use search engine and display layout
- To view publisher & distributor information with inter-linked contact information
- To view market rights information
- To build reading lists
- To export information for cataloguing in various formats

Bibliographic services for Central & Eastern European libraries

BookFind-Online Services

- PREMIER (international)
UK, Europe, US, Australia, NZ,
South Africa
- MOVING IMAGE
(VHS & DVD)

CD-ROM Products

- Premier-CD (international)
- Compact World-CD
(basic international)

INTEGRATED SERVICES

Record supply services via
systems provider & FTP updates

BookFind-Online Premier Service

<http://www.bookfind-online.com/>

- International coverage including titles published in the UK, US, Europe, Southern Africa, Australia, etc.
- Over 4.5 million titles
- 200,000+ cover images
- 1,000,000+ brief descriptions
- 500,000+ long descriptions
- Tables of contents
- Updated daily

BookFind-Online product enhancements

- Output of basic acquisitions records in UKMARC & MARC21
- New stored list management
- Improved record export facilities
- Improved record display layouts
- User preferences

BookFind-Online title record

BookFind-Online Premier Service: Item 1 of 2

Menu | Search | Summary | List Manager | Quick Print | Print/Save | Export | Help

« First < Prior Next > Last » Format: Full (with images) Current List: wu Item No: 1 Go

Economics of Monetary Union
by Paul De Grauwe

5th ed. Oxford University Press, Published in UK.
266pp, 246 x 189mm - 130 Figures
Paperback 0-19-925651-9

Country:	UK	US	AUS	NZ	RSA
Price:	Gbp 27.99	\$35.00	\$92.95	\$110.00	R420.00
Publication Date:	Jun 2003	Aug 2003	Jun 2003	Jun 2003	
Availability:	IN	IN	IN	IN	

Wholesalers: BERT KNO THE BTB ING
This edition MAY be sold in: UK, USA, Ireland, Canada, Australia, New Zealand, South Africa

The market has seen the main specialist book in this area. De Grauwe has built on the success of the previous edition and thoroughly revised and updated this new edition of Economics of Monetary Union. The text gives clear and concise coverage of all the key issues relating to monetary union and will fit with both undergraduate and postgraduate Economics modules. Student-friendly and well structured, the book is split into two parts. The first part examines the theory of optimal currency and the costs and benefits of joining a monetary union and the second part looks at the workings of the present monetary union in Europe. De Grauwe applies these issues to real life examples, including the question of the costs and benefits of joining the Euro for the UK and the independence and accountability of the European Central Bank. In addition, new, current topics have been added to the book, including the problems of monetary unification in Latin America and Asia and an analysis of dollarization. NEW TO THIS EDITION New, current topics have been added to the book including: - the revised and updated this new edition of Economics of Monetary Union, the text gives clear and concise coverage of all the key issues relating to monetary union and will fit with both undergraduate and postgraduate Economics modules. Student-friendly and well structured, the book is split into two parts. The first part examines the theory of optimal currency and the costs and benefits of joining a monetary union and the second part looks at the workings of the present monetary union in Europe. De Grauwe applies these issues to real life examples, including the question of the costs and benefits of joining the Euro for the UK and the independence and accountability of the European Central Bank. In addition, new, current topics have been added to the book, including the problems of monetary unification in Latin America and Asia and an analysis of dollarization. NEW TO THIS EDITION New, current topics have been added to the book including: - the problems of monetary unification in Latin America and Asia - the transition problems towards EMU for the UK

Contents: 1. THE COSTS OF A COMMON CURRENCY; 2. The Theory of Optimum Currency Areas: A Critique; 3. The Benefits of a Common Currency; 4. Costs and Benefits Compared; 5. THE FRAGILITY OF INCOMPLETE MONETARY UNIONS; 6. The Transition to a Monetary Union; 7. The European Central Bank; 8. Monetary Policy in Euroland; 9. Fiscal Policies in Monetary Unions; 10. The Euro and Financial Markets

Further information: inc. World
BIC subject: monetary economics [KCBM]
economic systems [KCS]
EU (European Union) [1QFE]
Europe [1D]
Dewey: 332.45094
LC class: HG930.5 \

LC subject: Monetary unions - European Union countries.; Monetary policy - European Union countries.
Readership: Academic/Specialist [Y]
Author-Title code: GRAU-EGON
Distributor: Oxford University Press Distribution Services, UK
[All Distributors](#)

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Menu | Search | Summary | List Manager | Quick Print | Print/Save | Export | Help

- Cover images
- Publication dates
- Price & Availability information
- Market rights information
- Descriptive Text
- Tables of Contents
- BIC Classification
- Dewey & LC Class.

Bookfind-Online Search Functionality

BOOK • DATA
BookFind-Online

BookFind-Online Premier Service: Title Search (International Edition)

Menu | Search | List Manager | Load | Save | Clear | Preferences | Help

General Keyword Search	Index	
AND	Author-Title Code	Index
AND	Words in Text	Index European Union
AND	Words in Title	Index
AND	Author Names	Index
AND	ISBNs	Index
AND	Imprint/Publisher	Index "OXFORD UNIVERSITY PRESS"/ "OXFORD UP"
AND	BIC Subject/Qualifiers	Index
AND	BIC Key Words	Index Economics
AND	Main Publication Year	Index 2003/2004
AND	Main Availability	Index IN
AND		<input type="checkbox"/> Titles which are available
AND		<input checked="" type="checkbox"/> Titles with Images

➤ **Defined combination search**

➤ **Search by "Words in Text"**

➤ **Search by Subject Categories (BIC Codes)**

Bookfind-Online Advanced Searching

BOOK DATA
BookFind-Online

BookFind-Online Premier Service: Title Search (International Edition)

Menu | Search | List Manager | Load | Save | Clear | Preferences | Help

General Keyword Search Index

AND General Keyword Search Index

AND Author-Title Code Index

AND Words in Text Index

AND Words in Title Index

AND Author Names Index

AND ISBNs Index

AND Imprint/Publisher Index

AND BIC Subject/Qualifiers Index

AND BIC Key Words Index

AND Main Publication Year Index

AND Main Availability Index

— Useful fields —

AND Author Names Index

AND Author-Title Code Index

AND BIC Broad Codes Index

AND BIC Key Words Index

AND BIC Subject/Qualifiers Index

AND Binding/Format Index

AND Country of Publ Index

Daily Stock Codes

Dewey

Educational Quals

Euro Price

General Keyword Search

Geographical Quals

Imprint/Publisher

ISBNs

Language of Text

Titles which are available

Titles with Images

➤ Wide variety of search fields

➤ BOOLEAN Search (And/Or/Not)

➤ INDEX for all search fields

BOOK DATA
BookFind-Online

BookFind-Online Premier Service: Index Display

Exit | Search | Help

Index - BIC Subject/Qualifiers First Prior Next Last Current Index Stem: M Restart

174847 records contain: M (medicine)

38743 records contain: MB (medicine: general issues)

2412 records contain: MBC (medical ethics)

2600 records contain: MBG (medical equipment & techniques)

795 records contain: MBGL (medical laboratory testing & techniques)

2662 records contain: MBGR (medical research)

5623 records contain: MBN (public health & preventive medicine)

28 records contain: MBNC (medical screening)

1489 records contain: MBNH (personal & public health)

146 records contain: MBNH1 (hygiene)

1197 records contain: MBNH2 (environmental factors)

3239 records contain: MBNH3 (dietetics & nutrition)

547 records contain: MBNH4 (birth control, contraception, family planning)

112 records contain: MBNH9 (health psychology)

1776 records contain: MBNS (epidemiology & medical statistics)

7092 records contain: MBP (health systems & services)

2107 records contain: MBPC (general practice)

1065 records contain: MBPK (mental health services)

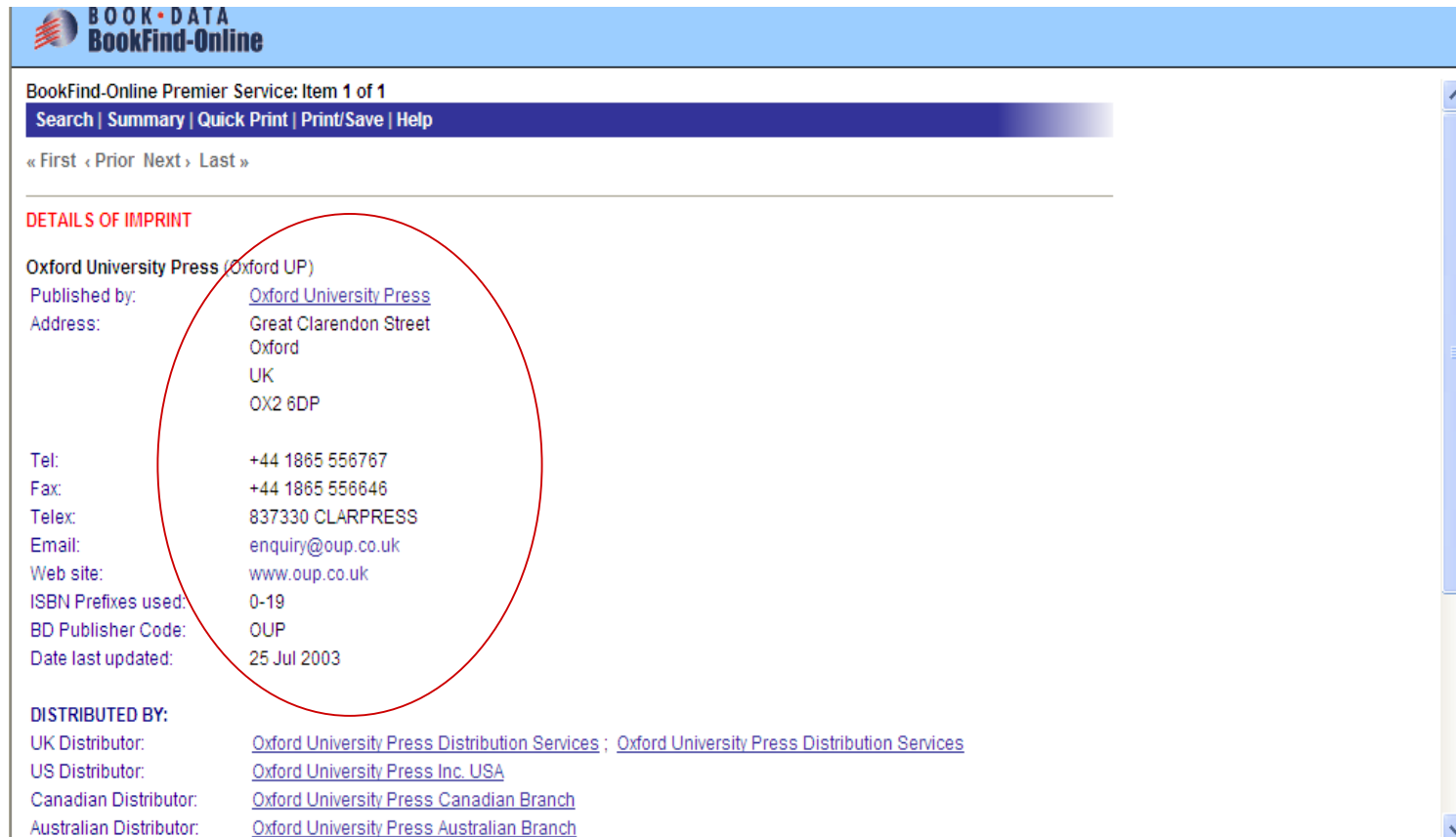
1350 records contain: MBPM (hospital administration & management)

456 records contain: MBQ (medicolegal issues)

BookFind-Online

Publisher & Distributor Information

Links to publisher websites & email addresses



The screenshot shows the BookFind-Online Premier Service interface. At the top, there is a blue header with the logo and text "BOOK DATA BookFind-Online". Below the header, the text "BookFind-Online Premier Service: Item 1 of 1" is displayed. A navigation bar contains links for "Search", "Summary", "Quick Print", "Print/Save", and "Help". Below this, there are navigation arrows: "« First < Prior Next > Last »". The main content area is titled "DETAILS OF IMPRINT" in red. It lists the publisher as "Oxford University Press (Oxford UP)" and provides contact information: "Published by: [Oxford University Press](#)", "Address: Great Clarendon Street, Oxford, UK, OX2 6DP", "Tel: +44 1865 556767", "Fax: +44 1865 556646", "Telex: 837330 CLARPRESS", "Email: enquiry@oup.co.uk", "Web site: www.oup.co.uk", "ISBN Prefixes used: 0-19", "BD Publisher Code: OUP", and "Date last updated: 25 Jul 2003". A red circle highlights the contact information. Below the imprint details, the "DISTRIBUTED BY:" section lists distributors: "UK Distributor: [Oxford University Press Distribution Services](#) ; [Oxford University Press Distribution Services](#)", "US Distributor: [Oxford University Press Inc. USA](#)", "Canadian Distributor: [Oxford University Press Canadian Branch](#)", and "Australian Distributor: [Oxford University Press Australian Branch](#)".

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DETAILS OF IMPRINT

Oxford University Press (Oxford UP)

Published by: [Oxford University Press](#)

Address: Great Clarendon Street
Oxford
UK
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Tel: +44 1865 556767

Fax: +44 1865 556646

Telex: 837330 CLARPRESS

Email: enquiry@oup.co.uk

Web site: www.oup.co.uk

ISBN Prefixes used: 0-19

BD Publisher Code: OUP

Date last updated: 25 Jul 2003

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Canadian Distributor: [Oxford University Press Canadian Branch](#)

Australian Distributor: [Oxford University Press Australian Branch](#)

Bibliographic data on CD-ROM

- **Premier-CD (global data)**
- **Compact World-CD (basic global data)**
- **BookWISE-CD (UK data)**

Available in different update frequencies:

- Monthly
- Bi-monthly
- Quarterly
- Bi-annual

Premier-CD title record

International business partnerships: Issues and Concerns

Edited by Monir Tayeb (Reader in International Human Resource Management, Heriot-Watt University).
Edited by Monir Tayeb

Palgrave, formerly Macmillan Press, 12 Jan 2001, Published in UK.

256pp, 222 x 145mm, 20 tables, 16 figures

HARDBACK UK £45.00 0-333-77301-2

Other Prices: UK£45.00 Exp,

Wholesalers: BERT GARD BTB



Written by a multicultural team of authors, this text examines the major forms of international partnerships from their inception to their conclusion. The book follows a coherent sequence of steps, from strategic decisions to enter into a partnership, to partner selection, negotiations, the formation of the partnership, management issues and through to the final outcome, in order to better understand the issues and concerns facing parties involved in international strategic alliances and joint ventures.

The contributors have lived and worked in the United States, Israel, Iran, Iceland, the United Kingdom and France, and conducted research in Asia, Europe and the United States, making the book itself a product of an international joint venture. The perspective allowed by their varied work experiences and cultural heritage provides insights into international strategic alliances and joint ventures in many different settings and contexts.

Promotional Information: Monir H. Tayeb is Reader in International Human Resource Management at Heriot-Watt University. She has given papers at over 40 national and international conferences and workshops, and contributed to over 30 edited books. She has also published in a number of academic journals, including "Organization Studies", "International Journal of Human Resource Management", and "International Review".

CONTENTS: Part I Business Partnership Across the Fence - Contextual and Setting Up Issues: Cross Border Partnership; The Context Partner Selection; Motivation and Objectives. Part II Issues of Concern For International Collaboration - Internal Matters: Autonomy and Effectiveness of Equity International Joint Ventures (JVs); Learning in International Joint Ventures. Part III Issues of Concern for International Collaboration - The Cultural Challenge: Merging Organizational Cultures; Lessons for International Joint Ventures; National Culture and Cross Border Partnerships. Part IV Issues of Concern for International Collaboration - Size Matters: Inter-organizational relationships and firm size. Part V Business Partnership Across the Fence in Europe: Interfirm Linkages; The European Experience. Part VI The Fate of the Off Spring - The Endgame.

BIC Subj Categories: KMB (international business)
KMMH (personnel & human resources management)
1F (Asia)
1D (Europe)
1KBB (USA)

Dewey: 338.88

LC Class: HD2755.5 .I53676 2001

LC Subject: Joint ventures; Business networks; International business enterprises; Management

Geog Qualifiers: Asia, Europe, USA

Readership: Undergraduate, Postgraduate, Research & Professional

Author Title Code: TAYE-INTE

BDZ Cataloguing Service via Z39.50

- A bibliographic resource that libraries can access via Z39.50 software on their library management system or a Windows-based client
- BDZ offers library quality MARC records from Bibliographic Data Services (BDS)
- Combined database of Nielsen BookData and BDS records provides
 - enriched MARC records,
 - further enhanced by British Library data
- It provides “pure” library quality data

BDZ Cataloguing Service via Z39.50

It provides

- Timely and high quality cataloguing information for both current and retrospective stock
- Adherence to all major library standards
- AACR2, name authority control, DDC21, LC classification, LC subject headings
- Automatic data loading to library catalogues (Z39.50)
- Flexible search options

BDZ allows libraries to create a catalogue or to fill gaps in their existing cataloguing

Record Supply Service/ Integrated Data

- Easy integration into existing database systems
- Wide variety of formats (CSV/SGML/XML/ONIX)
- Updates via FTP daily or weekly
- Offering a range of key criteria for the selection of records required
- The choice can be by market, subject or the depth of detail required
- How does it work?
 - Over 2 million in-print titles published or available in the UK
 - Over 1.3 million in-print titles published or available in the USA
 - More than 300,000 in-print titles published in Southern Africa, Australia and New Zealand

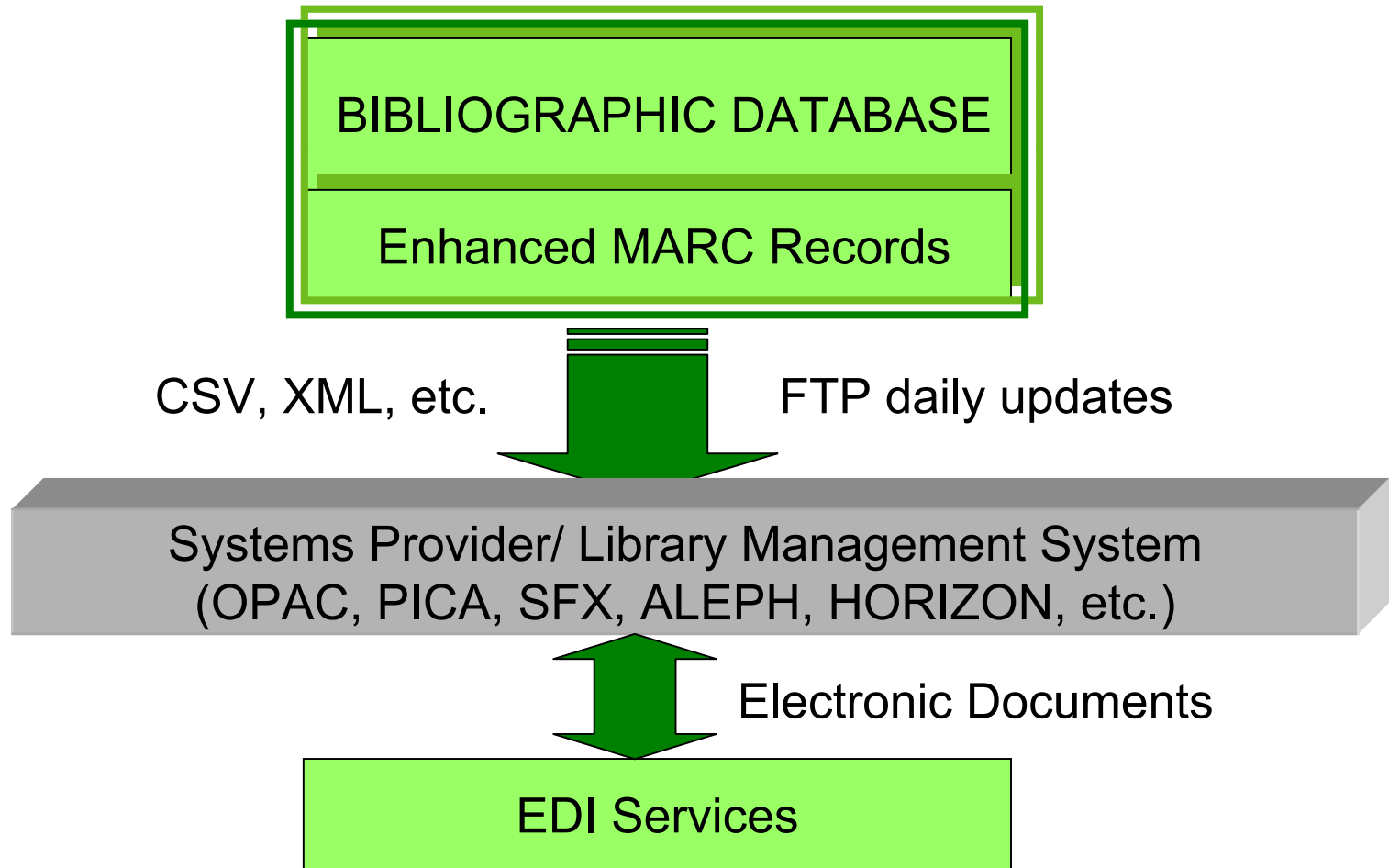
Record Supply Service / Integrated Data

Content Choices

- Brief bibliographic records
- Enhanced bibliographic records with descriptions
- Current and backlist
- In Print and/or Out of Print
- Forthcoming titles
- Subject classifications – including full BIC, LC Classification and Dewey
- Rich, descriptive text summaries and ToCs
- Jacket/ cover images
- Readership levels (Academic/Professional/Post-Graduate)

Nielsen BookData

– Record Supply Services /Integrated Services



First Edition EDI Services

Key facilities available to users of the Service:

- Access to the largest electronic trading community within the English language book trade
- The sending and receiving of data between authorised partners, nationally and internationally
- The ability to send data at the user's convenience and for recipients to collect the data at their convenience
- A totally secure and auditable network
- Password controlled access
- Data storage under user control
- Reporting features of monitoring the progress of data

First Edition EDI Services

- First Edition supports EDIFACT, TRADACOMS, ANSI X12 and XML data standards
- First Edition incorporates a high level of security to help ensure that transmitted data is available only to authorised users. Access to the Service is via passwords, the generation and maintenance of which are within user control
- First Edition operates internationally integrating its network with other international networks
- The Service is available to users 24/7

First Edition EDI Services

– EDI Enabled Customers/ Libraries

PUBLISHERS/DISTRIBUTORS

Book Source, Cambridge UP, Gazelle Book Services, Plymbridge, Oxford UP, Orca Book Services Ltd, Palgrave, Penguin Books Ltd, Pearson Education Ltd, McGraw-Hill, TBS, Transworld Publishers, The Stationary Office, Thomson, Turnaround Publisher Services, Wiley & Sons Ltd., etc.

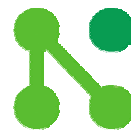
LIBRARIES

The British Library, Birmingham University Library, Bournemouth University Library, Brent Library Services, University of Central England, Coventry University Library, Derbyshire Libraries, East London University, Glasgow City Libraries, Kingston University, Leeds Library, London Institute, Manchester University, North London University Library, Oxford Brookes University, Portsmouth University, Staffordshire Library, Surrey University, Teeside University, Thames Valley University, Dublin University, Westminster Libraries, etc.

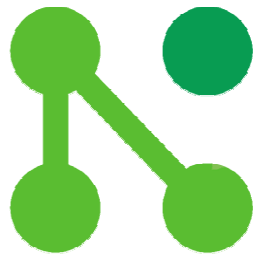
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Please feel free to come and see us
for a demonstration



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