



 **BookStore**
discovery

Your content, discovered by the world!

BookStore Discovery...

BookStore Discovery is a new tool that helps drive more readers to your book content and increases the chance that they will purchase it. BookStore Discovery ensures that book content is more discoverable and accessible for the reader and enhances their user-experience by offering them new ways to explore books.

Publishers are able to retain their payment process on existing websites, making the installation of BookStore Discovery simple.

BookStore Discovery also features the Widget – a viral marketing tool that pushes book content out to author sites, blogs and social networking sites globally.

BookStore Discovery enables readers to browse through book content online before making a purchasing decision – a function that is proven to increase the likelihood of readers buying a book. A number of publishers report that book titles with 'browse inside' functionality typically sell 7-9% higher than titles without it.

Benefits of BookStore Discovery

Increased sales: Readers can browse through book content and search for terms, generating interest and leading to increased sales.

Competitive advantage: The BookStore Discovery 'browse inside' function raises awareness of your own publishing brand and differentiates you from your competitors.

Support authors: BookStore Discovery provides additional ways to maximise publicity of authors' work. The Widget can be added to authors' sites and blogs.

Viral Marketing: The BookStore Discovery Widget, showcasing book content, can be easily placed on social networking sites, increasing awareness of material and boosting sales.

Simple set-up: Even the smallest publisher will find BookStore Discovery a quick and easy tool to implement and an economical way of keeping-up with the digital world.

“As a deep backlist author, I think it is extremely helpful if people are able to look at the book, even if it is online, prior to making the purchase. People are more willing to take a risk on my work if they can see it.”

Thomas Kinkade, Author, on Publishing 2020.

How does BookStore Discovery work?



Browse inside: Readers are able to browse through book content online, allowing them to make an informed purchasing decision, just as they would in a physical book store. The publisher retains control over how much content is made available.

Search inside: This facility allows readers to search for specific terms inside the book, as an alternative to the browsing function.



Widget: Readers can easily share their favourite books with their friends and colleagues via social networking sites. Place the widget on author sites and blogs and allow more readers to browse through the books content.

Our Clients

MPS Technologies provides publishing services to the global information industry, clients include:



RSC Publishing

IOP Publishing



American Psychological Association



MPS Technologies

MPS Technologies is one of the market leading partners to the information industry. As part of The Macmillan Group we are backed by over 100 years of publishing experience and understand the unique challenges of the publishing industry. We see ourselves as partners, not suppliers.

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