



Google Book Search
books.google.com

Alan Davidson
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Google's Mission:

To organize the world's information and make it
universally accessible and useful



The Goals of Google Book Search:

- Make books as easy to find as webpages.
- Create a comprehensive, searchable, virtual card catalog of all books in all languages, **while respecting copyright.**



Google Print: Publishers

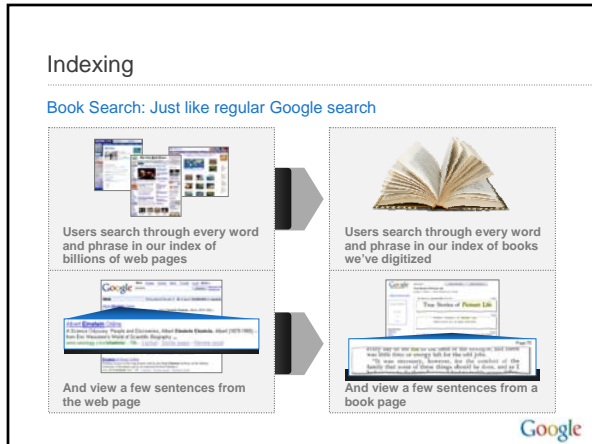


Search...
Find: Sample Pages



Indexing

Book Search: Just like regular Google search



Thoughts on Siva's Questions

- The Author's Guild v. Google
- The McGraw-Hill Companies, Inc., Pearson Education, Inc., Penguin Group (USA) Inc., Simon & Schuster, Inc., and John Wiley & Sons, Inc. v. Google
- Perfect 10 v. Google

What happens next?



A Final Thought

“One day, materials that aren't searchable online simply won't get read.

That doesn't mean it's going to be read online, but it's not going to be found if it's not online.”

James Hilton
Associate Provost and Interim Librarian
University of Michigan



For more information...

To learn more about Google Book Search, please visit:
<http://books.google.com>

For more information about Book Search legal and policy issues, or for other questions about Google's public policy initiatives, please contact:

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Thanks!

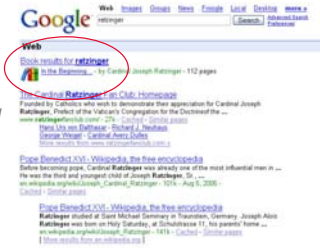


You never know when events will drive discovery

Millions of users wanted to learn more about Cardinal Ratzinger.

They discovered his book by the Eerdmans Publishing Company

Results: Buy this Book clicks increased 10 fold



You never know which book...



Are Publishers Seeing Results?

A 1999 Blackwell's title, *Metaphysics: An Anthology*, has had 2,583 page views and 597 "buy this book" click-throughs since it became part of the program. Without any other marketing, the title has had "its best year in the U.S. since publication..." The high rate of "buy this book" clicks is translating into sales for our deep backlist.

Blackwell's book sales director Ed Crutchley.

"We have seen overall traffic to our site increase, backlist sales rise, and we've acquired nearly 3,000 new direct book customers for free since the program launched. Google Book Search is a key to our overall Internet strategy of reaching new markets."

Evan Schnittman, Senior Director and Vice President, Oxford University Press.

"Since our titles became active on Google Print, visits to our website have gone up 124 percent. The converted POD titles averaged 19 sales per month before Google Print – and 74 copies in the first month after we joined. Clearly, people are finally finding these titles."

Tony Sanfilippo, Marketing and Sales Director, Penn State University Press



What about authors?

"When *The Gulf War Chronicles* first appeared in Google Book Search, its sales ranking on the Barnes & Noble index jumped by 85%

Richard S. Lowry, author, *The Gulf War Chronicles* and others...

"As a writer, my biggest worry is that no one ever happens upon my books unless they go to a bookstore – thank you Google, for providing a way to put books back into the daily round of average people. When books are visible in search results, they get an equal footing with web pages and other new media. If we have hope as authors in the digital age, it's in projects like Google Book Search."

Cory Doctorow, author, *Down and Out in the Magic Kingdom* and others...

"As an author in Google Book Search, I appreciate potential readers being able to find my book, examine an excerpt – as they might do while leafing through the book at a store – and deciding for themselves if the book is for them...Google is making these books more noticeable and accessible than ever before."

Don Jones, author, *Managing Windows with Vbscript and Wmi* and others...