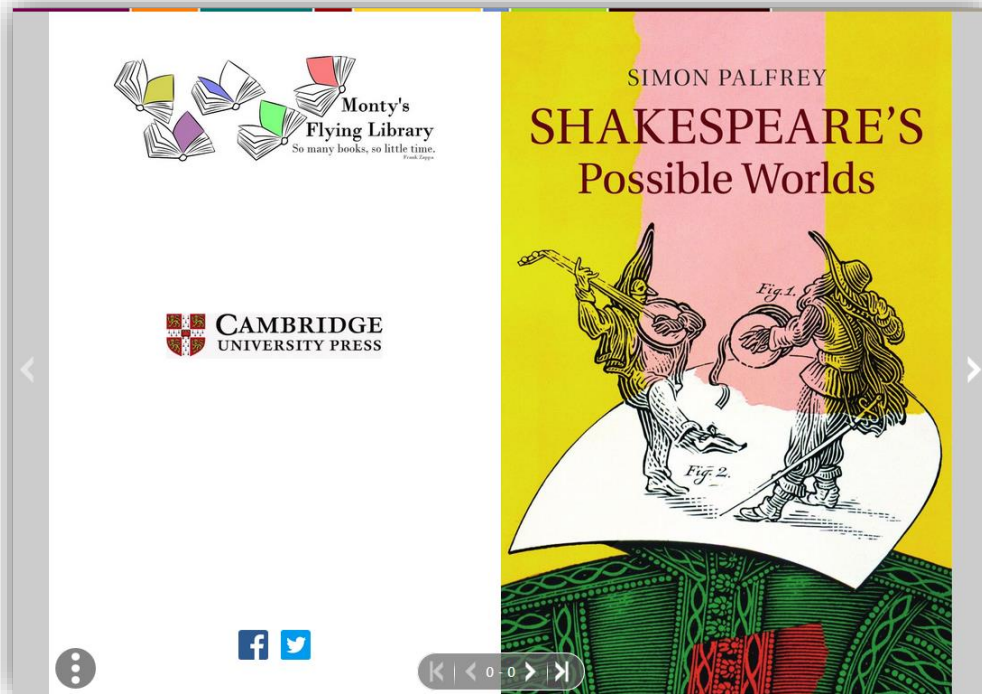




book2look

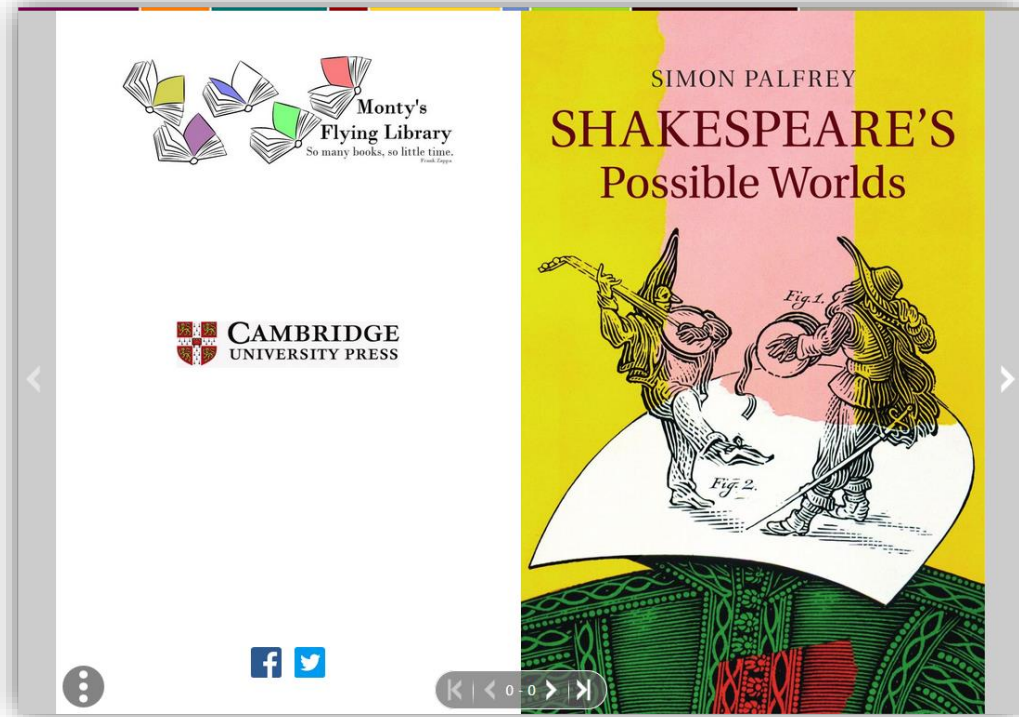
for Bloggers



The bespoke book2look „Biblets“, are a state of the art marketing and communication tool for bloggers and community managers.

viral – social – personal

## The „Biblet“



Get a first hand view. Tap or click on this image and open the Biblet.

A „Biblet“ is a book widget that the publisher creates, using our technology. First and foremost the Biblet presents a nice looking sample of the book in various formats Flash, HTML, ePub. It is easy and fun to share, post quotes, The embed options are super flexible and make very attractive additions to your blog or website. In the „bookFeed“ section the Biblet is also linked to reviews of the particular book on the net and in book blogs such as yours.

## What a Biblet can do (the key features)



Share this Biblet in your Social Networks via SMS and email.



Links to online reviews. What do bloggers and journalists have to say about this book



bookNet sends new and interesting Biblets to your timeline on Facebook and Twitter



Promotional video clips and audio samples



Switch between: HTML5, Flash und ePub (if available)



Multi format shop selection. Chose your format (HC, PB, eBook) and buy it.



Simliar books by the same publisher



Bibliographical data and book information like the blurb.



Settings: Choose the language of the user interface



Page overview: View thumbnails of all pages of the Biblet, click/tap to navigate



Optimized for mobile use with a state of the art Responsive Design



Post-a-Quote – Share your favourite quote from this sample.



Search inside the Biblet



Switch between double and single page view of the Biblet

## Your customized book sample



All the readers of your reviews are dying to have a look inside the book that you just described so vividly. So a nice sample would come in handy.

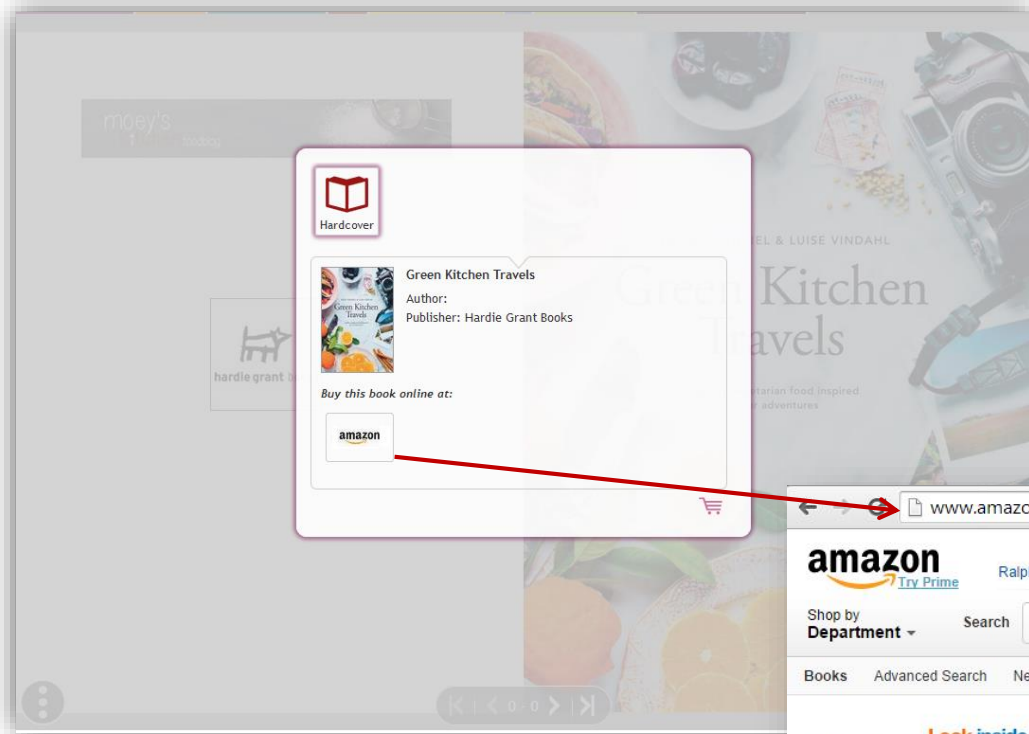
Publishers that work with book2look are providing you with a very special book sample for your blog. And for you it's free, of course.

The book2look „Biblet“ comes with your banner, a link to your Blog, your affiliate shop link and the full functionality of a sophisticated book widget.

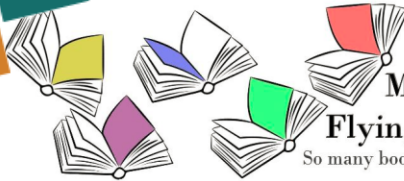
Whenever one of your readers shares the Biblet he or she shares the link to your blog and, if you want, your affiliate shop link.

## You want to monetize your blog?

When you create your book2look „community account“ you define which shop links should be used in your Biblets. Give us your amazon affiliate shop link and all orders from your network or community will go to your affiliate account.



## Biblets in your blog



**Monty's Flying Library**  
So many books, so little time.  
*Frank Zappa*

Montag, 24. August 2015

**This is a sample blog**

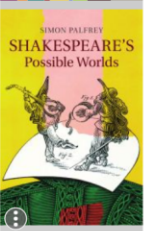
Dear blogger,

you have probably found this blog because you have seen the presentation "book2look for bloggers". We are happy to see that you are interested in our bespoke book samples for bloggers all over the world.

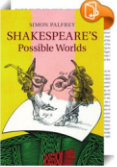
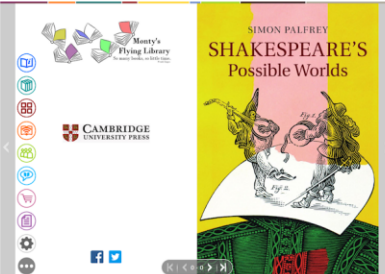
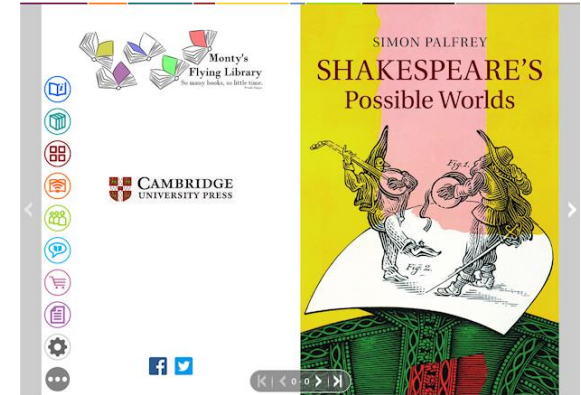
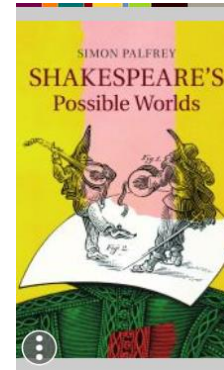
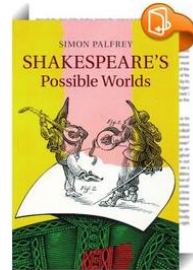
With a good reading sample of y book that you have reviewed or that you are going to review, you can engage your readers a lot more. Give them a chance to check for themselves and spend more time with your blog.

As you already know, the book2look Biblets are personalized for you and you can even define your own affiliate shop links if you want.

This is what a book2look sample could look like in your blog



That is what we call the "widget view". But you can choose from various embed options most of them freely scalable to your linking.  
Make sure you copy the embed code from a Biblet in your own version by adding your community name, usually your blog's domain name, behind the ISBN (or the alphanumeric book2look identifier) in the URL.

There are many ways to implement a book2look Biblet in your blog. (Top from left to right)

- The freely scalable „Look Inside Icon“
- A classical widget view
- A single or double page Biblet on your website.
- ... and of course you can always use a text or picture link with the URL of your Biblet.

The URL for a Biblet is always the same:

*[\*\*www.book2look.com/book/<ISBN>\(your community name\)\*\*](http://www.book2look.com/book/<ISBN>(your community name))*

*This example book is therefore:*

*[\*\*http://www.book2look.com/book/9781107058279\(Flyinglibrary.com\)\*\*](http://www.book2look.com/book/9781107058279(Flyinglibrary.com))*



# Your Community Account

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**In UK, Ireland, USA, Australia, New Zealand**

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Or register directly at the [book2look.com](http://book2look.com) website



# BRIEF HISTORY OF PHARMACY

HUMANITY'S SEARCH FOR WELLNESS

Bob Zebroski

