



IN-DEPTH SALES ANALYSIS. INFORMED PUBLISHING DECISIONS.

Publisher Alley is an online tool for in-depth analysis of book sales through Baker & Taylor, YBP Library Services, Lindsay & Croft, and Majors Book Company. Every title features detailed bibliographic data, including review award citations, as well as daily sales, demand, and inventory updates.

FEATURES DEMONSTRATION

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NEWS AND EVENTS

» 2008 Web-Based Training Sessions

Register: To sign up or to request additional information, please contact puballeytraining@ybp.com.

CONTACT US

To learn more, or to sign up for a free two-week trial, please

- call 1-800-258-3774 x3305;
- contact your B&T or YBP buyer; or
- email customerservice@puballey.com.

To learn about print, online, and email advertising opportunities, contact B&T Publisher Relations or YBP Publisher Relations.



Call or email for information about AAUP member discounts.

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User Name:

Password:

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[Forgot your username or password?](#)

TECHNICAL REQUIREMENTS

Publisher Alley is optimized for Microsoft Internet Explorer 7.0 or higher and Firefox 3.0 or higher (The Mozilla project no longer supports the original Mozilla browser). JavaScript and cookies must be enabled to ensure correct operation of the site, and security settings must be at medium-high or higher in IE7.

Optimal resolution for using Publisher Alley is at least 1024 x 768.

SCHEDULED MAINTENANCE

Publisher Alley updates run nightly between 12:00 PM ET and 1:30 AM ET; during this time, system performance is impacted.

Regular maintenance occurs during off-business hours, with advance notice.

Contact customerservice@puballey.com for help and more information.

Done

Internet

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User Name:

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Optimal resolution for using Publisher Alley is at least 1024 x 768.

SCHEDULED MAINTENANCE

Publisher Alley updates run nightly between 9:30 PM ET and 1:30 AM ET; during this time, system performance is impacted.


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Home

Sales Reports

All Titles

Children's Titles

Profiled Titles

Profiled Series

Summary (All Titles)

Summary (Profiled)

Snapshots

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Data

Updated

OH and OO

2/25/09

Monthly Demand

2/24/09

Snapshots

2/25/09

Sales / Returns

2/22/09

Publisher Alley introduces ...



the community for publishing professionals

Bestsellers

Industry Voices

Vendors

Snapshots

Expires

Titles

alchemist	3/7/2009	1
ANIMALS	3/7/2009	1
backorder check	5/19/2008	1
biden	10/10/2008	1

Buy Reports

New Books

Adding Comps to 1 Title NO SORT	20
Categories	81
Report	36
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Saved Searches

Last Run

Antic Path	run	10/3/08
Black Bars	run	9/26/08
Black Widow (NBN)	run	9/26/08
Bunker Hill (NBN)	run	9/26/08

Watch Lists

Titles

2008 Speedstock	577
a to b	1
Adult Past 12, 8000+	93

News

Publisher Alley

If you are attending this week, please take advantage of what Publisher Alley has to offer.

New! Check Title-Level Sales by State and Market

1/21/09

Learn how to use the state sales reporting feature in Pub Alley.

Default for Buy Report Is Now Pre-Pub + 30 Days

1/14/09

Read about this adjustment, plus improved speed in buy reports, by clicking the link above.

Time-Saving Tips for Building a Buy Report

12/8/08

While we examine options for increasing Buy Report speed, there are short-term "tricks" that you can use to accelerate the creation of Buy Reports.

Annual Book Price Update from YBP

11/28/08

Each fall YBP publishes a report on price and output for new books published during the prior fiscal year. The data encompasses all new titles treated on the Approval Plan programs of YBP and of Lindsay & Croft. Click above to access the report.

Publisher Alley Web Training Schedule

11/28/08

Click the link above to access the schedule

Internet

100%

After log-in, open a prior season Buy Report. You can select one from the homepage or click Buy Reports at left to see the management screen.

- ☐ Home
- ☒ Sales Reports
- ☐ Snapshots
- ☒ Buy Reports
- ☐ Saved Searches
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- ☐ State Sales
- ☒ Preferences
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- ☐ FAQ
- ☐ Tutorials

Buy Report: Prior Season Demo

20 titles

Sorted by Ascending then by Title Ascending

Note: Demand is for Pre-pub plus 30 days post-pub; sales are for 30 days post-pub; returns are for the sales period +60 days.

Save Email Collapse All Expand All Sort Clone

Fields with this background have not been saved.

9780313311666 **Banned in the U.S. A Reference Guide to Book Censorship in Schools and Public Libraries**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Foerstel	Cloth			0	30	0			45	0
Category				Vendor Catalog Page				022		
Education				Joan Apgar				(908) 541-7422		
								apgarj@btol.com		

When the report opens, click
Clone in the menu bar.

Add Comp Titles
Save
Del Comp Titles

9780313311017 **Culture and Customs of Russia**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Schultze	Cloth	09/30/00	\$57.95	12	24	36	0	0	72	0
Category				Buyer				Vendor Catalog Page		
Social Science				Paige Fitzgerald				(908) 541-7479		
								fitzgep@btol.com		

Add Comp Titles
Save
Del Comp Titles

9780313295553 **Daily Life in the United States, 1920-1939: Decades of Promise and Pain**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kyvig	Cloth	11/30/01	\$57.95	20	0	40	0	0	60	0
Category				Buyer				Vendor Catalog Page		
History				Ilyssa Wesche				(908) 541-7473		
								weschei@btol.com		

Add Comp Titles
Save
Del Comp Titles

9780313297861 **Daily Life in the United States, 1940-1959: Shifting Worlds**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kaledin	Cloth	09/30/00	\$57.95	30	0	60	0	0	90	30
Category				Buyer				Vendor Catalog Page		
E-books / POD				Lorraine Ferry				(908) 541-7435		
								ferryi@btol.com		

Add Comp Titles
Save
Del Comp Titles

9780313303265 **Daily Life of the Ancient Romans**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
--------	---------	-----	------	----	----	----	----	----	-------	-------------

Data Updated
OH and OO 2/19/09
Monthly Demand 2/18/09
Snapshots 2/19/09
Sales / Returns 2/15/09

PUBLISHER ALLEY Snapshots Watch Lists Saved Searches Log Out

Buy Report: Prior Season Demo 20 titles
Note: Demand is for Pre-pub plus 30 days post-pub; sales are for 30 days post-pub; returns are for the sales period +60 days.

Sorted by Ascending then by Title Ascending

Save Email Collapse All Expand All Sort Clone Fields with this background have not been saved.

9780313311666 **Banned in the U.S.A: A Reference Guide to Book Censorship in Schools and Public Libraries**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Foerstel	Cloth	07/30/02	\$65.00	15	0	0	30	0	45	0
Category				Buyer				Vendor Catalog Page		022
Education				apgarj@btol.com						

9780313311017 **Culture**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Schultze	Cloth	09/30/00						0	72	0
Category				Buyer				Vendor Catalog Page		123
Social Science				fitzgep@btol.com						

9780313297861 **Daily Life of the Ancient Romans**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kaledin	Cloth	09/30/00	\$57.95	30	0	60	0	0	90	30
Category				Buyer				Vendor Catalog Page		010
E-books / POD				Lorraine Ferry (908) 541-7435				ferry1@btol.com		

9780313303265 **Daily Life of the Ancient Romans**

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
--------	---------	-----	------	----	----	----	----	----	-------	-------------

Clone Buy Report - Windows Internet Explorer
http://www.publisheralley.com/pages/PubAlleyPage.i...

Clone Buy Report

Buy Report to Clone
Prior Season Demo
New Buy Report Name
Prior Season Demo Clone

☐ Clone Comparable Titles
☒ Clone Buy Quantities

Show Demand and Sales for Period
Pre-pub plus 30 days post-pub


☒ Show on home page

Cancel OK

A dialog window pops up. Enter a new name for the report, choose *Clone Buy Quantities* only, and click OK. Do not change the Buy Period.

Data Updated
OH and OO 2/19/09
Monthly Demand 2/18/09
Snapshots 2/19/09
Sales / Returns 2/15/09

start Publisher Alley - Wind... Clone Buy Report - W... 3:57 PM



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Buy Report

Note: Demand +60 days.

Save

9780313311666 Banned

Author: Foerstel, Binding: Cloth, Pub: 07/30/00, List: \$57.95

Category: Education

GA: 30, IL: 0, NV: 0, NJ: 0, IN: 0, Total: 45, Carton Qty.: 0

Buyer: Paige Fitzgerald, (908) 541-7479, fitzgep@btol.com

Vendor Catalog Page: 022

Del Comp Titles

9780313311017 Culture and Customs of Russia

Author: Schultze, Binding: Cloth, Pub: 09/30/00, List: \$57.95

Category: Social Science

GA: 12, IL: 24, NV: 36, NJ: 0, IN: 0, Total: 72, Carton Qty.: 0

Buyer: Paige Fitzgerald, (908) 541-7479, fitzgep@btol.com

Vendor Catalog Page: 123

Del Comp Titles

9780313295553 Daily Life in the United States, 1920-1939: Decades of Promise and Pain

Author: Kyvig, Binding: Cloth, Pub: 11/30/01, List: \$57.95

Category: History

GA: 20, IL: 0, NV: 40, NJ: 0, IN: 0, Total: 60, Carton Qty.: 0

Buyer: Ilyssa Wesche, (908) 541-7473, weschei@btol.com

Vendor Catalog Page: 007

Del Comp Titles

9780313297861 Daily Life in the United States, 1940-1959: Shifting Worlds

Author: Kaledin, Binding: Cloth, Pub: 09/30/00, List: \$57.95

Category: E-books / POD

GA: 30, IL: 0, NV: 60, NJ: 0, IN: 0, Total: 90, Carton Qty.: 30

Buyer: Lorraine Ferry, (908) 541-7435, ferry1@btol.com

Vendor Catalog Page: 010

Del Comp Titles

9780313303265 Daily Life of the Ancient Romans

Author: , Binding: , Pub: , List:

Category:

GA: , IL: , NV: , NJ: , IN: , Total: , Carton Qty.:

Buyer: , () ,

Vendor Catalog Page:

Del Comp Titles

Log Out

Sorted by Ascending then by Title Ascending the sales period

ds with this background have not been saved.

The buy report was successfully cloned.

Buy Report Management

Open cloned report

Return to original report

The screen will dim, and you'll have the choices shown above. Click Open cloned report.

Data

Updated

OH and OO

2/19/09

Monthly Demand

2/18/09

Snapshots

2/19/09

Sales / Returns

2/15/09

Done

Internet

100%

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Data	Updated
OH and OO	2/25/09
Monthly Demand	2/24/09
Snapshots	2/25/09
Sales / Returns	2/22/09

Buy Report: Prior Season Demo Clone

20 titles

Sorted by Ascending

Note: Demand is for Pre-pub plus 30 days post-pub; sales are for 30 days post-pub; returns are for the sales period +60 days.

Save Email Collapse All Expand All Sort Clone

Fields with this background have not been saved.

97803132

Author
Daniel
Category
History

The cloned report opens. Note that it contains only the new titles from this presentation, and that the suggested buy quantities are preserved. Click *Email* in the menu bar.

IN	Total	Carton Qty.
0	70	0
Vendor Catalog Page		033
weschei@btol.com		

Add Comp Titles

Save

9780313311017 Culture and Customs of Russia

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Schultze	Cloth	09/30/00	\$57.95	12	24	36	0	0	72	0
Category				Buyer				Vendor Catalog Page		
Social Science				Paige Fitzgerald				(908) 541-7479		
								fitzgep@btol.com		

Save

Add Comp Titles

Save

9780313315343 State Names, Seals, Flags, and Symbols: A Historical Guide

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Shearer	Cloth	10/30/01	\$87.95	14	0	28	0	0	42	14
Category				Buyer				Vendor Catalog Page		
History				Ilyssa Wesche				(908) 541-7473		
								weschei@btol.com		

Save

Add Comp Titles

Save


9780313312205 In an Influential Fashion: An Encyclopedia of 19th and 20th Century Fashion Designers and Retailers Who Transformed Dress

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kellogg	Cloth	03/30/02	\$59.95	18	36	9	0	0	63	18
Category				Buyer				Vendor Catalog Page		
E-books / POD				Lorraine Ferry				(908) 541-7435		
								ferryl@btol.com		

Save

Add Comp Titles

Save



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Buy Report: Prior Sea

Note: Demand is for Pre-pub
+60 days.

Save Email Collapse

Has your press been asked to participate in category buying?

YesNo

Sorted by Ascending

Fields with this background have not been saved.

9780313307317The History of Iran

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Daniel	Cloth			12	24	36	0	0	70	0
Category				Buyer			Vendor Catalog Page			033
History				Ilyssa Wesche			(908) 541-7473			weschei@btol.com

Add Comp Titles

Save

9780313311017Culture and Customs of Russia

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Schultze	Cloth	09/30/00	\$57.95	12	24	36	0	0	72	0
Category				Buyer			Vendor Catalog Page			123
Social Science				Paige Fitzgerald			(908) 541-7479			fitzgep@btol.com

Add Comp Titles

Save

9780313315343State Names, Seals, Flags, and Symbols: A Historical Guide

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Shearer	Cloth	10/30/01	\$87.95	14	0	28	0	0	42	14
Category				Buyer			Vendor Catalog Page			048
History				Ilyssa Wesche			(908) 541-7473			weschei@btol.com

Add Comp Titles

Save

9780313312205In an Influential Fashion: An Encyclopedia of 19th and 20th Century Fashion Designers and Retailers Who Transformed Dress

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kellogg	Cloth	03/30/02	\$59.95	18	36	9	0	0	63	18
Category				Buyer			Vendor Catalog Page			021
E-books / POD				Lorraine Ferry			(908) 541-7435			ferryl@btol.com

Add Comp Titles

Save

DataUpdated

OH and OO2/25/09

Monthly Demand2/24/09

Snapshots2/25/09

Sales / Returns2/22/09

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SnapshotsWatch ListsSaved SearchesLog Out

Buy Report: Prior Season Demo Clone20 titlesSorted by Category Ascending then by Title Ascending

Note: Demand is for Pre-pub plus 30 days post-pub; sales are for 30 days post-pub; returns are for the sales period +60 days.

SaveEmailCollapse AllExpand AllSortClose

Fields with this background have not been saved.

9780313297861	Auth	Cahn	Category	Drama
9780313297861	Author	Binding		
	Kaledin	Cloth		
	Category			
	E-books / POD			
9780313312205	Author	Binding		
Who Transformed	Kellogg	Cloth		
	Category			
	E-books / POD			
9780313309571	Author	Binding		
	Krebs	Cloth	10/30/00	\$91.95
	Category			
	E-books / POD			

DataUpdated

OH and OO2/19/09

Monthly Demand2/18/09

Snapshots2/19/09

Sales / Returns2/15/09

Email Items

Recipientsseparate multiple addresses with semicolons

jcarter@ybp.com

Subject

Report to copy/paste ISBNs.

Message

Enter three date options for the B&T scheduler. He or she will contact you to confirm appointments.

Calendar icons

CancelSend

IN	Total	Carton Qty.	
0	66	0	Add Comp Titles
Vendor Catalog Page	101		Save
arj@btol.com			

IN	Total	Carton Qty.	
0	90	30	Add Comp Titles
Vendor Catalog Page	010		Save
yl@btol.com			

Century Fashion Designers and Retailers

IN	Total	Carton Qty.	
0	63	18	Add Comp Titles
Vendor Catalog Page	021		Save
yl@btol.com			

IN	Total	Carton Qty.	
0	2	26	Add Comp Titles
Vendor Catalog Page	111		Save
ferry@btol.com			

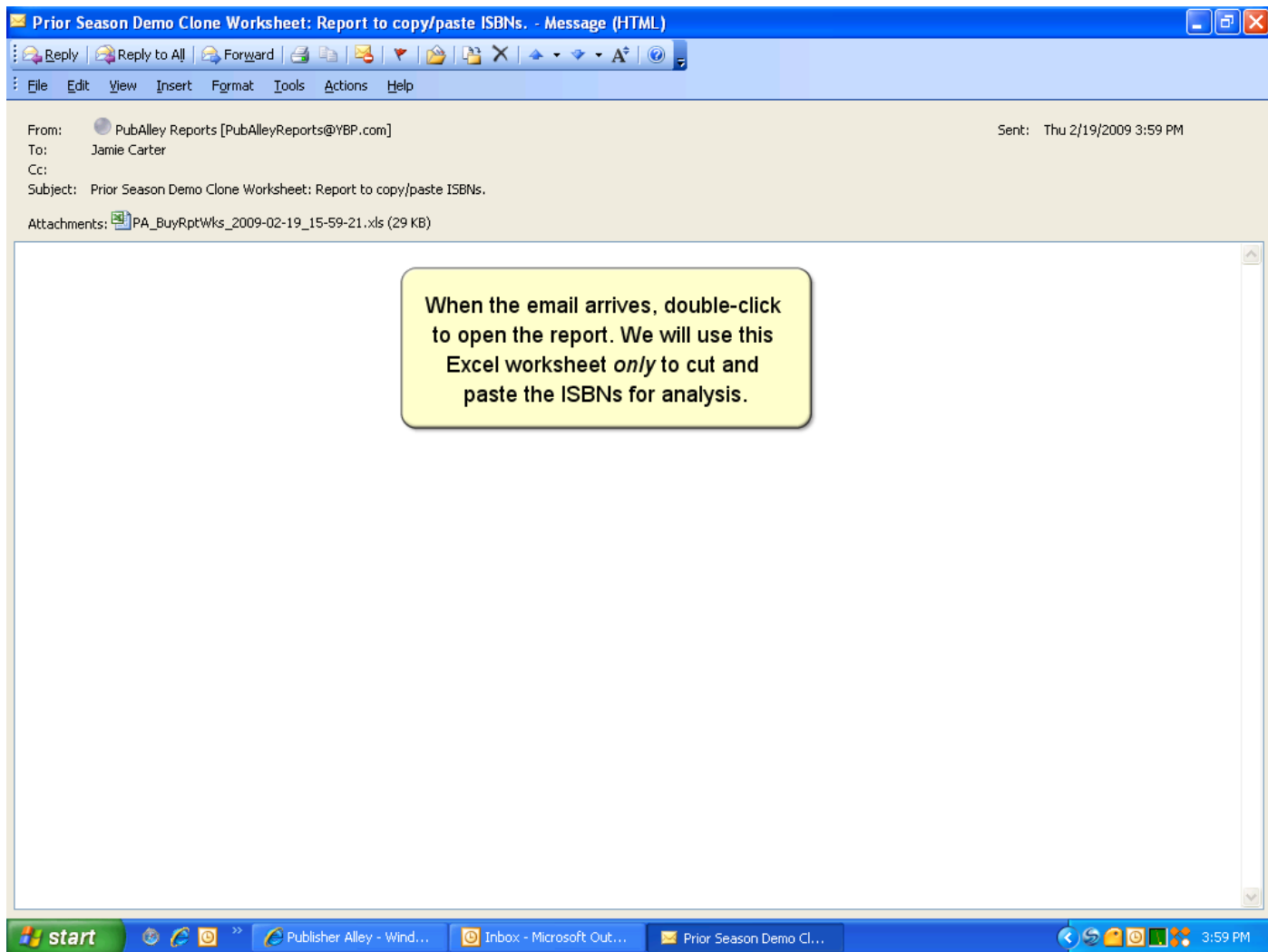
Buyer: Lorraine Ferry (908) 541-7435

start

Publisher Alley - Wind...Email Items - Window...

3:59 PM

In the dialog box that appears, confirm that the e-mail address is yours and enter a Subject. Click **Send** at the bottom of the dialog box.



Microsoft Excel - PA_BuyRptWks_2009-02-19_15-59-21.xls

File Edit View Insert Format Tools Data Window Help

Type a question for help

SnagIt Window

C2 ISBN

When the report opens, click once on the header for Column C to select it. Then, right-click in the highlighted area and select Copy.

1	A	B	C	D	E	F	G	H	I
2	Type	Cat. Page	ISBN			Binding	Pub date	List Price	
3	New	101	780313309			Cloth	10/30/2001	\$65.00	
4	Type	Cat. Page	ISBN			Binding	Pub date	List Price	
5	New	010	780313297			Cloth	9/30/2000	\$57.95	
6	Type	Cat. Page	ISBN			Binding	Pub date	List Price	
7	New	021	780313312		Kellogg, Ann T. (EDT)	Cloth	3/30/2002	\$59.95	
8	Type	Cat. Page	ISBN	Fashion: An Encyclopedia of Century Fashion Designers and Full Title	Responsible Party	Binding	Pub date	List Price	
9	New	111	780313309		Krebs, Robert E.	Cloth	10/30/2001	\$91.95	
10	Type	Cat. Page	ISBN	Principles, and Theories: A Full Title	Responsible Party	Binding	Pub date	List Price	
11	New	065	780313295		McWilliams, John C.	Cloth	9/30/2000	\$51.95	
12	Type	Cat. Page	ISBN	The 1960s Cultural Revolution Full Title	Responsible Party	Binding	Pub date	List Price	
13	New	022	780313311666	EDUCATION	Foerstel, Herbert N.	Cloth	7/30/2002	\$65.00	
14	Type	Cat. Page	ISBN	Banned in the U.S.A: A Reference Guide to Full Title	Responsible Party	Binding	Pub date	List Price	
15	New	007	780313295553	HISTORY	Kyvig, David E.	Cloth	11/30/2001	\$57.95	
16	Type	Cat. Page	ISBN	Daily Life in the United States, 1920-1939: Full Title	Responsible Party	Binding	Pub date	List Price	
17	New	110	780313303265	HISTORY	Matz, David	Cloth	10/30/2001	\$57.95	
18	Type	Cat. Page	ISBN	Daily Life of the Ancient Romans Full Title	Responsible Party	Binding	Pub date	List Price	
19	New	048	780313315343	HISTORY	Shearer, Benjamin F./ Shearer, Barbara Smith	Cloth	10/30/2001	\$87.95	
20	Type	Cat. Page	ISBN	State Names, Seals, Flags, and Symbols: A Full Title	Responsible Party	Binding	Pub date	List Price	
21	New	033	780313307317	HISTORY	Daniel, Elton L.	Cloth	10/30/2001	\$55.00	
22	Type	Cat. Page	ISBN	The History of Iran Full Title	Responsible Party	Binding	Pub date	List Price	
23	New	044	780313310021	HISTORY	Padley, P. L.	Cloth	9/30/2000	\$57.95	

Ready

start Publisher Alley - Win... Microsoft Office ... PA_BuyRptWks_200... PA_BuyRptWks_200... 4:29 PM

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Window Help

Type a question for help

Snagit Window

A1

Open a new spreadsheet and click into cell A1. Right-click and select "Paste." The column of ISBNs will appear.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2	ISBN														
3	780313309														
4	ISBN														
5	780313297														
6	ISBN														
7	780313312														
8	ISBN														
9	780313309571														
10	ISBN														
11	780313299131														
12	ISBN														
13	780313311666														
14	ISBN														
15	780313295553														
16	ISBN														
17	780313303265														
18	ISBN														
19	780313315343														
20	ISBN														
21	780313307317														
22	ISBN														
23	780313310034														
24	ISBN														
25	780313314827														
26	ISBN														
27	781573565585														
28	ISBN														
29	780313309496														
30	ISBN														
31	780313315022														
32	ISBN														

Sheet1 / Sheet2 / Sheet3

Select destination and press ENTER or choose Paste

NUM

start

Publisher Alley ...

Inbox - Micros...

Prior Season D...

PA_BuyRptWks...

Book1

4:00 PM

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Window Help

Type a question for help

Sort...

Click **Data** and **Sort** from the toolbar. Sort by Column A as shown. Click **OK**.

Sort

Sort by

Column A

Ascending

Descending

Then by

Ascending

Descending

Then by

Ascending

Descending

My data range has

Header row

No header row

Options... OK Cancel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2	ISBN														
3	780313309816														
4	ISBN														
5	780313297861														
6	ISBN														
7	780313312205														
8	ISBN														
9	780313309571														
10	ISBN														
11	780313299131														
12	ISBN														
13	780313311666														
14	ISBN														
15	780313295553														
16	ISBN														
17	780313303265														
18	ISBN														
19	780313315343														
20	ISBN														
21	780313307317														
22	ISBN														
23	780313310034														
24	ISBN														
25	780313314827														
26	ISBN														
27	781573565585														
28	ISBN														
29	780313309496														
30	ISBN														
31	780313315022														
32	ISBN														

Sheet1 Sheet2 Sheet3

Select destination and press ENTER or choose Paste

NUM

start

Publisher Alley ...

Inbox - Micros...

Prior Season D...

PA_BuyRptWks...

Book1

4:00 PM

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Window Help

Type a question for help

Snagit Window

A1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2	ISBN														
3	780313309816														
4	ISBN														
5	780313297861														
6	ISBN														
7	780313312205														
8	ISBN														
9	780313309571														
10	ISBN														
11	780313299131														
12	ISBN														
13	780313311666														
14	ISBN														
15	780313295553														
16	ISBN														
17	780313303265														
18	ISBN														
19	780313315343														
20	ISBN														
21	780313307317														
22	ISBN														
23	780313310034														
24	ISBN														
25	780313314827														
26	ISBN														
27	781573565585														
28	ISBN														
29	780313309496														
30	ISBN														
31	780313315022														
32	ISBN														

If a warning like this appears, click OK.

Sort Warning

The following sort key may not sort as expected because it contains some numbers formatted as text:

Column A

What would you like to do?

☒ Sort anything that looks like a number, as a number

☐ Sort numbers and numbers stored as text separately

OK Cancel Help

Ready

start Publisher Alley ... Inbox - Micros... Prior Season D... PA_BuyRptWks... Book1

NUM

4:00 PM

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Window Help

Type a question for help

Snagit Window

A1 9780313295553

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	780313295553														
2	780313297861														
3	780313299131														
4	780313303265														
5	780313307317														
6	780313309496														
7	780313309571														
8	780313309816														
9	780313310034														
10	780313311017														
11	780313311666														
12	780313312205														
13	780313312618														
14	780313314827														
15	780313315022														
16	780313315343														
17	780313316005														
18	780313316104														
19	780313323195														
20	781573565585														
21	ISBN														
22	ISBN														
23	ISBN														
24	ISBN														
25	ISBN														
26	ISBN														
27	ISBN														
28	ISBN														
29	ISBN														
30	ISBN														
31	ISBN														
32	ISBN														

Copy the ISBNs to your clipboard so that you can paste them into Pub Alley. (Contact us for additional copy/paste techniques if needed.) Once you have copied a maximum of 100 ISBNs, leave this spreadsheet and re-enter Publisher Alley.

Sheet1 Sheet2 Sheet3

Ready NUM

start Publisher Alley ... Inbox - Micros... Prior Season D... PA_BuyRptWks... Book1 4:00 PM

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Window Help

Type a question for help

Snagit Window

A1 9780313295553

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	780313295553														
2	780313297861														
3	780313299131														
4	780313303265														
5	780313307317														
6	780313309496														
7	780313309571														
8	780313309816														
9	780313310034														
10	780313311017														
11	780313311666														
12	780313312205														
13	780313312618														
14	780313314827														
15	780313315022														
16	780313315343														
17	780313316005														
18	780313316104														
19	780313323195														
20	781573565585														
21	ISBN														
22	ISBN														
23	ISBN														
24	ISBN														
25	ISBN														
26	ISBN														
27	ISBN														
28	ISBN														
29	ISBN														
30	ISBN														
31	ISBN														
32	ISBN														

After selecting the cells, hold down the Ctrl key and type the letter C. The cells will then have a dotted line around them as shown at left. Leave this sheet as-is and re-enter Publisher Alley.

Sheet1 Sheet2 Sheet3

Select destination and press ENTER or choose Paste

start Publisher Alley ... Inbox - Micros... Prior Season D... PA_BuyRptWks... Book1 4:00 PM

All Titles Sales Report

[Submit](#) [Reset Form](#)

We will transfer the ISBNs from your clipboard to the cloned report. This tutorial works from the All Titles page. You can also transfer ISBNs directly using the Add Comp Titles link in the cloned report.

Greenwood: Westport

Libraries Unlimited: Westport

☐ All ☐ University Press ☐ Trade/Other

Book Classification

All

Adult

Children's

Universe

All

Published

Speedstock

Not Yet Published

Binding

All

Cloth

Library

Paper

Reinforced

Audio Download

Cassette / Spoken Word

CD (CD-ROM)

CD (MP3-CD)

CD (Spoken Word)

Category

All

Antiques & Collectibles

Architecture

Art

Bibles

Biography & Autobiography

Business & Economics

Calendars

Classical/Canon Authors

Comics & Graphic Novels

Cooking

Language

All

English

Arabic

Cambodian

Awards, Reviews, and Promotional Programs

[browse](#) [clear](#)

ISBN or Title [add multiple ISBNs](#)

separate groups by semicolons

Title separate words by spaces, groups by semicolons

/ Editor

Other Responsible Party

Subject Area

☒ BISAC

☐ LC

☐ LC Subj. (keyword)

[browse](#) [delete](#)

Pub Date

>=

On Sale Date

>=

Sales Criteria

☒ Show sales for period (mm/dd/yyyy)

☐ Show titles with units sold (units)

☐ Show titles with demand (units)


>=

Data	Updated
OH and OO	2/25/09
Monthly Demand	2/24/09
Snapshots	2/25/09
Sales / Returns	2/22/09

List Price

Internet

100%



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- Profiled Series
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- Summary (Profiled)

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OH and OO	2/20/09
Monthly Demand	2/19/09
Snapshots	2/20/09
Sales / Returns	2/16/09

SnapshotsWatch ListsSaved SearchesLog Out

All Titles Sales Report

SubmitReset Form

Imprint

Selected Imprints

Abc-Clio: Santa Barbara

Ablex : Greenwich

Amer Council On Education: Phoenix

Auburn House : New York

Bergin & Garvey : New York

Greenwood World Pub:

Greenwood: Westport

Libraries Unlimited: Westpo

browse delete

All

University Pre

Book Classification

All

Adult

Children's

Binding

All

Cloth

Library

Paper

Reinforced

Audio Download

Cassette / Spoken Word

CD (CD-ROM)

CD (MP3-CD)

CD (Spoken Word)

Language

All

English

Arabic

Cambodian

ISBN or Title

add multiple ISBNs

Series Title

Responsible Party

Area

AC LC LC Subj. (keyword)

Date

Criteria

ow sales for period (mm/dd/yyyy)

Show titles with units sold (units)

Show titles with demand (units)

>=

Enter up to 100 ISBNs:

9780313315022

9780313315022

9780313315343

9780313315343

9780313316005

9780313316005

9780313316104

9780313316104

9780313323195

9780313323195

9781573565585

9781573565585

if you already have a list in another program, just copy and paste it.

CloseAdd

Awards, Reviews, and Promotional Programs

browse clear

Click add multiple ISBNs. When the dialog box at left appears, paste up to 100 ISBNs. Click Add. Then, click Submit.

start

Publisher Alley - ...


ISBN Input - Win...

PriorSeason

2 Microsoft Offi...

3 Microsoft Offi...

12:23 PM



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Updated

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Log Out

All Title Sales

20 titles

23,349 units / \$1,255,200.09

ISBN is 9780313295553 or 9780313295553 or 9780313297861...

Note: Sales and returns are lifetime. Demand is for the past 30 days.

☒ All

☐ All

☐ Sort

☐ Save Search

☐ Email

☐ Watch List

☐ Snapshot

☐ Comparison

☐ States

☐ Buy Report

☐ Markets

☒ State Names, Seals, Flags, and Symbols: A Historical Dictionary

Series: STATE NAMES, SEALS, FLAGS, AND SYMBOLS

By: Shearer, Benjamin F. / Shearer, Barbara Smith

Pub Date: 10/30/2001

Binding: Cloth

Pages: 495

ISBN9780313315343

List Price\$87.95

Units Sold3,543

List Sales\$244,930.10

Net Sales

Backorders0

Returns65

Demand4

O/H23

O/O0

☒ Sports and Games of the Ancients

Series: SPORTS AND GAMES THROUGH HISTORY

By: Craig, Steve

Pub Date: 06/30/2002

Binding: Cloth

Pages: 271

1st Receipt: 06/19/2002

Trim: 9.5 H x 6.25 W

ISBN9780313316005

List Price\$57.95

Units Sold1,381

List Sales\$69,182.85

Net Sales

Backorders0

Returns3

Demand0

O/H1

O/O0

☒ Banned in the U.S.A: A Reference Guide to Book Censorship in Schools and Public Libraries

Series: BANNED IN THE U.S.A: A REFERENCE GUIDE TO BOOK CENSORSHIP IN SCHOOLS AND PUBLIC LIBRARIES

By: Foerster, Herbert N.

Pub Date: 07/30/2002

Binding: Cloth

Pages: 296

1st Receipt: 08/05/2002

Trim: 9.5 H x 6.25 W

ISBN9780313311666

List Price\$65.00

Units Sold1,321

List Sales\$73,101.90

Net Sales

Backorders1

Returns36

Demand1

O/H0

O/O1

☒ The History of Iran

Series: GREENWOOD HISTORIES OF THE MODERN NATIONS

By: Daniel, Elton L.

Pub Date: 10/30/2000

Binding: Cloth

Pages: 312

1st Receipt: 11/06/2000

Trim: 9.25 H x 6.25 W

ISBN9780313307317

List Price\$55.00

Units Sold1,259

List Sales\$50,532.68

Net Sales

Backorders0

Returns18

Demand0

O/H2

O/O0

☒ The 1960s Cultural Revolution

Series: GREENWOOD PRESS GUIDES TO HISTORIC EVENTS OF THE TWENTIETH CENTURY

By: McWilliams, John C.

Pub Date: 09/20/2000

Binding: Cloth

Pages: 128

1st Receipt: 09/22/2000

Trim: 9.5 H x 6.25 W

ISBN9780313307317

List Price\$55.00

Units Sold1,259

List Sales\$50,532.68

Net Sales

Backorders0

Returns18

Demand0

O/H2

O/O0

Local / General

Greenwood

Sports & Recreation / History

Adult

Category: Sports & Recreation

Greenwood

Education / Reference

Adult

Category: Education

Greenwood

History / Middle East / General

Adult

Category: History

Greenwood

History / Modern / General


Adult

Category: History

Internet

100%

javascript:void(0);

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Add to Buy Report - Windows Internet Explorer

http://www.publisheralley.com/pages/puballeepage.aspx?Location=ALLTOTAL&PK=1300007&cache=5853001483

Add To Buy Report

ISBN	Category	Title	Author	Binding
9780313312618	Social Science	The 1960s	Rielly	Cloth
9780313299131	E-books / POD	The 1960s Cultural Revolution	McWilliams	Cloth
9780313311666	Education	Banned in the U.S.A: A Reference Guide to Book...	Foerstel	Cloth
9780313311017	Social Science	Culture and Customs of Russia	Schultze	Cloth
9780313295553	History	Daily Life in the United States, 1920-1939:...	Kyvig	Cloth
9780313297861	E-books / POD	Daily Life in the United States, 1940-1959:...	Kaledin	Cloth

You have selected your own books. Would you like to

☐ add them as new books, or

☒ add them as comparable books?

Select the radio button to
add these as comparable
books and click Next.

Cancel

Next...

Done

Internet

100%

Markets

General

O/O0

O/O0

O/O1

O/O0

start

Publisher Alley - ...

Add to Buy Repo...

PriorSeason

2 Microsoft Offi...

3 Microsoft Offi...

12:24 PM



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ALLEY

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Monthly Demand	2/19
Snapshots	2/20
Sales / Returns	2/16

Add to Buy Report - Windows Internet Explorer

http://www.publisheralley.com/pages/puballeepage.aspx?Location=ALLTOTAL&PK=1300007&cache=5853001483

Add To Buy Report: Comparable Books

ISBN	Category	Title	Author	Binding
9780313312618	Social Science	The 1960s	Rielly	Cloth
9780313299131	E-books / POD	The 1960s Cultural Revolution	McWilliams	Cloth
9780313311666	Education	Banned in the U.S.A: A Reference Guide to Book...	Foerstel	Cloth
9780313311017	Social Science	Culture and Customs of Russia	Schultze	Cloth
9780313295553	History	Daily Life in the United States, 1920-1939:...	Kyvig	Cloth
9780313297861	E-books / POD	Daily Life in the United States, 1940-1959:...	Kaledin	Cloth

Pick a buy recommendation report:

- ☐ November 08 created 08/08/2008
- ☐ Penguin April 2009 created 12/01/2008
- ☐ Prior Season Demo created 02/17/2009
- ☒ Prior Season Demo Clone created 02/19/2009
- ☐ ... created 09/03/2007
- ☐ ... created 10/05/2007
- ☐ ... created 01/23/2008
- ☐ ... created 02/03/2009
- ☐ ... created 09/19/2008
- ☐ ... created 10/19/2007
- ☐ ... created 11/19/2008
- ☐ ... created 01/15/2009
- ☐ switch
- ☐ testing
- ☐ Verify Assignments
- ☐ Verify suggested buys

Select the radio button next to the name of your cloned report. Click Next.

Back Next...

Internet 100%

start

Publisher Alley - ... Add to Buy Repo... PriorSeason 2 Microsoft Offi... 3 Microsoft Offi... 12:24 PM



PUBLISHER
ALLEY

Add to Buy Report - Windows Internet Explorer

http://www.publisheralley.com/pages/pubalpage.aspx?Location=ALLTOTAL&PK=1300007&cache=5853001483

Add To Buy Report: Comparable Books

ISBN	Category	Title	Author	Binding
9780313312618	Social Science	The 1960s	Rielly	Cloth
9780313299131	E-books / POD	The 1960s Cultural Revolution	McWilliams	Cloth
9780313311666	Education	Banned in the U.S.A: A Reference Guide to Book...	Foerstel	Cloth
9780313311017	Social Science	Culture and Customs of Russia	Schultze	Cloth
9780313295553	History	Daily Life in the United States, 1920-1939:...	Kyvig	Cloth
9780313297861	E-books / POD	Daily Life in the United States, 1940-1959:...	Kaledin	Cloth

Pick new books from "Prior Season Demo Clone":

	ISBN	Category	Title	Author	Binding
<input checked="" type="checkbox"/>	9780313312618	Social Science	The 1960s	Rielly	Cloth
<input type="checkbox"/>	9780313299131	E-books / POD	The 1960s Cultural Revolution	McWilliams	Cloth
<input type="checkbox"/>			the U.S.A: A Reference Guide to Book...	Foerstel	Cloth
<input type="checkbox"/>			Customs of Russia	Schultze	Cloth
<input type="checkbox"/>			the United States, 1920-1939:...	Kyvig	Cloth
<input type="checkbox"/>	9780313297861	E-books / POD	Daily Life in the United States, 1940-1959:...	Kaledin	Cloth
<input type="checkbox"/>	9780313303265	History	Daily Life of the Ancient Romans	Matz	Cloth
<input type="checkbox"/>	9780313323195	Political Science	The Disputed Presidential Election of 2000: A...	Dover	Cloth
<input type="checkbox"/>	9780313315022	Political Science	Encyclopedia of Modern American Extremists and...	Atkins	Cloth
<input type="checkbox"/>	9781573565585	Literary Criticism	Hispanic Literature of the United States: A...	Kanellos	Cloth
<input type="checkbox"/>	9780313307317	History	The History of Iran	Daniel	Cloth
<input type="checkbox"/>	9780313312205	E-books / POD	In an Influential Fashion: An Encyclopedia of...	Kellooa	Cloth

Check the box for the first book listed in the cloned report. Click Add.

Back

Add !

Internet

100%

Data Upd:
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Monthly Demand 2/19
Snapshots 2/20
Sales / Returns 2/16

start

Publisher Alley - ...


Add to Buy Repo...

PriorSeason

2 Microsoft Offi...

3 Microsoft Offi...

12:24 PM


PUBLISHER ALLEY

Add to Buy Report - Windows Internet Explorer
http://www.publisheralley.com/pages/puballeypage.aspx?Location=ALLTOTAL&PK=1300007&cache=5853001483

Add To Buy Report: New Books

ISBN	Category	Title	Author	Binding
9780313312618	Social Science	The 1960s	Rielly	Cloth
9780313299131	E-books / POD	The 1960s Cultural Revolution	McWilliams	Cloth
9780313311666	Education	Banned in the U.S.A: A Reference Guide to Book...	Foerstel	Cloth
9780313311017	Social Science	Culture and Customs of Russia	Schultze	Cloth
9780313295553	History	Daily Life in the United States, 1920-1939:...	Kyvig	Cloth
9780313297861	E-books / POD	Daily Life in the United States, 1940-1959:...	Kaledin	Cloth

The buy report was successfully updated.

Publisher Alley confirms that the titles were added as comparables. Click *The buy report* to complete the export of data.

Data	Update
OH and OO	2/20
Monthly Demand	2/19
Snapshots	2/20
Sales / Returns	2/16

Close

javascript:showBuyReport();

Internet 100%

start

Publisher Alley - ... Add to Buy Repo... PriorSeason 2 Microsoft Offi... 3 Microsoft Offi... 12:24 PM

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Snapshots	2/20/09
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Buy Report: Prior Season Demo Clone

20 titles

Sorted by Ascending

Note: Demand is for Pre-pub plus 30 days post-pub; sales are for 30 days post-pub; returns are for the sales period +60 days.

Fields with this background have not been saved.

9780313312618 The 1960s

Author	Bi	Total	Carton Qty.	
Rielly	C	70	0	<input type="button" value="Add Comp Titles"/>
Category		Catalog Page	101	<input type="button" value="Save"/>
Social Science		ol.com		<input type="button" value="Del Comp Titles"/>

When the report opens, you'll see all of the titles added as comparables to the ISBN you selected. We have combined ACTUAL sales and demand data on the same report with your suggested buys.

			D	S	D	S	D	S	D	S	D	S	Total			Lifetime	
9780313311666	Banned in the U.S.A.: A Reference...																
Foerstel	Cloth07/30/02 \$65.00	19	9	73	34	23	4	13	5	0	0	128	52	0	1321	36	✖
Education																	
9780313311017	Culture and Customs of Russia																
Schultze	Cloth09/30/00 \$57.95	0	0	5	4	3	0	4	3	0	0	12	7	0	1122	66	✖
Social Science																	
9780313295553	Daily Life in the United States,...																
Kyvig	Cloth11/30/01 \$57.95	31	17	35	30	37	9	49	45	0	0	152	101	0	1015	0	✖
History																	
9780313297861	Daily Life in the United States,...																
Kaledin	Cloth09/30/00 \$57.95	21	0	51	35	21	0	9	6	0	0	102	41	0	1040	13	✖
E-books / POD																	
9780313303265	Daily Life of the Ancient Romans																
Matz	Cloth10/30/01 \$57.95	17	4	38	19	27	2	37	7	0	0	119	32	0	939	28	✖
History																	
9780313315022	Encyclopedia of Modern American...																
Atkins	Cloth07/30/02 \$91.95	3	3	23	8	2	0	1	0	0	0	29	11	0	958	7	✖
Political Science																	
9781573565585	Hispanic Literature of the United...																
Kanellos	Cloth12/30/03 \$95.00	7	6	60	38	9	5	13	8	0	0	89	57	0	1030	37	✖

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SnapshotsWatch ListsSaved SearchesLog Out

Buy Report: Prior Season Demo Clone20 titles

Note: Demand is for Pre-pub plus 30 days post-pub; sales are for 30 days post-pub; returns are for the sales period +60 days.

Sorted by Ascending

SaveEmailCollapse AllExpand AllSortClone

Fields with this background have not been saved.

9780313307317The History of Iran

Author	Binding	Pub	List	GA
Daniel	Cloth	10/30/00	\$55.00	
Category				Buyer
History				Ilyssa V

9780313311017Cul

Author	Binding	Pub	List	GA
Schultze	Cloth	0		
Category				
Social Science				

9780313315343Sta

Author	Binding	Pub	List	GA
Shearer	Cloth	1		
Category				
History				

9780313312205In an Influential Fashion: An Encyclopedia of 19th and 20th Century Fashion Designers and Retailers Who Transformed Dress

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kellogg	Cloth	03/30/02	\$59.95	18	36	9	0	0	63	18
Category				Buyer			Vendor Catalog Page			
E-books / POD				Lorraine Ferry			(908) 541-7435		ferryl@btol.com	

Click Sort in the menu bar and select Category as the Primary Sort. You can also apply a secondary sort within each category--for example, "catalog page." Click OK.

Sort Titles

Primary Sort

Secondary Sort

Author

Binding

Catalog Page

Category

Imprint

ISBN

Publication Date

ascending

ascending

Cancel

OK

IN	Total	Carton Qty.
0	72	0
Vendor Catalog Page		
	123	
fitzgep@btol.com		

IN	Total	Carton Qty.
0	42	14
Vendor Catalog Page		
	048	
weschei@btol.com		

DataUpdated

OH and OO2/20/09

Monthly Demand2/19/09

Snapshots2/20/09


Sales / Returns2/16/09

start

Publisher Alley - Wind...

Publisher Alley - Wind...

12:09 PM



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Buy Report: Prior Sea

Note: Demand is for Pre-pub
+60 days.

Save Email Collapse

Has your press been asked to participate in category buying?

YesNo

Log Out

Sorted by Category Ascending

by; returns are for the sales period

Fields with this background have not been saved.

9780313312205 In an Influential Fashion: An Encyclopedia of 19th and 20th Century Fashion Designers and Retailers Who Transformed Dress

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kellogg	Cloth	03/30/02	\$59.95	18	36	9	0	0	63	18
Category				Buyer				Vendor Catalog Page		
E-books / POD				Lorraine Ferry				(908) 541-7435 ferryl@btol.com		

Add Comp Titles Save

9780313297861 Daily Life in the United States, 1940-1959: Shifting Worlds

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kaledin	Cloth	09/30/00	\$57.95	30	0	60	0	0	90	30
Category				Buyer				Vendor Catalog Page		
E-books / POD				Lorraine Ferry				(908) 541-7435 ferryl@btol.com		

Add Comp Titles Save

9780313309571 Scientific Laws, Principles, and Theories: A Reference Guide

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Krebs	Cloth	10/30/00	\$91.95	0	2	0	0	0	2	26
Category				Buyer				Vendor Catalog Page		
E-books / POD				Lorraine Ferry				(908) 541-7435 ferryl@btol.com		

Add Comp Titles Save

Data Updated

OH and OO 2/20/09

Monthly Demand 2/19/09

Snapshots 2/20/09

Sales / Returns 2/16/09

Done

Internet

100%

PUBLISHER ALLEY

Snapshots Watch Lists Saved Searches Log Out

Buy Report: Prior Season Demo Clone 20 titles
Note: Demand is for Pre-pub plus 30 days post-pub; sales are for 30 days post-pub; returns are for the sales period +60 days.

Sorted by Category Ascending

Save Email Collapse All Expand All Sort Clone Fields with this background have not been saved.

9780313309816 The Plays of Shakespeare: A Thematic Guide

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Cahn	Cloth								66	0
Category									Vendor Catalog Page	101
Drama									arj@btol.com	

9780313312205 Who Transformed

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kellogg	Cloth								63	18
Category									Vendor Catalog Page	021
E-books / POD									om	

9780313297861

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Kaledin	Cloth								90	30
Category									Vendor Catalog Page	010
E-books / POD									yl@btol.com	

9780313309571

Author	Binding	Pub	List	GA	IL	NV	NJ	IN	Total	Carton Qty.
Krebs	Cloth	10/30/00	\$91.95						2	26
Category									Vendor Catalog Page	111
E-books / POD									ferry@btol.com	

Data Updated
OH and OO 2/20/09
Monthly Demand 2/19/09
Snapshots 2/20/09
Sales / Returns 2/16/09

Email Items - Windows Internet Explorer

http://www.publisheralley.com/pages/puballeypage.aspx?Location=BRDI:

Email Items

Recipients separate multiple addresses with semicolons
jcarter@ybp.com

Subject
Data for Macro Import

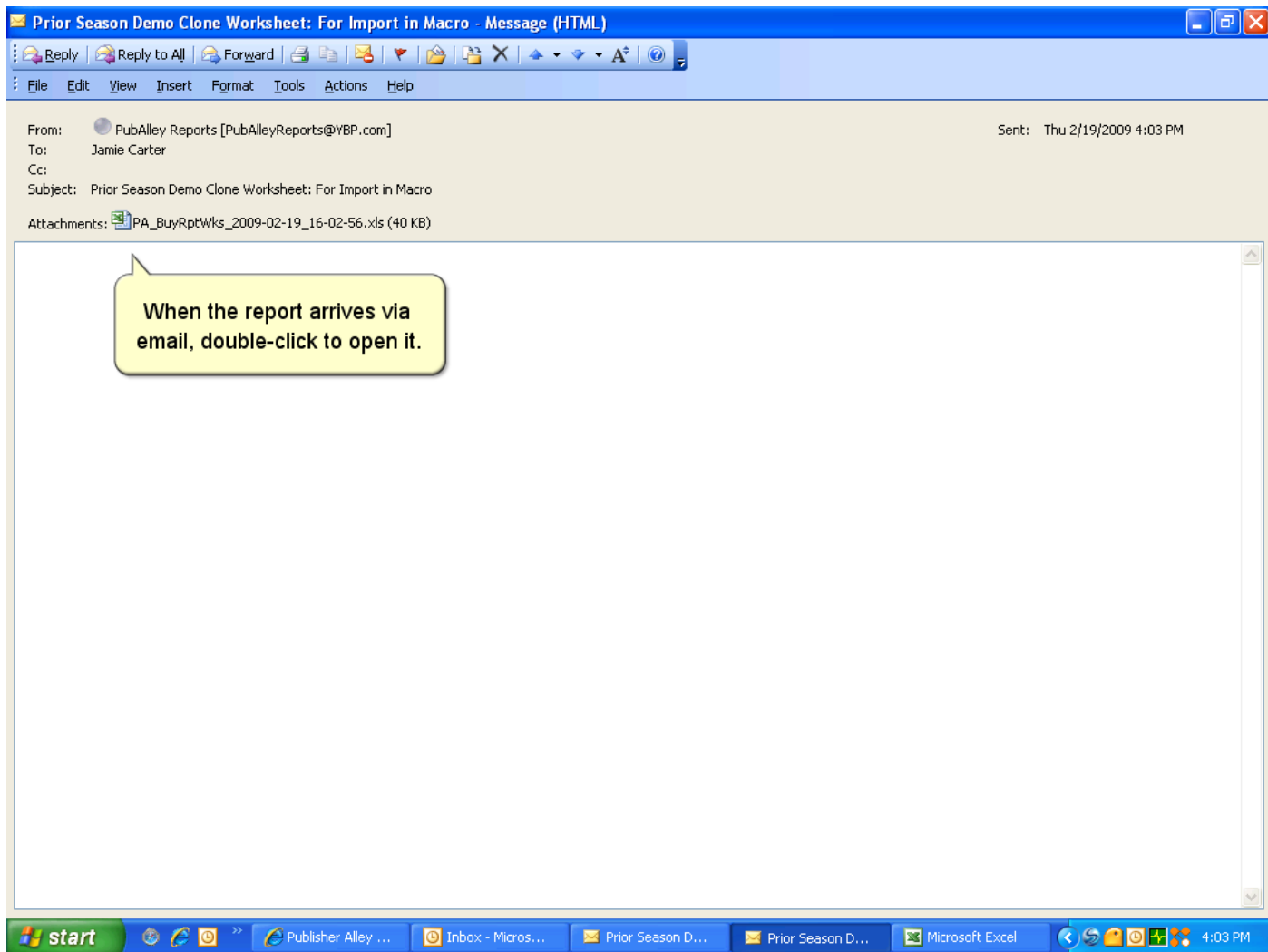
Message

Enter three date options for the B&T scheduler. He or she will contact you to confirm appointments.

Cancel Send

In the dialog box that appears, check to be sure your address is correct. Enter a subject and click Send.

start Publisher Alley - Wind... Email Items - Window... 12:10 PM



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File Edit View Insert Format Tools Data Window Help

Type a question for help

SnagIt Window

A1 Buy Recommendation Report

	A	B	C	D	E	F	G	H	I
1	Buy Recommendation Report				Time Period: Pre-pub plus 30 days post-pub				
2	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
3	New					Arstel, Herbert N.	Cloth	7/30/2002	\$65.00
4	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
5	New					Multze, Sydney	Cloth	9/30/2000	\$57.95
6	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
7	New					Yang, David E.	Cloth	11/30/2000	\$57.95
8	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
9	New	010		780313297861	Daily Life in the United States, 1920-1939: E-BOOKS / POD	Kaledin, Eugenia	Cloth	9/30/2000	\$57.95
10	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
11	New	110		780313303265	Daily Life in the United States, 1940-1959: HISTORY	Matz, David	Cloth	10/30/2000	\$57.95
12	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
13	New	070		780313315022	Daily Life of the Ancient Romans POLITICAL SCIENCE	Atkins, Stephen E.	Cloth	7/30/2002	\$91.95
14	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
15	New	032		781573565585	Encyclopedia of Modern American Extremists LITERARY CRITICISM	Kanellos, Nicolas	Cloth	12/30/2000	\$95.00
16	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
17	New	021		780313312205	Hispanic Literature of the United States: A E-BOOKS / POD	Kellogg, Ann T. (EDT)	Cloth	3/30/2002	\$59.95
18	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
19	New	111		780313309571	In an Influential Fashion: An Encyclopedia of 19th and 20th Century Fashion Designers and E-BOOKS / POD	Krebs, Robert E.	Cloth	10/30/2000	\$91.95
20	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
21	New	003		780313316104	Scientific Laws, Principles, and Theories: A SPORTS & RECREATION	Crego, Robert	Cloth	1/30/2003	\$57.95
22	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
	New	046		780313316005	Sports and Games of the 18th and 19th SPORTS & RECREATION	Craig, Steve	Cloth	6/30/2002	\$57.95

Sheet1

Ready NUM

start Publisher Alley - Wind... Microsoft Office O... Microsoft Office E... SnagIt Capture Preview 5:18 PM

IMPORTANT: When the report opens, *do not click anywhere inside it*. The cell containing "Buy Recommendation Report" must remain outlined as shown above.

Microsoft Excel - PA_BuyRptWks_2009-02-19_16-02-56 (2).xls [Read-Only]

File Edit View Insert Format Tools Data Window Help

Protection Macro Add-Ins... Options...

Snagit Window

A1 Buy Rec

COMP Title Fix...

Buy Recommendation Report

Time Period: Pre-pub plus 30 days post-pub

Pull down the Tools menu and select "COMP Title Fix" (this is the small program that you installed).

	A	B	C	D	E	F	G	H	I
1	Buy Recommendation Report								
2	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
3	New	022		780313311666	EDUCATION Banned in the		Cloth	7/30/2002	\$65.00
4	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
5	New	123		780313311017	SOCIAL SCIEN Culture and Cu		Cloth	9/30/2000	\$57.95
6	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
7	New	007		780313295553	HISTORY Daily Life in the United States, 1920-1939:		Cloth	11/30/200	\$57.95
8	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
9	New	010		780313297861	E-BOOKS / POD Daily Life in the United States, 1940-1959:	Kaledin, Eugenia	Cloth	9/30/2000	\$57.95
10	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
11	New	110		780313303265	HISTORY Daily Life of the Ancient Romans	Matz, David	Cloth	10/30/200	\$57.95
12	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
13	New	070		780313315022	POLITICAL SCIENCE Encyclopedia of Modern American Extremists	Atkins, Stephen E.	Cloth	7/30/2002	\$91.95
14	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
15	New	032		781573565585	LITERARY CRITICISM Hispanic Literature of the United States: A	Kanellos, Nicolas	Cloth	12/30/200	\$95.00
16	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
17	New	021		780313312205	E-BOOKS / POD In an Influential Fashion: An Encyclopedia of 19th and 20th Century Fashion Designers and	Kellogg, Ann T. (EDT)	Cloth	3/30/2002	\$59.95
18	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
19	New	111		780313309571	E-BOOKS / POD Scientific Laws, Principles, and Theories: A	Krebs, Robert E.	Cloth	10/30/200	\$91.95
20	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
21	New	003		780313316104	SPORTS & RECREATION Sports and Games of the 18th and 19th	Crego, Robert	Cloth	1/30/2003	\$57.95
22	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
23	New	046		780313316005	SPORTS & RECREATION Sports and Games of the 18th and 19th	Crego, Robert	Cloth	1/30/2003	\$57.95

Sheet1

Ready

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File Edit View Insert Format Tools Data Window Help

Type a question for help

SnagIt Window

A1 Buy Recommendation Report

	A	B	C	D	E	F	G	H	I
1	Buy Recommendation Report				Time Period: Pre-pub plus 30 days post-pub				
2	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
3	New	022		780313311666	EDUCATION	Foerstel, Herbert N.	Cloth	7/30/2002	\$65.00
4					Banned in the U.S.A: A Reference Guide to				
5	New	123		780313311017	SOCI. Pub Alley Comp Program		Cloth	9/30/2000	\$57.95
6	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
7	New	007		780313295553	HISTO		Cloth	11/30/200	\$57.95
8	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
9	New	010		780313297861	E-BOO		Cloth	9/30/2000	\$57.95
10	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
11	New	110		780313303265	HISTO		Cloth	10/30/200	\$57.95
12	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
13	New	070		780313315022	POLIT		Cloth	7/30/2002	\$91.95
14	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
15	New	032		781573565585	LITER		Cloth	12/30/200	\$95.00
16	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
17	New	021		780313312205	E-BOOKS / POD	Kellogg, Ann T. (EDT)	Cloth	3/30/2002	\$59.95
18	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
19	New	111		780313309571	E-BOOKS / POD	Krebs, Robert E.	Cloth	10/30/2001	\$91.95
20	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
21	New	003		780313316104	SPORTS & RECREATION	Crego, Robert	Cloth	1/30/2003	\$57.95
22	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
23	New	046		780313316005	SPORTS & RECREATION	Crego, Robert	Cloth	6/30/2003	\$57.95

Ready

start Publisher Alley - Wind... Microsoft Office O... Microsoft Office E... SnagIt Capture Preview 5:18 PM

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File Edit View Insert Format Tools Data Window Help

Type a question for help

SnagIt Window

A1 Buy Recommendation Report

	A	B	C	D	E	F	G	H	I
1	Buy Recommendation Report				Time Period: Pre-pub plus 30 days post-pub				
2	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
3	New	022		780313311666	EDUCATION Banned in the U.S.A: A Reference Guide to	Foerstel, Herbert N.	Cloth	7/30/2002	\$65.00
4	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
5	New	123		780313311017	SOCI. Pub Alley Comp Program		Cloth	9/30/2000	\$57.95
6	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
7	New	007		780313295553	HISTO Daily		Cloth	11/30/2000	\$57.95
8	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
9	New	010		780313297861	E-BOOK Daily		Cloth	9/30/2000	\$57.95
10	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
11	New	110					Cloth	10/30/2000	\$57.95
12	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
13	New	070					Cloth	7/30/2002	\$91.95
14	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
15	New	032		781573565585	LITER Hispanic Literature of the United States: A		Cloth	12/30/2000	\$95.00
16	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
17	New	021		780313312205	E-BOOKS / POD In an Influential Fashion: An Encyclopedia of 19th and 20th Century Fashion Designers and	Kellogg, Ann T. (EDT)	Cloth	3/30/2002	\$59.95
18	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
19	New	111		780313309571	E-BOOKS / POD Scientific Laws, Principles, and Theories: A	Krebs, Robert E.	Cloth	10/30/2000	\$91.95
20	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
21	New	003		780313316104	SPORTS & RECREATION Sports and Games of the 18th and 19th	Crego, Robert	Cloth	1/30/2003	\$57.95
22	Type	Cat.	Page	ISBN	Full Title	Responsible Party	Binding	Pub date	List Price
	New	046		780313316005	SPORTS & RECREATION Crash Course	Craig, Steve	Cloth	6/30/2002	\$57.95

Sheet1

NUM

start

Publisher Alley - Wind...

3 Microsoft Office O...

4 Microsoft Office E...

SnagIt Capture Preview

5:18 PM

The macro will display its progress. Click OK when prompted.

Pub Alley Comp Program

Start

Finished

Report is ready. Click OK to continue.

OK

Microsoft Excel - PA_BuyRptWks_2009-02-20_12-10-30.xls [Read-Only]

File Edit View Insert

Type a question for help

SnagIt Window

A1

Your final Prior Season Analysis report will include yellow rows with *Sell Thru* calculations: these are the percentages of recommended buy quantities that actually sold in the original time period. (The period is 30 or 60 days, depending on the original Buy Report.)

	GA	IL	NV	NJ	IN	O/O	Total Buy	Carton
ISBN								
Full Title								
780313309816 DRAMA The Plays of Shakespeare: A Thematic Guide	22	0	44	0	0	1	66	0
	D S	D S	D S	D S	D S		Total D Total S	
	1 0	9 7	9 3	4 4	0 0		23 14	0
	0%	0%	7%	0%	0%		21%	
780313312205 E-BOOKS / POD In an Influential Fashion: An Encyclopedia of 19th and 20th Century Fashion Designers and Retailers Who Transformed Dress	18	36	9	0	0	0	63	18
	D S	D S	D S	D S	D S		Total D Total S	
	4 3	64 33	35 7	6 5	0 0		109 48	0
	17%	92%	78%	0%	0%		76%	
780313297861 E-BOOKS / POD Daily Life in the United States, 1940-1959: Shifting Worlds	30	0	60	0	0	0	90	30
	D S	D S	D S	D S	D S		Total D Total S	
	21 0	51 35	21 0	9 6	0 0		102 41	0
	0%	0%	0%	0%	0%		46%	
780313309571 E-BOOKS / POD Scientific Laws, Principles, and Theories: A Reference Guide	0	2	0	0	0	0	2	26
	D S	D S	D S	D S	D S		Total D Total S	
	3 3	9 9	3 0	1 1	0 0		16 13	0
	0%	450%	0%	0%	0%		650%	
780313299131 E-BOOKS / POD The 1960s Cultural Revolution	0	24	0	48	0	2	72	24
	D S	D S	D S	D S	D S		Total D Total S	
	10 1	17 18	2 1	6 4	0 0		35 24	0

SUMMARY MAIN

Ready

start

PriorSeason

2 Microsoft Office O...

Microsoft Excel - PA_...

NUM

7:51 PM

Microsoft Excel - PA_BuyRptWks_2009-02-20_12-10-30.xls [Read-Only]

File Edit View Insert Format Tools Data Window Help

Type a question for help

Snagit Window

A1 Grand Totals

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Grand Totals	GA	IL	NV	NJ	IN	Totals									
2	Suggested Buys	323	241	469	120	0	1153									
3	Total Sales	303	753	220	398	0	1674									
4	Sell Thru %	94%	312%	47%	332%	0%	145%									
5																
6																
7	Drama	GA	IL	NV	NJ	IN										
8	Suggested Buys	22	0	44	0	0	66									
9	Total Sales	0	7	3	4	0	14									
10	Sell Thru %	0%	0%	7%	0%	0%	21%									
11																
12																
13	E-books / POD	GA	IL	NV	NJ	IN										
14	Suggested Buys	48	62	69	48	0	227									
15	Total Sales	7	95	8	16	0	126									
16	Sell Thru %	15%	153%	12%	33%	0%	56%									
17																
18																
19	Education	GA	IL	NV	NJ	IN										
20	Suggested Buys	15	0	0	30	0	45									
21	Total Sales	9	34	4	5	0	52									
22	Sell Thru %	60%	0%	0%	17%	0%	116%									
23																
24																
25	History	GA	IL	NV	NJ	IN										
26	Suggested Buys	106	56	104	4	0	270									
27	Total Sales	195	349	136	255	0	935									
28	Sell Thru %	184%	623%	131%	6375%	0%	346%									
29																
30																
31	Language Arts & Disciplines	GA	IL	NV	NJ	IN										
32	Suggested Buys	36	0	52	0	0	88									

NUM

Ready

start

PriorSeason

2 Microsoft Office O...

Microsoft Excel - PA_...

7:51 PM

This is the summary tab of the report. The "Grand Totals" grid at top shows results overall. In this case, suggested buys for IL and NJ were too low, NV quantities were too high, and GA quantities were very appropriate. The remainder of the summary divides results by category.



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Regular maintenance occurs during off-business hours, with advance notice.

Contact customerservice@puballey.com for help and more information.

This concludes the Publisher Alley
Prior Season Analysis Tutorial.

Done

Internet

100%