



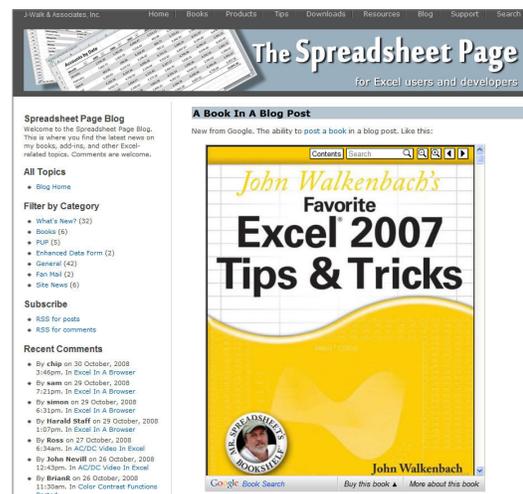
Google Preview

Google Book Search previews for your website

The aim of Google Book Search is to help you get your books in front of consumers. Now there is an exciting new way to do so: through book previews that you can embed right into your website or blog. This represents a free, easy way to enhance your site and help your fans interact with and purchase your titles.

What is Google Preview?

Google Preview is a book viewer that can be embedded right into your website or blog. You can set up the viewer for one or for multiple titles, for every book that has a preview in Google Book Search. Because the preview is hosted on our servers, and Google serves the previews onto your site, security is the same as it is for Google Book Search. Users can't copy, print or paste your content, and they have the same limited browsing experience as through Book Search. Just as YouTube videos can be embedded into websites, now the same can be done with book previews.



How does it benefit my site?

The more time your readers spend on your site, the more engaged they become with your titles. Because Google Preview is free, and is possible through your existing participation in Book Search, it represents an easy and effective way to enhance your site. The viewer allows for full-text searches, zooming in and out, and a limited preview of your book. Purchase links are always included below the preview, so that your readers can easily buy the book from a range of sellers.



How do I set it up?

To incorporate Google Preview into your website, start with our Preview Wizard, which is currently available in English only: <http://books.google.com/preview-wizard>. The Preview Wizard will walk you through four short steps to determine what you'd like the preview to

look like. It will then generate a few lines of HTML code, which you can copy and paste into the correct area of your own site or blog.