

Raising the Standard of Product Information

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2008 It's Still About The Data

- ❑ 83% of new title data from Major Publishers requires editing
- ❑ Editing bad data slows down getting titles to the marketplace
- ❑ Everyone is doing “rework”



Top Ten Data Issues

1. Not supplying BISAC Subjects.
2. Using an outdated BISAC Subject Code List
3. Applying fiction and nonfiction codes to the same title.
(It's either fiction or nonfiction, but not both)
4. Applying adult and juvenile codes to the same title.
(It's either adult or juvenile, but not both)
5. Getting different title and subject information for the same content but different physical format.



Top Ten Data Issues Continued

6. Putting information in title field that does not belong there. Editorial/Physical Format
7. Sending information late and expecting it to be processed quickly because of a buying appointment. (BISG Certificate Standard 6 months)
8. Not providing grade/age levels for titles with juvenile BISAC subjects. (cannot load to database)
9. Providing grade/age levels on titles with adult BISAC subjects. (cannot load to database)
10. Incorrect or missing format and/or edition status
11. Inconsistent and/or missing series information



Onix 2.1 Data Feed

Title	Authors
History of Choppers, The	Rosier, Miriam D
Wild Ride: The History and Lore of Rodeo	Winters, Nathan B
Etiquette of Golf, The (OSI)	Engen, Alan K
Golfer's Night Before Christmas, A	Burgess,, Vicky
Fish Flies Revised Edition	Swinburne, Stephen R
Survival Skills of Native Calif	Hagerty, Donald J
Unemployment Survival Guide, The-OSI	Clark, Willard F
One Who Is Not Busy, The	DeWeese, G
Etiquette of Etiquette, The (OSI)	Rusho, W.L
Hydrogen Age, The	Swinburne, Stephen R
Beginnings are for those who want to con	Clark, Willard F
Scoutmaster Minute, The	Burgess,, Vicky
Brink, The	Workman, David R
Signs and Wonders - OSI	Burgess,, Vicky

Issues:

Chopped off words in title field
Edition information in title field
Physical Format info in title field
Subtitle in title field
Title tag for Leading article at the beginning of title

Issues:

Extra commas in names
No period after initials
No space between initials

File Stats:

556 titles in file
167 need removal of data or editing
27 author names need editing
20 titles are missing BISAC 1 Code

Age levels have been included for all titles only need age/grade for juveniles



Data Issues Major Trade Publisher

Title	Format
20th Century Ghosts LP	TC
Bright Shiny Morning LP	TC
L.A. Outlaws LP	TC
Reconciliation LP	TC
Wicked LP	TC
Your Government Failed You LP	TC
I'm Just Like My Mom; I'm Just Like My Dad/ Me parezco tanto a mi mama; Me parez	
Junior Novel	
Just Who Will You Be CD	

Issues

LP (Large Print) indicated in title field

Bilingual title not noted in file

CD physical format in title field

Junior Novel (1) should be "South of the Border Junior Novel"

Junior Novel (2) should be "Cheeta Girls 3 Junior Novel"

No BISAC subject assigned to Compact Disc title

Mixed fiction and non-fiction BISACs

No grade levels for juvenile titles

Bindings are incorrect on LP titles - these are actually paperbacks

File Stats:

38 titles in file

7 titles need data removed or editing

6 need the format changed

13 juvenile titles had no grade/age levels



Data Problems Major Academic Publishers

TITLE

DISRUPTED CITIES; When Infrastructure Fails
 The Past in the Present; Therapy enactments and the return of trauma
 North-South; The Vernacular, the Modern and the Mediterranean
 Practice - Architecture, Technique and Presentation; Revised and expanded
 edition
 MODERN SPAIN:SOCIAL HISTORY E2; A Social History
 Flying Off Course Fourth Edition
 Public International Law 3/e
 Shakespeare and Trauma; Contemporary Performances on Stage and Screen
 The Wheel of Death; Writings from Zen Buddhist and Other Sources
 Spirals of Contention; Why India was Partitioned in 1947
 DISRUPTED CITIES; When Infrastructure Fails
 Dialogues in Urban and Regional Planning; Volume 3
 Cities, Citizens, and Technologies; Urban Life and Postmodernity

AUTHOR 1

GRAHAM,STEPHEN
 Mann,David
 Lejeune,Jean-Fr
 Shubert,Adrian
 silverstone, ca
 Basu,Aparna
 Saberwal,Satish
 Harper,Thomas L
 Bernal, Lee, Ma
 Gordon, Joad, L
 Jeans, Jones, M
 Brain, Haldane,
 Bhatia,Tej K.
 King,Winston L
 Allen,G F
 MENDIET , EDUARDO
 Chau,Adam Yuet
 Lang, Jr.,Antho
 Raman,A. Venkat
 Chang,Dae-oup
 Brigg, Ann R. J.
 PO-CHING,YIP
 Chapman, Jane;
 Drivers
 Sandy, Green
 Green,Sandy
 Georg Henrik,vo

Issues

Editions, volumes and subtitle in title field
Titles should be mixed case not mixed Caps and mixed case
No space between author last name and first name
No period after author initials
Author names should be in mixed case
Inconsistent author entry (Note Sandy, Green and Green, Sandy)

File Stats:

346 titles in file
192 titles need editing
310 author name problems
261 titles have no physical format
too many general BISAC subjects



Take Aways:

- ❑ It's still about the data
- ❑ File structure is critical
- ❑ Data standards are critical
- ❑ What goes into the structure just as critical
- ❑ Product data must be central to the publishing process
- ❑ Good product data can create sales
- ❑ Inaccurate product data is costing the industry “rework” and lost sales
- ❑ Certification is the foundation
- ❑ Never be complacent!

