

Key Activities & Milestones

ISBN-13 Task Force

Robert Bolick, VP & Director of Global Business Planning, McGraw-Hill



Providing a forum for senior level book publishing executives from all segments of the supply chain to gather and investigate best working practices with regards to the ISBN-13 transition.



Book Industry Study Group

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- *ISBN-13 Web Pages & Readiness Directory*
- ISBN-13 webinars
- BookExpo America 2006 presentation
- “978” v “979”
- EDI strategies in a 13-digit world



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The ISBN of the Future

- ❑ ISBN-13 = ISBN
- ❑ Full 13-digit string should be used (no truncating)
- ❑ There is **NO 10-digit equivalent** to a 979 ISBN

Before

ISBN: 1-4028-9462-7



After

ISBN: 978-1-4028-9462-6



Bookland EAN



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978 ISBN-13 v 979 ISBN-13

- An ISBN-10 **CAN** be converted to a 978 ISBN-13.
- A 978 ISBN-13 **CAN** be converted to an ISBN-10.
- **ONLY** when the US Agency runs out of ISBN-10s/978 ISBN-13s will it issue 979 ISBNs.

- **NO SUCH THING** as an ISBN-10 converted to a 979 ISBN-13.
- A 979 ISBN-13 **CANNOT** be converted to an ISBN-10.
- **ONLY** when the US Agency runs out of ISBN-10s/978 ISBN-13s will it issue 979 ISBNs.



EDI Strategies in an ISBN-13 World

- Send all three during the transition to GTIN-14:
(ISBN-10, ISBN-13, and GTIN-14)
- Receive all three:
(Discard what you don't need)
- **DO NOT** create or require maps with a fixed sequence of the three.
- **DO** rely on the leading indicators – IB, EN, UK – to identify the three.



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