

International Standard Book Numbers...

Do You Really Need Your Own ISBN Number?

Whatever you are planning to print; be it a textbook, a novel, a cookbook or a family history, you should consider an ISBN number...if your book is really a book. Let us explain.

An ISBN (International Standard Book Number) is a 13-digit number that identifies printed books or book-like products.



What's An ISBN For?

An ISBN establishes and identifies one title or edition of a title, in a specific format, from one specific publisher.

For example, the hard cover and paperback editions of the same book will have separate ISBNs. Likewise, a revised edition will have a new ISBN to distinguish it from the first edition.

Google It

ISBNs are linked to essential information that allows booksellers and readers to know which book they're buying, what the book is about and who the author is.

If you enter an ISBN into a search engine (or a specialized search such as www.isbnsearch.org) it will tell the name, author, and publisher of the book as well as where you can purchase it.

Without an ISBN, the book may never be discovered in bookstores or online.

Bar Codes Add Big Value

Bar coding is another good reason to get an ISBN. Bar codes contain vital

pricing and inventory information for booksellers. Publishers must have an ISBN to get a bar code.

Your ISBN barcode should be positioned in the lower right corner of the outside back cover.

Not Everything Needs An ISBN

As a general rule of thumb, a book should have an ISBN if it will be sold on its own.

Any publisher or self-publishing author that wants to sell books in stores, through wholesalers or through online services, needs an ISBN.

On the other hand, manuals or other documents that are included with a product or service do not require ISBNs.

Catalogs and calendars are more examples of book-like products that don't need an ISBN.

It's Up To You

If you are a professional or business publishing your own book to give away free to clients, you don't have to have an ISBN, but using one does add legitimacy to your book.

Periodicals

Published work that appears in new editions on a periodical basis should use an ISSN (International Standard Serial Number) rather than an ISBN.

Publications include newspapers, magazines, yearbooks, journals, and newsletters like *Overnight Lite*.

Acquiring An ISBN

You don't need an agent or a publisher to obtain an ISBN.

In the United States, a company called Bowker has a monopoly on the registration and sale of ISBN numbers.

A quick visit to their website at www.myidentifiers.com will get you started.

Once you are at their site, Bowker will try to sell you other superfluous services. Don't fall for the advertising, just get your number and barcode and be on your way!

Do It Yourself

You may wonder: can Copresco register my ISBN? The answer is emphatically no.

An ISBN is not transferable. If we purchase your ISBN, Copresco will be registered as the publisher of your book, which we are not.

Registering your own ISBN assures that your book will be associated with you in perpetuity.

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Whether you call your next project a book or call it by any other name, if it has pages, you should call the company that can bring your words and pictures to life. Call Copresco.

Happy Holidays

We work and play hard at Copresco. We'll be closed Thursday November 24 and Friday November 25 for this year's Thanksgiving holiday.

Copresco will be closed on Friday December 23 for Christmas and Friday December 30 in celebration of the New Year.

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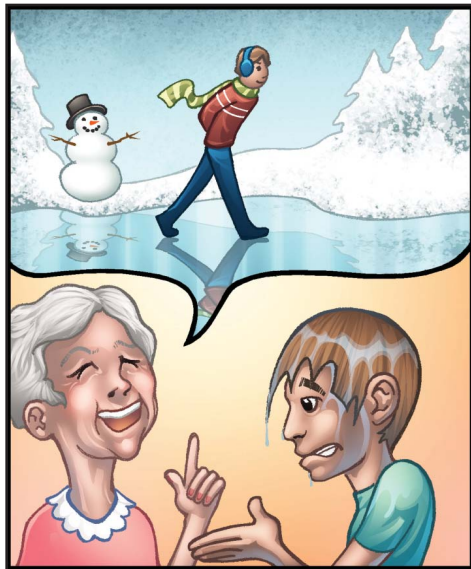


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Address Correction Requested

Jim had been told since he was a boy how his father, his grandfather and his great grandfather had walked on water on their 21st birthdays. When his 21st birthday arrived in July, he vowed to do the same. He and his girlfriend sailed their boat to the middle of the lake, and Jim stepped overboard. He went straight in over his head, coming up gasping and humiliated. "It's my 21st birthday," Jim complained later to his grandma. "Why can't I walk on water like my father, his

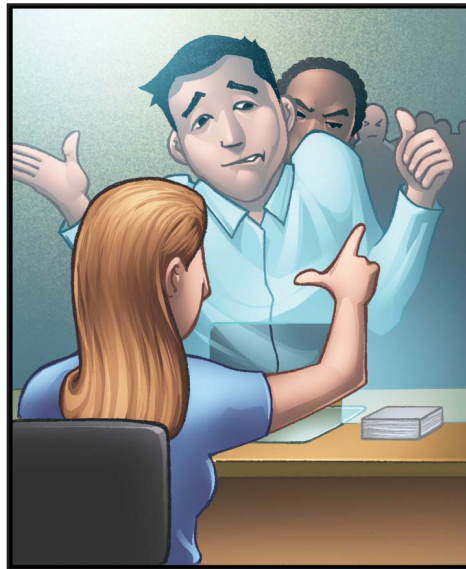


father, and his father before him?" "Sweetheart, you must remember," the old woman said as she comforted him, "they were all born in January."



My dad is a surgeon, and I teased him about it on Thanksgiving. "See Dad?" I said as I carved the turkey, "I'd make a pretty good surgeon too." "If you want to show me what a good surgeon you'd be," he responded, "lets see you put it back together."

"Excuse me, sir," the bank teller said to the pushy customer, "you'll have to



take your place at the back of the line." "I can't," the man replied. "Somebody's already there."



During the holidays, remember never to mistake endurance for hospitality.



A turkey farmer was always experimenting with breeding to perfect a better turkey. His family was fond of the leg portion for dinner and there were never enough legs for everyone. After many frustrating attempts, the farmer was relating the results of his efforts to his friends at the general store get together. "Well I finally did it! I bred a turkey that has 6 legs!" They all asked the farmer how it tasted. "I don't know" said the farmer. "I never could catch the darn thing!"

You know you're getting old when you go into an antique store and they try to hang a tag on you.



Q: How do snowmen travel around?
A: By icycle!



A woman had just accepted her boyfriend's marriage proposal, and spent all the next morning flashing her new diamond in front of her co-workers. To her frustration, nobody noticed, "My, it sure is getting hot in here!" she finally blurted out. "I think I'll take off my ring!"



Q: What did the turkey say to the man who tried to shoot it?
A: Liberty, Equality and Bad Aim for all.



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