



Your book and Google Book Search

What is Google Book Search?

Every day, hundreds of millions of people go to Google to search for information about everything from the history of the Boy Scouts to the uses of saffron – but in an age of information overload, books can be difficult to find online. Often, you need to know the title, author, or some other clue to track down a book you'd like to buy.

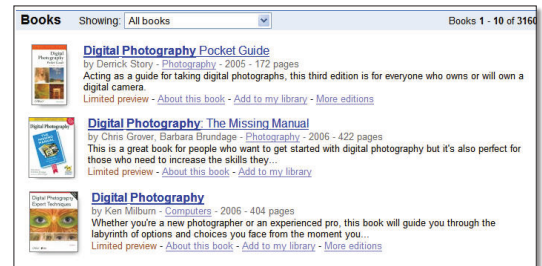


Google Book Search is our effort to help change that. Think of it as a free worldwide sales and marketing program that includes your books in Google search results. Your participation in the program makes it possible for anyone searching for information on Google to discover and buy your books – even when they have no previous information to guide them.

How Does it Work?

When a book is submitted to the Partner Program, Google indexes its content. Whenever someone does a search on Google Book Search and enters words and phrases that appear anywhere in your books, they show up in the search results. Your books can also appear when users search on Google.com if your books have information relevant to their query.

Prospective customers can browse sample pages as a preview, just as they can page through a book in a bookstore. If they like what they see, they can follow the purchasing links to buy the book – either directly from the publisher site or through popular online retailers.



What This Means for You

Even the best books can fail to sell if they don't reach their target audience. By marketing your books through Google, you have another tool to help your readers find your books. For our part, we want to make books as easy to find as web pages. Why? Google's mission is to help people find information, but not all information is on the web. With Google Book Search, we aim to connect readers to the world of books, and to do it in a way that benefits authors and publishers.



Common Questions:



What do people see when they browse?

If a book is scanned as part of the Partner Program, the publisher decides how much of the book to show people as a limited preview – from 20 percent to 100 percent.

If a book is scanned as part of our partnership with a library, the amount that a person can see depends on the particular book's copyright status. If the book is not under copyright, we will display it in full.

If a book is still under copyright, however, we limit what people see to protect authors and publishers. Unless the copyright holder has granted us permission to show more, we display only basic bibliographic information about the books, plus, in many cases, a few short snippets of text – at most, two or three sentences surrounding the search term.



How do you protect books from piracy?

People get a taste of your book - but only a taste. We digitize the full text of your book so that when people search online, they can see whether it contains information they're interested in. But they can see only a limited portion of any given book each month. To further protect your books, printing and image copying functions are disabled on all Google Books pages.

We understand your books are valuable, so we protect them as though they were our own. All the books you send us are hosted on Google servers and protected by the same security as Google.com's data.

What are people saying about Google Book Search?

“Every author wishes that more people read his or her books. Most of us would happily stand on street corners with sandwich boards if we thought it would help. Anything that brings our work in front of a larger public should be welcomed as a good thing, not something to be feared...all authors should be working with search engines like Google to come up with new and creative ways to get people to know about and sample what we have often spent many months – and sometimes many years – working on.”

– Jack M. Balkin, Author, ‘The Laws of Change’ and more

“Google Book Search is one of the easiest and best online marketing vehicles.”

– Paul Manning, Vice President, Book Sales, Springer

“I used Google Book Search for the first time today, and have already ordered a copy of a book for our company library. I would never have found this book, or been able to determine if it was worth ordering, without Google Book Search.”

– Kirsten, Public Policy Communications Analyst, Bear, DE

“I was searching for a topic called ‘simulated annealing in VLSI.’ It’s a small topic, and I’ve searched in local libraries but couldn’t find anything. I tried Google Book Search and found many books, and I immediately bought two.”

– Kalyan, Embedded Systems Engineer, Evanston, IL

For more information on the Google Book Search, check out <http://books.google.com/>