

Connecting Publishers With Readers Since 1999

Why partner with us

Grow your target audience and exposure with getAbstract

About us

- World's largest library of compressed knowledge
- Over 22,000 text- and audio summaries of top business books, articles, podcasts and video talks in 7 languages
- Curation by relevance, not bestseller status
- Secured permissions from all publishing partners
- Rigorous in-house editorial process to ensure accuracy and consistency
- Partnerships with 750+ international publishers, including Hachette, HarperCollins, McGraw-Hill, Simon & Schuster and Wiley
- Present at the world's most important book fairs, including Frankfurt, London, Madrid/Barcelona, Guadalajara and BookExpo America

"With getAbstract we are now able to reach well beyond the marketing channels we had previously invested in. It's great to be able to meet your target audience so efficiently! We greatly appreciate the bulk order requests we have received through getAbstract. getAbstract is a valuable resource and support for increasing our sales and finding new clients."

Annie Oswald, Global Director, Media Publishing,
FranklinCovey | Thought Leadership, Salt Lake City USA

Our readers

- 15+ million readers in 174 countries
- Employees and decisionmakers of 40% of Fortune 100 companies, and many other organizations

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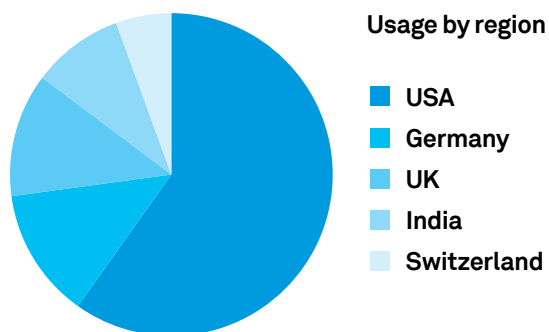
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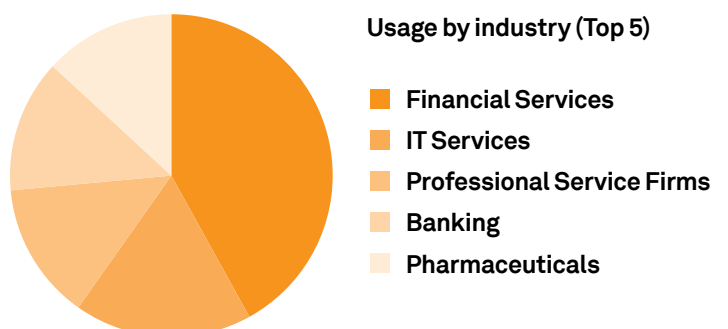
J.P.Morgan

User data

Usage by region (Top 5)



Usage by industry (Top 5)



Partnership benefits

High level of visibility and reach at no cost to publishers and authors

Promotion and international reach

- Promotion of the latest and backlist titles to subscribers
- Regular newsletters with reading recommendations
- International reach supports global demand and license deals
- Cooperation with international media partners ([open link](#))
- Use our book recommendations for your own advertising and PR purposes

Boost sales

- Reading recommendations based on user preferences
- 60% of users discover new business books through getAbstract (independent study by GfK Schweiz AG, 2014)
- Accessible insights into relevant books increase purchasing behavior
- Direct buy link with every summary ([open link](#))

Statistics

- Track the performance of titles, including downloads and clicks to buy, through independent access to our statistics dashboard

Engagement and visibility for authors

- **Webinars:** Exclusive in-depth sessions with large corporate audiences ([open link](#))
- **getTogether:** Freely accessible informal video talks ([open link](#))
- **Journal:** Daily interviews, columns and reading recommendations ([open link](#))
- Podcasts and other formats in planning

"I cannot think of anyone, anywhere in the world, who has done more to promote my book globally than getAbstract. I am deeply grateful."

Richard Bolles, author of What Color Is Your Parachute?
(10,000,000 copies sold)

getAbstract International Book Award (since 2000)

- Recognizes outstanding contributions to contemporary non-fiction literature
- Previous winners include Yuval Noah Harari, Robert J. Shiller, Benoît Mandelbrot, Alain de Botton, Peter Sloterdijk and Joseph Stiglitz
- The Award, traditionally presented at the Frankfurt Book Fair, will take place digitally in 2020



More about us



200+
employees



from 40+
countries



55 people at
headquarters
in Lucerne (CH)



600+
freelancers
worldwide

1999



Founding in
Lucerne

2000



Distribution
in the US

2006



New office
in Aventura

2012



Announcing
7 languages

2019



20th birthday
of getAbstract

Watch our video

