



Why partner with us

Grow your target audience and exposure with getAbstract

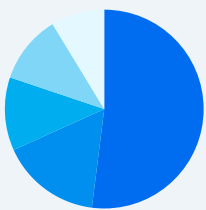
About us

- 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 800+ international publishers, including Hachette, HarperCollins, McGraw-Hill, Penguin Random House, Simon & Schuster and Wiley
- Present at the world's most important book fairs

“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 vehicle for increasing our sales and finding new clients.”

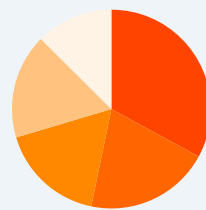
ANNIE OSWALD, GLOBAL DIRECTOR, MEDIA PUBLISHING, FRANKLINCOVEY | THOUGHT LEADERSHIP, SALT LAKE CITY USA

User data



USAGE BY COUNTRY (TOP 5)

- United States
- Germany
- India
- United Kingdom
- Switzerland



USAGE BY INDUSTRY (TOP 5)

- Financial Services
- Pharmaceuticals
- Professional Service Firms
- Information Technology Services
- Banking

Our readers

- 15+ million readers in almost every country around the world
- Employees and decision-makers of one-third of the Fortune 500 companies and many other organizations

FERRERO



Microsoft



J.P.Morgan

DAIMLER

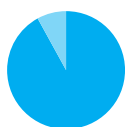
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Partnership benefits

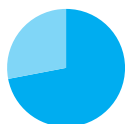
High level of visibility and reach
at no cost to publishers and authors

Sales and marketing activities

As per an independent survey conducted by Summit Research in January 2021:



92% of getAbstract subscribers agree that the service “exposes me to books I might not have considered purchasing before.”



72% of getAbstract subscribers say they are more likely to purchase books and from authors getAbstract recommends.

getAbstract helps boost book sales with reading recommendations based on user preferences. We place a direct buy link below every summary. Publishing partners have access to our statistics dashboard to track the performance of titles, including downloads and clicks to buy.

Increased title awareness and author visibility

- Weekly and monthly newsletters
- Thematic reading lists
- Promoboxes in client portals
- Sketch Notes (learning tool for corporate clients)
- Monthly webinars
- Whitepapers
- Virtual and in-person network forums
- Conferences and author dinners
- In-depth interviews, articles and guest columns in the getAbstract Journal
- Free online reading club #getTogether
- Social media video series #ExpertInsights
- Social media posts (tagging the author)



getAbstract International Book Award (since 2000)

Our prestigious [getAbstract International Book Award](#) promotes English and German authors every year for their outstanding achievements. Previous winners include Robert J. Shiller, George A. Akerlof, Benoît Mandelbrot, Chris Anderson, Abhijit Banerjee and Esther Duflo. Building on the 20-year success of the Award, we are taking active steps to increase its international visibility.

Media cooperation and public relations

getAbstract provides publicity for titles in top-tier global media outlets aimed at a broad business audience. Our PR activities engage strategic media, both mainstream and within specific industries.

More from us



founded
in 1999



headquarters
in Lucerne (CH)



200+ employees and
600+ freelancers
around the world

Watch our video



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