

} getabstract

# Why Partner With Us

Grow your target  
audience and  
exposure with  
getAbstract





## Target Audience

Thousands of new business books are being published every year.

Publishers must find ways to boost their books' visibility among their target audience.

This is where getAbstract comes into the picture.

We bring your books to a worldwide audience of business professionals.



# Scope

The getAbstract library contains over 22,000 book recommendations.

One-third of the Fortune 500 use getAbstract as a trusted learning solution.

getAbstract integrates into intranet portals, collaboration platforms and learning management systems of our clients, so employees can access knowledge at the point of need.

## Selection of our clients



DAIMLER



FERRERO

J.P.Morgan





## Reading Habit

We send out weekly reading recommendations based on users' individual interests.

Personal book recommendations are sent out in seven languages:

English, German, Spanish, French, Russian, Portuguese, Chinese.

We keep readers informed about the latest trends in their fields of specialization, spark interest in new topics and nurture a reading habit.

# Book Buying Behavior

Independent survey by Summit Research, 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 from authors getAbstract recommends.



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# Marketing Activities and Visibility for Authors



Our **weekly and monthly newsletters** and the-  
matic **reading lists** bring  
noteworthy books to the  
attention of our broad  
customer base.

Our in-depth **interviews  
and articles** in the  
getAbstract Journal put  
books in context and give  
authors the opportunity  
to explain the relevance  
of their findings to a  
broad audience.

The **getAbstract Journal**  
also features regular  
**guest columns** from en-  
gaging thought leaders.

getAbstract **whitepapers**  
take a deep dive into per-  
tinent topics with fitting  
book recommendations.

We place customizable  
**promoboxes** in client  
portals to promote our  
content and increase  
engagement.

getAbstract **Sketch  
Notes**, our visual how-  
to guides for corporate  
clients, take readers  
through a series of hand-  
picked reading recom-  
mendations related to a  
specific business chal-  
lenge.

Our monthly **webinars**  
offer authors the oppor-  
tunity to share hands-on  
insights with an engaged  
business audience.



Our **social media video series**, #ExpertInsights, offers a platform for authors to share hands-on advice on business challenges.

getAbstract **Network Forums** (virtual and in-person) provide opportunities for decision-makers in personnel development and HR to share best practices and book recommendations.

We organize **conferences and author dinners** that offer opportunities to network.

Our free **online reading club**, #getTogether, features experts and thought leaders offering additional context to our reading recommendations.

We promote noteworthy titles on **social media** and tag the author whenever possible.

# Media Cooperation and Public Relations

getAbstract provides publicity for titles in top-tier global media outlets aimed at a broad business audience.

Our PR efforts increase title awareness and the visibility of authors.

Our PR activities focus on engaging strategic media, both mainstream and within specific industries.

## Selection of our partners

**Portafolio**

**Shanghai Daily**  
上海日报

**WERBEWOCHE**

**SHINE**  
LONDON & BEIJING

**SWISS UNIVERSE**  
THE SWISS UNIVERSITY OF APPLIED SCIENCES

**BuchMarkt**

**Die Presse**

**ORGANISATOR**

**LÍDERES**



## }getabstract<sup>®</sup> International Book Award



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.

*“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**

*“We are delighted to be working with getAbstract. The platform broadens our marketing to customers and opens up channels that would be difficult for us to reach otherwise. The presentation and comprehension of our titles are impressive, and we very much like that the offering reaches across several languages. The team at getAbstract is great to work with, provides timely and clear reporting, and never fails to show enthusiasm for our books.”*

**Richard Howells, Director of International Sales & Marketing, Harvard University Press**

*“getAbstract has long been a valuable partner for McGraw-Hill. The global marketing and exposure for our books and authors is extensive and reaches markets we couldn’t otherwise reach. Not only do we highly value this partnership, but our authors do too. They often ask us to suggest their books for inclusion in the getAbstract library.”*

**Colleen Martin, Digital Rights Account Manager, McGraw-Hill Professional**

# In a Nutshell



## **FREE SERVICE**

We share your goal of promoting first-rate business books. Thus, our book promotion and marketing activities are free of charge for publishers and authors.



## **PARTNERSHIPS**

800+ international publishers including Hachette, Harper-Collins, McGraw-Hill, Penguin Random House, Simon & Schuster and Wiley.



## **BOOST AWARENESS**

getAbstract works with prestigious media outlets around the world to promote the best business books to a wide international audience.



## **INTERNATIONAL BRAND RECOGNITION**

getAbstract has a global readership. From students to decision-makers and thought leaders, people notice the books we expertly summarize and recommend.



## **TITLE AND AUTHOR VISIBILITY WITH TARGET AUDIENCE**

We regularly feature authors on the getAbstract Journal and offer the opportunity to connect with a global audience during webinars, conferences and in-person author events.



## **MARKETING DATA AND STATISTICS**

We provide samples of international media publications and enable our publishing partners to keep track of the number of views and downloads for each book, which is valuable information for program planning.



**For more information,  
please get in touch!**

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