RINGGOLD

Organizing the World

ProtoView for Book Discovery

Ringgold writers and data experts create abstracts and metadata from your books, then deliver it back to you and into the major discovery systems.

COMPREHENSIVE: We will produce an abstract and metadata for every title you send within our scope*. This content is then provided to the major academic discovery services for use in their products, including in resources where publisher content does not appear.

INCREASE DISCOVERY: Having ProtoView abstracts of your books appear in our network of discovery resources increases the likelihood of use and purchase (as compared to books which appear with title information alone), both when the books are new and over the long tail of purchase.

AFFILIATIONS: With each record, we include the institutional affiliation of the book's author/editor, with Ringgold ID, standardized name of the institution, ISNI, and URL, thus providing a significant link between Ringgold's Identify database and ProtoView for your market analytics.

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*Scholarly works in all topics – STM, humanities, social sciences - are within our scope, with these exceptions: we do not create our abstracts for fiction, poetry, plays, juveniles, and works not in English.

www.ringgold.com

Clean Data. Confident Decisions.

Providing Publishers with Rich Data

Our abstracts and metadata of each of your titles are always available for your use on protoview.com. ProtoView is dedicated to increasing discovery for your books and now, with affiliations as a crosswalk to *Identify*, adding new data for market intelligence.

ProtoView: Unique Value Proposition

Metadata	Standards-compliant, enriched, and normalized metadata enables your works to be easily and accurately incorporated into all manner of systems, and found by a multitude of discovery tools.
Expertly written abstracts	Our keyword-rich descriptive summaries, when embedded with your titles throughout the web-scale discovery services, are a persistent, effective source of advertising.
Broad distribution	Our distribution network includes ProQuest, EBSCO, GOBI Library Solutions, Baker & Taylor, and Gale/Cengage. We ensure your title information is readily available to decision-makers across the supply chain.

TO PARTICIPATE: Submit completed print titles to the address below. Once received, books are sent promptly to our writers, who write the descriptive summary abstract. ProtoView editors complete the record by adding keywords and other metadata, including the author affiliations. The content is then sent to our discovery network.

Many publishers send print books to ProtoView automatically as they are published. Request letters are emailed to publishers each month, but it is not necessary to receive a request before sending titles.

Print titles may be sent to:
Ringgold ProtoView
7515 NE Ambassador Place
Suite A
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For more information, please contact:

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