



# EU Bookshop: Your Privileged User Access

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# Agenda

1. Why is EU Bookshop an opportunity?
2. EU Bookshop Surveys – help us improve
3. Dissemination channels
4. Bulk orders and EU information multipliers
5. Print-on-demand service
6. Check your audience
7. Find what you are looking for
8. Deep links
9. Contacts

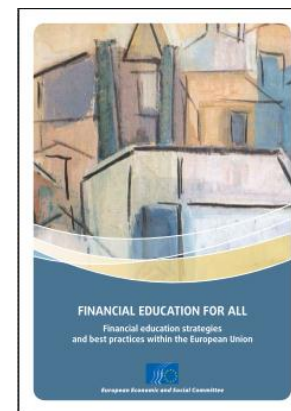
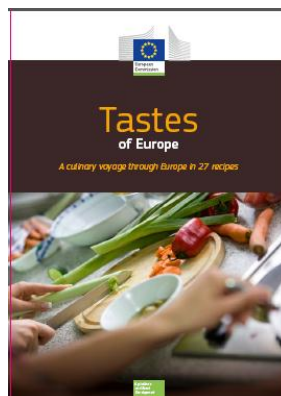


# Why is EU Bookshop an opportunity? Stay informed!

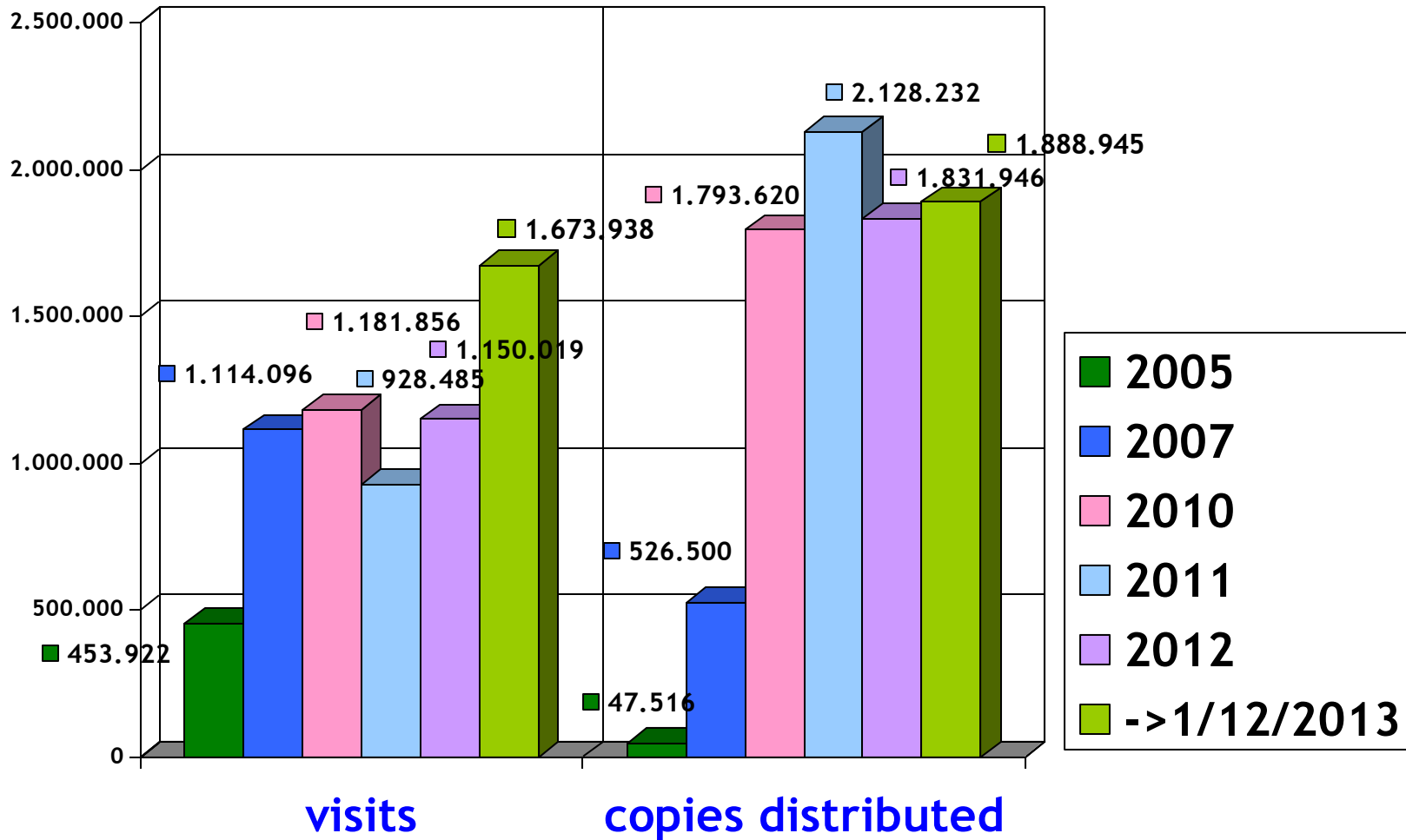
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- save time and resources



# Why is EU Bookshop an opportunity? Stay informed!



# Figures: number of visits and copies distributed



# Figures: number of titles and orders



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EU Bookshop surveys 2013:

- for the whole readership,
- for privileged users.



# How are publications disseminated?

## ■ via EU Bookshop

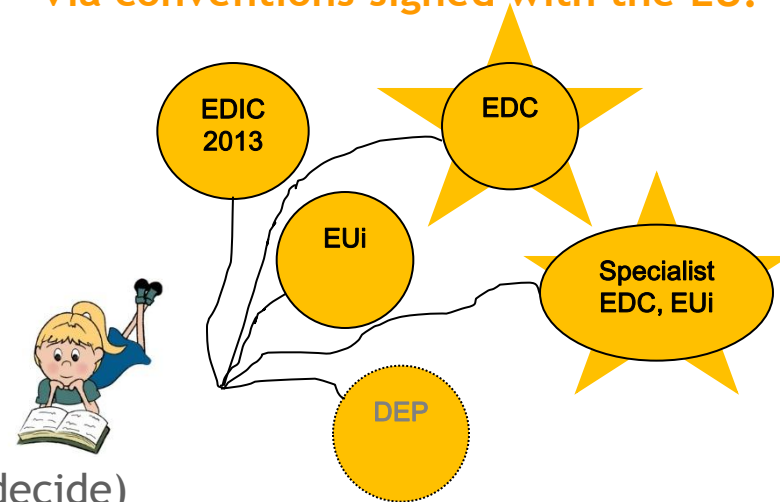
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- bulk orders by **privileged users** (Author Services decide)

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Privileged users  
are accredited EU multipliers  
via conventions signed with the EU.



## ■ via other tools outside EU Bookshop





# EU information multipliers



## ■ Who are ~~they~~ you?

- 1 400: EC representations, EU delegations, Europe Direct relays, European documentation/information centres, etc.

## ■ Why are ~~they~~ you 'privileged'?

- selected, accredited, monitored — within a framework contract,
- receive a preformatted **confidential** login,
- access a hidden catalogue (bulk orders) to order up to [100] copies,
- only they can order maps, posters and postcards for the citizens.



# EU Bookshop's privileged users facility

- special login and password
- bulk orders catalogue (number of available titles)

Bulk orders catalogue	December 2013
en	206
fr	150
de	140
it	124
pl	123
hr	28



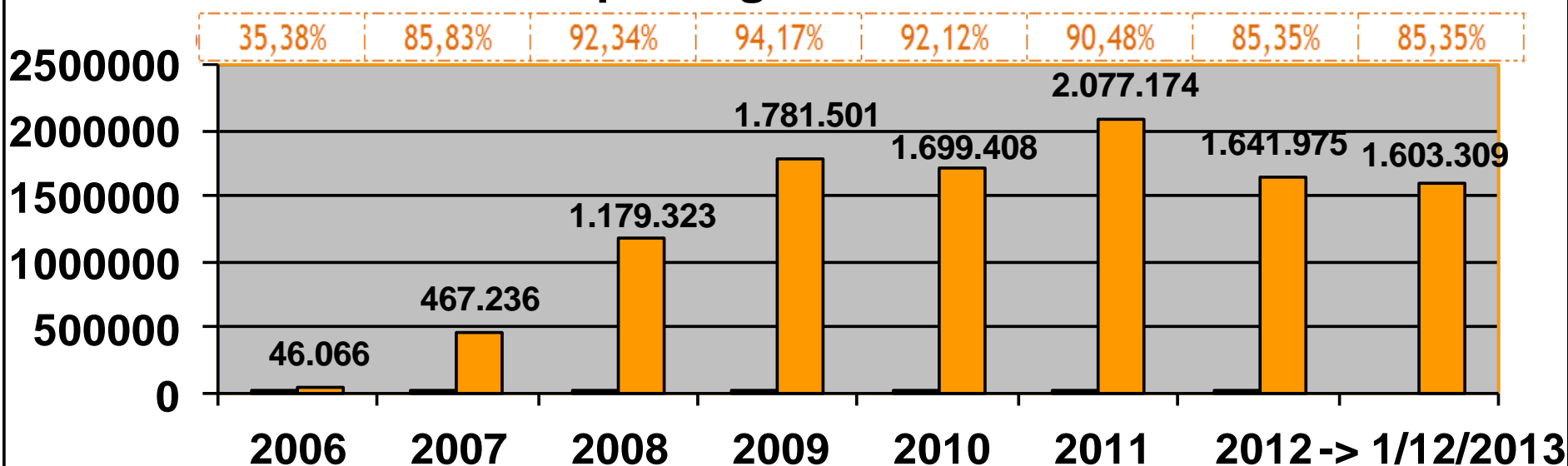
- Author Services set the limits
  - privileged users order **only** what they need for their public
  - seminars, conferences, universities, NGOs, ministries, banks, etc.
- permanent feedback



# The importance of the privileged users

(*inter alia* in terms of the % of copies ordered – and disseminated further – for all free-of-charge EU publications)

## Number of copies ordered and distributed by the privileged users



# Print-on-demand service

## ■ Print-on-demand

- professional reproductions
- ordered and paid for by all users via EU Bookshop
- fees charged to recover marginal printing and dissemination costs



- POD button displays only when all stocks are finished



## ■ not to be confused with digital printing (an alternative to offset printing)

- quick reprint requested and paid for by the author service
- small print runs, often to replenish stocks for standard-size publications



## Why a POD service?



- never again 'out of stock';
- to meet unexpected demand;
- to recover production and dissemination costs;
- better stock management — save on storage costs.

## An online payment facility for POD and priced publications:



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Transaction number : 00708845  
Purchase amount : 62.6  
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The EU explained - Discover - EU Bookshop - Windows Internet Explorer

http://bookshop.europa.eu/en/bundles/discover-cbsciep2OwkgkAAAE.xjhtLxJz/page/0?SecPageableID=z8Cep2OwxQcAAAFBpfkCACud&SecPageableID=...

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### The EU explained

This series of short papers provides clear, easy-to-understand explanations of what the EU does in various policy areas, why the EU is involved and what the results are.

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Making markets work better

2013, European Commission, Directorate-General for Communication  
EU competition policy ensures that companies compete equally and fairly in Europe's internal market. The European Commission, together with the nat... [More](#)

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#### Climate action

Building a world we like, with a climate we like

2013, European Commission, Directorate-General for Communication  
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#### Culture and audiovisual

Celebrating Europe's cultural diversity

2013, European Commission, Directorate-General for Communication  
Europe's cultural and creative sectors are key contributors to the economy and employment. This publication is a part of a series that explains wha... [More](#)

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http://bookshop.europa.eu/en/employment-and-social-affairs-pbNA7012003/?CatalogCategoryID=sciep2OwkgkAAAE.xjhtLxJz

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**Publication details**

 **Employment and social affairs**  
**Promoting jobs, inclusion and social policy as an investment**  
Social investment is key if we want to emerge from the crisis stronger, more cohesive and more competitive. Within existing budget constraints, Member States need to shift their focus to investment in human capital and social cohesion. This brochure is part of the series 'The European Union explained' that explains what the EU does in the fields where it has powers, why it does this and what it achieves.  
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★ ★ ★

Corporate author(s): [European Commission, Directorate-General for Communication](#)  
Themes: [Activities of the institutions and bodies](#), [Employment policy](#)  
Target audience: [General public](#)  
Key words: [employment policy](#), [job creation](#), [public awareness campaign](#), [dissemination of Community information](#), [Community action](#), [social policy](#)

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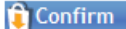
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2013, Directorate-General for Communication, European Commission

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2013, EACEA — Education, Audiovisual and Culture Executive Agency, European Commission

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2013, ECDC – European Centre for Disease Prevention and Control  
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Current challenges and the way forward: annual report of the Social Protection Committee (2012)

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