

PUBTRACK HIGHER ED SDA “GETTING STARTED”:

Instructions for using PubTrack Higher Ed SDA.

Thanks so much for using PubTrack Higher Ed SDA. We have provided a few pointers to help get you started.

This document is a guide to help you get started on the basics, so you can get up and running. We will cover more complex data pulls in a later update.



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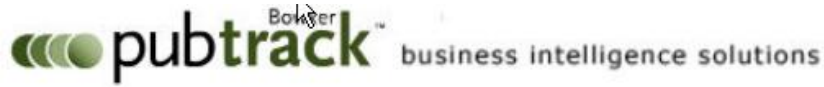
Document Revised August 2010

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General Access:

In your browser, go to: www.pubtracksda.com . You will be asked to enter the individual User ID and Password that was sent to you, as shown below. Note that these are case-sensitive.



PubTrack Business Intelligence:
Gain insight into market dynamics like never before

A screenshot of the PubTrack login page. At the top is the Bowker pubtrack logo and "Oracle Business Intelligence". Below that is a message: "Please enter your User ID and Password below, and then press the Log In button." There are two input fields: "User ID" with the text "Carl.Kulo@Bowker.com" and "Password" with seven dots. A "Log In" button is below the password field. At the bottom, there is a "Select a Language" dropdown menu set to "English".

Bowker
pubtrack™
Oracle Business Intelligence

Please enter your User ID and Password below, and then press the Log In button.

User ID

Password

Select a Language

Opening Screen to Create Reports:


After you have set this up, you will go to the following opening screen every time you log-on. It provides links to each of the reports, along with a quick description of each report. Note that in the “Other Useful Links” section, you can find additional information about the data load schedule, where PubTrack SDA data comes from, data coverage and access to the training webinar.

Selecting Filters and Confirming Selections to Create Reports:

This section contains the procedures for running a report. These basic steps are common to all report types:

Filtering Drop-Downs: At its heart, PubTrack Higher Ed SDA is a system to help you pull data by applying filters. In SDA, these filters will appear in one of two ways:

- a. The “select one” drop-down. This is the typical scroll-down button familiar to any user of a typical web site. You click the arrow and scroll down and highlight the item you want to select and hit “Accept”. This is used for any filter where you will only select one item at a time, such as “term”.
- b. The “select many” drop-down. This drop-down may take a little more practice before it’s

comfortable to you. Here you first need to identify your selections by clicking on this box: 

When you do, a “Multi-Select” box will pop up. The first time you use this box, you may need to type in your intended selection. You want to pull the item(s) you need from the pane on the right into the pane on the left, using the arrows in the middle. Sometimes, you must first clear out the item that shows up in the left panel and move it out, first by highlighting (by clicking on it), and

then moving it using the right arrow: 

. Then you can use the scroll bar on the right pane to search, alphabetically, for the item you need. Highlight it and click the left arrow to move it into the left pane. After it moves, hit “OK”. Then when back in the main area, hit on the “Accept” tab.

- c. Confirming Selections: The last step noted above, where you click the “Accept” tab is key to effectively running reports. This is where you cement your selections. You will notice that most reports contain multiple sub-sections, such as “Time Period” and Bibliographic Limiters” where you will need to click “Accept” before moving to the next section.
- d. Running Reports: The final step in running reports is to click the “Click To View Results” button, which is what generates the report.

- e. Linkages among reports: One of the major enhancements in PubTrack Higher Ed SDA over MIR is the ability to link among the various reports. For example, if you are in a Discipline summary report and want to drill into a given publisher that appears in that report output, the publisher name will be hyperlinked so you can drill in and get to the Publisher's summary. Likewise, if you are in the Title Summary report, you can click on the ISBN to view adoptions for that title.

You can gain practice on PubTrack Higher Ed SDA by pulling several reports, as described in the next section. As noted earlier, our purpose here is not to get too fancy, but to simply help you get comfortable with the interface.

Course Summary:

Use the Course Summary as a way to get sales and market share data on the courses within the PubTrack course structure.

The Course Summary report provides users with a summary by discipline of sales for ISBN's within selected courses over a time frame defined by the user. The Course Summary allows you to drill down from the discipline level view to specific course level within a discipline. This report gives you basic data on the specific course of your choosing. (In the old MIR system, users often went to a "National Market Report" (NMR) to understand the top ISBNs in a given course. This report is most nearly comparable to that report.)

The Course Summary report shows both new and used sales for the terms you select thus allowing you to compare attrition rates for courses within disciplines – for example contrasting the percentage of used books in an intro course versus an upper level course. This report is similar to the Title Summary, which we will cover next, except it does not contain all of the various filtering and sorting options found in the Title Summary. If it's basic data on a specific course you're after, this may be the best report to run for that purpose.

Let's use this example: "Course Summary of World Geography in the Spring/Summer 2009 term".

1. Click on the "Course Summary" tab on the top.
2. This report allows you to run the report with various filters. All filters in this report are "select one" dropdowns. In this case look at a single term and course.
3. Use the drop-down menus to select the term range and click "Accept". (In this example, we selected Spring and Summer 2009). Most reports first require you to select a time period. These are the term options that roll-up the sales data for a given period. These time periods can be pulled in one of three basic forms:
 - a) Individual terms : (e.g., Fall Term 2008 to Spring and Summer Term 2009)
 - b) Academic Years: represents a year as aligned with a typical academic calendar, which starts in August/September and ends in Summers sessions. (Academic Year 2005 to Academic Year 2009)
 - c) Full Years: represents a calendar year of data (Full Year 2007 to Full Year 2009).

This is an example of a "select one" drop-down. You must select matching limiters, as in term to term, Academic Year to Academic Year, or Full Year to Full Year. You cannot select from Spring & Summer 2005 to Academic Year 2009. Also, the selection must be in the order of prior to recent. (For example, from Spring & Summer 2005 to Fall Term 2008).

When you have pulled the time periods that you want to report on, *you must click "Accept"* before moving on to select other filters.

If at any moment you want to reset the prompts, click on the Clear My Settings button.

- 4.
5. Similarly, select Discipline. In this case, we select Geography. You will notice that the "Course Description" drop-down will adjust to reflect the courses under the discipline you selected. When the Geography courses show, scroll down and select "Geography: World" to select a course summary. You

can filter by Institution type if you like, but for this example, we'll leave it as "(All Choices)". Then hit "Accept".

- There is another "single select" option that you can decide to use, to limit selections to certain institution (2-year schools, 4-year schools, or K12 schools in our database) . For this example, we will leave Institution Type as is.
- Output from this query will appear as follows.

[< Title Summary](#) [< Title Detail](#) [Clear My Settings](#)

From (prior)
Spring & Summer 2009

To (recent)
Spring & Summer 2009

Discipline
Geography

Course Description
Geography: World

Institution Type
(All Choices)

Course Summary Date (Sell-Through)

Course Details
Time run: 2010-05-10 2:41:01 PM
Discipline: Geography
Course: Geography: World

Course Detail Totals
*Numbers reflect the grand totals of the Course report.

New Units Sold	21,054	Used Units Sold	24,902
New Sales Value	\$2,236,582	Used Sales Value	\$2,179,227
New Avg Price	\$82.27	Used Avg Price	\$81.31

Est. Course Size
*Normalization only applies to Academic and Full Years.

Est. New Units	0	Est. Used Units	0
Est. New Value	\$0	Est. Used Value	\$0

Rank	ISBN 13	ISBN 10	Title	Edition	Author	(C)	Publisher	New Units Sold	New Avg Price	New Sales Value	Used Units Sold	Used Avg Price	Used Sales Value	Used Book Share	Used Book Discount	Total Sales Value	Mrkt Share - New Only	Mrkt Share - Used Only	Mrkt Share - Total
1	9780470129050	0470129050	Realms, Regions and Concepts	13	de Blij	2007	John Wiley & Sons	2,413	\$148.14	\$348,374	5,885	\$108.13	\$627,474	70.9%	28.0%	\$975,848	15.6%	28.8%	22.1%
2	9780131759953	0131759953	Globalization and Diversity: Geography of a Changing World	2	Rowntree	2007	Pearson Higher Education	816	\$103.12	\$82,921	2,124	\$76.12	\$161,945	72.2%	28.2%	\$244,867	3.7%	7.4%	5.5%
3	9780138005544	0138005543	Diversity Amid Globalization: World Regions, Environment, Development	4	Rowntree	2008	Pearson Higher Education	741	\$132.24	\$98,744	1,490	\$98.79	\$146,328	86.8%	25.3%	\$243,072	4.3%	8.7%	5.5%
4	9780132298353	013229835X	World Regions in Global Context: Peoples, Places, and Environments	3	Marston	2008	Pearson Higher Education	690	\$120.83	\$84,021	1,385	\$89.93	\$124,563	86.7%	25.6%	\$209,185	3.8%	5.7%	4.7%
5	9780470227137	0470227139	The World Today: Concepts and Regions in Geography	4	deBlij	2008	John Wiley & Sons	1,287	\$120.82	\$183,925	214	\$90.78	\$19,654	13.5%	24.7%	\$183,589	7.3%	0.9%	4.2%
6	9780470046814	0470046813	The World Today: Concepts and Regions in Geography	3	De	2006	John Wiley & Sons	324	\$120.13	\$39,026	1,439	\$79.18	\$120,378	81.6%	34.1%	\$165,402	1.7%	5.8%	3.7%
7	9780073359380	0073359380	Essentials of World Regional Geography	1	Bradshaw	2007	McGraw-Hill, Inc.	590	\$112.28	\$64,976	1,145	\$82.27	\$94,739	86.0%	26.7%	\$159,716	2.9%	4.3%	3.6%

- You can do a number of things with this output...
 - Print the output (see print icon on bottom left). You can select either pdf or html output.
 - Export to another program, such as Excel .
 - Save it for future use (by clicking on "Page Options" on the top right, then "Save Current Selections" and them "For Me".)
 - Drill-in on an ISBN for detailed information about that title. (Note that the ISBN 13 field contains data that is hyperlinked.

9. Note: To retrieve the reports you previously saved, go to "Page Options".

Title Summary Report

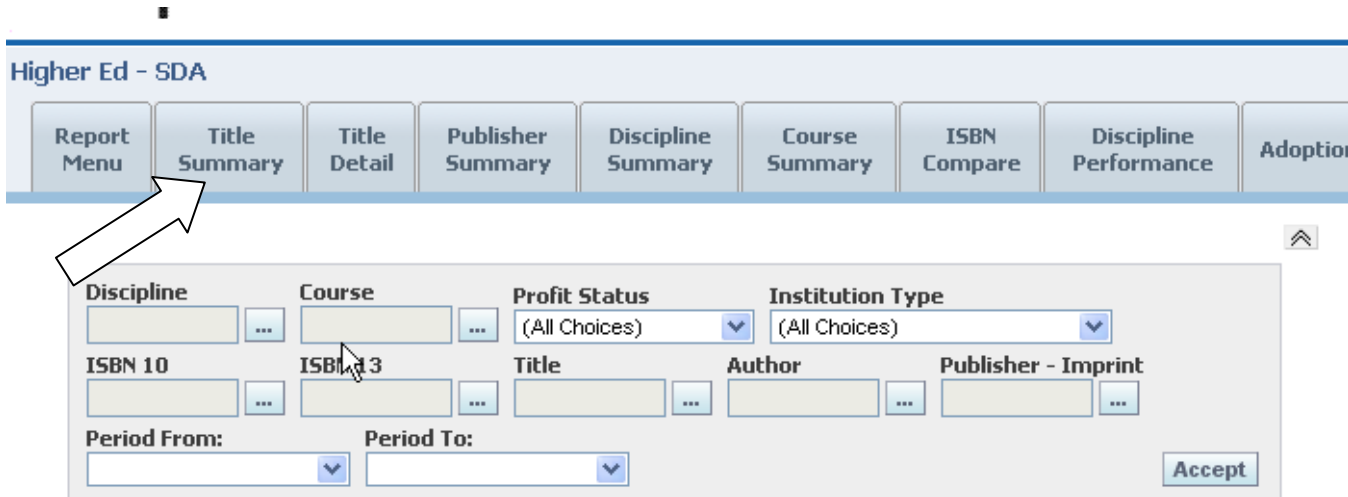
The Title Summary report provides the most powerful way to access the rich data in our POS data base, if you wish to work at the title level.

Like the Course Summary report, TITLE SUMMARY report provides users with sales and market share information. But unlike the Course Summary which is a more static report, for a fixed discipline and course, the Title Summary will allow you to select the sales data you need in a more flexible way, by providing filtering and multi-select capabilities, giving you far more flexibility in how you want to pull this data.

You are able to see how a product or group of products that *you* define has sold over a time period that you have defined. Like other reports, this report also provides sales data about how titles have sold in both new and used units and what percent of sales can be attributed to used units.

We will use the “Title Summary” Report to illustrate the more advanced navigation of Pubtrack SDA. The Title Summary Report is perhaps the most versatile report, as it allows you the most flexibility in pulling sales and market share reports.

When you click on the “Title Summary” tab, you will see the following layout:



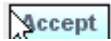
This is where the filtering and selection capabilities of PubTrack SDA are most powerful. While you can see a market share report on a single course and discipline, you can choose multiple courses within a discipline and see the sales and market share rolled-up for those combined courses. Or, you can limit your market share report to include only the ISBN's that you define to be in a given market or sub-market. Or, you can limit to a series of titles, authors or publishers. For maximum flexibility, we provide these selections as a “multi-select” so that you can search with greater granularity.

The Period To/From selections are very important. These are the year/term options that roll-up the sales data for a given period. These time periods can be pulled in one of three basic forms:

- d) Individual terms : (e.g., Fall Term 2008 to Spring and Summer Term 2009)
- e) Academic Year : represents a year as aligned with a typical academic calendar, which starts in August/September and ends in Summers sessions. (Academic Year 2005 to Academic Year 2009)
- f) Full Year : represents a calendar year of data (Full Year 2007 to Full Year 2009).

This is an example of a “select one” drop-down. You must select matching limiters, as in term to term, Academic Year to Academic Year, or Full Year to Full Year. You cannot select from Spring & Summer 2005 to Academic Year 2009. Also, the selection must be in the order of prior to recent. (For example, from Spring & Summer 2005 to Fall Term 2008).

The order in which you select limiters is not critical. When you have made all your selections, then click “Accept”.



Tip: Before you hit the “Accept” button, please review your selection choices. For example, you want to be sure you have selected criteria that is not overly broad (e.g., selecting “English” discipline, but no course) that would result in a long process time or time-out. Be especially certain that you have entered consistent from and to time periods (avoiding a selection like “From Spring/Summer 2008 to Full Year 2009”).

If at any moment you want to reset the prompts, click on Clear button.

Examples.

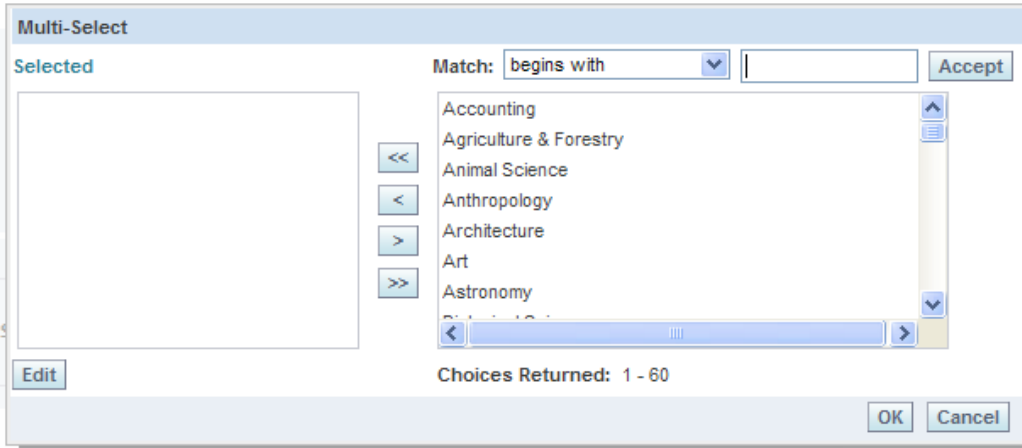
Title Summary Example #1: Using Discipline & Course Filters:

Let’s say you want to run a market share report on all introductory accounting courses at two-year schools. Rather than be limited to individual courses as laid out in our taxonomy (e.g., Principles of Accounting, Intro Managerial Accounting, Intro Financial Accounting, Financial and Managerial accounting, etc) you want to see relative performance in all these courses as a unit.

To start selecting your market parameters, first be aware that the Discipline and Course are conditional filters. You must select at least one Discipline in order to view the list of courses, and it is required that you select at least one course before you run a report.


We will select our market share report for all combined intro accounting courses in the following way:

- a) First, click on the button next to the Discipline box. This will bring up a box as follows:

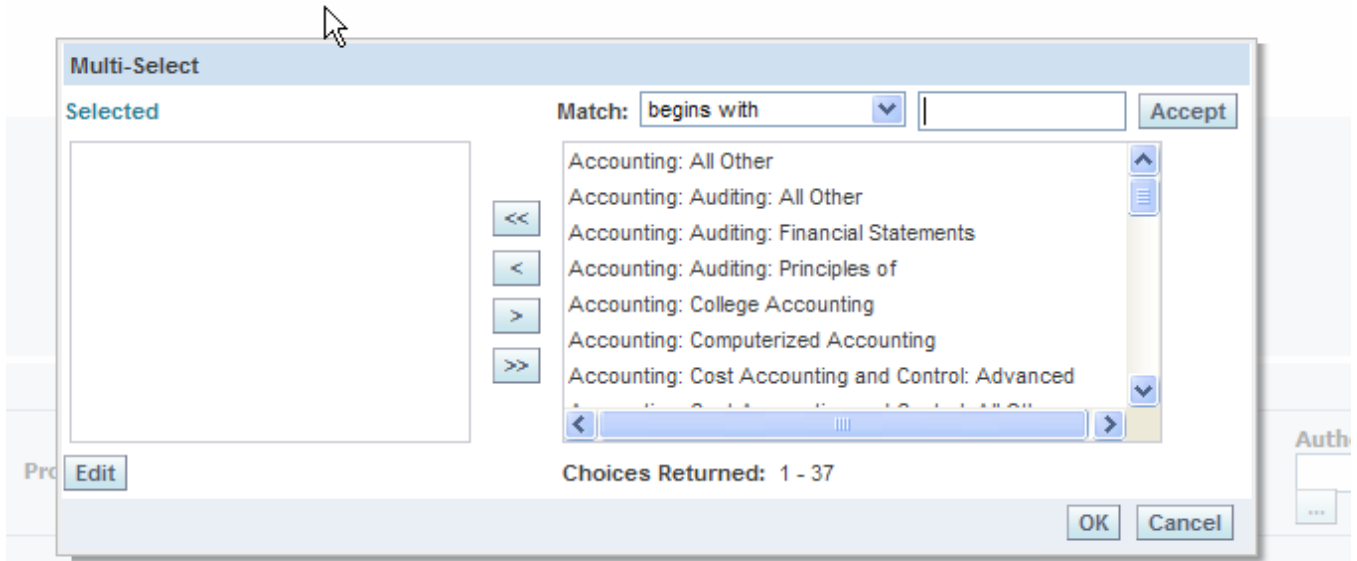


[CLICK TO VIEW RESULTS](#)

- b) This pop-up multi-select window will appear with a list of all Disciplines available in our database. It may take a few seconds for the list to appear. You can use the scroll bar on the right to move down the menu. There are several ways to make your selection:
- i. You can wait for the discipline list to appear, and then double click on the name and move it to the left
 - ii. Or, you can click on the name once and use the arrows to move your selection to the left
 - iii. You can make use the “Ctrl” key on your keyboard to select multiple disciplines. (This is not recommended if the disciplines are large, as running times will be long, or they could time-out).
 - iv. Instead of waiting for a list to appear, you can use the “Match” key. We recommend selecting “contains” which allows you to type in all or part of the name as in “Acc” which will bring up “Accounting” only.
 - v. These selection options are presented in the same way in many other places in PubTrack SDA.
- c) Once you’ve made your choice, click OK (bottom-right) to lock in your selection.

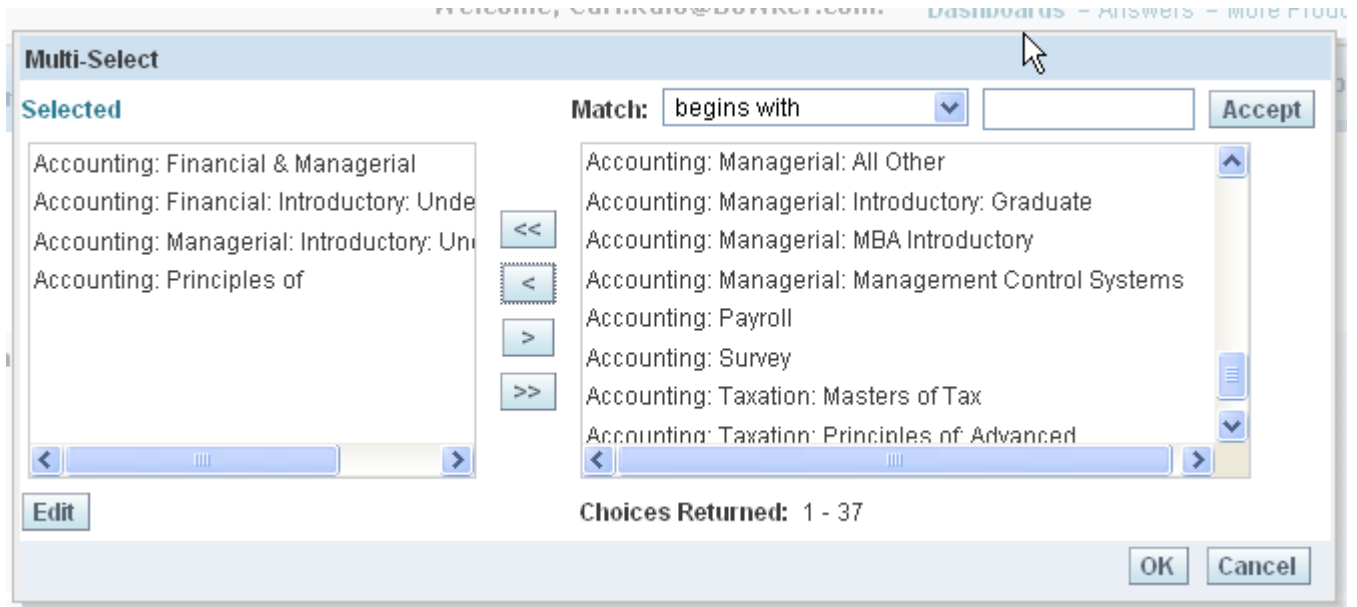
- d) You will then repeat similar steps to select the courses. Again, click on the multi-select button  to reveal course selections for that discipline. The multi-select window will display all the courses. In this case there are

37 courses within the accounting discipline. Again, it may take a moment for the list to appear.



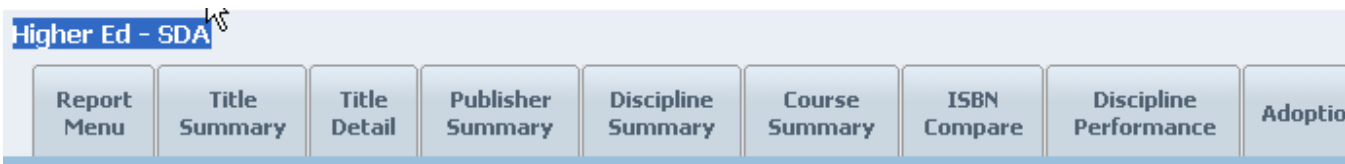
[CLICK TO VIEW RESULTS](#)

- e) As before when you selected discipline, you can either use the arrows to make your selection or use the "Ctrl" key to highlight the courses. For our example, we highlighted four intro accounting courses and moved them into the left pane, as follows:



- f) Hit OK to lock your changes.

- g) You will then return back to the main screen. Note that the selections you've made are noticeable in the Discipline and Course limiters.
- h) There are two "single select" options that you can decide to use, to limit selections to certain school types based on profit status (All Choices, Private for-profit, Private not-for-profit, and public) and/or on Institution Type (2-year schools, 4-year schools, or K12 schools in our database) . For this example, we will leave Profit Status as is but change Institution Type by selecting "at least two but less than four years" to get only 2-year schools in our output.
- i) For this example, we will leave the other limiters alone, such as ISBN, Title, Author, Publisher. If we wanted to limit our output by these criteria, we could do that here using a combination of these multi-select buttons. More on this below.



Discipline: 'Accounting' ...
Course: 'Accounting: Fir' ...
Profit Status: (All Choices) v
Institution Type: At least 2 but less than 4 years v
ISBN 10: ... **ISBN 13**: ... **Title**: ... **Author**: ... **Publisher - Imprint**: ...
Period From: Spring & Summer 2009 v **Period To**: Fall Term 2009 v **Accept**

- j) Then you must click "Accept" .
- k) Depending on the size of the query, it may take several moments for the report to run. You will see a clock while the results are being generated.
- l) The output that is generated is, by default, sorted in descending order by new and used sales for the ISBN.

Title Summary

Page run: 7/28/2010 10:57:01 AM

Arrange by: Discipline v

Accounting

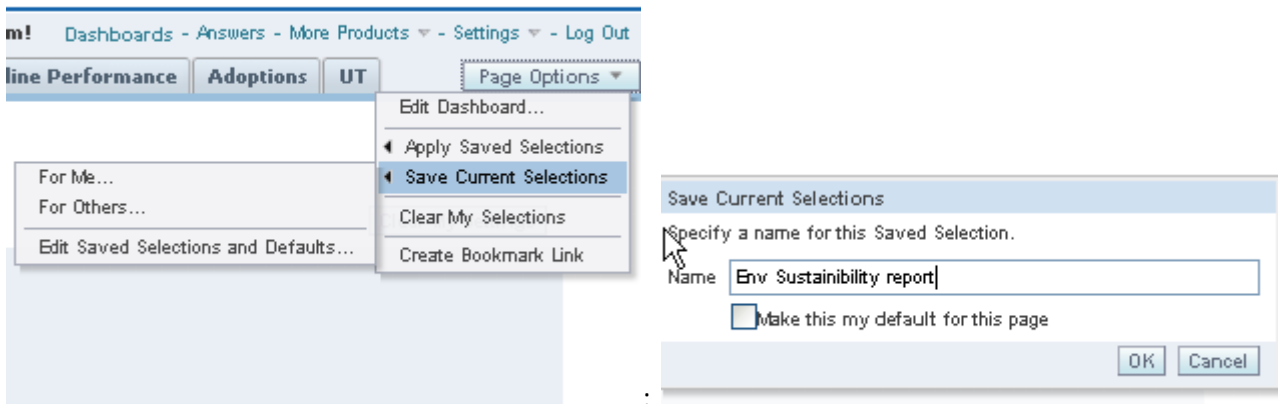
Discipline	ISBN 13	ISBN 10	Title	Edition	Author	(C)	Publisher	Course	Period	New Units Sold	New Avg Price	New Sales Value	Used Units Sold	Used Avg Price	Used Sales Value	Used Book Share	Used Book Discount	Mrkt Share - New Only	Mrkt Share - Used Only	Mrkt Share - Total
Accounting: Managerial: Undergraduate	9780073528706	0073528703	Managerial Accounting	12	Garrison	2007	McGraw-Hill, Inc.		Fall Term 2009	64	\$192.63	\$12,812	527	\$135.44	\$76,711	89.2%	29.7%	0.0%	1.1%	0.3%
									Spring & Summer 2009	1,446	\$188.42	\$271,972	2,148	\$137.46	\$301,581	59.8%	27.0%	1.0%	4.4%	1.7%
Accounting: Managerial: Undergraduate	9780073379616	0073379611	Managerial Accounting	13	Garrison/Koreen	2009	McGraw-Hill, Inc.		Fall Term 2009	2,022	\$200.67	\$391,660	38	\$151.65	\$5,603	1.8%	24.4%	1.5%	0.1%	1.2%
									Spring & Summer 2009	129	\$201.92	\$25,150	9	\$153.58	\$1,322	6.5%	23.9%	0.1%	0.0%	0.1%
Accounting: Managerial: Undergraduate									Fall Term 2009	1,039	\$216.00	\$223,605	655	\$162.50	\$105,799	38.7%	24.8%	0.8%	1.5%	1.0%

- m) Note that the ISBN 10 field is hyperlinked. Clicking on this will take you to the "Title Detail" which is described at the end of this Title Summary section or, to any adoptions of that title, if available.

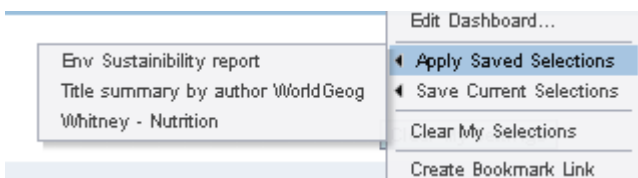
- n) The “Arrange By” selection, let’s you re-sort the output by Discipline, Course, Author, Publisher and re-calculates sub-totals. Arranging by “Author” allows you to see all related titles “linked” so that you can see all components of a product family with sales in the selected time period.
- o) At the very end of the output, you have the option to print the report, or download it to another program, like Excel:

[Return](#) - [Print](#) - [Download](#) - [Create Bookmark Link](#)

- You can click on the Return link to page back to the filter menu. This way will get you back to your saved filters
 - You can print the page in PDF or HTML format by clicking on the Print link...
 - You can Download the content in multiple ways. If you want to remove all the merged cells, use the Download Data format, which is what we strongly recommend. This will save the data as a CSV file, which you can re-open in Excel for easy sorting on all columns
 - Or you can bookmark the page for future reference. A notification will appear at the top of the page
- p) To Save reports for future use, click on the Page Options button on the right-most section of the main menu panel and select “Save Current Selections” and “For me”. A box will then show where you can put in a title for your custom report. After giving the report a name, Click OK to accept.



You can then retrieve it at a later session by going back to “Page Options” and finding it in the “Apply Saved Selections” area, as shown here. Click on the report and then “Click To View Report”.



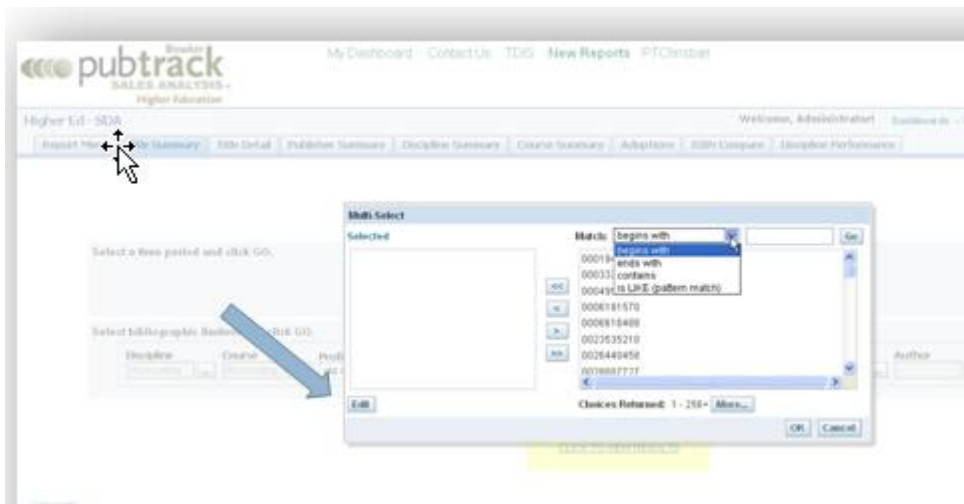
Title Summary Example #2: Using ISBN filters

In this example, we are more interested in seeing a market share report not on a specific course or group of courses, but on a group of titles that you want to see aggregated. This is useful if you don't agree with the course taxonomy as it's laid out. Using these filters you can....

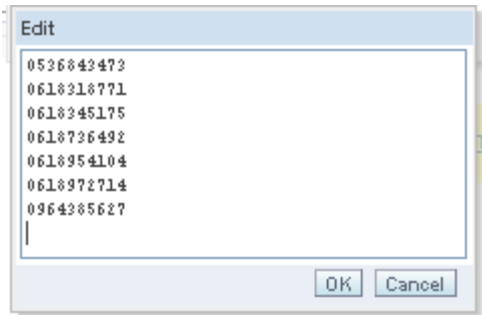
- Get a roll-up market share report of the sales for just the ISBN's you want
- Get market share report on just titles with specific words in the title (e.g., all "Government" and "Profit")
- Get roll-ups on just a group of authors.

For this example, let's say we want to run a market share report on a group of ISBNs.

- The ISBN 10 and ISBN 13 prompts are multi-select. You will probably not want to use the multi-select options for this data pull, since there are so many ISBNs in our database. The best way to do this is to import a list through the edit box feature. (Though you can use the "match" dropdown to search for ISBNs that contain certain characters, where "begins with" will only yield results that begin with the value of the filter, etc.).
- For this example, we will use the ISBN 10 prompt. (If you have the choice, use ISBN 10, as not all ISBNs have yet to be converted to ISBN 13, mainly older ones.)
- Let's assume you have a list of ISBN 10's in a separate Excel column. Please be sure all hyphens have been removed in your source list. In SDA, click the "Edit" button, which will open up a blank pane, in which you can paste your ISBNs.



- Copy and paste these ISBN s from this document into the Edit pane:



- e) Click OK twice to lock your selection. Then Click “Accept” and “Click to View Results”.
- f) After a short processing time, you will see a sales and market share report for just these ISBN’s as shown:

Higher Ed - SDA Welcome, Carl.Kulo@Bowker.com! [Dashboards](#) - [Answers](#) - [More Products](#) - [Settings](#) - [Log Out](#)

Title Summary
Time run: 2009-11-03 11:59:57 AM

Arrange by: Discipline

Accounting

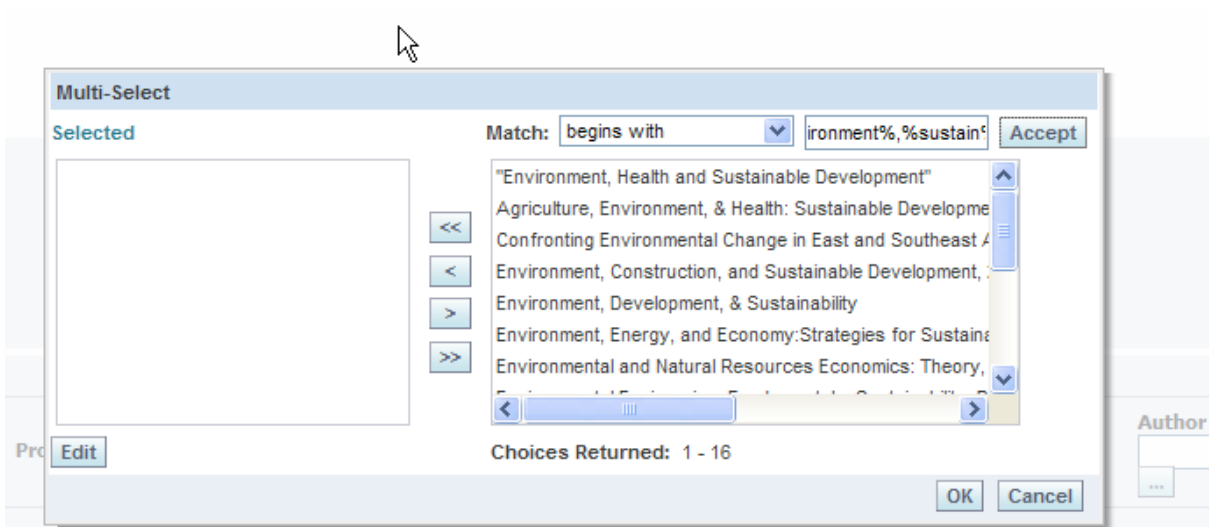
Discipline	ISBN 13	ISBN 10	Title	Edition	Author	(C)	Publisher	Course	Period	New Units Sold	New Avg Price	New Value Sold	Used Units Sold	Used Avg Price	Used Sales Value	Used Book Share	Used Book Disc.	Mrkt Share - New Only	Mrkt Share - Used Only	Mrkt Share - Total	
Accounting	9780618972715	0618972714	Principles of Financial Accounting (PK w/Bluspace)	10		2007	Cengage Learning	Accounting: Principles of	Spring & Summer 2009	0	\$191.38	\$0	0	\$143.63	\$0	24.95%	0.0%	0.0%	0.0%		
									Fall Term 2008	43	\$190.70	\$8,200	0	\$143.05	\$0	0.00%	24.95%	34.3%	0.0%	33.8%	
	9780618954100	0618954104	Financial and Managerial Accounting (PK w/Bluspace and Booklet)	8		2007	Cengage Learning	Accounting: Financial & Managerial	Spring & Summer 2009	19	\$84.24	\$1,595	0	\$63.19	\$0	0.00%	24.95%	6.7%	0.0%	6.8%	
									Fall Term 2008	89	\$84.24	\$7,381	0	\$63.19	\$0	0.00%	24.95%	30.5%	0.0%	30.5%	
	9780618736492	0618736492	Principles of Accounting and Principles of Financial Accounting: Electronic Working Papers Tenth Edition	10		2007	Cengage Learning	Accounting: Principles of	Spring & Summer 2009	66	\$49.43	\$3,245	3	\$37.14	\$111	4.38%	24.86%	13.6%	32.6%	13.5%	
										Fall Term 2008	73	\$47.17	\$3,468	0	\$35.80	\$0	0.00%	24.73%	14.5%	0.0%	14.3%
	9780954389627	0954389627	Cash Flow Quadrant		Wjorall	1999	TechPress	Accounting: Managerial: Introductory: Undergraduate	Spring & Summer 2009	0	\$17.95	\$0	2	\$13.80	\$27	100.00%	24.79%	0.0%	7.5%	0.1%	
										Fall Term 2008	0	\$17.95	\$0	15	\$13.80	\$203	100.00%	24.79%	0.0%	59.5%	0.8%
9780536843470	0536843473	Management Accounting	1	Jones & Osterlik	2004	Pearson Higher Education	Accounting: Managerial: Introductory: Undergraduate	Fall Term 2008	0	\$131.25	\$0	0	\$98.56	\$0		24.50%	0.0%	0.0%	0.0%		
9780618318773	0618318771	Electronic Working Papers: Used with ... Financial Accounting	8	Needles	2003	Cengage Learning	Accounting: Financial: Introductory: Undergraduate	Spring & Summer 2009	0	\$30.50	\$0	0	\$23.00	\$0		24.89%	0.0%	0.0%	0.0%		
									Fall Term 2008	0	\$25.50	\$0	0	\$19.25	\$0		24.51%	0.0%	0.0%	0.0%	
9780618345175	0618345175	Greenline Stock Market Simulation	7	Gaman	2002	Cengage Learning	Accounting: Financial & Managerial	Fall Term 2008	0	\$46.50	\$0	0	\$35.00	\$0		24.73%	0.0%	0.0%	0.0%		
Grand Total										280	\$75.40	\$23,890	20	\$57.88	\$341	6.46%	24.81%	100.0%	100.0%	100.0%	

Title Summary Example #3: Using Author/Title/Publisher Filters:

- a) The Title, Author and Publisher prompts are multi-select. You can refine your searches in similar ways as we’ve done for course and discipline.
- b) To search by title, click on the multi-select button and use the “Match” filter to find the title.
- c) You can use “wild cards” to select all possible titles (or authors) with certain key words. For example, at the moment, Pubtrack Higher Ed does not have a dedicated course for “Environmental Sustainability”. To get a sense of the players in this market, we might want to see sales of all titles that have Environment and Sustainability in the title. To do this, we can use the “%” wild card in the Match selector as follows :

%environment%,%sustain%

(The % sign will allow for variations on each keyword, like “environmental” or “sustainability”.)



[CLICK TO VIEW RESULTS](#)

- d) You can then select only those titles that I see as fits, and not select those that aren't fits by using the arrows to move them into the left pane. Then hit "OK" to cement the titles you want.
- e) Make sure to click Accept to initiate search... and then "Click to View Results". Wait time depends on the relative size of the data pull. Your output, like all output in the Title Summary, can be sorted by Discipline, Course, Author or Publisher.



Title Summary
Time run: 2010-05-10 3:42:08 PM

Arrange by: Discipline

Environmental Science																				
Discipline	ISBN 13	ISBN 10	Title	Edition	Author	(C)	Publisher	Course	Period	New Units Sold	New Avg Price	New Sales Value	Used Units Sold	Used Avg Price	Used Sales Value	Used Book Share	Used Book Discount	Mkrt Share - New Only	Mkrt Share - Used Only	Mkrt Share - Total
Environmental Science	9780470185058	0470185057	Environmental Engineering: Fundamentals, Sustainability, Design	10	Mhelec	2009	John Wiley & Sons	Environmental Science: Env Engineering	Fall Term 2009	182	\$153.52	\$28,591	0	\$122.64	\$0	0.0%	25.0%	87.5%	0.0%	82.9%
									Spring & Summer 2009	0	\$122.50	\$0	0	\$82.00	\$0		24.9%	0.0%	0.0%	0.0%
	9780942050494	0942050493	Global Environmental Challenges of the Twenty-First Century: Resources, Consumption and Sustainable Solutions	03	Lorey	2002	Scholarly Resources	Environmental Science: All Other	Fall Term 2009	45	\$28.73	\$1,350	21	\$22.14	\$462	31.8%	25.5%	4.4%	27.8%	5.7%
									Spring & Summer 2009	45	\$28.14	\$1,258	66	\$21.34	\$1,197	55.4%	24.2%	4.1%	72.2%	7.7%
	9780335218417	0335218415	"Environment, Health and Sustainable Development"	1	Landon	2008	McGraw-Hill, Inc.	Environmental Science: Env Health	Fall Term 2009	21	\$56.95	\$1,201	0	\$42.70	\$0	0.0%	25.0%	4.0%	0.0%	3.7%
Grand Total										273	\$80.17	\$20,369	77	\$60.16	\$1,659	22.9%	25.0%	100.0%	100.0%	100.0%

Economics																				
Discipline	ISBN 13	ISBN 10	Title	Edition	Author	(C)	Publisher	Course	Period	New Units Sold	New Avg Price	New Sales Value	Used Units Sold	Used Avg Price	Used Sales Value	Used Book Share	Used Book Discount	Mkrt Share - New Only	Mkrt Share - Used Only	Mkrt Share - Total
Economics	9780300151152	0300151152	The Bridge at the Edge of the World: Capitalism, the Environment, and Crossing from Crisis to Sustainability	08	Speth	2009	Yale University Press	Economics: Microeconomic Environmental	Fall Term 2009	252	\$18.00	\$4,536	52	\$13.64	\$707	17.1%	24.3%	71.5%	94.7%	74.0%
									Spring & Summer 2009	85	\$18.00	\$1,530	1	\$13.27	\$8	1.2%	26.3%	24.1%	1.0%	21.7%

- f) Searching by Author or Publisher is similar. Generally, click on the multi-select button and use the Match filter to find the names.

Title Detail:

This report drills down to the title level and provides information about a single ISBN according to user-defined institution type and publication term.

An important feature of the TITLE DETAIL report is the graphical representation of the sales pattern of the title over time. This output can be popped into PowerPoint or Word documents that you can incorporate into your own reports for you or for others in your organization.

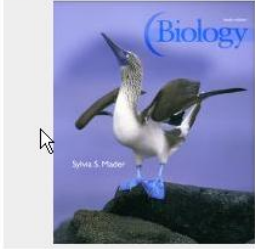
There are several ways to access the Title Detail Report. As noted before, you were able to click on the ISBN 10 in the Title Summary and link directly to this report. You may also access the report in the Table of Contents page.

- If you navigate from the Title Summary report, the ISBN number will pre-populate the Detail report... All you need to do is to click on the View Results navigation link.
- If you clicked on the tab, used the edit box to key in an unhyphenated ISBN 10 or 13... do not fill in both boxes.

Output Display

- ✓ The page landscape is filled with tabular and graphical views to help you interpret sales metrics.
- ✓ The cover for the book is displayed
- ✓ This table displays all historical new and used sales for the most recent 5 years...
- ✓ Underneath we have graphical representations of the table...
- ✓ On the left side we have some bibliographic information of the chosen ISBN...
- ✓ And at the top, navigation links to additional pages like the Publisher, Discipline and the Course Summary reports.
- ✓ You can click on the Return link to page back to the filter menu keeping the ISBN number.
- ✓ Or, you can click on Dashboards to clear out and begin again.
- ✓ You can print the page in PDF or HTML format by clicking on the Print link...
- ✓ You have the choice to download the content in multiple ways. If you use Excel, you can click on the graph to shift its position.
- ✓ Or you can bookmark the page for future reference.

ISBN Snapshot: New and used sales statistics across all applicable terms and for a single discipline.



Discipline: Biological Sciences
Title: Biology
Edition: 10
Publication Year: 2009
Author: Mader
ISBN10:
ISBN13: 9780077274337

[Click above to navigate to the publisher, discipline or course summary report](#)

Publisher - Imprint

McGraw-Hill, Inc.

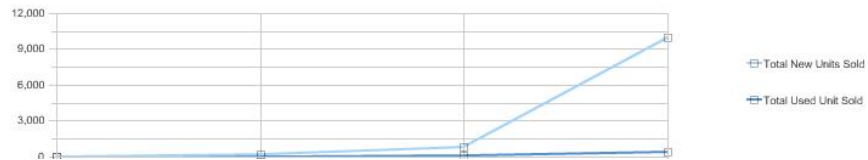
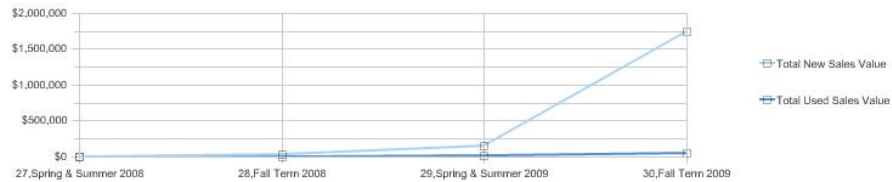
Discipline

Biological Sciences

Course Description

Biological Sciences: Introductory;
Non-Majors

Term	New Units Sold	Average New Price	New Sales Value	Used Units Sold	Average Used Price	Used Sales Value	UBS
Spring & Summer 2008	2	\$168.00	\$336	0	\$129.00	\$0	0.0%
Fall Term 2008	240	\$175.00	\$42,000	0	\$131.25	\$0	0.0%
Spring & Summer 2009	855	\$173.43	\$149,620	102	\$130.88	\$13,286	10.7%
Fall Term 2009	10,002	\$174.66	\$1,752,544	404	\$132.00	\$54,054	3.9%
Grand Total	11,099	\$172.77	\$1,944,500	506	\$130.78	\$67,340	4.4%



Discipline Overview:

In MIR, users often went to a “Discipline Summary” Report to understand the top players in a given discipline. The discipline summary shows how multiple publishers perform in a particular discipline over time. It also provides users with a “snapshot” of how a selected discipline has performed within a defined time period. This report will allow you to see which publishers are competing in any given discipline and how publisher’s market share in a discipline is growing or declining. This will allow you to quickly determine how competitive a discipline is or let you find underserved disciplines. You will be able to see which publishers you will be competing with in a given discipline.

Let’s use this example to start: “Discipline Summary of Economics in the “Full Year 2009 term”.

1. Click on the “Discipline Summary” tab on the top. As you’ll see, the report allows you to run the report with various filters. We’ll keep it simple, and just look at a single term and discipline.

Select a time period and click Accept.

From (prior)
Full Year 2009

To (recent)
Full Year 2009

Select one or more Disciplines; then click Accept.

Discipline: Economics

Publisher: [] ...

Institution Type: (All Choices)

Accept

The Market Share section within this Discipline Summary page provides a breakdown by publisher and displays both new and total market share as well as the estimated value sold per term.

[CLICK TO VIEW RESULTS](#)

1. In the “Term” box, you can pull the terms you need by scrolling through the drop-down list. In this example, we just want to look at one time period, Full Year 2009, so this was selected in both boxes. You can only select one term in each box.
2. In the “Discipline” drop down, click the drop-down error and select Economics. (You can only select one discipline at a time). Then you can use the scroll bar to search, alphabetically, for the discipline you need. Highlight it and click the left arrow to move it into the left pane. After it moves, hit “OK”. Then when back in the main area, hit on the “Go” tab.
3. The “Publisher” drop-down is a multi-select box that allows you to limit your filter to one or a number of publishers. For this example, we will leave this alone, so the output will show all publishers who sold in Economics in 2009.
4. The “Institution Type” box, lets you filter by school type (e.g., just 2 year schools). For this example, we’ll leave it as “(All Choices)”.
5. Your report output should look as follows:

Discipline Summary's Market Share

Grand Total in Reported Total includes all others unless a specific publisher is selected.
 Time run: 2010-05-10 3:57:09 PM

Discipline: Economics **Time Period Between:** Full Year 2009 and: Full Year 2009

Company	Full Year 2009		
	New	Total	Reported Total \$
Cengage Learning	23.8%	24.8%	\$26,317,379
Pearson Higher Education	31.0%	30.7%	\$32,577,214
McGraw-Hill, Inc.	29.3%	29.5%	\$31,333,918
South-Western College Pub	5.0%	3.8%	\$4,004,506
Worth Publishers	4.7%	3.8%	\$3,994,503
John Wiley & Sons	1.5%	1.6%	\$1,694,599
Unknown	0.6%	0.4%	\$422,055
W. W. Norton	1.1%	1.3%	\$1,360,078
Pearson Education	0.8%	0.6%	\$627,533
Bedford, Freeman & Worth	1.6%	2.5%	\$2,615,079
Houghton Mifflin Co.	0.8%	1.1%	\$1,195,829
Grand Total	100.0%	100.0%	\$106,142,693

Estimated Total Market Size (in thousands)

*Normalization only applies to Academic or Full Year.

Institution Type*	Full Year 2009	
	Est. Total New	Est. Total Used
Four or more years	\$88,741	\$38,369
At least 2 but less than 4 years	\$33,179	\$16,969
Grand Total	\$121,920	\$55,338

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6. Notice that there are two sections of the report: one shows the “Discipline Summary Market Share” with total sales . The next section shows estimated total market size for that discipline. So we’re estimating new sales in economics for 2009 to be over \$120 million.

7. You can do a number of things with this output...
 - a. Print the output (see print icon on bottom left). You can select either pdf or html output.
 - b. Export to another program, such as Excel .
 - c. Save it for future use (by clicking on “Page Options” on the top right, then “Save Current Selections” and them “For Me”.)
 - d. Drill-in on an ISBN for detailed information about that publisher. (Note that the publisher field is hyperlinked; you will be led into the “publisher summary” section).

Publisher Summary:

The publisher summary report allows you to track sales and market share data by publisher. It shows both new and used sales patterns of individual courses that you select. There is no comparable report found in the old MIR system. It is especially useful to help understand where your strengths and weaknesses are versus the competition. You will be able to quickly determine who the major publishing players are in any course you might be interested in researching. It will also enable you to analyze a publishers' performance in specific courses over time. You will quickly be able to see if new players are beginning to publish in the course you are researching or if some publishers may be abandoning the course you are interested in.

This report provides a snapshot of sales by a specific publisher (or series of publishers) overall or in a discipline you select. In the following example, we selected McGraw-Hill in Geography for the Full Year 2009 time period. The selection criteria is similar to other report queries:

Welcome, Carl.Kulo@Bowker.c

Publisher Summary | Discipline Summary | Course Summary | ISBN Compare | Discipline Performance | Adoptions | UT | P

Select a time period and click Accept.

From (prior)
Full Year 2008

To (recent)
Full Year 2009

Select one or more Disciplines, followed by one or more Publishers, select an Institution Type; then click Accept.

Discipline
Geography

Publisher
'McGraw-Hill','M ...

Institution Type
(All Choices)

[CLICK TO VIEW RESULTS](#)

The output provides a snapshot of McGraw-Hill's performance in this time period for each course area in Geography.

Publisher Summary Report

Compare and contrast of the course between the earliest to the most recent period selected.

Time run: 2010-05-10 4:09:23 PM

Discipline Abbrv is equal to **Geography**
 and Publisher - Imprint is equal to **McGraw-Hill, McGraw-Hill Humanities/Social Sciences/Languages, McGraw-Hill Interamerican, McGraw-Hill Science/Engineering/Math, McGraw-Hill, Inc.**

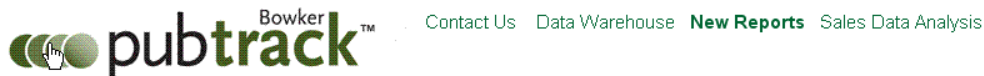
Time Period From: Full Year 2008
 To: Full Year 2009

Course Description	Total Sales Volume		Used Book Rate		Total Sale Value		New Market Share		Total Market Share		New Average Selling Price	
	From prior term	To recent term	From prior term	To recent term	From prior term	To recent term	From prior term	To recent term	From prior term	To recent term	From prior term	To recent term
Geography: All Other	5		100.00%									
Geography: Atlas & Maps	6,726	4,824	41.75%	54.77%	\$292,937	\$205,252	7.7%	4.6%	7.7%	6.3%	\$45.98	\$44.59
Geography: Cartography	493	445	18.40%	23.15%	\$69,389	\$62,572	2.6%	2.5%	1.8%	1.9%	\$149.08	\$150.82
Geography: Economic	10	29	80.00%	0.00%	\$582	\$2,821	0.0%	0.1%	0.0%	0.1%	\$0.00	\$97.27
Geography: GIS & Remote Sensing	4,238	4,121	23.31%	13.01%	\$388,200	\$399,813	13.5%	17.1%	10.2%	12.2%	\$97.18	\$100.24
Geography: Human and Cultural	5,573	4,425	44.25%	52.27%	\$569,474	\$482,718	14.9%	11.3%	14.9%	14.2%	\$111.69	\$112.07
Geography: Introductory	11,891	10,432	54.93%	41.24%	\$1,239,717	\$1,142,799	27.1%	35.4%	32.5%	35.0%	\$118.14	\$121.14
Geography: Physical	689	606	12.48%	38.61%	\$58,397	\$47,240	2.2%	1.5%	1.5%	1.4%	\$83.98	\$82.39
Geography: Theory and Methods	753	320	46.61%	71.56%	\$85,307	\$30,182	2.2%	0.5%	2.2%	0.9%	\$125.52	\$120.91
Geography: World	11,847	9,829	42.93%	41.97%	\$1,113,877	\$914,259	29.9%	27.1%	29.2%	28.0%	\$103.30	\$101.77
Grand Total	42,225	34,831	43.63%	41.34%	\$3,815,880	\$3,267,637	100.0%	100.0%	100.0%	100.0%	\$98.13	\$102.81

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ISBN Compare:

This comprehensive report allows the user to compare sales history of two or more titles regardless of classification. You can either paste or manually enter your ISBN numbers directly into the operating box. Be sure to remove all hyphens or non-ISBN characters.



- Report Menu
- Title Summary
- Title Detail
- Publisher Summary
- Discipline Summary
- Course Summary
- ISBN Compare**
- Discipline Performance
- Adoptions
- UT
- Professor Profiles
- Page Options

[Clear My Settings](#)

The real value of this report is that it allows you to enter multiple ISBN(s), say for all of the multiple versions of the book you're interested in, and the system will create a tabular view comparing the relative sales data for all the various versions of the book you enter, along with bibliographic data about the different versions.

ISBN 10 ... ISBN 13 ...

[CLICK TO VIEW RESULTS](#)

This report provides a look at new and used sales statistics for each of the ISBN's entered for the most recent four college semesters.

Higher Ed - SDA

Welcome, Robert! Dashboards - Answers - My Account - Log

ISBN Compare

Time run: 2010-05-10 2:29:59 PM

Four most recent semester returned and includes number of schools reporting sales.

ISBN 13	ISBN 10	Title	Author	Edition	Discipline	Course	Fall Term 2009				Spring & Summer 2009				Fall Term 2008				Spring & Summer 2008							
							Schools Reporting	New Unit Sold	New Value Sold	Used Unit Sold	Used Value Sold	Schools Reporting	New Unit Sold	New Value Sold	Used Unit Sold	Used Value Sold	Schools Reporting	New Unit Sold	New Value Sold	Used Unit Sold	Used Value Sold	Schools Reporting	New Unit Sold	New Value Sold	Used Unit Sold	Used Value Sold
9780073625822	0073625820	Educational Psychology	Savbrook	3	Education	Education: Psychology; Introductory	27	25	\$3,091	202	\$16,130	68	348	\$44,469	738	\$67,783	103	1,691	\$216,537	1,407	\$134,640	88	934	\$114,486	951	\$88,245
9780132227421	0132227428	Educational Psychology: Windows on Classrooms (PK-12/Teacher Preparing Access Code)	Eggen	7	Education	Education: Psychology; Introductory	15	80	\$6,731	91	\$9,004	108	956	\$124,784	913	\$99,297	114	2,532	\$324,734	1,385	\$133,245	128	1,528	\$192,869	967	\$80,245
9780136127024	0136127029	Educational Psychology: Developing Learners	Orrrod	6	Education	Education: Psychology; Introductory	130	2,162	\$299,030	1,333	\$136,183	149	1,901	\$282,053	2,327	\$224,482	189	3,265	\$437,781	2,456	\$234,908	141	2,004	\$282,514	1,275	\$118,245
97802036493838	02036493831	Educational Psychology (with MyLabSchool)	Woolfolk	10	Education	Education: Psychology; Introductory	54	75	\$10,002	625	\$82,224	210	2,355	\$296,705	3,144	\$302,404	220	3,058	\$379,852	4,505	\$428,648	237	3,084	\$375,989	3,113	\$291,245
9780209516121	0209516127	Educational Psychology: Theory and Practice (PK-12/MyEducationLab)	Stallin	9	Education	Education: Psychology; Introductory	124	3,829	\$538,584	972	\$102,418	142	3,538	\$475,597	1,538	\$152,668	122	5,200	\$627,653	855	\$76,815	37	300	\$34,923	81	\$5,245
Grand Total							350	6,141	\$857,438	3,223	\$317,358	677	5,038	\$1,195,607	8,560	\$836,633	718	15,986	\$1,986,557	10,508	\$1,008,256	631	7,850	\$370,782	6,447	\$536,245

Return - Print - Download - Create Bookmark Link

Discipline Performance:

This report highlights the sales performance of up to 5 disciplines across four time periods of a single, group of, or all publishers. Data shows the trend in sales revenue. You can select from new, used or all sales over the selected time period.

Performance by discipline. This report summarizes both the new and used market share for up to five disciplines and across four periods. Choose up to five disciplines. Period selections should be in the following order: prior (Selection4) to most recent (Selection1).

Disciplines (up to 5) Publisher New / Used Sales Period 1 Period 2 Period 3 Period 4

Multi-Select

Selected

- English
- Food Science
- History
- Music
- Sociology

Match:

- Accounting
- Agriculture & Forestry
- Animal Science
- Anthropology
- Architecture
- Art
- Astronomy
- Biological Sciences

Choices Returned: 1 - 55

The results for the Discipline Performance below are both tabular and graphical. You can easily export the results using the download link located in the lower left corner. The top graph compares the discipline against itself over the selected time period. The bottom graph compares the disciplines against each other over time.

This report is typically used in executive committee meetings. It helps in strategic planning sessions by providing a high level landscape of the discipline. If there are significant or consistent drops in sales over a lengthy period, you may decide to slow title acquisition in a given area.

Also, can run this report for your company, or a specific sample of publishers and compare their performance within the discipline vs. the overall discipline performance. It may be that a discipline can see decline while a publisher shows growth in the same category.

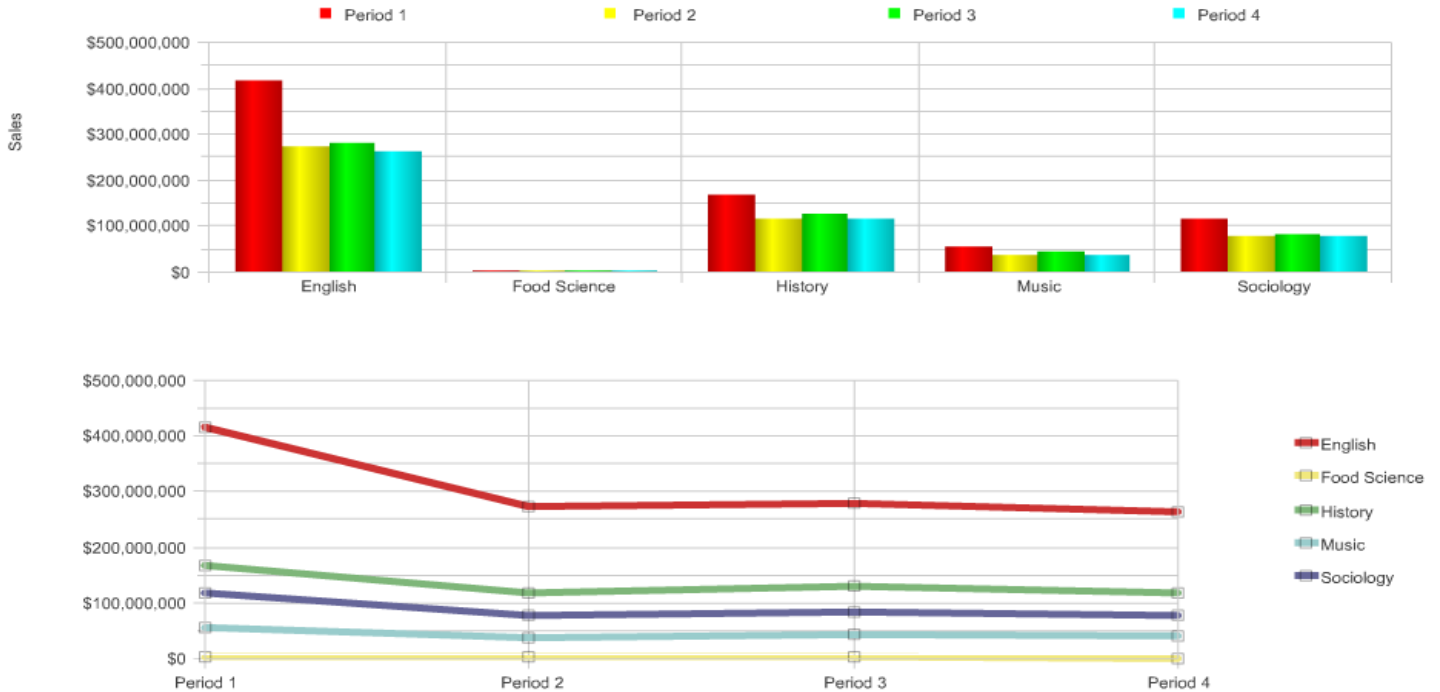
Discipline Performance

Date run: 2010-05-10

Discipline Abbv dup is equal to **English, Food Science, History, Music, Sociology**

Discipline	Period 1	Period 2	Period 3	Period 4	% Change (bet. 1 & 4)
English	\$417,307,700	\$273,348,692	\$280,875,776	\$262,807,654	37.0%
Food Science	\$3,934,198	\$2,353,931	\$1,932,848	\$849,396	78.4%
History	\$167,867,159	\$116,597,695	\$129,480,152	\$116,681,299	30.5%
Music	\$55,461,650	\$38,269,525	\$43,273,396	\$39,189,280	29.3%
Sociology	\$116,720,156	\$77,758,124	\$84,231,985	\$77,224,822	33.8%

Percentage change is non-normalized



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Adoption Report:

This is where we find the Course-Book-in-Use data including professor names & class enrollment numbers. This data is provided by the college registrars office and supplied by the Campus Bookstore. Here are several of the suggested uses of this data:

- Competitive Adoption Tracking
- Professor Book-in-Use Trending
- Sales Force Management
- Identifying Potential Authors and Textbook Reviewers
- Campus Travel
- Marketing and Sales Leads - by Competition, Enrollment, Course, Department, and even Institution Type (2yr. vs. 4yr.)

There are a combination of drop-down menus and multi-select boxes. You can follow the same process described in the previous reports.

The screenshot shows a search interface with several filter sections:

- Discipline:** A multi-select box containing 'Accounting'.
- State:** A dropdown menu set to 'NY'.
- School Name:** A multi-select box set to '(All Choices)'. An 'Accept' button is next to it.
- ISBN 10, ISBN 13, Title, Author:** Each has a multi-select box.
- Institution Type:** A dropdown menu set to '(All Choices)'.
- Period From:** A dropdown menu set to 'Academic Year 2009'.
- Period To:** A dropdown menu set to 'Academic Year 2009'.
- An 'Accept' button is located at the bottom right of the search area.

Your results will be displayed as follows.

Adoptions Detail

Date run: 8/17/2010

From: Academic Year 2009

To: Academic Year 2009

School	City (School)	State (School)	Department	Course Number	Section	Estimated Enroll	Instructor	ISBN 13	ISBN 10	Title	Author ^	Pub Date	Edition	Publisher	Term	Required
New York University	New York	NY	MAIN	6900	ALL	500	ALL	9780072507151	0072507156	International Accounting	Doupnik	2005	1	McGraw-Hill, Inc.	Academic Year 2009	RQ
Pace University	New York	NY	ACC	354	70578	30	TANG	9780072507151	0072507156	International Accounting	Doupnik	2005	1	McGraw-Hill, Inc.	Academic Year 2009	RQ
Hofstra University	Hempstead	NY	ACCT	232	A	15	JONES	9780072507151	0072507156	International Accounting	Doupnik	2005	1	McGraw-Hill, Inc.	Academic Year 2009	RQ
St. John's University	Jamaica	NY	ACC	646	72835	35	GORNIK, TOMASZEWSKI, SYLWIA	9780072507151	0072507156	International Accounting	Doupnik	2005	1	McGraw-Hill, Inc.	Academic Year 2009	R
Wagner College	Staten Island	NY	ACC	613	1	15	HORAN	9780073379623	007337962X	International Accounting	Doupnik/Petera	2008	2	McGraw-Hill, Inc.	Academic Year 2009	RQ
Pace University - White Plains	White Plains	NY	ACC	675	22151	25	FINN	9780073379623	007337962X	International Accounting	Doupnik/Petera	2008	2	McGraw-Hill, Inc.	Academic Year 2009	RQ
Queens College	Flushing	NY	BUS	255	ESQRA	50	FARBER, JEFFREY	9780073379623	007337962X	International Accounting	Doupnik/Petera	2008	2	McGraw-Hill, Inc.	Academic Year 2009	R
D'Youville College	Buffalo	NY	IB	610	-	20	KABACINSKI	9780073379623	007337962X	International Accounting	Doupnik/Petera	2008	2	McGraw-Hill, Inc.	Academic Year 2009	RQ
Pace University	New York	NY	ACC	675	21625	30	TANG	9780073379623	007337962X	International Accounting	Doupnik/Petera	2008	2	McGraw-Hill, Inc.	Academic Year 2009	RQ
St. John Fisher College	Rochester	NY	FINA	323	01	30	TYSON	9780073379623	007337962X	International Accounting	Doupnik/Petera	2008	2	McGraw-Hill, Inc.	Academic Year 2009	RQ
New York University	New York	NY	MAIN	1700	ALL	50	ALL	9780073379623	007337962X	International Accounting	Doupnik/Petera	2008	2	McGraw-Hill, Inc.	Academic Year 2009	RQ
Brooklyn College	Brooklyn	NY	ACCNT	715	EW8	20	SHARVIT	9780073379623	007337962X	International Accounting	Doupnik/Petera	2008	2	McGraw-Hill, Inc.	Academic Year 2009	RQ

This is a snapshot of the adoption report. This particular report was run for the Academic Year 2009. You can see the Schools (column 1) adopting a title, the class enrollment numbers (Column 7), Instructors name (Column 8) and whether the book is required, optional or suggested (Column 17).