



Did You Know...

Soundview Covers More Than 800 Business Books Each Year?

Soundview provides its growing network of social media followers with insight into more than 800 of the thousands of business books released each year.



Blog and E-Newsletters

Editor's Blog: Multiple posts each week provide reviews of current business books as well as tie-ins between business headlines and top titles.

Executive Book Alert e-newsletter: 23,000 opt-in subscribers receive four issues per month. Each issue features a review of a current business book highlighting why it's a must-read.

Leadership Alert e-newsletter: 11,000 opt-in subscribers read an in-depth interview with an author. The Interview focuses on essential business applications of ideas in the author's book. This monthly e-newsletter targets key decision-makers in organizations of all sizes.

To connect with Soundview and submit a book for consideration:

Soundview Executive Book Summaries
500 Old forge Lane, Suite 501
Kennett Square, PA 19348 USA
Phone: (610) 388-5020
E-mail: conference@summary.com
Web: www.summary.com

How Soundview Connects with Readers:



Soundview promotes new, upcoming and classic business books through a daily connection with our audience. Here's how we generate buzz with book buyers:

Top Business Books Just Hitting Bookstores:

This frequent Facebook and LinkedIn post helps readers cut through the stacks of new releases and focus on must-read books.

Classic Book Summary of the Week:

Soundview regularly emphasizes back catalogue sales with a Facebook post promoting a classic business book.

Books2Watch (B2W):

One of our most viewed posts. This daily Twitter tweet alerts readers to upcoming business books and encourages presale efforts to boost a book's profile prior to release.

Author's Blog:

To strengthen the connection between author and audience, Soundview uses its own Facebook and Twitter pages to promote an author's social media efforts via this regular featured post.

When available, all of Soundview's social media posts provide links to Amazon.com for easy purchase of every book.



How Does Soundview Connect Author to Audience?

Authors whose books are selected as Soundview's 30 Best Business Books are connected to a larger audience in four ways:

Book Summary: Soundview produces an 8-page and 20-minute audio summary of each of its 30 Best Business Book selections. A link to purchase the book is provided on Summary.com.

Author Interview: Authors are given the opportunity to record a 10-minute phone interview with a Soundview editor. The interview is provided to all of Soundview's individual and corporate subscribers. Questions relate directly to the book and give the author a chance for more in-depth discussion than a general media interview.

A copy of the Author Interview is provided to the author for distribution and promotion through the author's web site and social media channels.

Soundview Live Webinar: Every author can participate in a 60-minute live webinar that showcases his or her book. Soundview Live is attended by hundreds of companies around the globe each week. Every webinar features an interactive Q&A segment that offers the most direct connection between an author and his or her intended audience of business decision-makers.

Social Media Promotion: Each 30 Best Business Book is announced through all Soundview social media channels. The announcement contains links to purchase the book and the Soundview Summary. Each book is featured on the front page of summary.com for one month upon its release. All 30 Best titles also receive a featured review on the Soundview Editor's Blog.



Author Testimonials

"The concept that Soundview pioneered has placed the information from my previous titles, Winning with People and The 360 Degree Leader into more hands than the books could ever have done. Having a book chosen as one of the best business books of the year by Soundview is an honor for any author."

- John C. Maxwell

"I am honored when my books are selected for summarization."

- Marshall Goldsmith

A Soundview Selection Makes a Difference to Book Buyers

- Soundview customers purchase an average of **7** business books every year.
- **82%** of customers purchased a book based on a Soundview summary, book review, or social media post.
- **91%** of customers recommended a Soundview selected book to a colleague or friend.

Source: 2012 Soundview Customer Survey

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