

edelweiss: Interactive Publisher Catalogs

designed with catalog readers in mind...



edelweiss

Better content on titles

- More content (links, excerpts, illustrations, etc.)
- Up-to-date content (biblio and drop-in titles)
- Comparable title analysis

More control of new title buying and analysis

- Filter catalogs
- Multiple viewing formats
- Tagging and note-taking capabilities
- Mix and match catalogs
- Email, print and pdfs capabilities

Linked to sales reps and other catalog readers

- Rep mark-up capabilities for individual buyers
- Order sharing with reps
- Event, galley or other request capabilities
- Twitter activity ratings and industry reviews
- Edelweiss buzz comments and activity

No more missed titles

- Keyword title searches of titles, bios, etc.
- Change tracking (drop-ins, price, publicity, etc.)

Reduced data entry time and errors

- P.O. creation
- Edit fields
- Import into POS systems

Reduced clutter and help the environment

- Web-based system
- Folder management of active/archived catalogs

Edelweiss is an *Above the Treeline*® product, **free** to all retailers, reviewers, bloggers, and anyone else that uses publisher catalogs, regardless of their Above the Treeline affiliation. Edelweiss has been endorsed by the American Booksellers Association.

To find out more or register, go to <http://edelweiss.abovethetreeline.com>



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CATALOG READERS

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