

Book Marketing Ideas From Google

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Tuesday, 10 April 2007
Last Updated Saturday, 08 November 2008

Got a Travel Book? How about a Self-Published book you're trying to promote. New tools from Google will make your life a lot easier... and make browsing of your new book a more fun for the reading public.
Book Marketing Ideas and Tips From Google

Books, Mapped: Google Book Search meets Google Maps

{mosgoogle}If you've self-published a book, or have a book that has been published recently, then you'll want to know about these great new tools from Google.

Google recently launched a feature that's fast becoming a big hit with their users: a Google Maps integration with Google Book Search. They call it "Places mentioned in this book," and you'll find this module on the "About this Book" page of certain books. Not every title in Google Book Search has this function enabled; they display a map when their automatic techniques determine that there are a good number of quality locations in a book. These maps animate the information in books by organizing a sampling of locations from them on an interactive Google Map, with snippets of text from the book, and links to the actual pages where the locations are mentioned.

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