

YUDU is an award-winning digital publishing vendor and a technological leader in the publishing software space. At The London Book Fair 2014, YUDU launched BookSnacking - a new way for publishers to share previews of ebooks in the browser.

**This affordable service costs \$150 a book and can be delivered within 24 hours**

## Why BookSnacking?

- ✓ BookSnacking is designed to **engage readers quickly**, as books can be read directly in the browser. **No waiting** for books to download.
- ✓ Easy and quick to use. Simply upload actual books to the YUDU platform, and the team will process and return the **live link to be shared across Social Media**.
- ✓ Give your readers **an experience that emulates that of a bookshop**. Read pages, or even a chapter before deciding to buy.
- ✓ Tiling technology handles even complex images with **excellent resolution** on all screens.
- ✓ Get access to **full statistics and data collection** to learn more about readers.
- ✓ **Actionable call-to-action**. Allow readers to purchase their books from your site or from favourite online stores

## Our Clients Include:



 HarperCollins Publishers

 FRANCES LINCOLN CHILDREN'S BOOKS



 BONNIER Publications



 Rings Believe It or Not!

*“Book discovery is the greatest challenge that publishers face today. YUDU BookSnacking aims to provide a powerful tool for marketers. Richard Stephenson, YUDU CEO”*

## FOR FURTHER INFORMATION

Please contact [shane.white@yudu.com](mailto:shane.white@yudu.com) at our Boston office **888-367-9839 Ext. 2** for more information or to make an order, or [click here](#) to find out more about how we work with book publishers.