

# Springer Book Marketing Guide

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### **Book Marketing Guide**

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- University, institution and corporate libraries
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Each target group is served by a dedicated team, ensuring the best market coverage for your book on a truly global basis.

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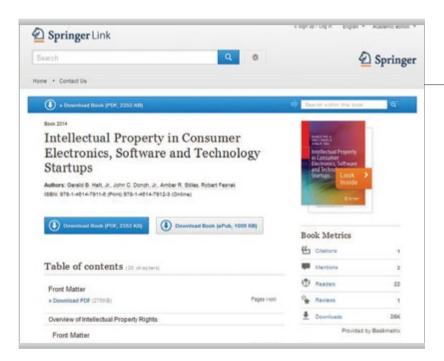
#### Online promotion

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A promotional homepage for your book or book series can be found on <u>springer.com</u>. It is linked with your book's homepage on SpringerLink. The promotional texts are developed in collaboration with you. Your book's metrics are prominently displayed on both platforms.





Book homepage on SpringerLink (content platform)

# Springer's online platforms

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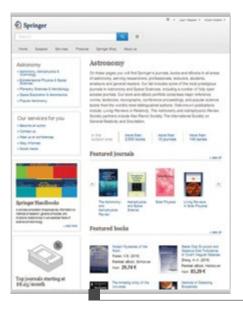
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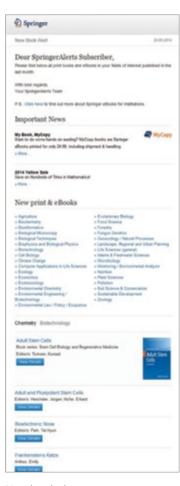
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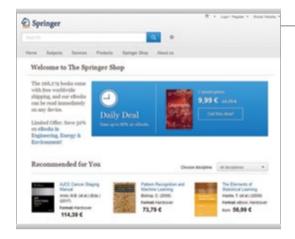
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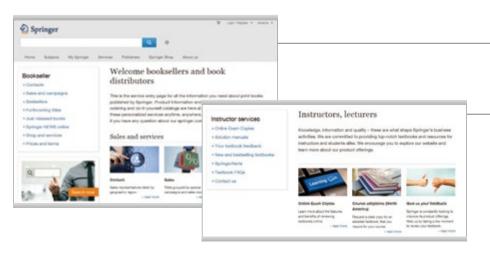


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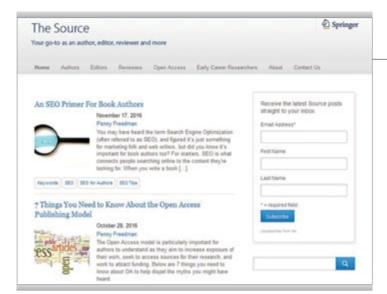
Book performance report (excerpt)

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