

BOOKS WANTED

New Feature on Sheppard's Confidential and notes on how to use

BACKGROUND

Up to now, a subscriber to **Sheppard's World** has been able to search the Sheppard's World database of dealers by location, by region (as in the printed directories) and by subject classification. Subscribers have also been able to send e-mails to groups of specialist dealers with requests for titles wanted or for titles for sale.

Today we launch a new service for subscribers **Books Wanted**. This on-line database can be searched by not just subscribers but **anyone** visiting **Sheppard's Confidential** – just as collectors and the trade can view and search dealers' catalogues.

It will make sense for dealers to advertise the titles wanted on this site as traffic keeps increasing. In July 2007, the site received 58,000 hits. In May 2008 the figure grew to 101,000 hits, and for August the total exceeded 163,000 hits.

BENEFITS

All contacts reacting to your 'wanted title or subject' will be emailed direct to you, so please ensure your correct email address is entered on Sheppard's World. The main benefits are:

- All users reacting to the a 'wanted title or subject' will send their email address direct to the dealer.
- Anyone may view the **Books Wanted** section and search by subject classification.
- Lists will remain on view for four weeks from the date of entry, after which they will automatically drop from view.
- Subscribers can repeat the entry, or entries, simply by clicking the Extend button on the Edit screen. This adds another four week's exposure of the item wanted. The date will not extend beyond four weeks however many times the Extend button is hit.
- Additional entries can be made, or deleted, at any time.
- In this development stage, there will be no limit to the number of entries.
- Each edition of **Sheppard's Confidential** will carry a link to a list showing the titles listed in the previous seven days - thus readers can keep an eye on books wanted urgently.

A GUIDE FOR USERS

First go to www.sheppardsconfidential.com

- Then click on View Books Wanted. On next screen select Book Stock Subject from pull down menu (Scroll down to reach subject sought. Tip: hit first letter of subject to jump direct to first entry starting with the letter hit).
NB: This list only shows the subjects posted to Books Wanted. Select subject and click **Search**.

Sheppard's Books Wanted					
Select the Subject from the drop down list, on the right, and then click the Search button				Biography ▾	Search
Date Created	Title	Author	Publisher		
30th Aug 2008	Bestsellers - Top Writers Tell How	Richard Joseph	Summersdale	Send Email	

(sample entry only)

- If you have any title listed – simply click on `Send Email'. You will then be asked to enter your own e-mail address. This is sent direct to the person who posted the `Want' and who will reply to you by e-mail.

NB. We do not allow free text to be sent as this part of the website is open to the public and some pranksters might use it to send a virus to you.

EXAMPLE OF E-MAIL RESPONSE

When a `user' sends their e-mail address, the system attaches the title. The recipient sees an e-mail similar to the example shown below.

Please contact me.
I am responding to your entry on Sheppard's Books Wanted
Book: **Using Windows XP Platinum Edition**

Enquirer: kevg624@yahoo.co.uk

PLEASE REPLY DIRECTLY TO THE ENQUIRER AND NOT SHEPPARDS

(sample entry only)

The dealer then e-mails the sender to negotiate and conclude the sale.

A GUIDE ON 'BOOKS WANTED' FOR A DEALER

Assuming the dealer has subscribed to **Sheppard's World**, a list of books, or lists of any books on a subject, can be created and uploaded to the Books Wanted page.

However, if you need to subscribe – the annual cost is £30 plus VAT. Go to www.sheppardsconfidential.com – click on Books Wanted. Read the Terms and Conditions. If 'I accept' is selected, the user is taken through the steps to pay by credit card. The user will need to enter their LogonID and Password before being taken to Barclays Merchant Services.

To leave public area on Sheppard's Books Wanted page and enter the trade section of the site to allow titles to be posted on Books Wanted.

- Select Login then enter the LogonID and password.
 - Select Book Wants from main menu
 - Select Add New or Edit my Book Wants.
- The dealer's list then appears.

HOW TO CREATE A NEW ENTRY or EDIT AN EXISTING ENTRY

Click on 'Add New Book Want'

Select **Book Stock Subject** from pull down menu.

Then complete an entry using only the blank white fields – and Click 'Save'
Entries remain on view for four weeks from date of entry.

Book Wanted Entry	
BookWantedID:	<input type="text" value="0"/> Computer Use Only
Date Want Created:	<input type="text"/>
Subject:	<input type="text" value="Aboriginal"/> ▾
Book Title:	<input type="text"/>
Author:	<input type="text"/>
Publisher:	<input type="text"/>
Display Until:	<input type="text"/> <input type="button" value="Extend"/>
Delete:	<input type="checkbox"/> Tick the box to DELETE this book want
	<input type="button" value="Save"/>

EDIT ENTRIES

Entries can be edited on this screen. After editing, clicking on `Save` will overwrite the previous information.

SUBJECT (Books by)

Entries can be made for books on a **Subject Only**.

Select **Subject** from pull down menu.

In the Title, Author, and Publisher fields – enter `Any`. See example.

Sheppard's Books Wanted

Select the Subject from the drop down list, on the right, and then click the Search button

Date Created	Title	Author	Publisher	
30th Aug 2008	Any books on Microsoft SQL Server 2000, 2005 or 2008	Any	Any	Send Email
30th Aug 2008	Any books on ASP.NET Ver 2.0 or above	Any	Any	Send Email
30th Aug 2008	Any books on mySQL Database Ver:4 or newer	Any	Any	Send Email
30th Aug 2008	Using Windows XP Platinum Edition	Cowart & Knittel	Que	Send Email

(sample entry only)

TO EXTEND THE DATE

Books – and Subject entries remain on view for four weeks (from date of entry) These can easily be extended by another four weeks.

Once the dealer is at their own `dealers` list – simply select the title and click ONCE on **Extended** button, and save. This will only move the date forward by four weeks and it must be done at the end of the existing period. Repeating this on the same title does not extend the date a further four weeks!

DELETE ENTRY

At the editing screen for the title to be removed, click in the `Delete` box and then `Save` to delete the title.

BOOKS WANTED

Each weekly edition of **Sheppard's Confidential** will carry a link to a list which will show all the titles wanted posted in the previous seven days. Thus the more urgent titles will receive extra exposure.

Please note that the new BOOKS WANTED feature is still relatively untested. Please send any suggestions or improvements to office@sheppardsworld.co.uk