

PRESS RELEASE: Leiden, 10th June 2008



## **Accucoms expands its portfolio of services to publishers with eBooks sales program.**

Accucoms, a leading provider of sales and marketing services to scholarly and society publishers announced today the launch of an eBook sales service for academic publishers.

The service has been piloted with a number of customers and is now being offered to new and existing publisher clients. Accucoms will use the participating publisher's current subscriber and prospect list combined with its own extensive database of contacts to promote and sell eBook packages to librarians who already purchase the publisher's content, or who collect in a relevant subject area.

During the market research exercise Accucoms executed before launching the new service it was discovered that many publishers are finding it difficult to fit eBooks sales into their sales process and this potentially lucrative new revenue stream is being overlooked.

Pinar Erzin said "we have discovered that whilst there is great demand for eBooks within the library community, they are not being effectively sold by many publishers as they do not fit the sales models for either print books or electronic journals and many small to medium sized publishers simply do not have the capacity to create a sales team specifically for eBook sales. This new, highly targeted service will promote a publisher's eBook collection to customers we know are interested in the subject area. Given our local knowledge, market expertise and broad range of language skills, we believe we are ideally placed to help publisher's sell their eBook content to libraries worldwide".

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ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, and in US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.