



## **NetGalley adds support for excerpts via Dial-a-Book, Firebrand’s excerpts service**

FOR IMMEDIATE RELEASE

December 2, 2015---NetGalley today announced that shareable excerpts are now available on book pages in NetGalley when they are included in the Dial-a-Book excerpt database. Dial-a-Book, part of Firebrand Technologies, is a free service for publishers which creates, aggregates and distributes first chapter excerpts to industry partners such as BN.com, Baker & Taylor TitleSource, EBSCO/host, ArcaMax, Cokesbury, and libraries subscribing to OCLC FirstSearch/WorldCat.

“NetGalley members already share thousands of reviews and recommendations each week through the site,” commented Susan Ruzala, NetGalley’s President. “Now members can read and share excerpts as well, making it even easier to build and sustain buzz about new books, or engage with a previously-published book when the digital galley is no longer available.”

Fran Toolan, CEO of Firebrand Technologies, added, “Publishers and authors can easily opt in to the Dial-a-Book service, now numbering over 400,000 first chapter excerpts, at no cost. We’re delighted to add NetGalley to the growing list of recipients who use our excerpts to fuel discoverability and engagement.”

When publishers opt in to Dial-a-Book, excerpts are created, automatically delivered to NetGalley and added to book records. NetGalley also accepts excerpts delivered within the publisher’s ONIX feed. Publishers in North America, the UK, Australia and France can opt in to the service, as can individual authors who list a title on NetGalley. One of the benefits of the NetGalley-Dial-a-Book partnership is that excerpts can be delivered further ahead of publication, giving enthusiastic readers the earliest chance to read and share.

### **About NetGalley ([www.netgalley.com](http://www.netgalley.com)) and Dial-a-Book**

[NetGalley](http://www.netgalley.com) and Dial-a-Book are part of Firebrand Technologies ([www.firebrandtech.com](http://www.firebrandtech.com)), which provides leading software and services to help publishers achieve success. NetGalley delivers secure, digital galleys to professional readers on behalf of over 300 publishers and hundreds of authors, to help promote and market new books.

Firebrand Technologies acquired Dial-a-Book, the largest aggregator and distributor of book excerpts in the US, on January 1, 2014. Founded nearly 20 years ago, DAB now licenses a database of more than 400,000 Chapter One excerpts of current books for use in the online catalogs of booksellers, distributors, libraries, and bibliographic information sources worldwide. All excerpts are created with the permission of their copyright owners and are uniformly formatted in html/xml for use on all platforms.

Contact: Susan Ruzala, President, NetGalley, at [susan.ruzala@netgalley.com](mailto:susan.ruzala@netgalley.com). To get started with Dial-a-Book contact Marianne O’Neill at [marianne@firebrandtech.com](mailto:marianne@firebrandtech.com).

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