

East View Approval Plan Services

Uncommon information. Extraordinary places. Exceptional service.



For additional information on books, periodicals,
and online content, visit www.eastview.com.

Welcome to East View

East View is committed to being your choice for uncommon information from extraordinary places, tomorrow and beyond. We continue to expand our acquisitions web in the supply of periodicals and online content, reaching out to the diverse regions of the former Soviet Union, Eastern Europe, Asia, the Middle East, and beyond, and this contributes to the foundation of our book supply network.

We will continue to find new ways of cutting acquisition and distribution costs so that we can relay these reduced prices on to our customers. We are dedicated to improving our customer service by cutting response time and initiating even more pro-active customer relations policies.

We will also incorporate trends in e-books and explore new technologies that will shape the book world in the 21st century.

East View cannot promise you a quiet, unchanging relationship. The realm we work in is a volatile and dynamic one. We can, however, promise you constantly improving customer service. We can promise to listen to your problems and work toward creating optimal solutions.

If you are interested in stopping by our offices in Minneapolis, Moscow or Kyiv and become acquainted with members of East View's acquisitions and selection staffs, please let us know and we would be happy to arrange a complete tour of our facilities.



Kent D. Lee
President & CEO

East View's approval plan is the best way to add new titles from countries of the former Soviet Union and Eastern Europe, achieving your collection development goals while saving you money.

With many years of experience in serving academic libraries with books on approval, East View recognizes the importance of establishing precise, yet flexible parameters to ensure the best quality material and services. To meet the unique needs and exacting specifications of libraries, East View's approval plans are as broad or precise as customers' desire and circumstances warrant, with extensive options for geographic coverage and subjects.

One source for books from 27 countries of the former Soviet Union and Eastern Europe

And unlike other vendors, East View does not deem shopping a few bookstores and publishing houses adequate for fulfilling approval plan shipments.

Instead, East View's vaunted book supply network includes an unparalleled knowledge of bibliographies, scholarly reviews and publishers, coupled with seasoned book selectors who are highly trained librarians, book buyers, and scholars from journalistic, bibliographic and academic research backgrounds.

Plans Available

East View offers the following types of plans:

Approval Plan. Using this service, libraries automatically receive monographs according to the specifications listed in their profile, at intervals determined by the library for a



designated budget. We are also able to offer e-books from China and the Middle East through this type of this plan.

Slip Notification Plan. Allows librarians to review customized book lists based on their needs or profile and order recommended items on an as needed basis.

Combination Plan. The above plans may be combined to provide materials on an approval plan basis for specified subjects and/or formats, while supplying customized lists of recommendations for others, depending on client specifications.

Selection and Coverage

East View provides customers with all current books and related literature published or originating in Russia/FSU and Eastern European countries, based upon in-depth customer profiles. These profiles allow East View to make the best possible selections for the customer by detailing not only in which subject areas, regions and languages the customer is interested, but also such variables as the nature of the library's existing collection, the desired direction of development, budget resources available, format preferences and exchange partners. Selection of the appropriate books for each customer then becomes a combined effort of our acquisitions staff and account managers, working together in a system of checks and balances to provide products and the best possible service for the customer.

East View's customer service made all the difference with our approval plan. From profile honing to fulfillment, we received guidance every step of the way.

*Ani Boyadjian
LA Public Library*

The foundation of our supply network is our unparalleled familiarity with national bibliography and our close association with the book chambers in many of the countries where we source the books. In addition, East View selectors go beyond printed bibliographic listings which reflect only a fraction of the interesting and valuable works published today. Our selectors maintain constant contact with the entire range of publishers, including publishing houses, universities, think tanks and authors. They confer with the book collectors. They browse the bookstores, the street stands, the book auctions and the book fairs. Then all of their discoveries are pooled together with the aggregate of information from East View's unique bibliographic sources to create

the general reservoir from which each customer's books are selected. Only this guarantees that we receive new title information as soon as it is available. We place multiple-copy orders prior to publication and track them for immediate shipment to approval plan libraries.



East View offers works that go far beyond those traditionally available and deep into the realms of grey literature. These works include:

- Low-press run and rare books published by various military and civilian academies, institutes of the Academies of Sciences, private research groups, business organizations and governmental bodies
- Works of newly-founded independent research and advisory bodies
- Materials from distant locales
- Dissertations and their abstracts
- Formerly classified works released through East View's efforts
- Rare and out-of-print materials on microform
- Formerly unpublished manuscripts made available by East View on microform

Unmatched Value and Customer Service

East View assigns each library an account manager from our Minneapolis headquarters who is familiar with the unique profile and requirements of that institution. This allows us to deliver an unmatched level of service, from close collaboration on profiles to responding to requests, resolving problems, analyzing returns and monitoring technical services such as MARC records.

East View will search your library's OPAC prior to shipments to prevent duplication, free of charge. In addition, we automatically notify you of all duplicate firm orders to prevent unintended duplication.

All approval plan selections are reviewed in-hand by bibliographers trained on each individual library's profile before books are shipped. Their years of book selection experience, combined with customer service, ensure precision and flexibility, resulting in consistently low return rates – a testament to East View's accuracy and quality in selections made on approval.

Bibliographic records in MARC21 format and EDI invoicing are provided free of charge to approval plan customers, upon request.

Discounts are based on type of plan selected and the budget available.

Firm orders can supplement an approval plan collection and are encouraged. Your account manager can provide you with suggestions and conduct specialized searches.

Other Services

Firm Orders: East View offers a regularly updated catalog online at www.eastview.com/Book/index.asp. East View also offers new book notification services by subject area. In this manner, customers can keep up with new titles that do not fall under the scope of their plan for firm ordering if desired. East View also makes available the fundamental bibliographic tools – including all the national bibliographies – that foreign language selectors need to keep abreast of the newest publications in their fields.

New Title Notification: East View's direct notification service is an essential research and selection tool. Information on the latest titles from Russia/FSU countries is sent by email or fax. Go to www.eastview.com/evmail, enter your email address and your areas of interest on our website or printed Registration form. It's fast, useful and free.

Convenient Ordering: Ordering from East View is secure and convenient. Purchase by credit card directly from our website, or print out an Order Form located in the book section of the site, complete it, and mail or fax it to us.

Custom Research: We offer title search services for rare and out-of-print items, as well as subject searches for locating publications on a specific topic. East View is uniquely situated to unearth hard-to-find grey literature and to fulfill your research queries. We can provide a list of relevant materials by title, author, publication date, city and country of publication, and language.

Bargain Books: Hundreds of clearance books on sale at 50% to 70% off regular prices—some as low as \$2:
<http://www.eastview.com/russian/books/sale.asp>.

Contact us today to discuss an approval plan profile at no obligation or cost

Getting started is easy:

- ◆ Choose from 27 countries (and counting):

Albania	Georgia	Russia
Armenia	Hungary	Serbia
Azerbaijan	Kazakhstan	Slovak Republic
Belarus	Kyrgyzstan	Slovenia
Bosnia & Herzegovina	Latvia	Tajikistan
Bulgaria	Lithuania	Turkmenistan
Croatia	Moldova	Ukraine
Czech Republic	Poland	Uzbekistan
Estonia	Romania	

- ◆ Send an email to info@eastview.com with questions
- ◆ Or call us at 952-252-4533 (N. America toll free: 800-477-1005)





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