

Sowing the Seeds of Knowledge

Dawson Update

Dawson Launches One-Click Ordering

dawsonenter, the library management platform from Dawson Books, has been enhanced. Customers are now able to purchase using just one click.

Jude Norris, Marketing and Technology Director, explains "We have listened carefully to our customers and One-Click Ordering has been requested by many institutions. We have enhanced dawsonenter to accommodate this new functionality and it has been well received so far. Customers have found it easy to use and it has shortened the time they spend inputting orders, speeding up the whole process."

Roger Farbey, Head of Library & Knowledge Services, British Dental Association is delighted with the new function. "I have been using the new "basket" system and have to say I love it. Thank you very much indeed for introducing this very sensible and straightforward system for ordering

books via Dawson."

The Product Development team are constantly looking at how to improve the customers' experience and One-Click Ordering is just one of many planned improvements for this year. The website is being developed to improve navigation and the team are also working on a number of initiatives to improve dawsonenter and dawsonera, our ebook platform.



Have you used One-Click Ordering?

If you have any comments on the new dawsonenter feature please contact us at: marketing@dawsonbooks.co.uk

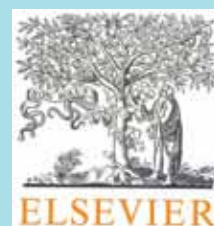
Dawson at SCECSAL 2010

Jennie Underwood, Dawson Southern African representative, exhibited at the SCECSAL 2010 conference held in Gaborone, Botswana in December 2010. Dawson Books has recently been awarded partial tender to supply print and ebooks to the University of Botswana and are working closely with them to integrate Dawson's systems.

The Standing Conference of Eastern, Central and Southern African Library and Information Associations is a regional grouping of Library and Information Associations in Africa.

More than 370 delegates, representing many of the member countries, attended the conference, ensuring a dynamic atmosphere to the event. It also offered opportunities to update established customers with new Dawson developments as well as meeting and nurturing new relationships.

For more information or to receive regular email updates please contact marketing@dawsonbooks.co.uk



Featured Publisher

To help celebrate the International Year of Chemistry 2011, Elsevier are delighted to partner with Dawson Books in offering world class content in Chemistry and Chemical Engineering (print and online) to librarians at the best prices available. Elsevier's Chemistry publishing programme covers all aspects of the discipline - from the creation of the elements in the stars to the complex behaviour of atoms and molecules. Applications are far reaching and provide valuable tools for a range of disciplines including Biology, Pharmacology, Environmental Analysis, Petrology, Food Science, Clinical Research and Drug Discovery. As a leading provider of scientific resources, Elsevier offer the most up-to-date Chemistry and Chemical Engineering books for users who want access to cutting-edge data in either print or electronic form. Elsevier's Chemistry portfolio includes a wide range of products in a variety of different formats from undergraduate textbooks to multi-volume reference works covering all major sub-disciplines including: Physical, Theoretical, Analytical, Medicinal, Natural Products, Organic and Inorganic Chemistry.

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New Global Sales and Service Director

Dawson Books is delighted to announce the appointment of Jason Cherrington to the role of Director of Global Sales and Service.

Jason joins Dawson Books from the technology company, Skype. There he ran Skype's Global Customer Service which had over 125million customers covering 12 languages.



Technology is one of Jason's strong points having spent nine years in BT leading teams in Product Development, Strategy, Sales and Customer Service.

More recently he led a mobile applications and wifi solutions division, a specialist area for Jason who was guest speaker at Blackberry's Global Conference in 2008. He was on the BT Board for Wales, focussing on development of the region from a technology standpoint. Jason has also led teams at Vodafone and Orange.

Jason says: "I am very excited about the challenge this role offers and the interesting dynamic emerging between print and the developing ebook market. Dawsons are renowned for their quality of service, putting the customer at the heart of what we do, and that's how it should be.

I believe there are great opportunities at home and abroad and I am looking forward to the year ahead. It's clear there are challenging times ahead for our customers with current and

Jason Cherrington pictured left

future budget cuts and we are keen to understand how we can help our customers overcome those challenges."

Jason loves sport and is a big Aston Villa and Worcester Warrior fan. Last year he ran the London Marathon to raise money for a bowel cancer charity. He also loves rock music and gadgets, especially his iPad which he uses to read academic and fictional books, from Stephen King to Stephen Hawking.

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Expansion into East Asia

Dawson Books has recently appointed Anna Temby as Area Sales Representative for East Asia.

This is an exciting development as Anna will be based in Hong Kong, Dawson Books' first sales representative to be based in this area, especially as Hong Kong Hospitals have recently decided to use Dawson Books to supply their hospital libraries. Anna's efforts will be focused on Hong Kong, Singapore and China but she will also be responsible for

other countries in the East Asia region.

Anna is a graduate of Leeds University where she studied English Literature and Mandarin Chinese. Her mother is from Hong Kong, so Anna has a good understanding of both Mandarin and Cantonese.

As part of her degree Anna spent a year studying in Beijing. She also spent two months based in Hong Kong, travelling in and out of mainland China, conducting a research project for Dawson. Her time was spent understanding the Chinese market,

establishing contacts and evaluating the opportunities for Dawson in East Asia.

"I am really excited about joining Dawson Books and increasing their presence in East Asia. I am especially looking forward to meeting and building up relationships with new and long-standing customers."



Anna Temby

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