

# ASI Publications Revamp: eBooks and an Index Mashup

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## Background

When the Digital Trends Task Force developed a list of goals over three years ago, one was to provide eBook versions of ASI's back list. This article updates the status of that effort.

## eBook Workflow for Legacy Books

For creating eBook editions of print books, many publishers perform a basic conversion of a PDF version of the book to eBook format. This yields links from page numbers in the index to page breaks and tops of pages.

The DTTF felt that we should provide links that meet a higher standard of precision. ASI books should serve as a model for linked, accurate eBook indexes. This means a conversion workflow that allows for index locator links to specific locations in the text (specific headings, paragraphs, tables, figures, etc.).

An earlier Key Words article<sup>1</sup> discussed some of the nitty-gritty details of this workflow, so here we will just touch on this at a high level.

The basic steps in the workflow<sup>2</sup> are:

- Convert the PDF to an EPUB format eBook
- QA the conversion and address any issues that are found
- Unpack the EPUB
- Convert the page-linked index to a CIN-DEX file
- Create a version of the eBook that shows pinpoint IDs
- Send PDF, EPUB with IDs, and CIN-DEX file to an indexer to add the pinpoint IDs to page numbers; also QA the index conversion

- Validate pinpoint IDs that were added and address any issues that are found
- Create new EPUB that removes display of pinpoint IDs and integrates new index with pinpoint links
- QA the index links and address any issues that are found

## ASI eBooks for Sale at Present

*Glossary of Terminology in Abstracting, Classification, Indexing, and Thesaurus Construction* [GL] (the only book lacking an index.)

*Indexing for Editors and Authors* [EA]

*Indexing Names* [IN]

*Index It Right! Advice from the Experts: Volume 1* [R1]

*Index It Right! Advice from the Experts: Volume 2* [R2]

*Index It Right! Advice from the Experts: Volume 3* [R3]

*Indexing Specialties: Cookbooks* [SC]

*Indexing Specialties: History* [SH]

*Indexing Specialties: Law* [SL]

*Indexing Specialties: Psychology* [SP]

*Indexing Specialties: Scholarly Books* [SS]

*Marketing Your Indexing Services* [MS]

*Running an Indexing Business* [RB]

*Starting an Indexing Business* [SB].

See the Information Today eBook ad on page 155 for more information.

- Convert the EPUB to a Kindle format (MOBI)
- Light QA of the MOBI format
- Upload the EPUB and MOBI eBooks for sale on ITI's website
- Announce for sale on ASI website and social media

This workflow has many substeps and involves many parties:

- Information Today<sup>3</sup>
- Conversion houses<sup>4</sup>
- A pool of ASI volunteers<sup>5</sup> for the review steps and adding pinpoint IDs

## eBook Workflow for New Books

New publications should integrate pinpoint indexing with initial creation of the book. How will this be done? ASI has not developed the workflow for new books yet. As ITI does the composition for ASI books, we are dependent on their capabilities. We are in conversation with ITI about this for the next ASI book project, which is now underway. [Thank you, *Janet Perlman*! We are looking forward to her book on “tactics for indexing,” title yet to be finalized.] Integrating the creation of the eBook at the same time as the print book is the optimal approach.

## Mashup Index for ASI Books

A mashup index is a merged (mashed) or aggregation of multiple book indexes. The process is similar to that for cumulative indexes with periodicals.

For publishers, readers, and other book buyers, mashup (and cumulative) indexes are very useful as marketing tools as well as for research. Potential book purchasers can browse the index mashup to find books with the topics they are interested in. This is similar to a topical book catalog but with more detail and precision.

An offshoot of the legacy book conversion work was getting all the indexes in CINDEX file format. This allowed us to merge all the indexes into one ‘master’ file.

*Dave Ream* copied each eBook index into a new file and applied a book code to its page number locators. See the book codes in brackets in the book list sidebar.

*Pilar Wyman*<sup>6</sup> then combined all the indexes and did an integration edit. She then returned the CINDEX mashup index file to Dave to process with Leverage Technologies’ HTML/Prep for production of web page versions for publication online at the ASI website. The web pages include a hovering feature so that when your cursor is over a book code, the full title of the book displays. And clicking on a book code takes you to the ITI order page for that book, which contains its full description and pricing. Dave then sent the files to the ASI webmasters to post on the ASI site on the publications page.<sup>7</sup>

## Future Directions

We also look forward to the eBook edition of *Indexing for Editors and Authors* becoming a test sample for the EPUB3 Indexes Specification.

Thank you to all the volunteers who helped—and continue to help—with this effort. We could not do it without you.

## Notes

1. *Key Words*, Vol. 20, No. 3, July – September 2012
2. Dave Ream managed this workflow [www.LevTechInc.com](http://www.LevTechInc.com).
3. ITI is ASI's publisher. Thanks to John Bryans and Brandi Scardilli.
4. The first conversion was done by eBook Architects, which is now part of Firebrand Technologies [www.firebrandtech.com](http://www.firebrandtech.com) (thanks to Joshua Tallent for his assistance); all other conversions were completed by Data Conversion Laboratory [www.dclab.com](http://www.dclab.com) (the latter is the conversion house ITI uses on a regular basis).
5. *Vicki Austin, Nan Badgett, Catherine Barr, Sherri Dietrich, Judy Gordon, D'Ann Hamilton, Larry Harrison, Lucie Haskins, Fred Leise, Barbara Niederhoff, Debbie Olson, Mary Peterson, Shelley Quattrocchi, Joanne Sprott, Janyne St. Marie, Terry Noalani, Carolyn Weaver, Inge Wiesen*.
6. [www.wymanindexing.com](http://www.wymanindexing.com).
7. [www.asindexing.org/publications/asi-books/](http://www.asindexing.org/publications/asi-books/).

## ASI 2015 Conference THE STATE OF THE ART Seattle, Washington • April 30–May 1

The state of the art of indexing and the publishing world is in constant flux, and keeping up with the evolution of the field requires lifelong learning. The primary source for information and education about indexing is the American Society for Indexing (ASI). At our annual conferences we present sessions on the best and most up-to-date advances in indexing as an information organization and retrieval resource. In 2015 we will host the conference at Motif Seattle in the heart of Seattle, Washington, just five minutes from Pike Place Market.

For more information, go to  
<http://www.asindexing.org/conference-2015/>

