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Random House Launches BookScout, New Book Discovery and Social Reading App for Facebook

NEW YORK, NY (January 22, 2012)—Random House, Inc., today announces the official launch of BookScout, a new app for Facebook created by the company's corporate Digital Marketplace Development Group. It will enable book lovers to discover new authors and share their favorite books with friends by adding the new app to their Facebook Timeline.

BookScout provides readers with personalized book recommendations based on people's Facebook timelines. The app also recommends popular titles—published by both Random House, Inc. and non-Random House, Inc. imprints -- readers are Liking, sharing, and adding to their bookshelves within the app. It also presents bestsellers from all publishers broken out by category, based on industry sales data.

Information about people's interests from their Facebook timelines is incorporated into the personal recommendations, and Liking books via the app helps create more tailored suggestions—the more books and interests users Like, the better the recommendations will be. Recommendations feature titles from all publishers, and include links to major retailers so people can easily purchase print books and eBooks they're interested in.

Readers can create and organize their own digital bookshelves, sharing what they're currently reading with their Facebook friends, tagging books they'd like to read, and keeping track of books they've read. People can also see what their friends are reading, encouraging organic word-of-mouth recommendations.

"Word of mouth is the number one way readers learn and get enthusiastic about books they want to read," says Amanda Close, Random House's Senior Vice President, Digital Marketplace Development. "By creating BookScout, Random House is helping to encourage conversations about books on Facebook, and broaden the social discovery of books in the digital space."

BookScout is the latest initiative in Random House's in-house-developed efforts to guide readers in book discovery, including web verticals like [Word & Film](#), [Everyday eBook](#), [Biographile](#) and [Suvudu](#), each of which feature interviews, news and reviews of books in their respective categories, and partnerships with [Politico](#), [Epicurious](#) and [Publishers Lunch](#) to integrate books and authors onto their sites.

For more information about **BookScout** and to install the app, visit <https://apps.facebook.com/bookscout>.

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