



MCQN Ltd. launches Booklert, a service to let authors receive regular updates on their book's rank on Amazon

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URL: <http://www.pr9.net/comp/internet/8329june.html>

Booklert is a new service which sends authors updates of their book's rank on Amazon. The updates can be delivered via email or twitter, and the author can also opt for a badge to display on their website or blog which shows their book's current rank.

PR9.NET June 10, 2008 - Cambridge, UK – Russell Davies is an author who wanted to follow how well his book was doing on Amazon, and Adrian McEwen, founder of MCQN Ltd, took up the challenge. The result is Booklert, a service for any author to use which is launched today.

Once they've created an account, authors can search for their book and then choose to receive updates via email or to their twitter account. They have full control over how frequently the updates are sent, and can also create a badge to display on their own website or blog which shows the cover of their book and its current rank.

As he was starting some marketing experiments, Russell wanted to track the rank of Egg Bacon Chips and Beans to see if his experiments had any effect. However, that involved him remembering to check the rank and visit the Amazon website to find the answer – so he wondered aloud on his blog whether there was a service to send him updates via twitter.

Luckily, that blog post coincided with Adrian having a free Sunday, and by the end of the weekend an initial version was happily sending updates to Russell's twitter account. From then the prototype has been almost completely rewritten and new features added, resulting in the service now being launched for all authors to use.

Website: www.mcqn.com/booklert

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About MCQN Ltd.

MCQN Ltd. is the business persona of Adrian McEwen. Following a leading role in mobile web browser startup STNC, which led to being acquired by Microsoft, he left Microsoft in 2002 to strike out on his own. With an interest in the intersection of the worlds of mobile, web and ubicomp, he builds solutions for both the company and external clients.

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