



Copyright Clearance Center Brings “Google Preview” To World’s Leading Online Catalog for Content Re-Use

NOW, “BROWSE” BEFORE YOU ORDER PERMISSIONS

Copyright Clearance Center (CCC), the world's largest provider of copyright licensing solutions, now incorporates “preview” results from Google Books within its [online catalog](#).

When users choose a book title in the CCC catalog that is also available from Google Books, they can click on "Google Preview" to browse through the book just as they might in a library – and without ever having to leave the CCC Web site.

By matching licensed content in published books from Google’s [Partner Program](#) with user searches for re-use permissions, CCC makes it possible for customers to verify important details of their permissions requests, while ensuring they receive proper licensing services.

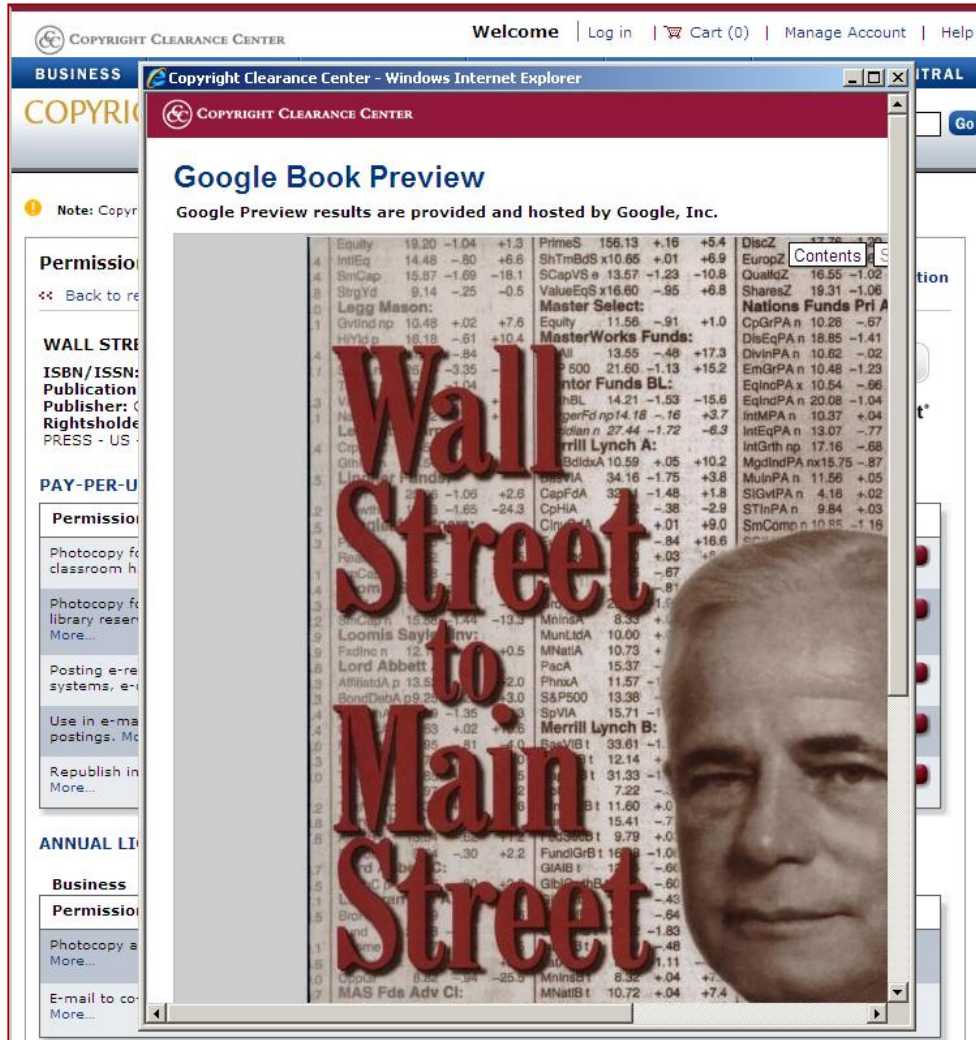
HOW IT WORKS

1 – Google Preview icon appears on CCC catalog’s *Permissions Summary* page.

The screenshot shows the CCC website interface. At the top, there is a navigation bar with links for 'BUSINESS', 'ACADEMIC', 'PUBLISHERS', 'AUTHORS', 'PARTNERS', and 'COPYRIGHT CENTRAL'. Below this is the 'COPYRIGHT.COM' logo and a search bar with the text 'Get Permission / Find Title'. The main content area is titled 'Permissions Summary' and includes a note: 'Note: Copyright.com supplies permission but not the copyrighted content itself.' The book details are: 'WALL STREET TO MAIN STREET', ISBN/ISSN: 978-0-521-63029-0, Author/Editor: PERKINS, EDWIN J., Publication year(s): 1999, Publisher: CAMBRIDGE UNIVERSITY PRESS, and Rightsholder: CAMBRIDGE UNIVERSITY PRESS - US - BOOKS. There are also links for 'New search' and 'Can't find the publication you're looking for?'. The 'PAY-PER-USE OPTIONS' table is as follows:

Permission type	Availability	Rightsholder terms
Photocopy for academic coursepacks, classroom handouts. More...	Available for Purchase	Price & Order
Photocopy for general business use, library reserves, ILL/document delivery. More...	Available for Purchase	Price & Order
Posting e-reserves, course management systems, coursepacks. More...	Available for Purchase	Price & Order

2 – By selecting the Google Preview icon, a “pop-up” window displays Google Books results.



For customers, “Google Preview” means greater convenience, accuracy & speed with CCC permissions

With over 1.5 million book titles in our online catalog, CCC provides an unparalleled one-stop permission experience. That world-class service is now significantly enhanced by the content previews available from Google Books.

The world’s leading online search engine, Google made available this set of Web tools to allow retailers and others to embed books from the Google Books index, and to make authorized works of publishers and authors discoverable within search results.

Copyright Clearance Center, as the world's largest not-for-profit provider of copyright compliance solutions, supports the principles of copyright and promotes respect for intellectual property through a wide range of innovative permissions services and educational programs for authors, publishers, and their audiences in academia, business and research institutions.