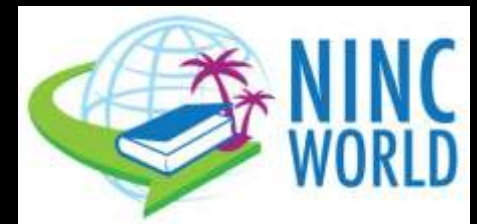


The Author Audit

Thad McIlroy
The Future of Publishing



The Purpose of an Author Audit

1. More sales
2. A professional online presence

**My
~~Guinea Pig~~
Test Study**

Karen Tintori



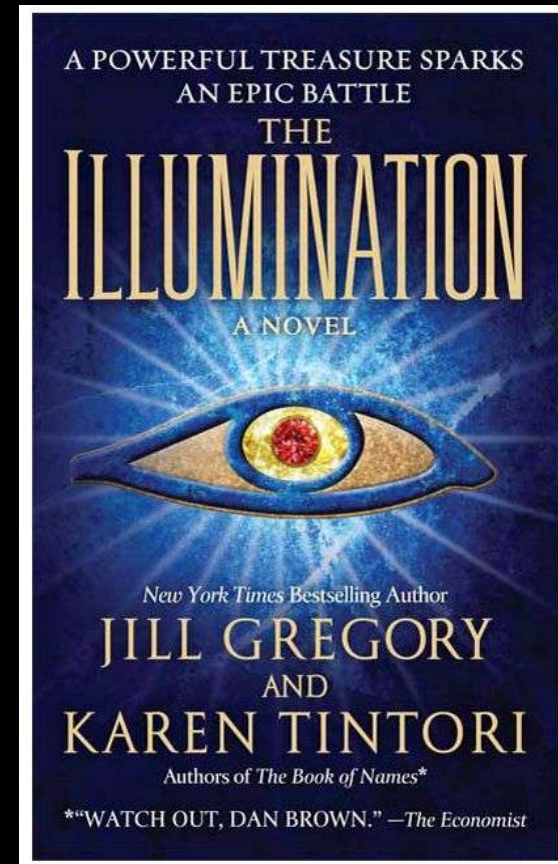
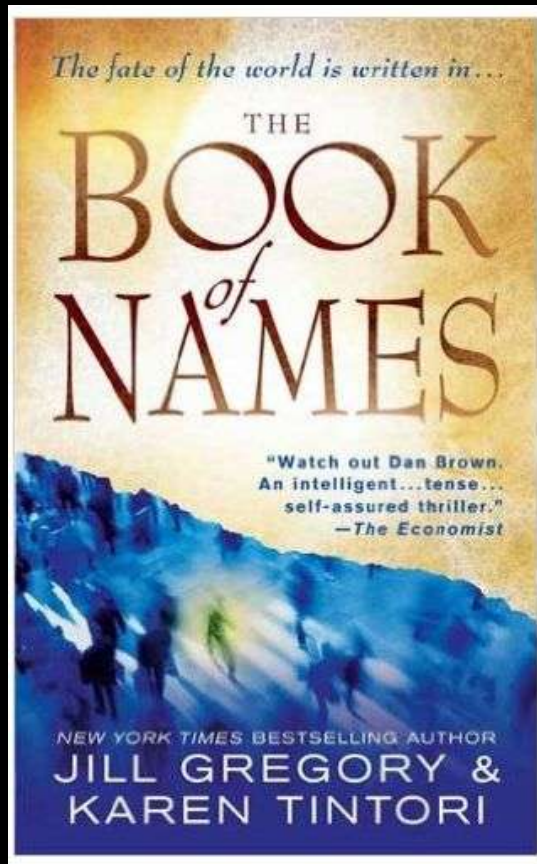
Karen



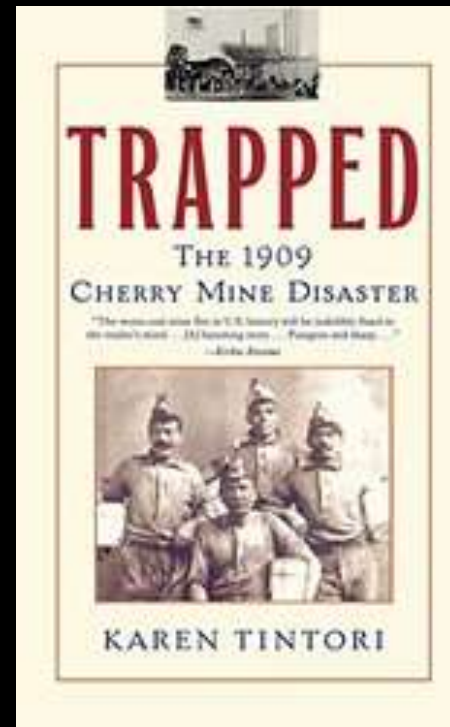
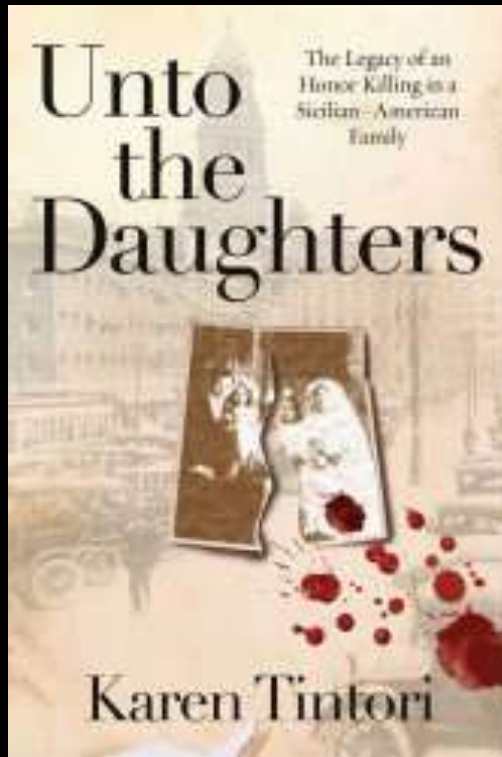
Karen & Jill Gregory

The Assets

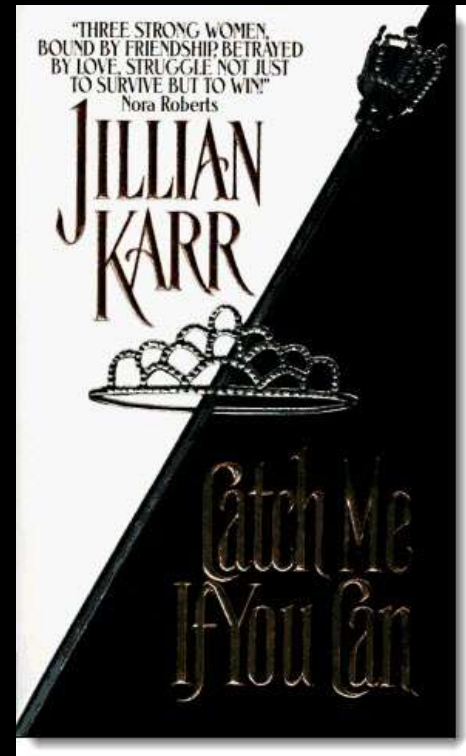
Seven Published Books



Some Less Prominent



With Various Author Names



Amazon Shows Too Much

Books by Karen Tintori

Book Title	Format	Price	New Used
Unto the Daughters	Kindle Edition	\$7.99	
Unto the Daughters	Paperback	\$12.95	
What Does Being Jewish Mean?	Paperback	\$18.01	
TRAPPED	Hardcover	\$8.01	
The Book of Names	Hardcover	\$9.01	
The Illumination	Kindle Edition	\$7.99	
CAST	Kindle Edition	\$4.99	
Catch Me If You Can	Hardcover	\$1.97	
Something Borrowed, Something Blue	Hardcover	\$15.00	
Il libro de los nombres	Hardcover	\$4.99	
Il libro de los nombres	Paperback	\$15.95	
Il libro de los nombres	Paperback	\$11.95	
Il libro de los nombres	Paperback	\$2.50	
Il libro de los nombres	CD+DVD	\$46.70	
Il libro de los nombres	Hardcover	\$34.73	

Showing 1 - 12 of 14 Results

All Formats: Kindle Edition Paperback Hardcover Audible Audio Edition Audio CD

What Does Being Jewish Mean? Read-Aloud Responses to Questions Jewish Children Ask About History, Culture, and... by Malita L. b. Friedman, Jan Greenberg and Karen A. Katz (Sep 3, 2013)

Format	Price	New Used
Kindle Edition	\$12.95	\$2.99 \$1.01

Trapped: The 1939 Cherry Mine Disaster by Karen Tintori (Sep 17, 2013)

Format	Price	New Used Collectible
Kindle Edition	\$8.01	\$7.58 \$1.01
Paperback	\$18.01	\$1.95
Hardcover	\$1.97	\$1.01

Unto the Daughters: The Legacy of an Honor Killing in a Sicilian-American Family by Karen Tintori (Jun 8, 2008)

Format	Price	New Used
Kindle Edition	\$7.99	
Paperback	\$13.97	\$3.99 \$1.77

The Book of Names: A Novel by Jill Gregory and Karen Tintori (Feb 5, 2010)

Format	Price	New Used Collectible
Kindle Edition	\$7.99	
Paperback	\$1.20 \$1.01	\$1.99
Hardcover	\$1.99	\$1.01

Catch Me If You Can (C.K. Hall Large Print Book Series) by Jean Kerr (Sep 1997)

Format	Price	New Used Collectible
Mass Market Paperback	\$1.99	\$1.97
Other Formats: Paperback	\$1.99	\$1.97

The Illumination by Jill Gregory and Karen Tintori, Sandra Gunn and Brilliance Audio (Jan 1, 2010) - Unabridged

Format	Price	New Used
Audible Audio Edition	\$9.00	
Other Formats: Hardcover, Paperback, MP3 CD, Mass Market Paperback	\$7.99	

SOMETHING BORROWED, SOMETHING BLUE (Loveswept) by Jean Ray (Oct 1, 1993)

Format	Price	New Used Collectible
Kindle Edition	\$13.00	\$15.00 \$1.24
Hardcover	\$1.97	\$1.01
Paperback	\$1.97	\$1.01

Il libro de los nombres by Jill Gregory, Karen Tintori and Malicia Fernandez de Villaverde (Jun 30, 2010)

Format	Price	New Used
Kindle Edition	\$4.99	
Other Formats: Hardcover	\$11.95 \$7.99	

B&N Shows Too Little

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Product Type

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ADVERTISING

Showing 1 - 7 of 7 results for Karen Tintori

Top Matches 20

The Book of Names: A Novel
by Jill Gregory
★★★★☆
NOOK Book **\$7.99**

The Illumination: A Novel
by Karen Tintori
★★★★☆
NOOK Book **\$7.99**

Unto the Daughters: The Legacy...
by Karen Tintori
★★★★★
Paperback **\$13.17**
NOOK Book **\$7.99**

Trapped
by Karen Tintori
★★★★★
Paperback **\$17.88**

Unto the Daughters: The Legacy...
by Karen Tintori
★★★★☆
Hardcover **\$22.52**

The Illumination
by Jill Gregory
★★★☆☆
Audiobook **\$31.49**

Illumination, The: A Novel
by Jill Gregory
★★★★☆
Audiobook **\$19.99**

Kobo Shows the Irrelevant

The screenshot shows the Kobo website interface. At the top, there is a search bar with the text "James Hinton" and a magnifying glass icon. Below the search bar is a green banner with the text "Sign up today and get a \$5 account credit." and a "Continue >" button. The main content area displays a list of books. Each book entry includes a cover image, the title, author, price, and an "Add to cart" button. A red arrow points to the book "Her Last Letter" by Nancy C. Johnson, which is priced at \$0.99. The other books listed are "The Illumination" (\$7.99), "The Book of Names" (\$7.99), "Unto the Daughters" (\$7.99), and "Saving Rachel" (\$2.99).

Book Title	Author	Price
The Illumination	Karen Tintari, Jill Gregory	\$7.99
The Book of Names	Jill Gregory, Karen Tintari	\$7.99
Unto the Daughters	Karen Tintari	\$7.99
Her Last Letter	Nancy C. Johnson	\$0.99
Saving Rachel	John Locke	\$2.99

The Strange Classifications Problem

The screenshot shows the Amazon product page for the book "The Illumination: A Novel" by Karen Tintori and Jill Gregory. The page is categorized under "Books > Business & Money > Investing > Introduction". The book cover features a glowing eye symbol. The price is listed as \$18.99, with a list price of \$24.96 and a 24% discount. The page includes a "Buy New" button, a "Buy Used" option for \$7.99, and a "FREE Shipping" offer. The product details section lists the publisher as St. Martin's Press, the ISBN-10 as 0312375972, and the ISBN-13 as 978-0312375973. The book is described as a hardcover with 320 pages, published on January 5, 2008. The plot summary mentions a museum curator, a murder, and a quest for an ancient eye amulet.

Books > Business & Money > Investing > Introduction

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Books > Business & Money > Investing

The Illumination: A Novel and over one million other books are available for Amazon Kindle. Learn more

The Illumination: A Novel Hardcover – January 20, 2008
By Karen Tintori (author), Jill Gregory (author) (No. 1 in the series)
★★★★☆ (17 customer reviews)

See all 76 formats and editions

Kindle \$7.99	Hardcover \$18.99	Paperback \$16.99	Audiobook \$25.95 or Free	Mass Market Paperback from \$3.01	MP3 CD \$5.99
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1 Collectible from \$3.99

4 Used from \$2.31
4 New from \$1.00

or Free with Audible 30-day Free Trial

37 Used from \$3.01
7 New from \$3.21
1 Collectible from \$2.99

2 New from \$3.99

It gawped up at her like a small golden egg encrusted with jewels of lapis lazuli, carnelian, and jasper. The classic eye, one of the most ancient symbols of protection.

Natalie Landau, a museum curator with an expertise in Mesopotamian protective amulets and magical beliefs, has received a puzzling gift from her sister Dana—a necklace with a true evil eye pendant on it. The Evil Eye is a symbol of protection common throughout the world, with a history connecting it to many religions.

When Natalie learns Dana was murdered only hours after sending the gift, she begins to think her evil eye amulet had something to do with her sister's death. As she races to discover the origin of the pendant, Natalie is sucked into an international battle between powerful religious factions, each battling

Read more

Product Details

Hardcover: 320 pages
Publisher: St. Martin's Press; First Edition edition (January 5, 2008)
Language: English
ISBN-10: 0312375972
ISBN-13: 978-0312375973
Product Dimensions: 6.4 x 1.1 x 9.9 inches
Shipping Weight: 1.2 pounds (New shipping rates and policies)
Average Customer Review: ★★★★★ (17 customer reviews)
Amazon Best Sellers Rank: #1,509,434 in Books (See Top 100 in Books)
#8566 in Books > Business & Money > Investing > Introduction
#27909 in Books > Business > Historical
#150708 in Books > Mystery, Thriller & Suspense > Thrillers & Suspense

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The Strange Classifications Problem

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The Illumination: A Novel and over one million other books are available for Amazon

Look inside

The Illumination: A Novel Hardcover – January 20, 2009
by Karen Tintori (Author), Jill Gregory (Author)
★★★★☆ 17 customer reviews

See all 19 formats and editions.

Kindle \$7.99 Read with Our Free App	Hardcover \$19.99 42 Used from \$0.04 17 New from \$0.75 1 Collectible from \$3.00	Paperback from \$1.99 4 Used from \$2.31 4 New from \$1.99	Audible \$20.95 or Free or Free with Audible 30-day free trial	Mass Market from \$0.00 37 Used 7 New from \$0.00 1 Collectible
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It gleamed up at her like a small golden egg encrusted with jewels of lapis lazuli, carnelian, and jasper. The classic eye, one of the most ancient symbols of protection.

Natalie Landau, a museum curator with an expertise in Mesopotamian protective amulets and magic beliefs, has received a puzzling gift from her sister Dana—a necklace with a blue evil eye pendant on a gold chain. As she examines it to e

Books > Business & Money > Investing > Introduction

When Natalie learns Dana was murdered only hours after sending the gift, she begins to think her evil eye amulet had something to do with her sister's death. As she races to discover the origin of the pendant, Natalie is sucked into an international battle between powerful religious factions, each battling for control of the amulet. **Read more**

Listen

See all 2 images

The Authors, Reversed

www.amazon.com/Illumination-Jill-Tintori-Karen-Gregory/dp/B00800DJ4G/ref=tmm_pap_swatc...
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The Illumination: A Novel and over

Look inside ↴

The Illumination Paperback – 2009
by Jill; Tintori, Karen Gregory (Author)

★★★★☆ by Jill; Tintori, Karen Gregory (Author)

See all 19 formats and editions

Kindle	\$7.99
Hardcover	\$14.99
Used	42 Used from \$0.04
New	17 New from \$0.75
Collectible	1 Collectible from \$3.00

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Listen

by Jill; Tintori,

The Generic Titles Problem

The screenshot shows the Amazon search results for the query "The Book of Names". The search results are displayed in a grid format. On the left side, there is a sidebar with various filters and categories. A red arrow points to the "Author" section in the sidebar, which lists several authors, including John F. Kennedy, who is the author of the book "The Book of Names: A Novel" shown in the search results.

amazon Books - "The Book of Names"

Step by Department - This is Amazon.com Today's Deals Gift Cards Sell Help

Books - Advanced Search New Releases Best Sellers The New York Times Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your

13-24 of 2,794 results for Books: "The Book of Names"

Narrow your choices

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Books

- Biography (37)
- Children's Fantasy & Magic Books (23)
- New Age & Spirituality (70)
- Fantasy & Relationships (6)
- Thrillers & Suspense (1)
- Parenting (15)
- Pregnancy & Childbirth (16)
- Religion & Spirituality (24)
- Numerology (6)
- Education (17)

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- Get it Today
- Get it by Tomorrow

Eligible for Free Shipping

Free Shipping by Amazon

New Releases

- Last 30 days (19)
- Last 90 days (6)
- Coming Soon (2)

Book Series

- Diaries
- The Names
- Blatant Hit
- Value Books
- My Name Is America
- The Sacred Series
- Bottle and the Gang with the Name series
- My Name Is Aeliza
- Reporter News
- In Her Name: The First Episodes series
- The Name of the State
- The Hollow
- Nameless Dead
- Confessions of Georgia Nicolson

See more

Author

- John F. Kennedy

Book List

- Michael (1)
- Psychodynamic Books
- Color Sampler

Book Format: Paperback | Kindle Edition | Hardcover | Paperback | Board Book

My First Embroidery Book: A Name Sampler (My First Sewing Book Kit) ser
by Wilky Cheny

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The Book of Names: A Novel Feb 8, 2006
by Jill Gargoy and Karen Tegen

Kindle Edition
\$7.99
Whisperync for Voice-ready

Hardcover
\$9.91 used & new (17 offers)

Other Formats: Audible Audio Edition, MP3 CD, Paperback, Mass Market Paperback

The Generic Titles Problem



Which Leads to...

	A	B	C	D
1				
2	Author Audit			
3	for Karen Tintori			
4				
5				
6	Prepared by Thad McIlroy			
7				
8	v3			
9				
10	Revised September 27, 2015			
11				

Variations on a Name

20	Name Variations			
21	1	Karen Tintori		
22	2	Karen A. Katz		
23	3	Jillian Karr		
24	4	Jill Gregory & Karen Tintori		

Book Listing, Short Form

	A	B	C	D
Book List				
Short form				
		Title 1	Title 2	Title 3
Title		What Does Being Jewish Mean?	Something Borrowed, Something Blue	Catch Me if You Can
Sub-title				
Initial Pub. Date		1991	1993	1996
Publisher		Prentice Hall Press	Doubleday	Avon Books
Publisher location		New York	New York	New York
ISBN on initial publication		139627472	9780385471350	9780380778768

Click on a Title

[The Book of Names](#)

The Book Detail Tab

Title 6			
Title	The Book of Names		
Subtitle			
Series			
Author name format	Jill Gregory and Karen Tintori		
Co-authors (list below)			
Illustrations	n/a		
<i>Editions</i>			
Cloth			
Publisher	St. Martin's Press		
Cloth ISBN	9780312366322		
Cloth price			
Cloth pub date	January 9, 2007		
Number of pages	304		
In print? (Y/N)	N		

Paperback and Ebook

Paper		
Publisher	St. Martin's Paperbacks	
Paper ISBN	9780312354732	
Paper price		
Paper pub date	February 5, 2008	
Number of pages	352	
In print? (Y/N)	N	
Ebook		
Publisher	St. Martin's Press	
Sold by	Macmillan	
Ebook pub date	February 5, 2008	
EPUB: ISBN	9781429916929	
EPUB price	\$7.99	
Mobi: ISBN		
Mobi price	\$7.99	

Audiobook

Audiobook			
Publisher:	Brilliance Audio (January 2007)		
Language:	English		
ISBN-13: 978-1-4233-3078-3	(Audio CD - Unabridged)		
ISBN-13: 978-1-4233-3077-6	(Audio Cassette - Unabridged)		
ISBN-13: 978-1-4233-3084-4	(Audio CD - Unabridged)		
Rights status	St. Martin's Press		

The Mysterious Headings

BISAC	Books > Literature & Fiction > Literary							
	Books > Mystery, Thriller & Suspense > Thrillers & Suspense							
Library of Congress	College teachers--Fiction							
	Sacred books--Fiction							
	Mysticism--Judaism--Fiction							
Amazon Kindle Headings	Kindle eBooks > Mystery, Thriller & Suspense > Thrillers > Terrorism							
	Books > Mystery, Thriller & Suspense > Thrillers & Suspense > Spies & Politics > Terrorism							
	Kindle eBooks > Literature & Fiction > Literary Fiction > Mystery, Thriller & Suspense							

The Book of Names

Mysteriouser and Mysteriouser

Amazon HB Headings	Books > Business & Money > Investing > Introduction
	Books > Romance > Historical
	Books > Mystery, Thriller & Suspense > Thrillers & Suspense
Amazon Paperback Headings (mass market)	Books > Literature & Fiction > Genre Fiction > Religious & Inspirational > Mystery
	Books > Literature & Fiction > Genre Fiction > Metaphysical & Visionary
	Books > Literature & Fiction > Action & Adventure > Mystery, Thriller & Suspense > Crime
Amazon Kindle Headings	Kindle Store > Kindle eBooks > Literature & Fiction > Genre Fiction > Metaphysical
	Books > Literature & Fiction > Genre Fiction > Religious & Inspirational > Mystery
	Books > Literature & Fiction > Genre Fiction > Metaphysical & Visionary

The Illumination

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<input type="checkbox"/>	ISBN	Title	Author	Imprint	Apple ID	ASIN	On Sale	SPP						
<input type="checkbox"/>	9781429967501	The Illumination: A Novel	Jill Gregory and Karen Tintori	St. Martin's Press	374253120	B003H4I4F4	2015-09-24							
<input type="checkbox"/>	9781429916929	The Book of Names	Jill Gregory and Karen Tintori	St. Martin's Press	385998822	B000Q9ENX0	2015-09-24							
<input type="checkbox"/>	9781429936002	Unto the Daughters	Karen Tintori	St. Martin's Press	458311028	B005HY5Z00	2015-09-24							

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Enter keyword Karen Tintori GB Page size: 30

	ISBN	Title	Author	Imprint	Apple ID	ASIN	On Sale	SRP	Apple	Amazon	Kindle	Google	Refresh Page	Export
<input type="checkbox"/>	9781429967501	The Illumination: A Novel	Jill Gregory and Karen Tintori	St. Martin's Press	374253120	B003H4I4F4	2015-09-24						<input type="button" value="Refresh"/> <input type="button" value="Delete"/>	<input type="button" value="Edit"/>
<input type="checkbox"/>	9781429916929	The Book of Names	Jill Gregory and Karen Tintori	St. Martin's Press		B000Q9ENX0	2015-09-24		x	x	x	x	<input type="button" value="Refresh"/> <input type="button" value="Delete"/>	<input type="button" value="Edit"/>
<input type="checkbox"/>	9781429936002	Unto the Daughters	Karen Tintori	St. Martin's Press		B005HY5Z0O	2015-09-24		x	x	x	x	<input type="button" value="Refresh"/> <input type="button" value="Delete"/>	<input type="button" value="Edit"/>

Note: Red arrows in the original image point from the ASIN and On Sale columns of the second and third rows to the right.

And See the Whole Picture

Product detail: The Book of Names

ISBN: 9781429916029 | Apple ID: 385998822 | ASIN: B000Q2ENX0

Authors: Jill Gregory and Karen Tintori | Imprint: St. Martin's Press | On Sale Date: 2015-09-24

Description:

Written each generation, there are thirty-six righteous souls. Their lives hold the key to the fate of the world. Now someone wants them dead.

UPP

ASIN: B000Q2ENX0 in Kindle Store, Kindle eBooks, Mystery, Thriller & Suspense, Thrillers, Terrorism in Amazon
#670 in Books, Mystery, Thriller & Suspense, Thrillers & Suspense, Spies & Politics, Terrorism in Amazon
#726 in Mystery & Suspense, Thrillers in Kobo

Territorial Information

Country	Retailer	Status	Price	Avg Rating	Total Reviews
USA	Amazon	☑	USD 7.99		
	Amazon	☑	USD 3.40		32
	Apple	☑	USD 7.99	3.70	12
	Indigo	☑	USD 7.99		
	Indigo	☑	USD 7.99	3.40	02
UK	Amazon	✗	N/A		
	Amazon	✗	N/A		
	Apple	✗	N/A		
	Indigo	✗	N/A		
	Indigo	✗	N/A		
Canada	Amazon	☑	CAD 8.99		
	Amazon	☑	CAD 8.99	5.00	2
	Apple	N/A	N/A		
	Indigo	☑	CAD 8.99		
	Indigo	☑	CAD 7.99	3.40	02



In 3 countries

The Whole Picture, cont...

Product detail: The Illumination: A Novel

ISBN	Apple ID	ASIN
078429967501	374253120	B003H4F4

Author(s)	Imprint	On Sale Date
Jill Gregory and Karen Tintori	St. Martin's Press	2016-09-24

Description

It gleamed up at her like a small golden egg encrusted with jewels of topaz, rubi, sapphires, and opals. The classic eye, one of the most ancient symbols of protection.

BBP

#192 in Books, Religion & Spirituality, Fiction, Visionary Fiction in Amazon

#703 in Kindle Store, Kindle eBooks, Literature & Fiction, Genre Fiction, Miscellaneous in Amazon

#766 in Books, Literature & Fiction, Genre Fiction, Religion & Spirituality, Visionary Fiction in Amazon

Territorial Information

Country	Retailer	Status	Price	Avg Rating	Total Reviews
USA	Amazon	Available	USD 7.99		
	Amazon	Available	USD 9.95	17	
	Apple	Available	USD 7.99	3.30	3
	Google Play	Available	USD 7.99		
	Google Play	Available	USD 7.99	3.19	16
Canada	Amazon	Available	CAD 8.99		
	Amazon	Available	CAD 8.99		
	Apple	Not Available	N/A		
	Google Play	Available	CAD 8.99		
	Google Play	Available	CAD 7.99	3.19	16
UK	Amazon	Available	GBP 6.49		
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	Google Play	Available	GBP 4.46	3.19	16

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Next Steps, illustrated

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EPUB price	n/a	
Mobi: ISBN	n/a	
Mobi price	n/a	
Audiobook	n/a	

What Does Being Jewish Mean?

The Next Next Step

Title	Trapped		
Subtitle	The 1909 Cherry M	Thad McIlroy:	
Series		Illustrations impact ebook decisions.	
Co-authors (list below)	as "Karen Tintori"		
Illustrations	[8] pages of plates: facsimiles, illustrations, portraits		

Trapped

Additional Next Steps

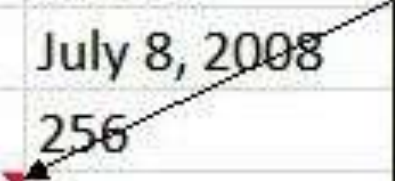
Rights status	Rights reverted.	Thad McIlroy: Republication status?

Something Borrowed, Something Blue

More Next Steps

Paper	
Publisher	St. Martin's Griffin
Paper ISBN	9780312334642
Paper price	\$17.99
Paper pub date	July 8, 2008
Number of pages	256
In print? (Y/N)	Y

Thad McIlroy:
Is the publisher active with this title?



Unto the Daughters

What Have We Achieved?

- We know everything about every book
- We know how each of the books appear online
- We know *where* the books are on sale
- We know *how* they're selling
- The author knows what to do next

And that's

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