This can be confusing at first. Remember, there are two areas of my library. First there is My B&N Library, which contains all the content you got from B&N. Second, there is "My Documents" which contains content you have sideloaded.

Go to Library and tap "View My B&N Library" or "View My Documents" to toggle between the two areas. Once you have sideloaded new content just tap "Check for New Content" to display them in "My Documents" area.

We hope B&N will come up with a better navigation system in the future that doesn't distinguish b/w the two sources of books and uses the folder structure you created on the extra storage device.