

Promoting Books Today

A personal view



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Venice

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The Issues

- Retail outlets in decline

More than 800 bookshops have shut in the past five years,
including almost 400 independent outlets *

- Public libraries in decline

- Media proliferation dilutes market reach

- Perception of books as ‘uncool’

Additional Complications



- Retail prices falling in real terms



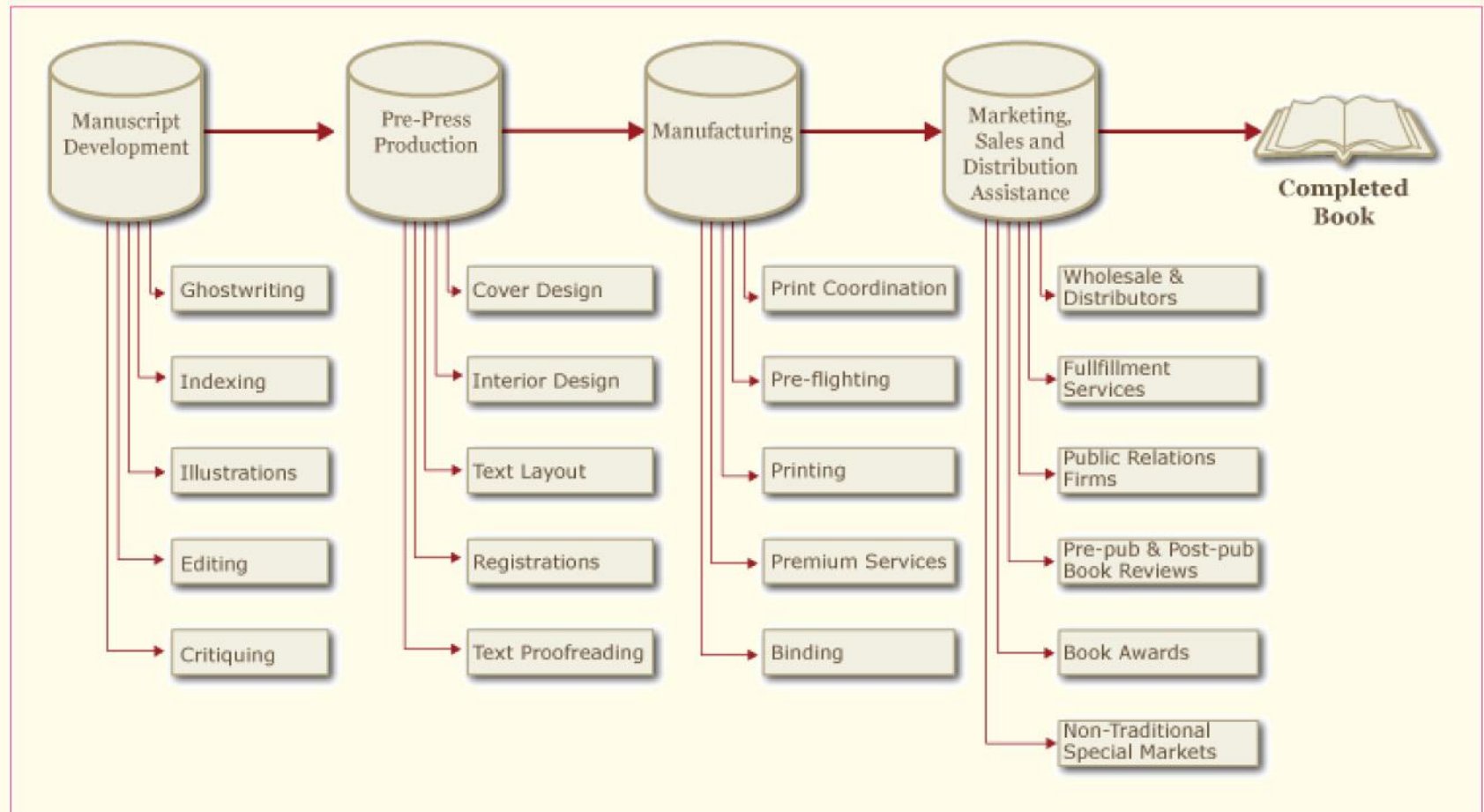
- Digital cannibalisation of sales

Volume sales down 7.2% to 209m *

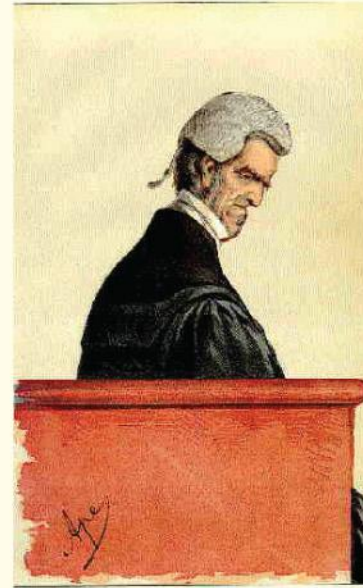
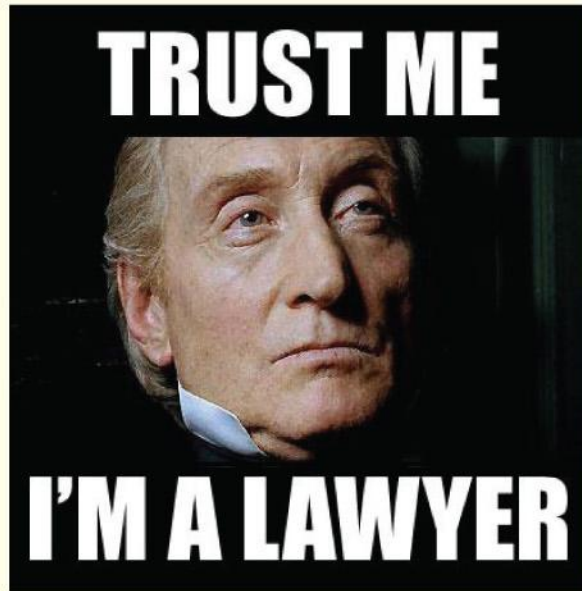
* Source: Nielsen Bookscan Annual Report 2011



- Author costs very high



- Complexity of total supply chain



- Legal complexity and threats to IP



- ‘Knowledge should be free’ syndrome

- Low margins = low investment

What to do



- Communities of interest



- Measuring



- Brand partnerships

What not to do
(maybe)

- Don't rely on any one intermediary

Your Country or Region
(What's this?)



New Releases

Last 30 days (45,046)
Last 90 days (136,041)
Coming Soon (3,453)

Department

Kindle Store

Kindle Devices (12)
Kindle Accessories (953)
Kindle Blogs (6)
Kindle eBooks (994,499)
Kindle Magazines (139)
Kindle Newspapers (171)
Kindle Singles (136)

Avg. Customer Review

★★★★★ & Up (269,796)
★★★★☆ & Up (310,273)
★★★☆☆ & Up (319,481)
★★☆☆☆ & Up (327,785)

Listmania!



Best Tablet Computers: A
list by John Davis



Greg's Survival List: A list
by Greg

► Create a Listmania! list

Kindle Store

Showing 1 - 12 of 1,034,036 Results

Sort by

1.  **My Little Pet Dragon (A fun picture book for children 3-6!)** by Scott Gordon (Kindle Edition - Nov 24, 2011) - **Kindle eBook**
[Prime members:](#) **\$0.00**  (read for free, Join Amazon Prime)
[Buy:](#) **\$2.04**
Auto-delivered wirelessly
★★★★★  (27)

• Don't devalue books

3.  **With This Kiss** by Victoria Lynne (Kindle Edition - Jul 1, 2010) - **Kindle eBook**
[Prime members:](#) **\$0.00**  (read for free, Join Amazon Prime)
[Buy:](#) **\$2.99**
Auto-delivered wirelessly
★★★★★  (18)

4.  **No More Lies** by Mona Risk (Kindle Edition - Oct 8, 2011) - **Kindle eBook**
[Prime members:](#) **\$0.00**  (read for free, Join Amazon Prime)
[Buy:](#) **\$1.20**
Auto-delivered wirelessly
★★★★★  (16)

5.  **Kindle Fire, Full Color 7" Multi-touch Display, Wi-Fi** by Amazon (Electronics)
[Buy new:](#) **\$199.00**

- Don't undervalue authors



- Don't stop believing

Thank you