

PUBLISHING TRENDS

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News & Opinion on the Changing World of Book Publishing

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eLusive eStats, Version 2.0

What's New Since Our 2006 Digital Publishing Number Crunch? (Hint: A Lot)

ALL THE WAY BACK IN 2006 WHEN THE KINDLE WAS JUST A twinkle in Jeff Bezos's eye, we attempted to map out e-publishing by the numbers. At the time, we called it a "Sisyphean task," and many publishers claimed their digital efforts were too new to encapsulate in any sort of statistical form. We tried anyway, and found major houses offering between 1,000 and 3,000 eBook titles and 250 and 3,000 eAudio titles. **The International Digital Publishing Forum (IDPF)** estimated the entire eBook market to be between \$12 million and \$15 million.

Two years later, many of these numbers have more than doubled, and publishers are increasingly providing digital content in a variety of forms. The consensus at March's **Publishing Business Conference and Expo**, in the words of keynote speaker **Peter Osnos**, **Public Affairs** Founder and Executive Director of **The Caravan Project**: "Every book should be available in all formats."

It's an ambitious goal, and "everyone's looking for the pot of digital gold at the end of the rainbow," acknowledged **Carolyn Pittis**, Senior Vice President of Global Marketing Strategy and Operations at **HarperCollins**. "We need as an industry to compare results." **John Morse**, President and Publisher of **Merriam-Webster Inc.**, reassured the audience that electronic use does not necessarily endanger print sales, saying, "I don't think any book is ever harmed by the fact that it comes out in multiple platforms." Merriam-Webster has gained market share for its print products every year since 1996, when it first made its dictionary available online for free. That's why Morse believes we're moving from a print-dominated age into the "Age of Also."

One big component of that "Also" is—surprise!—eBooks. "Every book should be an eBook and most should be PODable," asserted **Mike Shatzkin**, Founder and CEO of **The Idea Logical Company**. According to Shatzkin, "quiet numbers" showed that between December 2007 and January 2008, eBook sales jumped hugely in both Kindle and Sony Reader formats, most likely because **Amazon's** new venture raised awareness and interest. **Fairfield Research, Inc.** recently reported that 17% of book buyers would purchase an eBook in some format and an equal number already have. Fairfield predicts that as many as 16.1 million people will buy an eBook in the next few years.

But how will they be reading that eBook? We still don't know how the proliferation of formats will shake out. While the IDPF settled on the .epub standard in fall 2007, it's far from universally used. "The Sony Reader and Kindle are like HD-DVD and Blu-ray," says **Kassia Krozser**, founder of **Booksquare.com** and **Medialoper.com**, "and it's amazing to me that the publishing industry is allowing this sort of false and *continued on page 7*

Book View

PEOPLE

More changes at **(Harper)Collins**: **Caroline Sutton** will be joining the Lifestyle/Wellness imprint of the **Collins** Division as Executive Editor, beginning April 14. She was Executive Editor at **Ballantine**. Executive Editor **Toni Sciarra** has left the Lifestyle and Wellness imprint and may be reached at tonionemail@yahoo.com or (212) 628-4072. In an unrelated move, **Adam Bellow** has been hired as VP, Executive Editor. Bellow comes from **Doubleday**, where he worked on an editor-at-large basis.

Karen Rinaldi, President of **Bloomsbury USA**, has been named SVP, General Manager and Publishing Director of **Rodale Books**, after a long search. She reports directly to Rodale CEO **Steve Murphy**. Rinaldi is the third senior person to leave Bloomsbury this year, following Publishing Director **Annik LaFarge** and Executive Editor **Gillian Blake** (who went to Collins last month). In the wake of her departure, **Colin Dickerman** has been named Publisher. He has hired **Anton Mueller** as Executive Editor. Mueller was laid off from **Houghton Mifflin** in the aftermath of the merger with **Harcourt**.

Following **B&N's** decision to halt **Sparknotes'** book publishing program, Spark Publisher **Robert Riger** has left the company. He may be reached at rpriger@gmail.com. **Roy Levenson**, who was VP Finance and Operations at Spark's parent division under **Alan Kahn**, has been appointed VP, Finance, to provide financial and analytic support for the magazine Web sites for Rodale Inc. He reports to **Howard Weill**, SVP, Finance and Operations, who recently came to Rodale from **Bertelsmann Direct North America**.

Lisa Sharkey has announced that **Adam Korn** has joined the Creative Development Team at HarperCollins as Senior Editor. Korn was previously an editor at the **Crown Publishing Group**, following editorial stints at the **Random House Publishing Group** and **Kensington Publishing Corporation**.

Patty Berg, who was Director of Marketing at Harcourt, will join the Crown Publishing Group as Marketing Director for **Crown**, **Crown Business**, **Crown Forum**, **Harmony**, and **Shaye Areheart Books**. She reports to **Philip Patrick** along with **Donna Passannante**, who was just named Marketing Director for **Clarkson Potter**, **Potter Craft**, **Potter Style**, and **Three Rivers Press**. Also, **Suzanne O'Neill** will be joining *continued on page 2*

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Book View

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Crown as a Senior Editor. She had been at **Atria Books**.

Mary Marotta is joining **S&S** as VP, Director of Children's Sales, a newly created position. She was most recently Director of National Accounts at **Scholastic**. Meanwhile, **Joanne Ruelos** has joined Scholastic as Senior Editor, Licensed Publishing. She had been a senior editor at **McGraw-Hill**. Scholastic also announced the appointment of **Michael Hansen** as EVP of the Company and President of Book Fairs and International. Hansen, who has served as President and CEO of **Harcourt Assessment, Inc.** since 2006, will join the Management Executive Committee and will report to **Richard Robinson**, Chairman, President and CEO of Scholastic. **Alan Boyko**, President of Scholastic Book Fairs, remains in that role and will report to Hansen. **Hugh Roome** has been named to a new position of President of Consumer and Professional Publishing and will continue to operate Scholastic consumer and professional magazines, **Quality Education Data (QED)**, and **Scholastic Marketing Partners**.

Andrea Sheehan is joining the Random House Publishing Group as VP, Director, Digital Strategy and Business Development, reporting to **Gina Centrello**, starting on May 5. She was previously VP, Director of Online Sales and Merchandising at S&S.

Andrews McMeel's Accord division has hired **Paula Hannigan** as children's editor, based in Denver. She was an editor at **Klutznick**.

Jesse Cohen has become Director of Development at the **Metropolitan Opera Guild**. He was most recently at the **Alfred Sloan Foundation** and had previously worked for **Atlas Editions**. He may be reached at (212) 769-7025 or jcohen@metguild.org.

Elizabeth Fabian returns to Random House after four years at Harcourt. She now joins the ad/promo team as Senior Manager, Advertising and Promotions, RHPG.

Eileen Johnson, formerly of **Kaplan Publishing** and **Thomson Learning**, has joined **Agate Publishing** as EVP, Global Sales.

Former **PW** Publisher **David Nudo** is going to work for **Shelfari** as Director of Sales and Marketing. Prior to **PW**, Nudo worked at the *New York Times*.

Brigitte Weeks has been named Editor-in-Chief of Bertelsmann Direct's **Crossings Book Club**. Weeks worked

twice before at **Bookspan**, most recently as SVP and Editor-in-Chief. She also held the same title at **Guideposts**.

Signe Pike has joined **Plume** as Editor, replacing **Allison Dickens**; she was at **Ballantine**.

PROMOTIONS

At Crown, **Rachel Klayman** has been promoted from Senior Editor to Executive Editor. She joined the company in 2003. . . . **Patrick Mulligan** has been promoted to Editor at **Gotham Books**. . . . **Namrata Tripathi** has been promoted to Senior Editor, from Editor, at **Hyperion Books for Children**. . . . **Kara Sargent** has been promoted to Editorial Director for **Simon Spotlight** and **Simon Scribbles**.

Heather Fain has been promoted from Publicity Director to VP Marketing Director at **Little, Brown**, taking over duties from **Sophie Cottrell**, who has moved to the position of **Hachette's** new VP Director Corporate Communications, following **April Hattori's** swift departure.

Simon Tepas has moved over to the new position of backlist sales manager at Scholastic. He has been with the company since 2005.

Tom Russell at Random's **Information Publishing Group** announced the promotion of **Chris Warnasch** from Editorial Director of **Living Language** to Publishing Director of **Living Language**. **Suzie Sisoler** has taken on the role of Director, Online Consumer Marketing at HarperCollins. She joined HarperCollins in 2000 and spent five years as an Online Marketing Manager for the **General Books Group**.

UPCOMING EVENTS

The **Virtual Worlds Conference** takes place Thursday and Friday, April 3 and 4 at the Javits Center. Scholastic, **Alloy** and many children's entertainment companies will be in attendance, along with magazines (*Time*, the *New Yorker*), TV networks (**MTV**) and digital players (**Google**, **SimGame**, etc.). For more details, go to www.virtualworlds2008.com.

The **American Studies Program** at **Columbia University** and the **Library of America**, in collaboration with the **National Book Foundation**, present a 75th Birthday Tribute to **Philip Roth**. The tribute will feature a panel composed of **Jonathan Lethem**, **Nathan Englander**, and **Charles D'Ambrosio** discussing Roth's work and its influence on their writing, moderated by **Judith Thurman**. Writers and critics will discuss their favorite Roth books, as well as his career, and **Joel**

Conarroe will moderate this discussion. The event will culminate with special remarks by **Philip Roth**. Friday, April 11, 4:00 p.m. to 6:00 p.m. at the Miller Theatre, Columbia University, 2960 Broadway (at 116th Street).

On Friday and Saturday, April 11 and 12, the Fourth Annual **New York Round Table® Writers' Conference**, hosted by the **NY Center for Independent Publishing**, takes place, featuring **Joshua Ferris**, **Charles Bock**, **John Berendt**, **Alice Hoffman**, and **Lincoln Child**. For information, visit www.writersconferencenyc.org.

The fourth annual **PEN World Voices Festival of International Literature** will take place in New York from Tuesday, April 29 through Sunday, May 4. **Ian McEwan**, **Joyce Carol Oates**, **Jeffrey Eugenides**, **Michael Ondaatje**, **Bernard-Henri Levy**, and **Mia Farrow** are among the participants. The 2008 Festival schedule (available in full at www.pen.org) will feature "over 100 of the world's most gifted writers in 82 events around New York City and in the newly added satellite cities of Albany, Rochester, and Boston," according to the press release. Some of the anchoring events of this year's Festival include the **Arthur Miller Freedom to Write Lecture**, which will be delivered by **Umberto Eco**; the **Three Musketeers United**, a night of readings by **Salman Rushdie**, **Umberto Eco**, and **Mario Vargas Llosa**; and the return of last year's **PEN Cabaret**, this year taking place at Webster Hall and including dancer **Bill T. Jones**, who will perform a piece inspired by the poems of **Dylan Thomas**.

Book Industry Study Group (BISG)'s fifth annual **Making Information Pay** will take place on May 9 at the McGraw-Hill Auditorium in New York and features, along with speakers from various publishers and retailers, a report on the results of a recent survey on attitudes to experimentation and innovation in U.S. publishing today. For information, go to www.bisg.org.

Finally, **IDPF Spring Educational Conference, Digital Book 2008**, will take place on Wednesday, May 14 at the McGraw-Hill Auditorium. This year's conference will present an update from many eBook market leaders and focus on activities and case studies around the new IDPF .epub Standard and new International and Global Opportunities in the Digital Publishing Space. Information and registration for the conference is available at www.idpf.org/digitalbook08.

Industry Ink Slingsers

SINCE WE LAST CHECKED IN WITH PUBLISHING “INK SLINGERS,” IN 2007, *PUBLISHERS WEEKLY* HAS BEEN PUT UP FOR SALE AND *THE Book Standard* has folded. But publishing blogs (like every other type of blog) are proliferating, and we’ve added a few worthwhile new ones to our lineup. The circulation numbers and uniques (individual visitors) below are obtained directly from the publications except when otherwise noted, in which cases we consulted **Bacon’s** (though its numbers are often unreliable, especially for publications that don’t accept ads) or **Compete.com**. Check out an expanded list on our blog, and let us know if you think we’ve missed anyone important.

Publication/ Blog	Price	Format/ Frequency	Circulation/ Uniques	Ad Space/Cost	Description
Publisher’s Marketplace, Publisher’s Lunch	PM: \$20/month. PL: Free (expanded “Lunch Deluxe” with PM subscription).	PM: Web site. PL: PM’s daily e-newsletter.	PM: 95,000 uniques; 900,000 page views per month. PL: over 38,000 subscribers.	PM: “Feature Me” ads \$50/day; banner ads; classifieds. PL: Maximum 2 ad slots/day at \$750 each	PM is Michael Cader’s industry standard, with deals, contacts database, job board, rights postings, and book tracker. PL includes publishing personnel news, publishing headlines and gossip, and job listings.
Publishers Weekly, PW Daily	\$239.99/year (print), \$180/year (Virtual Edition), \$8/issue. Most magazine content free online. <i>PW Daily</i> is free.	Weekly (print), daily (E-newsletters, blogs).	Circulation: 24,000; Uniques: 218,859. <i>PW Daily</i> has 28,847 subscribers.	Magazine: Many options; 1x full-page print ad \$6,770. <i>PW Daily</i> options from \$415 to \$1,100.	Publishing news, reviews, bestseller lists, and blogs. Now up for sale along with other Reed Business Information magazines. <i>PW Daily</i> is <i>PW’s</i> most popular e-newsletter, with select reviews, blog links, audio clips, Picture of the Day, and Job of the Day.
Book Publishing Report (Simba Information)	\$695/year (online or hard copy)	Monthly, print and online	15,000 (Bacon’s)	No ads	Reports on trends, deals, market data, emerging companies, and industry rankings
Kirkus Reviews (Nielsen)	\$450/year (print and online); \$37.50/mo. (online only); \$25/issue	Biweekly, print and online	5,000 (Bacon’s)	1x full-page color print ad \$2,800	Reviews over 500 upcoming books/month; <i>Kirkus Discoveries</i> will review any book and send impartial, professional review by e-mail in 7–9 weeks for \$400 or 3–4 weeks for \$550
The Bookseller (Nielsen)	£179/year (print and online); £150/year (online only); £4.40/issue	Weekly (print), daily (Breakfast Briefing and Afternoon Bulletin, blogs)	Circulation: 56,000 readers in over 90 countries. Uniques: over 40,000/month	Magazine: Many options 1x full-page print ad £2,328. Web site, e-newsletters: Options start at £300/week.	Number one publication for the British book trade. Includes news, Nielsen BookScan data, columns, and profiles.
BookPage, Buzz Girl	<i>BP</i> : \$25/year for librarians and booksellers. <i>BG</i> : Free	<i>BP</i> : Monthly print newsletter. <i>BG</i> : Weekly blog.	<i>BP</i> : 460,000 with 56% pass-along readership. <i>BG</i> : 1,000 uniques/week.	<i>BP</i> : 1x full-page print ad \$9,995; “Top Shelf” group ad \$900. <i>BG</i> : No ads.	<i>BP</i> : Reviews, columns, author interviews; distributed free in over 3,000 public libraries, Books-A-Million stores, and indie bookstores. <i>BG</i> features upcoming titles of note and will merge onto <i>BP’s</i> Web site later this year.
GalleyCat (on Mediabistro)	Free (Mediabistro Avant Guild \$49/year)	Daily blog	35,000+ uniques	CPM rate \$45; static ads start at \$1,150/month	Casual, snarky, intelligent must-read for editors, authors, publicists, marketing professionals; edited by Ron Hogan .
TeleRead	Free	Daily blog	50,000 uniques/month	Soon to start accepting ads	News and views on publishing through lens of eBooks, digital media, and technology; 40% of readers are from outside the U.S.
Shelf Awareness	Free	Daily e-newsletter	14,000 uniques/month	Banner ads start at \$350; top banner \$850/day	Daily bookselling and media news, in-depth stories, reviews; “Drop-in Titles” feature lets publishers announce crash titles for a fee.
Bookslut	Free	Monthly e-newsletter, daily-ish blog	8,000–9,000 uniques/month	Site ads start at \$450/month; blog ads \$200/month	Author interviews, reviews, features, and columns; professional tone with a bit of sass
Joe Wikert’s Publishing 2020	Free	Daily-ish blog	1700–1800 visitors/day	Google ads	News, analysis of intersection between digital and traditional media from Wiley VP; Wikert also runs Amazon-centric blog Kindleville
Buzz, Balls, & Hype	Free	Daily blog, versions on TypePad and Publishers Lunch	2,000–4,000 uniques/week	No ads	Commentary on marketing, advertising, promotion from author M.J. Rose’s perspective; occasional guest bloggers include an advice columnist.
Booksquare	Free	Daily-ish blog	90,000 uniques in 2007	Negotiable	Sharp-witted romance writer Kassia Kroszer’s original content posted a couple times per week; news items posted daily
Big Bad Book Blog	Free	Not dated, but regular, blog	14,500 uniques in 2007 (Compete)	No ads	Run by Austin’s Greenleaf Book Group , with different departments weighing in on issues; currently working on wiki allowing visitors to post and edit their own articles on publishing

Fairs! Frauds! Florence!

Brace yourselves. After this month's doubleheader, fair-hopping folks may be left reeling—not from the always-hecktic schedule, but from the sheer volume of thought-provoking material. With seminars from “Writing for Children and Young People Under Dictatorships” to “Translating Videogames,” the **Bologna's Children's Book Fair** dives headfirst into topical waters. In London, the discussions and debates planned for the Arab World Market Focus program should also stir up some interesting discussions for the plane ride home.

Going strong in its 45th year, Bologna holds its claim as the “premiere meeting of the world's producers of children's content.” Among this year's highlights are the lineup of 2007 **BolognaRagazzi Award** winners. Norway's **Oyvind Torseter** won in fiction with **DETOURS (Cappelen Damm As)**, a compendium of graphic art and illustrations from over the years. India's **Bhajju Shyam, Durga Bai, and Ram Singh Urveti's** **NIGHT LIFE OF TREES** (each copy is handmade; **Tara Publishing**) won in the New Horizons category, reserved for authors from Arab, Latin American, Asian, and African countries. The nonfiction winner, Czech author **Peter Sis's** **THE WALL: GROWING UP**

BEHIND THE IRON CURTAIN, was published by **FSG** last year.

In London, the Arab world (defined as the twenty countries and two states whose official language is Arabic) has been selected as this year's Market Focus. **Emma House**, Exhibition Manager and International Development for the Fair, says, “The Arab world is going through an exciting time in terms of development, both on the translation front and the rising popularity of authors coming from the region. These factors made it an obvious choice . . . to showcase their publishers [and] authors and to provide an educational platform for the rest of the world.” Publishers from Abu Dhabi, Lebanon, Egypt, Qatar, Syria, and the United Arab Emirates have all reserved stands for the first time. According to **Amy Webster**, Rights Director at **Bloomsbury's A&C Black**, who pursued a similar agenda when she attended the **Cairo International Book Fair** earlier this year, the collaboration between Arab publishers and the British Council is “the culmination of a three-year project.”

In Austria, **Anne-Sophie Liebe** takes a stab at the fake memoir. Unlike those of her American counterparts, however, Liebe's book, the diary of a young girl, was never peddled as anything but

INTERNATIONAL FICTION BESTSELLERS

	1	2	3	4	5	6	7	8	9	10
UNITED KINGDOM	REMEMBER ME? Sophie Kinsella <i>Bantam Press</i>	HONOUR THYSELF Danielle Steel <i>Bantam Press</i>	THE APPEAL John Grisham <i>Century</i>	SONGBIRD Josephine Cox <i>HarperCollins</i>	DUMA KEY Stephen King <i>Hodder</i>	LORDS OF THE BOW Conn Iggulden <i>HarperCollins</i>	FRIDAY NIGHT Joanna Trollope <i>Bloomsbury</i>	MATTER Iain Banks <i>Orbit</i>	WRATH OF A MAD GOD Raymond E. Feist <i>HarperVoyager</i>	7TH HEAVEN James Patterson <i>Century</i>
FRANCE	THE YEARS Annie Ernaux <i>Gallimard</i>	MEN WHO DON'T LOVE WOMEN Stieg Larsson <i>Actes Sud</i>	THE GIRL WHO PLAYED WITH FIRE Stieg Larsson <i>Actes Sud</i>	CASTLES IN THE SKY Stieg Larsson <i>Actes Sud</i>	THE ELEGANCE OF THE HEDGEHOG Muriel Barbery <i>Gallimard</i>	THE ROAD Cormac McCarthy <i>L'Olivier</i>	CHRONICLE OF THE REIGN OF NICHOLAS I Patrick Rambaud <i>Grasset</i>	THE SLOW WALTZ OF TURTLES Katherine Pancol <i>Albin Michel</i>	THE SONG OF CHARLES V Erik Orsenna <i>Stock</i>	THE WOODS Harlan Coben <i>Belfond</i>
GERMANY	WORLD WITHOUT END Ken Follett <i>Luebbe</i>	WETLANDS Charlotte Roche <i>Dumont</i>	THE FATE OF THE DWARVES Markus Heitz <i>Piper</i>	ECLIPSE Stephanie Meyer <i>Carlsen</i>	THE KINDLY ONES Jonathan Littell <i>Berlin</i>	CATHEDRAL OF THE SEA Ildefonso Falcones <i>Scherz</i>	THE WEEKEND Bernhard Schlink <i>Diogenes</i>	THE LAST WEYNFELDT Martin Suter <i>Diogenes</i>	A THOUSAND SPLENDID SUNS Khaled Hosseini <i>Bloomsbury</i>	A LOVING MAN Martin Walser <i>Rowohlt</i>
ITALY	SCHOOL BLUES Daniel Pennac <i>Feltrinelli</i>	THE GRAY SUIT Andrea Camilleri <i>Mondadori</i>	REMEMBER ME? Sophie Kinsella <i>Mondadori</i>	THE ELEGANCE OF THE HEDGEHOG Muriel Barbery <i>E/O</i>	NECROPOLIS Boris Pahor <i>Fazi</i>	THE SOUL AND ITS DESTINY Vito Mancuso <i>Cortina Raffaello</i>	THE LONELINESS OF PRIMARY NUMBERS Paolo Giordano <i>Mondadori</i>	ONE DAY MORE Fabio Volo <i>Mondadori</i>	INTO THE WILD John Krakauer <i>Corbaccio</i>	NEITHER FROM EYE NOR ADAM Amélie Nothomb <i>Voland</i>
SPAIN	HARRY POTTER AND THE DEATHLY HALLOWS (juv.) JK Rowling <i>Salamandra</i>	THE BOY IN THE STRIPED PAJAMAS (juv.) John Boyne <i>Salamandra</i>	WORLD WITHOUT END Ken Follett <i>Plaza & Janés</i>	EXCUSE ME, BUT I LOVE YOU Federico Moccia <i>Planeta</i>	A DAY OF RAGE Pérez Reverte <i>Alfaguara</i>	THE BODEGA Noah Gordon <i>Roca</i>	WHAT MEN DON'T KNOW Lucia Extebarria <i>Roca</i>	WITHOUT TITS THERE IS NO PARADISE G. B. Moreno <i>El tercer hombre</i>	LIVING DELIBERATELY Mario Benedetti <i>Alfaguara</i>	THE KITE RUNNER Khaled Hosseini <i>Salamandra</i>
THE NETHERLANDS	BLUE WATER Simone van der Vlugt <i>Anthos</i>	THE KITE RUNNER Khaled Hosseini <i>De Bezige Bij</i>	A THOUSAND SPLENDID SUNS Khaled Hosseini <i>De Bezige Bij</i>	THE APPEAL John Grisham <i>A.W. Bruna</i>	REMEMBER ME? Sophie Kinsella <i>The House of Books</i>	MEN DON'T EAT CHEESE Mari Mosterd <i>Van Gennep</i>	ANNA BLOOM Judith Koelemeijer <i>Atlas</i>	CONFESSOR: CHAINFIRE TRILOGY, PART 3 Terry Goodkind <i>Luitingh</i>	THE REDBREAST Jo Nesbø <i>Cargo</i>	TIRZA Arnon Grunberg <i>Nijgh & Van Ditmar</i>
SWEDEN	CASTLES IN THE SKY Stieg Larsson <i>Norstedts</i>	A THOUSAND SPLENDID SUNS Khaled Hosseini <i>Wahlström & Widstrand</i>	WE, THE DROWNED Carsten Jensen <i>Albert Bonniers</i>	THE BUTTERFLY IN MY BRAIN Anders Paulrud <i>Albert Bonniers</i>	THE GOOD HUSBAND OF ZEBRA DRIVE Alexander McCall Smith <i>Damm</i>	KICKI & LASSE Peter Kihlgård <i>Albert Bonniers</i>	THE GIRL BELOW THE STREET Roslund & Hellström <i>Piratförlaget</i>	LIFETIME Liza Marklund <i>Piratförlaget</i>	THE BUSINESS OF DYING Simon Kernick <i>Bra Böcker</i>	AND DO NOT KNOW WHERE Astrid Flemberg-Alcala <i>Natur och Kultur</i>
CZECH REPUBLIC	THE ROAD Cormac McCarthy <i>Argo</i>	THE STORY OF YOUNGER BROTHER Ludmila Vankova <i>Sulc-Svarc</i>	ATONEMENT Ian McEwan <i>Odeon</i>	BURNT TOAST Teri Hatcher <i>BB/art</i>	AMAZONIA James Rollins <i>BB/art</i>	LITTLE MAN AND BIG WOMAN Vera Sladkova <i>XYZ</i>	A HAPPY DEATH Albert Camus <i>Garamond</i>	ROMANTICALLY CHALLENGED Beth Orsoffova <i>Ikar</i>	DIALOGUES WITH GRANDFATHER Klara Lukavská <i>Karmelitánske nakladatelství</i>	THE CAUSE OF KAREL AND VENDULA M. Remesova and M. Cechova <i>Fany</i>
CHILE	HARRY POTTER AND THE DEATHLY HALLOWS (juv.) JK Rowling <i>Salamandra</i>	THE SUM OF OUR DAYS Isabel Allende <i>Sudamericana</i>	HUSBANDS Angeles Mastretta <i>Emecé</i>	THE REASON OF LOVERS Paulo Simonetti <i>Planeta</i>	THE BODEGA Noah Gordon <i>Sudamericana</i>	LOVE IN THE TIME OF CHOLERA Gabriel Garcia Marquez <i>Bolsillo</i>	CATHEDRAL OF THE SEA Ildefonso Falcones <i>Grijalbo</i>	THE BOOK THIEF (juv.) Marcus Zusak <i>Lumen</i>	INES OF MY SOUL Isabel Allende <i>Sudamericana</i>	100 YEARS OF SOLITUDE Gabriel Garcia Marquez <i>RAE Alfaguara</i>
BRAZIL	THE BOOK THIEF (juv.) Marcus Zusak <i>Intrinseca</i>	THE KITE RUNNER Khaled Hosseini <i>Nova Fronteira</i>	A THOUSAND SPLENDID SUNS Khaled Hosseini <i>Nova Fronteira</i>	THE MEMORY KEEPER'S DAUGHTER Kim Edwards <i>Sextante</i>	IF TODAY BE SWEET Thirty N. Umrigar <i>Nova Fronteira</i>	THE SHADOW OF THE WIND Carlos Ruiz Zafón <i>Objetiva</i>	GALLOP! (juv.) Rufus Butler Seder <i>Sextante</i>	THE FRANCISCAN CONSPIRACY John Sack <i>Sextante</i>	HARRY POTTER AND THE DEATHLY HALLOWS (juv.) JK Rowling <i>Rocco</i>	THE GOLDEN COMPASS (juv.) Philip Pullman <i>Ediciones B</i>

A Key to the Lists

We've attempted to determine what is generally accepted as the most reliable list for each country and to bring you, translated and standardized, the list of the top fiction bestsellers (where the distinction exists). **Brazil:** *Estado de Sao Paulo*, 3/10; **Chile:** *El Mercurio*, 3/16; **Czech Republic:** *Knizny novinky*, 3/18; **France:** *L'express*, 3/12; **Germany:** *Der Spiegel*, 3/1; **Italy:** Internet Bookshop, 3/2; **The Netherlands:** *Maandag*, 3/10; **Spain:** *larazon.es*, 3/12; **Sweden:** *Svenske Bokbandel*, 3/18; **UK:** *The Bookseller*, 3/15. We thank the following for helping us to assemble, translate, and understand the various lists: Susanne Bent Andersen, Chadia Dahraoui, Pilar Gonzalez, Joakim Hansson, Arash Hejazi, Chris Herschdorfer, Aušrinė Jonikaitė, Froydis Jorve, Taini Kukkonen, Eva Kuloy, Naoko Maeda, Piergiorgio Nicolazzini, Gabriella Piomboni, Karin Schindler, Milan Sillan, R. Sriram, and Monika Suchta.

fiction. But if *QUIT DYING, MY BELOVED CHILD* had gone down that now well-trod route, it could have been the most believable of the bunch. Musing on the social, intellectual, and physical challenges of arriving at adulthood in one piece, the narrator's earnest voice avoids the preachy tone of an afterschool special. In spite of the absence of childrearing wolves and gang warfare, *QUIT DYING* is a survival story that will resonate with international readers. For rights information, contact **Christophe Morre** at **Medien** (morre@medienverlag.at).

In his latest offering, *PEOPLE LIKE US*, Dutch journalist **Joris Luyendijk** provides a firsthand account of life as a foreign correspondent, exploring the limitations of objective journalism in the face of Middle Eastern dictatorship. After five years on assignment in the region, Luyendijk knows how events on the ground can be translated—and mistranslated—into later news reports. In this collection of case studies, Luyendijk gives cab drivers, professors, and terrorists the chance to speak. Through these powerful examples and a sense of humor, he demonstrates the ways in which the media filter gives us an altered, at times manipulated, image of the situation abroad. Ironically, Luyendijk's agent, **Laura Susijn**, says the book has had some trouble accurately representing itself. "Editors seem to think it is

'another book on Iraq,' which it absolutely isn't," she explains, "though the **Podium** cover doesn't help." Luyendijk, who was awarded The Netherlands' Journalist of the Year Award in 2006, does not use his book as a platform to explore the Iraq War itself so much as to explore the experience of covering it. That formula has worked before; his previous novel, *EGYPT: A GOOD MAN SOMETIMES HITS HIS WIFE*, in which he adopted a stance as a Western bystander exploring sex and gender roles in Cairo, sold over 100,000 copies. Rights for *PEOPLE LIKE US* have already been sold in Germany. Contact **Laura Susijn** (laura@thesusijnagency.com) for rights and more detailed information.

Leonardo Gori's *GOD'S BONES*, released in September 2007 by **Rizzoli**, is set during the Florentine Renaissance and adds fuel to the historic/religious thriller fire set ablaze by **Dan Brown**. The story follows the ruthless Niccolò Machiavelli in an investigation that ultimately leads the politician to the man behind the code—Da Vinci himself. Introduce a couple of corpses and hundreds of frenzied apes to the mix and you have an original mystery that will satisfy the masses. For rights information, contact **Piergiorgio Nicolazzini** (piergiorgio.nicolazzini@pnla.it).

Search Gets Richer, and Harder

ARE YOU SEEING LESS SEPARATION BETWEEN THE WEB AND YOUR desktop? Are you more likely to answer a question by searching online than in a book? Are you discovering more multimedia in your search results? Are you clicking on it? If so, you're in good company.

For four days in March, marketers from around the world gathered in New York for the annual **Search Engine Strategies Conference**. Nonstop panels desperately tried to keep pace with the changing behavior of Web shoppers. **Google**, of course, still dominates search. According to **William Tancer** of **Hitwise**, for the four weeks ending 2/23/08, Google owned 66% of the searches on the Web, followed by **Yahoo!** with 21%, **MSN** with 7%, **Ask** with 4% and some 1200 other specialized "vertical" search engines delivering the remaining 2%.

1200? Yes, and many are entrepreneurs who believe vertical search—or some combination of vertical search and social media—is the future. Take **Jason Calacanis**, a keynote speaker. Last May he launched **Mahalo**, a "human-powered search engine." It relies on a network of 400 or so experts who select "only great links" as search results, with Google results being the default. **Mahalo Social** encourages registrants to recommend links. Calacanis sees the search engine results page (SERP) of the future as including a mix of machine, expert, and social recommendations.

Seeing more multimedia in your search results? This is called universal or blended search, where search results include video, images, audio, maps, and news stories. According to **comScore**, in the past six months Google's search referrals to **YouTube** videos have increased 78% to 143 million, referrals to maps are up 40%, and referrals to images are up 18% to 173 million. You can often click and play these media without leaving the page. The SERP is no longer a portal, noted **comScore's James Lamberti**, "it's a destination." This promises to make search engine marketing, which is defined by clickthroughs, even harder. Natural or organic search—that is, optimizing your Web pages so that they appear high among the unpaid blue links—will become more critical and paid search much more competitive.

Heather Lloyd Martin of **SuccessWorks** pointed out that successful SEO copywriting focuses on all aspects of the sales cycle—the awareness and research phase as much as the purchase moment. One trick is to include a benefits phrase near your target keyword. This can turn the two-line snippet Google picks up for your web page into a selling headline that will get more clicks. One of Martin's clients, **Ulli Muenker** from *BusinessWeek*, said traffic to the magazine's pages

increased between 400% and 1,000% after optimizing its pages.

In separate sessions, **Matt Bailey** of **SiteLogic**, **Tim Ash** of **SiteTuners**, and **Tom Leung** of **Google** all complained that marketers spend too much time on ads and too little on landing and order pages (where "good leads go to die," in Leung's words), yet this is where the critical conversion to sales must happen. "Don't make people search twice," warns Bailey. "Send them to a product page, not your home page." Ash insists your site must answer the question, "Why should I get it from you?" Trust and credibility symbols should not be an afterthought; put signs of validation and credibility, such as logos of endorsements by corporate clients, on top.

Marketers now have a dizzying array of tools to use. **Chris Winfield** of **10e20** recommended using the social tagging available on **del.icio.us**, **StumbleUpon**, and **Digg** to draw traffic to your site. **Jennifer Laycock** of **SearchEngineGuide** urged listeners to discover the power of networking via **Twitter** and of image search by posting images to **Flickr** and including captions with links. Yahoo!'s recent partnership with the **Library of Congress** to put public domain images on Flickr will make Flickr images more likely to appear in search results.

The tools available for analysis have also improved. **Google Analytics** evangelist **Avinash Kaushik** spent two sessions explaining how the free Google tool can help you find "actionable insights" in your data. One of his favorite metrics is the bounce rate, "to find out how much you suck." Individual reports can then tell you which pages people are bouncing from. Starting this month, Google will include industry benchmarks in its "data democracy" so that you can compare your results with industry averages.

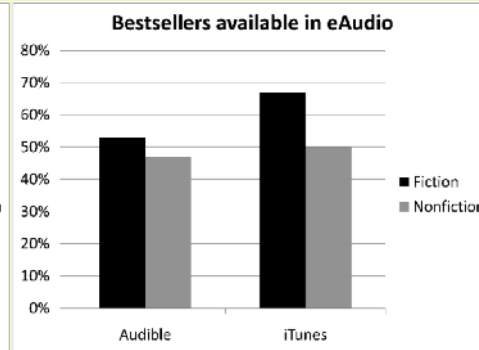
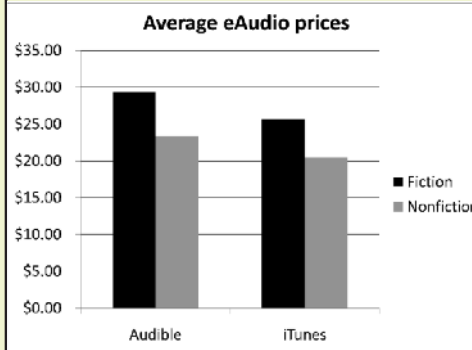
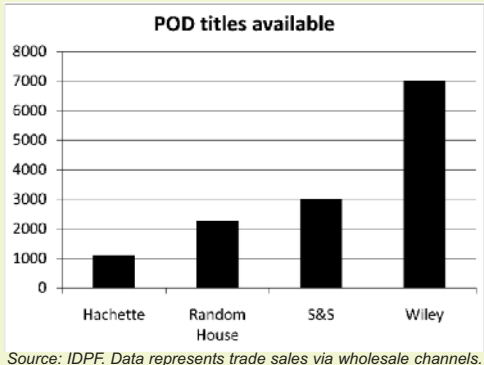
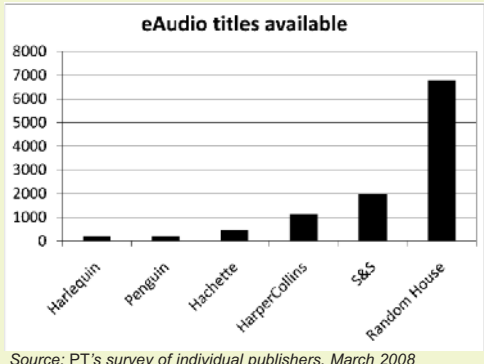
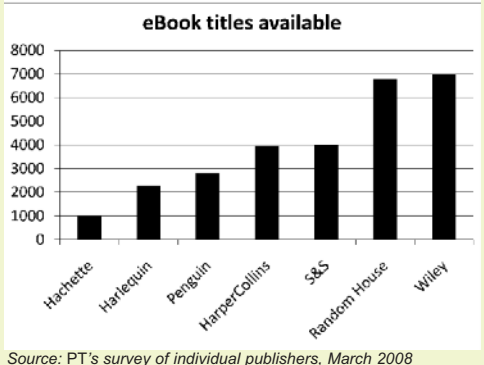
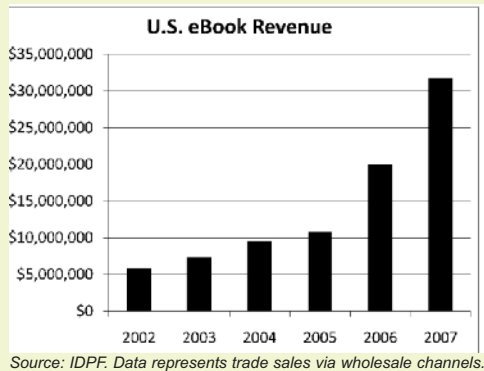
When it comes to building links to high traffic sites—another important method for improving search results—some speakers touted the power of blogs, others multimedia, but the critical component was always compelling content. When Winfield invented an article about the "Top 11 Underground Transit Systems in the World" for **Virgin Vacations** and posted it on **Digg**, it received 151 comments. Some complained it was linkbait, but so many liked the videos and fun facts that it got 1,000 natural links and 100,000 visitors within 24 hours, with 200 signing up for Virgin's e-mail list.

PT thanks New York-based marketing consultant Rich Kelley (richkelley@nyc.rr.com) for this report.

The Digital Publishing Marketplace

Breaking Down the Bestsellers

For a real-life application of how publishers are moving toward making every book an eBook, we sat down with the extended *New York Times* bestseller lists from March 30, 2008. We number-crunched the top thirty hardcover fiction and nonfiction titles on the list to see how many are available in various digital formats and what they cost; we also looked at the books' pages on their publishers' Web sites to see the content you can get for free. Here's what we found. (To see individual statistics for each of the sixty titles, check out www.publishingtrends.com.)



What can you get free on publishers' sites?

You can browse inside **30%** of the fiction titles and read or listen to excerpts from **50%**. You can browse inside **27%** of the nonfiction titles and read or listen to excerpts from **60%**.



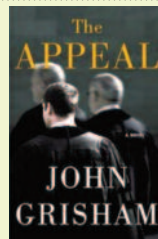
DEVICES: Kindle \$399, out of stock at press time. Sony Reader \$299.99. **READERS (Microsoft, Adobe, Mobipocket, Palm):** Free download, supported on various screens (Windows and/or Mac) and handheld devices (Blackberry, Palm, etc.)

So is every book an eBook? What about an eAudio book? A sampling . . .



#1 Fiction: CHANGE OF HEART, Jodi Picoult (Atria). List \$26.95.

- Amazon: \$16.17
- Kindle: \$9.99
- Sony Reader: \$11.89
- Adobe: \$16.99
- Microsoft: \$16.99
- Mobipocket: \$16.99
- Palm: \$16.99
- Audible: \$27.99
- iTunes: \$25.95



#2 Fiction: THE APPEAL, John Grisham (Doubleday). List \$27.95.

- Amazon: \$15.37
- Kindle: N/A
- Sony Reader: N/A
- Adobe: N/A
- Microsoft: N/A
- Mobipocket: N/A
- Palm: N/A
- Audible: \$31.47
- iTunes: \$28.95



#4 Nonfiction: IN DEFENSE OF FOOD, Michael Pollan (Penguin). List \$21.95.

- Amazon: \$13.17
- Kindle: \$9.99
- Sony Reader: \$12.99
- Adobe: \$19.75
- Microsoft: \$19.75
- Mobipocket: \$19.75
- Palm: \$21.95
- Audible: N/A
- iTunes: N/A



#9 Nonfiction: THE AGE OF AMERICAN UNREASON, Susan Jacoby (Pantheon). List \$26.

- Amazon: \$15.60
- Kindle: \$9.99
- Sony Reader: \$12.56
- Adobe: \$16.15
- Microsoft: \$16.15
- Mobipocket: \$16.15
- Palm: N/A
- Audible: N/A
- iTunes: N/A

Sources for "Breaking Down the Bestsellers" The books: The New York Times Top 30 Hardcover Fiction and Nonfiction Bestseller lists, www.nytimes.com/books/bestseller. Kindle numbers: www.amazon.com. Sony reader numbers: Sony's eBook store, <http://ebookstore.sony.com>. The Microsoft Reader, Adobe, and Mobipocket numbers: eBooks.com, "The World's Leading Source of eBooks," www.ebooks.com. Palm reader numbers: Palm eBook store, <http://ebooks.palm.com>. Audible numbers: www.audible.com. iTunes numbers: iTunes Store.

Storytelling at SXSWi 2008

IN THE ONLINE WORLD, PUBLISHERS ARE COMPARATIVELY (LET'S face it) still pretty lame. While we in New York are consistently two or three years behind (have you seen this **Facebook** thing?), those at Austin's **South by Southwest Interactive** (SXSWi) festival are two or three years ahead (**Twitter** is majorly mainstream). Never mind the gap; traditional publishers who think they have no place in a convention like SXSWi, which took place March 7–11, might be surprised to discover that even in an appreciative techno crowd, content is still king, with narrative and storytelling popping up as some of this year's biggest themes.

- Numerous panels discussed the emergence of a new media literacy. The **NEA's** woe-is-the-future-of-the-world-sans-readers is old news. The point isn't that kids aren't reading as much as they used to; the point is that they're interacting with stories in different and innovative ways. It's our job to find a way to facilitate and measure that shift.

- Interactivity was a huge focus (obviously). Panelists emphasized users' (and especially kids') need to be engaged in a continuous loop with the site and with the story. Kids are rabid content creators (especially girls 8–14; a recent **4Kids!**

contest generated 50,000 by-mail submissions) and want to be involved in creation, but that doesn't mean a user-generated free-for-all. Structured interactions are key, allowing kids the chance to play within the story lines.

- Gaming is no longer a niche market. In a conversation with two teen gamers led by **Anastasia Goodstein** of **Ypulse**, both emphasized how important a good storyline is to the games that they

play. (One even went so far to say that his dream game would be a **Stephen King** novel. "I love his foreshadowing and twists," he said.)

- Almost every panelist plugged at least three or four books (many of which they didn't even write!) just to recommend them as reference and inspiration. Some touted titles included **THE LONG TAIL** (Chris Anderson, **Hyperion**), **THE 4-HOUR WORKWEEK** (Timothy Ferriss, **Crown**), and **A THEORY OF FUN** (Raph Koster, **Paraglyph**).

- People love books. **Vintage's** **ULTIMATE BLOGS** by Sarah Boxer was inserted into a party favor bag at the **Blogad's** Austin City Limits party, and while people trashed many of the other goodies, there were

audible gasps when they discovered the book. (Whoa! A real book!)

- Though the festival has doubled in size year over year for the past few years, the number of publishers in attendance can still be counted on two hands. **Penguin UK's** **Jeremy Ettinghausen** (see inset); **RH's** VP Digital, **Matt Shatz**; **Hyperion's** Associate Publisher and Executive Director of Marketing, **Jane Comins**; and **Little, Brown's** Manager of New Media Marketing, **Scott diPerna**, were there, but emissaries from **HC** and **Penguin US** were notably absent. Word is that if there's no book to promote, there's no point in going. diPerna, a four-year veteran (who paid his own way the first two years when his

old house wouldn't), said his current boss is very enthusiastic about the contacts he made and the ideas he brought back. He added, "I don't see any book publishers who have really figured out how to use the Web. What makes some publishers better than others is that the good ones accept their ignorance and make an effort to learn. The bad ones live in denial that it matters."

For links to further reading, go to www.publishingtrends.com.

We Tell Stories

ONE PUBLISHER WELL AHEAD OF THE CURVE IS **PENGUIN UK**, WHOSE **WE TELL STORIES** (wetellstories.co.uk) digital writing project launched March 18. Penguin invited six authors to create stories designed specifically for the Internet, based on classics. The first story in the series, "21 Steps," is a mystery told in Google Maps by **Charles Cumming** and based on John Buchan's **THE 39 STEPS** (www.wetellstories.co.uk/stories/week1). Other authors include **Moshin Hamid**, **Nicci French**, and **Kevin Brooks**, reinventing classics such as **Hans Christian Andersen's** *Fairy Tales*, **Dickens's** *Hard Times*, and **Zola's** *Thérèse Raquin*. The main site includes links to the new stories, author bios, and summaries and links to buy the classics. In addition, there is a "seventh story" floating around online for readers to follow both online and off, with the chance to win the *Penguin Complete Classics Library* (valued at over £13,000) and other prizes.

The duo behind the venture—**Jeremy Ettinghausen**, Head of Digital Publishing at Penguin UK, and **Dan Hon**, cofounder of the ARG (alternate reality game) startup **Six to Start**—appeared on an all-Brit panel, "Stories, Games & Your Brand" at SXSWi, along with **Rachel Clarke** of **Bibrik Ltd.** and **IBM's** **Roo Reynolds**. Though it shared a time slot with the **Zuckerberg** keynote (aka Lacygate), the panel was packed with people wanting to engage users and readers through storytelling.

Ettinghausen (who was also behind last year's "A Million Penguins" *wikinovel*, www.amillionpenguins.com, which racked up 85,000 uniques in five weeks) noted that the funding for these initiatives doesn't come from the marketing budget, but from an "innovations fund." "It's as much a proof of concept exercise as a marketing exercise," he said. "We want to see if there's an audience for these stories, and we hope to increase interest in our books and our authors."

continued from page 1 unnecessary format war to happen at a time when so much competition for consumers is happening across all industries. The point is to gain readers, not turn them off because you can't get your technology together." In a conference panel on digital strategies, **Laura Dawson** of **LJNDawson.com**, a book industry technology consultant whose clients have included **Ingram** and **Audible**, suggested that publishers pursue "parallel developments" in the beginning, releasing their eBooks in several formats; they should then track how many books sell in each format and "follow the money."

Dawson projects that eAudio (downloadable audiobooks) will become a \$1 billion industry within the next few years, pointing out that while iPods are ubiquitous on the subway, it's still rare to see someone using a Kindle (and it'll be really rare as long as Amazon is out of stock). She said, "You're leaving money on the table if you don't invest in this market." iTunes has a rapidly growing selection of eAudio titles starting at just \$0.95, searchable using the clean, user-friendly interface that Apple is known for. We found Audible more difficult to search and slightly more expensive (see opposite page), but with the company's recent \$300 million acquisition by Amazon.com, that should change.

As eAudio proliferates, digital rights management (DRM), or

anti-copying software on digital downloads, will decrease. **Michael Cairns**, Managing Partner of **Information Media Partners**, believes that piracy is unstoppable, and publishers are starting to agree. **Random House** announced in March that it would remove DRM from all its audiobooks, offering them as unprotected MP3 files that can be shared and burned to CDs, and **Penguin** is expected to follow, with other publishers watching closely.

Will publishers remove DRM from their eBooks, too? We see baby steps in that direction as they offer free excerpts from many titles on their Web sites, but no one's stripped protection from their eBooks yet. According to **David Rothman**, editor of **Teleread**, that's partly because .epub hasn't been accepted as a standard format. "Let's hope that book publishers can catch up with the music publishers and back away from DRM," says Rothman. "If and when that happens—I think it will—then .epub will take off."

For now, we have statistics you won't find anywhere else. And to help you put a cover on the books behind the numbers, we've broken down the most recent *New York Times* fiction and nonfiction bestseller lists to see just how many "real" books are actually available in virtual versions, and what they cost. Take a look!

Calendar of Book Fairs, Conventions, and Conferences

April 7–11, 2008

MILLA: Capturing Content

Palais des Festivals, Cannes, France. Call (212) 284-5130; Fax (212) 284-5148; info.miptv@reedmidem.com; www.miptv.com

April 12–15, 2008

MUSEUM STORE ASSOCIATION CONFERENCE

Tampa Convention Center, Tampa, FL. Call (303) 504-9223; http://www.museumdistrict.com/ConfExpo/expo.cfm

April 14–16, 2008

LONDON BOOK FAIR

Earls Court, London, England. Call +44 (0) 20 8271 2124; Fax +44 (0) 20 8334 0726; lbf.help@reedexpo.co.uk; http://www.londonbookfair.co.uk

April 18–20, 2008

NEW YORK COMIC CON

Javits Center, New York, NY. Contact Larry Settembrini, lsettembrini@nyc.comiccon.com; www.nyccomiccon.com

April 21–May 12, 2008

BUENOS AIRES INTERNATIONAL BOOK FAIR

La Rural, Predio Ferial de Buenos Aires, Buenos Aires, Argentina. Call (54-11) 4370-0600; Fax (54-11) 4370-0607; fundacion@el-libro.org.ar; www.el-libro.org.ar

April 24–27, 2008

BUDAPEST INTERNATIONAL BOOK FESTIVAL

MILLENÁRIS, Budapest, Hungary. Call (36-1) 343-2537; Fax (36-1) 343-2541; festival@mkke.hu; www.bookfestival.hu

April 24–27, 2008

BOOKWORLD PRAGUE

Industrial Palace Prague, Czech Republic. Call (+420) 224 498 2346; Fax (+420) 224 498 754; info@svetknihy.cz; www.bookworld.cz

April 29–May 4, 2008

PEN WORLD VOICES: THE NEW YORK FESTIVAL OF INTERNATIONAL LITERATURE

Theme: Public Lives/Private Lives

Various locations, New York, NY; Call (212) 334-1660; Fax (212) 334-2181; pen@pen.org; www.pen.org

April 30–May 4, 2008

GENEVA INTERNATIONAL BOOK FAIR

Geneva Palexpo, Geneva, Switzerland. Call +41 (0)22 761 1111; Fax +41 (0)22 798 01 00; livre@geneva-palexpo.ch; www.salondulivre.ch

May 1, 2008

MYSTERY WRITERS OF AMERICA EDGAR AWARDS

Grand Hyatt Hotel, New York, NY. Call (212) 888-8171; mwa@mysterywriters.org; www.theedgars.com

May 4–8, 2008

INTERNATIONAL READING ASSOCIATION ANNUAL CONVENTION

Georgia World Congress Center, Atlanta, GA. Call (800) 336-7323 or (302) 731-1600; pubinfo@reading.org; reading.org

May 6–8, 2008

GOURMET HOUSEWARES SHOW

Sands Expo and Convention Center, Las Vegas, NV. Contact Susan Corwin at (914) 421-3222; Susan_Corwin@glmsshows.com; www.thegourmetshow.com

May 8–12, 2008

TURIN INTERNATIONAL BOOK FAIR

Lingotto Fiere, Turin, Italy. Call +39 (0) 11 518 42 68; Fax 39 011 561 21 19; info@fieralibro.it; www.fieralibro.it

May 15–18, 2008

WARSAW INTERNATIONAL BOOK FAIR

Palace of Culture and Science, Warsaw, Poland. Call 48 22 509 86 35; Fax 48 22 509 86 30; bookfair@arspolona.com.pl; www.arspolona.com.pl

May 18–21, 2008

NATIONAL STATIONERY SHOW

Javits Center, New York, NY. Patti Stracher (914) 421-3394; patty_stracher@glmsshows.com; http://www.nationalstationeryshow.com

May 20–21, 2008

MEDIABISTRO CIRCUS

A summit about the digital tools and trends that are changing media. Skylight Studio, 275 Hudson Street, New York, NY. Contact Megan Diamondstein at (888) 589-1963 x316 or (212) 929-2588 x316; http://www.mediabistrocircus.com/contact.php

May 21–24, 2008

CANADIAN LIBRARY ASSOCIATION

Theme: Connecting authors to readers in the digital age Vancouver, BC, Canada. Call Brenda Shields (613) 232-9625 x318; bshields@cla.ca; www.cla.ca/conference/2008

May 29–June 1, 2008

BOOK EXPO AMERICA

Los Angeles Convention Center, Los Angeles, CA. Call (203) 840-5614 or (800) 840-5614; Fax (203) 840-9614; inquiry@bookexpoamerica.com; www.bookexpoamerica.com

May 29, 2008

AAP SMALLER AND INDEPENDENT PUBLISHERS MEETING

Call (212) 255-0200 x263; tjordan@publishers.org; www.publishers.org

May 29–June 1, 2008

THESSALONIKI BOOK FAIR

Theme: Political Books

Helxpo Exhibition Center, Thessaloniki, Greece. Call Eleftheria Zikou (+30) 210-9200327; ezikou@ekebi.gr; www.thessalonikibookfair.com/2008tbf

June 9, 2008

POETRY WALK ACROSS THE BROOKLYN BRIDGE

Benefits Poets' House. Starts at 6:30 PM; followed by dinner in DUMBO. Benefits Tickets start at \$250. For more information and reservations, call (212) 431-7920; krista@poetshouse.org; www.poetshouse.org

June 10–12, 2008

DIRECT MARKETING DAYS CONF. & EXPO

Javits Center, New York, NY. Call (800) 293-7279; dma06@conferon.com; www.the-dma.org/conferences

June 10–12, 2008

LICENSING INTERNATIONAL 2008

Javits Center, New York, NY. Call (218) 740-6557; mberkowitz@advanstar.com; www.licensingexpo.com

June 13–15 (Conference), 15–16 (Tradeshaw), 2008

BOOK EXPO CANADA

Metro Toronto Convention Center, Toronto, Canada. Call Dahlia de Rushe (416) 756.8243; dderushe@reedexpo.com; www.bookexpo.ca

June 14–17, 2008

CAPE TOWN BOOK FAIR

In cooperation with the Frankfurt Book Fair

Cape Town International Convention Center, Cape Town, South Africa. Sadika Ahmed +27 21 418 5493; ahmcds@capetownbookfair.co.za; capetownbookfair.com

June 15–17, 2008

AUSTRALIAN BOOKSELLERS ASSOCIATION ANNUAL CONFERENCE

The Sebel Albert Park, Melbourne, Australia. Call +03 9859 7322; mail@aba.org.au; www.aba.org.au

June 26–July 2, 2008

ALA ANNUAL CONFERENCE

Anaheim Convention Center, Anaheim, CA; Call (800) 545-2433; ala@heixpo.com; www.ala.org/ala/eventsandconferences

June 28–30, 2008

INTERNATIONAL NEW AGE TRADE SHOW WEST

Denver Merchandise Mart, Denver, CO; Call (800) 710-8859; kjexpo@aol.com; www.inats.com/west

July 10–13, 2008

TOKYO INTERNATIONAL BOOK FAIR

Tokyo Big Sight, Tokyo, Japan; Call +81 3 3349 8507; Fax +81 3 3345 7929; tibf-eng@reedexpo.co.jp; http://www.reedexpo.co.jp/tibf/english/index.phtml

July 11–12, 2008

INNOVATE! NACS CONFERENCE ON TECHNOLOGIES IN RETAILING AND COURSE CONTENT DELIVERY

Minneapolis Marriott City Center, Minneapolis, MN; Contact Tony Ellis, tellis@nacs.org; Call (800) 622-7498; Fax (440) 775-4769; www.nacs.org/public/events/innovate/

July 13–17, 2008

CBA INTERNATIONAL CHRISTIAN RETAIL SHOW

Orange County Convention Center, Orlando, FL; Call (800) 252-1950; Fax (719) 272-3510; info@cbaonline.org; www.cbaonline.org

July 17–20, 2008

HARLEM BOOK FAIR

Various locations, New York, NY; Call (212) 348-1681; Fax (646) 290-5970; hbf@qbr.com; www.qbr.com/page10688.asp

July 23–29, 2008

HONG KONG BOOK FAIR

HK Convention & Exhibition Centre, Hong Kong; Call +852 1830 668; Fax +852 2824 0026; exhibitions@tdc.org.hk; http://hkbookfair.com

October 15–19, 2008

FRANKFURT INTERNATIONAL BOOK FAIR

Frankfurt, Germany. Call +49 (0) 69 2102-0 Fax: +49 (0) 69 2102-227/-277; info@book-fair.com; www.frankfurt-book-fair.com

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