

BOOKSELLING THIS Week

AMERICAN BOOKSELLERS ASSOCIATION

November 24, 2009

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Vote Clears Way for Senate Health Care Bill Debate

November 24, 2009 -- On Saturday, November 21, the U.S. Senate voted 60 - 39, along party lines, to open debate on the Senate health care reform bill, "Patient Protection and Affordable Care Act." Senate Majority Leader Harry Reid (D-NV) said debate would begin on the bill on Monday, November 30.

Following the vote, White House press secretary Robert Gibbs said in a statement: "The president is gratified that the Senate has acted to begin consideration of health insurance reform legislation. Tonight's historic vote brings us one step closer to ending insurance company abuses, reining in spiraling health care costs, providing stability and security to those with health insurance, and extending

quality health coverage to those who lack it. The president looks forward to a thorough and productive debate."

While the White House has stated a goal of passing health insurance reform by Christmas, an intense debate is expected in the Senate. Republicans who oppose the bill argue that it will cost too much and further expand the reach of government, as reported by the *New York Times*¹. In addition, some Senate Democrats have said that their votes in support of beginning debate on the legislation do not guarantee that they would ultimately vote for the bill.

In an e-mail sent just hours before Saturday's vote, the Main Street Alliance² urged small businesses to support the Senate bill. "The Senate bill is certainly not perfect," wrote Sam Blair, MSA's network director. "But the Senate bill does include important steps forward -- it will stop insurance companies from denying coverage, it moves in the right direction on affordability, and it does include the choice of a public health insurance option to increase competition and keep the insurance companies honest (although it gives states the option to opt out)."

Late last week, however, the National Retail Federation³ publicly expressed disappointment in the Senate health care reform bill. "The bill will not deliver the lower-cost and better-quality health care and insurance coverage that retailers have called for," said Neil Trautwein, NRF vice president and employee benefits policy counsel. "In fact, it will increase costs and threaten retail jobs. The Senate should go back to the drawing board."

To pass health care reform, the *New York Times* reported, it is likely that Sen. Reid will have to continue working both to retain Democratic support and to sway one or more Republicans to vote in favor of the bill. This may require major changes in the bill, as many senators up for re-election in conservative-leaning districts will be closely monitoring polls when weighing their vote. News reports preceding the Senate vote noted that the legislation contained a provision potentially worth more than \$100 million in additional federal aid for Louisiana, home state of Sen. Mary Landrieu (D), who has not yet said she would support the final legislation.

A recent poll by *Rasmussen Reports*⁴ indicates that public support for current health care reform proposals in Congress have fallen to new lows, with 56 percent of voters now opposing the proposed reforms. (*Rasmussen* did stress that it is not clear yet whether this is a growing trend or merely "statistical noise.") Overall, *Rasmussen* found that 46 percent favor the creation of a government-sponsored nonprofit health insurance option, which people could choose instead of a private health insurance plan. --David Grogan⁵

Booksellers Urged to Call for Bookstore Protections in Patriot Act Bill

November 24, 2009 --⁶ With the U.S. Justice Department expressing support⁷ for Senate legislation that would extend three key provisions of the Patriot Act slated to expire at the end of the

year, now is the time for supporters of the Campaign for Reader Privacy ⁸ to call on their senators to ensure that reader privacy protections included in the act are extended to bookstores.

Under the Senate version of the Patriot Act reauthorization bill, a Section 215 order could be used to obtain "library records or patron lists" only when those records pertain directly to someone suspected of terrorism or espionage. However, this added protection would not apply to the records of bookstore customers. They could still be searched even when the customer is not suspected of criminal conduct.

The American Booksellers Association and its partners in the Campaign for Reader Privacy are encouraging supporters to contact their senators to urge that the heightened protection afforded library records in the Senate Patriot Act reauthorization bill be extended to bookstore sales records.

Senate contact information is available here ⁹. The most effective means of contacting senate and congressional leaders is by letter faxed on store letterhead or a telephone call to a Washington or district office.

Booksellers who write to their senators are asked to send a copy of their correspondence to Chris Finan, president of the American Booksellers Foundation for Free Expression ¹⁰, via e-mail ¹¹ or to ABFFE, 275 Seventh Avenue, Suite 1504, New York, NY 10001.

Now Available: December Indie Next List Notables Flier & Shelf-Talkers

November 24, 2009 -- Booksellers can now download the December Indie Next List Notable title recommendations in a flier ¹² and shelf-talkers ¹³ on BookWeb.org. Each month, the Indie Next List Notables showcase outstanding writing -- selections that have all been recommended by indie booksellers nationwide.

Almost 62 percent of booksellers who responded to a recent ABA survey create an Indie Next List display using a mix of Great Reads and Notables titles, and, going into the holiday season, the December Notables titles expand the range of books available for creating your Next store display.

The December Notables list includes a new -- uncensored -- translation of Aleksandr Solzhenitsyn's acclaimed *In the First Circle* (Harper Perennial); a new collection of poetry from Pulitzer Prize-winning poet W.S. Merwin (*The Shadow of Sirius*, Copper Canyon); and the latest from "a rising star of crime fiction," Dave Zeltserman's *Pariah* (Serpent's Tail). In nonfiction, the list features Al Gore's *Our Choice: A Plan to Solve the Climate Crisis* (Rodale); Caroline Alexander's insightful reexamination of *The Iliad*, *The War That Killed Achilles* (Viking); and a provocative December choice, *Scroogenomics: Why You Shouldn't Buy Presents for the Holidays* (Princeton University Press) by Joel Waldfogel. Booksellers with comments, questions, and suggestions for the Next List are encouraged to contact Dan Cullen ¹⁴, ABA senior director of editorial content, via e-mail.

Stores that need more copies of the Indie Next List fliers should e-mail ABA's Linda Ford ¹⁵. The Indie Next List Great Reads are also available in PDF format ¹⁶ on Bookweb.org ¹⁷.

ABA Governance Review Committee Issues Report

November 24, 2009 -- The American Booksellers Association's Governance Review Committee has completed its most recent

report, which is now available to ABA bookstore members on BookWeb.org ¹⁸. The committee had previously solicited member input ¹⁹, which was synthesized (but made anonymous) and shared with the ABA Board of Directors ²⁰.

The Governance Review Committee is charged with reviewing the practices of the ABA board and officers to determine whether they are in accordance with established policies and procedures. The committee was composed of chair and former ABA board member Suzy Staubach of UConn Co-op, Catherine Weller of Sam Weller's Books, and Mark LaFramboise of Politics & Prose. The committee had requested booksellers to share their questions, comments, or suggestions regarding any aspect of ABA governance, including the Board/staff relationship and increasing transparency.

The Governance Review Committee's purpose is to ensure that the relationship between the board and senior management is functioning according to ABA's organizational design; to supervise resolution of any issues where the board or staff has a conflict of interest; and to provide oversight if there is a material question of whether the board is maintaining fiduciary responsibility.

More information about the role and structure of the GRC as well as previous committee reports are available to members on BookWeb.org ²¹.

Holiday Catalogs Available to IndieCommerce Drupal Sites

November 24, 2009 -- Holiday catalogs from the New England ²², Northern California ²³, and Southern California ²⁴ independent booksellers associations are now available through Drupal-based ABA IndieCommerce websites.

The catalogs are already installed and ready to go -- all that IndieCommerce sites need to do is link to the appropriate one:

</holiday/NEIBA/index.html>
</holiday/NCIBA/index.html>
</holiday/SCIBA/index.html>

To promote the holiday catalogs on your store site, consider:

- Adding a "Holiday Catalog" link to your site's Primary Links or another menu.
- Creating a block with a holiday graphic and a link to the catalog.
- Introducing the catalog in a blog entry or directly on your homepage.

Need a refresher on how to do any of this? Check out IndieCommerce's Drupal training videos on Blocks and Menus ²⁵ and Creating Content Pages ²⁶. And, of course, help is also available from IndieCommerce customer service ²⁷.

Holiday catalogs are only available to stores using the Drupal-based IndieCommerce platform. Stores still using the legacy BookSense.com system will not be able to link to regional holiday catalogs.

Tips for Stress-Free Gift Card Processing

November 24, 2009 -- You have ABA Gift Card processing down pat, and your staff is fully trained. But, here are few important reminders about what to do if the unexpected happens:

- If at any time your store encounters technical problems using the Givex websites (Portal, WebPOS, or Jettdirect), you can contact

Givex technical support 24/7 at (800) 962-4935. You will need your Portal User ID (store name and ABA member ID number).

If you are using an integrated system such as Anthology, Booklog, Computac/Square One/[i]Merchant, IBID, or WordStock to process ABA/Givex gift cards, you will need to contact the appropriate tech department before contacting Givex.

- All ABA Gift Card stores have access to the IVR (telephone backup system) for use when their primary processing method is not available. The IVR Quick Reference Guide ²⁸ (PDF format) is available along with manuals for Portal and WebPOS in the ABA Gift Card section ²⁹ of BookWeb.org.
- For security reasons, Givex is not authorized to provide log-in information (IDs or passwords) via the telephone or to unauthorized e-mail addresses. Booksellers in need of an ID and/or password must e-mail their request along with store information from an authorized address to aba@givex.com ³⁰.

If the Portal password is lost or forgotten, a new system-generated, temporary password will be provided via e-mail to the program contact's e-mail address on file. The temporary password must be changed in order to gain access. Look for the "Forgot your password?" link on the Portal site in these instances.

- And, remember, all ABA Gift Card Program details are gathered on ABA's trade website at bookweb.org/solutions/giftcards ³¹.

Obama Administration to Launch Main Street Tour

November 23, 2009 -- Last week, the Obama Administration announced plans for a "White House to Main Street" tour that will take the president to cities and towns across the country over the next few months to speak with workers and share ideas for the nation's continued economic recovery. President Obama sees the tour as an opportunity to "take the temperature on what Americans are experiencing during these challenging economic times," according to a White House press release.

The president will kick off his Main Street tour in Allentown, Pennsylvania, on Friday, December 4. The day before the tour launches, President Obama and his economic team will host a forum on jobs and economic growth at the White House, where he hopes CEOs, small business owners, and financial experts will share their ideas for growing the economy and providing jobs for Americans.

"During these difficult economic times, we have a responsibility to consider all good ideas to encourage and accelerate job creation in this country," President Obama said in a statement. "At the forum ... I am looking forward to hearing from the private sector, from CEOs and small business owners, and from Americans struggling to make ends meet on how we can work together to create jobs and get this economy moving again."

Treasury Department & SBA Host Small Business Financing Forum

November 23, 2009 -- Addressing the credit needs of small business was the focus of a recent forum hosted by the Treasury

Department and the Small Business Administration. The Small Business Financing Forum, on Wednesday, November 18, sought to find the best ideas and strategies for expanding access to financing for small businesses. The forum, which President Obama called for last month, featured Treasury Secretary Timothy Geithner, SBA Administrator Karen Mills, U.S. Senate Committee on Small Business and Entrepreneurship Chair Sen. Mary Landrieu (D-LA), as well as small business owners and others.

Opening the forum, Geithner stressed that, although credit terms are finally easing, "small businesses, in particular, are still facing a very challenging credit environment," and they are more vulnerable to the aftereffects of financial crises. Large businesses get only about 30 percent of their credit from banks, compared to about 90 percent for small businesses, so, he said, "when banks pull back, small businesses are more at risk."

Geithner then briefly outlined six "critical elements" currently in play for an effective response to help small business owners, including the direct support of the Recovery Act and new programs announced last month to provide low-cost capital to community banks. In addition, Geithner noted that banks must "get back to the business of lending ... and investing in the promise of American innovation," adding that "we need banks to be working in support of recovery, not against recovery."

In her remarks, SBA's Mills said it's important to ensure that small businesses have the tools they need to grow and prosper, hence the focus on access to capital. Since SBA reduced its fees and increased guarantees to 90 percent on SBA's flagship 7a program, the "formula worked," she said, noting that SBA volume has increased approximately 75 percent compared to the weeks before the Recovery Act.

Sen. Landrieu remarked, "Now that we have stabilized Wall Street, we must jumpstart Main Street. We can do this by making sure small businesses have access to the capital they need to keep their businesses alive and growing during these tough times." Last month, Landrieu introduced S. 1832, "The Small Business Access to Capital Act," which increases small business loan limits from \$2 million to as high as \$5.5 million. The bill seeks to spur small business growth and aid in the nation's continued economic recovery. --*David Grogan* ³²

A Cappella Celebrates 20 Years

November 23, 2009 -- ³³ When Atlanta's A Cappella Books ³⁴ opened in 1989, it was exclusively a used, out-of-print, and collectible bookstore in less than 750 square feet, with fewer than 1,000 books, no employees, no cash register, no computer, and almost no money. Twenty years later, said owner Frank Reiss, "Our shop is still small. We don't think of ourselves as specialists, but, as our name indicates, books about music are a big part of what we are identified with. But we carry what we think of as the most interesting books being published currently, as well as a carefully picked selection of used and out-of-print titles."

To commemorate its 20th anniversary, on December 5 and 6, A Cappella is hosting a "Weekend of 20 Authors," featuring local writers talking, not just about their own books, but about their favorite books by others. "International bestseller Marc Fitten is going to talk about Henry Miller's *Tropic of Cancer*, the book that made him want to become a writer," explained Reiss. "Pulitzer prize-winner Hank Klibanoff is going to talk about Ray Bradbury's *Fahrenheit 451* and its resonance in today's difficult environment for books. The hilarious Hollis Gillespie is going to discuss the

much more serious Joan Didion (*Book of Common Prayer*), and memoirist Jessica Handler is going to share a memoir that influenced her own writing, *Boys of My Youth* by Jo Ann Beard." A Cappella will also have live music from local artists who have been involved in store events over the years, and prizes and snacks.

Reiss has a long history in bookselling. He's the son of Jake Reiss, III, owner of The Alabama Booksmith³⁵ in Birmingham, Alabama, and his brother, Jake Reiss, IV, and his uncle, Norman Reiss, were also booksellers.

Frank Reiss managed Acorn Books, an antiquarian bookstore in San Francisco, in the early '80s before returning to his hometown, Atlanta, to open A Cappella, which was recently ranked Best Independent Bookstore by Atlanta's *Creative Loafing* . "The closest thing Atlanta had to San Francisco was Little Five Points, so that's where I set up shop," he said.

Reiss said that what the building where the now 2,000-square-foot store is located lacked in historical charm, the neighborhood more than made up for. "Despite being in Atlanta's bohemian district with nice walkable streets (one of which we were on for most of our history), we are in a strip shopping center between a fantastic pizza parlor and, even rarer than an independent bookstore these days, an independent pharmacy. What the building lacks in character, it makes up for by being more visible than our old space and having convenient parking."

³⁶ The general bookstore, which stocks about 15,000 titles, shares the space with a photo gallery, where they sometimes hold events. Though it has shifted to general titles, A Cappella still maintains an excellent selection of titles about music and shies away from stocking a lot of bestsellers. "And as far as political books go," said Reiss, "you won't find the new Sarah Palin book or Glenn Beck at A Cappella."

What you will find is Nami Mun's *Miles From Nowhere* , Reiss' current favorite handsell. "It's dark, but it's very beautifully written, reminiscent of Hubert Selby, Jr. A couple of local favorites (and among our 20 authors who will help us celebrate) are Amanda Gable's *The Confederate General Rides North* and Susan Rebecca White's *Bound South* ."

What has helped A Cappella remain viable, and the trait that Reiss is proudest of, is the bookstore's ability to react and respond to a constantly shifting retail landscape. "We were early sellers on the Internet, and when that became as much of a curse as a blessing (the bottom dropped out of the collectible book market), we segued into doing more with new books and author events. We're a very different business than we were in 1989."

Still, while A Cappella has long withstood pressures from the economy, online book sales, and big box stores, Reiss said, "To be honest, the future is a bit uncertain. As much adapting as we've done to survive, we still haven't landed in a place where we've confident that we can provide a needed niche in a profitable way for a whole lot longer. We're just going to keep working hard and trying to work smart and hope we stumble upon a formula that doesn't just work but actually pays off." -- Karen Schechner³⁷

From Jingles to Dreidels ... Fountain Bookstore Has Richmond Covered

November 23, 2009 -- Fountain Bookstore³⁸ in Richmond, Virginia, which is no stranger to innovative marketing campaigns³⁹ , recently launched two new promotional tools -- one is possibly the first-ever independent bookstore jingle; the other, an IndieBound

Hanukkah poster, is a collaborative effort between Fountain and its local Jewish Community Center.

Marketing creatively helps customers remember us, said Fountain owner Kelly Justice. "It works well to constantly remind people about us in an unusual way."

When Justice bought Fountain Bookstore in early 2008, her friend Chrissie Griffiths, a member of the Johnny Cash cover band Black Cash⁴⁰ , offered to create a custom jingle for the store. "Chrissie wrote it for me as a present," Justice said of the Dixieland-sounding jingle, which spells out the name of the store. "It goes into any videos we produce."

In one video now on YouTube⁴¹ , the jingle introduces an appearance by renowned entomologist Art Evans [*What's Bugging You?*⁴² , University of Virginia], who shows off a very active praying mantis. The combination cements quirky, interesting entertainment with the bookstore. At the end, the band is credited as Chrissie and the Bug Bites. "The name of the band changes with each video," said Justice. "It's something we have fun with."

Justice also recently worked closely with the staff of her local Jewish Community Center to come up with the idea for an IndieBound "Eat Sleep Read Spin" poster, which was featured at the JCC's annual bookfair. Fountain Bookstore is the center's official offsite bookstore. "Doing the JCC bookfair is a large endeavor for us," said Justice. "We have a great, mutually beneficial relationship with them."

Justice worked with the JCC on the poster concept, and IndieBound Outreach Liaison Page Poe⁴³ designed the poster, which along with a "Nap. Nosh. Read." poster, is now available for download in the Bookseller DIY⁴⁴ and for purchase in the IndieBound Red Bubble shop⁴⁵ . "They're really pretty, and Paige did an awesome job," said Justice. "We're posting one right next to our Christmas poster."

Justice said that the bookstore's ongoing community involvement reflects Fountain's mission and its wide-ranging connection to the city of Richmond. "I didn't think it was particularly inventive to grab the local entomologist and stand him in the bookstore and film him with some bugs," said Justice. "I thought it was funny, but he's also one of the foremost experts on beetles. That's the kind of message of this bookstore -- we're a lighthearted entity that concentrates on bringing joy to the community and sharing interesting and fun things. That's just our personality."

As an aside, Justice told *BTW* that it was thanks to a Fountain musical event for *A Guide to the Crooked Road: Virginia's Heritage Music Trail*^{46 47} by Joe Wilson (John F. Blair) that jingle-writer Griffiths met her now husband. So, in addition to matching the right book to the right customer, Justice can be credited with matching the right customer to the right customer. -- Karen Schechner⁴⁸

Searching for Gifts, Toys & More? Check Out the Booksellers Resource Directory

November 23, 2009 --⁴⁹ As the holiday selling season moves into full swing, ABA sends a reminder to booksellers that BookWeb's Booksellers Resource Directory⁵⁰ (BRD) offers information on vendors of gift and other non-book product, toys, office supplies, business services, and more.

The directory, which is open to ABA bookstore, provisional, and associate members, is accessible via a link on the left-hand side of

the BookWeb.org⁵¹ homepage. Users can also bookmark or add the BRD to their favorites list for easy access from their desktops. A BookWeb username and password are required to access the BRD. (Need a BookWeb account? Create one now.⁵²)

Vendors of non-book products and services should make sure their company has a free listing in the BRD. Simply go to www.bookweb.org/resources/brd⁵³, fill in the information, and hit "Submit."

Questions regarding the directory should be addressed to the BRD staff⁵⁴.

Around Indies

November 23, 2009 --

Palin Appearance at Joseph-Beth Draws 1,000-Plus

In Norwood, Illinois, local TV station WLWT⁵⁵ reported that former GOP vice presidential candidate Sarah Palin "arrived to a rousing welcome Friday" at Joseph-Beth Booksellers⁵⁶, where "she told the sold-out crowd of more than 1,000 people that it showed courage for them to carry her book [*Going Rogue*] in public."

"It's refreshing for me to get to call it like I see it and not worry about what anybody else is going to say," Palin said. "Just get out there and speak truth, and I know that's how you guys are wired, too."

WLWT reported that "Palin fulfilled her promise to sign 1,000 copies of her book, but about 200 people left the event without getting their copies signed." A bookplate with Palin's signature will be affixed to those copies.

On December 4, Palin is scheduled to appear at Legacy Books⁵⁷ in Plano, Texas. The *Dallas Morning News*⁵⁸ reported that Legacy Books expects that the Palin event will be the store's biggest since it opened about a year ago. The store is now taking reservations for *Going Rogue* with signed bookplates.

Bookshop Santa Cruz Offers Sarah Palin 's Just Plain Nutz

California's Bookshop Santa Cruz is continuing its long-standing commentary⁵⁹ on political books with what it describes as "an essential ... companion to the new Sarah Palin book, *Going Rogue* ." The bookstore is giving away a free bag of nuts, Sarah Palin's Just Plain Nutz, to be exact, with every *Going Rogue* purchase. The bookstore also noted that a bag of Sarah Palin's Just Plain Nutz is available for \$3.98 "to those who can stomach a one ounce bag of walnuts, but can't stomach 432 pages of Sarah Palin's writing."

⁶⁰ The bookstore's newest product has garnered the bookstore coverage in the *Mercury News*⁶¹ and the *Santa Cruz Sentinel*⁶² and on several local TV and radio stations.

Bookshop Santa Cruz invites other booksellers who are interested in selling Sarah Palin's Just Plain Nutz to contact store owner Casey Coonerty Protti⁶³.

Griffin Bay Bookstore Celebrates 30th Anniversary

On Saturday, November 14, Griffin Bay Bookstore⁶⁴ celebrated 30 years of bookselling in Friday Harbor, Washington.

⁶⁵ The *San Juan Journal*⁶⁶ noted that Laura Norris, who has owned the bookstore since July 2006, has maintained the "vital connection to book lovers" and adhered to the tradition "of stocking the store

with all manner of books, paying particular attention to customers' preferences and tastes, and choosing books she believes will feed their love of the written word," established by former, longtime owner Susan Eyerly.

Norris has also expanded the bookstore's role as "a cultural, literary, and social hub of the community." The newspaper noted that a 2007 move to a larger space allowed Norris to open a caf, which has become a popular meeting place for loyal customers and visitors alike.

San Juan Journal said that for 30 years Griffin Bay has been "known for its service, its well-read and informed staff, and for finding and ordering books for customers."

Congratulations Also Go to...

Watermark Book Co.⁶⁷ in Anacortes, Washington, which marked its 20th anniversary with a weeklong celebration and 20 percent off specials culminating with a party on November 20.

And Grass Roots Books and Music⁶⁸ in Corvallis, Oregon, which, at 38, is "the oldest independent bookstore under the same owner [Sandy Smith and Jack Wolcott] in Oregon," according to PNBA's *Footnotes*⁶⁹.

BTW News Briefs

November 23, 2009 --

Studies Find Online Presence Is Key This Holiday Season On November 24, MasterCard Advisors' SpendingPulse, a macro-economic report tracking national retail and service sales, provided summary results for the first half of November through November 14, 2009. While the study found that retail sales were generally stable leading up to the holiday season, it reported that e-commerce continued to outpace other retail channels with an increase of 19.4 percent over the first two weeks of November 2008.

*eMarketer*⁷⁰ projects that online holiday sales will reach \$30.0 billion (excluding travel) in 2009, an increase of 5.4 percent over 2008.

And to further dispel any doubts about the critical role of an online presence, *Smallbusinessnews.com*⁷¹ provided a roundup of 21 important facts from the 2009 Holiday Survey commissioned by accounting giant Deloitte⁷². "One in five (19 percent) of consumers plan to use their mobile phone while shopping to find store locations, obtain coupons and sales information, and research products and prices," according to the Deloitte Holiday Survey. "In the 18- to 29-years-old age group, four out of 10 (39 percent) say they plan to use their mobile phone for holiday shopping."

Other key stats from the Deloitte survey, as reported by *smallbusinessnews.com*:

- 53 percent of shoppers plan to use social media to research gift ideas, while 52 percent plan to check the gift wish lists of friends and family
- 25 percent plan to make a holiday purchase with their phone
- 22 percent say they will shop primarily online this year
- 25 percent say they will likely purchase a product this holiday season based on an online recommendation
- 78 percent indicate they have purchased an item in a retailer's

store after viewing or researching the product online

- 65 percent have purchased an item on a retailer's website after viewing it in the store or catalog

Retailers Increase Cyber Monday Promotions

According to Shop.org's eHoliday Survey ⁷³, conducted by BIGresearch, nearly nine in 10 online retailers will have a special promotion for Cyber Monday (the Monday after Thanksgiving), up from 83.7 percent last year and 72.2 percent in 2007. The most popular promotions are expected to be specific deals, one-day sales, and free shipping on all purchases. Half of retailers will distribute promotions and deals to shoppers through a special Cyber Monday e-mail.

"It seems like companies up the ante every year for Cyber Monday, and many holiday shoppers are eagerly anticipating the bargains that await them this year," said Scott Silverman, executive director of Shop.org.

This year, 53.5 percent of workers with Internet access, or 68.8 million people, will shop for holiday gifts from work. As in previous years, some employees are more likely to make a dent in their wish lists than others. According to the survey, three-fourths of young adults 18 - 24 with Internet access will shop at work, and men are more likely to shop from work than women.

Discounts in Demand on Black Friday

With many Americans eager to get their hands on discounted toys, outerwear, books, and even flat-screen TVs, retailers could see shopping levels over Black Friday weekend rise from last year. According to a preliminary Black Friday shopping survey ⁷⁴, conducted for the National Retail Federation by BIGresearch, up to 134 million people will shop this Friday, Saturday, or Sunday, compared to the 128 million people who planned to do so last year. According to the survey, 57 million people say they will definitely hit the stores while another 77 million are waiting to see what retailers are planning before heading out the door.

For the first time, NRF polled Americans about their specific Black Friday shopping intentions. According to the survey, discount and department stores will be the biggest attractions for consumers this weekend with 66.3 percent and 62.4 percent, respectively, planning on heading to their favorite big box store. In addition, four in 10 will shop at electronics stores, 36.3 percent will head to a clothing and clothing accessories store, and 28.8 percent said they would shop at a grocery store. As an increased number of retailers offer special Black Friday promotions on their websites, more than one-quarter will shop online.

Judge Sets Hearing Date for Amended Google Settlement

A date of February 18 was set by the court for a hearing on the revised legal settlement ⁷⁵ between Google and the Association of American Publishers and the Authors Guild, according to a report in the *Wall Street Journal* ⁷⁶. The settlement would allow Google to scan and sell millions of books online. Judge Denny Chin also granted his preliminary approval to the agreement.

Google welcomed the judge's action, but opponents considered this procedural and said it did not indicate the direction of Chin's leanings. Chin set January 28 as the date for those with objections to register their complaints in a class action settlement with his Southern District of New York court. The U.S. Justice Department,

which had reservations about the original agreement, has until February 4 to declare its position.

The Indie Comics & Graphic Works Bestseller List

November 23, 2009 -- For the eight-week period ending November 17, 2009, and based on sales at independent bookstores nationwide.

1.	The Book of Genesis Illustrated by R. Crumb Norton, \$24.95, 9780393061024
2.	Logicomix: An Epic Search for Truth Apostolos Doxiadis, Christos Papadimitriou, Bloomsbury, \$22.95, 9781596914520
3.	The Zombie Survival Guide: Recorded Attacks Max Brooks, Ibraim Roberson, Three Rivers, \$17, 9780307405777
4.	Watchmen Alan Moore, Dave Gibbons, DC Comics, \$19.99, 9780930289232
5.	Naruto, Volume 46 Masashi Kishimoto, Masashi Kishimoto (Illus.), Viz Media, \$9.99, 9781421533049
6.	Zombies: A Record of the Year of Infection Don Roff, Chris Lane (Illus.), Chronicle, \$19.95, 9780811871006
7.	Ray Bradbury's Fahrenheit 451: The Authorized Adaptation Tim Hamilton, Hill & Wang, \$16.95, 9780809051014
8.	A People's History of American Empire: A Graphic Adaptation Howard Zinn, et al., Metropolitan, \$17, 9780805087444
9.	What It Is Lynda Barry, Drawn & Quarterly, \$24.95, 9781897299357
10.	The Adventures of TinTin in the Land of the Soviets Herge, Little Brown, \$10.99, 9780316003742
11.	V for Vendetta Alan Moore, David Lloyd (Illus.), Vertigo, \$19.99, 9781401208417
12.	Masterpiece Comics R. Sikoryak, Drawn & Quarterly, \$19.95, 9781897299845
13.	Boilerplate: History's Mechanical Marvel Paul Guinan, Anina Bennett, Abrams Image, \$24.95, 9780810989504
14.	The Photographer: Into War-Torn Afghanistan with Doctors Without Borders Emmanuel Guibert, et al., First Second, \$29.95, 9781596433755
15.	A.D.: New Orleans After the Deluge Josh Neufeld, Pantheon, \$24.95, 9780307378149
16.	Asterix the Gaul Rene Goscinny, Albert Uderzo (Illus.), Orion, \$9.95, 9780752866055
17.	Maximum Ride: The Manga, Vol. 1 James Patterson, Narae Lee, Yen Press, \$10.99, 9780759529519
18.	The Cartoon History of the Modern World, Part II: From the Bastille to Baghdad Larry Gonick, Harper, \$18.99, 9780060760083
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	David Mazzucchelli, Pantheon, \$29.95, 9780307377326
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23.	Chicken With Plums Marjane Satrapi, Pantheon, \$12.95, 9780375714757
24.	Whatever Happened to the Caped Crusader? Neil Gaiman, Andy Kubert (Illus.), DC Comics, \$24.99, 9781401223038
25.	Yu-GI-Oh!: R, Vol. 1 Akira Ito, Viz Media, \$9.99, 9781421530062

Correction

November 23, 2009 -- The Winter 2009/2010 Kids' Indie Next List ⁷⁷ flier, on its way to stores in the IndieBound movement, misidentifies the name of the bookstore for the bookseller's quote for the title *I Am a Genius of Unspeakable Evil and I Want to Be Your Class President*. The title was nominated by Lisa Baudoin, who is the managing partner/owner at Books & Company in Oconomowoc, Wisconsin.

MARKETPLACE

Classifieds

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Book Culture, a premier academic bookstore in NYC, is accepting applications for a **Floor Manager** for its new general interest store, Book Culture on Broadway. Will be responsible for openings/closings and managing staff. Contact Annie at annie@bookculture.com ⁸⁶. No walk-ins, no phone calls please.

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Seasoned bookselling professional seeks challenging employment in New England or New York.

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