

Bookmark

www.sabooksellers.com

Issue 92, March – May 2018

Ace it!



STUDY GUIDES

GRADES
8-12

Ace it! Study
Guides are
available in
English and
Afrikaans.



VISUAL SUMMARIES

SAMPLE EXAM QUESTIONS

HELPFUL MARKING GUIDELINES

ALL YOU NEED TO ACE YOUR EXAMS

NEW
in 2018!

oxford
South African
**Digital
Thematic
Atlas**
for grades 10–12

Watch, listen, interact,
explore:

- all the interactive maps you need
- animated CAPS Geography themes
- slide shows and videos teach GIS and map skills
- includes a free printed A3 World Map



Oxford South African Digital
Thematic Atlas for grades 10–12
ISBN 978 0 19 072280 7

Oxford Suid-Afrikaanse Digitale
Tematiese Atlas vir graad 10–12
ISBN 978 0 19 072387 3

Contact us
021 596 2300 | www.oxford.co.za

f OxfordSASchools

@OxfordSASchools

PROUD SHAREHOLDER



THE MANDELA RHODES
FOUNDATION

OXFORD
UNIVERSITY PRESS

SOUTH AFRICA

Contents

REGULARS

- 4 • [SA Booksellers National Executive Committee](#)
- [Bookmark](#)
- [SA Booksellers Association](#)
- 6 [From the Editor](#)
- 7 [Books in Focus](#)
- 8 [From the President](#)
- 25 [Member Listing](#)

GENERAL TRADE

- 9 [General Trade report 2017](#)
Politics and poetry
- 10 [Bumble Books](#)
Take-homes from Shanghai
- 12 [Storied](#)
A new take on everything
- 13 [Bridge Books](#)
Moving books in the CBD

14 [Lunch at the Social Kitchen](#)

Occasion to reflect

15 [Nal'ibali](#)

Driving literacy in SA

16 [Compelling and thrilling line-up of authors](#)

21st Time of the Writer International Festival

17 [South African Book Fair](#)

7–9 September 2018

18 [How American independent bookstores survived](#)

In spite of Amazon.com

20 [SA Booksellers bookselling programme](#)

Perfect your bookselling skills online

21 [Transformation as the driving force of our community](#)

International Federation of Reproduction Rights Organisations (IFRRO)

22 [International Publishers Congress](#)

From New Delhi to Lillehammer

EDUCATION & ACADEMIC

23 [VitalSource](#)

Why should you consider this?

LIBRARIES

24 [LIASA](#)

A year of achievements

24 [South African Library Week](#)

19–25 March 2018

Ace it!

STUDY GUIDES



GRADES
8-12



WHY CHOOSE Ace it!

STUDY GUIDES

- **Ace it!** Study Guides have visual summaries to help you revise.
- **Ace it!** Study Guides have quick quizzes to make sure you understand the basics.
- **Ace it!** Study Guides have activities to practise your skills and test your knowledge.
- **Ace it!** Study Guides have sample exam questions to help you prepare.
- **Ace it!** Study Guides provide helpful marking guidelines so that you can check your work.
- **Ace it!** Study Guides help you understand how you learn best and gives you techniques to help you succeed.



ace_it_study_guides



www.aceitstudyguides.co.za



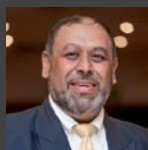
Ace It Study Guides

Customer Service: 033 8468721 / 22 / 23 / 24

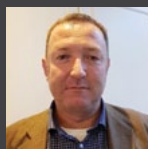
SA Booksellers National Executive Committee



PRESIDENT AND CENTRAL REGION CHAIRPERSON
Guru Redhi
redhi@iafrica.com • 032 945 1240



VICE PRESIDENT AND NORTHERN REGION CHAIRPERSON
Riaz Hassim
hassim@bookexpress.co.za • 011 482 843



TREASURER
Jonathan Ferreira
jferreira@caxtons.co.za • 0861 229 229



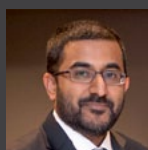
HONORARY SECRETARY
Peter Adams
padams@adamsbooks.co.za • 086 134 1341



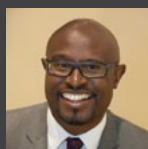
EASTERN REGION CHAIRPERSON
Sydwell Molosi
ssmolosi@gmail.com • 072 220 5311



SOUTHERN REGION CHAIRPERSON
Ermien Louw
elouw@vanschaik.com • 021 918 8408



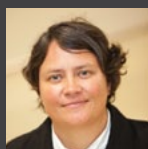
ACADEMIC CHAIRPERSON
Mohamed Kharwa
kharwa_m@provisions.co.za • 031 337 2112



DIGITAL SECTOR CHAIRPERSON
Melvin Kaabwe
melvin.kaabwe@vanschaik.com • 083 408 7414



EDUCATION CHAIRPERSON
Hentie Gericke
hentiegericke@hotmail.com • 021 981 1270



GENERAL TRADE CHAIRPERSON
Olinka Nel
olinkan@exclusivebooks.co.za • 011 798 0104



LIBRARY CHAIRPERSON
Vic Lopich
vlopich@caxtons.co.za • 0861 229 229

The Executive Committee of SA Booksellers and the Editor thank all those who contributed to this issue of Bookmark through articles and/or advertising.

SA Booksellers National Office

saba@sabooksellers.com
021 697 1164

Bookmark

NEWS MAGAZINE OF THE SA BOOKSELLERS ASSOCIATION
Issue 92 • March – May 2018

EDITOR Jessica Faircliff

EDITORIAL AND ADVERTISING +27 (0)28 312 4799
+27 (0)83 469 2966 • bookmark@sabooksellers.com

SUBSCRIPTIONS SA Booksellers Office
+27 (0)21 697 1164 • saba@sabooksellers.com

FEATURED CONTRIBUTORS Olinka Nel, Robin Stuart-Clark, Benjamin Trisk, Ryan Raffaelli, Senovia Welman

PHOTOGRAPHS Thanks to all for photographic contributions

Design and Layout: Through the Looking Glass
Printed by: Impress Litho

SA Booksellers ASSOCIATION

SA Booksellers, PO Box 870, Bellville, 7535
Tel: 021 697 1164, Fax: 021 697 1410
saba@sabooksellers.com
www.sabooksellers.com
Office Hours: Monday to Friday, 09h00 to 13h00

Website Design: Through the Looking Glass
Website Development: Country Digital
Website Hosting: Databias

ABOUT THE SA BOOKSELLERS' ASSOCIATION

The SA Booksellers Association represents a united front for booksellers. Through strategic liaison with the different sectors of the industry and provinces, SA Booksellers strives to regulate the book-trade, reminding publishers to act as wholesalers and booksellers as retailers. The annual SA Booksellers AGM has historically been co-located with the Publishers Association of South Africa (PASA) AGM. The AGM is open to all members of SA Booksellers and is a conference full of information, energetic discussions, pertinent topics and eloquent speakers. This is an opportunity for education for all, keeping members at the cutting edge of developments in our ever changing industry.

SA Booksellers works closely with government departments, educational authorities, and the state tender boards concerning matters that affect the trade.

More than 50% of SA Booksellers members are previously disadvantaged and SA Booksellers is well positioned to lobby government on all issues pertinent to the book trade. SA Booksellers provides access to information for all its members, through the commissioning of research papers and the gathering of news, to the effective dissemination of this information via the industry magazine Bookmark and through www.sabooksellers.com.

Bookmark, the official magazine of SA Booksellers, is distributed free of charge to all members as well as to all influential people in the book trade from publishers to government departments. The digital edition is sent to an ever increasing subscriber database. This magazine is a mouthpiece for SA Booksellers members as much as it is a source of information. Send a letter to the editor at bookmark@sabooksellers.com to get your views published.

X-kit Achieve!

CAPS
aligned

**Supporting high school learners
to achieve their best**

Keep on top of it

with X-kit Achieve Study Guides

- 1 Step-by-step explanations
- 2 Worked examples and summaries
- 3 Graded activities and answers



*Study
Smart*

Practise makes perfect

with X-kit Achieve Exam Practice Books

- 1 Model exam papers
- 2 Full memorandum



Read with a purpose

with X-kit Achieve Literature Study Guides

- 1 Theme, plots and characters thoroughly explained
- 2 Diagrams summarise important content
- 3 Contextual and essay questions



Find out how you can order our wide range of study guides for Grades 8 to 12.

From the Editor

The 2017 Progress in International Reading Literacy Study (PIRLS), which included nearly 320 000 children globally, stated that – besides coming last – 80% of Grade 4 South African pupils cannot read English at an appropriate level. These children cannot read for meaning, which is to infer that though they may be able to battle through the text, they do not grasp the full content of the copy. The ability to read well and with comprehension in Grade 4 is regarded as crucial, because from Grades 1 to 3 children learn to read, and from Grades 4 to 12, students are expected to understand the language of learning well enough to learn independently.

Seventy Percent of South African children learn in an African language in Grades R to 3 then switch to English in Grade 4. There was much debate around this in 2013 on the back of the 2011 PIRLS results and Dr Carole Bloch, director at The Project for the Study of Alternative Education in South Africa (PRAESA) at the University of Cape Town, told Brand South Africa then that the switch to English in Grade 4 goes against the country's constitution supporting and promoting multilingualism.

"Children bring all they know to school in their home language, and they need to be able to use this strength to learn another language as well as other new knowledge and skills. Unless conditions are appropriate, it is very difficult to learn a foreign language well enough to learn through it," said Bloch.

The honourable President Cyril Ramaphosa spoke to education in his rousing State of the Nation Address in February, and a considerable amount of money from the R1.94 trillion budget has been allocated to education. From basic education (R792 billion) to higher education and training, which received the largest reallocation of resources amounting up to R57 billion.

Finance Minister Malusi Gigaba said in his budget speech that "Government will phase in fee-free higher education and training to students from poor and working-class families. This means that all new first-year students with a family income below R350 000 per annum at universities and TVET colleges in the



President Cyril Ramaphosa at the South African Book Fair 2017.

2018 academic year will be funded for the full cost of study. This will be rolled out in subsequent years until all years of study are covered. Returning NSFAS students at university will have their loans for 2018 onwards converted to a bursary."

He continued, saying that "Basic education remains a key focus in the 2018 Budget. Over the medium term, R3.8 billion allocated to the *School infrastructure backlogs grant* will replace 82 inappropriate and unsafe schools, and provide water to 325 schools and sanitation to 286 schools. The *Education infrastructure grant* is also allocated R31.7 billion over the medium term to build new schools, upgrade and maintain existing infrastructure, and provide school furniture.

Meals will be provided at 19 800 schools for about 9 million learners each school day through the *National school nutrition programme grant*, which is allocated R21.7 billion over the medium term.

39 000 Funza Lushaka bursaries, disbursed via the National Student Financial Aid Scheme, at a cost of R3.7 billion for prospective teachers in priority subject areas such as mathematics, science and technology will be provided over the next three years."

The African National Congress was handed a ticking time bomb with regards to changing the legacy of apartheid and the Bantu Education system. The past few years of corruption have done nothing but widen the yawning gap between the rich and the poor, the well educated and poorly educated in our country. The problems are so systemic and run so deep on so many levels that it will take the efforts of an entire country and many more years to restore the balance and create equal opportunity. However, things are looking up. As Justice Malala said in a recent column on Timeslive titled *A budget message bigger than the empty suit delivering it*: "The country and the ratings agencies are already looking beyond the Zuma criminal syndicate. We, the people, are going to be all right. The budget, with all that's wrong with it, continues the key reformist initiatives led by Cyril Ramaphosa and Gwede Mantashe within the ANC."

What reforms need to be done in the education sector to change the future prospects of these Grade 4 learners? I do not have an answer. But I do know one thing, we have a new President. This President came to the South African Book Fair in 2017 and sat down with a small group of children and read them a story. He spent over two hours at the Fair, talking to exhibitors, both big and small. He is committed to reading and growing a reading nation.

In the State of the Nation Address the President said: "For though we are a diverse people, we are one nation. There are 57 million of us, each with different histories, languages, cultures, experiences, views and interests. Yet we are bound together by a common destiny."

It is up to all of us as South African citizens to ensure that that destiny is a good one. Let us know what you are doing in your business to grow a reading nation. Email bookmark@sabooksellers.com.

Jessica Faircliff

- Government will start phasing in free higher education in 2018, Cyril Ramaphosa says, 2018-02-16, www.businesslive.co.za
- In Full: SA Finance Minister Gigaba's 2018 Budget Speech, 2018-02-21, www.biznews.com
- South Africa's mother tongue education challenge, www.brandsouthafrica.com

BOOKS IN FOCUS »

Cover2Cover Books

Contact: info@cover2cover.co.za

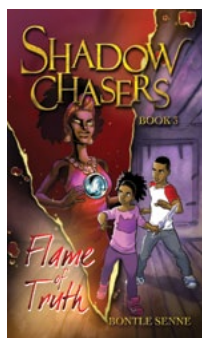
Tel: 021 709 0128, www.cover2cover.co.za.

Distributed by: RNA Books

Tel: 011 473 8704, books@rnad.co.za

Shadow Chaser Series

Bontle Senne



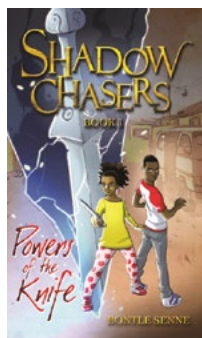
Flame of Truth (Book 3)

978-1-928346-55-5

RRP R85

Flame of Truth is the third in Bontle Senne's Shadow Chasers series for 9 to 12 year olds. Nom, Zee and Rosy meet the powerful goddess Oyo. She has a

Shadow Chasers knife ... and only the cleverest and the bravest can withstand the Flame of Truth to win it back from her. In this book, the Shadow Chasers travel through the terrors of the dreamworld to find Oyo and regain the knife.



Powers of the Knife (Book 1)

9780994674456

RRP: R 85 • 2016

Zithembe has to find his knife to rescue his mother from the evil Army of Shadows. The only way to find it is to go to the Lake of Memories in the

dreamworld, where it is guarded by the evil Mami Wata water spirits. Get 9 to 12 year olds reading with this exciting Afrocentric fantasy adventure series.



Lake of Memories (Book 2)

9781928346364

RRP: R 85 • 2016

Get 9 to 12 year olds reading with this exciting fantasy adventure series. This is the first book in the Shadow Chasers series. It's an African fantasy

adventure, one part family saga, one part hero's quest. Selected for Exclusive Books' Homebru 2016.

#OhMyWords

Compiled by FunDza



Fresh writing talent from all across South Africa is being uncovered by the FunDza Literacy Trust writing programme, and it is read and enjoyed by thousands of readers on FunDza's online library. The best of the most recent writing is published in this exciting collection of stories, articles and poems. Each piece also has discussion and writing activities for reading clubs and classes.

978-1-928346-66-1



Game Plan (Soccer Season Book 3)

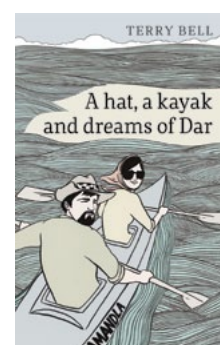
Jayne Bauling

978-1-928346-59-3

RRP R75

Ginelle is the captain of the Sandview D team and she is intent on winning whatever

it takes. She is determined not to let her own feelings for Mondli get in the way of her goals. But Ginelle's tough leadership style does not bring out the best in her team, and when when talent scouts from Basetsana come to view their game, Ginelle is forced to re-evaluate what winning really means...



A hat, a kayak and dreams of Dar

Terry Bell

978-1-928346-64-7

RRP R250

This humorous new book by journalist and labour commentator Terry

Bell is something unexpected: the story of a desperate mission turned misadventure – to paddle a kayak from London to Dar es Salaam in 1967. The book includes recipes for the food that Barbara discovered and cooked along the way – French, Spanish and Moroccan.

From the President

Dear Reader,

The past few months have been good to general booksellers which lifted annual book sales, largely due to the enormous interest in *The President's Keepers* by Jacques Pauw which broke all records. With "state capture" a focus of interest for politicians and most thinking South Africans, this book arrived at just the right time for retailers and our only complaint was that we could not get enough! Digital copies were passed from reader to reader, but many people bought their hard copies too as soon as they could get one. Improved sales have continued into the New Year. It shows that we have a large market for books if only we can offer the right material. We commented recently on the sales also of Dudu Busani-Dube's trilogy which had drawn an unprecedented demand from readers interested in fiction reflecting life in the townships. While sales of these books have slowed, partly due to their unavailability for extended periods, we have seen a number of other titles appearing, and we hope that we will now be able to sell into this new and growing market.

School books were supplied in different areas with varying degrees of efficiency. With a large reduction in the amount budgeted in Eastern Cape, and reduction in spending in the Cape, booksellers experienced an overall decline in sales.

In KwaZulu-Natal (KZN) many Section 21 schools placed orders with their booksellers as they had in the past. The Department objected to the prices some were paying and advised them that they would not provide funding. According to the Department over R30 million of orders were affected – only a part of them being those of SA Booksellers Association members. After meeting with members the SA Booksellers Association agreed to seek an opinion on the legality of the Department's position and we were advised that the Department is acting illegally. The department was advised and we asked for an urgent meeting but have been ignored. Although we are not contributing to further legal action, we believe some members and other booksellers may be taking the matter to



court and we will be interested in the outcome. Our legal opinion will certainly be of assistance to them.

Meanwhile, although the school term started weeks ago, some schools have not received their books and we believe the department may genuinely be short of funds. The only solution for many parents is to buy the books themselves, and we hope that this will lead to better sales in the bookshops. Booksellers have in the past ordered the books for the schools awaiting the transfer of funds before delivering, and we are grateful to the publishers for taking back orders cancelled due to the Department's actions.

The opening of the academic year in the Universities has been disrupted by staff strikes and by student action arising from confusion caused by the late promise of free education for many more students. Enrolments at UNISA are running well behind the anticipated numbers due to the staff strike. And enrolled students were also unable to download their study material for a time due to pressure on the system while the many late applications were made. During the staff strike enterprising EFF members assisted the students to put in their membership applications for a small fee: They took them around the corner to an internet café.

For students to enrol and receive free education their applications must be approved and their funding must be confirmed by NSFAS. NSFAS is understandably under great pressure due to the many late applications, and

we wonder whether the applications will be approved quickly so that they can get on with their studies in time. Many modules now are completed in six months, so there is little room for delays. There have been strikes by the students mainly around the administration of free education and senior NSFAS officials visited KZN in February. The Unisa Campus was closed and students were arrested after they had invaded the library damaging books with fire extinguishers and locked lecturers in their offices. The Durban University of Technology was also closed for a period. Disruption in the first weeks of the academic year interrupts the academic routine and some students do not buy their books.

The Cape Town Book Sale drew good crowds and led to good book sales last year. Our sponsorship made the event possible. As we did not recover our costs, we will not be participating this year, but the event may well be taken over by the Cape Town booksellers and we hope it will become a part of the Cape Town calendar.

The strong rand which we are enjoying at present is a sign of better things in South Africa and gives us the opportunity to sell more books at lower prices, expanding our reading population. I do hope that the improved sales figures proves to be the new trend and that all our members will benefit.

Guru Redhi
President, SA Booksellers Association

General Trade report 2017

Politics and poetry

By OLINKA NEL

In many respects, 2017 will be remembered by South African booksellers as the year when bookshops, and books, truly became cool again. While sales remained depressed in an uncertain economic climate, one could not help but marvel at the frequency of local publications making news headlines. Online debates abounded, emphasising the role of books as drivers of political and social change. Booksellers noticed many new customers visiting their stores for the first time, whether in pursuit of an icon's memoir or eager to know more about the political underbelly of South Africa.

In July, media darlings Somizi Mhlongo and Bonang Matheba both published their memoirs, both instant bestsellers. The occasion quickly turned into a competition for sales, the two notoriously having had a fall-out. Bonang's book, *From A to B*, picked up flak from readers about numerous editing errors, resulting in a recall and reprint. Publishing and bookselling processes became the talk of the town, as readers argued about who should take responsibility. This spotlight on the book industry was a welcome development for everyone in it, giving all players an opportunity to correct public misunderstandings and educate readers about supply chains.

Importantly, the debacle engaged readers and writers on the importance of quality. In the wake of Bonang's book, poet Ntsiki Mazwai decided to publish her master's thesis on the form of a book:

"I wasn't sure if I wanted to publish it or not because it is deeply personal. I was unsure how people would react to it but I think after everything that has happened over the last few days (with Bonang's book) there is an opportunity to show South Africa that there is still excellence in black writing. It (Bonang's book) was like someone who had no experience in singing releasing an album. Writing is a sacred experience and I want to defend that," Ntsiki said. (Times Live, 8 August 2017)

The same debate, in one form or another, seemed to continue throughout 2017. A most wonderful endorsement for arts and literature at a time when the trade needed it the most.

In September, a book by respected television broadcaster Redi Thlabi, *Khwezi*, exploded onto the scene. An account of the life of President Jacob Zuma's rape accuser, it caused a massive stir in political circles and featured on all prominent media platforms. Readers flocked to the launch, pulling a crowd of more than 500 at Exclusive Books Hyde Park event. The book sold more than 13 000 copies in 2017, ending up in the no. 9 spot overall.

The best, as usual, was saved for last: journalist Jacques Pauw's exposé, *The President's Keepers*, released at the end of October after extraordinary efforts to keep publication a secret. The State Security Agency promptly issued a cease-and-desist order to prevent it being sold, causing sales to shoot through the roof. By the end of 2017, South African bookshops had sold more than 120 000 copies. Booksellers had never seen a media frenzy quite like this one. Customers flocked to bookshops in droves, many driving from afar. Tempers flared when no stock was available. NB publishers pressed the reprint button weekly. More than R30 million flowed into cash registers, bringing much needed relief to a struggling trade. Better

still, booksellers everywhere felt proud of their profession again.

It would be easy to miss other trends in the shadow of all the celebrity memoirs and political bestsellers. One in particular, however stands out: the return of poetry. Rupi Kaur's *Milk and Honey* sold nearly 10 000 copies in the SA market, a staggering feat for any poet. Local poet Koleka Putuma saw bookshops scrambling for stock and queuing for events, surprising absolutely everyone.

As far as 2017 financial figures go, matters were rather less inspiring. Trade sales were down in value and units, but at least showed an increase in range (see Panel Comparison table).

At the time of writing, the new year already showed signs of continuing in the same vein as 2017. The EFF created a best-seller this February with their endorsement of Tembeka Ngcukaitobi's *The Land is Ours*. Grumbings about bookshops not supporting it in the same way as *The President's Keepers* were unfounded, but inadvertently sent sales up the chart. On the poetry front, local chain Exclusive Books featured a list of new-wave poets in the same month, reporting keen customer interest and good sales. Best of all: South Africa now has a president who reads.

Top 10 titles (end 2017)

POS	TITLE	AUTHOR	IMPRINT	QTY	VALUE
1	The President's Keepers	Pauw, Jacques	Tafelberg	124 899	33 546 914
2	Origin (Robert Langdon Book 5)	Brown, Dan	Bantam Press	21 820	5 700 790
3	Born a crime	Noah, Trevor	Pan Macmillan SA	21 589	5 812 826
4	War Cry	Smith, Wilbur	HarperCollins	20 173	4 425 970
5	The Tiger's Prey	Smith, Wilbur	HarperCollins	17 986	4 197 932
6	Apartheid, guns and money	van Vuuren, Hennie	Jacana Media	14 730	4 061 339
7	Vrou in die blou mantel	Meyer, Deon	Human & Rousseau	14 309	2 576 332
8	Republic of Gupta	Myburgh, Pieter-Loui	The Penguin Group	14 061	3 489 150
9	Khwezi	Thlabi, Redi	Jonathan Ball	13 786	3 522 280
10	No longer whispering to power	Gqubule, Thandeka	Jonathan Ball	13 149	3 173 836

Panel year-on-year comparison

Extended Panel YTD

YTD	VALUE	QTY	ISBN	ASP
2017	1 470 642 171	9 182 235	314 503	160,16
2016	1 491 117 128	9 796 987	307 056	152,20
2015	1 445 011 035	10 321 604	294 942	140,00
2014	1 251 140 645	8 913 470	254 117	140,37

Year on Year % Growth Panel YTD

YTD	VALUE	QTY	ISBN	ASP
16-17	-1,37%	-6,27%	2,43%	5,23%
15-16	3,19%	-5,08%	4,11%	8,72%
14-15	15,50%	15,80%	16,07%	-0,26%

Data courtesy of SAPnet.

Bumble Books

Take-homes from Shanghai

By ROBIN STUART-CLARK



Bumble Books, a small South African independent publisher has won several international awards including the Best Children's Book Publisher Africa in Bologna in 2016. This international recognition has led to rights sales of Bumble titles, some of which have been in Chinese. As a result Robin Stuart-Clark, owner and publisher of Bumble Books, was invited to attend the Shanghai Visiting International Publisher's Programme Fellowship (SHVIP) at the China Shanghai International Children's Book Fair (CCBF) in 2017.

The CCBF is the only book fair in the Asia Pacific region fully dedicated to children's book publishing and children's content. Established in 2013, after five successful book fairs, today CCBF rapidly confirms its status as a significant publishing event on the global market.

The SHVIP is a six-day fellowship programme that offers a group of children's book specialists the opportunity to gain detailed insight into China's publishing landscape and visit the CCBF from an exclusive perspective. The 2017 fair took place from 13 to 18 November in Shanghai and welcomed 11 children's book professionals.

The programme is designed for publishers and editors from all levels. However, vacancies are reserved for foreign rights and, literary agents, scouts and other specialists in children's literature with a strong interest in the Chinese market.

“The State encourages publishing – including purchase of international rights (adult and children's titles) – and promotes accessibility with subsidies to keep book prices low and provides access to the education system.”

The Fellows met Chinese publishers who showed them what they are doing and what they are buying from international publishers. Meetings with some of their writers, editors, designers and illustrators led to an exchange of ideas with both parties.

The programme culminated in a book pitch party where the 11 international fellows and 9 Chinese publishers each had three minutes to present a book.

The Fair then ran from 17–19 November where various appointments with Chinese publishers had been pre-arranged.

The Shanghai International Children's Book Fair has 350 exhibitors from some 35 countries displaying over 60 000 new titles in 25 000 m² of exhibition space, 66% of which is Chinese product. The development of the Fair over the past 5 years has mirrored the social and cultural changes in China that have led to growing consumer demand, particularly for pre-school titles and picture books. Many titles are designed to introduce reading to young children with interactive and novelty titles much in evidence.

The Chen Bochui Literature and Publishers Award as well as a comprehensive conference and children's literature programme are major features of the Fair. Highlights of the event are the Golden Pinwheel Illustrators Award (now in its third year) designed to showcase new talent from around the world. A record 3 655 entries were received from 37 countries. Notably, South African Dale Blankenaar, who is currently working on a Bumble book, *Copycat* by Sadia Ismail, was one of the nominees.

The State encourages publishing – including purchase of international rights (adult and children’s titles) – and promotes accessibility with subsidies to keep book prices low and provides access to the education system. This allows publishers to publish many more titles per annum; for example, The China Welfare Institute Publishing House publishes over 200 titles per annum. There has been talk of the State limiting the allocation of ISBNs for international titles published in Chinese, but it seems that China’s ‘open door’ policy will prevail.

Trends

China is open for business. They want to be seen as truly international and want to trade with us: buy *and* sell. Their books are sophisticated, beautifully produced and accessibly priced. Bookstores are child-friendly with special areas for activities, readings and performances, resting, food outlets and can also include optometrists.

Art, culture and heritage are big earners in China. The Chinese are proud of their culture and heritage and this is evident in children at heritage sites and the many books published on folk stories, history, fantasy and the like. This reading ethic extends to international children’s classics which are hugely popular as well as contemporary children’s books.

There is a definite interest and need for entertaining but less didactic texts with images – Bumble titles like *The PossibiliTree*, *The Rainbow’s Heart*, and at a simpler level *The Baby Brother Curse*, *Mu’s Wolf Problem* and *Farrah is not a Dalmatian* were their top picks in the 2017 Bumble Catalogue.

Opportunities

China offers South African Publishers a massive market. The bureaucracy requires patience but in general publishers will be looking at print runs of 6 000 – 100 000 copies and upwards with 80 000 considered a bestseller. Bumble has sold the Chinese (simplified characters) rights for *Farrah is not a Dalmatian* for a 20 000 copy print run. This is a far cry from Bumble’s 1 000 print run in South Africa.

Work ethic

Four of the five publishing houses we met were woman-owned with what I can only describe as a dynamic family atmosphere; employees are highly trained – graduates or post graduates – and were encouraged to communicate and present their roles to us. My over-



WE CAN

Our confidence is built on years of experience.

Impress Print and Packaging is a leading Kwa-Zulu Natal commercial and digital printer in business since 1985.

Our experience is your advantage. We invite you to engage with us for any and all your print requirements and solutions.

WE DO IT ALL!

f t i in

T. 031 263 2755 | E. wecan@impressweb.co.za | www.impressweb.co.za

IMPRESS



riding impression was a strong team ethic, disciplined, hard-working and respectful with a pride in their product which is of the highest quality.

Take homes

Bumble Books is publishing and selling rights for South African written and illustrated children’s picture books that have relevance to foreign markets – China, Finland, Japan, Korea and Spain (Spanish and Catalan). From the Fellowship it was clear that there are other international like-minded publishers and Chinese publishers with whom South African publishers can network and trade to access far larger markets beyond South African retail.

Storied

A new take on everything

Jacana Media's life as a trade publisher began some 16 years ago in 2002. The brainchild of Maggie Davey who was joined by Bridget Impey, the publishing house has been making strong moves with regards to increasing diverse representation in the structure of the business, their list, their employees and even their funding models.

The Jacana Literary Foundation (JLF), started in 2011, is a not-for-profit organisation which seeks to promote and foster writing excellence from Africa by securing funding for key projects. The JLF works towards publishing literature that might not otherwise see publication for purely commercial reasons, thus allowing Jacana to produce literature which supports the concept of bibliodiversity.

At the end of 2012, Jacana created a platform for maverick publisher Melinda Ferguson to grow a new and exciting list of titles: MF Books Joburg. In 2015 Thabiso Mahlape launched her new book imprint BlackBird Books, in a similar fashion. BlackBird provides a platform and a publishing home to both the new voices and the existing generation of black writers.

Jacana's latest initiative is Storied, which is also geared towards diversity and inclusivity, however, unlike imprints MF Books and BlackBird books, Storied is a separate publishing entity operating in partnership with Jacana Media.

The entity, capitalising on Jacana's commercial experience in the South African publishing sector, hopes to reinvent the local creative writing and fiction sector through targeted financial investment and innovation. It will use Jacana's extensive publishing experience and operational footprint to nurture South African voices and help them tell their stories.

"The 2017 Nielsen BookScan figures show that South Africa's publishing landscape significantly favours non-fiction publishing, which presents an opportunity for Storied to capitalise on this gap. Storied has a first-to-market advantage because it will engage with the entire value chain in its publishing decisions and invest in the creative talent and voices



The team behind Storied.

"Jacana's latest initiative is Storied, which is also geared towards diversity and inclusivity ... and hopes to reinvent the local creative writing and fiction sector through targeted financial investment and innovation."

that meet a long-ignored market segment and readership," says campaign project manager Leabiloe Molapo.

Jacana Media recognises that non-fiction sales have outpaced fiction sales to the extent that publishers are increasingly making the commercial decision to publish increasingly more non-fiction. This is of significant concern to our society, given the vital role fiction plays in aiding meaningful social dialogue.

Perhaps the most interesting aspect of Storied is their funding model which is as innovative as it is young. Storied seeks to raise R3 million using Uprise Africa's equity crowdfunding platform. An amount that will be directed towards growing the ecosystem that fiction needs to survive as well as the editorial, production and printing of its titles. Storied already has the advantage of having Jacana's existing infrastructure, and formidable editorial, publishing

and marketing teams at its disposal. The minimum investment is ZAR 1 200, and the campaign, which is running for 90 days has garnered some interest from investors.

"We are equity crowdfunding from investors. A Storied share costs R300. The minimum investment amount is R1 200 which buys you shares in the publishing company, Storied. We do caution investors that the returns that Storied promises are based on industry performance over the past five years. Our caveat is that: Storied is a social equity investment, with incredible potential social returns. Your Storied shares will be supporting writers and editors and building fiction publishing in South Africa.

There will be returns once the company begins to turn a profit – projected to be in 2021. Storied investors will see their returns in the books that Storied will publish; in the donations to libraries; and in the growth in the local fiction market."

Visit www.uprise.africa and invest in Storied. Invest in African fiction.

- Campaign page on Uprise.Africa: www.uprise.africa/view_pitch/storied
- Campaign microsite: www.storied.co.za

The fight against the extinction of fiction, Kwanele Sosibo, 9 Feb 2018, mg.co.za

Bridge Books

Moving books in the CBD



Bridge Books has moved its original store in the Johannesburg CBD from the old Barclays Bank building on Commissioner Street to the Securities Building, just 50 meters up the street.

The new location gives a dedicated space for the store in one of the city's old art deco buildings. The coffee bar remains, with a gorgeous window onto the street, and part of the store is a gallery showcasing new works by up-and-coming artists.

"Having our own space makes it easier to host events in town, especially now that the Gauteng Provincial Legislature has very kindly opened up their hundreds of parking bays for our customers on the weekends," said Griffin Shea, owner of Bridge Books.

"I'm also hoping that having extra storage space will make it easier to manage the wholesale trade we do with book vendors in the CBD. Now we can keep all of the books in one place, and let vendors come in to see everything that's available," said Shea.

"We have people coming in from across Gauteng to buy books to resell at their own businesses, but it's a hardship for them if the books aren't in store already because they may not easily be able to make a return trip."

The bigger space will also house operations of the African Book Trust, a non-profit set up to donate new books to schools and libraries. Last year the Trust donated hundreds of books to schools in Thembisa where Equal Education has set up programs to train parents to set up and run libraries in schools that don't have them. This year the Trust is sending hundreds more books to schools that Equal Education is working with around the country. Any organization that is a registered non-profit, or working with a registered non-profit, can receive books through the program.

The new store is above the old Jameson's Bar, which opened at the turn of the 20th century with a liquor license granted by Kruger. In one of the legal oddities of the day, the license

transcended apartheid laws, so the bar was always allowed a mixed-race clientele. In the 1980s, the bar was home to The Cherry Faced Lurchers, who recorded Live at Jamesons with Shifty Records.

That block of the city, on Commissioner between Loveday and Rissik, has undergone a broad redevelopment, with upmarket salons, fashion boutiques and new restaurants filling up the storefronts, as the buildings above are converted into student accommodation targeted at nearby coding academies.



Lunch at the Social Kitchen

Occasion to reflect

By BENJAMIN TRISK

I recently had occasion to reflect, yet again, on what it means “to be a book-seller.” As a group we are constantly assailed by complaints about what we sell. Some readers feel that this book is offensive, this one too prurient for the public taste. Others will tell us that a title that is missing from our shelves which, in their opinion has to be there; or that we have an incorrect edition ... the list is endless.

Regrettably, booksellers are, by definition, censors. What they hold in inventory is what they believe they can sell; they constantly make subjective decisions because, ultimately, they seek to maximize their return – on investment, on floor space. And while they are making these subjective decisions they are, of course, discarding one title for another: they are choosing for their readers.

And what makes one bookseller better than another is the critical faculty that allows better choices, better understanding of the customer, better service, better knowledge of the eclectic – indeed, better knowledge of literature and contemporary interest, whatever that is.

What takes me down this ever-narrowing road that I know will only end in a cul-de-sac where reason can find no further route through the thickets of logic or illogic, is a recent incident in one of our stores. It started harmlessly enough: the manager (who, by the way, is one of the best in the business) decided to promote books that were “so scary” they would keep you awake. This promotion was prominently displayed in the window.

All well and good, you might think... but here’s the rub: one of the titles was *Mein Kampf* – a masterpiece of absurd racist claptrap written by a uniquely evil man.

Now we have always stood our ground when it comes to selling this particular title. It is almost inconceivable in this day and age that anyone would wish to buy it as a handbook for racist thinking or as a manual on how to set up the neighbourhood Nazi party. We regard it as a historical document, as do our peers in London and New York; and most buyers, we believe, see it as a reference book if they have an interest in racism, or



Exclusive Books, Cavendish.

twentieth century German politics, or the rise of Nazism in what we might broadly call modern Germany.

However, there are unquestionably, still, sensitivities around this book and, for this reason, we have it on our shelves but we do not promote the title or advertise it. The excellent manager who used it rather tongue-in-cheek to highlight “horror” in a rather novel way, certainly had no intention to offend; but some members of the public certainly found it offensive. Interestingly, none of the complaints we received explicitly demanded the withdrawal of the book from our shelves – but they did object to its prominence.

If there is one lesson that any decent retailer needs to learn as soon as possible it is to listen to one’s customers; and then to acknowledge if something is wrong. So we apologized very quickly and the book went back to skulk among Sir Richard Evans’ masterful trilogy on the rise of Nazism and rest between the spines of books by AJP Taylor, Alan Bullock, Ian Kershaw and other noted academics who have written on the period.

But this incident triggered another line of enquiry for us. Is it enough that we have *Mein Kampf* in our inventory with a welter of counter-vailing criticism, argument to stand as a bulwark against the nonsense espoused by Hitler; is there not perhaps an edition of *Mein Kampf* that is properly annotated by academics,

noting the half-truths, the lies, the fallacy and illogic of Hitler’s text.

Our search quickly yielded results. Christian Hartmann and his team of researchers have produced a two-volume edition titled *Hitler, Mein Kampf; A Critical Edition* with over 3 500 annotations. The new version has come out under the guidance of the Institute of Contemporary History in Munich. The edition became available after the 70 year ban on sales and publication of *Mein Kampf* in Germany expired in 2015. A spokesperson for the Institute said, on publication, that “...the discussions about Hitler’s worldview and dealing with his propaganda presented an opportunity – at a time when authoritarian political beliefs and far-right slogans are again gaining in popularity – to re-examine the ominous roots and results of such totalitarian ideologies.”

This comment seems, to me at least, to place *Mein Kampf* in perspective. It should be available because the common-sense reader will readily understand where racist excess leads. Just by having the book on our shelves, we highlight its absurdity.

Now all that remains is for us to find the English translation of this monumental work. I will be the first buyer.

Benjamin Trisk is CEO of Exclusive Books

Nal'ibali

Driving literacy in SA

Nal'ibali, South Africa's national reading-for-enjoyment campaign is built on the simple logic that a well-established culture of reading can be a real game-changer for education in South Africa.

As we well know, literacy skills are a strong predictor of future academic success in all subjects – and children who regularly read and hear engaging stories – in languages they understand – are well equipped and motivated to learn to read and write. A significant body of research reinforces the link between reading for pleasure and improved outcomes for children.

The campaign values the power of language and cultural relevance in literacy development. For reasons relating to empowerment, pedagogy, identity and democracy, Nal'ibali fully promotes reading and writing in mother tongue languages. All children and adults need to understand what they are listening to, or reading, for it to be meaningful and enjoyable – which is crucial for raising readers.

The good news is that many parents, caregivers and community-based organisations are already reading and telling stories to their children. Nal'ibali is about recognising and respecting the power and potential of these communities in literacy development. It is also about working to build a larger community of people across the country who are interested in and passionate about storytelling, reading and writing with children.

To help set caregivers up to read with their children in the new year, Nal'ibali has compiled a special calendar highlighting some of the major literacy activities taking place in 2018. Complete with instructions on how to collect the cut-out-and-keep storybooks included in each edition of the campaign's multilingual supplement, it will also assist young or new readers to collect and build their own mini-libraries over the course of the year.

"We're excited about this resource which we hope will help to promote a culture of reading-for-enjoyment in our country. Most South African families live beyond easy reach of a public library and very few households have their own collection of storybooks for children to read or choose from," says



Jade Jacobsohn, Managing Director at Nal'ibali. "By using the calendar as a guide, caregivers and teachers can help children collect 30 stories this year and create their own personalised story-powered book boxes to keep them in."

To increase access to stories and literacy materials in different SA languages, Nal'ibali donates and delivers over 100 000 copies of its supplement to schools, libraries, reading clubs and fellow literacy organisations every second week during school term time. Members of the public can find copies in selected newspaper titles, or download them directly from the Nal'ibali website.

Created in partnership with the award-winning literacy organisation, PRAESA (the Project for the Study of Alternative Education in South Africa), the stories carried in the supplement are selected to promote and support South African authors and illustrators, and to expose children to a variety of different language and drawing styles. Stories are reproduced free of charge with special permission from the publishers and translated by PRAESA.

Currently the supplement is published in six different language combinations including English-isiZulu, English-isiXhosa, English-Afrikaans and English-Sepedi, and this year the campaign is excited to be adding Xitsonga and Setswana to this list from April.

"There is a need for collective action in motivating SA children to read, and it needs to be consistent. However small adults and caregivers may think this simple activity is, regularly spending time

reading and sharing stories with children can have a massive and cumulative impact – helping them to reach their life potential," concludes Jacobson.

Another hugely successful initiative which Nal'ibali runs in SA is their version of World Read Aloud Day. Each year Nal'ibali commissions a brand-new story for the day and translates it into all 11 official languages, asking caregivers, schools, and communities to join them in reading it aloud to children in their home languages on the same day. Last year the campaign read aloud to almost 720 000 children and, in 2018, Nal'ibali read aloud to 1 294 345 children through its vast network of libraries, community centres and schools.

To encourage continued reading throughout the year, Nal'ibali will be awarding spot prizes of additional books in a range of SA languages to readers who share pictures of their growing libraries on its Facebook page and Twitter feed (@NalibaliSA).

Nal'ibali supplements can be found in the Tiso Blackstar newspapers or downloaded directly from the Nal'ibali website.

Find out more...

For more information about the Nal'ibali reading-for-enjoyment campaign, free children's stories in a range of SA languages, tips on reading and writing with children, details on how to set up a reading club or to request training, visit www.nalibali.org, www.nalibali.mobi, or find them on Facebook and Twitter: nalibaliSA.

Compelling and thrilling line-up of authors

21st Time of the Writer International Festival

Fifteen authors from across Africa and abroad are coming to Durban for the 21st Time of the Writer International Festival that is set to take place from 12–17 March 2018. Tickets for the evening program will be available on Computicket, however the day program is free of charge.

Changing the narrative

“A new generation of scholars is on the rise, demanding recognition of the African intellect and its contribution to literature, an ‘African Renaissance’ if you will. We cannot rewrite history, but we can question and maybe alter it. And most definitely, we will write the future. In the words of Kakwe Kasoma, it is time to correct this colonial hangover. As we celebrate Mandela’s centenary year, it is our hope that we can reflect fairly on this history and begin a new chapter as we own our stories and change the narrative,” says Ms. Chipu Zhou, Acting-Director of festival organiser Centre for the Creative Arts about the choice of theme.

Six days of literature, books, panel discussions and workshops

The opening evening, Monday 12 March at the Elizabeth Sneddon Theatre will introduce all participating writers, with the rest of the week dedicated to engaging them in a panel discussions.

As part of the day programs the writers will be visiting various art centres and community libraries, which include The George Campbell Museum, Mangosuthu University of Technology in Umlazi and Luthuli Museum in Groutville for various panel discussions and workshops.

This year’s festival offers a special focus on children’s literature, which will see a storytelling session on Saturday 17 March and panel discussions around that during the week facilitated by Dr Gcina Mhlophe.

And the authors are:

- Award-winning creative author **Ayòbámi Adébáyò** from Nigeria
- Experimental author **Jennifer M. Zulu** from Zambia
- Dynamic author **Kafula Mwila** from Zambia



- Poet, performance master and author of 12 books **Lesego Rampolokeng** from Johannesburg, South Africa
- Gritty and intense author **Luka Mwangi** from Zambia
- Author, award-winning filmmaker, recording artist, and distinguished professor **MK Asante** from the USA
- Best-selling author **Refiloe Moahloli** from Mthatha, South Africa
- Outspoken political commentator, scholar and musician **Sizwe Mpfu-Walsh** from Johannesburg, South Africa
- isiZulu, short story and children’s author **Themba Qwabe** from Durban, South Africa
- **Unathi Slasha** who reimagines and subverts Nguni folklore to write the unlanguage world that is South Africa today, from Port Elizabeth, South Africa
- Award-winning novelist and short story writer **Yewande Omotoso**, born in Barbados, raised in Nigeria and based Cape Town, South Africa
- Novelist, journalist, poet and academic **Alain Mabanckou**, born in Congo, based in France
- Professor of political economy **Patrick Bond** from Johannesburg, South Africa, born in Belfast, Northern Ireland

- Author, politician, diplomat, poet, academic, journalist, and cultural activist **Lindiwe Mabuza** from Newcastle, South Africa
- Author of the University of Johannesburg, Debut Fiction, Prize-winning novel *The Yearning*, **Mohale Mashigo** from Soweto, Johannesburg, South Africa.

Adams Book Shop will host a pop-up bookshop at the foyer of the Elizabeth Sneddon Theatre with new and older work of the participating authors. Many of the participating writers will be available to sign books.

Time of the Writer is presented by the Centre for Creative Arts (University of KwaZulu-Natal), the 21st Time of the Writer is made possible by support from eThekweni Municipality, National Department of Arts and Culture, National Arts Council and Alliance Française Durban. The Centre for Creative Arts is housed in the School of Arts, College of Humanities at the University of KwaZulu-Natal.

For more information

Please follow @Timeofthewriter on Twitter or like the festival on Facebook at www.facebook.com/timeofthewriter.

South African Book Fair

7–9 September 2018



In 2017, the South African Book Development Council, in association with the Fibre Processing and Manufacturing Seta, implemented a re-imagined National Book Fair. Seated within National Book Week, the Fair facilitated the telling of a multitude of South African stories.

We thank industry players who attended the 2017 Fair for the generous feedback they provided, all of which have been woven into 2018.

Among the many South African stories that need to be told at the Fair are the stories of our publishing and related industries. South Africa is experiencing a cultural revolution, and the Fair is an opportunity for the publishing sector to entrench itself as a relevant, inclusive and representative part of South African and African development.

Highlighting the role our publishing industry plays in education and reading

In light of the devastating report on the Progress in International Reading Literacy Study (PIRLS) of December 2017, the Friday (i.e. first day) of the Fair will be dedicated to the important role industry plays in education and reading. Events will be tailored to schools, learners, teachers and reading development. The day will culminate in an open-air storytelling fest – kept moving swiftly to the beat of the African drum – in Newtown Junction's piazza.

New exhibition space and feel

We will again be able to make Newtown our venue of choice in 2018, and are

hoping that the area will become established as the Fair's home in years to come. However, we will not be using Museum Africa as a venue in 2018. We have been fortunate to acquire the use of a space that is better suited to our purposes, and more amenable to adaptation.

“Among the many South African stories that need to be told at the Fair are the stories of our publishing and related industries. South Africa is experiencing a cultural revolution...”

This year, Johannesburg-based Orlando (www.orlando.joburg) will be collaborating with the SABF's team in order to energise the visitor's journey; create a more dynamic exhibition area; and integrate the overall Fair experience by means of 'wayfinding' and visual communication. Orlando's designs will be both vibey and based on a deep understanding of the Fair's aims and needs. Expect to be delighted by experiences that encourage spaces, brands and people to interact and thrive.

Literary programme

This year the Academic and Non-Fiction Authors' Association of South Africa (ANFASA) is leading the curation of the

literary programme. The team has been generating very exciting ideas around the programme, which will be based on the notion of the writer as the conscience of society. ANFASA will soon be in touch with all authors and publishers regarding the programme.

Creative direction and public relations

To enable us to share #OURSTORIES as widely and effectively as possible, The Fort will provide creative direction for the Fair, while On Point PR will continue to develop and expand the Fair's relationships with both key media and the public. In bringing #OURSTORIES to life once more, we will expand on the striking visual language we created last year.

Re-inventing the idea of the book club

In 2018, the SABF will transform the art and fashion of reading in South Africa through a new kind of book club. Look out for a series of curated events to be held in 'curious' spaces on a monthly basis in and around Johannesburg, in front of an intimate audience of extraordinary and like-minded thinkers.

Writers have to see, feel, hear, smell and taste what is within and around them; they have to wonder, to ask questions about, to entertain, to support, to trouble their societies.

For more information
Please visit www.sabookfair.co.za.

How American independent bookstores survived

In spite of Amazon.com

By RYAN RAFFAELLI

Ryan Raffaelli set out to discover how independent bookstores managed to survive and even thrive in spite of competition from Amazon and other online retailers. His initial findings reveal how much consumers still value community and personal contact. Raffaelli plans to release an initial version of the study in 2018; in the meantime, he has published an abstract with an overview of the initial findings. Which he has kindly given us permission to publish here. Its working title: "Reframing Collective Identity in Response to Multiple Technological Discontinuities: The Novel Resurgence of Independent Bookstores."

Although incumbent firms often hold significant advantages over newcomers, many find themselves unable to adapt to radical technological change¹. In the wake of a technological discontinuity, the prevailing view is that incumbents will eventually abandon the displaced legacy technology in favor of the new variant, or fall victim to competitors who are able to adopt the capabilities associated with the new dominant design². A growing body of scholars, however, has begun to examine how a subset of incumbents may attempt to preserve limited (e.g. medical use-pagers), and sometimes significant (e.g. mechanical watches), market demand for the legacy technology after a new technological order has been established³. During periods of technological upheaval, scholars have also pointed to the important role that cognitive framing and collective identity can play in shaping incumbent responses to technology change⁴.

Although these nascent streams of research have attracted some attention from scholars interested in technological change and industry evolution, far less is known about the cognitive mechanisms and processes that explicate how and why incumbents attempt to preserve mature business models and legacy technologies within a new technological order.

This qualitative study examines the factors contributing to the decline and unexpected resurgence of the incumbent U.S. independent bookselling sector from 1995 to 2015. In 1995, the American Booksellers Association (ABA) reported

a historical high for the number of independent booksellers in the United States. However, 1995 also marked the launch of Amazon.com, which offered consumers "unlimited" inventory at far lower prices than brick-and-mortar bookstores. Consumers flocked to Amazon.com's online platform, and five years later the number of independent bookstores had dropped by 43%.

Compounded by nearly two decades of price wars and competition from big box retailers such as Barnes & Noble and Borders, the success of Amazon.com led many industry analysts to predict the collapse of the U.S. independent bookselling sector altogether.

Further exasperating these challenges, in 2007 the industry faced another technological shock when Amazon launched its Kindle eReader, an electronic reading device meant to displace traditional printed books. As one editor noted, "we expect print books to go out of print"⁵. Surprisingly, these technological shifts did not lead to the immediate displacement of independent booksellers. Starting in 2009, independent booksellers experienced an unexpected resurgence: between 2009 and 2015 the ABA reported a 35 percent growth in the number of independent bookstores across the country, rising from 1,651 to 2,227 respectively. At their annual conference, the ABA's CEO opened his annual address by stating: "It is a great time for indie bookstores. Bigger is not always better. We've shown it's possible to change and adapt. We've redefined who we are."

The unanticipated resurgence of the independent bookstore across the U.S. between 2009 and 2015 provides an opportune empirical setting to study how incumbents attempt to preserve mature business models and technologies in the aftermath of discontinuous technological change.

In addition, because independent bookstores are, by definition, independent, this setting offers a unique context to explore this paper's research question: "How do independent actors in a mature industry collectively respond to a technological discontinuity?" More

specifically, I attempt to answer recent calls to examine top-down, and especially bottom-up⁶ four mechanisms and processes of preservation and adaptation that inform incumbent behavior in the wake of technology change. To explore these questions, I collected data from multiple sources, following what Creswell⁷ termed a concurrent triangulation strategy, whereby multiple methods, data sources, and units of analysis are used to evaluate a set of theorized relationships within a single study⁸. I used a variety of primary data sources (e.g. 103 semi-structured interviews; 91 hours of participant observation; focus groups with 123 booksellers; field visits to 31 bookstores in 13 states), as well as a significant body of hand-coded secondary sources (e.g. 915 archival articles encompassing every mention of independent bookselling in the New York Times, Wall Street Journal, USA Today, Publishers Weekly; 400 program descriptions from ten ABA annual conferences). Interviews included bookstore owners, customers, association leaders, authors, executives from the publishing industry, eReader manufacturers, and the past presidents of the ABA for the last ten years. I attended three industry conferences, where I observed workshops led by booksellers, publishers, and industry experts. Finally, I enrolled in a training course for prospective independent bookstore owners, where best practices were shared by prominent members of the bookselling and publishing industries.

I employed an inductive approach to theorize the field and organizational processes and mechanisms associated with how the independent booksellers responded to technological shocks (i.e. the emergence of online commerce; the introduction of eBooks). Using grounded theory methods⁹, I coded the interview and archival data in search of patterns and inconsistencies within and across the field of related actors¹⁰. I also tracked patterns and shifts in positive and negative sentiments by audiences, mentions of novel practice diffusion, and shifts in identity claims, prior to and during the resurgence. Returning back

to the field, I then conducted additional semi-structured interviews to help clarify inflection points and changes found within the initial patterns. The multiple data sources and waves of data collection allowed me to go back-and-forth between my data and emerging theoretical themes. Doing so provided several avenues to examine the bottom-up and top-down factors and processes associated with my research question. My findings point to a number of important processes and mechanisms that led to the resurgence of market interest in independent booksellers in the wake of technological change.

First, I found that the resurgence was trigged and facilitated by several bottom-up processes that emerged from independent booksellers in the form of a social movement¹¹. Starting in the mid-2000s, independent booksellers began to mobilize around shared collective identity claims associated with “localism,” a network of small business owners, investors, policymakers and citizens focused on creating and sustaining local economies.

In many cities across the country, independent bookstore owners were responsible for raising initial awareness for localism, creating a movement that attached normative values with their economic interests. Doing so encouraged other independent store owners to form alliances with them (e.g. with hardware stores, toy stores, flower shops, pharmacies, schools) to preserve distinct local “community” values that were shared in common.

I also found that independent booksellers were able to reclaim market demand by amplifying a unique set of practices that distinguished them from other actors in the bookselling industry (i.e. Amazon, Barnes & Noble). For example, independent booksellers began to focus on the “curation” of inventory that allowed them to provide a more personal and specialized customer experience to hand-sell each book.

Additionally, they adopted practices that helped to reframe their role in the community as a “convener,” which leveraged their physical presence in the community. Indie booksellers began to host numerous author events, book signing parties, children’s story time and birthday parties, young adult book launches, and numerous book reading groups for a wide variety of readers to join. By 2015, several booksellers reported



©Oleg Beresnev, 123RF.com

hosting more than 500 events a year.

Combined, these aspects of “community,” “curation,” and “convening” served as important bottom-up processes that reframed the mature independent bookselling industry as a legitimate and distinct form of brick-and-mortar bookselling.

Second, I identified several top-down processes originating from the ABA, which promoted and codified a collective identity that established category cohesiveness but simultaneously preserved local store independence when coupled with bottom-up efforts from store owners. I show how industry actors coordinated these changes across the field, utilizing field-configuring events to facilitate practice diffusion¹², establishing field-wide communication vehicles to reinforce “indie” values to consumers across the country, setting boundaries for membership, and facilitating partnerships with other like-minded actors (e.g. government officials and other local independent business associations that would support and reinforce the localism movement).

Overall, this work aims to contribute to extant theory at the intersection of research on technological change, social movements, and collective identity.

First, prior research on social movements and organizational responses to technological change has largely examined how and why incumbent firms eventually adopt practices or values that emerge from an outside social movement (e.g. open-source software¹³). Here, I examine an instance where the locus of the social movement originates from within the incumbent field as a response to a new technological order.

Second, scholars interested in

incumbent responses to technological change have highlighted how collective identity can become a cognitive trap that can prevent adaptation¹⁴; here again, this paper offers an alternative view that illustrates how collective identity can become a mechanism to enable incumbent resilience and adaptation in the wake of a technological discontinuity.

Finally, research at the intersection of social movements and collective identity has examined how mobilization of normative and economic interests can constitute new market categories with distinct collective identities¹⁵. This paper, however, examines how social movements and collective identity mobilization can reshape a mature market category. Together, these contributions provoke new avenues to think about how incumbents preserve legacy technologies and business models in established fields when faced with technological change.

- 1 Christensen & Bower, 1996; Gilbert, 2006; Kapoor & 2015; Rothaermel, 2001.
- 2 Helfat & Peteraf, 2015; Tushman & Anderson, 1986; Utterback & Abernathy, 1975.
- 3 Adner & Snow, 2010; Raffaelli, 2017.
- 4 Kaplan & Tripsas, 2008; Raffaelli, Glynn, & Tushman, 2017; Tripsas, 1997.
- 5 Elsey, 2016.
- 6 see Scott, 2008, R. Raffaelli (11/2017).
- 7 2003.
- 8 e.g. Navis & Glynn, 2010.
- 9 Glaser & Strauss, 1999.
- 10 e.g. Granqvist, Grodal, & Woolley, 2013.
- 11 i.e. Davis, Morrill, Rao, & Soule, 2008.
- 12 Lampel & Meyer, 2008.
- 13 O'Mahony & Bechky, 2008.
- 14 Benner & Tripsas, 2012; Kaplan & Tripsas, 2008; Tripsas, 2009.
- 15 e.g. Lounsbury, Ventresca, & Hirsch, 2003; Rao, Monin, & Durand, 2003; Weber, Heinze, & DeSoucey, 2008.

Ryan Raffaelli is the Assistant Professor of Business Administration Organizational Behavior Unit at Harvard Business School.

SA Booksellers bookselling programme

Perfect your bookselling skills online

The SA Booksellers Association is proud to announce the completion of an online Bookseller's Programme. The association has worked with Tuit, an online learning service provider, to publish the learning material online. The courses are now ready and available via the www.sabooksellers.com website or directly on Tuit online course shop at https://shop.tuit.co.za/15_sa-booksellers-assoc.

- There are a total of 11 courses all of which can be done as separate modules for the cost of ZAR 1500 per course, covering the various aspects of Bookselling, they include:
 1. The Bookselling Landscape
 2. Bookshop Marketing
 3. Bookshop Customer Service
 4. Bookshop Design
 5. Digital Bookselling in SA
 6. Legal Requirements for Bookshops

7. HR for Bookshops
 8. Book Knowledge
 9. Children's Books
 10. Book Buying
 11. Bookshop Operations
- Each course costs R1500.
 - Courses 1–9 are all available from the 1st of March 2018.
 - Courses 10 and 11 are available from the 1st of April 2018.
 - Purchase and registration takes place via the Tuit Shop https://shop.tuit.co.za/15_sa-booksellers-assoc.
 - The courses run online, via Tuit Online Learning, where students are in regular communication with a student manager, for communication and assistance, throughout their study journey.
 - Courses vary in length, view on shop for more detail on each.



The Association hopes that this course will assist booksellers around the country to improve their knowledge of the trade and all its processes, from curating the perfect selection to daily operational matters.

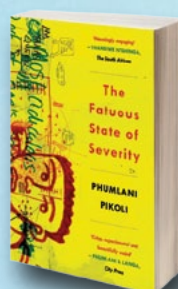
Sheer Reading Pleasure

Brought to you by

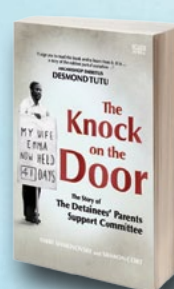
PAN MACMILLAN
PICADOR AFRICA



Knucklebone
NR Brodie
February 2018



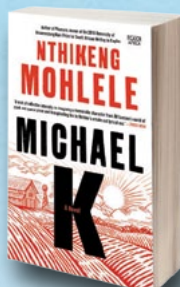
The Fatuous State of Severity
Phumlani Pikoli
February 2018



The Knock on the Door
Terry Shakinovsky
& Sharon Cort
February 2018



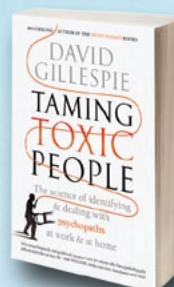
The Great Alone
Kristin Hannah
February 2018



Micheal K
Nthikeng Mohlele
March 2018



Fall From Grace
Danielle Steel
March 2018



Taming Toxic People
David Gillespie
April 2018



Captive
Tony Park
April 2018

For publicity contact: Eileen Bezemer at eileen@panmacmillan.co.za or call 011 684 0400. Visit our website to sign up to our mailing list to receive newsletters and win great prizes.

Pan-Macmillan-South-Africa
<http://twitter.com/PanMacmillanSA>
www.panmacmillan.co.za
www.instagram.com/panmacmillansa

Transformation as the driving force of our community

International Federation of Reproduction Rights Organisations (IFRRO)

In the week of 6–9 November 2017, over 190 attendees from 70 member organisations, plus special guests and speakers, gathered at the IFRRO World Congress 2017 in Tokyo.

Hosted by the Japan Academic Association for Copyright Clearance (JAC). The event, kicked off with the IFRRO Board meeting followed by the International Conference with the Annual General Meeting, a Special Session on Manging Artistic Works and Newspapers and the European Group meeting. Committee, Working Groups and fora meetings also took place.

IFRRO members, and special guests had the opportunity to network, meet, reach agreements, discuss business and identify best practices during the four days of the congress. The IFRRO World Congress 2017 had a special focus on new business models, the impact of new technologies and the need for transformation, without forgetting the latest relevant legal developments around the World, including the European Union (EU) Copyright Directive.

The programme of the conference was heavily influenced by the impact of new technologies and the need for transformation not only in the publishing industry but in society as a whole. Keynote speakers were YS Chi, President of Elsevier and Kevin Fitzgerald, Acting Director, Copyright Infrastructure Division at the World Intellectual Property Organisation (WIPO).

In his presentation, YS Chi said that in the digital age, although formats have changed, the core function of disseminating high-quality information has remained constant. He also suggested that the right strategies for protecting against IP infringement combine education, economics and enforcement. Chi emphasised that the standard modes of content sharing we have been used to are unlikely to remain the same and therefore this is an area where if we think we have finished changing and adapting, then we are literally finished.

Kevin Fitzgerald highlighted the value of copyright and how that value is being addressed within WIPO. Fitzgerald's speech also included a focus on new



technologies and the need to adapt in the shape of new business models and product development. Fitzgerald shared with the audience that what WIPO learned from the Global Digital Content Conference last year, was that creative industries are not in decline, and that “successful business models must give customers the type of content they want, in the format and at the time they want it, rather than in ways which are convenient to providers”. Finally, Fitzgerald confirmed WIPO's readiness to continue working with IFRRO to deliver positive impacts for the international communities.

“The programme of the conference was heavily influenced by the impact of new technologies and the need for transformation not only in the publishing industry but in society as a whole.”

Other topics at the IFRRO International Conference included Trends Impacting Society 5.0: Healthcare, Aging Society, Information Access, a speech delivered by Bill Hall, President at Ipsos Healthcare Japan Ltd and Japan Head, Ipsos Business Consulting. Hall offered an overview of the way that Japanese market is being shaped by the needs of

aging population, and how technology will respond.

In a panel on Copyright and Piracy: Lessons from Manga Culture, speakers Kae Winters, Marketing, TOKYOPOP and Takayuki Tsukasaki, Secretary General, Content Overseas Distributions Association (CODA) discussed how Manga Culture has been tackling its own form of piracy (escanlation). This discussion was moderated by Michael Healy, Executive Director, International Relations, CCC. The meeting concluded with a panel on Fake News & Framing: No Alternative Facts, with Angela Mills Wade, Chair of Europe Analytica and Executive Director of the European Publishers Council, Jonathan Lockwood, Vice President, Corporate Counsel, Getty Images, Brett Miller, Economy Team Leader for Japan & Korea, Bloomberg News and Adam Suckling, CEO, Copyright Agency, discussing fake news, its implications and the legal consequences.

The closing remarks of the Conference were delivered by Tracey Armstrong, who said that the main takeaway of the event should be inspiration to change, adapt and transform.

IFRRO World Congress and International Conference 2017: transformation as the driving force of our community, 16/11/2017, www.ifrro.org

International Publishers Congress

From New Delhi to Lillehammer

As the 32nd International Publishers Congress drew to a close in New Delhi, the International Publishers Association (IPA) announced that the Norwegian Publishers Association will be the hosts for the 33rd edition, and that the Norwegian city of Lillehammer will be the destination of the Congress in 2020.

In a video address, the Norwegian Culture Minister, Trine Skei Grande, said: “As a passionate reader, I am looking forward to the cooperation with the publishing industry. We are excited to welcome you all to Lillehammer, the city of literature in 2020.”

The International Publishers Congress is held every two years and this year saw over 300 delegates from India and across the world convening in New Delhi to discuss burning issues affecting publishers and the publishing sector.

Under the banner *Shaping the future: innovation meets experience*, some of the high-level speakers at the Congress included Francis Gurry – Director General of the World Intellectual Property Organisation (WIPO), Maria Pallante, CEO of the Association of American Publishers and Jennifer Clement, President of PEN International. The award ceremony for the 2018 IPA Prix Voltaire also took place during the Congress, where Swedish/Hong Kong publisher, Gui Minhai, so recently seized from a train in China while accompanied by Swedish diplomats, was recognised for his commitment to freedom to publish.

The IPA is the world’s largest federation of publishers’ associations. Established in 1896, the IPA is an industry body with a human rights mandate. The IPA’s mission is to promote and protect publishing and to raise awareness of publishing as a force for economic, cultural and social development. Working in cooperation with the World Intellectual Property Organization (WIPO) and numerous international NGOs, the IPA champions the interests of book and journal publishing at national and supranational level. Internationally, the IPA actively opposes censorship and promotes copyright, freedom to publish (including through the IPA Prix Voltaire), and literacy.

The association recently threw its full



Attendees at the 32nd IPA Congress in New Delhi.

“The International Publishers Congress is held every two years and this year saw over 300 delegates from India and across the world convening in New Delhi.”

support behind US publisher Macmillan and its CEO, John Sargent, for their firm stand in the face of pressure from United States President Donald Trump to halt publication of *Fire and Fury*, Michael Wolff’s book on the Trump White House.

The IPA sees Trump’s attempt to stop publication of Wolff’s book as a new and worrying development for the USA, a longstanding bastion of freedom of expression. Although it is clear that the US Constitution protects Wolff and his publisher, it is of grave concern when a US President seeks to interfere in the publication of a book, as he has in this case. It demonstrates the importance of a strong legal framework that enshrines freedom of expression as fundamental to democracy.

José Borghino, Secretary General of the IPA said: “It is a sad irony to see the so-called leader of the free world

trying to limit freedom to publish. The US has always been a beacon of freedom of expression around the world and we stand unequivocally with John Sargent and Macmillan publishers in their refusal to bow to this pressure.”

Summarising the intense three days of interviews, conversations and panels that was the New Delhi Congress, Michiel Kolman, IPA President said: “During our discussions, although I could feel some tension around embracing technology and disruption, there was also an exhilarating confidence about our future direction. So, let’s get on the road to Lillehammer and work together to disrupt the disruptors!”

Hugo Setzer, IPA Vice-President added: “We have heard many times about the social and economic importance of our work and during this Congress a compelling case was made for the value of publishing, highlighting our contribution to literacy, education, employment, the economy, and upholding of functioning democracies. I look forward to taking this message from India to Norway in 2020.”

www.internationalpublishers.org

VitalSource

Why should you consider this?

Globally, in a more commercialised environment for Higher Education, levels of student satisfaction and success are at the forefront of university strategy; offering excellent and appealing learning tools is a goal towards which every university works.

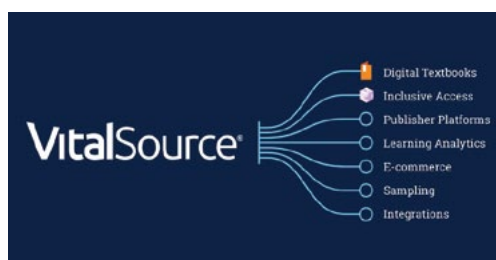
In this challenging sector, accessing the technology that can transform education is key – engaging a generation of digital-native students, helping them achieve their learning outcomes and success more effectively and more enjoyably too.

VitalSource was founded in Raleigh, North Carolina, in 1994. Now part of the Ingram Content Group, it has evolved from an e-textbook platform into an end-to-end content management system and technology partner to institutions and publishers.

MD John Donovan explains his company's approach. "The marketisation of education" means students now have much higher expectations, he says. "Universities are looking to ways they can drive their recruitment and improve the student experience, and they're saying that one of the ways they can do this is they can embed an e-textbook programme within the course so that students have access to materials on the first day of class."

VitalSource places equal importance on three stakeholder groups within HE: universities and institutions, publishers, and students. "Our aim is twofold: to have the best, most interactive, high quality content on our platform – and to facilitate that process for our publisher partners – and to make the student learning experience the best it can be when they use that content and save them time and money along the way."

VitalSource have been active in South Africa for the last 5 years. Their first customer in South Africa signed in 2012 and their growing footprint in the region has seen them invest in a Business Development representative based in Cape Town since 2017. Customers include a range of institutions in South Africa including the University of Pretoria, University of Cape Town, UNISA and Milpark Education. In 2017, over 126,000 users viewed over 7 million



"VitalSource ... has evolved from an e-textbook platform into an end-to-end content management system and technology partner..."

pages in Bookshelf, the company's reading software.

VitalSource works with over 1,400 publishers from around the world and in South Africa with local and international content from multinational publishers such as Pearson, Cambridge University Press, Oxford University Press and Cengage and with local publishers including but not limited to Via Afrika, Juta, Van Schaik Publishers and WITS University Press.

Jeni Evans, Head of Business Development for the UK & South Africa says, "We've seen a sharp increase in usage in South Africa, one of the factors that has led to our investment in having a local presence in the region. Also investing in the region are publishers who have historically led the charge in driving change from print to digital based learning. This has been in response to student demand for flexible, technologically driven content and institutions facing delays in obtaining print textbooks from overseas. VitalSource offers institutions the ability to integrate their e-textbooks into their VLE system for free so that they are available on the first day of class. In addition, the availability of native applications for Android, iOS, Kindle, Mac, Windows and Chromebook means that students have flexible options to access their digital books, online and offline to suit their study and learning preferences."

The student protests in South Africa "have often led to universities coming directly to VitalSource – as we don't rely

on bookstores to supply digital copies. The increased focus on fees and student expectations of their higher education experience have prompted many institutions to consider including content provision within the course. Our local presence means that we are more agile and able to reach and consult with faculty and students on campus," says Evans.

Students access content through VitalSource Bookshelf. With Bookshelf, students can download the whole e-textbook to their device and study without internet access. The reader automatically syncs the last page read, bookmarks, notes and highlights across up to four devices, and has a Read Aloud facility which means students can listen to e-textbooks on the go if they so choose. The powerful search tool helps learners navigate a title or their entire library to quickly find a concept and a new feature, Assigned Readings, allows lecturers to customise content for students, with start and end points, to help them complete assignments in a focused view to eliminate distractions.

Despite the changing HE environment in which VitalSource operates, Donovan says "what we are talking about ultimately is the acquisition of skills for the 21st century and the world of work: that's the vision for higher education. At VitalSource we feel we've got a real part to play in that vision. Through using our highly interactive content and our platform, whether it's a single course solution or across an entire institution we provide access to data which university lecturers and staff wouldn't otherwise have access to around the course experience. It means that the university can help those students who are at risk of falling behind – our engagement dashboards provide invaluable data on how students interact with their assigned course materials, providing faculty with the opportunity to measure learning outcomes by correlating this data with pass and retention rates on their course and more broadly across their institution.

www.get.vitalsource.com

LIASA

A year of achievements

By SENOVIA WELMAN

The Library and Information Association of South Africa (LIASA) celebrated 20 years of existence in 2017 with amazing achievements, among others Professional Body Status, and having six members serving on the African Library and Information Association and Institution (AfLIA) Governing Council, acknowledgement as a key stakeholder in the development of Library and Information Services (LIS) in Africa. The Association is driving LIS for the growth and development of South Africa and in the continent. Below are some highlights of the past year.

LIASA Conference 2017

We have hosted a very successful 18th Annual Conference 2017 in Boksburg with the theme “Re-envisioning the role of Library and Information Services” and presented a very positive Annual Report

on the activities of the past year at the Annual General Meeting on 5 October 2017. The full Annual Report 2016–2017 is downloadable from the LIASA website. The AGM report also provides details of all the activities of LIASA over the past year, including membership statistics.

In 2018, our 19th Annual Conference will be in Cape Town – be on the lookout for further announcements and the call for papers and workshop proposals.

Librarian of the Year 2017 award

We would like to congratulate our Librarians of the Year once again – the overall winners as well as the other Branch Librarians of the Year. These leading librarians make us proud and are worthy role models and strong advocates for the profession! The LIASA Librarian of the Year for 2017 is Mr Steve Mokhabuki (Limpopo Branch), the first

Runner-up Mr Sidima Mngengi (Eastern Cape Branch) and second Runner-up Mr Jeremiah Pietersen (Western Cape Branch). Special thanks to UKS, SAPnet, and SABINET for sponsoring this award so generously.

SALI Trust – LIASA Lifetime Achiever award

The worthy winner of SALI Trust – LIASA Lifetime Achiever award, is Professor Seth Paul Manaka, one of the truly outstanding figures in the history of African librarianship and one of the stalwarts in the LIS profession in SA. Also known to be the first black South African Librarian and the first black University Librarian, the teacher, lecturer, professor and leader in the profession, has taught and mentored a number of library executive administrators and educators. His work counts volumes in the LIS Sector at large.

South African Library Week

19–25 March 2018

The Library and Information Association of South Africa (LIASA) is celebrating South African Library Week from 19–25 March 2018 with the theme Libraries: heart of the Community. The launch event will be held on Monday, 19 March 2018 at the Centre for the Book (a unit of the National Library of South Africa, Cape Town campus).

In keeping with the UN’s Sustainable Development Goals, the LIASA Presidential theme, which is about inclusion and working together to achieve a common vision, emphasizes that libraries play a significant role by increasing access to information in support of the development agenda.

LIASA remains aligned with the South Africa’s National Development Plan (NDP) 2030 that will shape communities through among others, skills development in a focused attempt to reduce unemployment especially amongst the youth. Although not

“In addition to this, in 2018 public libraries in South Africa will be commemorating 200 years of existence.”

recognized as such, a library nourishes and sustains its community, hence this theme encourages and motivates members of society to reflect on the role and value of libraries in their lives.

Libraries have positioned themselves in this space between aspiration and delivery, providing support for education and are the heart of every community... libraries are so much more than books:

- Libraries mirror, reflect and serve communities according to their needs.
- Libraries provide a place to find the resources to learn new skills.
- Libraries provide an opportunity to fight unemployment, illiteracy, digital illiteracy and loneliness.
- Libraries connect people, up-skill

them, enable creative learning and build communities.

- Libraries are bridging the disparities within communities.

In 2017, the Library Association celebrated its 20th anniversary and given its mission encompassing the development of South Africa through access to information, it is imperative that the South African public is invited to partner with LIASA to make “Libraries: the heart of the Community”.

In addition to this, in 2018 public libraries in South Africa will be commemorating 200 years of existence, as the first National Library in South Africa (South African Library) was found in Cape Town in 1818. This was the forerunner of the current National Library of South Africa, Cape Town campus, and is thus making it an ideal venue for the launch of South African Library Week 2018.

SA Booksellers

ASSOCIATION

The Executive Committee of the South African Booksellers' Association would like to thank the following members for acknowledging their ongoing support by remitting their annual membership fees*:

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
Adams & Co	341 Dr Pixley kaSeme, West Str, Durban	padams@adamsbooks.co.za west@adamsbooks.co.za	086 134 1341
Adams & Griggs	33 Bertha Mkhize Victoria Str, Durban	education@adamsbooks.co.za	031 319 4400
Addis Stationers	3 Westgate Centre, Jagger Str, Matatiele	addisstationers@webmail.co.za addis@mweb.co.za	039 737 4577
African Book Connection	Status Centre, 18 Chamberlain Rd, Berea, East London	mary@africanbookconnection.co.za	043 721 0841 / 043 721 1781
Afro School Suppliers	Unit 8 Engineering Close, Engineering Close Rd, Kya Sands	jkoster@afroschool.co.za hkoster@afroschool.co.za	011 708 6334
Alicanie Book Distributors	10 Villa Montana, Mulbarton Rd, Beverly, Lonehill	alicanie@iafrica.com	011 465 5160
Alusia Trading	14 Aubert Str, Qumbu	alusiabookshop@gmail.com	047 553 0206
Amaza Development	Office 109 AA House, 2 Rink Str, Port Elizabeth	amazadevelopment@gmail.com	041 585 0738
Armstrong's Books	Johannesburg City Centre: c/o Rissik & Commissioner Str Linden: 1st Floor, Pine Park Place, c/o 1st Ave & 6th Str	info@armstrongs.co.za	City Centre 011 836 0124 Linden 011 888 6732
Apex Office National	35 Eagles Str, King Williams Town	madelie@apexstationers.co.za	043 642 4511
Audors Delivery & Supply	No 3 Imizi Court, c/o Leeds & Craister Str, (opp) Metropolitan Place, Mthatha	audorsdelivery@telkomsa.net	047 5311 116
Bargain Books	3 De Waal Park, 1 A Greenville Rd, Diep River	john@bargainbooks.co.za	021 706 1461
Best Books	1368 Chris Hani Rd, Avoca, Durban	bestbks@lantic.net	031 569 3160
Bidvest Paperplus	Lithotech House, Hampton Park, 20 Georgian Crescent, Bryanston	oostewaldti@lithotech.co.za marnak@bidpaperplus.co.za	011 706 6751
Boland Skryfbohoeftes	Hoogstraat 114, Worcester	bolandskryf@intekom.co.za	023 344 3080
Bongo Book Suppliers	59 Wallfern Close, Redfern, Phoenix	admin@bongobooks.co.za	031 569 1105
Book Express	8 Park Road, Richmond	info@bookexpress.co.za	011 482 8433
Book Lounge	71 Roeland Str, Zonnebloem, Cape Town	booklounge@telkomsa.net	021 462 2425
Book Nook	3 Lawrence Lane, Lawrence Ave, Bonnie Doon	booknk@mweb.co.za	043 735 1671
Books & Books	Shop 42 Kensington Square, 53 Kensington Drive, Durban North	janine@booksandbooks.co.za	031 563 6288
Books 24/7	Unit 2, Elec Park, Teejay Rd, Brackenfell, Cape Town	books247@vodamail.co.za	021 981 1270
Books Etc	2 Cheviot Place, Bonnie Doon, East London	booksetc@telkomsa.net	043 735 7138 043 735 4138
Books Only	366 Kent Rd, Ferndale, Randburg	bookonly@iafrica.com	011 326 0069
Booktalk	Hyde Square Lower Level, c/o Jan Smuts Ave, 7 North Rd, Hyde Park	booktalk@global.co.za	011 325 2267
Bookworld	Shop 10, Cascades Centre, Pietermaritzburg	bookworld@lantic.net	033 347 1361
Bothma Boekhandelaars	220 Voortrekker Rd, Monument, Krugersdorp 1739	bothmabooks@absamail.co.za	011 954 5273
Breakthru Investments	9 Prestwich Ave, Mthatha	fadanea@yahoo.com sfa@telkomsa.net	047 532 5444
Bright Future Marketing Publishers and Booksellers	Unit 3 Vista Park, 111 Marshall Drive, Mount Edgecombe	brightfuturemarketing@telkomsa.net	031 502 3287
BT Boeke	Shop 24 Highland Mews Centre, Klipfontein, Witbank	btboeke@lantic.net	013 692 4814
Business Technology Centre	7 Tylden Str, Queenstown	brad@btctqn.co.za ryan@btctqn.co.za	045 839 2183
C N A Edgardale (Head Office)	Edgardale Head Office, 1 Press Ave, Crown Mines	jdjay@edcon.co.za	011 495 6798

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
Caxton Books	406 Imam Haron Rd, Lansdowne	rwilson@caxtons.co.za jferreira@caxtons.co.za	0861 229229
Centre for the Book	62 Queen Victoria Str, Cape Town	cbreceptionnlsa.ac.za	021 423 2669
Chatsworth University Bookshop (CUB Books)	232 Moorcross Drive, Moorton, Chatsworth	cub.book@gmail.com	031 404 6644
Chekkat Stationers	34 Beare Str, Kuruman, Northern Cape	Chekkat@telkomsa.net	053 712 3077
Coalition	Shop A8, Bellville Business Park, Voortrekker Rd, Bellville	books@adept.co.za	021 949 8220
Credo Books	21 Bapsfontein, Rietfontein	dean@credobooks.co.za	011 398 8700
CUM Books	20 Smuts Ave, Vereeniging	emile.johnsen@christianart.co.za www.cumbooks.co.za	016 440 7000
Denosa	605 Church Str, Arcadia, Preoria	innocentn@denosa.org.za	012 343 2315
Diamond Pride Trading	Bam Centre Shop 3, 22 Main Str, Bizana	diamondpridestore@gmail.com	073 2075 813
Dikha Booksellers	32 Errol Sprig Ave, Vulindlela Heights, Mthatha	dikhatrading@gmail.com ntande.sangoni@gmail.com	047 531 3627
Early Readers	10 Jukskei Ave, Gallo Manor	earlyreaders@mweb.co.za	011 802 2513
Eastern Cape School Supplies	37 First Ave, Norwood Mthatha	krajabraham@gmail.com	047 534 2799
Edu Lab and Technologies	Unit 11 Woodford, 39 Becker Str, Yeoville	info@edulabtech.co.za	011 026 7669
Emanzini Business Lines	22 Commercial City, Queen Str, Durban	emanzini@worldonline.co.za	031 305 7446
Emanzini Business Lines	13 Prinsman Building, 327 Schoeman Str, Pretoria	emanzini1@mweb.co.za keith@emanzini.co.za	012 322 2992
Everybody's Books	Highdale Rd Unit 25, Glen Park, Glen Anil, Durban	warren@ebbooks.co.za	031 569 2229 /49
Exclusive Books Head Office	31 Commerce Cres, Kramerville, Johannesburg	info@exclusive-books.com gilesm@exclusive-books.co.za rob@exclusive-books.co.za	011 798 0000
Fab Book	47 Innisfree Rd, Crawford	fabbook1@gmail.com	021 691 5107 / 084 240 1768
Faniza Business Enterprise	Unit 7 Nkwazi Park, Moffatt Drive, Ballito Business Park	sindyzwane@telkomsa.net	031 462 7778
Favourite Stationers	Central Car Park, Murchison Str, Newcastle	cassimiv@telkomsa.net	034 315 4467
Fogarty's Bookshop	Shop 20 Walmer Park, Main Rd, Walmer, Port Elizabeth	resafogarty@glomail.co.za	041 368 1425
Fully Booked	1368 North Coast Rd, Avoca, Durban	t.satimburwa@yahoo.com	031 569 5901
Geodis	Manhattan Rd, Airport Industria, Cape Town	debi.dagnin@za.geodiswilson.com, www.roli.com	021 386 0136
Hadedab Book Service	No 85, Hennopsrivier 489JQ, Distict Pretoria	rita@hadedabooks.co.za	012 659 0120
Hancri Best Bookshop	44 Nojoli Str, Somerset East	hancri@mweb.co.za	042 243 2024
Hargraves Library Service	Shop 7, The Wembley Shopping Centre, c/o Commercial & Boom Str, Pietermaritzburg	bookden@mweb.co.za	033 342 7474
Hargraves Library Service	5 & 7 Speke Str, Observatory	maureen@hargraves.co.za richard@hargraves.co.za	021 447 5682
Idutywa Bookshop	121 Richardson Rd, Dutywa	idutywabookshop@webmail.co.za madzana@hotmail.com	047 489 1154
Iqhayiya Bookshop	179 Will Str, Tsolo	ulwazilwandile@vodamail.co.za	083 259 9436
Irwing 623 Stationers	Shop 9, AMCA Centre, Metropolitan Building, Lusikisiki	mvelasemfingwana69@gmail.com smfingwana@telkomsa.net	039 253 1586 047 532 4888
Isingqi Projects	F26 Main Str, Office No 11, Bizana	z.mthwesi01@gmail.com	082 051 8536
Isisele Booksellers	2323 DDT Jabavu Str, Southridge Park, Mthatha	doctorb@webmail.co.za	082 372 8871

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
J. R. Behari	Shop 2, 228 Effingham Rd, Redhill		031 563 8751
Jacklin Enterprises (Pty) Ltd	19 Mifa Park, 399 George Rd, Midrand	mbezuidenhout@jacklinenterprises.com	011 265 4200
Jaytee Stationers	403 Mzaza Building, Main Str, Mount Frere	jt.mbuqe@gmail.com	039 255 1809
Keletso Bookshop	Shop No. 1, 270 Main Str (Siza Hardware Building), Mount Fletcher	keletso1@telkomsa.net	039 737 3675
Kenart Stationers	6 Union Str, Empangeni	kenart@iafrica.com	035 772 1921
L. J. Armstrong Booksellers	Royal Court, 42 11th Str, Orange Grove	info@armstrongs.co.za	011 485 1337
Langa Bookshop	82 Main Str, Flagstaff	liz.makongwana@gmail.com	039 252 0181
LAPA Uitgewers	380 Bosman Str, Pretoria	marithas@lapa.co.za www.lapa.co.za	012 401 0700
Learn and Teach	33 Deodarlane, Lusikisiki	tshangisamhatu@gmail.com	039 253 1447
Lemur Books		lemur@mweb.co.za	011 907 2029
Luto Booksellers	98 Main Str, Kokstad	lithantola@yahoo.com	039 727 5134
M. G. Redhi Booksellers	Shop 2 GGR Centre, 224 Main Rd, Tongaat	redhi@iafrica.com	032 945 1240
Maanege Bookshop	Ga-Nchabeleng		015482 ask for 1211
Margo Tech	26 Mothibistad Shopping Complex Mothibistad Eastern Cape		053 773 1950
Marianhill Book Depot	St. Francis College, Abbot Francis Rd, Marianhill	francoll@iafrica.com	031 700 2824
Matatiele Office National	114 High Str, Matatiele	ops003@telkomsa.net	039 737 4310
Medibooks	3 Wadley Rd, Umbilo, Durban	medibook@adamsbooks.co.za	031 205 5851
Million Pages	LCM Ludidi Building, 63 Madeira Str, Mthatha	vezim@telkomsa.net	047 534 2631
Mqetse Trading Enterprise		mqetse@webmail.co.za	047 535 0498
N&M Bookshop	150 Plantation Rd, Cofimvaba	nazipasi@gmail.co.za	047 874 0012
National Office Supplies	68 Victoria Str, Durban		031 306 2732
Nazipasi Stationers	Plantation Rd, Cofimvaba	nazipasi@gmail.co.za	047 874 0012
On the Dot Distribution	Sacks Circle, Bellville	rafik.romaney@onthedot.co.za ryno.bekker@onthedot.co.za	021 918 8500
One Price Store Matatiele	92 Long Str, Matatiele	ops001@telkomsa.net	039 737 4587
Oom Polla se Winkel	Paul Roos Grounds, Suidwal, Stellenbosch	info@oompolla.co.za	021 887 7149
Padayachee Bros	83 King Chaka Str, Stanger	padbros@iafrica.com	032 551 1159
Page First	Shop 4 Choice Plaza, 28 Jagger Str, Matatiele	mohapi76@telkomsa.co.za	039 737 3998
Paperback Shack	28A Oxford Str, East London	hjdya@mweb.co.za	043 742 0670
Pickwick Books		pickwick@iafrica.com	041 581 2741
Pillow Books	No.1 Winchester Mews, 23 Lena Ahrens Rd, Glenwood, Durban	thomas.pillowbks@gmail.com	031 202 5984
Pimp My Book	262 Voortrekker Rd, Shoprite Park, Parow	md@pimpmybook.co.za	021 911 5061
Play & Schoolroom	Shop 6 L, Rosebank Mews, 173 Oxford Rd, Rosebank	jackfriedman@mweb.co.za play-schoolroom@mweb.co.za	011 788 1304
President Bookshop	Tilly's Building, 40 Cloete Str, Libode	ssmolosi@gmail.com babalwa@gmail.com	047 531 0319
Prestige Bookseller & Stationers	65 Victoria Str, Durban		031 306 2733
Pro Visions Books	37F Ordinance Rd, Durban	info@provisions.co.za	031 337 2112
Protea Boekwinkel	1067 Burnett Str, Menlo Park	protea@intekom.co.za rriekert@proteaboekhuis.co.za	012 362 5683
R&L Booksellers and Stationers	1 Empire Rd, Shop 2A, Richmond	randlbooks@webmail.co.za	031 260 1450 083 314 0665
Rainbow Academic Bookshop & Stationers cc	Unit 12, Ivory Sun Office Park 1 Pinewood Rd, Ottawa, Verulam	mandy@eastcoast.co.za	032 537 6820 032 537 7614
Rainbow Booksellers	340 Kings Rd, Dutywa	rainbow_booksellers@yahoo.com	047 489 1205

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
RC Booksellers	118 Steve Biko Rd, Berea, Durban	sarah@rcbooks.co.za	031 201 8113
Regent Corporate Administrators	31 Amery Crescent, Summerstrand, Port Elizabeth	mabalan@vodamail.co.za monde@senzile.co.za	041 583 6564
Readers Warehouse (Head Office)	Unit C1 Diep River Industrial Park, 118 Princess Vlei Rd, Diep River	thomas@readerswarehouse.co.za	021 705 6812
SAPnet	1st Floor, Metropole Plaza, 98 Beach Rd, Strand	freda@sapnet.co.za	021 853 3564
Sasfin Premier Logistics	15 Pomona Rd, Pomona, Kempton Park	meyrlene.grant@imperialsasfin.com www.sasfinlogistics.com	076 574 0808 011 573 9040
Scholars Bookshop	F11 Silverberg Terrace, Steenberg Office Park, Silverwood Close, Westlake	scholars@telkomsa.net	021 700 2578
Siyancedana Copiers & Stationers	41 Leeds Rd, Mthatha	nersan2113@yahoo.com	047 532 4303
Sizwe Books	Warehouse Materex, Gate 5 Entrance GM Building, C/o Cresswell & Kempston Rd, Sidwell, Port Elizabeth	sizwe-books@mweb.co.za	041 379 2229
Sky Information Suppliers	488 Phoenix Parkway, Kyalami Estate	skyinfo@mweb.co.za	011 468 2571
Snapplify	16A Frazzitta Business Park, c/o Langeberg & Batis Rd, Durbanville	info@snapplify.com or snaidoo@realmdigital.co.za	021 975 0959
South Cape Academic Supplies	Eco Stop Centre, Ground Floor, Block A, c/o Langenhoven & Witfontein Rd, Heatherlands, George	scasaaccounts@mweb.co.za	044 874 7551
Spectra Upfront	32 Bushell Str, Queenstown	spectra@isat.co.za or support@spectra.bz	045 838 1873
Surat Trading	53 Commercial Rd, Louis Trichardt	patelbm@mweb.co.za	015 516 3981
Tabankulu Bookshop	201 Intsizwa Str, Mt Ayliff	tabbookshop@gmail.com	039 254 0705
Takealot online	Floor 7, Atlantic Centre, c/o Christian Barnard & Louis Gradner Rd, Foreshore, Cape Town	marlise@takealot.com	087 820 5000
Tasiw Enterprises	6A Harold Crescent, Beacon Bay	tasiw@webmail.co.za	043 748 5467
The Complete Bookshop	20 Caspian Str, Westcliff Chatsworth	compbooks@mweb.co.za	031 401 3561
The Corner Bookshop	16 Victoria Str, Oaklands, Johannesburg	cornerbookshop@live.co.za	011 615 9449/ 083 556 7850
Ulungu Education & Skills	22 Graham Rd, Southernwood, East London	mazomba@ulungutskills.co.za tmazomba@ulungutskills.co.za	043 722 9185
Uluvo lwami General Trading	Block B18 Comsec, Old Grahamstown Rd, Sydenham	ngiba@telkomsa.net	043 722 4568
Umnotho Enterprises	67 Crompton Str, Pinetown	umnotho@telkomsa.net	031 701 5074
Umtapo Booksellers	Shop no 3 NBS Centre, c/o Maxwell & Union Str, Empangeni	umtapo.b@telkomsa.net	035 772 2572
Uyonel Bookshop	No 39 Van Riebeeck Str, Maclear	uyonelbooks@gmail.com	045 932 2110 084 911 5574
Van Schaik Bookstore Head Office	2nd Floor East Wing, Delphi Arena, 1 Old Oak Rd, Tyger Valley	serasmus@vanschaik.com elouw@vanschaik.com kaabwe@vanschaik.com	021 918 8400 /8408
Via Afrika	11th Floor, 40 Heerengracht, Cape Town	info@viaafrika.com	021 406 3528
Vivlia Publishers & Booksellers	1 Amanda Ave, Lea Glen, Florida	headoffice@vivlia.co.za	011 472 3912
Vryheid Bookstore	184 Church Str, Vryheid	stor1@lantic.net	034 982 2671
Vumani-Subela	New Carlton Hotel, Main Str, Mount Frere	Vumani-sabela@vodamail.co.za	039 255 1918
Vuyani Bookshop	46 Kings Str, Butterworth	thandeka.singata@za.sabmiller.com	047 491 3060
Western Cape School Supplies	1C Coronation Court, 9 Van Wyk Str, Maitland	wcss@taurenz.co.za	021 511 3459
Wilstan Book Supplies	Unit 13, Constantiaberg Business Park, Princessvlei Rd, Diep River	pjwilliams@wilstanbooks.co.za	021 706 7818
Wordsworth Head Office	Suite 6, 23 Rotherfield Rd, Plumstead	andrew@wordworth.co.za accounts@wordworth.co.za	021 797 5664

If you would like to find out more about becoming a member of the SA Booksellers Association, contact:
Tel: 021 697 1164, Email: saba@sabooksellers.com, PO Box 870, Bellville, 7535



Book Tokens. The gift of choice.



SABookellers
ASSOCIATION

Book Tokens are available from your bookseller. Redeemable at most South African Bookshops.

For more details contact the SA Booksellers Office on 021 697 1164 or email saba@sabooksellers.com



Specialised book service

Geodis are a global leader in non-asset based logistics, with an extensive network of offices strategically located at gateways around the globe to meet our client's business requirements.

We are internationally recognised book forwarding agents. Through our own network of over 240 offices, we are able to cater for all your needs, be it airfreight or seafreight.



**Depot to
door rates**



**Pre-alert download by
email before cargo moves**



**Insurance
on request**

For more information, contact the following offices:

CAPE TOWN: Debi Dagnin, Charles Dagnin, Mary Lochner Tel: 021 386 0136 Fax: 021 386 0134

DURBAN: Iqbal Samad Tel: 031 337 8567 Fax: 031 332 1588

JOHANNESBURG: Jan Ludolph, Nicolene Bezuidenhout Tel: 011 396 1830 Fax: 011 396 1925