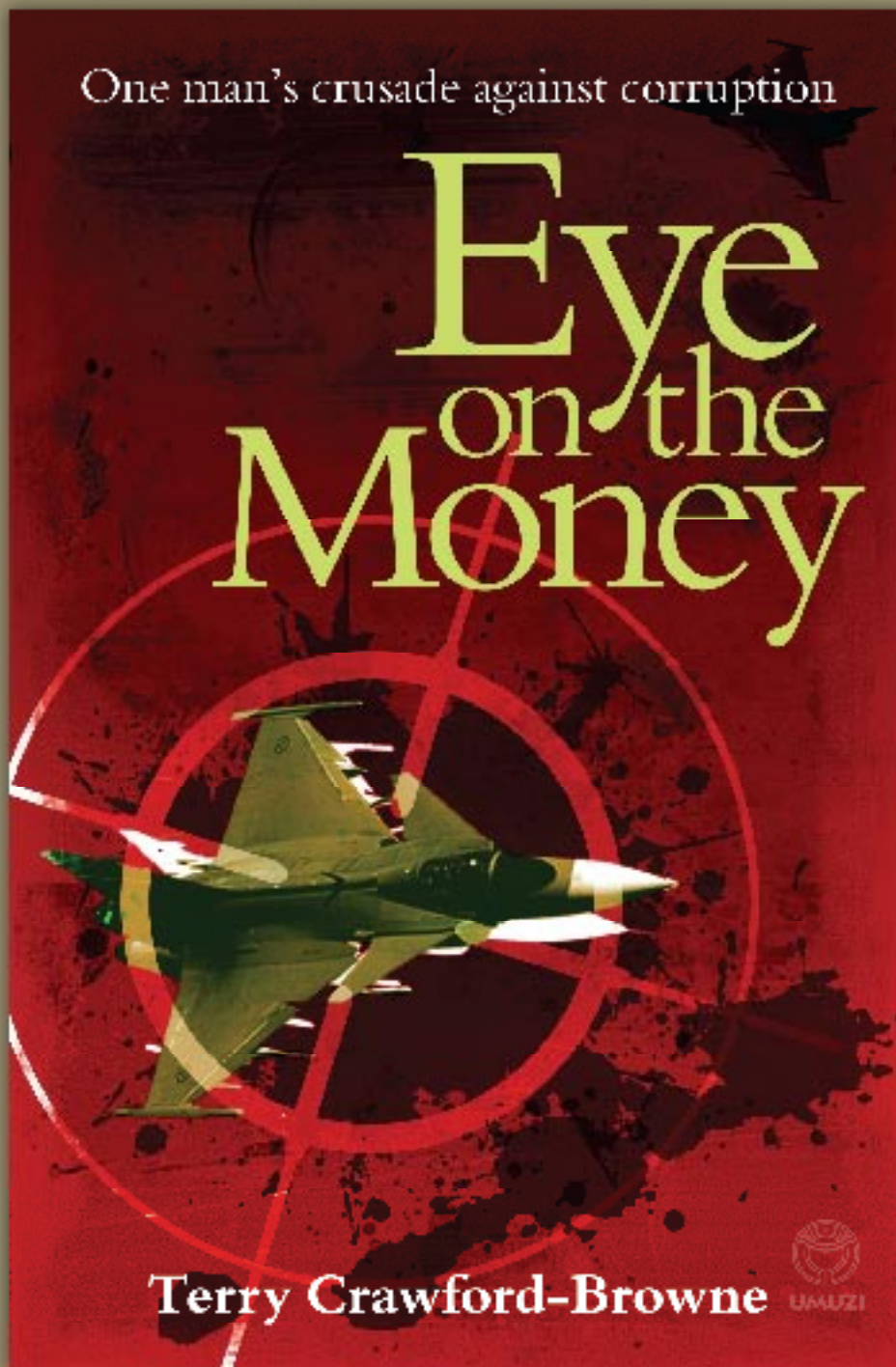


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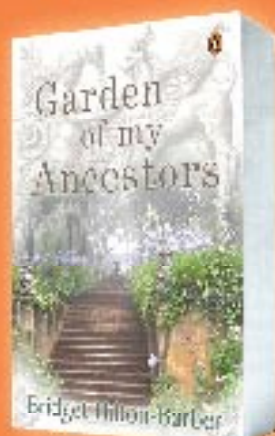
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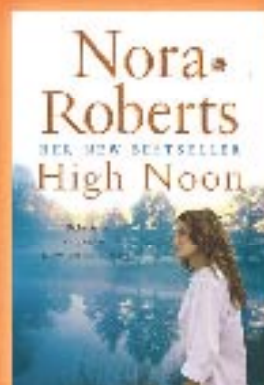
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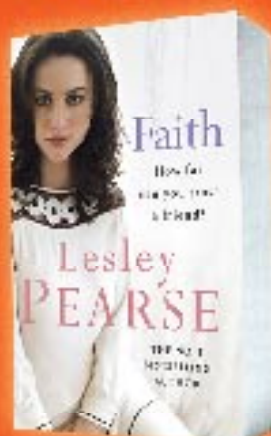
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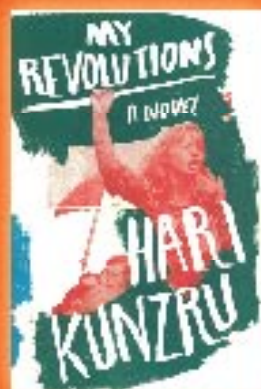
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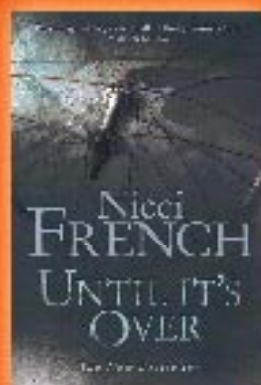
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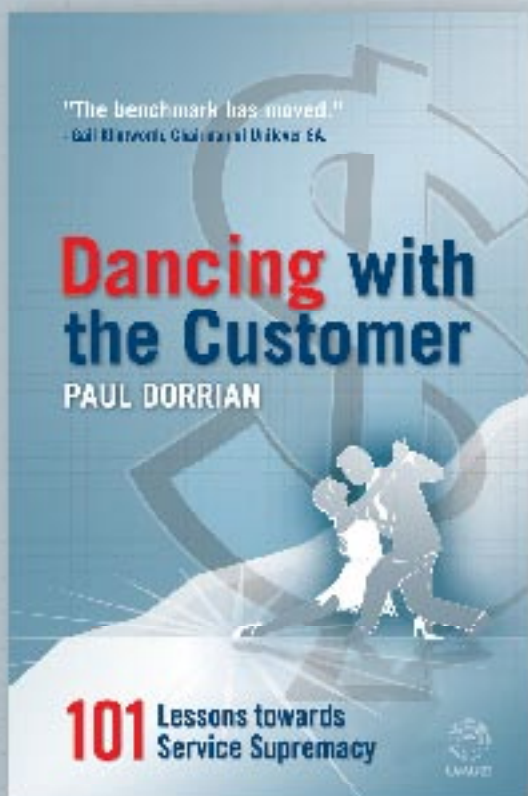
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* Correct at time of going to press.

From the President's Desk

The past month has been a busy one for the South African Booksellers Association (SABA). We hosted the International Booksellers Federation (IBF) AGM, took part in the Cape Town Book Fair (CTBF), were involved in the transformation of the Print Industries Cluster Council (PICC), finalised the Book Retail Trade Survey and had numerous meetings with Departments of Education and publishers.

The IBF held its AGM in Africa for the first time in 2007. Delegates from 17 countries attended the meeting held in Cape Town from the 13 - 16 June 2007. A group of 21 booksellers from Europe toured South Africa before the meeting and saw many of the wonderful sights in the Kruger National Park, the scenic Lowveld of Mpumalanga and also Sun City. In Johannesburg they visited Soweto, the Apartheid Museum and saw some of the new South Africa. The itinerary included visits to bookshops such as Exclusive Books, CNA and Xarra Bookshop.

Their meetings in Cape Town explored issues such as the possible consequences of the digitization of books and publishing in Africa. We can be satisfied that they left Cape Town with memories that will encourage them to return to our beautiful country. (See page 10 for a report on this meeting.)

The Cape Town Book Fair offered a choice of interesting talks from authors and panel discussions on relevant issues as well as the chance to meet with local and international publishers. The growth of the Fair in terms of the number of visitors this year and improvement in the quality of the exhibits leads us to imagine a day not far away when the Fair will be attended by all the important figures in African publishing and those doing business on the continent. (See page 16 for BOOKMARK's take on this fantastic event.)

The transformation of the PICC, which was the subject of much debate at the last Annual General Meeting, has now been completed and the South African Book Development Council (SABDC) will bring together a wider range of book related interests – booksellers, authors and publishers among others. Greater state support for the Book Development Council will enable us to see that the industry's problems are given quick attention and that we will be involved in policy formation. The launch of the SABDC at a dinner hosted by the Minister of Arts and Culture augurs well and we hope that the draft National Book Policy, which was developed after wide consultation two years ago, will now be formally accepted.

At the same function, two key reports were tabled - The Cost of Books Study Report and The National Reading Survey. The Cost of Books Report found that no sector was earning excessive profits but showed that the book retailer is getting a 30% slice in the value-added chain. We must, however remember that booksellers have to incur large costs such as renting expensive shops in the fulfillment of their roll. Each of us knows how price competitive book retailing is and we hope other sectors appreciate the



importance of the retailer in the book chain.

The National Reading Survey makes interesting reading. Over half the homes in South Africa have no books in them and although many people can read and do read newspapers or magazines, few read books. There lies the challenge for booksellers. (See page 19 for a summary of these topics.)

The Get Caught Reading Campaign on which PASA is now working will go some way toward finding new readers. We certainly have the support of Minister Pallo Jordan, who in his introductory address said, "Promotion

of literature should contribute to nation building and the furtherance of the African Renaissance." To spur on the culture of reading, the minister has instituted a number of literary prizes for writing in indigenous languages.

The Book Retail Industry Survey, which was funded by SABA and the SABDC and conducted by the University of Pretoria, has issued its report. Results received represent more than 90% of the general and academic book sales categories but the response from school booksellers was limited mainly to the large retailers and was too small to be representative. This is most disappointing as we need information on school bookselling when we go to the Education Department to lobby support. Information is nevertheless published in the report which gives the size of the different markets broken up into provincial categories, types of customers as well as other groupings. To access the report you may look on the SABA website www.sabooksellers.co.za.

We have been talking to the Publishers' Association for over a year about the Service Level Survey. Although we have not finalized our discussions, we are now moving ahead with the survey and will be asking some members to assist in data collection.

The first year of the SABA Learnerships, in which booksellers in the Durban Area were trained by Owl Training, has ended with a celebratory graduation ceremony at which most of the participants were congratulated for the progress they had made. We hope that Lois Wagner will be able to take the course to other areas and refine it to be even more book oriented as she now has more experience of bookshops herself.

The Annual General Meeting from 27 - 30 August at the Wanderers Club in Johannesburg is the next event on our calendar. Now is the time to book your tickets and your rooms. Accommodation is available in the Protea Wanderers Hotel. For those who prefer a bed and breakfast, SABA will do some research and you should contact the general secretary for advice. The format has been changed this year and there are more speakers and less meetings. We believe the new format will prove more entertaining and will avoid meetings where similar issues are re-discussed. (Please see page 27 for the full programme.)

I wish you successful bookselling.

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SABA

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BOOKMARK

News Magazine of the South African Booksellers Association

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Cape Town, South Africa

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Subscriptions: **Frikkie Nel**

Phone: +27 (0) 21 945 1572

Email: saba@sabooksellers.com

Design and Layout: **The Font Factory**

Copy Editor: **Calum MacNaughton**

Printed by: **Mills Litho**

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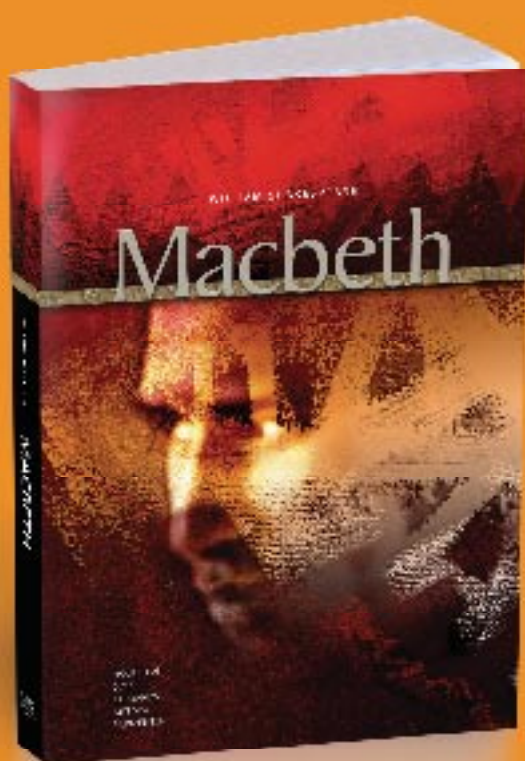
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Publishing for Africa

Working creatively around the challenges. *By Brian Wafawarowa*

The African publishing sector is heavily dependent on state/worldbank/donor procurement of education content. The findings of the Association for the Development of Education in Africa (ADEA) / African Publishers' Network (APNET) survey of 2000, which showed that up to 95% of all books published in Africa are education books, still applies today.

This, compared to the 60 - 40% ratio in favour of general books in Europe, shows a vast difference between the two continents.

The reasons for this are well documented and it is not my intention to dwell on them. It suffices to mention that lack of disposable income among the general public, low literacy levels and poor economies of scale has tended to discourage publishers from going into general book publishing.

It is therefore true that in the majority of the continent it is not possible for publishers to envisage publishing without going into textbooks. It is also true that the very little general publishing that happens on the continent is supported by textbook publishing and the general books that are published are mainly materials that are meant to supplement the curriculum and be distributed to libraries.

Again, the state, through various support agencies, is the main consumer of such materials. However, it is important to acknowledge that in more developed African economies like South Africa and Egypt, there is less dependency on education publishing and there are sustainable general book publishing sectors that can match global expectations in terms of output and quality.

The scholarly publishing seminar that was organised by the African Books Collective in 2005 in Zanzibar indicated that scholarly publishing was in decline due to the decline in funding of Universities and other research institutions. It was felt that unless new technologies and co-operation were harnessed, output in scholarly publishing would continue to decline. Yet again there is a difference between regions and countries.

In South Africa, for example, the output

of the Human Science Research Council in the last few years has been phenomenal and there have been a number of online initiatives that have increased scholarly publishing output.

The same can be said of the Council for the Development of Economic and Social Research in Africa (CODESRIA) in Senegal. The success of the Human Sciences Research Council (HSRC) and CODESRIA compared to other scholarly publishing outfits has been owing to the sustainable funding, the demand for their content and innovative publishing methods.

The disturbing trend in attempts to address the problems of African publishing is that it is being tackled from outside along the lines of the belief that the North has to free its content for the benefit of users in the South.

Some of the suggestions have included free content or the relaxation of copyright law in order to increase the flow of content from the North to the South. This argument informed the United Nations Educational Scientific and Cultural Organisation (UNESCO) Infoethics proposals of 2002 and most initiatives of the open access movement.

The argument has failed to recognise the potential that the continent has for publishing for itself and in so doing creating a better balance in the exchange of content between North and South along the UNESCO protocol on the free flow of books.

It also fails to realise, that in the first place, the continent cannot meet its own needs because of its over dependence on content produced elsewhere.

What do we need to do to publish effectively for Africa?

The traditional approaches to publishing for Africa have included the colonial model, where international companies produced inappropriate books in Europe and distributed them in huge numbers to colonies and former colonies in Asia and Africa.

The economies of scale were huge and this publishing was successful. It is still

the case in mainly French and Portuguese speaking Africa. These are also the areas where local publishing output is most dismal.

Huge literary phases and initiatives like the Negritude Movement and the era of the African Writers Series were missed opportunities for the continent's publishing sector because the books of these eras were produced outside the continent.

With the curriculum reforms that followed independence, there was a need to base the publishing activities of international publishers in the regions concerned and to publish more appropriate books.

Although this was a more desirable model which managed to impart skills and publishing capacity to the local industry, the presence of international companies was temporary and linked to periods of curriculum implementation and economic success. When they pulled out during economic depressions or after the curriculum implementations, voids were left in the local industry.

In my opinion and that of APNET, publishing for Africa requires the development of permanent and sustainable local capacity in all facets of the book, including local book publishing, libraries, distribution and selling capacity, beyond textbooks. Given the low economies of scale, this involves the exploitation of economies of scale along regional, linguistic, cultural and economic lines. It involves thinking creatively on how electronic technology can be used to circumvent the barriers that are created by poor physical distribution networks, border tariffs, economic and currency discrepancy barriers and the fact that books are dense cargo with inhibitive distribution costs when it comes to getting books to the hinterland and to other countries.

In scholarly publishing, especially where the economies of scale are too small to warrant conventional publishing, it is high time that African publishers embraced the open access agenda and look at how best to network the activities of scholarly publishers on the continent and outside the continent.

Co-ordinating and Exploiting Economies of Scale

What is clear from the strategies and activities of international publishers is that publishing for Africa and indeed for other parts of the world where national economies of scale are small has to involve publishing for a number of countries along cultural, economic, linguistic and other lines. This is not a new argument but it has been treated as an impractical dream for a number of years.

The model where one publisher in one country published for and sold to all the others has been undermined by physical barriers to trade in finished books and currency discrepancies.

No matter what discount one gives, one cannot supply finished books to Zimbabwe from South Africa today.

However, new electronic technology allows publishers to collaborate and jointly develop product together fast and effectively—sometimes without even meeting. This allows publishers to share stock or exchange digital files and convert their content to books at appropriate points, without shipping books across the borders.

Arguably, the most successful children's books in Africa, the New African Stories, were developed by Edicef in France, African Christian Press in Ghana and New Africa Books in South Africa without the editors ever meeting and at a cost that was more than 50% below the cost that any one publisher could have produced it on their own.

The same model is being applied today with the Academy of African Languages, New Africa Books, the Project for Alternative Education in South Africa and six regional African publishers to implement the Little Hands Project in all the African Union languages, and many other African languages, to celebrate the African Union's Year of African Languages. For many publishers from elsewhere, the question would be, "to what end and for what benefit?"

The answer is lower unit costs, access to communities and markets that we would have never reached on our own and most importantly, recognising the challenges of publishing for Africa and working around

them. The tendency is to think about technology in high-end terms without looking first at how what has now become simple production technology can be used to allow us to exchange information rapidly in formats that meet our needs.



The Open Access Argument

Of late, publishers have been under a lot of pressure to free content for the benefit of poor users. The assumption has been that the content-rich North must free content to the content-starved South and that additional exceptions to copyright protection must be granted to the developing world.

Although it is mainly publishers in the North who are being asked to release free content, it is publishers in Africa that are under a lot of pressure to think about how they will exist in an environment of free content and additional legal exceptions to copyright.

Unfortunately for publishers in Africa, the free content argument is very seductive

to governments that face budgetary constraints in procuring content for education. My view is that indeed, content that can be procured for free must be made available through the open access means but careful thought must be given to the long-term information needs of the continent.

The impact of this on the local publishers and booksellers could erode the gains that we have made in terms of developing local infrastructure. My argument is that several commercially viable alternatives should be explored before the free content route is taken.

This unfortunately may need to be looked at case by case. Co-production partnerships, rights trading and licensing of cheaper editions between publishers in the North and Africa would meet both the need to make books accessible, while at the same time helping the local publishing and bookselling sectors grow.

In this case, free access would not be the better choice. However, publishers in Africa have to come to terms with the fact that not all content has sustainable commercial value and that analogue is not always the most suitable format. We need to work with the proponents of free content to make that content available for free in appropriate formats to people that need it. It is for this reason that I think that the Automated Content Access Protocol (ACAP) of the International

Publishers Association (IPA), which helps readers and rights users understand which content can be used under what terms, can take the pressure off the publishers and portray us as partners and not hindrances to access to information.

In conclusion, publishing for Africa is a tough challenge that takes a publisher who can think around all the barriers and challenges by working creatively with other book practitioners on the continent and take appropriate advantage of existing technology. B

BRIAN WAFAWAROWA
Chairman - APNET

Booksellers Confer in Cape Town

The International Booksellers Federation (IBF) held its General Assembly and Conference in Africa for the first time from 13 - 16 June 2007.

The South African Booksellers Association (SABA), which had invited IBF and its members to Cape Town, organized a very successful conference. Approximately 50 participants from all around the world attended the information-rich conference, the theme of which was "Publishing and Bookselling: Get Ready NOW for the Digital Revolution!". Five professional speakers delivered first-class presentations.

On the African side, Mr. Brian Wafawarowa, Managing Director from New Africa Books gave a broad overview of the publishing sector in Africa and also had a look at the role that digital technology could play in solving some common challenges in this industry.

The audience was honoured by the presence of Prof. Andre Brink, the internationally acclaimed South African writer, and winner of numerous literary awards, who delivered a vibrant speech on writing in Africa. Finally, Mr. Russel Hanly, Chief Executive Officer of Africa's largest online publishing business, 24.com, delivered a fascinating talk about electronic media in different countries.

Two speakers from outside of Africa

tackled the issue of digitisation, Mrs. Annie Quigley, owner of an independent mail order and Internet book club Bibliophile, and Mr. Martyn Daniels, author of the report "Brave New World: Digitisation of Content, which explored the Opportunities for Booksellers and the Booksellers Association of the United Kingdom and Ireland".

This conference also gave the opportunity to the participants to discover a new country and its culture through outstanding excursions and wonderful dinners hosted by SABA.

IBF President Karl Pus and Director Fran Dubruille are very grateful to SABA for making the wonderful experience possible. A special thank-you goes to the President Guru Redhi, Vice-President Hentie Gericke, National Manager Frikkie Nel and all those in Africa who made the event possible.

Presentations and speeches from the conference will soon be available on the IBF Web Site (www.ibf-booksellers.org) on the "Members Only" section.

Do not hesitate to ask (info.eurobooks@skynet.be) for your codes again if you have lost them... B

FRAN DUBRUILLE
Director IBF



Much More than Just a Conference



SABA thoroughly enjoyed organizing and hosting the 51st International Booksellers Federation's (IBF) Annual Conference, and would like to thank our sponsors for making it all possible.

Apart from attending many interesting talks and participating in ground-breaking discussions, participants and organisers alike toured South Africa, Cape Town and its surrounds, and were wined and dined to their hearts content.

International delegates visited some of South Africa's highlights on arrival in Johannesburg, and were wowed by Sun City, the Kruger National Park, Soweto and the Lowveld before making their way down to the Cape.

Once in Cape Town, the fun continued and after mornings filled with fascinating and inspiring presentations at the Vineyard Hotel, the afternoons were left for more touring. Entertainment included

a visit to Robben Island, wine-tasting in Stellenbosch and Franschhoek, dinner at Moyo's, the not-to-be-missed opening day of the Cape Town Book Fair, a scenic drive round the peninsula, a trip up Table Mountain and a visit to Newlands on a winning Saturday to top it all off.

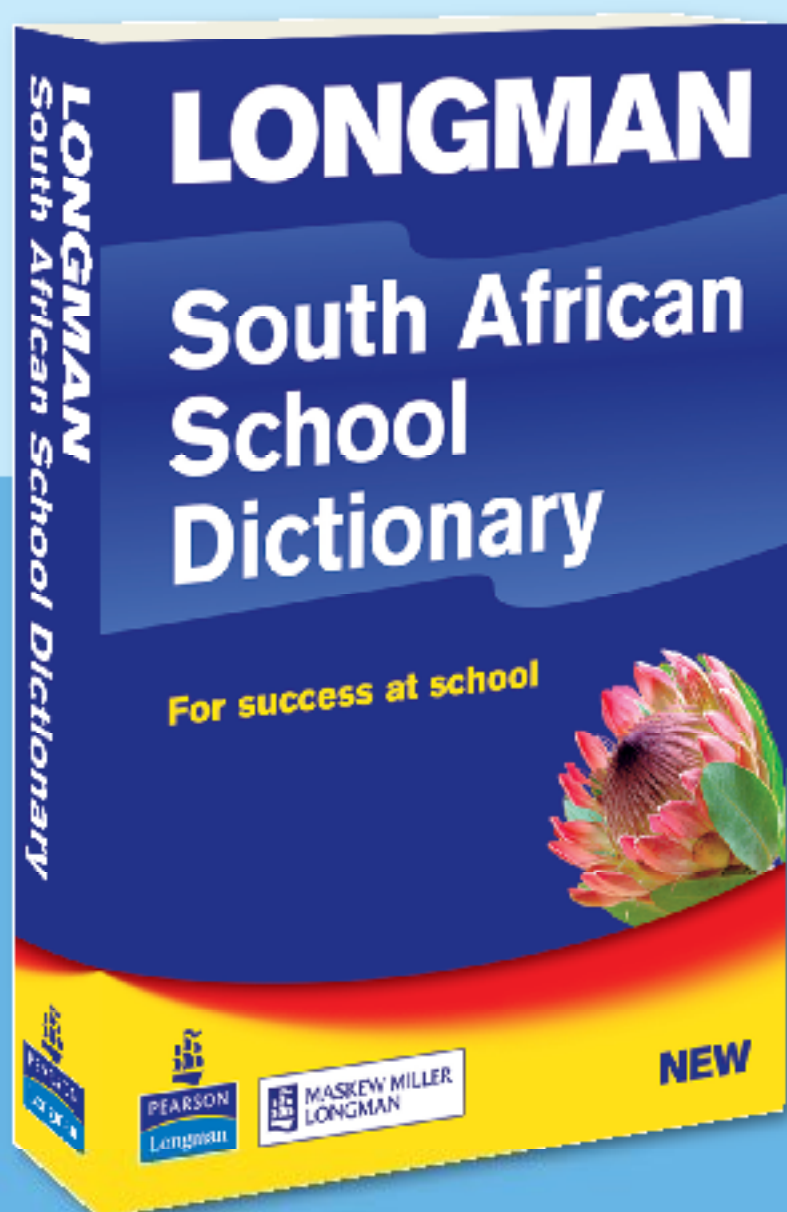
SABA would like to offer a special word of thanks to the Mayor of Cape Town, Helen Zille, who sponsored an intimate dinner at the Radisson Hotel on the Waterfront, Dr Muso Shezi, MD of Via Afrika, for sponsoring the fun-filled dinner at Moyos, Media 24 for the stationary used at the conference and all the members of the organizing committee, especially Maureen Hargraves and Frikkie Nel, for their support and hard work. B

HENTIE GERRICKE
Chairperson, Organising Committee
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boerewors /boor-uh-vawss/ *adjective* a type of long, spicy sausage

klipspringer /klip-spring-uh/ *noun* a small mountain antelope with large ears [Origin: Dutch *kilip* meaning “rock” + *springer* meaning “jumper”]

bonsella /bon-sel-uh/, **bonsela** *noun* a small gift [Origin: Zulu *ukubhansela* meaning “to give thanks with a present”]



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Bookselling in a Digital World



BOOKMARK was lucky to meet with Annie Quigley, a successful and inspirational UK-based bookseller, during the IBF GA in Cape Town last month. We asked Annie how booksellers should adapt to the digital revolution in the highly competitive bookselling market. Below is her personal perspective about bookselling in this, the new digital age.

Privately owned, Bibliophile is the largest independent book club in the UK with some 80,000 active members. Each month Bibliophile books in and reviews, for the mail-order catalogue and website, 350 new titles across a wide variety of subjects.

The Bibliophile catalogue is cheap and cheerful and printed in a tabloid newspaper format, with pithy quotes, humorous anecdotes and succinct book reviews. It remains a free publication, now has its own International Serial Book Number (ISBN) and by simply giving your name and address you are entitled to receive the catalogue without any obligation to make a purchase.

The books listed on the web and in the catalogue are selected from both British and American publishers. They are often from publisher's backlists, through remainder dealers or overstocks from a variety of sources including direct from the author. Bibliophile's emphasis is on value for money.

Bibliophile prepares the orders in their own warehouse and dispatches a staggering 3.5 million books a year.

So what is the state of the UK book trade?

The state of the British book trade is one of fear. Many antiquarian bookshops have closed. The rise of Internet retailing is also of course a factor. Amazon's international segment, which includes the UK, was up 37% at the end of 2006 compared with the same time in 2005.

Many bookshops already offer online shopping but these are for physical books. In a couple of years, downloads of audio and e-books will be commonplace. The £20,000 print on demand machine is already a reality and while the book may not have the look and feel of a traditional book, it will be more than adequate for the customer interested in content rather than presentation. There is a general belief that specialist bookshops will survive with online business subsidising their bricks-and-mortar outlets and those that carry a wide selection of titles will do best.

Let's now look at what we know. In the future physical books will still be preferred by the majority of readers and certainly older readers will still be the heaviest buyers who value beautifully produced books. People read differently because of their age, their choice of subject matter whether they are on the beach, in the

bath or curled up on the sofa. We read a travel book in sections and a biography in chapters. These habits will be reflected in how readers approach digital books.

Choice, Communication, Community and Commerce.

Choice is all about selection, when to buy, looking at a book and assuming you are the reader. How does the experience of handling this book and enjoying its contents affect you?

Communication is about how to express that joy in holding the book, communicating its content through an informative review and making simply reading a catalogue a pleasurable experience.

Community is about knowing your readers. I cannot claim to know all 80,000 of my readers, but certainly, over the last 20 years, I have a strong feeling for their habits and preferences. Trawling my database, I can find exactly which topics are of interest to them, how frequently they buy, what they spend on average per year, their geographical region, age group and probably quite a lot more.

Commerce. It is after all a business. Margins have to be made, overheads covered, staff and their families supported and business relationships maintained. The more organised the system, the easier catalogue preparation and editorial in desktop publishing becomes and level of service in customer care. A drive and ambition maintains this momentum and bookselling is not something which can be done remotely. It is a passion.

And so how do we, as booksellers, face the future?

Technology and the Internet is a distribution channel in place so that every bookseller can show their community what is available to them. Use it! Approach the challenge of the digital future with the same energy you showed when you first came into bookselling. The digital revolution will be driven by American companies who are bringing content to a digital marketplace regardless of what we are doing in the UK or in South Africa. It is going to be a multi-channel environment and we will have to adapt to the Brave New World. **B**

ANNIE QUIGLEY
Bookseller Bibliophile

A Brave New World

Martyn Daniels, author of the report A Brave New World shares with us his views on the digitization of content and how it will affect the bookselling industry.

The advent of digital content is changing the publishing process; what is produced, how it is produced, how it is marketed and sold and how digital rights are managed. What booksellers need to do to survive this change in the environment is understand how it is redefining the publishing value chain and its relationships. In order to do this, we must ask some pertinent questions:

Who is the consumer and how will they want content?

Is the consumer the young technically savvy youth, or the older, “silver surfers”? After all, in countries such as the UK, the silver surfers have been getting logged on in droves. They have higher disposable income and, most importantly, a propensity for reading and buying books.

When we look at consumer behaviour, we recognise that people read various types of books very differently. This is heavily influenced by what they want from the books, as well as the role they are playing when reading them.

There is no simple one-size-fits-all and the consumer will, in the end, dictate the market.

How entrenched is the Internet within the developing world?

In South America, the Internet is starting to be universally adopted. The two economic powerhouses of Brazil and Argentina are clearly moving ahead in terms of penetration and adoption. Although Asia is more confusing, we cannot ignore the percentage of overall users already connected in India and China and can only expect this to rise significantly.

In many developing countries, technological initiatives are being implemented by the government. Libya is investing in a \$50 PC programme and China has stated its aim to replace text books with 165 million ebook readers. The Indian government has recently declared its intent to connect all citizens to high speed broadband by 2009. Although the word “all” is a bit loose, the intent and

impact is potentially massive.

In comparison, Africa’s lights are still switched off. Africa does not have the telecommunications infrastructure to fuel growth and, in particular South Africa is still heavily reliant on that old sea cable. Things will change with mobile GPS and Wi-Fi, but growth is restricted and the resultant environment and initial usage may be different as a result.

What will determine your relations with consumers?

We are entering a consumer-centric environment, where the consumer increasingly wants a personalised view.

The consumer spends the money. They will choose who they want a relationship with. They will vote with their clicks.

You now need to understand the consumer far better than before.

Is Digital Publishing really still Publishing?

We come from an industry that was once joined together by a common format – the book. The industry is now starting to diverge into different digital sectors. Some will move faster than others and what is certain is that digitisation will affect all.

Amazon, for example, is now integral to the book industry and its city valuation is higher than the chains. The parallels are poignant. Amazon has some 15% of UK market share and is a global brand that has positioned itself right across the value chain. The only thing it isn’t today is a publisher and that is no longer true with its recent acquisition of Brilliance.

Reed Elsevier has grown its electronic business to some \$3.7 billion and is now no longer just a content developer and deliverer but is delivering real time content based on workflow solutions.

Cambridge University Press has driven a 30% increase in sales revenues from its Print on Demand reprint programme.

These examples are not unique. It is easy to see travel, religion and other genre going digital at speed and offering potentially a different consumer proposition and even further divergence.

Is there a future for the physical book as well as booksellers?

YES! When one looks at any value chain

one has to recognise that there is the value that the originator puts in (in our case, the author who creates content), and the value perceived by the consumer, who puts money in. All the steps between are up for grabs, add cost, and if they are not adding value can be disintermediated. No one has a god given right to exist in the chain.

The printed book will, however, continue to be the dominant format in the industry and bookshops, the major channel to market for many sectors for the foreseeable future. In order for specific booksellers to be a part of this market, the Internet must be used effectively and they need to enable themselves to sell all formats.

Along with being a trusted partner and providing value through their selection, booksellers can and should continue to own the customer relationship and the transaction. These are their strengths.

Publishers need to develop the digital content and control its distribution, together with comprehensive rights management and the distribution of rich digital content to the market. This is their strength.

The key is to keep it simple and recognise the existing retail channel of bookshops, who will still generate the majority of revenues. It is about strengthening and not weakening today’s channel and enabling booksellers to respond in this Brave New World.

MARTYN DANIELS

Author of A Brave New World



Profits and Promotions in Publishing

As the industry enjoys the benefits of a boom, with 31.3% growth over the two-year period from 2003 to 2005, the second year of the Survey on Financial Performance in the South African Publishing Industry shows some interesting trends.

The most robust sectors are the Trade and Higher Education/Academic sectors, which generally show excellent returns for both the local publishing operations and the net importers. The Education sector shows the most variance in terms of highs and lows, with very little middle ground, which is to be expected in a turbulent and aggressively competitive market. Compared to the prior year, the most positive trend in the Education sector is the reduction in Sales and Marketing overheads, particularly in the amount spent on free promotional copies.

Probably the most dramatic of the 25 benchmarks which the survey looks at has been the dramatic fall of 59% in the use of freelancers as the period of development of new books for the curriculum reform comes to an end. While this leads to a reduction in overhead labour costs for publishers, it is

not good news for the freelance editing and design industry.

One trend that gives cause for concern is the reduction in training expenditure as a percentage of payroll, which the Book House Training Centre in the UK recommends should be at least 2% of payroll.

Dramatic fall of 59% in the use of freelancers

This figure for the 2006 survey shows that it has fallen on the prior year's, at a time when the staff turnover levels have risen, and the number of promotions has risen – both of which would normally raise the demand for training and therefore increase training expenditure. Against a background of a perennial shortage of skills in the industry, and the high demand for skills in the current expansionist climate, this is an area which companies need to

address.

The forecast for the future is rosy. With predictions that the current economic boom will continue for the medium-term at least, the levels of government expenditure and discretionary income, which fuel expenditure on books, are likely to continue.

In the Education sector, in particular, the end of the period of curriculum reform will result in a normalisation of the frontlist:backlist ratio. With less frontlist and development cost, and with more backlist reprints, publishers are likely to see a rise in gross margin and in operating profit over the coming years.

Done by sector and by overall market, the survey is voluntary, confidential, subscription-based and available only to subscribing publishers.

Publishers interested in participating in the 2007 survey should contact Kate McCallum at (021) 461-5392 or email kate.mccallum@storm.co.za.

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Festivities in Franschhoek



Take a beautiful little town – close to Cape Town but far enough away to have its own jealously-guarded identity as the gastronomic and cultural heart of the Western Cape – with an enthusiastic and culturally aware community, add in some amazing authors and publishers, and you have a literary festival without compare.

The organising committee worked like beavers for months, with input from Director Christopher Hope, and soon a glittering array of literary superstars had promised to come to the Franschhoek Literary Festival. (Such hardship!)

The focus of the event was to be on the writing aspect and the authors were asked to chair panels and talk about “How I Write”. Jenny Hobbs puts the aims of the festival in her own style: “It’s intended to create a buzz about reading and writers: a 3-day encounter in the village centre between some of SA’s best writers, a contingent from overseas, a couple of prime publishers, a famous wine fundi and as many readers as we can gather in to listen to them talking and debating, ask questions and generally enjoy the music of words.”

We hope it’s such a blast that it’ll become an annual event. Beyond the book events, poetry competition, chef’s tables at great restaurants and wine quaffing, one of our goals is to generate funding for a much-needed new community library.”

The press and Nicky Stubbs helped with great publicity and we all held our breaths to see how many people would arrive.



The day dawned bright, and as can only happen in Franschhoek, we had a weekend that was pure summer. And the crowds flocked in. An estimated 2 000 people wandered from venue to venue to hear our authors talk about their work. From the Hospice Hall to the Council Chamber via the NG Kerk Hall the crowds wandered, taking time off to devour scones or oysters or fillet steak washed down with wonderful Franschhoek wine. A glow settled over the town.

One of the best things for a festival is a bit of controversy and this was there in buckets. Rian Malan clashed with Siri Hustvedt over the status of JM Coetzee and this argument spilled over into a column written for the Spectator, where Ken Owen and Rian Malan are still trading blows in the letters page.

I left the festival with a sense of satisfaction. We had sold lots of the speakers’ books (sold out in a few cases) and had that wonderful feeling that books really do matter and this is a trade that is more than retail. It adds value to a community as well. Who could ask for more? B

ANDREW MAJORIBANKS
Wordsworth Books



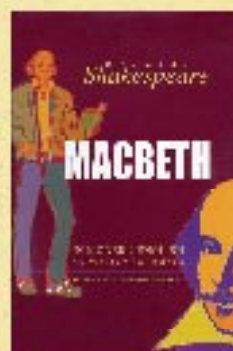
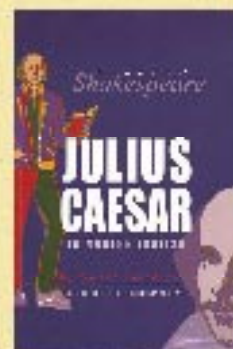
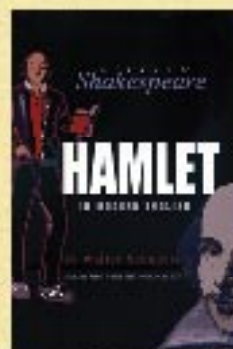
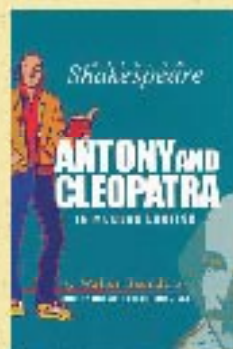
SHAKESPEARE
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Shakespeare 2000 and Clever Books are very pleased to announce that they have embarked joint venture whereby Clever Books will assume the marketing, sales and distribution responsibilities for the Shakespeare 2000 list.

As of 1 June 2007 all enquiries should be forwarded to Clever Books at (012) 342 3263 or info@cleverbooks.co.za.

*Postal enquiries should be directed to:
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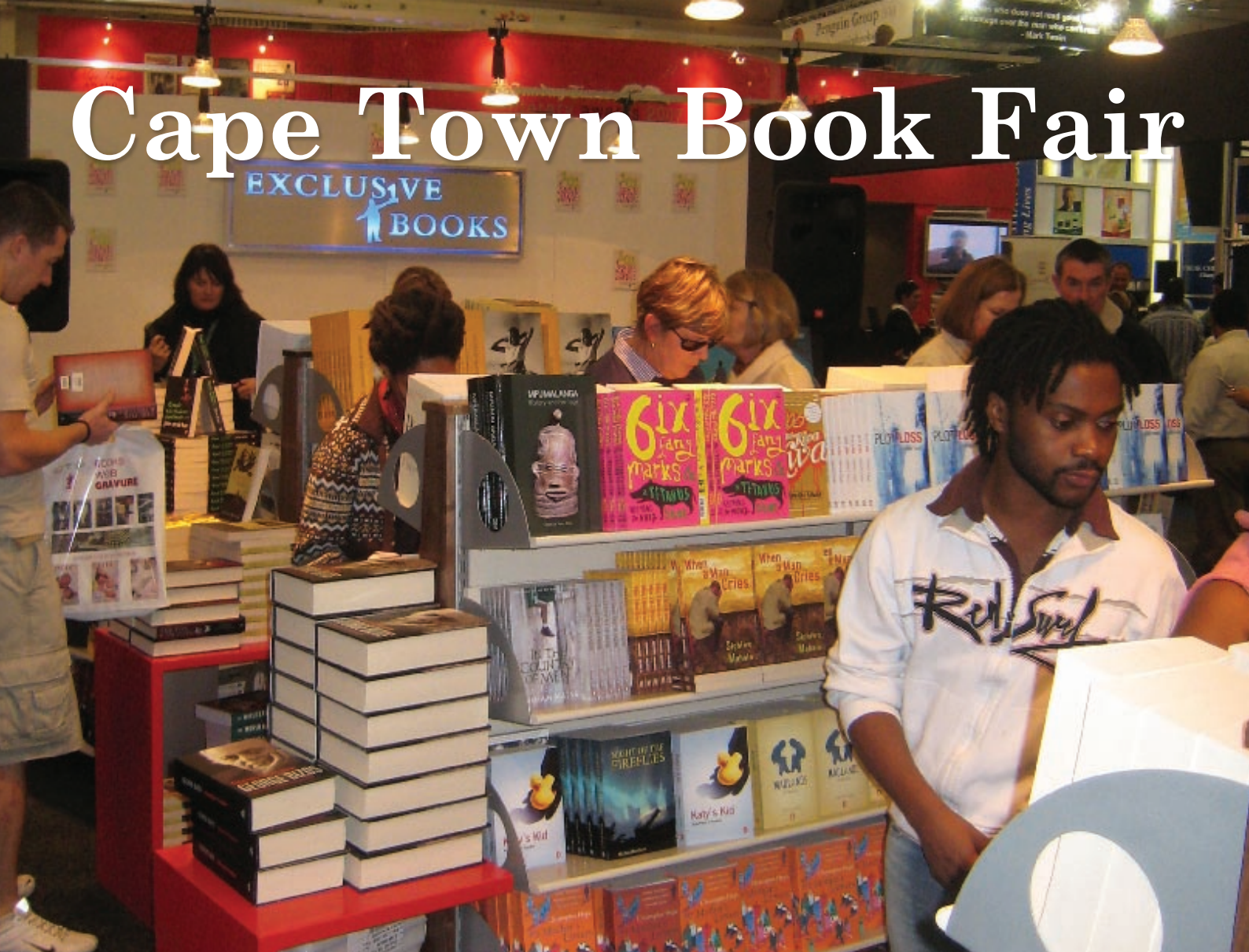
The following titles will now be distributed by Clever Books:



Shakespeare 2000 presents the plays side by side with a version in modern English keeping to the poetic spirit and metre of the original.



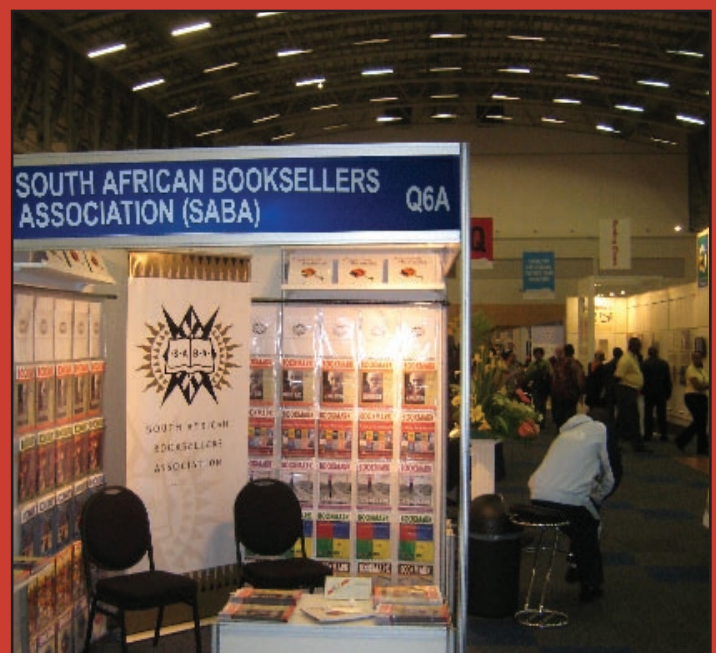
Cape Town Book Fair



BOOKMARK loved the Cape Town Book Fair (CTBF). And what a wonderful success it was, with numbers double those of last year's inaugural event.

The figures released by the organisers are staggering and even the Cape Town International Convention Centre (CTICC) was enormously impressed by the official count of 49 000 visitors that were drawn in by the Book. More than 260 journalists, including an international contingent, covered the event. Over 200 authors and 354 exhibitors participated in the Fair, with representatives from countries including the United States, Ghana, Germany, India, China and France. Directors from the Beijing and Frankfurt Book Fairs were in attendance, as well as the heads of the British and Caribbean Publishers' Associations.

Virtually all of the 470 activities from readings, to interviews and workshops on the programme were full, whether they covered political issues, literary topics or more entertaining subjects. "One thing we have realised is that author interactions are a highlight of the fair," said Vanessa Badroodien, CTBF Director. "Whether we had George Bizos talking about his autobiography, Anthony Horowitz explaining how he writes, or Marion Keyes being hilarious, the public just couldn't get enough."





BOOKMARK thoroughly enjoyed these author interactions, especially listening to Mark Espin from the Centre for the Book talking to Maxine Case, author of “All We Have Left Unsaid.” Maxine was recently awarded the 2007 Commonwealth Writer’s Prize for Best First Book in Africa.



Aside from the popularity of the events programme, reports from trade delegations and exhibitors were that the business side of the book fair was busy. Most commented on the efficient running of the event and said they had made many useful connections. Printers, distributors, publishers, book-sellers, illustrators and more were represented on the exhibition floor.



BOOKMARK had front row seats to Michelle Magwood talking to John van de Ruit at the Sunday Times Stand, although both were so relaxed that it seemed more like we were flies on the wall at a private tea party. What came across very strongly was that Spud is no fluke. John knows what he is about as an author and has used his vast experience in the dramatic world to create a best seller.



While exhibitors enjoyed the exciting atmosphere created by the thousands of visitors, there was a common request for a business day that was closed to the public. Badroodien has said this will definitely happen next year.

Launch of the South African Book Development Council

The Print Industries Cluster Council (PICC) was officially relaunched as the South African Book Development Council (SABDC) at the Mount Nelson on 17 June. The new body is far more inclusive and will take on the role of book development in the broader sense.

Releasing the results of two studies at the same time, namely “Factors Influencing the Cost of Books in South Africa”, and the “National Survey into the Reading & Book Reading Behaviour of Adult South Africans”, the SABDC showed that it is serious about its role in our country.

Chief Executive Officer Elitha Van Der Sandt (pictured on the right), who dedicated vast amounts of time and effort towards this launch spoke passionately about the industry and the cultural and political environment in which it works. “To stimulate a stronger reading culture in South Africa, both cultural and economic factors need to be addressed,” she said.

“Central to the development of a reading culture in many countries has been the development of indigenous publishing. Strategies such as national reading campaigns, book subsidies, author development, tax incentives and investment into technological development has been employed, to create an enabling environment for the market to expand,” She continued in her address.

Minister of Arts and Culture, Dr Z. Pallo Jordan was the key-note speaker and also delivered a message on the importance of literary works and the role they have played in emancipating the indigenous African in his / her own country.

“It cannot be regarded as a coincidence that the major social revolutions around the world have been associated with literary movements. The first African writers in South Africa regarded themselves as the heralds of a new era of great expectations for the African people,” he said.

As a challenge to all South Africans, the Minister issued an open invitation for all who think they can write or have a story to tell, “We want to see your works in print,” he challenged. “Let today be the commencement of a movement to enrich

and nurture a truly South African literary tradition,” the Minister concluded.

The serious business of the evening was not lost amongst the ceremony and an executive summary of the findings of both reports was delivered, looking first at the book reading behaviour of adult South Africans.



“This study is an important milestone for South Africa as it establishes, for the first time, baseline measures upon which readership and behaviour can be measured and further understood,” states the report.

It is very comprehensive and looks at comparisons between race, gender, education levels, age, region, LSM and language and how these factors affect the book reading behaviour of the people in our country. In conclusion, it surmises:

“With regard to leisure life, reading holds a firm position amongst the activities that adult South Africans engage in.

Print media in the form of newspapers and magazines constitutes the main ‘competition’ for book reading, with about two in five people usually reading fiction or non-fiction books. Those committed to book reading are largely white affluent people – a reflection of a book reading culture and access to books being more prevalent in this socio-demographic group. Importantly, this study raises a concern in that more than half of South African households have no leisure books present in their household.

Word of mouth and libraries are the main channels of obtaining information about books in the market. Large proportions

of book readers as well as readers access their books through libraries or mobile libraries, and importantly prefer to do so. It is therefore imperative that this access channel receives urgent attention.”

The cost of Books in our country is often seen as unnecessarily high and is a major barrier in creating a reading culture in South Africa. The Cost of Book Study was implemented to investigate exactly why this is and where the money goes:

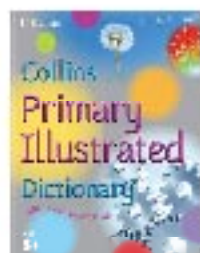
“The study confirms that there are no excessive pricing and profits being made along the value chain. Often, comparisons are made as to the pricing of books in South Africa versus countries like the United Kingdom and India. The study illustrates the importance of economies of scale and how bigger print runs decrease the cost of reproduction. For example, one book’s printing costs decreases from R60.65 for a print run of 250 to R9.20 for a print run of 10,000. In the UK, the average number of annual titles published (new and revised) were 161 000 in 2005, while in South Africa it was 8177.

This is the most straightforward reason for the difference in prices. One has to look at book development in general in order to make relevant comparisons. Being a developed country, the UK needs no further explanation. India, being a developing market, has other reasons for its successful book sector. This country has implemented book development strategies since 1957, initiated by their First Prime Minister Nehru after they gained independence. India, for example, is the 3rd largest producer of English books, while at the same time publishing in 22 local languages. To date South Africa has no comprehensive book development strategy in place.

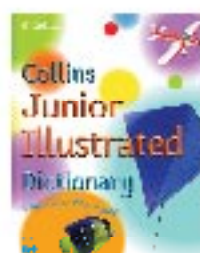
So until we see a comprehensive implementation of sound, well-informed strategies, as detailed in the Draft National Book Policy 2005 and studies such as these, increasing access to books remains something in the distant future.” Thus concludes van der Sandt in her foreword to the Cost of Book Study. B

JESSICA HADLEY GRAVE
Editor, **BOOKMARK**

thingamajig: *n.* a word used when the proper word is not known or does not come to mind



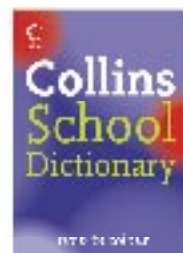
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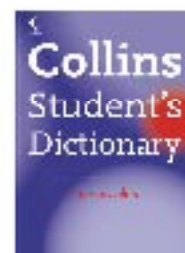
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Who Owns our Knowledge?

The Copyright Lekgotla at the Cape Town Book Fair *By Monica Seeber*

On 18 June 2007, the Academic and Non-Fiction Authors' Association of South Africa (ANFASA) and the Publishers' Association of South Africa (PASA) hosted the second Copyright Lekgotla at the Cape Town Book Fair.

Last year's Lekgotla theme, "Does the Lion Sleep or Does the Lion Roar?", a reference to the song 'Mbube' or 'The Lion Sleeps Tonight', and the fact that the composer's rights have at last been properly recognised, was a call to rights owners (authors and publishers) to interrogate and understand the system of Intellectual Property Rights. The aim last year, through open discussions and debates, was to educate and inform.

This year's Lekgotla was more contemplative. The theme 'Who Owns our Knowledge?' invited participants to stand back and consider the roles of writing and publishing in relation to knowledge production and cultural development. To this end the topics in the discussion groups were wide-ranging, exploring the periphery of copyright as well as its centre.

The first debate, 'Supporting Our Own Languages', considered the development of writing, publishing and reading in Afrikaans and whether that process could serve as a benchmark for South Africa's other indigenous languages. Chaired by Dr Rudi Venter of the University of Pretoria, the panel included Winston Mohapi, chairman of Moaba Sesotho, the Sesotho Writers' Association of South Africa, and Thiathu Nemutanzhela, an African languages publisher.

The debate around our languages always arouses strong passions, and this session provided a clear signal that language is a key part of our heritage. Publishing in indigenous languages has a long way to go and must no longer be neglected, but it is not merely publishing that has been under-developed. The nation's mindset around the use of our own languages has to be re-thought.

This plenary debate was followed by four separate discussion groups. 'The Public Lending Right' with Dr Jim Parker, Registrar of the PLR in the United Kingdom, Joan de Beer, Deputy National Librarian and Ellen Tise, University Librarian at the University of Stellenbosch, took up a controversial subject. The way PLR works in various countries was discussed, as was the possibility that South Africans might be able to devise a uniquely 'home-grown' model to suit our social and economic circumstances. It was felt that authors and librarians must not be adversaries in this but, on the contrary, should come together as partners to explore the possibility of a

'Harnessing our knowledge' with Dr Otsile Ntsoane of the Department of Science and Technology, Roger Chennells legal representative of the San communities, and Mike van Graan the well-known playwright and cultural commentator, focussed on Indigenous Knowledge Systems, the central position of a country's cultural heritage, and the ownership rights of communities.

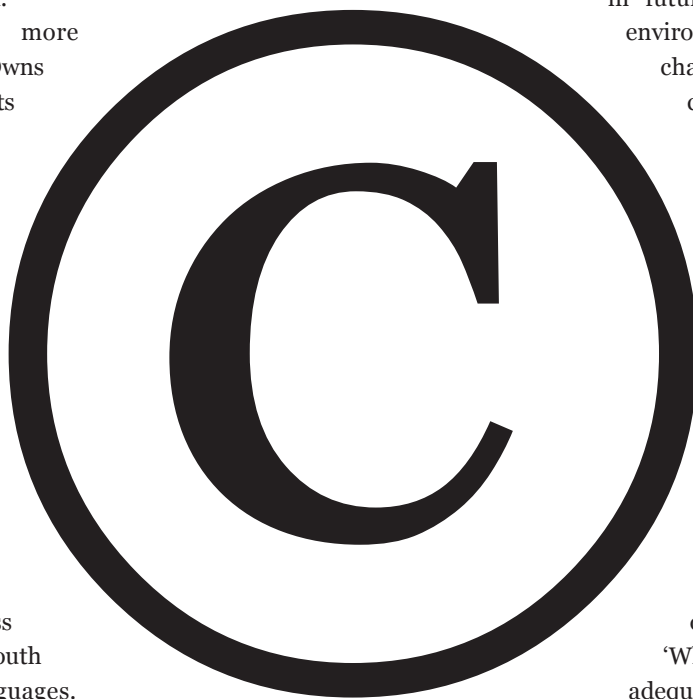
Jeremy Boraine of Jonathan Ball Publishers chaired the discussion on 'IP in the marketplace' with PASA's legal counsel Carlo Scollo Lavizzari and Lynette Owen, the leading international authority on publishing rights and contracts. This discussion, as can be imagined, took in future trends, especially the digital environment and the huge changes and challenges to the management of content in the 21st century.

Finally, the plenary debate on 'Who owns our knowledge' was conducted by panellists Luli Callinicos, the well-known social historian and author, the academic publisher Solani Ngobeni. Ian Randle, the leading publisher in the Caribbean, and the author Andries Oliphant. It was chaired by Mike van Graan. This debate drew together the threads of the other discussions. The question 'Who owns our knowledge?' wasn't adequately answered, of course, but then we didn't expect to provide a definitive answer.

The Lekgotla will have succeeded if the topics it explored opened up new perspectives to the audience and to the panellists themselves.

Perhaps those new ways of approaching the creation, the production and the dissemination of knowledge will give rise to a further set of questions, to be tackled in next year's Copyright Lekgotla. **B**

MONICA SEEBER
Director: ANFASA
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benefit to authors derived from the lending out of their works in public libraries. If this leads to more and better writing, libraries will be beneficiaries as well.

Professor Andries Oliphant, author and academic, and Karen Bruns, marketing manager at HSRC Press, led the discussion on 'Challenges to research publishing', exploring the merits of institutional repositories and enquiring into the ownership of publicly-funded research.

Annual Awards

SHOWCASE

South Africa's Literary Development

There are many awards to commemorate the rich and diverse literary talent in South Africa. Some awards are given more prestige than others due to the money behind them or indeed the media exposure that they generate.

Perhaps in South Africa the most highly regarded awards are the Sunday Times Literature Awards, which were announced during the Cape Town Book Fair in June, and this is mostly due to the amount of publicity that they are able to generate.

According to Annari van der Merwe of Random House, literary awards are important to publishers because of the second life they give to books a

year after their original launch, which obviously boosts sales. Publishers also use awards to generate new books via the submission of manuscripts and also to incentivise would-be authors to write.

In the developing landscape of South Africa's literary movement, this is imperative, and more awards are being given for indigenous works than ever before.

From the booksellers' perspective, awards are essential for similar reasons. There is often extra marketing material for shop displays that comes with awards, which, along with the publicity that the awards generate assist the public in choosing which

books to buy. Whether awards are always literary by nature is of course another question.

In the end, no matter how good for the industry they may be, the awards are really for the authors. Jill Van Zyl of Exclusive Books put it succinctly when she said that the most crucial thing about awards is that they honour our authors. A literary award is an accolade to an author's creative genius from peers in the industry and it is these tributes to good writing that keep the creative juices flowing.

There were a number of awards recently bestowed upon worthy recipients. **BOOKMARK** highlights them below.

Sunday Times
literary awards 2007



South Africa's most prestigious literary awards were handed out at a banquet in Cape Town attended by celebrated international authors and the who's-who of the country's book world at the Cape Town International Convention Centre (CTICC) during the Cape Town Book Fair (CTBF).

Sunday Times Editor Mondli Makhanya welcomed guests at the event compered by columnist Barry Ronge, saying South African writing used to be dominated by the twin themes of liberation and struggle. Now, Makhanya said, "South African writers are starting to have fun."

The Sunday Times Fiction Prize went to Marlene van Niekerk for her novel, *Agaat* (Tafelberg/Jonathan Ball), an Afrikaans book that was translated into English by Michiel Heyns and she was overwhelmed

when her name was read out.

Ivan Vladislavic, who won the Alan Paton Award for his *Portrait With Keys: Joburg & What-What* (Umuzi), is no stranger to the event. He won the Sunday Times Fiction Award in 2002 for his novel *The Restless Supermarket*.

Vladislavic said he was delighted and very surprised to have won.

Both authors were handed cheques of R75,000 and in terms of the rules, Van Niekerk has to share her prize money with Heyns.

Imraan Coovadia's *Green-Eyed Thieves* (Umuzi), a humorous account of a family of crooks from Fordsburg, Johannesburg, and *White Scars: On Reading and Rites of Passage* (Jacana Media), Denis Hirson's reflections on literature, autobiography,

poetry and history, were respective runners up for the Fiction Prize and the Alan Paton Award.

In their appraisal of the short list for the Alan Paton Award, the judges noted, "The new renderings of non-fiction and the 'literariness' of many of the entries this year is an interesting trend in non-fiction. There's a new freedom to experiment with form, a looking inwards in order to examine the 'outwards'."

The Fiction Prize judges, meanwhile, remarked that there was "a growing depth to South African fiction, a distinct maturing but great levity and humour too".

Media Release by the Sunday Times

M-Net Literary Awards

The M-Net Literary Awards serve to acknowledge and celebrate the exceptional riches in indigenous prose in South Africa. The winners were announced on the eve of the Cape Town Book Fair in four categories: Afrikaans, English, Sotho and Nguni.

The standard of the English entries was exceptionally high and the eventual winner's work encapsulated the mood of the awards evening, held at the plush Pigalle Restaurant in the Mother City.

For his range of contemporary South African preoccupations with the dynamics and repression of memory, the relation between trauma and identity, and the intersection of individual, familial and national history, the M-Net Award in the English category for 2007 was awarded to Shaun Johnson for his novel, *The Native Commissioner* (Penguin Publishers).

The winner of the Sotho category was awarded to Kabelo Duncan Kgatea for *Ntshware ka letsogo* (Tafelberg: Sepedi).

Kula Siphatheleni won the Nguni category for his novel *Elowo Nalawo* (Illitha Publishers: isiXhosa).

In the Afrikaans category Ingrid Winterbach received the award for best Afrikaans prose for *Die Boek van Toeval en Toeverlaat* (Human & Rousseau).

Press Release
by M-Net



WHERE MAGIC LIVES

Via Afrika Literary Awards

The Via Afrika Literary Awards combine five prizes that have been part of the South African literary landscape for decades. The awards were also bestowed upon the esteemed recipients in Cape Town in June.

Ingrid Winterbach added the W.A. Hofmeyr Prize for best Afrikaans prose to her trophy case for *Die Boek van Toeval en Toeverlaat* (Human & Rousseau).

Judges in this category, Prof Chris van der Merwe of the University of Cape Town and Dr Steward van Wyk of the University of the Western Cape, commended Winterbach for the metaphysical and multi-layered dimensions of her work.

For the first time in the history of the Herman Charles Bosman Prize for best English prose, it was shared by two authors, Kgebetli Moele for *Room 207* and Maxine Case for *All we have left unsaid* (both published by Kwela Books).

The Recht Malan Prize, for best non-literary or non-fiction book, went to Leon Rousseau for *Die Groot Avontuur* (Human & Rousseau). Gerrit Brand, books editor of Die Burger, and well-known sociologist Dr Elsa van Huyssteen were judges in this category.

The M.E.R. Prize for the best illustrated

children's book went to Fanie Viljoen for *Geraamte in die Klas* (Human & Rousseau), illustrated by Karl Stephan, while the M.E.R. Prize for youth novels was awarded to Jenny Robson for *Praise Song* (Tafelberg Publishers).

The 2007 Jan Rabie / Rapport Prize was awarded to Johan Engelbrecht, for

“It is important to create a platform to foster continued excellence in our writers”

his debut work, *Kaffertjie* (Zulu Planet Publishing).

Engelbrecht was commended for his contribution to renewal in Afrikaans literature. Says Dr Andries Visagie from the University of KwaZulu/Natal and a judge in this category, “Engelbrecht is responsible for one of the most original debut works in Afrikaans literatures history.”

The judges praised the winning authors for the insight shown in their books and

the quality of the award-winning entries in all categories. Each winner received a cash prize of R30 000. In the M.E.R category for illustrated children's books, Viljoen (writer) and Stephan (illustrator) received R15 000 each.

The Via Afrika prizes are awarded annually to authors within the Via Afrika stable representing NB Publishers, Jonathan Ball Publishers, LuxVerbi-BM, NVA and Van Schaik Publishers.

Dr Muza Shezi, Managing Director of Via Afrika, commented that “It is important to create a platform to foster continued excellence in our writers. This year's Via Afrika Literary Awards achieved just that. Indeed, awards like this challenge the spiritual and mental lessons faced by the people of South Africa and the writers balance our senses to good effect as a result.”

Press Release by Via Afrika



Industry Update

Van Schaik Joins the Monopoly

Media24 and Johnnic Communications (Johncom) have reached agreement in principle that Johncom will acquire Van Schaik Bookstores from Media24. No price or transaction terms will be disclosed and the transaction will be subject to final contractual aspects, including approval by the Competition Board.

Van Schaik, a national network of academic bookstores, started trading in Pretoria on 1 July 1914 and was acquired by Via Afrika, a Media24 subsidiary, in 1986. The company has been setting the benchmark for South African academic bookstores for a number of years, servicing primarily residential and distance education universities, technicons, colleges and other tertiary institutions. Currently Van Schaik consists of 46 permanent bookstores plus an additional seven seasonal outlets.

This concludes a review of Media24's retail assets. In the last 18 months Media24 also disposed of Computicket and the Lux Verbi religious book store network. Media24 believes that as a retail enterprise Van Schaik would perform even better in a group with a well established, complementary retail business and solid expertise in this field. In terms of provisional strategy Van Schaik Bookstores will be part of Johncom's retail division together with Exclusive Books and Nu Metro Theatres.

Press Release by Media 24

Get Caught Reading



The PASA Trade committee has been steering the Get Caught Reading campaign for the past year and a half, with a planned launch in September 2007. It is now envisaged that the project will be launched in April 2008 - coinciding with World Book Day 2008.

The objectives and plan of action of the Get Caught Reading campaign are to support and encourage a culture of reading within South Africa, to raise public awareness of the message that reading makes for successful people, and ultimately to increase the size of the reading population, and thereby the book industry.

The project will be a collaboration of different players in the industry. SAPPI has indicated that they will be willing to assist with paper donation, the communication strategy will be handled by the Brand Communications School, Vega. As Readathon has recently acquired a major new sponsor, PASA is uncertain as to what extent READ will be able to assist in the campaign. But they remain involved, along with other key stakeholder groupings, and we'll have their in principle support if it transpires that our campaign must run on its own in the first year.

Press Release by PASA



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Knowledge is the power of choice

Strategies for Literacy in the Western Cape



An excerpt from Western Cape MEC for Education, Cameron Dugmore's Education Budget Vote speech delivered on the 6th June 2007.

“Last year we launched the province's first joint Literacy and Numeracy Strategy to address unsatisfactory performance levels in these two critical domains.

Part of our strategy is to conduct regular testing of numeracy and literacy levels. The results enable us to identify challenges and ways in which to meet these challenges. In the long term, we will only improve the throughput rate in our schools if we build a solid foundation in literacy and numeracy in primary schools.

In November 2006 the Western Cape Department of Education tested 82,879 Grade 3 learners at 1,086 schools. This was the third in a series of studies of Grade 3 learners, conducted in 2002, 2004 and 2006. The WCED surveys the performance of Grade 6 learners in alternate years.

The success rate for Grade 3 learners in literacy has improved from 39,5% in 2004 to 47,7% in 2006, an increase of 8,2%. This is an improvement of 12,2% over the three testing periods. This is a sterling effort. While the performance is not yet satisfactory, the improvement is encouraging, and shows that special interventions to improve results can work. A major innovation was the appointment

of 510 teaching assistants in 163 primary schools in 2006 to support teachers in Grades 1 to 3 in poor areas. Indications are that they are making a difference, and we have continued the pilot in 2007. In 2007/8 R16,8 million is dedicated to maintaining this initiative. A fantastic spin-off has been the surprising number of teaching assistants who are now seriously considering becoming teachers!

A renewed focus on early childhood development; family and community literacy

We have dedicated a team of 100 specialists to lead this literacy and numeracy turnaround intervention. We also concentrated in 2006 on training support programmes for 450 specialist Learning Support teachers. These 550 specialists were provided with Learner and Teacher Support Material and mathematics kits. They attended training in the use of these and are now sharing this expertise in schools across the province. Other support measures include providing textbooks and other materials. The “Litnum” teams are working intensively with teachers in the

classroom to help strengthen teaching and learning practices. ...

Key elements of our strategy include teacher support and development; changes to classroom practice; a renewed focus on early childhood development; family and community literacy and numeracy; research; monitoring and support, coordination and learning and teaching support materials.

To date 210 teachers have been put through 18 hours each of Early Literacy training and 150 teachers have completed Early Numeracy courses. Post course evaluations indicate promising responses. 687 teachers and managers have been through three hours of training in the management and use of concrete teaching materials. Clearly more training is needed. The department has also provided support materials in the form of exemplar Grade R work schedules and CDs in English, Afrikaans and Xhosa.

A prominent feature of our strategy is the importance of family and community literacy. There are simple things that every family can do to improve reading, writing and arithmetic at home, and we will be developing this aspect further in the months ahead. We are also building strategic partnerships to work on this issue.”

Western Cape MEC for Education,
CAMERON DUGMORE

Centre for the Book's Illustrators Programme begins in August

The Centre for the Book launches its Illustrators programme in August, and **BOOKMARK** is very excited to see the resulting work coming from the previously disadvantaged artists and illustrators. This fulltime, four-month programme takes place at the Centre for the Book, Cape Town

from 1 August 2007 until 30 November 2007.

It brings practicing black artists and illustrators who are interested in picture book illustration together with publishers, established illustrators and experts on children's literature to work on the

production of commercially publishable children's books for the 0-6 age group. Participants will be offered a monthly grant for the duration of the course.

Source:

www.centreforthebook.org



Develop your Skills

For anyone working in the bookselling or publishing sector looking to develop their skills or gain new ones, Kate McCallum's courses are definitely worth some investigation. One day courses cost R1,995.00 inclusive of VAT, and two day courses cost exactly double that amount. Kate runs her courses in both Cape Town and Johannesburg and she has some interesting topics coming up in the second half of this year. Topics in July are Commissioning and Listbuilding, and Managing the Backlist Profitably. September courses are entitled Copyrights and Contracts, followed by Management: Skills, Tools, Theories, Fads and Practice. In October Kate looks at The Basic Principles of Book Design and Production, followed by Managing a Sales Force, and in November she focusses on Managing Performance, Job Descriptions and Appraisals, followed by Recruitment and Interviewing skills. For more information please contact Kate on (021) 461 5392 or email kate.mccallum@storm.co.za

21 PASA Interns Placed

Twenty one of the 30 participants in the 2nd roll out of the PASA Internship Programme have been offered either extended or permanent employment. The MAPPP Seta provided funds that enabled the industry to place 30 interns in various publishing houses to gain some workplace experience. University of Pretoria and Wits University provided training for the interns during their placement, and mentors and line managers offered time, expertise, commitment and patience during the programme; this was crucial in the development of the interns. Based on the success of this programme, A strategic planning session is being arranged at the end of July in which the skills development and training sector committee will be discussing the proposed way forward for the implementation of the next one.

Press Release by PASA

New Grants for SA Authors

The Academic and Non-Fiction Authors' Association of South Africa (ANFASA) has announced a ground-breaking scheme of grants to benefit South African authors of academic, educational and general non-fiction works.

The scheme owes its existence to the generosity of three Norwegian associations and will run initially for three years.

The grants are intended to provide enough money for an author to devote herself or himself to the writing or the preparation of a manuscript, to travel, to undertake research, or to participate in training programmes. No single grant will exceed R25,000.00

An independent committee will assess the applications. There are only two criteria for eligibility: membership with ANFASA and the desire to complete the writing of a general non-fiction, educational or academic work for publication in book, journal or magazine form. The work may be finished or still in progress.

The committee aims to offer awards to a wide-ranging group of South Africans, and the selection process will respect the need to treat authors at novice, intermediate and experienced levels equally; to bear in mind authors writing in rural as well as urban locations; and to consider authors at all educational levels from the untutored to the degreed. Eligibility extends to authors writing in all the official languages.

The ultimate objective of the scheme is to develop writing and knowledge production in South Africa and to encourage the writing and publishing of high-quality non-fiction works, especially by young authors. The short-term objective is to provide both established and aspiring authors with the means to devote themselves to writing.

Applications are now open. They will close on 15 October 2007 and the successful candidates will be announced in December. To get an application form, send an e-mail to info@anfasa.org

Press Release by ANFASA

Bruce Taylor will be missed by all who knew him - Obituary



On the 30th May this year Bruce Taylor died tragically in a motor accident. He was just 53 years old and is survived by a loving wife, Michelle Taylor and two children Shayne (16) and Kayleigh (12). Bruce was well known in the book trade. He started with the magazine distributor Interimag, moved to Struik Book Distributors in the 80s and then to Struik

Publishers, looking after corporate sales, before leaving and forming his own company - Bruce Taylor Agencies - selling books from several South African publishers to the corporate world. A few years ago Bruce agreed to represent Wild Dog Press in the Western Cape. Over 300 people from as far a-field as Australia gathered at the Suikerbossie restaurant to celebrate Bruce's life.

His two surviving brothers spoke with great feeling and humour at the funeral - one was just like Bruce in looks and attitude, and it was obvious that they all had a great and close, if very naughty, childhood together. A message written by Shayne was read by one

of Bruce's brothers. Shayne undoubtedly idolised Bruce and he said that his relationship with his father could not have been better in any way. Their daughter, Kayleigh then read her speech with great composure. It was very moving.

The day before he died Bruce had sent an email to a New Zealand friend, which was read out at the funeral. In it Bruce expresses his sympathy that she had been ill, and mentioned how a cancer scare that he had recently experienced had brought home the reality of his own mortality. He said that life had been so good to them that he hoped he and Michele wouldn't suddenly be 'dealt a bad hand'. He also said that he and Michele were 'as good together as the day they married'.

The lessons from Bruce's life, if I may give my opinion for a moment, were not to leave any unfinished business. Bruce had no enemies, family issues or things left undone or unsaid. He also taught many to live life to the fullest, a policy which he and the family followed at all times.

From our point of view, at Wild Dog Press, Bruce was much more a friend than a colleague and he will be missed greatly.

NICK PRYKE – Wild Dog Press

SABA AGM

27 – 29 August 2007

Wanderers Protea Hotel, Johannesburg

Monday 27 August	11h00 - 13h00 14h00 - 17h30	SABA/PASA Academic Group SABA National Executive Meeting
Tuesday 28 August	08h00 - 08h30 08h30 - 10h00 10h00 - 10h15 10h15 - 11h15 11h30 - 12h30 12h30 - 3h45 13h45 - 15h00 15h00 - 15h15 15h15 - 16h45 19h00 for 19:30	SABA Registration / Tea and coffee SABA Academic, General & Library Interest Groups. Tea and coffee Crunching the numbers: SABA Stats Speaker: Francis Galloway & Rudi Venter Financing a bookshop Willem Struik SABA & PASA : Light lunch Emotional Intelligence: Speaker: Lee-Anne Whelan Tea and coffee Verne Harris on Mandela Sefika Dinner at The Wanderers
Wednesday 29 August	08h15 - 8h30 08h30 - 10h00 10h00 - 10h15 10h15 - 11h15 11h45 - 12h30 13h00 - 14h00 14h00 - 15h30 15h30 - 15h45 15h45 - 17h00	Tea and coffee SABA Education Interest Group Speaker: Jenny Rault-Smith Tea and coffee SABA Education Interest Group Ferial Hafejee: Mail & Guardian (TBC) SABA & PASA : Light Lunch SABA AGM Tea and coffee SABA National Executive
Thursday 30 August	07h30 - 09h30	SABA/PASA Joint Executive Meeting

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New Africa Books, together with Stories Across Africa (StAAF), a core project of the African Academy of Languages (ACALAN), the language agency of the African Union (AU), have published *Little Hands*, a pan-African set of 16 books for children aged 0-6 years, in 12 languages: the official languages of the African Union (Arabic, English, French, Kiswahili, Portuguese) and seven other African languages. (Afrikaans, Twi, Amharic, Cinyanja, Kinyarwanda, Mandingo and Xhosa). All the books will be translated into all the official remaining South African languages before the end of this year.

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Africa News

A New Start for APNET

The African Publishers' Network (APNET) met on 14-15 of June at the Cape Town Book Fair to chart a new way forward.

In the last few years, APNET, which has played a crucial role among its 46 member countries in promoting the establishment of national associations; training; intra-African trade and in strengthening indigenous publishing, has experienced significant problems.

The problems included the political and economic developments in Zimbabwe where it was originally based, followed by the relocation to the Ivory Coast where civil war broke out shortly after APNET's arrival and funding. In its Nairobi meeting in May 2005, a task team headed by Brian Wafawarowa of South Africa and including Akosi Ofori-Mensah of Ghana, Monica Seeber of South Africa, Freddy Ngandu of Cameroon and founder members-Dr Henry Chakava of Kenya and Roger Stringer of Zimbabwe as special advisors, was tasked with relocating the network to Ghana, keeping the organisation going and making recommendations to the general council about its future.

The general council meeting, held at the Centre for the Book, was attended by founder members, general council members, the task team and international partners to APNET. Among the partners were Ian Randle of the Caribbean

Publishers' Network (CAPNET) in Jamaica; Joseph O'reilly of Book AID International (BAI), and Henning Melber of the Dag Hammarskjold Foundation. Ana-Maria Cabanellas, President of the International Publishers Association (IPA), as well as the Secretary General, Jens Bammel and the Head of Freedom to Publish Committee, Alexis Krikorian also attended. Dudley Schroeder of Publishers Association of South Africa (PASA), the host National Publishers' Association welcomed the guests. The partners shared their experiences, advice and encouragement with APNET and participated fully in the discussions.

Although closing down the network was an option, it was unanimously felt that due to huge challenges, including the demise of local indigenous publishing and the slow-pace of transformation in Southern Africa; the threats of state publishing; the domination of multinational companies all over the continent and the ongoing general needs of African publishers, APNET should continue.

It is believed that APNET, who enjoy an observer status on the African Union and significant goodwill among its partners, can play a very strong advocacy and policy role on the continent. However, it is clear that APNET cannot continue to operate the same way that it has operated since its inception in 1992. The task team's recommendations included balancing external funding with

internally generated funding. This includes generating funds from membership fees and various projects. The task team's recommendations included reducing the size of the secretariat to the minimum for the foreseeable future. The general council further recommended that the programmes of APNET, which included training, research and archiving, capacity building, trade; advocacy; publishing the African Publishing Review and others, should be reduced to a manageable number.

To enable APNET to function more effectively in its new form and under current circumstances, the GC decided to amend the constitution significantly. The amendments were passed by the members at the council meeting and will be incorporated into the new draft.

Brian Wafawarowa was unanimously elected as chairman of APNET. The other board members include Mr. Ray Munamwumbu of Zambia as Treasurer; Mrs. Nancy Karimi of Kenya as Vice Chairperson; Mr. David Kibuuka of Uganda as Member and Ms. Akoss Ofori-Mensah of Ghana as co-opted member. The board will make another review of APNET's progress along its new path after 6 months from the general council and make further recommendations to the general council.

BRIAN WAFAWAROWA
Chairman, APNET

Lebo Mashile Crowned Best African Writer

South African movie star and spoken word poet Lebo Mashile was crowned best African writer in Gaborone, Botswana on the 28th June.

Mashile, who also founded the Feela Sistah Spoken Word Collective along with Napo Masheane in 2004, is the winner of the 2006 NOMA award. The award ceremony now hosted by the University of Botswana (UB) was established in 1979 by a British charity to recognise excelling African authors who also publish in the continent. The honour is given for academic, children's books, or literature and creative writing and Mashile becomes the first poet to clinch it.

The jury has described Mashile's winning book as a "powerful voice, which has great beauty, delight and meaning. The poet weaves her feelings, experiences and expectations around the story of her life, which merges with the story of the struggle for freedom among South Africans."

She has been decorated at various platforms before. In 2005, the Cosmopolitan magazine named her among one of South Africa's 'Awesome Women'. And in 2002 she was awarded one of the 15 associateships for African women by the University of Cape Town.

Source: www.allafrica.com

International News

Abu Dhabi a success IBF Director at the Book Expo America

The 17th Abu Dhabi International Book Fair, run this year in collaboration with the Frankfurt Book Fair was a huge success. Exceeding its organisers' expectations in numbers and public interest, the new-look book fair was a major attraction for both adults and children from the Arab world and internationally.

visitor numbers reached record levels, with a total of 400,000 visitors throughout the eight days of the event. 406 publishers from 46 countries took part, with 600,000 titles on display.

Source: www.ibf.booksellers.org

Amsterdam Studies the Bookselling Industry

The University of Amsterdam will be conducting a study of the book industry to celebrate the 100 years of the Nederlandse Boekverkoepersbond (Dutch Booksellers Association). This study is being produced by the Department of Social Sciences and brings in topics from the book sciences and the handwriting section of the divisions of art, religion and cultural sciences. The study will concern itself with the social and cultural significance of the bookselling industry.

Source: www.ibf-booksellers.org

Novels on the Phone

It is now possible to read novels on mobile phones in Japan. These novels (keitai-shosetsu) have quickly become so popular that two of the three best-sellers of 2006 were first published in i-Mode (Japanese Internet Phone Network) before being published in paper version. The successful novels in i-Mode were by unknown authors such as Mika Naitoh, whose "Love Sky" generated more than one million online downloads before selling as many printed books.

Source: www.ibf-booksellers.org

On Thursday 31 May, the American Booksellers Association (ABA) offered its Members a full day of education just before the trade show floor opened. Presented by a range of expert retail strategists, professional booksellers, and ABA staff, ABA's educational offerings were comprehensive, valuable, up-to-date, and free with ABA membership.

Seventeen workshops were offered to participants with fascinating topics such as: Expanding your bookstore: why, when and how; What do to when the competition come to town, a case study; Getting more out of your children's section: Managing Selection, Service and Store environment for category growth; Participating in the digital revolution: the low and the high altitude

IBF Director, Fran Dubruille (Pictured on the right), took part in the educational day and in most of the events and networking opportunities offered by the Association, before visiting Book Expo America on 1 & 2 June. She also had the honour to sit as an observer at the Board Meeting of ABA on 30 May. Her presence in New York was also an opportunity to start organizing the

IBF Conference 2009 which will be hosted by the American Booksellers Association and will take place a few days before Book Expo America 2009 in New York.

Source: www.ibf.booksellers.org



ACAP Gains Momentum

The gathering momentum behind the Automated Content Access Protocol (ACAP) initiative was very evident at a conference held recently in London. Representatives of the film industry, the public information sector, the library sector, and of collective licensing organisations gave their public support for the ACAP Pilot Project and the concept of an open standard for the expression of rights and access permissions.

The conference, organised by ACAP, informed interested parties of the progress of the ACAP pilot and provided a forum to discuss the future direction of the project.

In describing the needs of their industry sector it became evident how useful the ACAP concept is and how useful further use cases in this area could be. One speaker described ACAP as the emerging "Lingua Franca" of Internet access terms.

Richard Charkin, the Macmillan Publisher known for his vocal criticism of Google, made clear in his concluding panel remarks how much he values the long term development of a good relationship between search engines and publishers.

Jens Bammel, Secretary General of IPA, one of the three project leaders, said at the meeting: "Searching and indexing electronic copies of books is not a one time event, it is the beginning of a long-term relationship. All sides need to develop that relationship and enable the technology to reflect the growing diversity of user demands, publisher needs and search engines requirements"

The full notes of the conference can be found at www.the-acap.org.

The Next BIG Event Virtual Bookshelves



According to the organisers of the Frankfurt Book Fair, booksellers have traditionally made up the biggest group of trade visitors at the event, averaging 30,000 booksellers from around the world every year. The 2007 Fair, taking place from the 10 - 14 October is once again focussed on providing a wide ranging trade visitor programme to book sellers. **BOOKMARK** is pleased to present an overview of what is on offer.

A staggering 7,200 exhibitors and more than 183,000 trade visitors attended the Frankfurt Book Fair in 2006. The trade visitors typically include a significantly large number of opinion influentials. In line with this, the professional programme offered each year by the Frankfurt Book Fair is ambitious and specialised, ensuring that the journey to Frankfurt is a worthwhile investment for all concerned.

With services for publishing companies and the retail book trade, Hall 4.0 at the centre of the exhibition site is the base for booksellers at the Book Fair. Alongside the broad spectrum of exhibiting service providers for the industry, the cafeteria in the International Booksellers & Trade Visitors Centre gives them somewhere to meet up with colleagues and business partners, to hold talks or just to relax after touring the fair.

This year's professional programme in the International Booksellers & Trade Visitors Centre focuses on "audiobooks". A range of seminars and meetings is organised every year in collaboration with organisations such as the European/International Booksellers Federation EBF/IBF. Other forums and centres at the Frankfurt Book Fair also offer English-language events, e.g. in the Comics Centre or in the Forum Academic & Scientific Books.

Argentina will be Guest of Honour at the Frankfurt Book Fair 2010. Luis Enrique Cappagli, Director General of Foreign Policy from the Argentinian Foreign Office, and Juergen Boos, director of the Frankfurt Book Fair, signed the relevant agreement Tuesday, 17 April 2007, during the Buenos Aires International Book Fair.

The Frankfurt Book Fair is the biggest book fair in the world – with more than 7,000 exhibitors from over 100 countries. It also organises the participation of German publishers at more than 25 international book fairs and is co-founder of the Cape Town Book Fair in South Africa.

The Frankfurt Book Fair is a subsidiary of the German Publishers & Booksellers Association.

Source: www.book-fair.com



The virtual world is growing all the time and with a collaboration between Social Networking giant Facebook and Shelfari.com, it is getting more and more interesting for Booksellers.

Shelfari is a site that offers bookworms the space to build their own bookshelves and share their book interests with friends. It is a similar concept to facebook, but in this virtual reality you can show your favourite books, join your favourite Authors' group, discuss books with friends and see what everyone around you is reading.

According to reports, Facebook users will soon be able to include 'virtual bookshelves' on their home pages and then tap into the literary discussions taking place on Shelfari.

This could only be good news for spreading the literary word considering that Facebook is ranked the 17th biggest site in the world at the time of going to print, and that Amazon.com has a big stake in Shelfari.

BOOKMARK recommends you check them both out if you haven't already on www.facebook.com and www.shelfari.com



PASS IT ON...

GOING4GOLD has just been granted the rights to sell a new movie called "Pass It On" that will be released in August. This movie could become a major hit just like The Secret.

62 Modern-day masters share the blueprints for optimal success that elevated them to the top of their fields. World-class athletes, Hollywood stars, inventors, congressmen, inspirational giants, bestselling authors and powerhouse marketers share their proven methods to achieve a life of Wealth, Inspiration, Success & Happiness.



For more information or for orders contact Dilana Howell at Going4Gold on (021) 914 7692 or email info@going4gold.co.za

Learn IT, Live IT...and Pass It On



Transforming Lives
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IPA Freedom Prize Awarded in Cape Town



The President of the International Publishers Association (IPA), Anna Maria Cabanellas, was joined by Dudley Schroeder of the Publishers' Association of South Africa (PASA) and Vanessa Badroodien of the Cape Town Book Fair (CTBF) along with many print and broadcast journalists to honour Zimbabwean publisher Trevor Ncube with

the IPA Freedom Prize at a press conference in Cape Town during the Book Fair.

Ncube officially received the award from Cabanellas at the Book Fair's opening ceremony. He is the publisher of Zimbabwe's only independent newspaper.

At the press conference, after Cabanellas outlined the threats to freedom of expression in Zimbabwe in clear, precise and chilling language, Ncube spoke of his sadness at the "abnormal" place that his home country had become, and urged those with an interest in the future of Zimbabwe to "draw back from the brink" of the extreme positions taken in the ongoing political conflict.

He also singled out the recent SADC initiative, led by president Thabo Mbeki, as one of the brightest glimmers of hope for a solution to the crisis there.

He mentioned that, as a "news junkie", he had followed the murders of Hrant Dink and Anna Politkovskaya, journalists who were assassinated because of their work, and who received posthumous IPA awards at yet another function during the Fair, closely, and he sent his deep sympathies to their families, directly addressing Rakel Dink, Hrant's wife, who was present at the awards.

Source: www.internationalpublishers.org

IPAs New Website

The International Publishers Association (IPA), the international body representing book publishers worldwide, launched a new website in May this year. This new website is the part of a larger project to improve IPA communications to members and the interested public.

Says Ana Maria Cabanellas, IPA President, "In revamping the web site we were seeking to meet three objectives: To create a website that reflects IPA's status and image as an international professional industry organisation; to create a tool to improve communication between the Secretariat in Geneva and IPA members and the public; and to publicise IPA's activities and initiatives like World Book Capital City and the IPA Freedom Prize more effectively".

Check it out @ www.internationalpublishers.org and do not forget to bookmark it.

Source: www.internationalpublishers.org

25 South African Must-Reads

In response to an informal poll, the Centre for the Book had on display 25 South African must reads, chosen by South Africans at the Cape Town Book Fair.

A change of tongue

Antjie Krog
RANDOM
HOUSE SA
(also as 'n
Ander Tongval
TAFELBERG)

African Salad - A portrait of South Africans

Tamsen de
Beer and Stan
Engelbrecht
DAYONE
PUBLISHERS

Agaat

Marlene van
Niekerk
JONATHAN
BALL

Coldsleep Lullaby

Andrew Brown
ZEBRA PRESS
(STRUİK)

Confessions of a Gambler

Rayda Jacobs
KWELA

Die Aandag Van Jou Oe: Gedigte Vir Die Liefde

Petra Muller
TAFELBERG

Disgrace

JM Coetzee
VINTAGE
RANDOM
HOUSE
IMPRINT

Dog Eat Dog

Niq Mhlongo
KWELA

Green-eyed Thieves

Imraan Coovadia
UMUZI

I remember King Kong (The Boxer)

Denis Hirson
JACANA

Jamela's Dress

Nicky Daly
TAFELBERG

Karoo Boy

Troy Blacklaws
DOUBLE
STOREY

Oion

Deon Meyer
TAFELBERG

People who have stolen from me

David Cohen
PICADOR
AFRICA

Portrait with Keys

Ivan Vladislavic
UMUZI

Seasonal Fires

Ingrid de Kok
UMUZI

Shirley, Goodness and Mercy

Chris van Wyk
PICADOR
AFRICA

Skyline

Patricia
Schonstein
Pinnock
DAVID PHILLIP

Some Afrikaners Revisited

David Goldblatt
UMUZI

Song Trials

Mxolisi Nyezwa
UKZN PRESS

Spud

John van der
Ruit
PENGUIN

The Abundant Herd

Marguerite
Poland and
Leigh Voight
FERNWOOD
PRESS

The Children's Day

Michiel Heyns
JONATHAN
BALL

The Good Cemetery Guide

Consuelo Roland
DOUBLE
STOREY

The Native Commissioner

Shaun Johnson
PENGUIN

The Quiet Violence of Dreams

K Sello Duiker
KWELA

The Whale Caller

Zakes Mda
PENGUIN

Touch my Blood

Fred Khumalo
UMUZI

Welcome to my Hillbrow

Phaswane Mpe
UKZN PRESS

ZAPIRO, The Zuma Code

Zapiro
DOUBLE
STOREY

2007 Buyers Guide

BLUE WEAVER TRADE

Phone: (021) 701 4477

Email: marketing@blueweaver.co.za

Website: www.blueweaver.co.za

Contact: Nicole Sage

Trade Orders: On The Dot Distribution

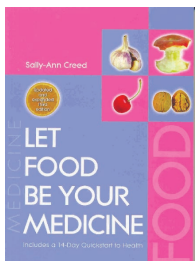


Title: South African Décor & Design 2008 (11th Edition)
Edited By: Marcia Margolius
Imprint: SA Decor and Design
ISBN: 9780620384827
RRP: R 185.00
Presentation: 512pp / HC

Publication Date: June 2007

Content: The brief to our designers for this edition's cover was – "Dolls House" and we feel they have created a cover that is powerful and that is really going to stand out on the shelf.

This book is special because it is updated annually; it lists over 3000 manufacturers, service providers and suppliers as well as all professional institutes and training colleges. It lists national and international exhibitions, offering full details, dates and venues for events and it includes two useful indexes: an alphabetical index of company names and a comprehensive index of products and services



Title: Let Food Be Your Medicine – 3rd Edition
Author: Sally-Ann Creed
Imprint: Storm Books
ISBN: 9780958273350
RRP: R 135.00
Presentation: 210mm x 150mm / SC / 256pp
Publication Date: June 2007

Content: If you care about your body and want to improve your general health and energy levels then this is the book for you! Sally-Ann Creed gets to grips with the reality of regaining and maintaining your health in a no-nonsense, non-technical book that gives basic guidelines on how to achieve optimal health through nutrition, even if this is your first sojourn into the world of health.

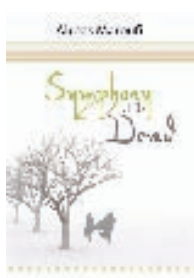
This book is special because it is filled with fascinating information, clear and concise instructions on how to live well through correct nutrition.



Title: One Day Cricket
Author: Peter Murray
Imprint: Murray Books
ISBN: 9780980382945
RRP: R 235.00
Presentation: 300mm x 300mm round / 192pp /
Publication Date: September 2007

Content: The first Limited Overs International match was played in Melbourne in 1971, and the quadrennial cricket World Cup began in 1975. There have been many memorable One Day Internationals played through the years - many of them in World Cup tournaments. Scores have virtually doubled with a new breed of stronger and younger combatants at the wicket.

This book is special because it has been produced in a unique style resembling a white cricket ball and will provide all cricket enthusiasts with detailed statistics and many memorable moments.

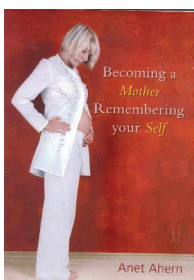


Title: Symphony of the Dead
Author: Abbas Maroufi (translated by Lotfali Khonji)
Imprint: Aframe Books
ISBN: 9780955233968
RRP: R 120.00
Presentation: 210mm x 140mm / SC / 272pp
Publication Date: July 2007

Content: Symphony of the Dead traces the fate of the troubled Urkhani family in the provincial Iranian town of Ardabil before and after the Second World War.

From the nut-seller's souk to the Lord's Electric Fan Factory and thence to the family's inharmonious home, Abbas Maroufi's symphony is a brilliant variation on the theme of discord. At times hysterical, at times deeply tragic, the author has created a portrait of post-war Iranian life in tones both vivid yet subtle that is simply without comparison.

This book is special because Symphony of the Dead became an instant best-seller in Iran and propelled Maroufi into the literary history of his home country.

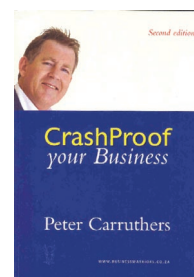


Title: Becoming a Mother, Remembering Your Self
Author: Anet Ahern
Imprint: Aardvark Press
ISBN: 9780958490719
RRP: R 160.00
Presentation: 240mm x 168mm / SC / 176pp
Publication Date: June 2007

Content: At 39 the unplanned arrival of her baby was a daunting, amazing, confusing time for first-time mother, Anet Ahern. This book is about how she kept her sense of self and includes the strategies and tools she used to balance her career, motherhood, and her new responsibilities and lifestyle changes. There is more than one perfect way to do most things in life, and this also goes for motherhood.

It is Anet's hope that new mothers will gain the confidence to find their own way in the journey to motherhood, as guilt-free as possible and as calmly as one can hope.

This book is special because it focuses on the mother and her experience of motherhood, whereas most 'parenting' books in the market deal with the baby and often overlook the emotional, physical and social issues that modern mothers face. Is written in a direct, personal tone by an influential, passionate business leader, includes tips and tools for coping with pregnancy and motherhood, and encourages mothers to modify expectations to suit their own terms, and circumstances.



Title: CrashProof your Business 2nd Edition
Author: Peter Carruthers
Imprint: Aardvark Press
ISBN: 9781920154011
RRP: R 160.00
Presentation: 240mm x 165mm / SC / 173pp
Publication Date: June 2007

Content: Most books for new business owners will tell you all about marketing, accounting, tax and finding money to finance your entrepreneurial dreams. They will also tell you how banks will lend you money and suppliers will offer you credit, only if you have assets and are prepared to sign an unlimited personal surety in their favour. What they don't mention is how a surety can come back to haunt you if your business fails, even after you've sold it and moved on!

Peter Carruthers has had first-hand experience of how a business failure can impact one's family and personal assets. Since 1992 he has taught more than 25 000 entrepreneurs how to structure their business affairs so that they cannot lose their personal assets-no matter what happens.

This book is special because it shows you how to Structure and finance your business so that your personal assets are never at risk; Find money for your business even if you have no assets; Keep your bank happy at the same time!



Title: Dare to Bead Some More
Author: Heather Laithwaite
Imprint: Metz Press
ISBN: 9781919992587
RRP: R 159.95
Presentation: 260mm x 193mm / SC with flaps / 160pp

Publication Date: June 2007

Afrikaans: Waag met Krale en Meer (978-1-919992-59-4)

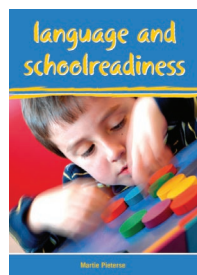
Content: This new book by well-known Heather Laithwaite shows you how to create more stunning jewellery from the ever-growing range of beads available. Tapping in to the current interest in wire work, chain, crystals and big beads, the author finds ways to combine these with delicate off-loom weaving to achieve unique results, whether you want bold, glamorous pieces

or timeless elegance.

This book is special because it has Easy to follow step by step instructions and photographs are supplemented with clear line-drawings to ensure success regardless of your skill level.

The eye-catching designs are completely original, from the easy crystal earrings to an unusual rope lariat with a floral extension.

Lavishly illustrated with full page photographs of all finished pieces, the book is also a visual feast no beader will be able to resist.



Title: Language and School Readiness
Author: Martie Pieterse
Imprint: Metz Press
ISBN: 9781919992624
RRP: R139.95
Presentation: 245mm x 171mm / SC / 176pp
Publication Date: June 2007

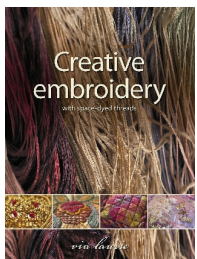
Afrikaans: Taal en

skoolgereedheid, (978-1-919992-63-1)

Content: Your child's language development depends almost entirely on you. But all you need to do fulfil this awesome responsibility is to talk to her at every opportunity, from the moment she is born.

Children learn through play, and school readiness can be promoted at home by creating the time and opportunity for play.

This book is special because it tells you how to advance your child's language and learning skills through play, how to exploit her natural enthusiasm, curiosity and energy, and how to create opportunities for confidence building, social and emotional growth.



Title: Creative Embroidery with Space-Dyed Threads
Author: Via Laurie
Imprint: Metz Press
ISBN: 9781919992600
RRP: R 149.95
Presentation: 260mm x 193mm / SC with flaps / 128pp
Publication Date: June 2007

Afrikaans: Kreatiewe Borduurwerk Met Vloekleurgare (9781919992617)

Content: Embroidery has been part of mankind in some form or other almost since recorded history and remains ever popular. New ways are always found to enhance age-old techniques, and the use of space-dyed threads is one of these. For this book the author chose those embroidery styles that work particularly well with these exquisite threads.

The original designs and projects have been tailor-made to showcase both the threads and the embroidery styles, from the opulence of gold-work to the simplicity of ribbon embroidery.

This book is special because it is lavishly illustrated with full-page pictures of every completed project; the chapters also include several alternatives and additional stitched pieces to inspire the reader to create original works.

Clear, detailed step by step instructions and photographs complete a book that will have universal appeal among embroiderers of all ages and skill levels. There are templates, graphs and diagrams for every graded design, as well as a fully illustrated stitch gallery.

BLUE WEAVER ACADEMIC

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Contact: Nicole Sage

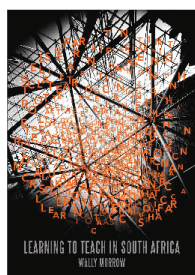
Trade Orders: On The Dot Distribution



Title: Project Management Leadership
Author: Rory Burke
Imprint: Burke Publishing
ISBN: 9780958273350
RRP: R 235.00
Presentation: 168mm x 144mm / SC / 384pp
Publication Date: July 2007

Content: Project Management Leadership is a comprehensive guide outlining the essential leadership skills to manage the human side of managing projects. Key topics include; organization structures (matrix), leadership styles, delegation, motivation, negotiation, conflict resolution and team building.

This book is special because it is the fifth book in the Project Management series and complements the Entrepreneurship and Project Management titles.

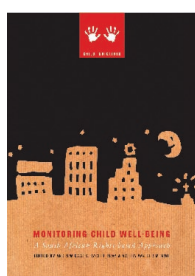


Title: Learning to Teach in South Africa
Author: Wally Morrow
Imprint: HSRC Press
ISBN: 9780796921864
RRP: R 180.00
Presentation: SC / 210mm x 148mm / 232pp
Publication Date: June 2007

Content: This is a collection of key texts by one of South Africa's most respected thinkers in education that reflect on teacher education, the primacy of teaching in any system of education, and the continuing struggle with relativism, one of the strands of the apartheid and colonialism legacies.

The collection bears the author's hallmark intellectual passion and incisive thinking.

This book is special because it is written in an accessible style, and an intellectually flavoured, essential read for all who are currently involved in shaping South African education, and, perhaps more importantly, for those who will shape it in the future.



Title: Monitoring Child Well-Being
Edited by: Andrew Dawes, Rachel Bray and Amelia Van Der Merwe
Imprint: Hsre Press
ISBN: 9780796921772
RRP: R 280.00
Presentation: SC / 245mm x 175mm / 704pp

Publication Date: June 2007

Content: Practical and user-friendly, this volume provides an evidence and rights-based approach to monitoring the well-being of children and adolescents in South Africa. Drawing on international precedents, experts in various fields have developed this holistic set of indicators to enhance the monitoring of the status of children.

This book is special because of the range of child-related topics it covers from child poverty, child health, HIV and AIDS, mental health and disability to early child development and education, to children on the streets and children affected by the worst forms of labour.

In addition, convenient and comprehensive Core Indicator Sets suitable for consultation by policy makers, NGOs, CBOs and other stakeholders involved in the well-being of children, are available online for free download from www.hsrepress.ac.za

BRIZA PUBLICATIONS

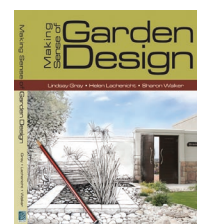
Phone: 012-329 3896

Email: books@briza.co.za

Website: www.briza.co.za

Contact: Christo Reitz (Manager)

Trade Orders: David Koekemoer



Title: Making Sense of Garden Design
Authors: Lindsay Gray, Helen Lachenicht and Sharon Walker
Imprint: Briza Publications
ISBN: 9781875093830
RRP: R 189-95

Presentation: Soft cover with gatefolds and flaps, 260 x 210 mm, Full colour, 176 pages

Category: Gardening

NOW AVAILABLE

Afrikaans: Sinvolle tuinontwerp

(978187509397-7)

Content: This is a companion to help you create or recreate your garden.

It offers practical exercises and hints, and is an interactive reference and guide to the fundamental topics relating to planning and creating your own garden.

This book is special because it looks at the basic steps in developing a long-term master plan, beginning with important considerations such as appropriate choices of styles and plants, water consumption, labour-saving techniques, and security – all shared within a local, South African context, which will also contribute to building confidence and pride in the development and evolution of a uniquely South African gardening style.



Title: Ecoguide: Fynbos
Authors: Colin Paterson-Jones and John Manning
Imprint: Briza Publications
ISBN: 9781875093663
RRP: R 159-00
Presentation: Soft cover with gatefolds, 148 x 210 mm, Full

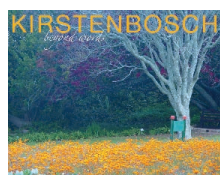
colour, 184 pages

Category: Tourism

Now Available

Content: This guide covers more than 400 wildflowers that are most likely to attract the visitor's attention.

This book is special because Each species is illustrated and described, with information on its common and scientific names, habitat, distribution map, flowering times and local uses.



Title: Kirstenbosch
– Beyond Words
Photographer: Harris Steinman
Imprint: Briza Publications
ISBN: 9781875093854

RRP: R 160-00

Presentation: Soft cover with gatefolds and flaps, 210 x 260 mm (landscape), Full colour, 96 pages

Category: Tourism / Coffee table

Now Available

Content: This is essentially a photographic book: apart from the foreword, preface and introduction, the text consists entirely of short captions that identify the plants depicted.

This book is special because by revealing such highly unusual aspects of the flora of Kirstenbosch, the photographs in this book will encourage visitors to linger in the garden, to take time to appreciate the finer details of its plants, and in the process to savour once again the astonishing artistry of nature that is, indeed, beyond words.



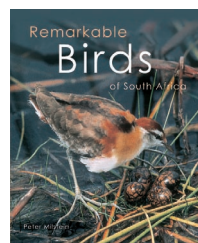
Title: Spotter's Guide:
Birds of the Bushveld
Authors: SC Kidson and
HL van Niekerk
Imprint: Briza
Publications
ISBN: 9781875093885
RRP: R 95-00
Presentation: Soft cover
with gatefolds and flaps,
180 x 100 mm, Full colour,
192 pages

Category: Bird Watching

Available in September 2007

Afrikaans: Kitsgids: Voëls van die Bosveld
(9781875093892)

Content: This innovative and practical field guide is dedicated to the Bushveld and features all bird species normally found there.
This book is special because it includes information such as the birds reference number, what time of the year to look for the bird, habitat, size, social behaviour, nest location, common English and Afrikaans names and a clear colour guide for group identification are all features of this guide.



Title: Remarkable Birds
of South Africa
Author: Peter Milstein
Imprint: Briza
Publications
ISBN: 9781875093588
RRP: R 199.00
Presentation: Soft
cover, 80 x 100 mm, Full

colour, 160 pages

Category: Tourism / Bird watching

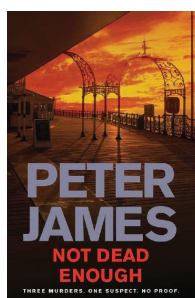
Available in October 2007

Remarkable Birds of South Africa is not meant to be a field guide, but rather gives the reader an overview of the huge variety of birds right on our doorstep. There is information on their appearance, voice, preferred habitat, distribution, feeding behaviour, breeding method and much more. Each family is illustrated with carefully chosen full colour photographs.

This book is special because it is a celebration of our great avian diversity.

PAN MACMILLAN

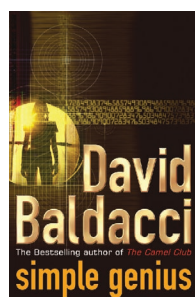
Contact: Rene Brophy
Phone: (011) 731 3444
Fax: (011) 731 3540
Website: www.panmacmillan.co.za
Email: rene@panmacmillan.co.za



Title: Not Dead Enough
Author: Peter James
Imprint: Macmillan
ISBN: 1405092033
RRP: R145.00
Category: Fiction
Presentation: Trade
paperback
Publication Date: July
2007
Publicity: Media

Target Readers: Thriller readers

Content: The latest spine-tingling murder case for Detective Superintendent Roy Grace - from the bestselling author of Dead Simple and Looking Good Dead. On the night Brian Bishop murdered his wife, he was sixty miles away, asleep in bed at the time. At least, that's the way it looks to Detective Superintendent Roy Grace who is called in to investigate the kinky slaying of beautiful young Brighton socialite, Katie Bishop.
This book is special because 'this follow-up to Dead Simple cannot fail to thrill' Daily Mail

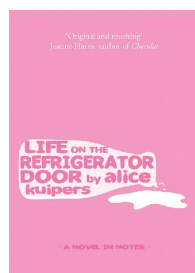


Title: Simple Genius
Author: David Baldacci
Imprint: Macmillan
ISBN: 9780230017740
RRP: R145.00
Category: Fiction
Presentation: Trade
paperback
Publication Date:
August 2007
Publicity: Media
Target Readers:

Thriller readers

Content: The new Baldacci reintroduces the main characters from Split Second and Hour Game - the novel that took Baldacci to another level in paperback in the UK.

Sean King and Michelle Maxwell both bear the scars of their previous case. Michelle is in a psychiatric hospital after making a suicide attempt while Sean, down on his luck and desperately worried about his friend, accepts a PI job at Babbage Town - a hugely secret establishment where, it seems, corpses turn up more quickly than new codes can be encrypted.
This book is special because it is the new thriller by the best-selling author of The Collectors.



Title: Life on the
Refrigerator Door
Author: Alice Kuipers
Imprint: Macmillan
ISBN: 9780230531376
RRP: R125.00
Category: Fiction
Presentation: Hardback
Publication Date:
September 2007
Publicity: Media

Target Readers: Women of all ages

Content: An inventive, deeply affecting fiction debut about making time for those we love, when time itself is running out. Beautifully told

through notes left on their kitchen fridge, this is an intimate portrait of the relationship between a hard-working mother and her teenage daughter. Stunningly sad but ultimately uplifting, it is about being a 'good mother' or a 'good daughter', and is a reminder of how much can be said in so few words, if only we made the time to say them.

This book is special because the entire book consists of notes left on a refrigerator door. The author is the partner of Booker-winner Yann Martel.



Title: Guinness World
Records 2008
Author: Guinness
Imprint: Guinness
ISBN: 9781904994183
RRP: R199.00
Category: Non-Fiction
Presentation: Hardback
Publication Date:
August 2007
Publicity: Widespread

international media coverage on Guinness World Records day 8-November

Target Readers: Everyone who loves records

Content: New features of the book include: Revolutionary new cover design; 100% new photographs; New glow-in-the-dark pages; Over 1,500 new and fully updated records; More of your favourite Giant Gatefold features; Insightful interviews from celebrity record holders, including Elijah Wood, Stephen King and, a world exclusive, Michael Jackson; A unique, behind-the-scenes look at how we approve records, looking at the people, the equipment and guidelines that make up Guinness World Records; Fantastic new contemporary categories including "Forensic Science", "Incredible Stunts" and "Home Entertainment and Consumer Technology".

This book is special because The Guinness Book of Records is the perfect gift.



Title: Secret of the Secret
Author: Karen Kelly
Imprint: St Martin's
Press
ISBN: 9780312377900
RRP: R145.00
Category: Non-Fiction
Presentation: Trade
paperback
Publication Date:
September 2007

Publicity: Media coverage

Target Readers: anyone who read The Secret

Content: Revealed in 2006, The Secret is a national phenomenon, giving people the power to live happier, more prosperous lives through the law of attraction. Now comes The Secret of "The Secret"—uncovering the magic behind the magic that made this book into an overnight success.

In the same vein as Breaking the Da Vinci Code, The Secret of "The Secret" takes an independent look at the people and the ideas behind the phenomenon and examines what made The Secret, the power of positive thinking, so tangible, so possible, so real to the public, and ultimately so successful.

This book is special because it reveals all the secrets of The Secret.



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