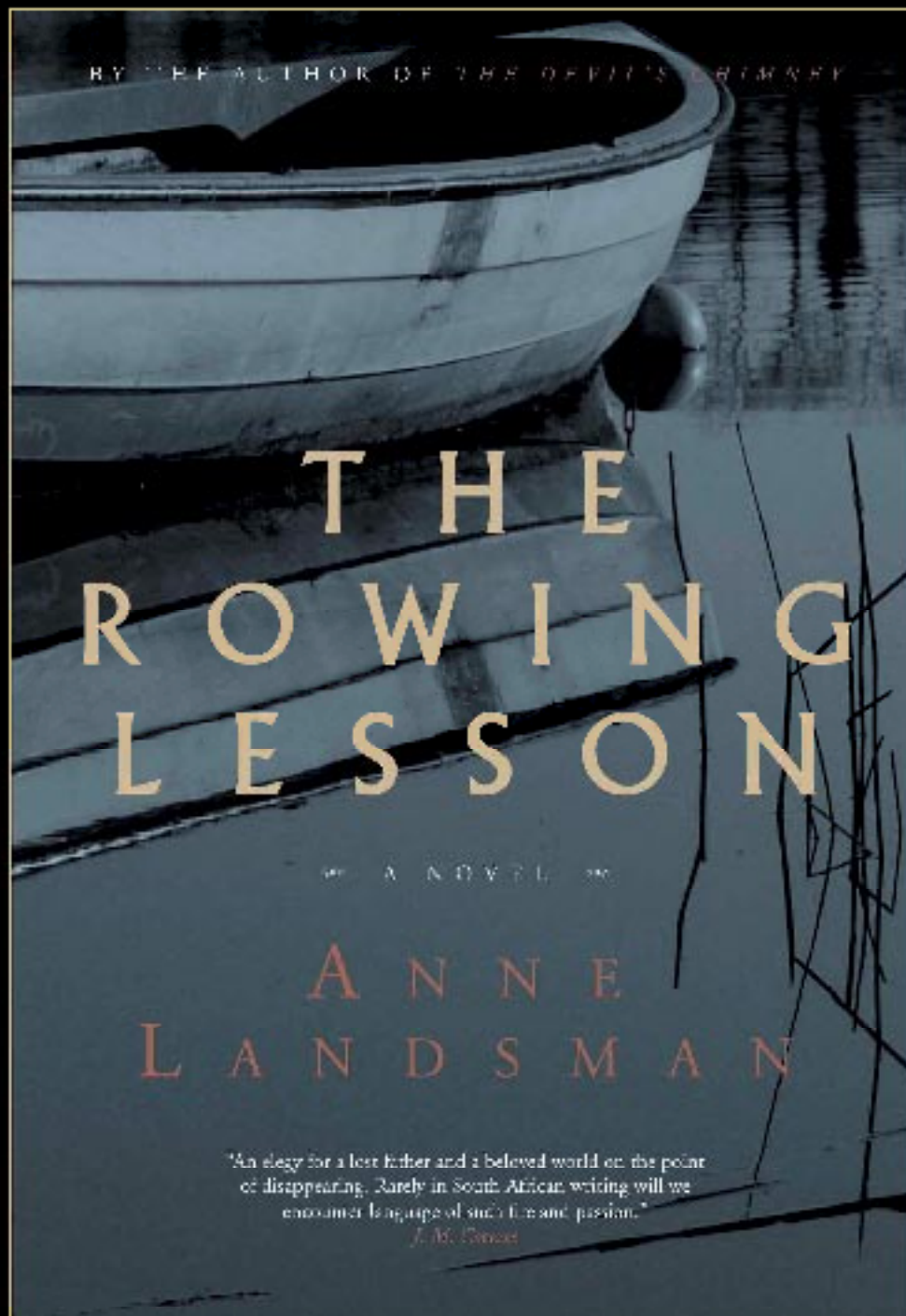


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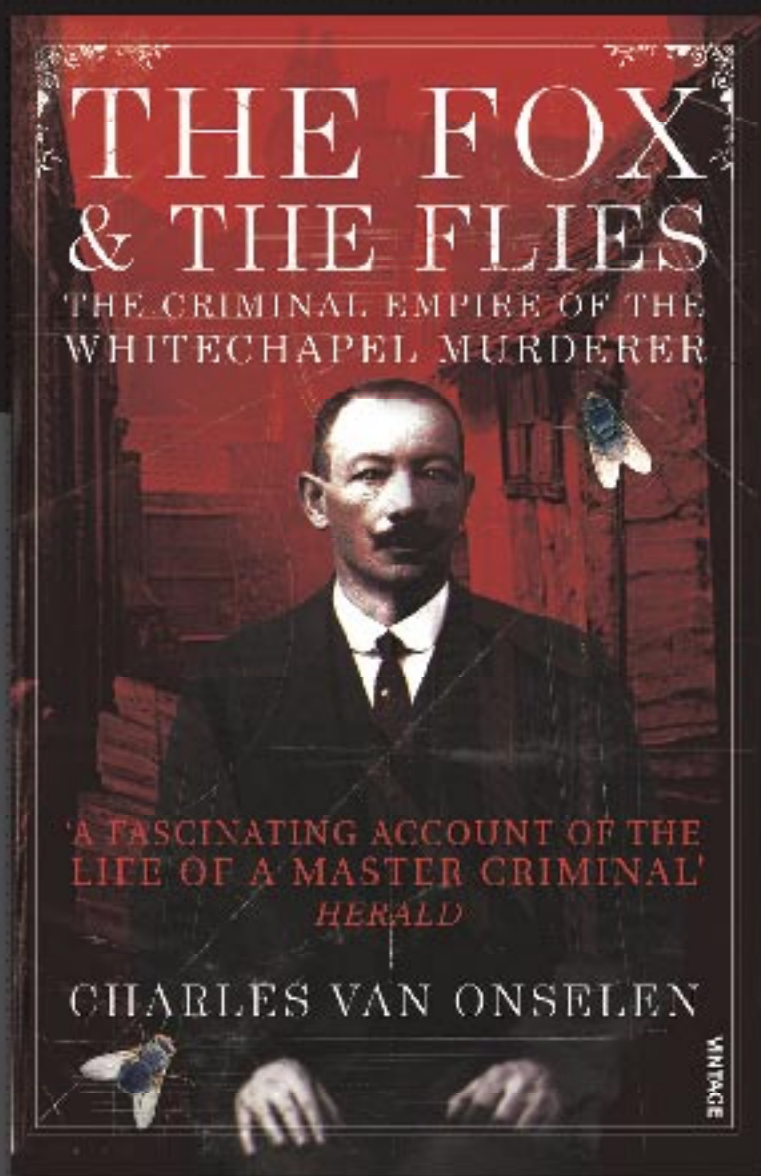
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FROM THE PRESIDENT'S DESK

This issue appears after the close of the Christmas and "Back to school" seasons and most booksellers can once again look back with some gratitude that they are in a fairly stable industry.

Although many areas of retailing in South Africa suffered from the effects of a slowing economy and higher interest rates, the booksellers as a whole enjoyed record December sales. Many of us had feared that the educational bookselling bonanza of 2007 would be followed by a lean year in 2008, as only one grade would receive new textbooks for the New Syllabus.

Funds were nevertheless made available to schools and many were able to top up on shortages so mitigating the sharp drop expected. It is pleasing to us all to hear the conversation among the new leadership of the ANC focusing on education as an area that needs to continue to receive attention, as this will focus the minds of all on ways to improve our children's school experience and should lead to resources being made available to achieve this.

As booksellers we must hope that the various education departments will continue to use our services and that the departments using Edusolutions and similar in-house warehousing systems will make a space for the independent retailers to operate. There are unquestionably good reasons for them to do so. Students need to replace lost books, schools need to be shown new books and to be able to get them quickly through the year. And the booksellers selling to the schools also sell other books promoting the reading culture that we need to encourage.

Many of the small booksellers are also emerging entrepreneurs developing special skills. Some participate in the industry committees. It is our hope that such businesses will grow into stable ones giving long term employment. This will happen only if the provincial authorities allow their schools to purchase from them.

It was alarming to hear the Education Department in Gauteng reporting on the severe supply problems there this year. This is, of course, an area in which Edusolutions is the main supplier and is meant to monitor the supply process. It highlights the dangers of inadequate planning and relying on a single supplier. Problems diminished in KZN however, and the Minister of Education claimed that 98% of the books would be supplied by the end of the 2007 school year. Booksellers found that the number of schools wishing to purchase from them increased.

It has been pleasing to see the commitment of the government to spend more on Libraries has been evidenced by special projects at libraries around the country. In some areas it has been building up academic book collections. In others the librarians have had other ideas of satisfying special needs such as natural history books to support learners in a museum. These are carefully chosen projects that will provide long term benefits.

The Cape Town Book Fair is not far away and I encourage booksellers to give this the same excellent support that they did last year. The schedule of events promises to be just as exciting. I look forward to meeting many of you there.

As for Bookmark, you will see that the logo has changed to reflect the original Bookmark logo which was designed in 1991 when Maureen Hargraves started the publication. We hope you like it as much as we do.

G Redhi
President



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Red Plus	12 x Level 5/6	6-7	'Plus' non-fiction readers provide extension within the current level and transition to the next level.
Yellow	18 x Level 6 18 x Level 7 18 x Level 8	6-7	The books are about 127 words long. New words are introduced at an average rate of 1 new word for every 21 words met before. About 100 high-frequency words should be known by the end of Yellow level.
Yellow Plus	12 x Level 8/9	6-7	Themes are the Environment and Families.
Blue	18 x Level 9 18 x Level 10 18 x Level 11	7	Children meet 3-letter words with short vowels, and common word endings such as -ed, -ing and -er. About 160 high-frequency words should be known by the end of Blue level.
Blue Plus	12 x Level 11/12	7	Themes are People Around Us and Houses.
Grade 2-3: capable to independent reading			
Green	18 x Level 12 18 x Level 13 18 x Level 14	7-8	Compound words such as haircut and bedroom feature, and longer sentences may have an opening phrase or 2 clauses. About 250 high-frequency words should be known by the end of Green level.
Green Plus	12 x Level 14/15	7-8	Themes are Food and Time and Seasons.
Orange	22 x Level 15 22 x Level 16 6 x Level 14-16 non-fiction	7-8	3-syllable words are introduced. Children become aware of story structure and are inspired to write their own stories.
Orange Plus	6 x Level 16/17	7-8	Themes are Looking at Ourselves and Pets.
Turquoise	22 x Level 17 22 x Level 18	8-9	Reinforces recognition of irregular words that were introduced before, such as believe, eight, their. Simple elisions such as <i>let's</i> and <i>didn't</i> are introduced. By the end of Turquoise level, children should confidently read about 450 high-frequency words and know many more interest words.
Turquoise Plus	12 x Level 18/19	8-9	Themes are Big Machines and Animals in the Wild.
Purple	22 x Level 19 22 x Level 20	8-9	Children get practise in common orthographic patterns such as catch and stretch, digraphs and blends, common prefixes and suffixes, silent letters. They will have encountered most of the high-frequency words in English by the end of Purple level.
Purple Plus	12 x Level 20/21	8-9	Themes are Movement and Change and Farm Animals.
Grade 3: fluent to extension reading			
Gold	22 x Level 21 22 x Level 22	9-10	Sentences are of an average length of 10 words and are more complicated. The 600 words that dominate written English should be known by sight by the end of Gold level.
Gold Plus	12 x Level 22/23	9-10	Themes are Our Environment and Nocturnal Animals.
Silver	25 x Level 23 25 x Level 24	9-10	The texts extend to about 1 000 words. Sentences with 2 or 3 clauses and several verbs become more common.
Silver Plus	6 x Level 24/25	9-10	Theme is Natural Forces.
Intermediate Phase			
Emerald	24 x Level 25 24 x Level 26	10-11	
Ruby	24 x Level 27 24 x Level 28	11-12	Each Level has: 15 fiction 'chapter books' (storybooks with chapters); 9 non-fiction titles (with texts such as narrative, procedures, timelines, interviews, journals, verse, newspaper reports and persuasive letters); and an anthology.
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Bookmark

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THE BOOK LANDSCAPE IN 2006

Willem struik talks us through the facts and figures of the book trade

With the publication in 2007 of two industry surveys reporting on the South African book industry for the 2006 calendar year, we are for the first time able to integrate the results of both the publishing and retailing segments of the industry and draw a comprehensive map of the industry as a whole with a reasonable degree of accuracy.

The Book Retail Industry Annual Survey 2006 Report provided sales data on the traditional book retail industry, whereas the PASA Annual Industry Survey 2006 Report sketched the publishing industry.

Both surveys distinguished between the three main industry sub-sectors: trade, educational and academic, and their results are largely compatible.

During 2007 Genesis Analytics also issued their report "Factors influencing the cost of books in South Africa" which supplied additional information linking the industry surveys.

To be able to integrate the results, the reported sales values first had to be converted to a common valuation.

The publishing survey reported at wholesale value; the retail report at retail value, both excluding VAT.

Wholesale values were converted to retail values by applying the average trade discounts reported by the Genesis report: 45% for trade books; 35% for academic books and 30% for educational books.

Because not all role-players participated in the surveys, neither survey covered the entire industry.

However, the results of one survey could often be used to interpolate the missing data in the other survey.

Where this was not possible, interviews were held with significant role-players and in most cases a fairly accurate estimation of missing data could be made.

A number of significant booksellers revealed their total annual purchases from both local and overseas suppliers, and a number of significant publishers revealed their total sales values per distribution outlet, including those outside the book trade. These interviews were also used to quantify the market shares of the various distribution channels used to reach the end users of books.

The publishing industry survey did not cover the entire publishing industry. Nor could it report on direct imports by booksellers and other end-users of books (such as libraries).

It could also not report on the value of self-published books sold through the book retail trade or directly to the end-user.

The book retail industry survey did not

report on the sales values of

non-participating booksellers, nor on publisher direct supplies to end-users and on supplies to sales outlets outside the book trade.

The publishing industry survey results were amended to exclude the sales of non-book products such as academic journals and teacher and learner study support materials such as wall charts

Trade books (T1)

The level of participation by both publishers and retailers in the industry surveys in this sub-sector was very high indeed.

Booksellers who participated made up 90% of total sales in this sub-sector, and publishers 89%.

Booksellers reported direct imports from overseas, largely made up of remainder and promotional books, to the value of

R120 m.

Publishers reported direct sales to the general public through mail-order, website sales and telesales to the value of R10m. Their direct supplies to local public libraries amounted to R15 m.

Publishers sold books to the value of R180 m to book clubs and internet booksellers, and a further R210 m to non-book retailers such as supermarkets, department and discount stores, pharmacies, nurseries, curio shops and gift shops.

An additional R70 m was sold to non-retail outlets, such as museums, game lodges, and especially churches and conferences.

General book retail outlets accounted for total sales of R950 m of which 85% was sold via the larger national chains and 15% via independent bookshops.

Religious books recorded R330 m in sales. Of this 20% is sold via non-retail

Trade distribution channel (T1)	Annual sales	Sub-total	% total sales
National general bookseller chains (secular books)	R810 m		45.6%
National general bookseller chains (religious books)	R95 m		5.3%
National religious bookseller chains	R140 m		7.9%
Total national bookseller chains		R1 045 m	58.9%
Independent secular booksellers	R150 m		8.4%
Independent religious booksellers	R20 m		1.1%
Total independent booksellers		R170 m	9.6%
Local library suppliers	R75 m		4.2%
Total traditional book retailers		R1 290 m	72.7%
Bookclubs and Internet booksellers	R180 m		10.1%
Total booksellers		R1 470 m	82.8%
Non-book retailers (supermarkets, gift shops, etc.)	R210 m		11.8%
Publisher direct non-retail sales (secular books)	R5 m		0.3%
Publisher direct non-retail sales (religious books)	R65 m		3.7%
Publisher direct supplies to consumers	R10 m		0.9%
Publisher direct supplies to libraries	R15 m		0.9%
Total non-bookseller outlets		R305 m	17.2%
Total book sales by local book industry		R1 775 m	100%
Overseas internet and specialist booksellers	R70 m		
Total local book purchases		R1 845 m	

Academic distribution channel (T2)	Academic textbooks	Professional books	Total	% total sales
National academic book chains	R330 m	R0 m	R330 m	52.0%
Independent academic booksellers	R15 m	R0 m	R15 m	2.4%
Local library suppliers	R20 m	R0 m	R20 m	3.1%
Local book retail industry	R365 m	R0 m	R365 m	57.5%
Direct publisher supplies	R10 m	R220 m	R230 m	36.2%
Local book industry sales	R375 m	R220 m	R595 m	93.7%
Overseas library suppliers	R40 m	R0 m	R40 m	6.3%
Total book purchases	R415 m	R220 m	R635 m	100.0%

sales outlets.

Religious bookshops accounted for 65% of the remaining retail sales, the other 35% being sold via secular bookshops. Religious book chains make up 90% of total religious retail sales.

Taking into consideration all the values above, the survey results were grossed up to represent the industry as a whole.

Academic books (T2)

Both booksellers and publishers in this sub-sector participated very well in the surveys. More than 96% of total sales were included in the book retail survey, and nearly 90% of academic publishers. The publishers not represented in the survey were mainly overseas publishers with local sales offices supplying directly to booksellers from abroad.

The value of such direct imports was estimated to be R 30 m. To be added to the survey totals are self-published books sold directly to students estimated at R5 m and direct supplies to end-users estimated

at R10 m. The value of academic library purchases from overseas library suppliers is estimated at R 40 m.

Distinction was made between academic textbooks and professional books, mainly legal and accounting books supplied directly to law firms and other end-users, many on a subscription basis. These books were all nearly locally published.

Educational books (T3)

The participation in general of educational booksellers in the retail industry survey was very poor, and only one significant publisher agreed to divulge market share information per distribution channel.

For this reason the distribution profile of Educational Books represented below is highly speculative.

On the other hand, nearly all educational books are locally published, and all major educational publishers participated in the publishing industry survey. Hence the total value of educational book sales is very

representative of this sub-sector of the industry.

Distinction is made between educational booksellers, who specialise in bookselling and render services through out the year, and school book suppliers, many of whom only participate in the industry at the beginning of the school year and do not sell books otherwise.

Total industry summary (T4)

The three tables above were summarised in one table depicting the contribution each sub-sector and each distribution type makes to total annual industry sales.

It is not possible to find relevant international data for comparison, as situations differ radically in different countries. We can hence only assess this information in terms of our own understanding of the market the industry serves.

In both the trade and the academic sub-sectors, the latter excluding professional books which are sold directly to the end-user worldwide, an extensive book-dedicated retail distribution network has developed to support the activities of the publishing industry. Booksellers account for 82% of all trade books sold and 88% of all academic textbooks sold locally. In the educational sector very little distribution infrastructure development has taken place, and the industry relies on third parties to bring their products to the market.

<i>Educational distribution channel (T3)</i>	<i>Sales value</i>	<i>% of total sales</i>
Specialist booksellers	R60 m	2,5%
School book suppliers	R600 m	25,3%
Direct publisher supplies	R1 715 m	72,2%
Total educational school book sales	R2 375 m	100,0%

<i>2006 annual sales values at retail excluding VAT (T4)</i>	<i>Trade</i>	<i>Academic</i>	<i>Educational</i>	<i>Total books</i>	<i>% of total</i>
Bookseller chains	R1 045 m	R330 m	R0 m	R1 375 m	29.0%
Bookseller independents	R170 m	R15 m	R60 m	R245 m	5.2%
Local library suppliers	R75 m	R20 m	R0 m	R95 m	2.0%
Traditional book retailers	R1 290 m	R365 m	R60 m	R1 715 m	36.1%
Book clubs and Internet sales	R180 m	R0 m	R0 m	R180 m	3.8%
Book retail industry sales	R1 470 m	R365 m	R60 m	R1 895 m	40.0%
Non-book retailers	R210 m	R0 m	R600 m	R810 m	17.1%
Non-retail outlets	R70 m	R0 m	R0 m	R70 m	1.5%
Direct publisher supplies	R25 m	R230 m	R1 715 m	R1 970 m	41.5%
Local book industry sales	R1 775 m	R595 m	R2 375 m	R4 745 m	100.0%
Overseas library suppliers	R0 m	R40 m	R0 m	R40 m	-
Overseas internet booksellers	R70 m	R0 m	R0 m	R70 m	-
Local book purchases	R1 845 m	R635 m	R2 375 m	R4 855 m	-
% of total sales	38.0%	13.1%	48.9%	100.0%	-

The sources of local book purchases (T5)

Books sold locally were either published in South Africa, or were imported from abroad. Those imported were either distributed by local agencies, or were supplied directly to booksellers or end-users by overseas publishers. The third possibility is where South Africans bought directly from overseas booksellers, including internet booksellers.

From the purchase statistics provided by booksellers and the sales statistics provided by publishers, the table depicting the source of books could be obtained.

It is clear that the local book publishing industry is well established in the educational and academic markets, but that the trade sector still relies heavily on the imported book. 📖

Willem Struik

<i>Origin of book (T5)</i>	<i>Trade</i>	<i>Academic</i>	<i>Educational</i>	
Locally published book	R732 m	R482 m	R2 185 m	R3 399 m
Locally distributed imported book	R923 m	R83 m	R190 m	R1 196 m
Directly imported book sold by local bookseller	R120 m	R30 m	R0 m	R150 m
Local end-user purchases from overseas bookseller	R70 m	R40 m	R0 m	R110 m
Total local book purchases	R1 845 m	R635 m	R2 375 m	R4 855 m
% Locally published book	39.6%	75.9%	92.0%	70.0%

Willem Struik is an analyst for Nielsen BookScan SA and a research associate at the Program for Publishing Studies at the University of Pretoria.

He trained as a chemist and statistician but soon joined the book trade with the family business and has been active in the book trade for nearly 40 years, both as publisher and bookseller.

Willem is a regular contributor to Bookmark.

APNET REPORTS ON THE FRANKFURT BOOK FAIR

The Frankfurt Book Fair 2007 was a roaring success. A record 7 448 exhibitors from 108 countries presented 391 653 titles. Despite the train strikes, which plagued the Fair, 283 293 visitors attended. To put these numbers in perspective, think of the Cape Town Book Fair, which had 354 exhibitors and 49 000 visitors in 2007.

The African Publishers Association (APNET) was invited to attend the Fair through an annual invitation programme where publishers from Africa, Asia, Latin America and Eastern Europe are sponsored to attend.

This programme is organized by the Society for the Promotion of Literature from Africa, Asia and Latin America. As part of the package, sponsored publishers also attend a two day seminar before they exhibit their books at the actual Fair. APNET was very pleased to attend the workshop and came away with some interesting business opportunities.

“At the onset of the programme, each participant gave a 5 minute presentation on their company, focusing on their main activities and their goals for the following year,” reports Tainie Mundondo, the Executive Director of APNET.

“This was deemed as one of the most interesting sections of the workshop, as participants got to know one another and could pick trading partners from the start,” she continues.

The workshop covered various topics including the Book Trade in Africa, Asia, the Arab speaking world, Latin America and Eastern Europe.

Another key topic under discussion was the reading campaigns in different countries.

The APNET stand at the Fair had 294 books from 45 publishers representing 14 African countries in total, and was very well received.

According to Mundondo, several meetings were held with different people and organizations, which were most beneficial and which will hopefully lead to new business opportunities for members. The focus of the discussions was mostly on reviving APNET and projects that could be done with APNET’s collaboration.

“We met with Jane Katjavivi, APNET founder member and wife of the Namibian Ambassador to Germany, as well as Katherine Emmans and Ulrich Schreiber of the Berlin International Cultural Festival, who said the focus of the 2008 festival is Africa,” expounds Mundondo.

APNET also met with Ana Maria Cabanellas; President of the International



education is increasingly important for the Fair’s participants. Digitisation was another major theme of the Fair, beginning with the International Rights Directors Meeting discussing the challenges of rights and licenses for the digital age, to top executives from some of the biggest international publishers – Penguin, Holtzbrinck, Random House and HarperCollins – having a round-table discussion about the quest for digital sales.

“APNET’s presence at Frankfurt highlighted its existence more than anything else,” says Mundondo.

“Although a number of organizations and people are aware of APNET’s problems, seeing it at Frankfurt encouraged them to help in kind. Besides the other organizations, member publishers from Cameroon, Kenya, Morocco, Nigeria and South Africa kept the stand busy as they made it a meeting place before and after their different appointments,” she concludes.

Discussions with authors and publishers showed results, with some books being licensed in Africa. It is also hoped that some of the selected books from the APNET stand will be licensed by publishers from other parts of the world.

The next big Book Fairs on the calendar for the year 2008, are the Bologna Children’s Book Fair at the end of March, the London Book Fair in April, BookExpo America at the end of May, and of course the Cape Town Book Fair (CTBF) from the 14 – 17 June. Vanessa Badroodien and her team at the CTBF offices are being very quiet about what’s on the programme to date... As per usual, we wait with baited breath to hear their plans. 📖

APNET



Publishers Association (IPA) along with Alexis Krikorian, Director Freedom to Publish (IPA) and Antje Sorensen, Deputy Secretary General & Legal Counsel (IPA). Several issues related to membership and the link between IPA and APNET and the need for cooperation were discussed.

“We even met with Nhanhla Ngubane the President of the Publishers Association of South Africa (PASA) whilst there,” says Mundondo, commenting on local participation.

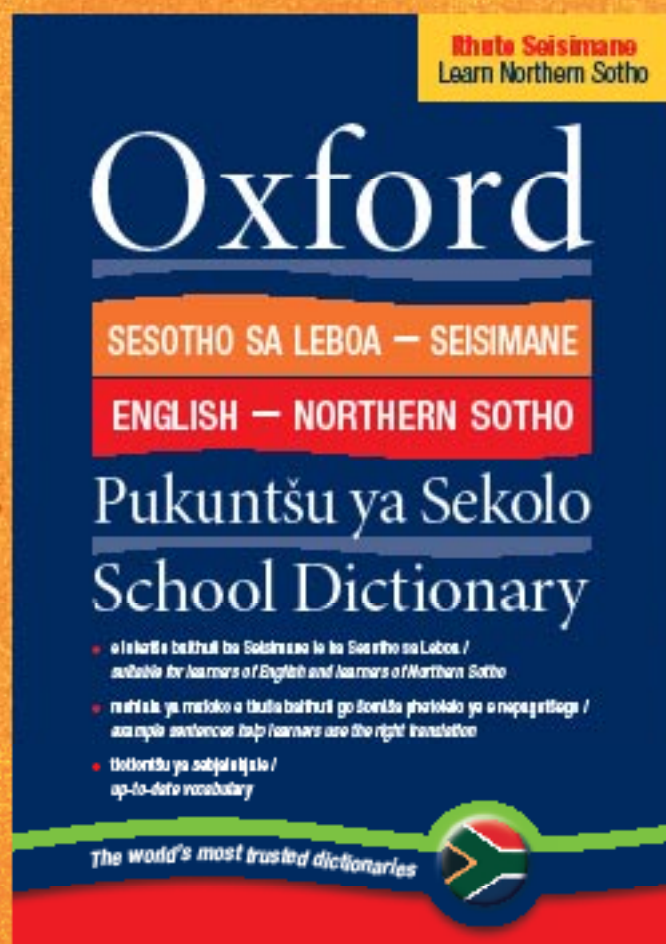
The “Education for the Future” theme was present in several events throughout the Fair, especially during the Literacy Congress on the opening day and the Education Congress.

The professional events in the new Educational Publishing Pavilion were fully booked, which showed that the theme of



Novelist Patrice Nganang from Cameroon

Oxford Bilingual School Dictionary: Northern Sotho and English



- e loketše baithuti ba Seisimane le ba Sesotho sa Leboa / suitable for learners of English and learners of Northern Sotho
- mahlala ya mafoko a thuša baithuti go šomiša phetolelo ya e nepagetšego / example sentences help learners use the right translation
- tlhotlontšu ya sebjalebjale / up-to-date vocabulary

Time for a new
Oxford dictionary

A BRAND-NEW bilingual school dictionary for learners in primary and secondary school

- E loketše baithuti ba Seisimane le ba Sesotho sa Leboa / Suitable for learners of English and Northern Sotho
- Mehlala ya mafoko e thuša baithuti go šomiša phetolelo ye e nepagetšego / Example sentences help learners use the right translation
- Tlhotlontšu ya sebjalebjale / Up-to-date vocabulary
- Le matlakala a 56 a tlaeletšo ya mohola (popopolelo ye khutswane, ditiro ka dikarabo, maletere a mmotholo, diswantšho, polelo ya SMS le tše dingwe) / Plus 56 pages of useful extras (a mini-grammar, activities with answers, model letters, illustrations, SMS language and more)

E thuša baithuti go kgetha phetolelo ya maleba. / Helps learners choose the right translation

E fa fela phetolelo ye e boniwago ka boeti. / Gives frequently used translations only.

E bontša indigae wa mantšu a flogago a dirilwa ka gone. / Shows how words are really used.

E akaretla mantšu go tšwa ka go kharikhulamo. / Includes words from across the curriculum.

hlogo *** / hlogi / noun (pt di hlogo)

1 = head + Palo a tloga, o ile a tsetola hlogo ya gagwe a mo lebalala. Before he left, he turned his head and looked at her.

2 = principal + Hlogo ya sekolo ya lamoga ka lelapa gore o se ga di amogele go Sepadi. The principal immediately realised that this was not acceptable to Sepadi.

3 = heading + O bona o ka ra hlogo ya tamana ye o ka ba eng? What do you think the heading of this paragraph could be?

praise poem noun (pt praise poems)

(language) = seretotumiso @ a poem that praises a chief or important person sereto seo se tumiso goadi goba motho boho boho. The praise singer performed a praise poem at the beginning of the celebrations. Moopedi wa tumiso o dirile seretotumiso mathomong a makete.

Books and Technology

Giles Mitchell, IT Manager for Exclusive Books, looks at the never ending debate of what booksellers need to do in order to embrace the digital age

When it comes to exchanging large volumes of information between people, books are the top of the technology heap, or are they? The electronic book is not new it has been the standard format for the dissemination of computer manuals, and academic journals for at least ten years. An electronic book reader that is genuinely portable, has a good battery life, and is easy to use however, is a new thing. This technology has developed quickly, and a device that delivers rich information content with a high degree of immediacy, is really just around the corner – affordably.

Beyond the pure technology of e-books, we have to be aware that the internet, a massively powerful communication medium, is driving globalization of markets, especially with regard to high-value items that are small, light, and can be conveyed globally at a relatively modest cost. Early adopters of the internet were naturally drawn to books as an attractive item to purchase, because they were already 'information-junkies' – yet it took Amazon.com a long time to turn profits, and they lost their identity in the process. These early online purchasers were techno-savvy, but they still saw books as being the ultimate information repository. Arguably a new generation is driving the growth of trading on the internet, and they are unfortunately not generally aware of the difference between information that is validly acquired from the internet, versus that which is not. Broad, shallow and immediate – get it from the net; deep and focused – get it from a book.

Books, and the concept of an information chain that is qualitative (not quantitative), are not going away, but they are under pressure, and the industry has to be very careful about pricing the commodity. Consumers have an ardent objection to paying more for an item produced in one region, when what they perceive as the same information content is available from another, at a far preferable price. Most people are aware that French or Italian fashion costs more, but it has a non-mass production appeal. The same people are happy to purchase a shoddily mass produced garment for scrubbing the bathroom floor however. It is about the perception of value, and of what is a credible comparison.

Close to the debate about globalization

of the trade of physical items has to be the consideration of global ownership of intellectual property. Jimmy Wales noted that he felt a level of moral repugnance about the theft of property, physical or intellectual – but that until an alternative method of valuation and exchange had been set in place – any business that was predicated upon unshakeable copyright protection would founder in the foreseeable future. Music publishers are now starting to adopt a more creative approach to the problem, but it may be too little too late. Try and buy a legitimate MP3 from a South African website!

All of these grand and sweeping global

*We need to become
legitimate conduits for
digital format books as
simply another format
choice for the
consumer*

movements may make us feel somewhat disempowered, and tempt us to 'batten down the hatches', and hope to ride out the storm blindly – and that may in fact be the right response – as long as we do not lose sight of the fact that the storm is already here, not miles away!

We clearly need to be concerned, but perhaps primarily by two particular things; First – even though the novelty of e-readers is partially overcome by their present high cost, and a lack of availability of e-books, our market of book-buyers is comparatively small, and fragmentation will have a pronounced effect upon the profitability of our businesses. We may still have bread and butter trade, but gross margins will become harder to find, because the opportunities actually offered by the new technology are likely to be lost to more agile entrepreneurs.

Second – even though publishers pay lip-service to the book market being a value chain of partners, many see new technologies and book formats as an opportunity to circumvent the book seller.

Brave New World highlighted some of the key developments in the recent history of the music industry,

and we as an industry seem poised to repeat that history – publishers first attempt to 'go it alone', and then find that consumers don't actually want to know about the production and sourcing of books, they just want good advice and easy availability. A certain segment of the buying public will definitely want the immediacy and flexibility that digital formats offer, but the rate of uptake is going to be affected by the most basic economics of choice – mass market retailers (and by extension, global publisher websites) offer price breaks, but they don't care very much about the customer, and a wide range, where suppliers are stacked up against each for the customers' benefit, is anathema to them.

The strategies we need to adopt in response to all of the present challenges aren't all that complex –

We need to invest in our staff, so that they can offer customers a better level of information and service than a publisher can.

We need to robustly engage publishers on the issue of pricing – we are all being sorely pressed to explain to customers why they should pay more for the book in hand than the one they can get via the internet (in about six working days).

We need to offer customers choice and range.

We need to boldly and actively sell the difference between the 'broad but shallow internet' and the 'deep and focused' book, and lastly, perhaps the most challenging – We need to become legitimate conduits for digital format books as simply another format choice for the consumer (I haven't recently seen a bookstore that sells only hardbacks.)

I'd like to think that the debate is not actually about technology, but about value and service as information purveyors.

As individual businesses we will decide how to best implement responses to the manifold challenges facing us, but as an industry we could valuably cooperate in refreshing the public's memory about the life changing ideas that we find in books, versus the intellectual stimulation of a text message. 📖

Giles Mitchell

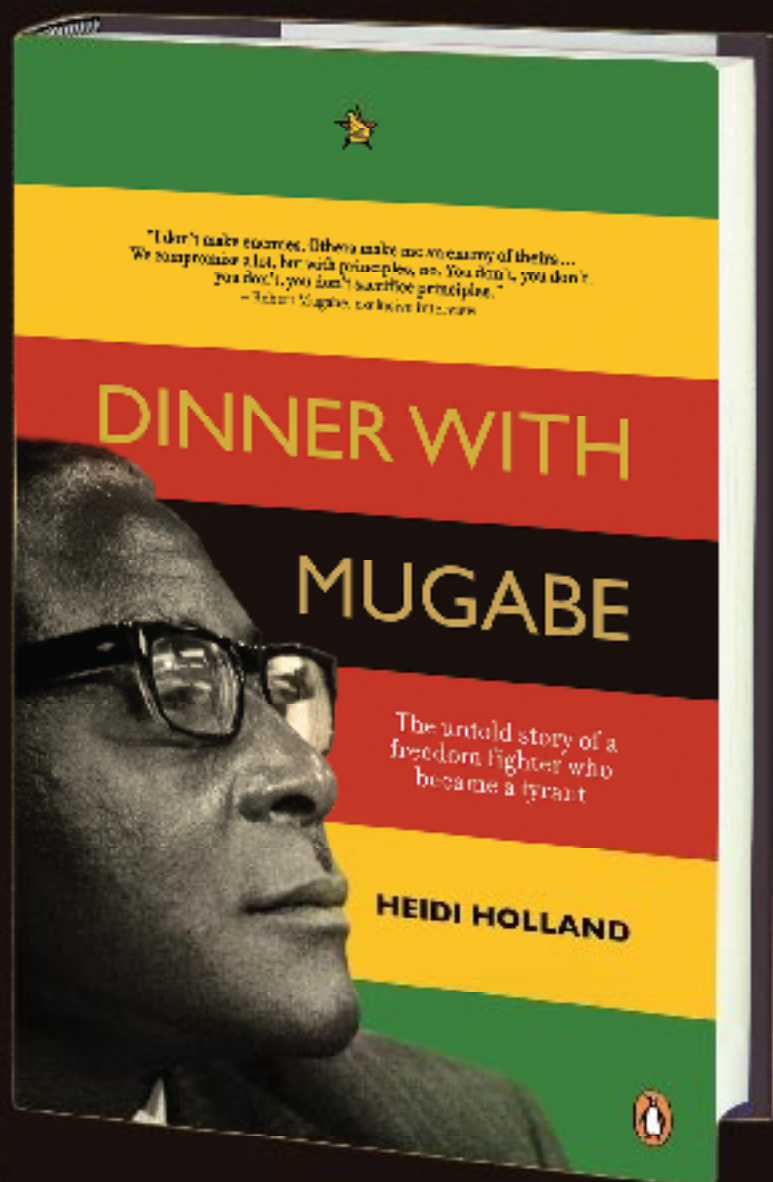
1 Who founded Wikipedia with the grand aim of 'representing the sum of human knowledge. Loosely paraphrasing his comments from the Creative Commons – Innovation Series, Johannesburg, November 2007

2 Brave New World: Booksellers Association Investigation Into the Impact of Digitization. Martyn Daniels et. Al.

DINNER WITH MUGABE

By Heidi Holland

The first foreign journalist to interview Robert Mugabe in the past three years



At a time when the world waits anxiously to see what will happen next in Zimbabwe - when there is little food in the country's shops, life expectancy is plunging and Zimbabweans are fleeing repression and unemployment - this book gets to grips with the man at the helm of a corrupt regime; the man behind the monster.



Penguin Group (UK)

ISBN: 9780143025573

Suggested Retail Price: R210-00

Availability: Mid-March 2008

www.penguinbooks.co.za

THE LIBRARY DIVISION

Generally the provincial libraries are nearly at the end of their financial year and purchasing has slowed down. Libraries for the larger municipalities and metros are still spending as their financial year only comes to an end in June. There are still municipalities who do not have a book budget and have not made any purchases. Some provincial libraries in the northern regions are purchasing books, but the Free State Provincial Library has had their budget frozen. Gauteng Provincial Library has allocated money to the municipalities and it appears that they will be monitoring the way the funds are spent. KZNPLS, under newly appointed General Manager for Public Libraries and Archives, Mrs. Sibongile Nzimande, is currently gearing itself for changes to various aspects of its operations. The library will brief its suppliers on these changes.

There has been talk about some of the provincial library services de-centralising their services. They would then allocate budgets to the municipalities instead of purchasing and processing the books themselves. It is a cost saving practice for the provinces but could have a negative impact on libraries for a number of reasons. The smaller municipalities do not have the capacity i.e. trained acquisition and cataloguing staff and many of these libraries are already shortstaffed. Money could be annexed by the municipality for use in some other department, unless steps are taken to "ring fence" these funds.

Ethekwini Municipal Library's new operating system is working with little or no difficulties. The first meeting for 2008 will take place in February when library suppliers will be expected to submit their material for consideration.

Western Cape Provincial Library has reasonably stable funding with little change. They did receive an additional grant of over R16 000 000 from the National Department of Arts and Culture. The bulk of the money has been paid over to municipalities to help alleviate staffing problems so there has been an improvement in this area. This funding will be ongoing for another two years and by that time it is hoped that there will be a more permanent solution to the problem of the unfunded mandate. Other provinces have used the money in different ways e.g. I.T., purchase of books.

*Maureen Hargraves
Chairman: Library Division of SABA*

SUPPLYING EDUCATION

Since 1995 the number of book suppliers to schools in the Western Cape alone has grown from 25 to 140. The Western Cape Department of Education (WCED) operates on an open system whereby the individual schools choose their own learner, teacher, support material (LTSM) and supplier.

As a result of this open system, competition among the booksellers is furious. Book suppliers come from many disparate industries, ranging from the transport industry to IT and we find retired principals, teachers, housewives, architects and even plumbers, hawkers and carpenters supplying books to the market, the only requisite to supply being a tax clearance certificate and a VAT registration certificate.

Orders are mostly obtained on good service and suppliers cannot fail as there are many others to take their place. Old established suppliers are constantly being challenged by new and younger entrants with creative ways of obtaining business.

Book suppliers to schools create approximately 700 permanent jobs and casual labour is also employed during peak times to assist with packaging and deliveries. New and used bakkies, panelvans and cars are bought each year to do deliveries over and above the use of courier services.

CULTURAL DEVELOPMENT

The Community Publishing Project, (CPP) an initiative of Centre for the Book in Cape Town (a specialist unit of the National Library) has been managed since its inception by Colleen Higgs. The project provides advice, funding and technical support to writers and writers' groups in South Africa, to help them develop publishing skills and to undertake the publishing and marketing of works produced in their communities.

Last year, the fine work done by this project was recognised by the Arts and Culture Trust when the CPP became the proud winner of the ACT Cultural Development Award 2007 sponsored by Distell.

Thirty books have been published with grants from the CPP. According to Robert Berold, 'The CPP works on a simple concept -- sponsoring a writer or group of writers to publish their own book. Colleen Higgs wrote "A Rough Guide to Small Scale and Self-Publishing" and midwifed the home birth of 30 books through the CPP process. Her demystifying of publishing and distribution is a huge gift to South African readers and writers.'

The Community Publishing Project was initiated by Hannes van Zyl when he was MD of NB Publishers, with an initial donation over three years from Via Afrika. It is currently funded by Nasou Via Afrika and has also received funding from the MAPPP Seta and the Mpumalanga Provincial Library Service.

Hannes van Zyl's vision in 2001 was to make it possible for books to be published that otherwise would not have seen the light of day. This vision and the work of the CPP are changing the literary landscape in South Africa in small but important ways. Writers who have valuable manuscripts, but which are not commercially viable, now have the possibility of receiving a grant to self publish their own work. Commercial publishers can't always justify the publication of books that would probably only have limited markets, especially in a country like South Africa where the book-buying market is very small. A project such the CPP makes possible the publishing of more marginal works.

The CPP challenges the idea that self-publishing is second best. As Monde Ngonyama, an early grantee says, "The bread I bake at home is no less important than the bread I buy from the shelf. Given the apathy of publishing literary works in African Languages in particular, anyone undermining the self publishing route would be denying a slice of bread to the hoping hungry weeping child."

Writers who have not been published are often critical of publishers' lack of interest in their writing. However, working as small publishers means writers will begin to understand the collaborative relationship that publishers, writers, booksellers and other actors in the book chain need to have. Writers and community publishers learn about the crucial importance of marketing and distribution of books. It is not enough to get a book printed; publishing also means marketing and selling. The project aims to develop new small publishers filled with enthusiasm and imagination in the marketing of the books they produce. Many of the recipients of Community Publishing Project grants have enjoyed the process of publishing as much as the writing of the original manuscript, and found it at least as demanding and fulfilling.

www.act.org.za and www.centreforthebook

As can be expected, the rising cost of fuel has had an impact on the bottom line and suppliers are having to be strategic in their planning to counteract this.

SABA commends the WCED for involving small business and for running a system that gets almost 100% delivery.

*Joe Klassen
Chairman: Education Division of SABA*

The Little Library



The Little Library Kits have been completely updated and restyled to fit the needs of the OBE curriculum. Kits are available in Numeracy, Literacy and Life Skills.

Each kit contains:

- 60 Readers – 5 copies of 12 stories
- 12 Big Books
- 12 Posters
- A Teacher's Guide

Readers available in all eleven official languages

brings books to life

Numeracy

Literacy

Life Skills



PAPER AND THE ENVIRONMENT

ANDREW MARTHINUSEN, WITH 40 YEARS OF EXPERIENCE IN THE INDUSTRY, LOOKS AT THE ENVIRONMENTAL IMPACT OF PAPER

Humanity is starting to get to grips with one of the biggest challenges facing us – how to ensure a sustainable future on the back of a modern economy. Sustainability is generally defined as living our lives in such a way that we do not compromise the quality of life of future generations.

That is quite a tall order –according to the Worldwide Fund for Nature (WWF), since the mid 1980's we have been living beyond the sustainable limits of our planet, utilising her resources at a rate she cannot replenish. We have thus been digging into the earth's natural capital at an ever increasing rate rather than living off her interest –that is certainly not sustainable. In this scenario Industries have to take a close look at their own sustainability. One very important and worrying element of our modern world is the massive quantities of waste we generate –not just the visible garbage we produce but all the chemicals we pump into the air, the pollutants we pour into our streams and oceans and the solid waste that ends up in landfill from both Industry and households.

Before I get to the environmental impact of the paper industry let me just give a few positive plugs for paper:

- * It is an essential part of modern life and has played a vital role in the growth in literacy and democracy over the millennia.
- * Of the main raw materials used in the packaging industry, only Paper is made from renewable resources. As a matter of interest packaging consumes roughly the same tonnage as all the other users of paper combined.
- * It is an impressive industry, producing globally roughly one million tons of paper per day and the industry consumes approximately half the commercial timber worldwide. The industry continues to grow despite claims of the paperless office.
- * Paper naturally biodegrades in the presence of oxygen.

In an attempt to put the industry into an environmental perspective, I will look at three areas –forestry, paper manufacturing and the waste stream.

FORESTRY

The world's forests sequester or store massive quantities of CO₂ – to put this into perspective the forests contain more CO₂ than there is in the atmosphere –another reason to ensure we do not destroy them! It is important to note that growing trees store more CO₂ than mature ones so the combination of commercial and natural forests is important as a carbon store.

Illegal commercial forestry harvests the remaining natural forests and destroys the wide biodiversity that depends on them. This is an international problem and responsible forest owners including both corporates and individual farmers, subscribe to standards such as the international Forest Stewardship Council (FSC) that control how their forests are managed, including conserving High Conservation Value Areas. These certified owners also require their external timber suppliers to comply with these standards. In practice this means that in South Africa we do not use our natural forests for paper – this is good news but we do plant a percentage of the grasslands of South Africa to exotic species that have a negative impact on water quantity and do not support the same level of biodiversity as the vegetation they replace. However, the forest certification standard of the FSC ensures that forest plantations are well managed economically, socially and environmentally.

PAPERMAKING

Paper and pulp mills require significant amounts of energy, which they either consume on site using fossil fuels, or buy from the electricity grid. To reduce the impact of CO₂ emissions, many mills including those in SA also burn black liquor – a byproduct of the chemical pulping process – and forest waste such as bark. These 'biofuels' are considered to be carbon neutral. A recent report by the WWF suggests that excluding the biomass referred to above, the CO₂ emissions by the paper industry worldwide are some 345 million tons per annum.

There are other air pollutants emitted from mills which are subject to air quality legislation. In SA, this is being revised and the wood processing industry is negotiating new standards for these emissions with the Dept of the Environmental Affairs and Tourism. Bleaching of paper enhances printability and slows down the yellowing process. Traditionally chlorine was used, the effluent causing key consumer

concerns. SA mills have moved away from this technology to elemental chlorine free or oxygen bleaching, thereby reducing their environmental impact.

Papermaking consumes a significant quantity of water. In SA most mills re-use their water many times to limit wastage and then the water is treated before being released into the rivers, or into the municipal waste treatment system. All effluent discharge is controlled by the Department of Water Affairs and Forestry, which sets effluent discharge quality levels to ensure the river health remains at an acceptable level.

In the pulping process there are a number of chemical by-products for which the SA Industry has found new markets –notably in the road building, construction and agricultural sectors which further reduces the volume or quantity of waste, both solid and liquid.

PAPER WASTE

The paper industry in SA recycles approximately 56% of paper consumed in this country and has invested some R230 million in recycling structures countrywide. These impressive numbers will be much improved in the next two years as an announced capacity of an extra 200 000 tons of recycled paper comes on stream. This will grow the amount collected annually in SA to well in excess of one million tons per annum. To achieve this target the mills need the support of municipalities to set up the structures including the requirement that households sort their waste. The two large markets for waste materials are the packaging and tissue industries.

The improvements in dealing with the waste generated by the paper industry are significant, but is it enough going forward? In my view we all have to change our mindsets about waste and globally we have to invest massive amounts in cleaner technologies if we are to avert an environmental disaster which could affect our ability to thrive on this planet.

The paper industry, like all the other industries, has a long way to go before they can say they are truly sustainable.

For buyers who want a scorecard of how green your paper is, I suggest you look at a document recently published by the WWF on the website at

www.panda.org.paper.toolbox. 

Andrew Marthinusen



A BRIEF LOOK AT WHAT SOUTH AFRICA'S TWO MAJOR PAPER PRODUCERS ARE DOING TO LESSEN THEIR IMPACT ON OUR PLANET

MONDI

Mondi is an integrated paper and packaging group founded in South Africa in 1967. In 2006 it had revenues of €5.751 billion. Its key operations and interests are in Western Europe, Emerging Europe and South Africa. Mondi is principally involved in the manufacture of packaging paper, converted packaging products (including corrugated packaging, bags and flexible packaging) and office paper. In addition, it has merchant operations which focus on Austria and Emerging Europe and newsprint operations in South Africa, the United Kingdom and Russia.

Mondi is integrated across the paper and packaging production process, from the growing of wood for pulp production and the manufacture of pulp and paper, to the conversion of packaging papers into corrugated packaging and industrial bags.

Mondi manages more than 367 000 hectares of forest plantations in South Africa and all are certified according to Forest Stewardship Council (FSC) standards. To Mondi, sustainable forestry means consistently considering the productive capability, biological integrity

and community needs of their forests. Over 30% of forest available to Mondi South Africa is not utilized for forestry operations, but is open area set aside to meet FSC criteria. This land consists of wetlands, riparian zones, grasslands and indigenous forest patches and it is also managed and carefully monitored to ensure a responsible approach to ecosystem management. The protection of High Conservation Value Forests is also a key concern and Mondi has been awarded FSC certification for 1.2 million hectares of forest in the Komi Republic in Russia; the remaining forests that are managed by Mondi are in the process of being certified.

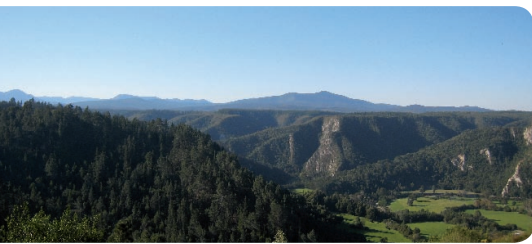
Reduction of the use of virgin fibre to produce paper is an important part of sustainable development. Approximately 35% of the fibre used in the production of newsprint is from recycled newspapers and magazines. Various levels of filler are also used in Mondi's production of office paper. The amount of filler varies to ensure optimum strength and printing results while still reducing the amount of virgin fibre required. Approximately 17% to 23% of Mondi's paper is filler, depending on the grade.

In terms of a carbon footprint and reducing the environmental impact of their operations, Mondi has made improvements at both the Richards Bay mill and the Merebank mill, resulting in a significant reduction of SO₂ and CO₂ emissions, as well as a reduction in coal use, solid waste to landfill, total water usage and waste water discharged. For example, in 2006, environmental improvements were made as a result of the PM31 upgrade project at the Merebank mill, resulting in a 72% reduction in total SO₂ emissions at the mill for 2006 when compared to 2004.

Paper recycling is very important to Mondi and the group collects about 350 000 t/y to 400 000 t/y of recovered fibre every year via various paper pick up programmes. These programmes provide about 3 000 jobs in the informal sector every year.

Mondi Shanduka Newsprint has a highly sophisticated recycled fibre (RCF) de-inking plant which supplies recycled fibre for newsprint production. The plant processes approximately 75 000 tons of waste paper annually. 

For more information about Mondi, visit www.mondigroup.com



SAPPI

Sappi is a South African company that has become a global leader in pulp and paper. Established 70 years ago to produce paper in South Africa, Sappi has 8 pulp and paper mills in South Africa and Swaziland. It also has 7 mills in Europe, 4 mills in the USA and one joint venture mill in China. Sappi Stanger Mill, which is the only local producer of coated fine paper, was bought by Sappi in 1979 and is situated near the town of KwaDukuza in Kwa-Zulu Natal.

Coated fine paper is used primarily for glossy brochures, coffee table books and magazines.

Sappi Fine Paper recently introduced the Triple Green process at its Sappi Stanger Mill, making this the only mill in South Africa manufacturing environmentally-friendly coated paper products.

The term Triple Green refers to both the procurement and the manufacturing process at the mill, which makes its paper one of the most environmentally-sound in the world. Triple Green is based on three environmental pillars:

* 60% of the pulp used in the production of paper products at Sappi Stanger Mill is sugar cane fibre, called 'bagasse', which is sourced from local suppliers. The pulp is a by-product of sugar production, being the fibrous material remaining after raw sugar has been extracted from sugar cane. As such, it is not only an annually-renewable resource but also a recycled raw material.

* All of the pulp is bleached using an elemental chlorine-free process. This results in paper that is more easily recyclable, maximises the use of raw materials and complies with the stringent environmental regulations of the United States Environmental Protection Agency and the World Health Organisation.

* The balance of the pulp comes from wood obtained from sustainable and internationally-certified afforestation, using independently-audited chains of custody for incoming fibre. In this way Sappi is able to track and verify the sources of all incoming fibre to ensure that it has been produced in renewable tree plantations and has not been derived from ancient, indigenous or rain forests.

The three pillars on which Triple Green is based are processes that not only minimise the environmental impact of paper manufacturing and ensure long-term sustainability, but also assure end users that the procurement chain has been stringently monitored by independent environmental bodies.

Every product produced at Sappi Stanger Mill is manufactured according to the environmentally friendly principles of the Triple Green process.

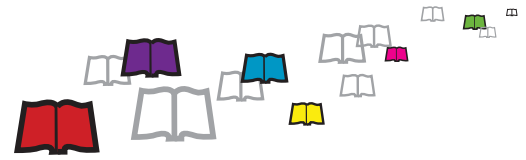
These products include the Avalon, Dukuza and Crystal coated fine paper ranges, used primarily by local printers to produce high-end publications such as magazines and brochures.

At Sappi, conserving and protecting natural resources is a fundamental business philosophy.

It is an integral part of everything the company does, as this ensures an investment in the company's future as well as in the environment and the communities in which they operate. 

For further information on Triple Green, visit www.sappi.com

BOOKS 24/7



Hentie Gericke tells us what prompted him to open his own bookshop after 20 years in the trade

Early in 2007 I was informed that Via Afrika and Media 24 were going to sell Afribooks and Alibiprops as part of Media 24's strategy to sell all their retail divisions.

Ever since I had entered the book trade 20 years ago, I had worked for Naspers. Suddenly faced with a huge change in leadership and strategy, I began to think that the time might be right for an even bigger change. With a wealth of experience behind me and excellent contacts in the industry, I decided to take the plunge and start my own business.

First on the agenda was finding the right people to come and work with me in this new and exciting venture. I had long ago learnt the value of good staff and so I approached two of the most successful marketers I knew; Gaynor Krynauw and Vanessa Pepler. Much to my delight, they readily agreed to come and work with me and we appointed Elsa van der Westhuizen from On the Dot as head of administration.

Once I had my team together, we sat down and worked out a strategy. Our core business was to be selling text books (LTSM) to schools in the Western Cape and our working philosophy was one of constant availability and customer service. We would be available to the schools 24 hours a day and seven days a week.

We wanted to communicate this commitment to our customers in no uncertain terms, and so the name Books 24/7 was unanimously decided upon and subsequently registered.

Books 24/7 has a simple but effective strategy, which is based upon sound business principles and a top quality service ethic. We aim to:

- * Ensure a healthy cash flow
- * Do only profitable business
- * Ensure a good gross profit
- * Render excellent service to our schools.
- * Outsource certain divisions to professional people and
- * Employ good quality people.

Once we had set up the business, we needed to start doing business and so we approached all of the publishers with a credit application.

Most of the publishers were very excited about Books 24/7 entering the educational book market and granted us the credit we needed to get going.

One publisher (who will remain nameless), refused to do so. Not willing to take no for an answer, I visited the managing director of the company and explained that we already had orders for their books and that I did not wish to send my marketers back to the schools to

persuade them to buy another publishers' books. The MD saw the sense in granting us credit quite quickly after that and we now work very well together.

As 2007 progressed we saw that we needed more capacity and so we added two more experienced marketers to our team. We also appointed Karin Batt, from On the Dot, to assist Elsa. Books 24/7 currently operates with four marketers in the Western and Northern Cape and Free State, two admin people, one person in the warehouse and myself.

In the past year I have discovered that to run your own educational book business is a completely different kettle of fish to working for a big company.

There are less e-mails to be dealt with, fewer meetings to attend, not as many reports to write, and no boss to answer to.

This does mean that there is less support on the ground but on the other hand you are more involved in the actual running of the business, which includes dealing with publishers, debtors, financial institutions and budgets.

For me the most rewarding part of Books 24/7 is that it is small enough that decisions can be made immediately, and of course it helps, that those decisions rest with me. 

*Hentie Gericke
Managing Director, Books 24/7*

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Metro Fm Bookreviews



The Uncommon Reader By Alan Bennett

Publisher:
Faber & Faber

As a dramatist Alan Bennett is adept at putting urbane, witty and literate dialogue into the mouths of his characters. And he has covered the subject of royalty before – notably in *The Madness Of George III* where he deals with the mystique and taboos surrounding the royal person.

In a less well-known play *A Question of Attribution*, he investigates the present Queen's one-time Surveyor of Royal Pictures, Sir Anthony Blunt, his relationship with Her Majesty, and his

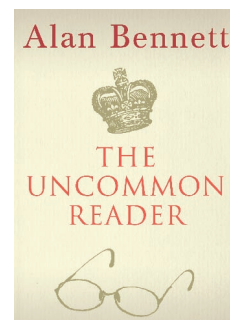
treasonous betrayal of his country as one of the notorious Cambridge communist spy ring.

So, Alan Bennett's credentials vis-à-vis the depiction of British monarchy in public and private life have been very well established.

As too has his novel approach to the subject at hand and his ability to entertain with moments of true pathos, unexpected twists in the plot and spectacular linguistic gymnastics. It should come as no surprise, therefore, that *The Uncommon Reader* (pun intended) fulfills all our expectations on this score. What is new and refreshing is Bennett's accomplished narrative voice, subtly detached yet affectionately amused at what is going on in the story:

Which is, basically, that HM the Queen,

in search of an errant corgi, finds a traveling library at the back door of Buckingham Palace and is drawn into a world of literature she scarcely knew existed. Both her government and people are disconcerted by this new-found interest in reading, and the novelette traces Her Majesty's struggles to balance her voracious appetite for books with the duties of State which burden every moment of her waking day. It is very charming, slightly subversive and most definitely entertaining.



Measuring The World By Daniel Kehlmann

Publisher:
Quercus

Europe during the Age of Enlightenment must have been an exhilarating time to be alive. Eighteenth century man was consumed by a frenzy of empirical investigation – finally free to experiment and draw his own conclusions after an oppressive millennium of reliance on received wisdom.

A generation of Wunderkinder arose whose early achievements astonished their peers and frightened their parents:

Alexander von Humboldt and Carl Friedrich Gauss being two in point. Their

parallel but dissimilar lives form the basis for this newly published biographical novel.

Daniel Kehlmann, the young German author, is already a publishing phenomenon in this home country, and this accomplished translation should assure his success in the Anglophone world.

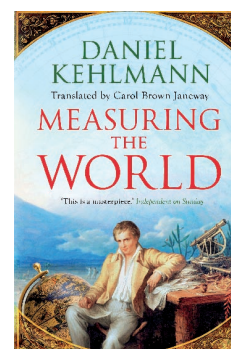
Measuring The World belongs to an established genre of German prose, the travel novel (Reiseroman), in which the reader is taken on a journey, figuratively, with the characters depicted. The author draws philosophical lessons from the physical voyage and applies them to the personalities involved.

Kehlmann contrasts the aristocratic, adventurous naturalist and explorer von Humboldt with Gauss, the insecure, parochial mathematical genius and in the

process builds up a convincing picture of a world where sensations could still be fresh, and adventures really hazardous:

Where a ride in a hot-air balloon leaves the young Gauss screaming in terror, and where a canoe expedition up the rivers of South America deprives von Humboldt's companion of his reason.

All this is captured in a volume of 250 odd pages, in a clear, readable and delightful style which, if a true reflection of the original work, makes one want to beg for more.



The Almost Moon By Alice Sebold

Publisher:
Picador

It takes a truly unique person to suffocate her own mother, then pick up the phone and invite a friend's underage son over for casual sex. And so *The Almost Moon* throws us into a swimming pool at the beginning of the novel, fooling us into thinking it's the deep end. When one of the characters remarks that people can be "almost, but not quite complete" like the moon, I want to reply, "Oh, dear".

I can clearly picture desperate housewives everywhere frantically discussing this at their book clubs. Or freaking out over the novel's description of a suicide, a baby being dropped on its head and a boy being run over by a car. All gimmicks!

When you pull away the curtain, all you'll find is the story's narrator, an irritating and bizarre woman named Helen. For the rest of the novel she blabbers on about the events leading up to the murder and about her mother being nasty to her all her life.

Alice Sebold, the author, tries hard to establish that our relationships with family members have an impact on our way of making decisions. And that not getting enough hugs as a child can emotionally scar

you as an adult. None of this is sufficient to explain why Helen did what she did.

I suspect that, in doing her research, Sebold overlooked the possibility that some people are just simply nuts. Period.

In dragging out the story in a desperate attempt to explain the actions of her narrator she wastes my time and makes me reluctant to read anything else that bears her name in the future.



Author Insight

Steyn Du Toit chats to Markus Zusak about

The Book Thief

It is surprising that the author of such a “German” book speaks with a heavy Australian accent...

(Laughs) Yeah, it surprises a lot of people! It's because my parents are really Australian and they've lived here for almost twice as long as they've ever lived in Germany and Austria.

This is such an original story and means of telling it. Wherever did it all come from?

I think it comes down to collecting little bits here and there. My parents came to Australia with very little, except a lot of incredible stories, some sad and some funny, but all very interesting. They had a gift of sharing them with us in a beautiful and meaningful way around our kitchen table as I was growing up – stories of burning cities, with the sky on fire but the ground still full of ice. Or my dad thinking that Hitler Youth was boring and stopped going. But the one story that really started the idea of *The Book Thief* was an experience of my mother when she was six: While playing with the other kids in the street they heard a noise in the distance that resembled a large group of animals being herded down the road. As it turned out it was Jews being marched to the concentration camp in Dachau. As she watched a German boy ran towards the marching line and slipped a piece of bread to one of the captives. This man broke down and fell to his knees sobbing at the boy's feet until a soldier saw what had happened, came over, and whipped both the boy and the Jew.

Your character of Death sounds like an awesome guy!

Thank you! Originally I wrote Death as a very sarcastic, macabre narrator with a black robe and a skull for a face.

On page 250 I realised that this was not working! The reason for this was that I had made him too typical and almost like a cartoon cut out. So I asked the most important question that a writer could ask himself: “What is the opposite?” and as you know Death then turned out completely different.

He ends up telling us the story to prove to himself that humans are actually worthwhile.

I'm still not sure if he's my idea of what happens to us when we die, but I like the idea of him being a part of us.

How did you physically go about writing the book?

I basically had three ideas that merged into one: Stories that my parents told me about growing up in Nazi Germany, an image of a girl who steals books in modern day Sydney where I live and lastly I also had this strange image of Death narrating a story set during war time. In the end they all melded into the novel that was eventually published.

As for the layout and look of the book - what can I say - I love chapter headings! If I could, I'd like to write a book one day consisting of only chapter headings (laughs). But in all seriousness, that is how I actually wrote my book. I didn't have post-its that said “this is going to happen in chapter 1, and that in chapter 2”. I rather write a descriptive chapter heading and structure my book in that way. With style and imagery I really believe there has to be a gem on every page, where the reader stops and says: “Wow, that's an interesting image!” That way, writing a 100 page book would give each reader 100 little good reasons to really enjoy it.

Are you also a reader of books?

I am a huge fan of “character” books and my favourite novel of all time would have to be *What's Eating Gilbert Grape*? – I loved how he managed to make the characters both incredibly bizarre and believable at the same time, without forgetting about the plot. I tried a similar approach when writing *The Book Thief* and hopefully, just like Gilbert Grape, people will carry Hans Hubermann or Rudy Steiner with them after meeting them. 📖



Markus Zusak, Author of *The Book Thief*
published by Random House

Peter Abrahams • Robono Abrahams • Dlamini Afrika • Shabbir Beneshel • Mark Both • K.S. Bopola •
Herman Charles Borman • Lawrence Brandry • Bryson Bryntach • Andes Brink • Dennis Brutus • Stuart
Chester • J.M. Coetzee • Bryco Courtney • Jeremy Cronin • Patrick Galvin • Inmaan Coovadia • Achmat Dangor
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Dlamini • G.J. Driver • John L. Dube • K. Sello Dube • Ahmed Easop • Emu Ertis • Elizabeth Eybers • Ruth
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Industry Update

2008 Supplement for Writings in Nine Tongues

The first edition of Writings in Nine Tongues was published in 2007 including 4 166 ISBN numbers from 33 publishers. Feedback from all stakeholders was so positive that the Publishers Association of South Africa (PASA) has decided to update this catalogue with a supplement every year, in time to be made available at the annual Cape Town Book Fair.

This supplement edition, due to go to print in April this year will be free standing. The original 2007 edition will not be updated at present. The idea is to combine the supplements into a new updated edition every five years. It was decided to include dictionaries as a new 'genre' in the 2008 supplement. The 2008 supplement aims to address most of the feedback and requests received from interested publishers.

There will be no limit to the number of books listed per publisher. Books suitable for all ages will be included for nine of the official African languages. Afrikaans will again not be included.

PASA

Van Schaik gives again

Van Schaik Bookstore donated 25 000 books with a value of R1, 5 million to seven tertiary institutions in South Africa towards the end of last year. This initiative was adopted as Van Schaik Bookstore's main corporate social investment for 2007. "We've noticed a need within the tertiary institutions that are closely linked to us on a daily basis. With the growing number of enrolments and more library use at tertiary institutions, there is a lack of resources," explained Dirk Uys CEO of Van Schaik Bookstore.

Van Schaik Bookstore handed books to TSiBA Education in the Western Cape, Nelson Mandela Metropolitan University of Technology in the Eastern Cape, the Durban University of Technology, the University of the Free State - Qwaqwa Campus Library, Central University of Technology Library in Bloemfontein and the Durban branch of Unisa. Also to benefit is the Metro District Health Services Library in the Western Cape.

Tshwane University of Technology in Gauteng received books worth R750 000, which is the bulk of the total donation. Uys says the University has one of the biggest enrolments of the South African institutes, mostly from previously disadvantaged communities and experiences a shortage of reference books in its library.

Van Schaik

Johnnic looks to grow book retail stable

Johnnic Communication Group effectively acquired Van Schaik Bookstore in October, and Van Schaik Bookstore now forms part the Johnnic Book Retail stable together with Exclusive Books and the African Operations.

Fred Withers, CEO of Johnnic Book Retail commented: "We recognise the incredible importance of education in South Africa today. Van Schaik Bookstore is a leading national brand in the academic textbook market. We are excited about working with the Van Schaik management to grow the combined group product range and broaden our customer base."

Van Schaik Bookstore, a national network of academic bookstores, started trading in Pretoria on 1 July 1914 and was acquired by Via Afrika Limited, 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, Technikons, Colleges and other tertiary institutions. Currently Van Schaik Bookstore consists of 44 permanent bookstores plus an additional seven seasonal outlets.

Van Schaik

Winners of The English Academy Awards

Winners of the Thomas Pringle Awards, sponsored by the National Lottery Distribution Trust Fund and administered by the English Academy of Southern Africa, were announced in January.

Rustum Kozain won the 2007 Olive Schreiner Prize for his poetry collection *This Carting Life* published in 2005 by Kwela Books & Snailpress. The judges noted that Kozain's 'imagery and his use of poetic lines are of an extremely sophisticated nature', and he is to be 'heartily congratulated on a very fine, beautiful and evocative collection that challenges and pleases in equal measure'.

Chris Thurman was chosen as the winner of the 2007 Thomas Pringle Award for Reviews for a portfolio of work that appeared in *The Weekender*. The adjudicators noted that 'it is Thurman's ability to synchronise separate elements into coherent structured response that marks his excellence as a reviewer'.

Chris Mann's *Seahorse* (published in *New Contrast*, Vol. 33 No 2 Winter 2005) was chosen as the winning poem of the 2007 Thomas Pringle Award for Poetry. The panel felt that Chris Mann's poetry 'sweetens and expands our existence by evoking the beauty and holiness of life in the vast emptiness of the universe'.

Ambrose Chimbganda's *Profiling the "native speaker" of English: myths and implications for ESL learning and teaching* (published in the SAALT Journal for Language Teaching, Vol. 39, No 1 June 2005) is the winning article of the 2007 Thomas Pringle Award for articles on English Education. The committee agreed that 'the research presented by Ambrose Chimbganda is significant in that it explores the role of English in southern African education, and identifies challenges to English language education and usage in the region'.

The English Academy of Southern Africa

Top 10 books to talk about

World Book Day has revealed its top ten "Books to Talk About", which include three titles from small independent publishers, namely Snowbooks, Beautiful Books and Legend Press. Books from the big houses such as Pan Macmillan, Hodder and Bloomsbury are also represented.

The shortlist was selected through an online poll, which saw over 300 book lovers debate the "talkability" merits of a list of 100 titles. From the discussions a shortlist of ten titles was chosen.

Voting will continue throughout February, with the winning author to be announced on World Book Day, 6th March), and to receive a prize of £5000.

The ten Books to Talk About are:

Steve Aylett, *Lint* (SnowBooks)

Priya Basil, *Ishq & Mushq* (Transworld)

Jenny Downham, *Before I Die* (RHCB)

Eliza Graham, *Playing with the Moon* (Pan Macmillan)

Joshilyn Jackson, *Gods In Alabama* (Hodder)

Candi Miller, *Salt & Honey* (Legend Press)

Pauline Rowson, *In Cold Daylight* (Rowmark)

Rupert Thomson, *Death of a Murderer* (Bloomsbury)

Jonathan Trigell, *Boy A* (Serpent's Tail)

Angela Young, *Speaking of Love* (Beautiful Books)

Votes can be cast at the Spread the Word: Books to Talk About website at www.worldbookday.com/spreadtheword.

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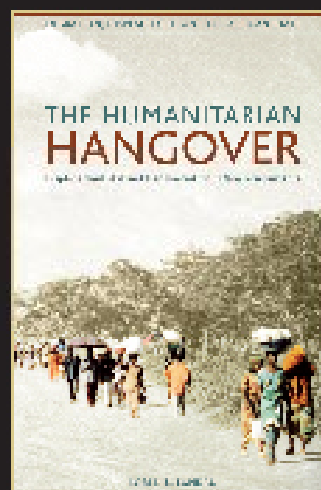
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From Local to Global

SA Library Week will be celebrated during the week of 17 to 22 March 2008, with the theme "From local to global @ your library."

The theme has been inspired by the story of Neal Petersen, the South African yachtsman who was the first black man to sail solo around the world, who says that he would not be where he is today without libraries. Growing up as a young boy on the Cape Flats, he discovered sailing and the art of navigation through books in his local public library and from there truly went from local to global through his library. Libraries bridge the world and are places of opportunity, as Neal testifies. Libraries are about more than having access to information; it is about what one does with that information and where it can take one. Libraries are also about reading and encouraging a culture of reading, enabling one to explore the world and to broaden one's horizons ... "going from local to global".

As the Minister of Arts and Culture, Dr Pallo Jordan reminded us in his keynote speech at the Opening Ceremony of the IFLA/World Library and Information Congress, the eighth clause of the Freedom Charter says "The doors of learning and culture shall be opened" and continues "All the cultural treasures of mankind shall be open to all, by free exchange of books, ideas and contact with other lands". And where better than @ your library where one can go from local to global through books, internet and other electronic and digital media? Libraries are indeed places which allow people to go beyond themselves; that bridge the world and provide opportunities to access to a world of information and other cultures.

The national launch of SA Library Week 2008 will be hosted by Mpumalanga. It takes place on Saturday 15th March 2008 at the Kruger National Park. LIASA welcomes all its members and libraries across South Africa to join in celebrating SA Library Week 2008 through giving unique expression to its theme "From local to global @ your library."

LIASA

Loyalty Club success

The Best Sellers Loyalty Club is an exclusive loyalty club created to reward bookshops and provide them with unrivalled service from Maskew Miller Longman and Pearson Education South Africa.

This exciting initiative for bookshop owners was established in 2004 and started off with a handful of members. Four years later, the Best Sellers Loyalty Club, with over 140 members continues to grow steadily month after month. The Best Sellers Loyalty Club provides fabulous incentives and personalised customer care. All members are eligible to receive various special offers throughout the financial year, however, the full benefit for the bookshop is reaped at the end of the first financial year.

All new members enter the Best Sellers Loyalty Club on the Silver Tier and will receive the benefits if they reach certain targets. However, to reward those bookshops who continually exceed targets and shine year after year, we have introduced an exclusive Gold Tier. Members qualify for the Gold Tier after having reached set targets for three consecutive years.

If bookshops are wondering how to sign-up to this fantastic loyalty initiative, they will be happy to know that membership to the club is free and all new members receive a starter pack filled with exciting marketing material and a range of branded goodies to get them going.

Apart from all these fantastic benefits, Maskew Miller Longman and Pearson Education continually ensure that all members receive personalised service. A dedicated representative will attend to all their needs, which include product training, regular visits, access to the showrooms and generous specimens of material. In addition, the professional team of customer services consultants at Maskew Miller Longman's Head Office will continue to support all bookshops by placing orders and dealing with queries.

All membership queries can be directed to Patricia Booysen at (021) 532 6000 or patricia@mml.co.za

MML

Kate McCallum Consulting 2008 programme

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15/03	13/05	7/04	How to write copy for backcovers, and draw up a marketing plan	1 995
16-17/03	14-15/05	10-11/04	Marketing management, planning, and research	3 990
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For detailed information, contact Kate McCallum at kate.mccallum@storm.co.za or (021) 461-5392.

Phaidon looks to grow in SA

Phaidon Press, the world's leading publisher of books on the visual arts, appointed the trade division of Book Promotions as its new distribution partner in South Africa in November last year. Book Promotions is an independently run subsidiary of Jonathan Ball Publishers, one of the leading publishers and distributors of English general books in South Africa.

James Booth-Clibborn, Sales and Marketing Director at Phaidon Press says, "We are delighted with our new arrangement with Book Promotions. South Africa is an important growth market for us and we are thrilled that we have found the right partner to maximize all opportunities there."

Therese Herbert, Trade Division Manager at Book Promotions says, "Phaidon Press is a great match for our business and we look forward to ensuring they realize their potential in the South African market, one of the most challenging in the world. As the trade division of Book Promotions consists of a boutique of agencies, Phaidon will perfectly complement our existing agencies and we will be able to offer this exceptional publisher a unique opportunity to raise their profile in South Africa."

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But...you'll miss the best things
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The more that you learn, the more places you'll go.

If you read with your eyes shut you're likely to find
That the place where you're going is far, far behind
So...that's why I tell you to keep your eyes wide.
Keep them wide open...at least on one side.

Dr. Seuss

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"The thing about a story is that you dream it as you tell it, hoping that others might then dream along with you, and in this way memory and imagination and language combine to make spirits in your head." - Tim O'Brien



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Africa Update

APNET leads the way in Nigeria

The African Publishers Network (APNET) will once again host a buyers and sellers meeting for book industry players at the Nigeria International Book Fair (NIBF) in Lagos from the 6-7 May 2008. Participants will be drawn from publishers, booksellers, printers, librarians and interested authors.

A buyers/sellers meeting is done to initiate business negotiations between companies. These meetings are managed negotiation platforms for pre-registered and selected enterprises and are often the starting point for long-term business relationships. Over the years, they have generated several hundred million US dollars in new trade, demonstrating the untapped potential for intra-regional business opportunities.

Participants to previous buyers/sellers meetings have requested that this forum be added to as many African book fairs as possible to encourage intra-African trade in books. Some said that they have managed to make contacts and do business with people they would not have dreamt of, had it not been for the buyers/sellers meeting.

One of the many reasons that APNET hosts the meeting is to ensure the free flow of books within the country, across to its neighbouring countries and the continent at large. Their approach is to encourage national publishers' associations to collaborate actively with other national associations, national organizations etc. in drawing up and implementing programmes to make the UNESCO special programme on "Reading for All" campaign a success.

For more information please visit the NIBF website or email info@nibf.org

APNET

APNET hits the ground running

The year 2007 was full of challenges for APNET, however they have hit the ground running in 2008 and are clearly focused on the task of empowering African publishers into the future.

The organization is proposing a number of activities for the year, one of which is the coalition and publishing of an African Publishers Directory, as well as an African Publishers Rights Catalogue. APNET will also be running training and seminars, one of which will look at co-publishing on community themes such as HIV /AIDS, drug abuse, environment issues, corruption and renewable energy. The objective of this seminar is to achieve the UNESCO 'Education for All' goal, through development of sustainable educational developments through a culture of relevant reading. The seminar will discuss how publishers will be able to reduce costs through co-publishing, co-printing and licensing. The target audience for the books is the continent's civil society, starting with those in the education system.

APNET will also be updating the consultancy register and will be collaborating with ADEA on an Intra-African trade study to update existing information from different countries.

Apart from the above listed activities, such activities like the buyers and sellers meetings, collective exhibitions at book fairs, copyright seminars, etc. will continue in different venues, countries and regions.

APNET

IPA supports the Table Mountain Declaration

The International Publishers Association brought its wholehearted support to the Table Mountain Declaration of the World Association of Newspapers on Freedom of Expression in Africa at the Frankfurt Book Fair in October last year.

The IPA Freedom to Publish Committee, unanimously endorsed a resolution supporting the 3 June 2007 Table Mountain Declaration, adopted by the World Association of Newspapers (WAN) and the World Editors Forum (WEF) on Abolishing insult laws and criminal defamation laws in Africa.

Bjorn Smith-Simonsen, Chair of IPA's Freedom to Publish Committee declares: "The widespread resort to insult laws and criminal defamation is used to stifle freedom of expression and freedom to publish in many African States. This is why we support the Table Mountain Declaration, which calls on African governments to abolish insult and criminal defamation laws, and all other laws that restrict freedom of expression."

Brian Wafawarowa, Chairman of the African Publishers' Network (APNET), adds: "African governments should respect their international commitment to respect freedom of expression. The 2002 Declaration on Principles of Freedom of Expression in Africa, adopted by the African Union requires member states to uphold and maintain freedom of expression and freedom to publish. Africa needs a strong and thriving publishing industry."

IPA

Zimbabwean wins Noma award

Shimmer Chinodya won the 2007 Noma award for Publishing in Africa in October last year. His novel, *Strife*, which was published by Weaver Press, Zimbabwe, is Chinodya's eighth novel, and according to the jury, "The brilliance of this powerful and haunting story, in notably innovative form, brings a new dimension to African writing."

Shimmer Chinodya is a Zimbabwean writer and has contributed to numerous anthologies. He has won many awards, including the Commonwealth Writers' Prize (Africa region). He seeks primarily to present an African worldview, but wants his literature to speak to the world as a whole. He describes his works as "experiments on the effects of time and change on humans, and human relationships tangled in the eternal quest for happiness and fulfillment."

www.nomaaward.org

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GRADE
12

Physical Sciences

Mathematics

English

English
Home Language

English
Second Language

IsiXhosa

Tourism

Economics

History

Worldwide News

Paper prices forecast to rise worldwide

Voracious demand for books and a crackdown on small, polluting paper mills have caused a paper crunch in China, pushing up the price of paper by 10 per cent towards the end of last year and forcing printers to delay books and publishers to raise prices.

So far, the problems have been largely confined to China but experts say if the trend is unchecked, publishers worldwide could find themselves paying higher costs - and consumers facing higher book prices.

China is deeply embedded in the international book market. It is the United States' biggest offshore supplier of print products, chiefly books. Exports of paper products from China rose by 76 per cent between 2005 and 2006, government statistics show, and are projected to rise a similar amount by the end of the decade.

CBA News

Contrasting opinions on the Kindle

Amazon's new e-book device, the Kindle, went 'out of stock' due to "heavy customer demand" towards the end of last year. The strong demand for the device came despite a mixed critical reception, with users on Amazon.com's own website only giving it 2.5 stars out of five.

The latest reviews of the unit continue to be contrasted. The Times reviewer claimed an "overwhelming sense... that it is too little, too late to keep up with the surging technology on display in such products as the iPhone."

Forbes calls it the "anti-iPhone". "It does one thing very well: downloading and displaying text. Unlike Steve Jobs' wonder toy, it's not likely to become a status symbol for hip digerati."

However, the piece concludes: "Even so, Amazon's reader is still exciting. The reading experience it creates is just as pleasant and immersive as a book. And more important, it isn't a book; it's a library. The Kindle may be among the first devices that start to shift the way people accumulate literature, transforming shelves of books into a single device that can ride around in a briefcase."

The Economist calls it "the most serious attempt yet to take bookselling into the digital age."

IBF Newsletter

Freedom of Expression in Belarus

In its first joint report on freedom of expression conditions in Belarus, the International Publishers Association (IPA) and Norwegian PEN conclude that it is getting more and more important that freedom of expressions organisations, as well as the international community at large, in particular European institutions, increasingly monitor developments in Belarus.

Alexis Krikorian, Director FTP of IPA, says: "We call on the EU to not engage in the European Neighbourhood policy with Belarus until this country has made progress in the field of freedom of expression and freedom to publish."

The report is available online at www.norskpen.no

IPA

IPA Congress

Under the motto "Diversity in a Shared Future", the 28th IPA publishers Congress will be taking place in Seoul, Korea, on 12-15 May 2008.

An exciting program with prestigious and engaging speakers, led by Orhan Pamuk, the 2006 Nobel Prize winner in Literature, is being set up. Ana Maria Cabanellas, IPA President, declares: "Various issues will be discussed in Seoul, ranging from the new global permissions tool ACAP, to freedom to publish, to publishing in China, and search engines-publisher relations. This event is a definite must attend in the world of publishing".

Visit www.ipa2008seoul.org for more information

IPA

Potter's successor

With the Harry Potter series now completed, Scholastic, the United States publisher of those wildly successful books by J. K. Rowling, is moving forward with what it hopes will be its follow-up blockbuster series.

Called "The 39 Clues," this series will feature 10 books, the first of which is to go on sale in September, as well as related Web-based games, collectors' cards and cash prizes. The project shows Scholastic's acknowledgement that many children are now as transfixed by the Internet and video games as they are by reading.

"We want to go where the kids are and really be part of their complete world, rather than going to one aspect of their world," said David Levithan, an executive editorial director at Scholastic.

The series will be aimed at readers 8 to 12 and offer mystery novels telling the story of a centuries-old family, the Cahills, who are supposed to be the world's most powerful clan. According to the books, famous historical figures ranging from Benjamin Franklin to Mozart were members of the family. The plots will revolve around the race by two young Cahills, Amy, 14, and Dan, 11, against other branches of the family to be the first to find the 39 clues that will lead to ultimate power.

www.nytimes.com

Freedom to Publish nominations

Nominations of Candidates for the 2008 IPA Freedom to Publish Prize are open and should be submitted by the 18th April this year.

IPA member organisations, members of the IPA freedom to publish committee, individual publishers, and international professional and non-governmental organisations working in the field of freedom of expression may nominate candidates to the Prize.

The Prize is awarded for exemplary courage in upholding freedom of expression and freedom to publish. The Prize is intended to honour, normally each year, a person, organisation or institution that has made a notable contribution to the defence and/or promotion of freedom to publish anywhere in the world.

IPA



The year of languages

The year 2008 has been proclaimed the *International Year of Languages* by the United Nations General Assembly and UNESCO has been entrusted with the task of coordinating activities for the Year.

According Mr Koïchiro Matsuura, Director-General of UNESCO, “the Organization is fully aware of the crucial importance of languages when seen against the many challenges that humanity will have to face over the next few decades.”

“Languages are indeed essential to the identity of groups and individuals and to their peaceful coexistence. They constitute a strategic factor of progress towards sustainable development and a harmonious relationship between the global and the local context. They are of utmost importance in achieving the six goals of education for all (EFA) and the Millennium Development Goals (MDGs) on which the United Nations agreed in 2000.” He continues,

At the launch of the *Languages Matter!* Campaign, Matsuura further explained that “within the space of a few generations, more than 50% of the 7,000 languages spoken in the world may disappear. Less than a quarter of those languages are currently used in schools and in cyberspace, and most are used only sporadically. Thousands of languages, though mastered by those populations for whom it is the daily means of expression, are absent from education systems, the media, publishing and the public domain in general.

We must act now as a matter of urgency. How? By encouraging and developing language policies that enable each linguistic community to use its first language, or mother tongue, as widely and as often as possible, including in education, while also mastering a national or regional language and an international language. Also by encouraging speakers of a dominant language to master another national or regional language and one or two international languages. Only if multilingualism is fully accepted can all languages find their place in our globalized world.

UNESCO therefore invites governments, United Nations organizations, civil society organizations, educational institutions, professional associations and all other stakeholders to increase their own activities to foster respect for, and the promotion and protection of all languages, particularly endangered languages, in all individual and collective contexts.

Whether it be through initiatives in the fields of education, cyberspace or the literate environment; be it through projects to safeguard endangered languages or to promote languages as a tool for social integration; or to explore the relationship between languages and the economy, languages and indigenous knowledge or languages and creation, it is important that the idea that *languages matter!* be promoted everywhere.”

UNESCO

The next world book capital: Amsterdam

UNESCO has honoured the Dutch capital of Amsterdam with the title of World Book Capital from the 23rd of April 2008 to the 22nd of April 2009 in recognition of the programme organised by the professional Dutch book sector and literary world.

The international symposium, *The Book in the Internet Era: Copyright and the Future for Authors, Publishers and Libraries*, will take place on the eve of this exceptional year-long event.

The origins of copyright can be derived from the author's right to be recognised as a maker of an original work, and to reap the financial benefits of his creation. Over time however, copyright seems to have become much less of a matter for individual makers and much more an aspect of business within the knowledge and information industry, comprising a whole range of institutions, from universities to Hollywood studios and from libraries to television stations. The economic significance of copyright has therefore increased enormously. Recently, digital developments have brought about fundamental changes for all those involved in the publishing chain, from the author, via the publisher and intermediary to the reader or viewer. This transformation process continues apace.

In view of these significant developments, the Dutch Publishers Association, the Dutch Writers Guild, the Netherlands Library Forum, and the Dutch Foundation for Copyright Promotion have taken the initiative to explore specific issues regarding the consequences of digital developments for copyright.

Subdivided into three sessions, the symposium will shed light on this problematic area from the viewpoint of three parties involved in the process: the author, the publisher and the library. The symposium will thus try to interconnect all book related sectors, while underpinning public awareness and interest in copyright. For more information, visit www.amsterdamworldbookcapital.com

IPA

Embracing the Digital Age

The Booksellers Association of the UK and Ireland working group on the *Digitization of Content*, has produced a second report called *Embracing the Digital Age*.

According to the Booksellers Association's Digital Task Force, Publishers and booksellers risk being wiped out by external competition if they fail to capitalise on the benefits of digitisation. The think tank lays into the book trade for its “alarming” failure to tackle collectively the digital future in its report *Embracing the Digital Age*.

Written by BookData founder Francis Bennett and BIC chair Michael Holdsworth, along with a high-level working group, the report criticises publishers and retailers alike for not fully exploring the digital sector.

“The apparent reluctance within the industry to explore this [digital] opportunity serves no one's interests,” the report says. “However hard it may be, the book trade needs to put its collective energy into managing its own future to take advantage of the opportunities.”

A fresh raft of research into consumer trends is proposed by the report, as well as a conference where publishers and retailers can have a “coherent debate about digitisation and the future”. The report also proposes that BIC creates new standards for digital marketing, and that booksellers should have an online presence. You can download the entire report for free on www.booksellers.org.uk

IBF Newsletter

Notes & Footnotes

Letter to the Editor

I refer to the latest issue of SABA's Bookmark regarding "problems in obtaining book lists from UNISA."

To place matters in context, the merger between Unisa and the former TSA resulted in changes to the format in which information was supplied to booksellers. Prior to the merger, Unisa's booklist was provided in hard copy format. Subsequent to the merger, the format became electronic.

The first year of change (ie the 2006 academic year) was, I accede, problematic. However, many - if not all - of these problems were solved during 2006, and in 2007 we gave booksellers access to the prescribed books database not long after the academics began updating it.

In short, booksellers were given access to the database/booklist earlier than they have had for a number of years. I accept that they were given access to raw lecturer input which had not yet been checked by Unisa's Prescribed Books Section. Nevertheless, the vast majority of the data on the database is accurate.

This is not to suggest that the Section does not continue to check the accuracy of information and follow up on problems; this is indeed done. However, with the increase in numbers of titles resulting from the merger, together with a delay in receiving staffing, it has not been practical for the Section to release information as it is checked.

It was for this reason that I arranged with our official booksellers to make use of the database as is, and requested them to draw our attention to specific problems as they encountered them. The arrangement was aimed at allowing booksellers to do their bulk ordering in good time, while allowing Unisa, through mutual cooperation with booksellers, who pointed out specific problems, to sort these out in equally good time.

We continue, of course, through checking information, discussions and negotiation with publishers and lecturers, to inform booksellers of changes and special arrangements regarding books which may not have initially been specified on the database. Thus far, the arrangement appears to have been highly successful; I have had excellent, and helpful, cooperation from most official booksellers.

To conclude with some good news, Unisa's Prescribed Books Section is being restructured and that additional staff should be available early next year. This will allow us to verify and correct information on the database sooner than is currently the case, which will be to the benefit of publishers, booksellers and, most importantly from my perspective, the University and its students. 

Kind regards

Pam Lloyd-Jones

Head: Prescribed Books Section, Unisa

Note

Many thanks for your letters and comments, we do appreciate the input and are always willing to add another side to any story.

We are also pleased to announce that Bookmark will be available through selected bookstores from March 2008, so please hurry down to your local and get a copy to take home. 

Send letters to: bookmark@sabooksellers.com

Letter to the Editor

In my previous capacity as Publishing Manager at Van Schaik Publishers I was subscribed to Bookmark. However, I left Van Schaik and now no longer receive the magazine.

I really miss receiving the Bookmark as it is a wonderful read and insightful. Would it be at all possible to send me back issues as well as the most recent issues and ensure that my details on your system now correct for me to receive new issues of the magazine?

Kind regards and looking forward to your positive response. 

Rhodé Odendaal

General Manager, Content Solutions

Footnotes

Wiley sales team expands

John Wiley & Sons, Ltd are happy to announce the appointment of Janice Rimbault as resident sales representative in Kwazulu-Natal with responsibilities for the Eastern Cape and Free State. She can be contacted on tel/fax: 031 2663699 email: wiley@mwebbiz.co.za or cell: 082 3216707.

Carol Pepper continues her academic and trade sales role in Gauteng and can be contacted on tel/fax: 011 4655023 email: cpepper@icon.co.za or cell: 082 3222479.

Penny de la Plain (based in Cape Town) has been promoted to Regional Sales Manager and includes sub-equatorial Africa in her portfolio. Her contact details remain as email: jwiley@icon.co.za cell: 082 6585270 tel/fax: 021 6741734.

Penguins on the the move

Tracey McDonald has been appointed to the board of Penguin South Africa (Pty) Ltd as Marketing & Publicity Director. She may be contacted via email on Tracey.McDonald@zapenguingroup.com

Louise Grantham has joined Penguin as a Publisher and brings to the company a wealth of industry experience, together with a keen strategic mind, expertise in digital strategy and training, and a strong understanding of the South African market. She may be contacted via email on louise.grantham@za.penguingroup.com

SA looses two leading individuals

Japie Pienaar CEO of MML is moving to Pearsons Education in the UK

Steve Connolly who is M.D. of Struik Publishers will be the new M.D. of New Holland Publishers and is replacing John Beaufoy in the UK.

Dates to diarise

Bologna Children's Book Fair: 31 March - 3 April, Bologna

London Book Fair: 14 - 16 April, London

BookExpo America: 29 May - 1 June Los Angeles

Cape Town Book Fair: 14 - 17 June, Cape Town

Frankfurt Book Fair: 15 - 19 October, Frankfurt

Bookexpo Canada: 13 - 16 June, Toronto

SABA/PASA A.G.M: 18 -20 August 2008, Vineyard Hotel, Cape Town. 

2008 Buyers Guide

BENTREPRENEURING BOOKS

Phone: (083) 444 8787

Email: robin@bentrepreneurings.com

Website: www.bentrepreneurings.com

Contact: Robin Wheeler



Title: Insights

Author: Robin Wheeler

Publisher:

Bentrepreneurings Books

ISBN: 9780620392662

RRP: R125,00

Publication Date:

November 2007

Content: Insight is different to knowledge. Knowledge happens in your head, insight happens in your being. This book gives you insight. It will validate your experience, develop your ability to see into things and help you be who you really are. It will also help you grow into who you are meant to be, through your career, business and life. Robin is a leading business thinker, writer and speaker, whose influence can be seen in many South African corporations and entrepreneurs. He is also the drummer in the rock group The Black Hotels.

This book is special because: You will benefit from Robin's latest insights on realising true wealth.

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: The Post-Baby Conversation

Author: Alison Osborne

Publisher: METZ PRESS

ISBN: 9781919992822

Afrikaans: 9781919992839

RRP: R 139.95

Presentation: 245 x

170mm / SC / 160pp

Publication Date:

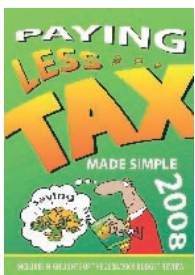
January 2008

Content: *The Post-Baby Conversation* is a relationship book for new parents. It is not a book about babies and it's not about how to be a parent.

It's about how to be a happy couple with children. Most couples experience relationship issues after the arrival of a baby.

The chaos and exhaustion, the changes to both partners' lives, often mean that many couples find it impossible to communicate effectively. So conversations about how responsibilities and the workload of a new baby will be shared, often don't even happen. When they do, they produce tension rather than solutions.

This book is special because this book helps you face all these challenges.



Title: Paying Less Tax Made Simple 2008

Author: Ralf Metz

Publisher: METZ PRESS

ISBN: 9781919992907

Afrikaans: 9781919992891

RRP: R 150.00

Presentation: 245 x

171mm / SC / 288pp

Publication Date:

March 2008

Content: An excellent investment, saving you much more than the cover price of the book, it explains our tax system in layman's terms, with detailed examples so you can claim the maximum deductions and pay the minimum amount of tax.

This book is special because it is fully updated and revised with the latest legislation changes and tax tables, has a host of tax saving measures, has a completely new section on retirement planning, excellent advice on personal financial management, full details on new tax return forms and is highly regarded by professional financial advisers.



Title: Champions of the World

Author: Mark Keohane

Publisher: Highbury

Safika Media

ISBN: 9780620400213

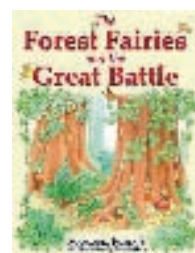
RRP: R 225.00

Presentation: 240 x

240mm / HC / 180pp

Publication Date: December 2007

Content: This coffee table book details his writing as it was published during the World Cup and combines with the most powerful imagery (from the best photographers at the tournament) in celebration of the pertinent moments in the Boks' World Cup success. The book covers the players, the build-up to each of the Boks' Seven matches and an analysis of each match, finishing with celebration, reflection, tributes and glory. **This book is special because** "This book is a record of how I felt as the tournament unfolded and Mark's interpretations of the campaign as it was happening. If you weren't in France this pretty much puts you there for what was Seven Magnificent Weeks."—forward by Jake White



Title: The Forest Fairies and the Great Battle

Author: Margaret Roberts

Illustrations: Jeanette Horn

Publisher: AARDVARK PRESS

ISBN: 9781920154028

RRP: R 150.00

Presentation: SC / 275 x 210mm / 120pp

Publication Date: February 2008

Content: Margaret Roberts wrote, and Jeanette Horn illustrated this wonderful tale of a forest protected from human exploitation by the

combined actions of the Forest Fairies and their cohorts. Each participant in the battle is part of a greater plan to save the forest's trees, plants, organisms and environment.

Children will be delighted by the mischief, adventure, humour and wonder that Margaret weaves into the story, and Jeanette illustrates beautifully (with a retro/classic feel). Their parents and teachers will be pleased by the wholesome, instructional tale and the fun activities that punctuate the story.

This book is special because the text and artwork has been tested (live readings, assessed feedback) among young people of various ages. Those 'in the know' are looking forward to the release of Margaret Roberts's first children's story.

PAN MACMILLAN

Phone: 011 731 3440

Email: rene@panmacmillan.co.za

Website: www.picadorafrica.co.za

Contact: Rene Brophy



Title: My Brother's Book

Author: Jo-Anne Richards

Imprint: Picador Africa

ISBN: 9781770100770

RRP: R149.00

Category: Fiction

Presentation: TPB

Publication Date:

March 2008

Publicity: Jo-Anne Richards

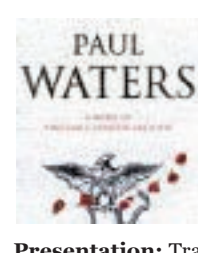
will be appearing at various events across the country and will be interviewed on radio and in print.

Author Tours: The author is available for readings and events and will also be attending the Cape Town Book Fair in June.

Target Readers: All South Africans

Content: *My Brother's Book* tells a story of betrayal and atonement that spans the lives of two siblings from their nomadic childhood in the Eastern Cape in the 1960s, to their adulthood in 2004 in Johannesburg.

This book is special because it is the much anticipated fourth novel by a bestselling South African author.



Title: Of Merchants and Heroes

Author: Paul Waters

Imprint: Picador

ISBN: 9780230703988

RRP: R149.00

Category: Historical fiction

Presentation: Trade Paperback

Publication Date: March 2008

Publicity: Advertising and reviews

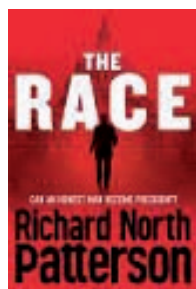
Special Promotional Activity: Proofs are available

Target Readers: Lovers of historical fiction

Content: Written in a truly classical style,

Of Merchants and Heroes is a consuming story of love, loss and redemption set in the classical world of Rome and Greece.

This book is special because it is an exceptional debut novel of high quality, with great depth and maturity.



Title: The Race
Author: Richard North Patterson
Imprint: Pan Macmillan
ISBN: 9780230703667
RRP: R149.00
Category: Fiction
Presentation: Trade Paperback
Publication Date: March 2008

Publicity: Giveaways and review coverage.

Author Tours: Richard North Patterson will be visiting South Africa in 2009

Special Promotional Activity: Proofs are available

Target Readers: Anyone who loves thrillers

POS Material: Posters/stands/bookmarks

Content: Corey Grace – a handsome and charismatic Republican senator from Ohio – is plunged by an act of terrorism into a fierce presidential primary battle with the favourite of the party establishment and a magnetic leader of the Christian right.

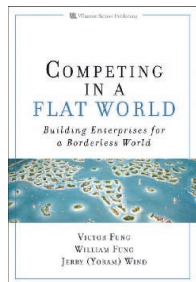
This book is special because it is said to be Richard North Patterson's break-out novel.

PEARSON EDUCATION

Phone: 021 532 6000

Website: www.pearsonbooks.co.za

Contact: orders@pearsoned.co.za



Title: Competing in a Flat World
Author: Dr. Victor Fung
Imprint: Wharton School Publishing
ISBN: 9780132332903
RRP: R225.95
Category: Non Fiction
Presentation: Hardback

Publication Date: October 2007

Content: This book explains the most important organizational skill that flat enterprise leaders and companies will need - the ability to create a loosely-linked network of organizations that can work at the edge of chaos.

You will also discover how to balance stability with renewal; and firm-centric and network-centric views of your business, create "big-small" companies that combine scale and agility; and sell direct to the source by bridging marketing with operations. Finally, learn how to respond to flat enterprise's core challenges, including supply chain disruption, nation-state politics, and other "bumps" in this not-quite-100% flat world.

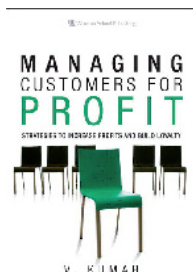
This book is special because it is not just theory but is based on the experiences of Li and Fung and the secrets that helped them grow to \$7B in annual revenue with just over 7,000 employees.



Title: Brilliant Negotiations
Author: Peeling
Imprint: Pearson
Prentice Hall Business
ISBN: 9780273712350
RRP: R125.95
Category: Non Fiction
Presentation: Paperback
Publication Date: December 2007

Content: Imagine being able to skillfully and creatively negotiate in any situation, knowing exactly what line of questioning and response to take and most importantly, getting what you want.

This book is special because it shows you how. It simply walks you through the key strategies and phrases of negotiation, provides many examples of right and wrong approaches, and is packed full of insider tips to ensure you get what you want to minimum stress.



Title: Managing Customers for Profit
Author: V. Kumar
Imprint: Wharton School Publishing
ISBN: 9780132352215
RRP: R225.95
Category: Non Fiction
Presentation: Hardback
Publication Date:

January 2008

Content: Using its unique Customer Lifetime Model will show you how to measure the future profitability of the marketing activities you undertake, so that you can help manage customer relationships and drive profits at the same time. It gives in-depth guidance on how to use this model and reveals the 10 strategies that can be effectively used to manage customers profitably.

This book is special because it reveals a multitude of strategies aimed to ensure your business sustains its profitability from selecting the right customers, pitching the right product to the right customer at the right time and encouraging multi-channel shopping; encouraging the word-of-mouth behaviour and managing profitable customers.



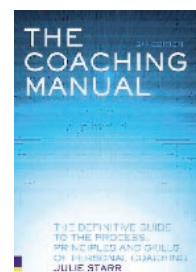
Title: Secrets of Selling
Author: Geoff King
Imprint: FT Prentice Hall
ISBN: 9780273713005
RRP: R225.95
Category: Non Fiction
Presentation: Paperback
Publication Date:

August 2007

Content: The rules of selling rarely change. In some areas of business fashions and buzzwords come and go at the speed of light, but in sales there is a gold standard that changes little over time. This book

describes that gold standard for you.

This book is special because it is divided into three sections. The first deals with sales meetings and sales proposals and the second shows you the most effective methods for winning new work. The third section gives you all the secret weapons you need to become a top flight salesperson. These are the critical elements that are often overlooked, but if you get them right, you will come out on top, every time.



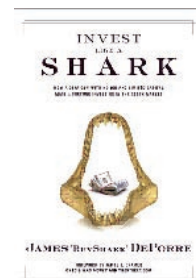
Title: The Coaching Manual 2/E
Author: Julie Starr
Imprint: Prentice Hall Business
ISBN: 9780273713524
RRP: R195.95
Category: Non Fiction
Presentation: Paperback

Publication Date: November 2007

Content: Are you a good listener? A perceptive observer? Or perhaps you know instinctively when something isn't 'right'? We are all born with some coaching ability and the key to becoming a great coach is knowing what your strengths are and building on these.

This book is special because it will help you do precisely this. Starting from where you are now, you'll find all the powerful tools, techniques and guidance you need to take you to where you want to be.

Both a complete learning experience and an instant source of fresh insight and tips, the manual is your definitive reference throughout your coaching career.



Title: Invest Like a Shark
Author: James DePore
Imprint: FT Prentice Hall
ISBN: 9780132213080
RRP: R225.95
Category: Non Fiction
Presentation: Hardback

Publication Date: November 2007

Content: As an individual investor, you can run circles around the whales of Wall Street, if you invest like a shark!

Jim "Rev Shark" DePore reveals how to maximize your most powerful advantages as a small investor through speed and flexibility.

You'll learn when to attack, how to move aggressively, how to stay flexible, and when to swim away in the face of danger.

This book is special because it will show you how to stay in motion, always looking for your "next meal"... move fast when there's "blood in the water"... follow trends and feed on a frenzied crowd... make the most of technical analysis and small caps... grasp the tremendous power of cash... profit from other investors' greed, fear, euphoria, despair, and stupidity. Stop settling for mediocre results go for the big fish: invest like a shark, and take a bigger bite!



SOUTH AFRICAN BOOKSELLERS ASSOCIATION

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

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Randburg, JHB

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