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June - August 2009

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News Magazine of the South African Booksellers' Association

Vol 18

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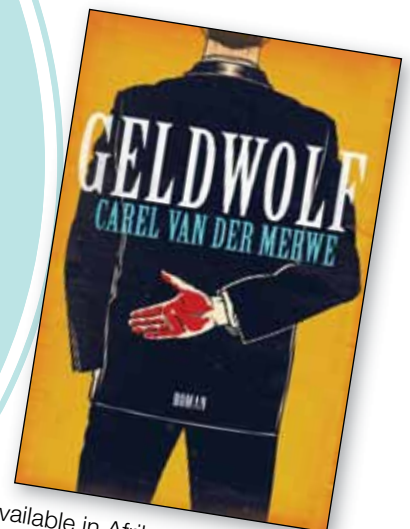


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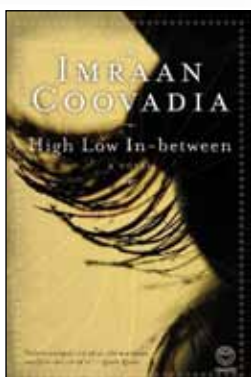
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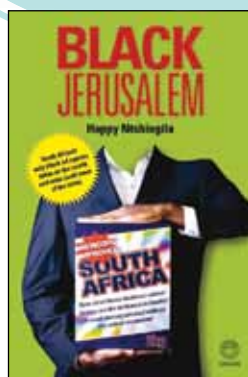


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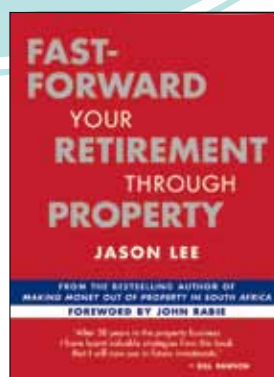
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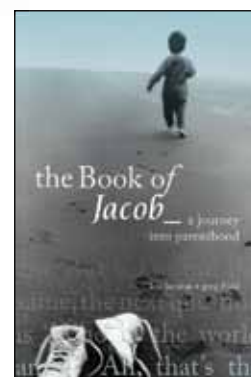
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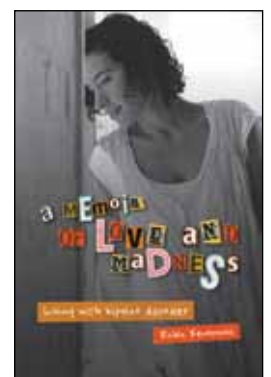
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Many houses, **one home**

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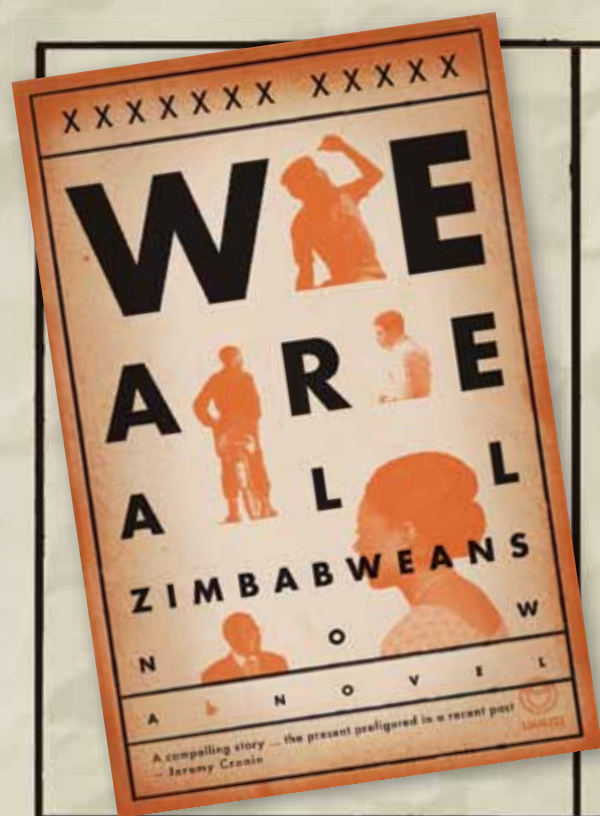
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From the President's desk



Dear Members,

Our general election is over and the new Cabinets at national and provincial levels have introduced new structures and new ministers. The division of the Education Ministry into two sections – one for Higher Education and the other for the School and FET levels – is recognition of how important it is for our country that the next generation of South Africans should be better educated and better skilled. If we are to give people the kind of employment they want and increase the general income levels, we are going to have to be more productive. Education and training are key to achieving this.

The South African Booksellers' Association welcomes the appointment of Minister Blade Nzimande, who holds the Higher Education and Training portfolio, and Angie Motshekga, who is now Basic Education Minister. You will recall Motshekga served as MEC for Education

in Gauteng for many years. We know she has been very critical in the past of the way OBE has been implemented. We sincerely hope that as the book industry in South Africa we can work together and assist where necessary in driving forward issues of common interest. We wish both the Education Departments well and look forward to meeting the ministers shortly.

There has been much talk in recent months of the progress being made in the digital delivery of literary works. A director of Google has been quoted as saying that "if it can be digitized, it will be," and the rapid pace at which Google is moving towards the digitization of all the books in existence shows how strongly they believe this. About six million of the seven million books in existence are either out of copyright or are what are described as "orphan" works – works whose copyright owners cannot easily be established. The agreement reached in the US courts provided for all such works to be digitized and put into the public domain by Google. The ownership of the other works by publishers and authors was acknowledged, but once again Google is permitted to display them or parts of them depending on agreement with the publishers.

Publishers are in a difficult position. They are able to opt out of the agreement, which would leave them where they were before the negotiations with Google commenced, and the costs of individually fighting a legal challenge against Google's display of their works would probably be costly and ineffective. If they complain about the settlement at the hearings that are in progress they have no reason to think their complaints will lead to changes in the agreement and they become bound by it anyway. Because of this, most publishers are accepting it.

The agreement holds promise of a new market for publishers. Most of the income from downloads from Google comes to them, and they save the costs of printing and storing the books. Research also suggests that the sales of books are much enhanced by the ability to read extracts, but only limited extracts, from the books. And they have the right to have their websites well placed where the option to purchase books appears, giving buyers a choice between a number of digital book suppliers.

Where does this leave booksellers? We are unsure as to how long it will take for digital books to become popular and accepted in South Africa. The uptake will be different for different types of books and will also depend on the look, feel and functioning of the electronic "book". A visit to the Amazon.com website shows clearly that Amazon thinks the time of the electronic book has arrived. Kindle is advertised at every turn. Is there a race among the giants to establish dominance on the digital platform?

In an environment where even the best minds are not sure of the solution, booksellers must remain aware of the dangers and the opportunities. We hear that Booksite is working on a mechanism to deliver books, and perhaps booksellers will be able to sell electronic books in their shops as well as on their websites. We must, as individuals and as an association, remain aware of the changing market and take action to secure a future for ourselves.

The Cape Town Book Fair takes place from June 13 to 16 and is sure to be well attended by both the trade and readers in the Cape Town region. It is a wonderful opportunity to hear authors speaking on a wide variety of books and subjects. Booksellers can also meet colleagues and gain much information on what is happening in the trade. We wish all who attend an interesting and enjoyable experience.

Guru Redhi

G Redhi

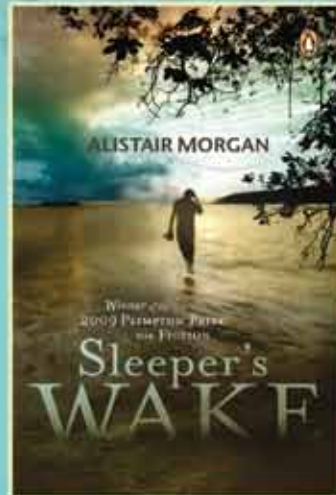
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South African Booksellers' Association (SABA)



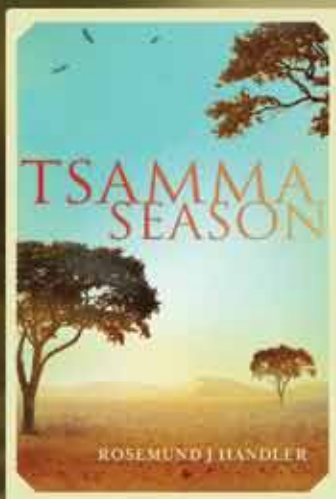
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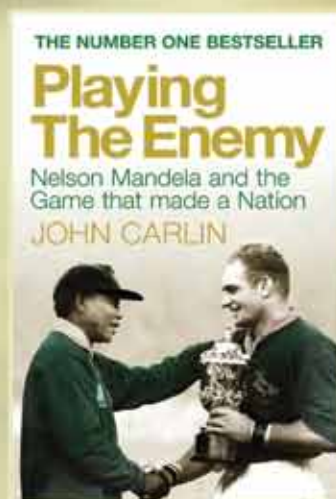
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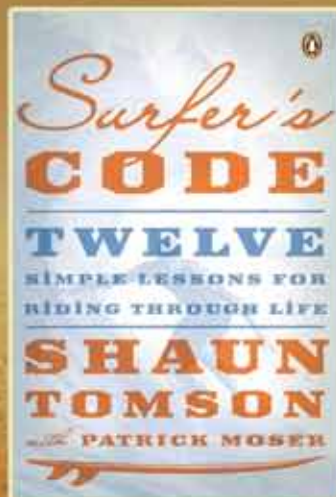
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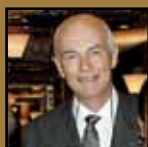


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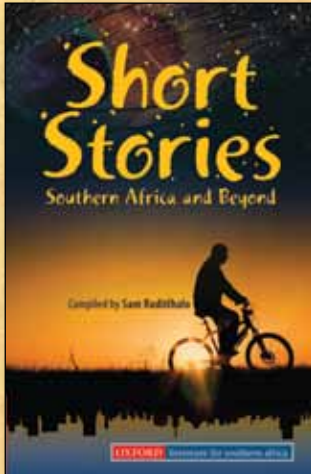
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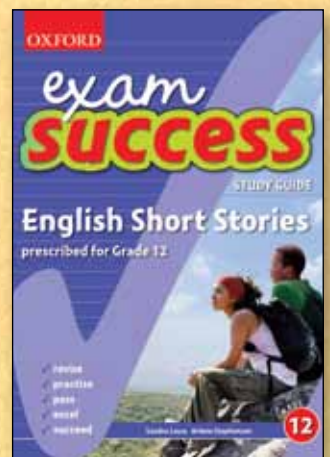
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BRIDGET PRINGLE

Growing number of book festivals spread the joy of reading - and are good for business

On any given month, across the length and breadth of the country, booksellers can be found setting up their stalls at one of the many gatherings on South Africa's social calendar. These events range from smaller local festivals (celebrating everything from art to oysters), to much larger occasions that focus solely on books.

The country's various festivals and literary events are one way for booksellers and publishers to market their wares (to the public and the trade alike) and to promote their individual brands – all with the ultimate purpose of selling more books. Bookmark spoke to some of the booksellers and publishers who attend these events, and the people who organise them, for their perspective.



A visitor at the Franschhoek Literary Festival takes a reading break

The more intimate festivals include annual events such as Paarl's Cultivaria, where one may see only a single bookseller manning a stall. There are also the larger annual arts festivals, such as Aardklop (held in Potchefstroom), Oudtshoorn's KKNK and the National Arts Festival in Grahamstown (held in July), which all have a literary element as part of their programme. Then there are those events that are solely book-focused, such as the Franschhoek Literary Festival (FLF) and the "big daddy" of all things bookish – the Cape Town Book Fair (CTBF).

The bottom line

A major reason why booksellers participate in these events is because they sell books and boost the bottom line. One is exposed to a receptive audience that is willing to part with their money in exchange for books. It is also an excellent way to create brand awareness and give one's business some exposure.

But these events also provide a valuable

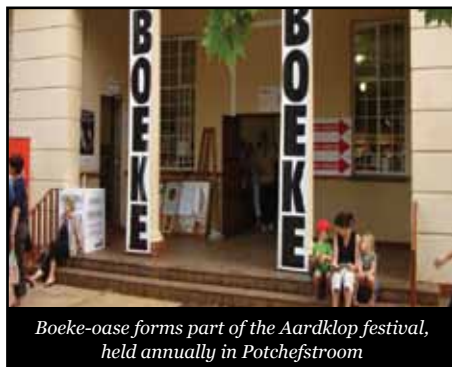
opportunity for booksellers to interact with the public and other members of the trade. As Riki Roos, manager of Cape Town's Boeksentrum, points out: "Meeting readers and writers at these events provides valuable feedback."

More broadly, these events provide booksellers with an opportunity to spread the joy of books and reading, and promote the advancement of literacy.

The promotion of a reading culture is particularly assisted by the events that have books as their key focus. The CTBF is a case in point. Says Vanessa Badroodien, the fair's organiser: "It aims to act as a catalyst within the local market, creating excitement amongst local South Africans about their authors, the power of books and literature. Increasingly the book fair has seen itself become a key activist in the advancement of literacy and reading initiatives aimed at developing all South Africans using the power of books."

She goes on to say: "The general public makes very obvious its interest in meeting authors and attending programmes in which authors are involved; this I think is important in a market that needs a stimulus and catalyst to encourage the development of a book-buying and reading culture."

The last decade has seen festivals popping up around the country, which is good news – for booksellers and readers alike. Andrew Marjoribanks, the owner of Wordsworth Books, agrees that the increasing number of book events can only be beneficial. "Exposure to books is a good thing for the public and anything that promotes books is to be supported," he says.



Boeke-oase forms part of the Aardklop festival, held annually in Potchefstroom

They also expose books to a different audience, says Corina van der Spoel, the owner of Johannesburg's Boekehuis and the organiser of Aardklop's Boeke-Oase: "Many of these arts festivals reach large rural audiences or at least audiences

outside of the big cities who do not often have the opportunity to meet and hear writers."

This sentiment is shared by Jenny Hobbs, co-founder and organiser of the Franschhoek Literary Festival. She says the festival benefits the industry by "creating a buzz" about books, and one of the festival's main aims is to "encourage a culture of reading in our valley and the broader community".



This year's Cape Town Book Fair will have a strong focus on children's literature

Big or small?

There are a number of factors that influence which events booksellers choose to attend – but cost is probably the major one. The CTBF and bigger festivals are generally more expensive to participate in, although one could argue that this is offset by the advantages of the larger number of book-reading visitors they attract. However, these events are very well attended by publishers, who see them as a marketing opportunity not to be missed.

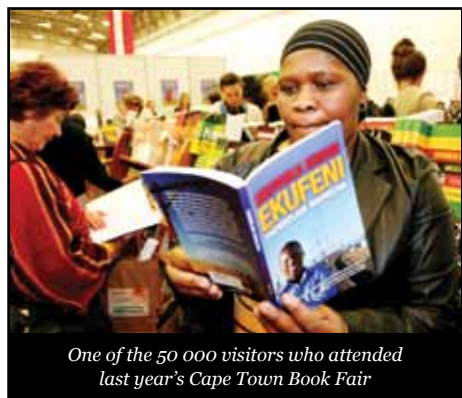
Says Badroodien: "Logically, the local book fair serves as a mirror for what is currently available on the book market, the capacity of this market and the extent to which it is open for business. The CTBF caters for the general public with a literary programme, and for booksellers with the direct sale of books. It also represents a significant opportunity for all exhibitors to gain first-hand information on what is demanded by readers."

And it's not always about the bottom line, says Hobbs. She says that publishers attend the FLF because of the atmosphere: "Authors, readers, lively discussions, books galore. In my experience, publishers are seldom it in for the money."

Many booksellers are happy to attend only the smaller events. Leon du Plessis, the owner of Boekeloer in George, attends the arts festivals, such as Aardklop and the KKNK, where he sets up a bookstall along with other booksellers.

Boeksentrum's Roos also falls into this category (although this year the bookshop will have a stand at the CTBF for the first time). Apart from cost savings, she says that the smaller events have other benefits: "Attending the smaller festivals is very rewarding as readers from smaller towns are hugely enthusiastic when encountering new publications."

Geographic location is another important factor influencing which events booksellers decide to participate in. Wordsworth, based in the Western Cape, attends the CTBF and the FLF. At the latter festival, the bookshop sets up an entire shop in the town hall.



One of the 50 000 visitors who attended last year's Cape Town Book Fair

Some bookshops are lucky enough not to have to "travel" anywhere. Just by virtue of their location, smaller, local bookshops that happen to exist in the festival towns can be beneficiaries of the influx of visitors. One such bookshop is Franschhoek's Treasure House Books, which trades in second-hand books.

Treasure House sets up a table alongside Wordsworth in the main hall, and is also able to direct visitors to its "bricks and mortar" location just across the road. The benefits of the festival can be difficult to measure, says owner Marion Marsh, but "two days of books brings book people to the town, and that can only be a good thing".

The kind of audience the event attracts is also a determining factor. For example, the George-based Boekeloer attends Aardklop, held in Potchefstroom in the North West province, and the Volksblad festival in Bloemfontein, as these largely Afrikaans-centered events are matched to the bookshop's mostly Afrikaans selection of literature.



The Fascination Books stand at Aardklop's Boeke-Oase

International fairs

Not to be forgotten are the large international book fairs. South African booksellers do not participate in these, but some booksellers do make a point of visiting them if they get the opportunity. Maureen Hargraves from Hargraves Library Service has recently returned from the London Book Fair (LBF). As a bookseller she finds these visits useful as a way of making contact with international publishers and finding new product: "From the point of view of product, you see the new books." However, she is quick to point out that South African distributors mostly keep booksellers up to date.

In comparison to the booksellers, South African publishers find it vital to take part in the international book fairs. For many publishers, the Frankfurt Book Fair is the most important international book fair, although the LBF "comes a close second", says Eloise Wessels from NB publishers.

"Book fairs help local publishers like ourselves to establish a profile in the international publishing arena. It enables us to create a very useful international network of contacts both for buying rights (particularly of children's books) and of selling international rights of our local publications, which we do very successfully. The latter activity enables us to also assist in establishing some of our local writers internationally," she says.

Tips for the first timer

Boekeloer's Du Plessis points out that there is always a number of cost factors associated with participating in these events. He attends festivals around the country, and always has to take staff members along to assist him. Other costs one has to consider include stalls, accommodation, food, transport and equipment.

Roos also warns that one should always be on the lookout for hidden costs – such

as petrol. She suggests that when attending a festival it's usually cheaper to book somewhere like a school hostel and do a sleepover, rather than driving to and from the event every day.

She says that the costs also depend on the particular fair. "Sometimes you have to take your own infrastructure, and you have to be careful with books, because you can't just display them on a table. Other festivals will provide a stall that is waterproof, and good security."

Van der Spoel suggests that interested booksellers get in touch with the organiser well in advance for consideration of inclusion in the programme. "It would also be advantageous if they can suggest a good speaker to go with a publication and writer, or suggest books which can work thematically well together. Books that may have a special interest for the region would be a good idea."

Some more advice comes from Roelie Olivier at Lapa Publishers: "Your stock must be right and one's location at the fair must be good. Your exhibition must be customer friendly, and you must know the stuff you sell."

Besides the money to be made, says Roos, it's fun to get out of the bookshop and into a new environment. "It's much simpler that one would expect it to be – often you just need your petty cash box and your books," she says. "It's just about taking the plunge."



Browsing at the London Book Fair

Cape Town Book Fair

≡  ≡ Advancing African literature ≡  ≡

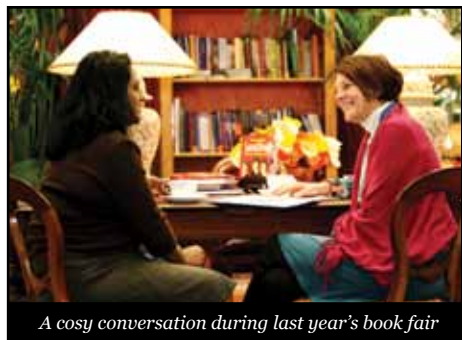
SHONA BAGLEY

Works from the continent will be the focus of this exciting annual event, the largest of its kind in sub-Saharan Africa

With a rallying call of “Education for the Future”, the fourth annual Cape Town Book Fair will be open for exhibitors and visitors from June 13 - 16 2009.

It is the largest event for book lovers, publishers and sellers in sub-Saharan Africa. Last year more than 50 000 people browsed the stands and ambled down the aisles of the Cape Town International Convention Centre. This year will see 225 exhibitors from 29 countries – including the USA, UK, Switzerland, Germany, the Netherlands, United Arab Emirates, India, Japan, China, Kenya, Mozambique, Namibia, Nigeria, Togo, Uganda and Zimbabwe.

The focus is on an overview of African literature, as a collaboration between the Cape Town Book Fair and the Goethe Institute (a not-for-profit German cultural institution operating worldwide). The alliance has made it possible to bring 12 African publishers to the Cape Town Book Fair (CTBF) this year.



A cosy conversation during last year's book fair

Vanessa Badroodien, Managing Director of the CTBF, says, “We are thrilled to be involved in this partnership – an invitation programme allowing African publishers to attend the CTBF on a sponsored visit that includes professional training workshops as well as having space on the floor. Younger publishers were invited to submit motivations to attend and on that basis the 12 were chosen. We believe it will go some way to advancing African literature.”

African literature is as vibrant as an Ndebele design, as varied as the wildlife on a Serengeti Plain, as rich as a vein of gold in King Solomon's mines, as ancient as the continent and as modern as the Johannesburg skyline.

The patriarch of contemporary African literature is considered to be Chinua Achebe – whose *Things Fall Apart* (1958) is arguably the most widely read book in modern African literature – but the



An enraptured book-fair audience

genre embraces a great diversity of talent. “Africa's 100 best books of the 20th Century”, a project first suggested at the 1998 Zimbabwe International Book Fair, lists Achebe's seminal work as number one, but the Top 12 also features Basotho author Thomas Mofolo with *Chaka* (1925), and Nigerian writer Wole Soyinka with *Ake: The Years of Childhood* (1981).

In 1986, Soyinka became the first post-independence African writer to win the Nobel Prize in Literature. Albert Camus, an Algerian, won the prize in 1957. South Africa's Nadine Gordimer became a Nobel Laureate in Literature in 1991. JM Coetzee became the second South African to scoop literature's most prestigious prize in 2003. And there are legions of other writers, living and dead, from prize-winners to the “popu-lits”, who have written in and about Africa. Think Bessie Head, Ben Okri, Ken Saro-Wiwa, Ousmane Sembene, Ngugi wa Thiong'o, Alan Paton, Athol Fugard and Alexander McCall Smith (author of the 10 popular novels in the *No. 1 Ladies' Detective Agency* series).

This year, writers who will appear at the Cape Town Book Fair include Adele Parks, international author of seven best-selling novels including her latest, *Love Lies*. Parks' *Happy Families* was the winner at the Quick Reads Learners' Favourite Awards 2008 and *Tell Me Something* was chosen by Cosmopolitan magazine as their Book of the Month. Her six other best-selling novels are *Playing Away*, *Game Over*, *Larger Than Life*, *The Other Woman's Shoes*, *Still Thinking of You*, *Husbands and Young Wives' Tales*.

Another young woman in the CTBF lineup is Fiona Snyckers, whose novel *Trinity Rising* is engaging readers across the country. Based on a young student

“Black Diamond” who falls in love with her tutor, it is set to appeal to a mainly female market ranging from young women in their 20s and upwards.

An author who appeals to young adults is Kevin Brooks, a British Council Youth Writer, who is being sponsored by the British Council to take part in the CTBF. Brooks writes books for teens, many of which have crime and thriller elements. Two of his books form the “Johnny Delgado” series: *Like Father, Like Son* (2006) and *Private Detective* (2006) His first novel, *Martyn Pig* (2002), a black comedy about a 15-year-old who decides not to tell the authorities when his alcoholic father dies accidentally, was shortlisted for a 2002 Carnegie Medal and won the 2003 Branford Boase Award.



Visitors wander around the exhibits at the book fair

Badroodien says: “One of the bonuses for booksellers and exhibitors at the fair is that it attracts a large amount of families with children and young adults, and this year we have a strong focus on literature for children and teens. One of our goals with the CTBF is to encourage a culture of reading among South Africa's youngsters, ensuring future generations who love books and reading.”

www.capetownbookfair.com



13-16 June 2009

CTICC

STUDENTS FREE ON PRESENTATION OF VALID STUDENT CARD

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London Book Fair

≡ 🌍 ≡ Spotlight on South Africa ≡ 🌍 ≡

JANE HENSHALL

The event gave a taster of what South Africa can expect from its 'market focus' status next year



(From left to right) Glenn Masokane (Department of Arts and Culture), Amy Webster (London Book Fair), Karen Brodie (British Council), Prof Keorapetse Kgotsitsile (Department of Arts and Culture), Alistair Burkenshaw (London Book Fair), Dudley Schroeder (PASA), Siphiso Mahala (Department of Arts and Culture), Arthur Attwell (2009 International Young Publisher of the Year runner up), Susanna Nicklin (British Council), Andrew Senior (British Council), and Jane Henshall (SA Market Focus project co-ordinator)

As many of you will know, South Africa has been selected as the market focus country for the London Book Fair (LBF) 2010 and a steering committee is already hard at work planning for this event. This is a unique opportunity to showcase the South African book industry on a world stage at a time when all eyes will be focused on the country six weeks before the FIFA Soccer World Cup kicks off in Johannesburg.

The support of everyone in the book trade sector is required if we are to give a good account of our industry.

India was the market-focus country in 2009 and a South African delegation made up of market-focus partners from the British Council, the Publishers' Association of South Africa (PASA) and the Department of Arts and Culture (DAC) travelled to London to gather information and ideas for next year's event.

About 70 Indian companies rented more than 500 square metres of space in the official market-focus pavilion. The Nobel-Prize-winning Indian economist Amartya Sen gave the keynote address at the Chairman's Breakfast and was later interviewed by the UK Secretary of State for Foreign and Commonwealth Affairs, David Miliband. Well-known Indian author Vikram Seth was Author of the Day – an honour given to James Patterson and Prue Leith on other days of the fair.

India also put on an inspiring programme of cultural and professional seminars that showcased more than 50 authors at about 40 seminars, at venues at the LBF, in London and further afield in the UK. Topics covered as part of the professional programme provided overviews of the non-fiction, academic, children's and educational publishing markets, as well as publishing services opportunities in

India. The London Book Fair set up paired networking sessions between the Indian book industry and the rest of the world, an opportunity that will be extended to South Africa next year.

The British Council organised a cultural seminar programme that provided a forum for some fascinating discussions about issues affecting Indian writers and their readers. Seminar participants spoke about Indian best-sellers and popular writing, Indian fiction, how to grow new readers and translation. The cultural programme also gave readers the opportunity to meet authors who are famous in their home country, but less well known abroad, such as the poets Salma and K Satchidanandan and the award-winning author Varsha Adalja.

A handover ceremony, during which India passed the market-focus baton to South Africa, brought the fair to a close. The International Young Publisher of the Year 2009 runner-up, South African Arthur Attwell, exchanged books with the Indian International Young Publisher award finalist. Finally, Special Advisor to the Minister of Arts and Culture, Professor Keorapetse Kgotsitsile, addressed the gathering. He moved many in the crowd with a reading of one of his poems and, on behalf of the South African book industry, accepted the honour of being the market focus country in 2010.

On 7 May 2009, a workshop was held in Cape Town to explore the opportunities presented by participation in the market focus and to discuss the way forward. The workshop was attended by Glenn Masokoane and Siphiso Mahala from the Department of Arts and Culture, Stephen Johnson of Random House Struik, Colleen McCallum of Cambridge University Press, Elitha van der Sandt of

the SA Book Development Council, Dudley Schroeder and Marion Boltman of PASA, Jane Henshall and Gail Learmont from the British Council, Kundayi Masanzu of the Academic and Non-Fiction Authors' Association of SA, Nelleke de Jager of Kwela Books, Brian Wafawarowa of New Africa Books and Karen Bruns from the HSRC.

The Cape Town Book Fair will be an excellent opportunity to meet many of the people involved in organising the market focus – including the LBF's Alistair Burkenshaw and Amy Webster (amy.webster@reedexpo.uk.co) – and Karen Brodie (karen.brodie@britishcouncil.org) and Jane Henshall (jane.henshall@britishcouncil.org) from the British Council, who are organising a cultural seminar programme that will form part of the market focus.

Now the hard work begins!

Jane Henshall

*Project Co-ordinator
London Book Fair – SA
British Council*



SOUTH AFRICA MARKET FOCUS SOUTH AFRICAN STEERING COMMITTEE MEMBERS

Isaac Shubangu (African Publishers' Association)
Kundayi Masanzu (Academic & Non Fiction Authors Association of SA)
Gail Learmont (British Council)
Jane Henshall (British Council)
Nicky Stubbs (Book Promotions)
Mandla Matyomza (Centre for the Book)
Vanessa Badroodien (CTBF)
Siphiso Mahala (DAC)
Dudley Schroeder (PASA)
Marion Boltman (PASA)
Primi Chetty (PASA Education)
Karen Bruns (PASA Academic)
Brian Wafawarowa (PASA International)
Nelleke de Jager (PASA Trade)
Elitha van der Sandt (SA Book Development Council)
Joe Klaasen (SA Booksellers' Association)

SOUTH AFRICA MARKET FOCUS LONDON STEERING COMMITTEE MEMBERS

Simon Littlewood (International Director of Random House Group)
Gillian Slovo (author)
Isobel Dixon (literary agent)
Rachel Holmes (Head of Literature and Spoken Word at the South Bank Centre)
Emma House (International Director of Publishers' Association)
Edwin Buckhalter (Chairman of Severn House)
Steve Connolly (Managing Director of New Holland)
Kadija George (editor of Sable magazine)
Judith Murdoch (literary agent)

Precious Cargo

≡ ≡ ≡ Moving books from A-Z ≡ ≡ ≡

DEBI DAGNIN

Managing the transportation of printed matter is no simple task

The economic downturn has made good service and value for money more important than ever

The book industry is so unique and diverse that all the role players – be it publishers, printers and even readers – have to be as diverse and multifaceted as possible to stay ahead of the pack. The same applies to the world of freight handling and transportation – managing the movement of printed matter from one side of the globe to the other is no simple task.

It is a tricky business at the best of times, and at the worst ... well, let's not go there. Essentially, freight management experts such as Geodis Wilson are there to effectively manage the countless steps to ensure that your books are delivered to you in good condition, on time – and at a price that doesn't break the bank.

The movement of books across the country and across the world presents a number of unique challenges. The process involves collecting, handling,

sorting, packing, transporting, clearing and delivering book cargo. Managing this process makes it a very niche business line that begs for knowledgeable, competent and committed players.

You would be hard-pressed to find someone not negatively affected in some way, shape or form by today's bleak economic climate. South African freight imports in general are on a downswing due to the economic world situation – and one would imagine that the volumes of books being transported would also be down as customers feel the credit pinch. However, over the last six months volumes have actually increased on imports as opposed to the same time as the previous year.

But still, times are tough for most industries, and costs have increased in many facets of the business, from petrol to annual port costs. But hard times force us to be creative. It is increasingly evident, now more than ever, that good service and value for money is what keeps the wheels

turning for freight businesses.

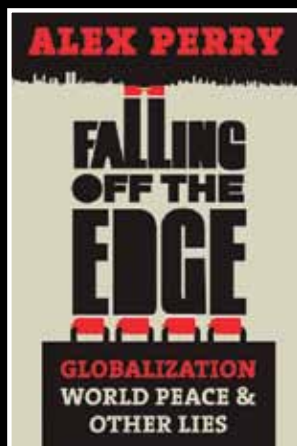
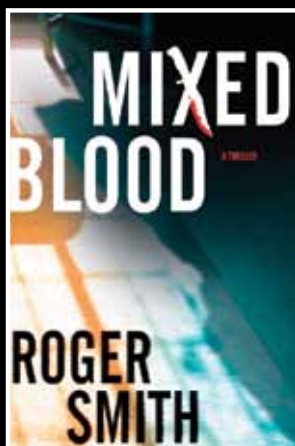
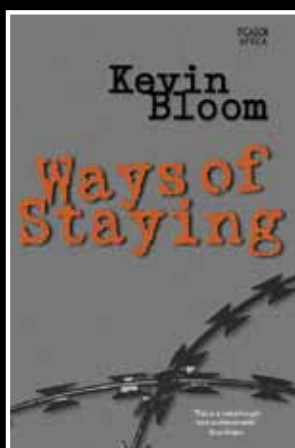
New technology is also something that will help the industry improve efficiency and cost. One such example is "ROLOG", a track-and-trace system developed by Geodis Wilson. The system is in its infancy, but once it is fully up and running and bug free, it will be offered to the book industry for online tracking, as opposed to the Excel spreadsheet system that is used at the moment.

The key to running a successful freight company is valuing your customers' cargo. When that cargo is books it becomes even more valuable in that we know we are not just transporting some paper with words printed on it, but rather hopes, ideas, values, insight, knowledge and dreams – the type of cargo that could change lives. Rewarding doesn't quite cover it somehow...

Debi Dagnin

Director

Geodis Wilson South Africa



BOOKS THAT SPEAK FOR THEMSELVES



Ways of Staying – Brutal and raw, tender and compassionate, *Ways of Staying* is a love song to a country that will not be forsaken.

Bad Company – A collection of thriller stories by some South Africa's best writers.

Mixed Blood – An American fugitive hides out in Cape Town—one of the world's most beautiful and violent cities—in this riveting debut thriller that asks.

Falling Off The Edge – An exhilarating journey exploring the sharp end of globalisation.

Architects of Poverty – An insightful analysis of how and why African political elites are at fault for Africa's plight.

**Come and meet our authors at the
Cape Town Book Fair 13–16 June 2009**

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World Book Day

≡ ≡ Reaching a new audience ≡ ≡

KIM BAKER

An enthusiastic team took to the streets, handing out books to thrilled adults and children

The 2009 World Book Day celebrations, led in Cape Town by the Centre for the Book, and assisted and supported by staff from the Cape Town branch of the National Library of South Africa (NLSA), were an outstanding success.



Kim Baker from the National Library of South Africa on the streets of Phillippi

This year South Africa celebrated the day in May (unlike the rest of the world, which marked the day in April) because of the general elections, and the theme was "Unlock your mind: Read Books!"

For the first time, it was decided to take the World Book Day celebrations to the people, instead of having it at the Centre for the Book's home base. Sonwabile Kanzi, the project co-ordinator for Outreach and overall project co-ordinator for this initiative, and other staff members from the centre organised an outstanding campaign.

On May 12, the team – led by the vibrant Gugulethu brass band, and assisted by some learners from Sinethemba SS School – walked through the streets of Phillippi. The group handed out books and talked to the locals, explaining the importance of reading and telling them about the Centre

for the Book and the National Library.

The contingent stopped at schools, and the children were delighted to have their day brightened by the lively campaigners, who gave them books and explained the importance of reading. Also in attendance was Jean Williams of Biblionef, whose very generous donation of indigenous-language books was a key part of the campaign's success.

Overall it was a day to remember – adults and children alike were thrilled, and the demand for books was huge.

The second day of celebrations consisted of events that took place at the Sinethemba school hall in Phillippi, also attended by children from other schools. There was poetry, reading, plays, music and dance.

Key stakeholders from the sector attended, including representatives from the Western



Members of the team hand out books in Phillippi

Cape Education Department, University of the Western Cape, Dr Mali of the Pan South African Language Board, Dudley Schroeder from the Publishers' Association of South Africa, Joe Klassen from the South African Booksellers' Association, DJ Vusi (he had a rousing welcome) and Chris Matiwane (a teacher who spread the word about the

campaign using local radio).

In his speech, Schroeder highlighted the fact that the richest woman in the world is JK Rowling, the author of the *Harry Potter* series. It was a significant piece of information that illustrated the power of books and the importance of World Book Day. He also noted that reading allows us to be empowered, to make a difference and to have fun.



A donation of books from Jean Williams of Biblionef made for thrilled learners

There was also an outstanding, inspiring keynote address by the Deputy National Librarian, Rachel More. She reminded the audience that reading kindles critical thinking and debate, and that World Book Day can be celebrated every day.

This was an outstanding World Book Day and really made a real impact, reaching people who had not been reached before. We can certainly look forward to World Book Day 2010.

Kim Baker

*Head: Document Supply and
Information Services
National Library of South Africa
www.nlsa.ac.za*

≡ ≡ Building a Nation of Readers ≡ ≡

Booksellers visiting schools is a normal activity. Booksellers reading at schools – well, that's different. The South African Booksellers' Association and their agents had decided to read at schools to highlight World Book Day, and thus I found myself surrounded by Grade 3s at Hillwood Primary School in Lavender Hill and Squarehill Primary in Retreat on May 12. School managers, educators and learners welcomed and embraced us and one realised that actions really do speak more loudly than words.

Reading is of paramount importance and if we really want our children to embrace

education then we need to read to them – so that they will want to learn to read and then read to learn.

It is with growing horror that I realise that instead of improving, the literacy levels in South Africa still continue to decline. What are we going to do? Well, it was humbling to note that 30 minutes in a day could make such a difference. Our educators need and welcome our help. Our children enjoy and embrace our small efforts and school managers greet our fresh and eager attempts with great appreciation.

Building a nation of readers cannot solely be the task of our educators. It should be

the primary task of each and every adult South African.

As I read to the little Grade 3s, I realised that they could feel and share in my love for reading. I wonder what our education statistics would be if others with a love for numbers or science also passed it on in a non-formal manner?

Booksellers work with books and I have learnt not to just take a book to a school ... I have learnt that I should rather read a book at a school.

Karen Schiller

*Agent for Rynew Educational
Enterprises*

Nasou Via Afrika
invites you to
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attend our events
at the
Cape Town Book Fair

13–16 June 2009

Cape Town International
Convention Centre

Nasou Via Afrika Programme:

Introducing the South African Encyclopedia

Introducing the South African Encyclopedia, the one and only South African electronic resource.

Eleanor Louw, Linda Roos – Presenters

13 June 2009 14:00 Via Afrika Lounge

Were adults shaped by the stories they read as children?

Marjorie van Heerden talks about the influence of codes of social behaviour as learned through the story format and whether Children's stories our children read/get-read-to have an influence on what kind of adults they become.

Marjorie van Heerden – Presenter and author

13 June 2009 16:00 Via Afrika Lounge

Awam ngqo Launch

Sindiwe Magona worked for the United Nations for more than 20 years. When she retired she chose to return to South Africa. She has written an autobiography, short stories, essays, plays, poetry, novels as well as many children's books. Magona writes in English and isiXhosa.

Dr Sindiwe Magona – Presenter and author

14 June 2009 15:00 Via Afrika Lounge

Droomskip en ander radiodramas Launch

Radio drama performance, demonstration and book launch.

Chris Barnard, Charles J. Fourie, S.D. Fourie, Helena Hugo, Engela van Rooyen and Fanie Viljoen – Authors

14 June 2009 16:00 Via Afrika Lounge

The future of learning: e-Learning

An overview of how you can integrate information and communication technologies (ICTs) into teaching and learning.

Eleanor Louw, Linda Roos – Presenters

15 June 2009 14:00 Via Afrika Lounge



Our nation's education is our commitment

www.nasou-viaafrika.com

Library Week

≡  ≡ Access for all ≡  ≡

Annual celebration focused on promoting accessibility to books

In March the National Library of South Africa (NLSA) held an astounding Open Library Week, which was packed with various cultural and educational activities. The celebration ran alongside the Library Week held by the Library and Information Association of South Africa (LIASA).

This year the annual celebration used the theme “Access For All At Your Library”. Explaining the theme, President of LIASA Rachel More said: “We chose the theme because we know of our history where people were denied access to libraries along racial lines. By choosing this theme we are celebrating access for all to libraries and knowledge.”

The celebration of Library Week was aligned with the Department of Arts and Culture conditional grant based on the key national priorities, mainly to promote accessibility to books.

Several departments used the occasion to advertise the innovative outreach programmes and activities they use to involve and interact with the community around them. On Monday the Department of Education gave a presentation on the “Khari Kude” mass literacy campaign. Khari Kude is a Venda phrase for “Let’s Learn”. The literacy campaign is aimed at addressing illiteracy in line with the millennium goals to halve illiteracy by 2015.

“This campaign seeks to address the 4.9 million adults who are totally illiterate. The campaign treats literacy as a perishable skill and encourages adults to become literate and keep using their skills gained,” said John Tsebe, the National Librarian.

The Centre For The Book, a unit in the NLSA, ran several programmes, including writers’ workshops aimed at encouraging and supporting new authors. “There were also book give-aways and exhibitions

aimed at publicising children’s literature and getting young children interested in reading,” added Tsebe.

Among the events was a poetry competition, adjudicated by stellar local poets Gcina Mhlope, Ntsiki Mazwai, Don Mattera and Sello Maake Ka Ncube. The competition was aimed at encouraging young people to exercise the right to express their thoughts in public. The concept of a poetry competition echoes the sentiment of the former Minister of the Department of Arts and Culture, Dr Pallo Jordan, who in his address at the IFLA/World Library and Information Congress in 2007 said: “All the cultural treasures of mankind shall be open to all, by free exchange of books, ideas and contact with other lands.”

On the same day, a memorial and tribute lecture was held in honour of the literary giant Professor Es’kia Mphahlele. The lecture was conducted by the Chairperson of the NLSA Board, Professor Muxe Nkondo, who delivered a moving memorial lecture on the late professor’s literary works.



Poet Gcina Mhlope signs autographs

The theme “Access for all” also includes the illiterate. “We want everyone to know that there is something for them to do at the library,” said More. This was highlighted by the Film Festival conducted by the National Film and Video Archives, a unit in the Department of Arts and Culture. And to round off the NLSA Open Library Week, a music expo was held featuring more poetry and music.



There was a feast of entertainment during Library Week



School children stand outside the National Library of South Africa building during Library Week

For all those who were interested and who took the time to attend the Open Week, library tours at the NLSA building in Pretoria were conducted throughout the week. Explained Andrew Malotle, the Executive Head of Marketing and Corporate Communications at NLSA: “These tours were aimed at showcasing our leading preservation methods and techniques and we encourage the public to come in and see these and the other documentary heritage we have. The National Library of South Africa has some interesting material dating back to the 18th century.”

National Library of South Africa
www.nlsa.ac.za

Introducing Rainbow Reading

A brand-new graded reading series, written especially for young South African readers

Fiction



Easy to store,
easy to carry,
easy to use

A complete
library for primary
schools

Teacher's Guides



Non-fiction



Neighbours series



Start with
one box,
add more later

Reading across
the curriculum



Graded in levels
of difficulty

What is Rainbow Reading?

Rainbow Reading is a graded reading series for primary school learners. The wealth of original stories and factual texts will develop the reading skills and vocabulary of contemporary young learners.

The series is sensitive to the diverse backgrounds of South African learners, and is designed to provide an affirming, inclusive context in which they can explore and share ideas, and find true pleasure in reading.

Components

- 350 books graded in 7 levels of difficulty
- books are grouped into boxes by cross-curricular themes
- 10 books per box (mix of fiction and non-fiction titles)
- a specific Teacher's Guide with each box.



Self-publishing

≡  ≡ Another option for authors ≡  ≡

RHODÉ ODENDAAL AND NICA STRYDOM

New online advances are making it easier for writers to publish their own work

The book publishing industry is becoming more competitive. This is due not only to an increased number of actual books and authors in existence, but also a diminishing book-buying market. But advances in technology and new publishing platforms are allowing would-be authors to take matters into their own hands.

What is self-publishing?

Self-publishing is the act of publishing a work independent of a publishing house. It is also referred to as “author-”, “private-” or “small-scale publishing”. In the past self-published authors wrote, edited, designed and marketed their books themselves (Rich 2009), but self-publishing in this “new” era of publishing entails something different.



Within the new business model of online self-publishing, authors now self-publish before submitting their manuscripts to commercial houses. Authors self-publish to test the market of their book and this can serve as proof to commercial publishers that it is already selling (Fisher 2006). This improves their chances of being recognised and accepted by commercial publishers (Witham 2006). Thus, we see that authors are self-publishing their books not as a last resort, but rather as the first option (Nott 2009).



Writers usually remain full copyright owners of their work and decide who the users are and in what manner the material is used and presented (Nott 2009), but can shift from self-publishing to commercial publishing if they get the opportunity.

Marketing and sales remains a challenge for self-published authors, but social



networks (e.g. Facebook and Twitter) and other online marketing functions such as SEO (search engine optimisation) and Google Adwords, makes it possible for a single author's work to be promoted on the Internet to a world-wide audience.

How does self-publishing work and what are the options?

Most self-publishing is aimed at a relatively narrow market. The Internet has unlimited “shelf-space” for self-published, often obscure works and online self-publishing businesses are providing the platforms for an unlimited number of authors to publish their works and sell as little as one copy.

Aaron Martin, director of self-publishing and manufacturing at Amazon, summed this up when he said, “A lot of this niche content is doing fairly well, relative to the rest of the economy because it's very useful to people who have a very specific need” (Rich 2009).

There are a great number of self-publishing houses to choose from. Writers can choose to “sell” their books as digital documents on the Internet. There are online databases which scan and upload books onto their systems, rather than deliver and ship books all around the world in their printed form (Grossman 2009). The cost of replicating a digital book is basically nothing. Writers simply “podcast their books and post them, chapter by chapter on blogs” (Grossman 2009).

If writers wish to deliver and have printed copies of their books available, self-publishing companies are the best option. These self-publishing houses offer services related to the publishing chain and the writer undertakes all financial risk and responsibility for the publication of their work. Writers are still in complete control, but have professional advice regarding the technical and aesthetical specifications of their books.

Another advance is print-on-demand (POD) (Fisher 2006). In this type of

publishing, printed copies of the book are not available beforehand. Instead these POD books are only printed when an order comes in for it (Nott 2009). There is less money tied up in the process, since there are no extra fees for shipping or storage. The book is always available and easily accessible on the POD publishing sites.



Why choose self-publishing?

There is a gap left in the market for non-mainstream, “fringe” works. Self-publishing fills it up. And although a self-published writer's market may be small, they may very well still be able to make some excellent returns.

**Rhodé Odendaal (General Manager)
and Nica Strydom (Intern)**

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NB at Cape Town Book Fair

In the Via Afrika Lounge

Saterdag 13 Junie, 10:00 | Antjie Krog

Antjie Krog se *Digter wordende* (Human & Rousseau) is 'n keur uit die internasionaal gerespekteerde digter se verse, en die bundel vlieg van die winkelrakke af. Bekende dramaturg Saartjie Botha voer 'n onderhoud met Antjie, en kom luister ook na die digter se voorlesing van haar eie werk.

Saturday 13 June, 11:00 | Kwela Coffee Hour

Literary Prizes - praise or prattle? How important are literary prizes to the book industry? What do they function as? Are they significant to writers? These and many more questions will be discussed by Kwela authors Julia Martin, Ronelda S. Kamfer, Zukiswa Wanner and Finuala Dowling. The discussion will be chaired by Ben Williams, editor of book.co.za. Presented by Kwela Books.

Saturday 13 June, 13:00 | *The Double Crown*

The launch of *The Double Crown* (Human & Rousseau) by Marié Heese. This gripping novel is the fascinating and true story of Hatshepsut, the female pharaoh who ruled over Egypt for two decades around 1500 BC. It is a vibrant and poignant portrayal of a courageous woman. Jennifer Crocker will be interviewing the author.

Sunday 14 June, 11:00 | Via Afrika winners

Come and listen to interviews with the winners of the following prestigious literary prizes: the W.A. Hofmeyr Prize and the Jan Rabie/Rapport Prize for Afrikaans fiction, the Recht-Malan Prize for Afrikaans and English non-fiction, the M.E.R. Prize for illustrated children's books, the M.E.R. Prize for youth literature and the Herman Charles Bosman Prize for English literature and autobiography. Shortlisted authors include Loftus Marais, Etienne van Heerden, Izak de Vries, Julia Martin, Fanie Viljoen, Paddy Bouma, Breyten Breytenbach, Finuala Dowling and Willemien Brümmer.

Sondag, 14 Junie, 13:00 | *Stiletto: in die onderwêreld van die seksindustrie*.

Die heel eerste eksemplare van hierdie kontroversiële boek gaan by die Kaapstadse Boekebeurs te koop wees. In *Stiletto* (Tafelberg) vertel die skrywer, Karin Eloff, haar eie verhaal van haar lewe in die seksindustrie. *Stiletto* draai nie doekies om oor die skadubestaan van die sekswerker nie. Margit Meyer-Rödenbeck, die vrou agter Dowwe Dolla, gesels met Karin oor hoe sy daar beland het, wat sy daaruit geleer het en hoe sy dit oorleef het.

Sondag 14 Junie, 14:00 | *Nuwe Kinderverseboek*

Riana Scheepers en Suzette Kotzé-Myburgh gesels oor die verskyning van die *Nuwe Kinderverseboek* en die opwindende proses om dit saam te stel. Met voorlesings deur Martelize Kolver. Tafelberg bied die geleentheid aan.

Monday 15 June, 11:00 | Kwela Coffee Hour

Personal/Political. Come listen to Kwela authors Nthikeng Mohlele, Sindiwe Magona and Zubeida Jaffer talk about the complex relationship between political relevance and personal resonance in narrative fiction. How intertwined are the ideological and the private? How does the novel negotiate the terrain that links the two? The discussion will be chaired by Mike Nicol, author of *Out to Score* and *Payback*. Presented by Kwela Books.

Maandag 15 Junie, 13:00 | *Afrikaanse Woordelys en Spelreëls*

Wanda Müller voer 'n onderhoud met Prof. Frikkie Lombard van die Suid-Afrikaanse Akademie vir Wetenskap en Kuns oor die nuwe *Afrikaanse Woordelys en Spelreëls*. Die stories, die veranderings en wat nou deug en wat nie meer deug nie. Is dit moontlik om by te hou en hoekom verander die reëls? Aangebied deur Pharos.

Tuesday 16 June, 11:00 | *Socrates & the Fox* by Clem Sunter

Clem Sunter has, together with his co-author, Chantell Ilbury, developed a unique and independently crafted methodology which integrates scenario planning into the mainstream process of strategic planning and decision-making. This popular speaker and excellent scenario planner will shed more light on their version of the Socratic method. Presented by Tafelberg and Human & Rousseau.

At the Dalro Forum

Monday 15 June, 13:00 | Children's book panel discussion

Poet and journalist Danie Marais chats to Paddy Bouma (*The Mouseboat, The Best Meal Ever*) and Niki Daly (the Jamela series) about their work. Presented by Tafelberg.

Tuesday 16 June, 13:00 | *Fuse* book launch

S.A. Partridge, award-winning author of *The Goblet Club* (Human & Rousseau) talks about the joys and sorrows of writing her hot-off-the-press second book, *Fuse*.

En by die Children's Zone

Sondag 14 Junie, 14:45 | Kroonsteen

'n Prettige poppekas vertoning vir leerders tussen agt en twaalf jaar oud, gebaseer op die nuwe gegradeerde leesreeks van Best Books geskryf deur Fanie Viljoen.

Maandag 15 Junie, 14:45 | Kroonsteen

Maandag 15 Junie, 15:30 | *Saartjie & Louisa en ek en die celeb* voorlesing

Voorlesing vir kinders van alle ouderdomme uit die klassieke Saartjie reeks van Bettie Naudé, en uit die splinternuwe *Louisa en ek en die celeb* van Ida Strydom.

Dinsdag 16 Junie, 11:45 | *Saartjie en Louisa en ek en die celeb* voorlesing.

Dinsdag 16 Junie, 14:45 | Kroonsteen

nb
UITGEWERS
PUBLISHERS

Tafelberg
Human & Rousseau
Pharos
Kwela
Best Books



Shuter & Shooter

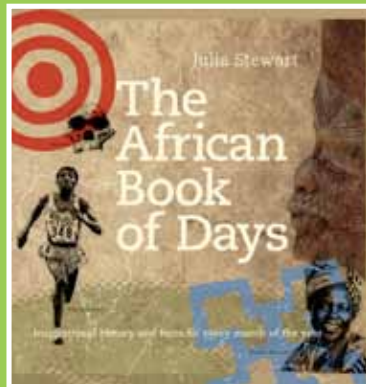
The African Book of Days

Julia Stewart

ISBN 9781430600053

Price R125.00

There is rarely a field of endeavour in which Africans have not excelled in some way. The African Book of Days celebrates African success stories and cultural history; identifying Africans who are heroes and role models, or simply the best in their field. It captures some key and defining moments in sub-Saharan history.



The Sun, the Moon and the Blanket of Night

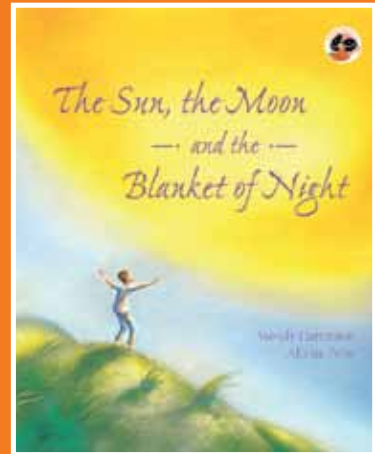
Wendy Hartman

ISBN 9781919888644

Price R69.50

One day, the Sun selfishly decided that he wanted to shine throughout the day and night. But then the Moon sends him a simple message...

The Sun, the Moon and the Blanket of Night is a beautifully illustrated, gentle tale that shows that there is a special time and place for everything in the world and that when we are afraid, there is a light to guide us.



A-Z of African Writers

A-Z of African Writers

Compiled by Robin Malan

ISBN 9781430600015

Price R225.00

A-Z of African Writers reflects the very best of African writing in English and celebrates the literary contributions and accomplishments of Africa. Covering over 200 writers, each profile features a biography, a photograph and a list of published works. A-Z of African Writers allows you to experience writers from Africa's different countries in an exciting blend of talent and skill.



Sonny Jim and his Sister

Robin Malan

ISBN 9781919888668

Price R79.50

What's life like for a young boy growing up with his sister, his mother and his aunt in Johannesburg? Find out that heart-stopping adventures can happen wherever you are! You've just got to see them, feel them, hear them – or, maybe, imagine them.

101 Tea & Coffee Spots in Cape Town

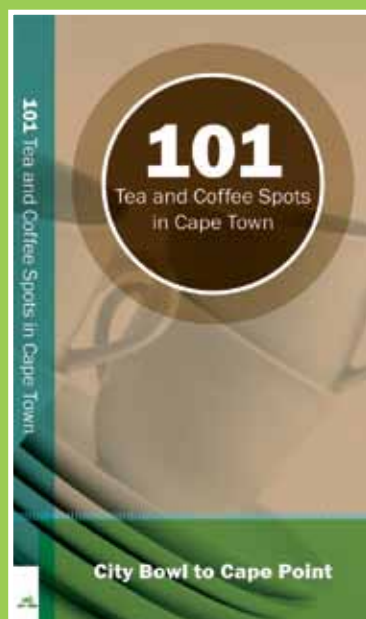
Fabrizia degli Eposti

(Edited by Michael Hutchinson)

ISBN 9781430600039

Price R98.00

This interesting and comprehensive guide includes snippets of information, humorous anecdotes, maps of relevant areas and an index by alphabet and by geographical location. 101 Tea & Coffee Spots in Cape Town have been handpicked, taste-tested and given a stamp of approval.



Creepy Street

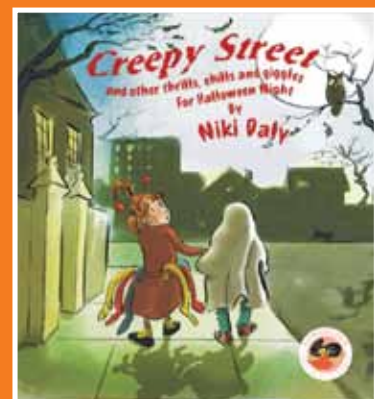
Niki Daly

ISBN (Eng) 9781919888507

ISBN (Afr) 9781919888514

Price R79.50

Creepy Street is the new book by one of South Africa's best loved children's authors and illustrators and is packed with thrills, chills and giggles for Halloween... and other nights. The quirky horror and delightful humour of Creepy Street will captivate children from five years old and provide a bridge from picture books to chapter books. Also available in Afrikaans as Spookstraat.



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Resource for Teachers

≡ ≡ How to counter conflict ≡ ≡

BRIDGET PRINGLE

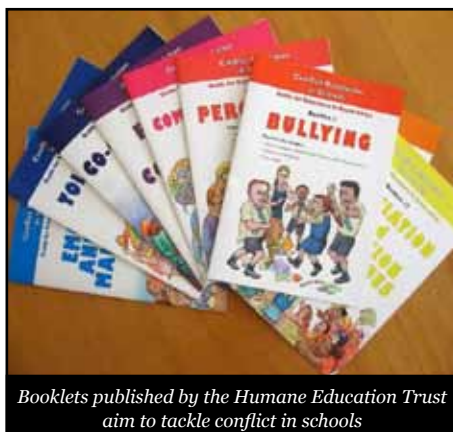
Twelve-part series aims to give educators the skills they need to deal with conflict

An article in the Sunday Times earlier this year highlighted the fact that teachers in South African schools needed help with bullies. Journalist Prega Govender reported that teachers “don’t have the skills to detect bullying and counsel perpetrators” and “bullycide” is a word that has been coined as a result of teenage suicides directly related to bullying at school.

And a National Schools Violence Study undertaken by the Centre for Justice and Crime Prevention in 2008, reported that 15.3% of learners in primary and secondary schools have been victims of some form of violence while at school, or immediately outside the school gates. This translates to 1.8 million school learners throughout the country – and does not take account of forms of violence that are more difficult to quantify, such as bullying or teasing, which are commonly associated with school environments.

A new 12-part series on conflict resolution in schools – a project that has taken three years to research, compile and publish – aims to provide teachers with tools to tackle this difficult issue.

The Humane Education Trust has been working in the educational field for many years, and in consultation with the Department of Education, committed to producing a resource to help South African educators deal with conflict in all its various forms. The result of the trust’s work is this series, which will help educators build



Booklets published by the Humane Education Trust aim to tackle conflict in schools

understanding, respect and tolerance among learners, and to stem violence and bullying.

According to Louise van der Merwe, managing trustee of the Humane Education Trust, the set of conflict resolution booklets can play a pivotal role in the lives of South Africa’s learners. “We need to empower our learners with the ability to forge open and emotionally intelligent relationships in society – be it within the family, at school or as adults. These resources are not only about avoiding conflict. They equip us with the ability to forge assertive, positive and rewarding relationships. We have to acquire these skills if we are to look forward to a future that is respectful, peaceful, harmonious and free of violence and abuse,” says Van der Merwe.

The Centre for Conflict Resolution and Famsa have started working with the books, while Forest Heights Primary School in Eerste River has already implemented some of the strategies suggested by the series.

Vivienne Rutgers, head of department at Forest Heights, has been running teacher workshops on bullying for the school’s teachers over a number of months. “The series enables learners to acquire the skills required to implement basic morals and values when faced with the challenges of everyday life. These skills are obviously a vital component of education,” says Rutgers.

GIVEAWAY

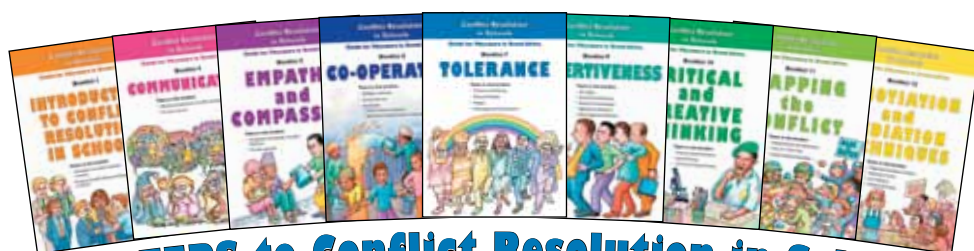
TOGETHER WITH THE HUMANE EDUCATION TRUST, BOOKMARK IS GIVING AWAY ONE SET OF THE SERIES ON CONFLICT RESOLUTION IN SCHOOLS.

The series consists of 12 booklets:

Introduction to Conflict Resolution in Schools
Bullying
Perception
Communication
Empathy and Compassion
Co-operation
Tolerance
Emotions and Anger Management
Assertiveness
Critical and Creative Thinking
Mapping the Conflict
Negotiation and Mediation Techniques

To win a copy of the series, email Bookmark at bookmark@sabooksellers.com by August 15. Use the phrase ‘Conflict Resolution’ in the subject line, and answer the question: “What is the first title in the series on conflict resolution?”

The name of the winner will be published in the next edition of Bookmark.



12 STEPS to Conflict Resolution in Schools

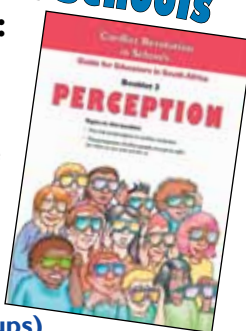
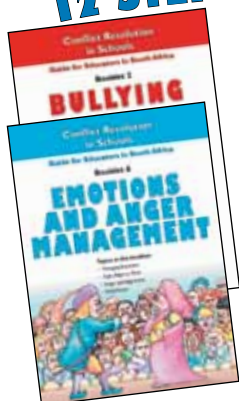
A Classroom Guide, including:

- Introduction
- Bullying
- Perception
- Communication
- Empathy and Compassion
- Co-operation
- Tolerance
- Emotions and Anger Management
- Assertiveness
- Critical and Creative Thinking
- Mapping the Conflict
- Negotiation and Mediation Techniques

(Adaptable and relevant to all age groups)

Price: R350-00 including VAT per set of twelve booklets

Contact: The Humane Education Trust 021-852-8160 avoice@yebo.co.za



Boeksentrum

≡  ≡ An intimate atmosphere ≡  ≡

RIKI ROOS

Being able to greet customers by name is one of the advantages of a small bookshop

There are two motives for reading a book, said Bertrand Russell, the English philosopher: one that you enjoy it, the other that you can boast about it. If either of these propels you to read, the bookshop situated at the bottom of Heerengracht in the Naspers Centre in Cape Town is where you should be heading.

Employees of media giant Media24 and office workers from surrounding buildings are the main customers of the Boeksentrum, but well-known writers and literary types also like to drop in for a coffee and a chat – and sometimes a little skinder!

With its intimate atmosphere, Boeksentrum has become a popular meeting place for book lovers, media people, publishers and journalists alike.



Boeksentrum, which is based in the Naspers Centre in Cape Town

The Boeksentrum offers a diverse range of books and the emphasis is on interesting books rather than mass-market publications. You'll find most major new publications and anything from philosophy and cookery books to children's books. Publishers despair of publishing poetry but at the Boeksentrum, poetry – and especially Afrikaans poetry anthologies such as *Die Groot Verseboek* – is very popular. You can also buy all the major South African magazines at the Boeksentrum and a small stationery section offers a selection of birthday cards and wrapping paper.

The Boeksentrum aims to contribute to a reading culture and to support different communities of readers. That's why it is important for us to be involved in the Cape Town Book Fair and arts festivals such as Die Suidoosterfees, where we are the official booksellers, and the Cultivaria festival in Paarl. Recently we have also partnered with the Cape Town daily Die Burger in hosting a massive book sale with well-known and popular titles at clearance



In celebration of World Book Day, two Ottos were given away in a special draw

prices. Capetonians have responded so well that another sale is already being planned for later in the year.

Our staff is always ready to assist customers with advice on books and publishing information. If we do not have what you want in stock, we will gladly order it from the publishers. In this regard, the Nielsen BookData online registry is of invaluable service – the publishing industry tool one cannot do without!

Being a small bookshop, Boeksentrum (which only measures about a hundred square metres) offers advantages but also has its drawbacks. Display space is at a premium. The focus is on an in-depth collection rather than stock-piling, and often it is easier to order additional copies of a specific title rather than cluttering the shelves. Benefits derived from the

intimacy that a small shop offers are that most customers are greeted by name and a reading preference profile for individuals is quickly established. It is also much easier to categorise titles and keep misfiling to a minimum. The benefit of having your main customer base working in the same building is that they have no objections to the ordering of specific titles for them; collection is at their place of work and a welcome excuse to stretch their legs.

Being profitable in even in the best of economic times does not come naturally to the book industry. Given the current recession it is of the utmost importance to create a sense of community among readers, and to present a selection of books suited to their needs.

The shop has had several facelifts over the past two decades. Initially started as a general bookshop in the early nineties under the management of the formidable Ena Mare, it became a Leserskring/Leisure Books outlet, then a Van Schaik branch, and since 2008 has been trading as a general bookshop again. Boeksentrum is thus a bookshop of many faces, but the constant factor that underpins its success remains a passion for reading and good books.

Riki Roos

Boeksentrum Manager
boeksentrum@media24.com

021-406-2118



Boeksentrum focuses on an in-depth collection rather than stock-piling

Modjaji Books

≡  ≡ Stretching small resources ≡  ≡

COLLEEN HIGGS



Colleen Higgs of Modjaji Books

The internet is a vital marketing tool for a 'new kid on the publishing block'

As a new small publisher, Modjaji Books, I have found the internet invaluable in meeting some of the difficulties and challenges that I face.

The first challenge is being small. Another is that, to many booksellers, Modjaji Books is a new kid on the block. As far as most of them are aware, the company could be as ephemeral as many of the other small publishers have been over the years. I also mostly publish newer writers who did not have "a name" when I started working with them.

Ben Williams of Book SA has kindly let me host a micro-site for Modjaji Books within the Book SA site. As a fledgling publisher I aim to make small resources stretch as far as they will go. I know I need a proper website, which I can use the list my books, and even sell them, but for now <http://modjaji.book.co.za> is a good place to be. The blog is a good place to post reviews,

news, questions and information. Because of the blog I have received wonderful letters from people involved in book development in other African countries.

I have used the internet to maximise Modjaji's presence online and to multiply the effect of any PR that my books have received. For example, any time there is a review or an honour for one of my books – such as Tracey Farren getting a White Ribbon Award from the Women Demand Dignity advocacy group for *Whiplash* or Megan Hall winning the Ingrid Jonker prize for *Fourth Child* – I blog about it on Book SA. I then put the link to the blog onto my Facebook profile, as well as adding it to the Modjaji Books group on Facebook.

So although I've been fairly successful in generating awareness about my authors and their books, I don't always have the resources to market directly to booksellers. Direct communication with bookstore staff and managers is a key challenge and one that I haven't been able to overcome as yet. The internet doesn't solve the problem of meeting managers personally and developing a relationship. If anyone has ideas about how to meet this challenge I would love to hear from them.

The internet is useful for doing research, finding out about trends, authors, issues, making valuable connections with people and sending out information about calls for submissions. The Modjaji blog is also a way of communicating with authors.

Facebook is a useful place to publicise reviews, news, new books, prizes and events. Modjaji Books has a Facebook group of 193 at last count. In January this



Modjaji Books' blog, a good place to post reviews, news, questions and information

year I used Facebook and direct emailing to advertise the Modjaji subscription offer. In this way I have been able to build up a cash reserve to offset some of the production costs of my books in advance. The discounts that one has to pay to one's distributor and to bookshops and VAT (even when one isn't VAT registered) make the margins very narrow for a small publisher. So doing some direct selling is hugely helpful as here the margins are much higher.

As a new small publisher I have had to think creatively about how to make my books visible.

I use the internet to build networks, to pass on useful information, to share information and ideas and to ask for favours where necessary – all vital if one wants to see one's business grow.

Colleen Higgs

Modjaji Books 021-696-5503
<http://modjaji.book.co.za>

ECKHARDT OELLERMANN, 1932 - 2009



Eckhardt Oellermann, who died in March, will be dearly missed by many in the book trade

It was with great sadness that we learnt of the death of Eckhardt Oellermann on March 31 2009.

Eckhardt was born in the village of New Hanover in the Natal Midlands on January 9 1932. He started his schooling at New Hanover before moving on to Hermanssburg School, where he completed his matric. After graduating from the University of Natal, Pietermaritzburg campus, he taught at Greytown High School for a number of years.

In 1967 Eckhardt started his long and distinguished career in the book trade when he joined The Mission Press, working in their German bookshop. In 1974 Basil Ocroft appointed him to Shuter & Shooter, first as manager of the schoolbook division and later as a director, a position he held until his retirement in 1997.

Eckhardt was elected onto the provincial council of the Associated Booksellers of South Africa (ABSA),

predecessor of the South African Booksellers Association (SABA), in 1975. He served as chairman of the Natal region and later as National President of the association. From 1989 to 1997 he was President of BTA, at the time the umbrella body of the South African book trade. It will be in this position that most booksellers and publishers will remember him well. He was the ideal chairperson and with his German background he handled those meeting excellently; always well prepared, on time and no one dared step out of line!

Honorary Life Membership of Associated Booksellers was bestowed on Eckhardt in 1996.

Eckhardt leaves a wife, Lucie, whom he married in 1958, a daughter and three grandchildren. He will be dearly missed by all his old colleagues in the book trade.

Frikkie Nel

SABA National Manager

National Book Week

≡  ≡ Spreading the seeds ≡  ≡

ELITHA VAN DER SANDT

SA's inaugural National Book Week aims to play a positive role in developing a reading culture

The inaugural National Book Week will be celebrated from September 21–25 2009 in Mafikeng in the North West province. The Northwest Booksellers' Association is the lead partner in hosting this event with the South African Book Development Council (SABDC).

National Book Week is a concept that is celebrated in other African countries and the SABDC wanted to make use of existing African initiatives to influence reading in South Africa. There is currently no national reading campaign or strategy in the country, and the book week is the first step in achieving this.

Only about 14% of South Africans read books, while a mere 5% of the population read to their children. Books and access to knowledge play a critical role in the development of a nation like South Africa. More than half of the households in the country do not have a single book in their home. National Book Week aims to play a role in changing these statistics.

National Book Week is a celebration of the book and the culture of reading. Book lovers, new readers and non readers will all have an opportunity to interact with writers, poets and everyone involved with the production of the book. The activities at the event will be varied – there'll be reading tents for adults and children, readings by authors, artists displaying their works in books and plenty more.

The book week is also about highlighting the economic nature of the book. The book industry has a turnover of about R5-billion per annum, and participants will be able to learn about the business of publishing, from



Elitha van der Sandt, CEO of the South African Book Development Council

paper manufacturing to bookselling. SMME development and economic opportunities in this sector will also be explored.

The SABDC intends to reach out to previously disadvantaged communities in a much more inclusive way, and so it plans to celebrate National Book Week in a different province each year to bring it closer to those people who might ordinarily not have much access to books and reading.

The theme for the inaugural National Book Week is "Spreading the Seeds". Diarise September 21-25 2009 and come and spread the seeds with us.

To get involved please contact the SABDC at 021-914-8626 or Elitha@sabookcouncil.co.za

Elitha van der Sandt
Chief Executive Officer
SABDC

SABDC Indigenous Publishing Programme

CALL FOR APPLICATIONS

The SABDC is the representative body of the South African book sector. The Indigenous Publishing Programme is one of the SABDC's programmes to stimulate growth and development in the sector. It aims to increase indigenous-language publishing and to support the ongoing production of South-African-authored books in the local languages.

The SABDC invites registered publishing companies to submit applications for the publishing of general creative works (including novels, short stories, poetry, drama, children's literature, etc.) Each submission should be an original work written in one of the local languages.

CLOSING DATE: JUNE 12 2009

Application forms are available from the SABDC offices or can be downloaded from www.sabookcouncil.co.za

For more information contact the SABDC offices at 021-914-8626. Information can also be obtained on the above website.

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Big issues for little people

≡ 📖 ≡ Saving the world, one book at a time ≡ 📖 ≡

BRIDGET PRINGLE

Fun series of children's books uses rhyme and reason to tackle environmental issues

A local series of children's books, led by a heroine called Sibō, aims to cover huge environmental issues in a non-threatening, wacky rhyming manner. According to author Ginny Stone, the books aren't "preachy", but offer kids gentle alternatives – and the message that every little bit they can do does make a difference.

Sibō Makes a Difference was the first book in the series, published in 2008 by Let's Look publishing, and was closely followed by two more – *Sibō and the Veggie Bed* and *Sibō Saves Water*. Three new books in the series will also be published shortly.

The books are the realisation of Stone's desire to provide information and inspiration about global issues to youngsters, but are also a lesson for all aspiring authors about the power of persistence.

After a move from Cape Town to

Johannesburg, Stone came up with a "rather vague" idea to write a children's book about global warming. During her first days in Gauteng, she wrote and rewrote her first attempt, *Sibō moves the Fridge*, and then emailed it off to a few editors.

That's where the whole exercise almost came to an end. "The comments that came back were scathing, to say the very least," says Stone. "I was a tad humiliated – a million times worse than being criticised by my lovely husband. It would seem I knew nothing about writing for kids at all. I was advised to scrap the whole thing and start again – not in rhyme."

Months later Stone picked up the manuscript again, and after "tickling it up" a bit, sent it on to a friend, who thought it was great – but also suggested that she needed to write a book explaining exactly what global warming was. And so her first two books in the Sibō series

eventually came kicking and screaming into the world.

At this point Stone was convinced that the books should be resources for the Department of Science and Technology, but after some encouragement she decided to send Sibō off to publishers. Eight emails to children's publishers later, she received a call from Let's Look Publishing, which decided to publish her work.

The end result is the Sibō series, which is sold at Exclusive Books (and will also be available at the CTBF). There are also other exciting plans afoot, including an environmental awareness campaign in primary schools – using Sibō as a little spokesperson – and a monthly newsletter called "Sibō Says".

Let's Look has also embraced the books' environmental theme, printing the book on environmentally friendly, chlorine-free paper from sustainable forestry programmes using soya-based inks.



I'm on a mission to save the earth but I can't do it alone. I need your help. Read my books to find out how.

Pssst... My publishers are seriously cool. Our books are printed with Soya-based inks on environmentally friendly chlorine free paper from sustainable forestry programmes.



Published by

Lets Look Publishing (Pty) Ltd

Tel: +27 (0)12 361 2329

Fax: +27 (0)12 361 8060

Email: sales@wallcharts.biz

Website: www.wallcharts.biz



The Earth Needs Your Help

~ Industry Update ~

Google settlement

The federal court overseeing the Google Book Search Copyright Settlement has extended the Opt-Out Deadline in the case from May 5 2009 to September 4 2009 (the "Extended Opt-Out Deadline"). The Extended Opt-Out Deadline is the new date by which class members must decide whether to remain in the settlement class and receive the benefits of the settlement, object to the settlement, or opt out of the settlement.

The change in the Opt-Out Deadline has caused the Final Fairness Hearing date to be rescheduled, from June 11 2009 to October 7 2009. This is the new date of the hearing for the court to consider whether to grant final approval of the settlement. All other deadlines and key dates in the case remain the same, including May 5 2009 as the date on or before which a book must have been scanned in order to be entitled to a cash payment.

Online claims-filing and detailed information about the settlement are available at <http://www.googlebooksettlement.com> in 36 languages.

Book weather blesses festival

The recent Franschhoek Literary Festival (FLF) saw ticket sales up by 50% and about 3 000 visitors despite the pouring rain.

And what a weekend it was! Howling wind and 100mm of rain, swiftly running gutters, mud everywhere – aptly renamed "book weather".

There were 42 events and 56 writers, poets and chairpeople. Over 3 400 tickets were sold, with approximately 1 000 more tickets sold than last year. A bevy of publishers watched, listened and held candlelit dinners. Journalists clamoured for media seats. Cameras flashed everywhere.

"We are delighted with the results achieved this year and encouraged by the support that the authors and writers give us", said Jenny Hobbs author and organiser.

The next FLF is planned for May 14 - 16 2010.

Philip Walters resigns

Philip Walters, the CEO of Hodder Education, will be retiring from his full-time executive role in October this year. Walters will assist Tim Hely Hutchinson, CEO of the Hachette UK group, in the recruitment of his successor and, until his successor is appointed, will continue to lead the business.

Walters joined Hodder Education in 1976 as a graduate trainee. He worked in a variety of roles including Editorial Director, Sales and Marketing Director and Managing Director of Hodder's educational business in South Africa. He was appointed Managing Director of Hodder and Stoughton Educational in 1997 and became Chief Executive of Hodder Education in 2007.

During his 12 years of leadership, Hodder Education has become an outstanding publisher of educational books and materials in the UK and international markets.

Hely Hutchinson said: "I have known Philip for many years and was delighted when we began working together 16 years ago. His well-deserved promotion, first to Managing Director and then to Chief Executive, heralded a period of unprecedented ambition and success for Hodder Education. For this, and for his knowledge and experience of educational publishing in the wider world, he has won the respect and admiration of his many friends and colleagues."

Walters said: "I have been immensely proud of all that has been achieved during my 33 years at Hodder Education. However the time has now come for the business to have new leadership, and for me to move onto other activities. The most special factor about the business over all the years I've worked for it has been the people I've worked alongside. I wish them all the very best for a happy and successful future."

Paarl Print fire

Reports about the relocation of Paarl Print after the devastating fire there on April 17 are unfounded, says the

company. In the weeks after the tragic incident, which resulted in the deaths of 13 people, there were various claims that the company would set up offices elsewhere.

But local newspaper Paarl Post reported that the company would not be moving, although printing has been outsourced to various companies in Cape Town and staff members are working at various other offices belonging to the company for the time being.

www.paarlpost.com

Young publishing entrepreneur

Arthur Attwell, a 33-year-old from Cape Town, is the winner of the British Council's South Africa 2009 International Young Publishing Entrepreneur award.

"Attwell has achieved what many his age only dream of," said Andrea Ogle, British Council Project Manager. Having worked in various publishing fields for established companies such as Maskew Miller Longman and the Oxford University Press publishing houses, as well as freelancing as a writer, editor and publishing consultant, Attwell gained valuable experience in publishing, thus prompting him to take the leap and start his own business.

Partnering with three others, Attwell co-founded Electric Book Works in 2006, a publishing company based in Observatory, Cape Town. His role in the company as its Managing Director involves handling the research and development, design and overall strategy of the business.

"It is a wonderful opportunity to win the award and I will do everything I can to justify my winning, which I'm certain must have been a very difficult decision for the judges," said Attwell. "Ebooks and self-publishing, our specialties, are an increasingly important part of the publishing landscape, but the general public know very little about how they work and what they mean for books."

www.britishcouncil.org

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Worldwide News

Fight for privacy

The Association of American Publishers (AAP) in April joined its sister organisations in the Campaign for Reader Privacy in the launch of the latest phase in their five-year campaign to restore the reader privacy safeguards that were stripped away by the USA Patriot Act.

Despite several efforts to reform the Patriot Act, the FBI can still search any records it believes are "relevant" to a terrorism investigation, including the records of people who are not suspected of criminal conduct.

Because Patriot Act orders bar recipients from revealing their existence, it is impossible to know how many have been served on bookstores and libraries. However, the Campaign for Reader Privacy observed that there have been at least three significant and disturbing attempts to obtain records from libraries since 2003. In 2004, the FBI issued a subpoena to a library in rural Washington State demanding a list of patrons who had checked out a biography of Osama bin Laden. It sent National Security Letters to libraries seeking Internet records for two people in 2005 and 2007. All three of the orders were withdrawn after they were challenged by librarians.

The Campaign for Reader Privacy seeks to exempt bookstore and library records from the provisions of Section 215 of the Act.

www.publishers.org

Funding for Göteborg Book Fair

The Göteborg Book Fair and the Swedish Arts Council have decided to provide funding for non-Nordic publishers and agents interested in attending the Göteborg Book Fair, September 24–27 2009. The information is also available on: www.goteborg-bookfair.com and www.kulturradet.se
www.internationalpublishers.org

Norway goes digital

The Norwegian National Library has started to digitise its entire collection. Through a preliminary project called Bokhylla.no ("Bookshelf"), the library will make all Norwegian books from the 1790s, 1890s and 1990s available via the Internet to Norwegian IP-addresses.

Representatives from the Ministry of Culture, the National Library and Kopinor have made recommendations on the principles for licensing of the copyright-protected material and for the payment of remunerations. The licensing agreements will be supported by the Extended Collective License. Copyright-protected books will not be prepared for print or download.

Kopinor and the National Library started negotiations in March. If an agreement is reached, the project will be launched in the next few months.

Iffro news

World awaits Dan Brown novel

According to the New York Times, Dan Brown, the author of the mega-bestselling novel *The Da Vinci Code*, has finally delivered his long-awaited new novel, *The Lost Symbol*, and it is to be published on September 15. The Knopf Doubleday Publishing Group said that it was planning a first print run of five million copies, a number that dwarfs most other books.

The Lost Symbol, which was originally scheduled for a 2005 delivery, will again feature Robert Langdon, the protagonist of *The Da Vinci Code*.

Brown, on his website, danbrown.com, said the work had Langdon "embroiled in a mystery on US soil". He also said that it was "set deep within the oldest fraternity in history", the Masons.

CBA news

Love in a time of crisis

The New York Times reports that the escapist appeal of romance novels has boosted sales of the category during these dark, recessionary days. It's been good news for Harlequin's earnings. The books benefit from a voracious and loyal readership who, as the article notes, views their romances as a necessity rather than a luxury.

Romance sales are definitely looking up. The article notes: "At Barnes & Noble, the country's largest book chain, where its chief financial officer, Joe Lombardi, recently warned that overall 2009 sales were likely to fall between 4 percent and 6 percent, sales of romance novels are up."

CBA news

Amazon moves into publishing

According to publishersweekly.com, Amazon has acquired world English rights to a self-published novel by an American teenager – the e-tailer's most significant foray into publishing.

The acquisition of *Legacy* is the first for the company's newly launched publishing banner, AmazonEncore. Amazon is re-releasing the fantasy title, in hardcover, in August. The book, by Cayla Kluver, is part of a planned a trilogy – it was published under the banner Forsooth Books, founded by Kluver and her mother and, according to Amazon, is the first in a currently unknown number of titles from AmazonEncore.

Jeff Belle, the Vice President of books at Amazon, said that the new publishing programme, while focused on self-published books with promise, could also target out-of-print titles from major houses.

In terms of the criteria used to select Kulver's title, and future AmazonEncore titles, Belle said the company would rely on a combination of sales data and customer feedback, such as customer reviews on the site.

www.publishersweekly.com

~AfricaUpdate~

Boost for African writers

Penguin Books has announced a new literary award for writers from the African continent. The Penguin Prize for African Writing has two categories: a previously unpublished full-length work of adult fiction and one of non-fiction. The prize in each category will be R50 000 and a publishing contract with Penguin Books South Africa, with worldwide distribution via Penguin Group companies.

Penguin South Africa's CEO Alison Lowry commented, "Although this prize does not exclude established authors, we believe that there are new writers from Africa for whom Penguin can provide a platform, and in so doing we hope to reflect and showcase the diversity of voices on our continent both at home and abroad."

Books to be considered for the non-fiction award will be serious narratives that examine and explore African issues and experiences for both local and international audiences in an engaging, thought-provoking and enlightening way.

For the fiction prize the judges will

be looking for novels of freshness and originality that represent the finest examples of contemporary fiction out of Africa.

Submissions for both categories are now open, and close on January 30 2010. The shortlist will be announced in April 2010 and the final prizes will be awarded in September 2010. See <http://www.penguinbooks.co.za/> for more details.

And in another boost for African literature, the company has announced that it is to launch the Penguin African Writers Series – a list that will include some of the best books from the iconic Heinemann African Writers Series, which was established in 1962, as well as new books from fresh African voices.

Chinua Achebe, the prize-winning Nigerian writer and author of the classic *Things Fall Apart*, was the original series editor of the Heinemann list and has agreed to take up the position of Editorial Adviser for the Penguin African Writers Series. His own collection *Girls at War and Other Stories* will be one of the six inaugural books to be published in August 2009.

<http://www.penguinbooks.co.za/>

Freedom to publish prize

The President of the International Publishers Association (IPA), Herman P Spruijt, announced in April in Sarajevo that Sihem Bensedrine, Neziha Rejiba and Mohammed Talbi, founders of the Tunis-based Observatory for the Freedom of the Press, Publishing and Creation (OLPEC), were voted joint recipients of the 2009 IPA Freedom to Publish Prize for their exemplary courage in upholding freedom to publish.

Spruijt declared: "The work of the Observatory for the Freedom of the Press, Publishing and Creation as a press and publishing watchdog has often brought its three founders Sihem Bensedrine, Neziha Rejiba and Mohammed Talbi into conflict with the Tunisian authorities and endangered their personal safety ... We award the 2009 IPA Freedom to Publish Prize to the three founders of OLPEC in deep respect for their courage, and as a salute to the passion, the integrity, and the steadfastness that they so marvellously demonstrate."

www.internationalpublishers.org

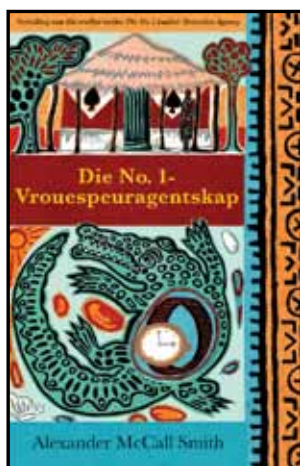
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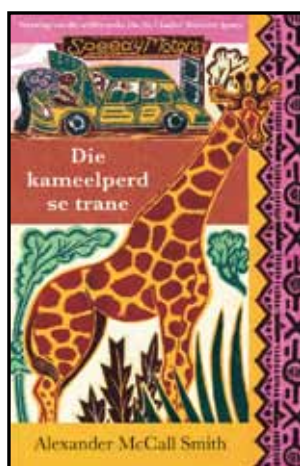
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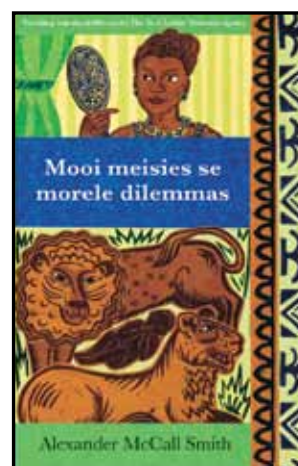
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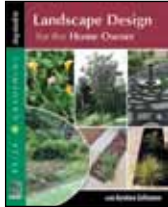
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Title: Landscape Design for the Home Owner

Author: Lynton Johnson

Imprint: Briza Publications

ISBN: 978-1-875093-77-9

RRP: R215.00

Category: Gardening

Presentation: Paperback

Publication Date: March 2009

Content: This book is filled with guidelines for new home owners to help with the many "first-time garden" situations, as well as suggestions for the more experienced home owner. Dozens of ideas, plant and landscape tips and many beautiful photographs will help the adventurous beginner or even laid-back home owner to create a beautiful and distinctive surrounding to their home.

This book is special because it takes the home owner through important steps, e.g. site analysis, plant functions and choices, hard landscape options and thoughts on garden revamping, as well as scenarios for costing a project.

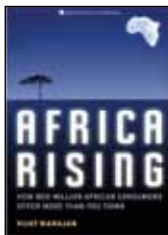
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Title: Africa Rising: How 900 Million African Consumers Offer More Than You Think

Author: Professor Vijay Mahajan

Imprint: Wharton School Publishing

ISBN: 9780132339421

RRP: R255.95

Presentation: Hardback

Content: With more than 900 million consumers, the continent of Africa is one of the world's fastest growing markets. In *Africa Rising*, renowned global business consultant Vijay Mahajan reveals this remarkable marketplace as a continent with massive needs and surprising buying power. Crossing thousands of miles across the continent, he shares the lessons that Africa's businesses have learned about succeeding on the continent; reveals how India and China are staking out huge positions throughout Africa; and shows the power of the Diaspora in driving investment and development.

This book is special because it "presents a compelling argument for waking up to the potential of a continent with a population of over 900 million and a high rate of growth. The African continent is rich in natural resources and presents opportunities across a wide cross-section of industrial and commercial areas for companies with appropriate business strategies and a

genuine commitment to improving the quality of life of the local population". – Ratan N Tata, Chairman, Tata Group, India



Title: Glow: How you can radiate energy, innovation and success

Author: Lynda Gratton

Imprint: FT Prentice Hall

ISBN: 9780273723875

RRP: R255.95

Presentation: Paperback

Content: Some people just glow. They radiate enthusiasm,

positive energy and inspiration in their own work and they excite and ignite other people. These are the people who get to work on the exciting projects, who are always in demand, who stay ahead of the curve and create real added value in today's increasingly competitive world. Wouldn't you like to glow too? Well, now you can! In this engagingly written and highly practical book, Lynda Gratton shows you the three core principles that will enable you to become indispensable in your job.

This book is special because it shows you how to be more innovative, more collaborative, better connected – in other words, more valuable in what you do and, as a result, more sought after – without working yourself into the ground.



Title: Fast Track to Success: Marketing

Author: Chris Ritchie

Imprint: FT Prentice Hall

ISBN: 9780273721802

RRP: R285.95

Presentation: Paperback

Content: *Fast Track to Success:* Marketing helps you create

that winning customer relationship by showing you how to align and integrate your people, your processes and your company and create the customer experience that will bring people back to you, time and again. This practical, career-oriented book gets you up to speed on marketing quickly and shows you how to develop and implement an integrated marketing strategy.

This book is special because it provides you with a complete resource to get ahead as a manager – faster. It brings together the latest business thinking, cutting-edge online material and all the practical techniques you need to fast-track your career.



Title: How to Lead: What you actually need to do to manage, lead and succeed (2nd edition)

Author: J Owen

Imprint: Prentice Hall Business

ISBN: 9780273721505

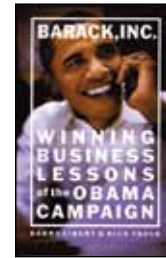
RRP: R295.95

Presentation: Paperback

Content: *How To Lead* cuts through all the daunting hero talk. It is a practical guide that shows how you can develop the skills and behaviours to succeed as a leader at every level of the organisation. This book is based on original research into more than 70 of the world's best,

and one or two of the world's worst, organisations. It identifies how the rules of success and survival change at each level of the organisation. It also identifies 36 practical skills that leaders have to learn, and shows how you can develop those skills.

This book is special because although it does not guarantee that you will become a charismatic superhero, it loads the dice in favour of you becoming an effective leader in your organisation.



Title: Barack, Inc.

Author: B Libert and R Faulk

Imprint: FT Prentice Hall

ISBN: 9780137022076

RRP: R225.95

Presentation: Hardback

Content: What can business leaders learn from Barack Obama's improbable victory? A great deal, says this brief,

readable book, which spells out the lessons of the Obama campaign and goes on to illustrate them, citing companies that have used similar techniques to succeed. Obama ran a nearly flawless campaign that stayed on message, attracted tens of thousands of dedicated volunteers, and collected a record flood of dollars from donors large and small. But his triumph was also to use social networking to create a vast online community that has changed politics forever. And that's precisely what businesses need to do.

This book is special because it not only spells them out clearly but offers actionable lessons that businesspeople can apply, beginning tomorrow. "Change" has become a tired political cliché, but Obama gave it new life. "We are the ones we've been waiting for," he told his rallies. "We are the change we seek ... Let's go change the world." Just so, says this important book – business leaders must embrace change and become the change they offer. Only then will their constituencies – shareholders, employees, suppliers, customers – follow them to achieve it.



Title: 33 Million People in the Room

Author: J Powell

Imprint: FT Prentice Hall

ISBN: 9780137154357

RRP: R255.95

Presentation: Hardback

Content: Powell's wide-ranging research, including coverage

on Barack Obama's successful online strategy in his bid for the presidency, focuses on technology, media and gaming companies, leaders in fashion, beauty, publishing, finance, retail, event planning, and beyond. These powerful narratives illuminate the reality of doing business using today's social networks.

This book is special because drawing on the latest research, Powell connects the dots, uncovering the human dynamics and patterns that consistently underlie successful social networking initiatives. Along the way, she offers practical tools and advice for optimising every stage of your own social networking initiative – from planning through measurement, and beyond.

Postcards from the Ed

≡ 🦒 ≡ Into Africa ≡ 🦒 ≡

JESSICA HADLEY GRAVE

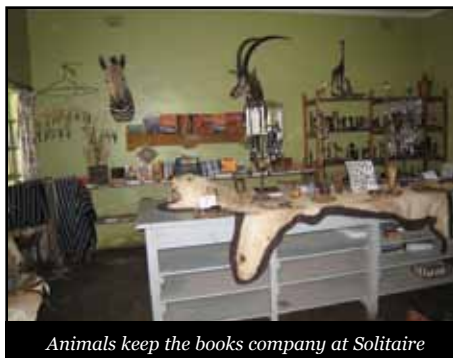
Bookmark's editor shares tales of her travels, and the bookshops she finds along the way

I am on a six-month sabbatical that will see my husband and I travelling through western and central Southern Africa and then sailing across the Pacific. My main mandate, besides having the adventure of a lifetime, is to make sure that I learn as much as possible about the unique places that I will be visiting. From long years of experience I know well that learning comes best from books backed up by experience, and so I am always on the look-out for a good bookshop populated with well-written and informative books on my surroundings. When one is on the middle of the bush, however, these establishments are not exactly common – although I have certainly come across some interesting ones so far.

Upon leaving Cape Town, our first major destination was the Richtersveld, which has recently been declared a world heritage site. Although there was not a bookshop to be found in this inaccessible wonderland, I did manage to purchase a brochure from the reception on the forming of the Ai-Ais Richtersveld Transfrontier Park. It had enough information in it about the extraterrestrial rock formations and mountains to pique my interest even further than the weird and wonderful scenery itself.

The first two days of Namibia were almost lost on me; I was still dreaming of the Richtersveld. The Fish River Canyon's magnitude is incomprehensible and the unchanging scenery is mind-numbing. After a few long days in the car driving through never-ending grasslands and staying at beautiful campsites, we were ready for some luxury, and Kulala Lodge on the edge of Sossusvlei was our chosen oasis. Kulala had a couple of coffee table books in the curio shop but nothing with much actual information on the desert.

We left Kulala refreshed and inspired



Animals keep the books company at Solitaire

with a greater understanding of the tenacious land we were visiting. The road was long and dusty, bisecting a continuous string of plains that took an hour to cross in giant zigzags through the varied mountain ranges. At Solitaire I found the first real bookshop of the trip. It was hidden at the back of the general dealer and the books were arranged on a lion's pelt, head still attached. A mountain zebra gazed down at me as I browsed the books and a giant kudu head eyeballed me from behind. The range of literature was actually very good and I purchased Pippa Skotnes's *Heaven's Things – A Story of the /Xam* (published by LLAREC), which talks of the systematic annihilation of the Bushmen by European settlers.

Three more days were spent in the veld before we arrived at Swakopmund on the Atlantic coast. In "Swakop" I found two excellent bookshops, the first of which was the Swakopmunder Buchhandlung on Sam



The wares at Swakopmunder Buchhandlung, Namibia's oldest bookshop

Nujoma Avenue. The oldest bookshop in the country, the Swakopmunder is managed by Monika von Wietersheim, who informed me that the bookshop is more than 100 years old and catered mostly for the local patrons. It is populated with books on every topic you can imagine and has a great selection on Namibia. The second bookshop was Die Muschel Book & Art on the corner of the Brauhaus Arcade. It has a huge selection of books on Namibia very similar to the Buchhandlung's selection as well as fiction, non-fiction, children's books, field guides, travel guides and maps in German and English. Both shops have literature in German and English, as well as small selections in French, Italian and Spanish for the tourists.

Then it's off to the bush for us, after maybe one more visit to the Swakopmund Buchhandlung to see if they have anything on Damaraland, Etosha and the Caprivi Strip – our next destinations.



Books at Swakopmunder Buchhandlung, Namibia's oldest bookshop

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Schools' Reading Scheme

≡  ≡ Promoting basic skills ≡  ≡

JOE KLASSEN

Schools have received core reading materials with much appreciation

With its Special Project for Foundation and Intermediate Phase Reading Scheme, the Western Cape Education Department aims to provide primary school classrooms with core reading materials to promote the teaching of basic reading skills and to further increase access to reading materials. This applies to Foundation and Intermediate Phase learners across the province, and uses a phased approach that will extend over the next three years.

This project has been received with much appreciation by schools, in light of the fact that our literacy levels, while already low,

seem to be dropping even further. After a very positive Masifunde Project – aimed at Grades 4-6 – it was evident that “to start at the very beginning” would be a huge proactive step.

Reading is the single most important skill in the development and continuation of education. A learner who cannot read with understanding, cannot learn. So it is safe to say that teaching a Grade 1 learner to read fluently and with understanding has a direct bearing on the results achieved in Grade 12. Books are the most expensive resources that are necessary in schools and

reading books need to be many and varied if we are to develop a love, a need and a want to read.

The only negative reported was the confusion that accompanied this project, whereby schools were notified about the reading project, but not when they would fall into it. It is an ongoing project and clear indication to schools as to when they would qualify would be greatly appreciated.

Joe Klassen

Chairman Education, SABA

SABA AND PASA DRAFT AGM SCHEDULES

SIBAYA CONFERENCE CENTRE, UMHLANGA ROCKS, AUGUST 17-20 2009

SABA DRAFT SCHEDULE

MONDAY AUGUST 17

11h00 - 13h00 SABA/PASA Academic Sector Meeting
14h00 - 17h30 SABA National Executive Meeting

TUESDAY AUGUST 18

08h00 - 08h30 Registration / Tea and coffee
08h30 - 10h30 SABA Academic, General & Library Interest Groups.
10h30 - 10h45 Tea and coffee
10h45 - 11h45 Statistics of the SA Book Trade
11h45 - 12h45 Speaker: Author
13h00 - 14h00 SABA & PASA : Light lunch
14h00 - 14h45 Speaker on Business Leadership
14h45 - 15h00 Tea and coffee
15h00 - 16h00 Digitization in the Book Trade
18h30 for 19h00 Sefika Awards Gala Dinner (Imbizo Room)

WEDNESDAY AUGUST 19

08h15 - 8h30 Tea and coffee
08h30 - 10h00 SABA Education Interest Group
10h00 - 10h15 Tea and coffee
10h15 - 11h45 SABA Education Interest Group
11h45 - 12h30 Discussion group
13h00 - 14h00 SABA & PASA : Light Lunch
14h00 - 15h30 SABA AGM
15h30 - 15h45 Tea and coffee
15h45 - 17h00 SABA National Executive

THURSDAY AUGUST 20

08h00 - 09h30 SABA/PASA Joint Executive Meeting (Only applicable to SABA GENCO and PASA EXCO members)

PASA DRAFT SCHEDULE

MONDAY AUGUST 17

11h00 - 13h00 PASA/SABA Academic Sector Meeting
13h00 - 13h30 Registration Tea/Coffee
13h30 - 16h00 Legal Affairs Committee Meeting
16h00 - 16h15 Tea/Coffee
16h15 - 17h15 E-publishing discussion

TUESDAY AUGUST 18

08h00 - 08h30 Registration / Tea and coffee
08h30 - 10h30 Education – Session 1
10h30 - 10h45 Tea/Coffee
10h45 - 13h00 Education – Session 2
13h00 - 14h00 SABA & PASA : Light lunch
14h00 - 15h30 Academic
15h30 - 15h45 Tea/Coffee
15h45 - 16h30 FET Colleges
18h30 for 19h00 Sefika Awards Gala Dinner (Imbizo Room)

WEDNESDAY AUGUST 19

08h00 - 08h30 Registration Tea/Coffee
08h30 - 09h45 Library Interests Groups
09h45 - 10h00 Tea/Coffee
10h00 - 11h30 Industry Skills Development & Training
11h30 - 13h00 Trade
13h00 - 14h00 SABA & PASA : Light Lunch
14h00 - 15h30 Annual General Meeting
15h30 - 15h45 Tea/Coffee
16h00 - 19h00 GENCO (Only for PASA GENCO members)

THURSDAY AUGUST 20

08h00 - 09h30 PASA/SABA Joint Executive Meeting (Only applicable to PASA GENCO and SABA EXCO members)



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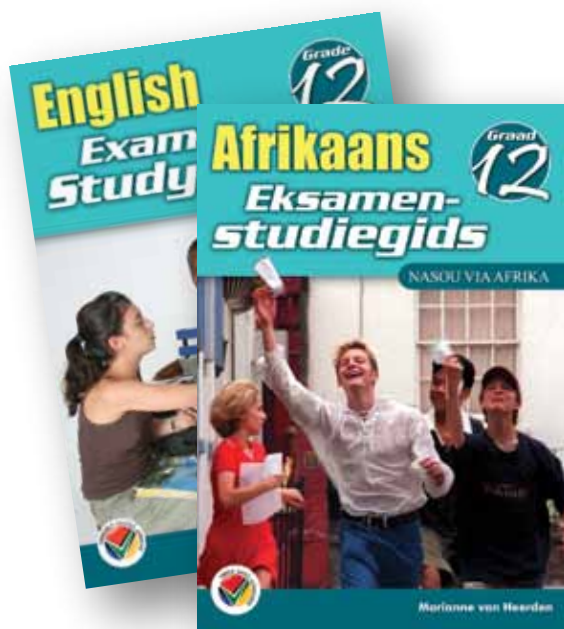
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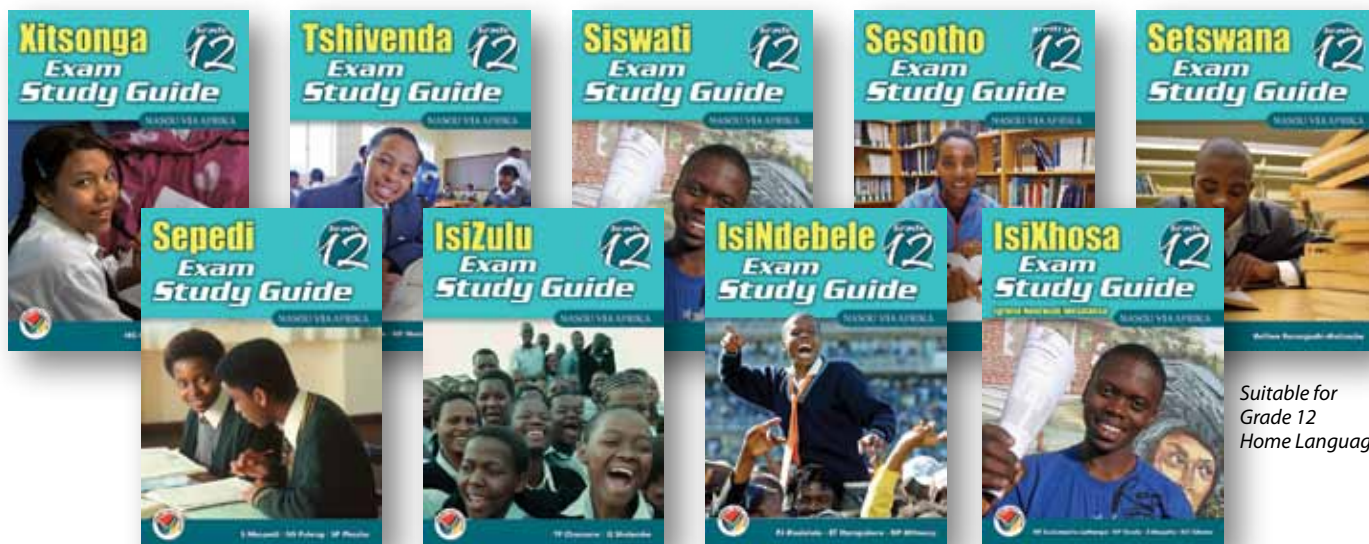
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