

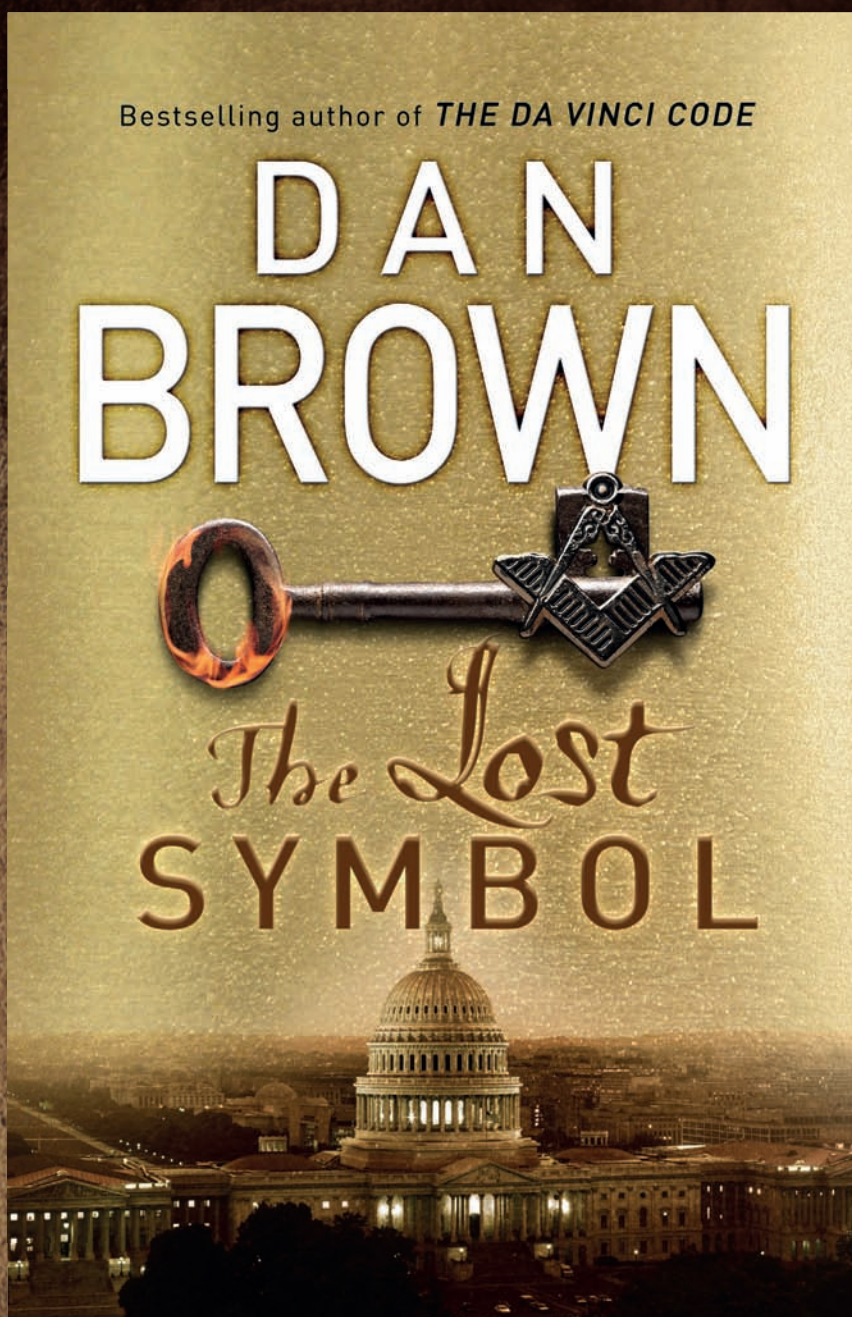
Bookmark

Issued free to SABA members

September - November 2009

THE MOST
EAGERLY
AWAITED
NOVEL OF
THE YEAR

RHS
RANDOM
HOUSE
STRIJK



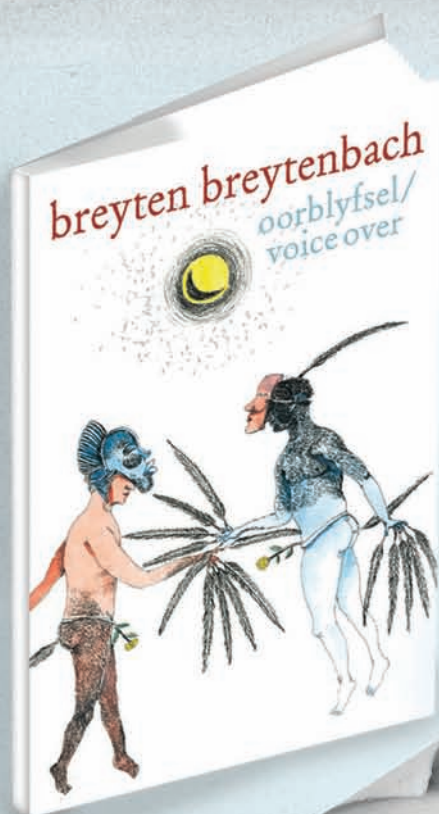
AVAILABLE 15.09.2009

News Magazine of the South African Booksellers' Association

Vol 19

LITERARY LEGEND BREYTEN BREYTENBACH

URNS
70!



OORBLYFSEL / VOICE OVER

(op reis in gesprek met Magmoed Darwies) /
(the nomadic conversation with Mahmoud Darwich)

want ons sal 'n volk wees, o my mense, wanneer ons die
presiese maat van lewenspassie en sterfdrang herken
herken, en dans en die vergissing respekteer

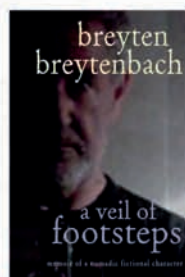
for we shall be a people, oh my people, when we recog-
nize the exact beat of life's passion and death's urge to
dance and learn to respect the danced confusion

978-07981-4750-7

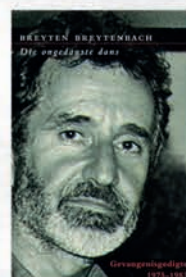
OOK DEUR BREYTEN



DIE WINDVANGER
978-07981-4750



A VEIL OF
FOOTSTEPS
978-07981-4927-3



DIE ONGEDANSTE
DANS
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YSTERKOEI-BLUES
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Human & Rousseau
'n Druknaam van NB-Uitgewers



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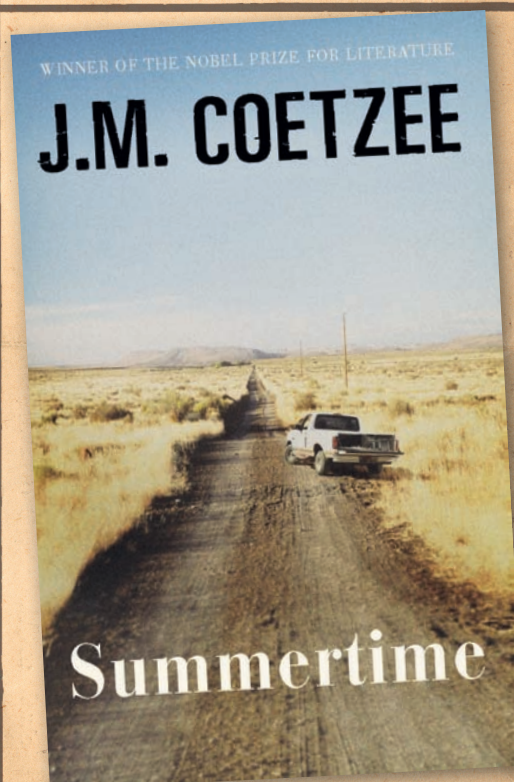


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NEW FROM J.M. COETZEE



SUMMERTIME

A rich and deeply affecting autobiographical new novel from one of the world's greatest living writers.

Sometimes heartbreaking, sometimes funny, *Summertime* shows us a great writer as he limbers up for his task. It completes the majestic trilogy of fictionalised memoir begun with *Boyhood* and *Youth*, both of which were hailed as classics.

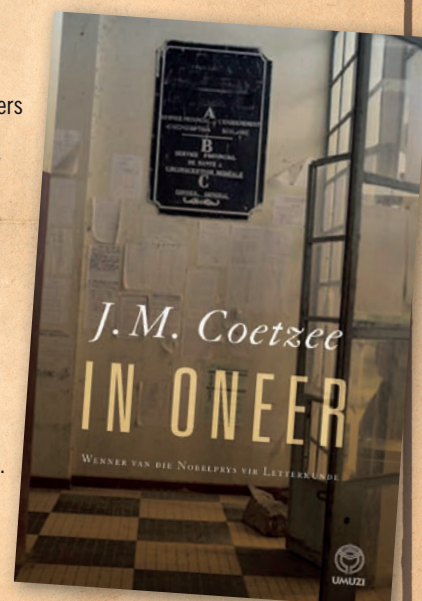
Available in September

IN ONEER

Fanie Olivier se meesterlike Afrikaanse vertaling van die bekroonde roman *Disgrace*. Lees hoe professor David Lurie en sy dogter gedwing word om die verste uiteindes van menswees te verken. Lees dit in die skrywer se moedertaal.



Many houses one home



From the President's desk



Dear Members,

Many SABA members have recently returned from the best-attended Annual General Meeting in our history. The issues that drew the attendance vary in the different areas of bookselling, but are no doubt to some degree a result of the new political structures and the splitting of the Department of Education into two departments – one to improve the level of education of school leavers, the other to promote FET and Higher Education.

We were fortunate to have the opportunity to listen to Angie Motshekga, the new Minister of Basic Education, who gave us an interesting address. She has agreed to meet the trade, and booksellers and publishers hope to have a meeting with her in the next month or so. The department's purchasing policies have a huge impact on our trade and the trend in recent years has been to bundle the supply of books with other functions such as booklist and order

preparation. While all these functions are important, we do not believe they need to be given to a single body, and we hope to persuade the department that the booksellers, who are specialists in book distribution and who provide broader year-round service to the community, are the group that should be doing the book supply. There are other issues of concern to the minister and we shall be listening with interest so that we can find other areas in which we can help.

Mary Metcalf, who was recently appointed as Director General of the Department of Higher Education, also has issues to discuss with the trade. The high failure rates at universities are a particular concern and may require either more bridging courses or changes in the courses. This affects the publishers, who may be required to develop and adapt texts. Distribution is also important, and we shall be meeting with Metcalf in the next two months. We have for some years been concerned about the extensive use of overseas library suppliers to supply higher education libraries, though much of this business could be placed with local suppliers. Local sales of academic books to libraries and institutions have actually declined by 19% over a two-year period and we hope that Metcalf will support us in trying to reverse this trend.

SABA supports Willem Struik financially and in encouraging members to provide information that he collects to give us a picture of the state of the bookselling sector. His latest report for 2006 to 2008 did not cover the educational sub-sector because insufficient booksellers returned their questionnaires, and we do hope that we can correct this in the next survey.

Both the South African general book publishing and retailing sectors have clearly been affected by the financial crisis. Publishers have reduced their local output and have brought a smaller range of books into the country. This does not prevent readers from satisfying their specialist needs and the internet sites are selling a wider variety of books and enjoying growing sales, while traditional outlets are stagnating. We do hope that conditions will soon improve so that general booksellers can grow their sales.

In the past two years we have seen a number of small booksellers close, and the new ones opening have been mainly in the metropolitan areas. The number of booksellers in the Western Cape has increased by 36%, and we believe that the Education Department's support of the local booksellers has been a major reason for the expansion there. Academic book sales have grown by 51%. Though student numbers and unit book sales have risen, most of the increase is due to the increase in the prices of books caused by the weakening of the rand.

The Sefika Awards Dinner is always a highlight of meetings. Good booksellers who offer an excellent service to their customers are the people who really encourage reading and grow our industry. It gives me real pleasure to see such people being recognised, and to see the pleasure with which they receive their awards. There is mention of the individuals elsewhere in this magazine, and I would like to congratulate them all.

Guru Redhi

G Redhi

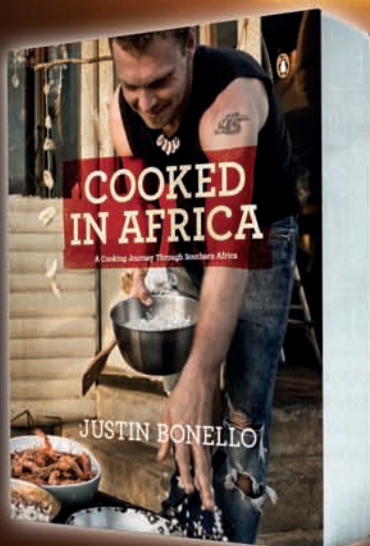
President

South African Booksellers' Association (SABA)

Cooked in Africa

Justin Bonello
ISBN: 9780143026044
PRICE: R300.00
Release Date: Oct '09

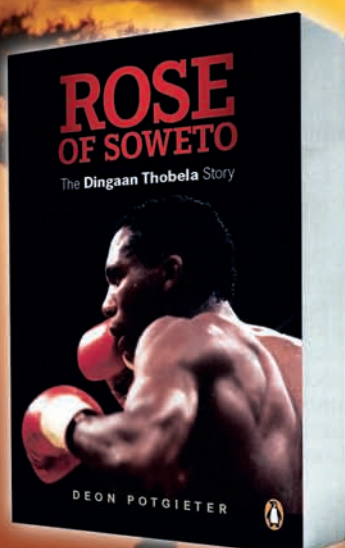
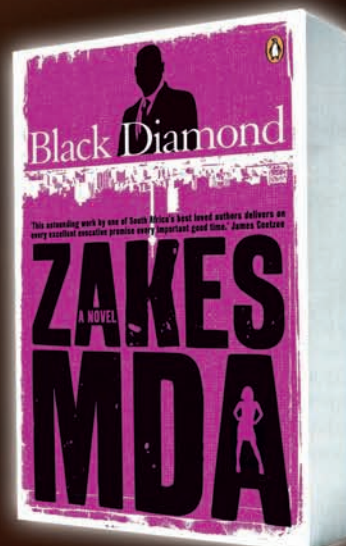
Cooked in Africa is bound to be the hottest cookbook to hit SA shelves this summer! It is a unique compilation of spaces, places and flavours and combines Justin Bonello's 3 favourite things: Southern Africa, food and friends.



Black Diamond

Zakes Mda
ISBN: 9780143026198
PRICE: R190.00
Release Date: Nov '09

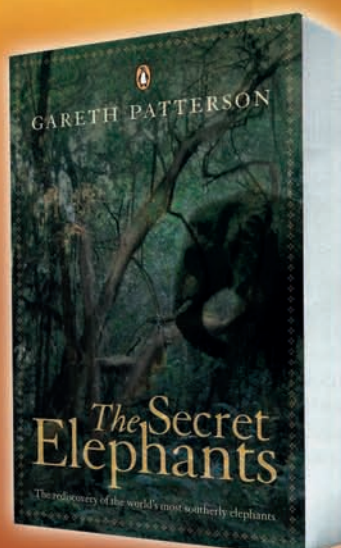
The story follows an eclectic cast of characters as they work out their roles in contemporary Johannesburg. A wonderfully entertaining read full of humour, verve and a sense of irony.



Rose of Soweto ~ The Dinga Thobela Story

Deon Potgieter
ISBN: 9780143026150
PRICE: R140.00
Release Date: Oct '09

The Rose of Soweto is the authorised biography of one of South Africa's most famous sporting sons, Dinga Thobela; written by respected boxing journalist, Deon Potgieter.



The Secret Elephants

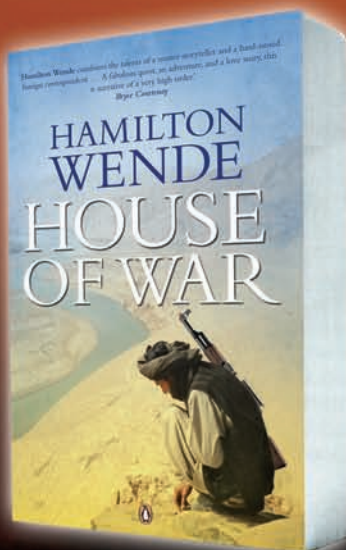
Gareth Patterson
ISBN: 9780143026136
PRICE: R240.00
Release Date: Oct '09

Take a journey with Gareth Patterson and discover how, in a frightening world of environmental gloom and the loss of wildlife species and habitat, a tiny relic elephant population has defied extinction.

House of War

Hamilton Wende
ISBN: 9780143026099
PRICE: R190.00
Release Date: Oct '09

A psychological thriller filled with romance and espionage, this novel follows a team on a mission to make a documentary in northern Afghanistan.



Woman, Trashed

Joanne Brodie
ISBN: 9780143026105
PRICE: R140.00
Release Date: Sep '09

Joanne Brodie's autobiography of addiction, self-destruction and survival will intrigue readers and show that even the most serious addictions are treatable and recovery is possible.



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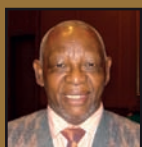


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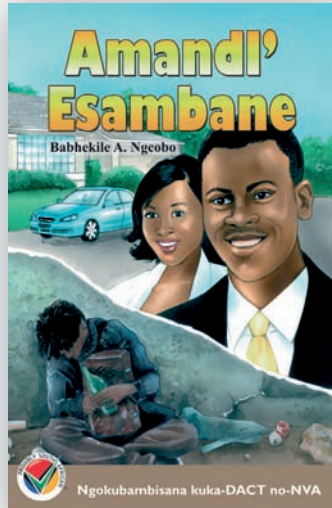
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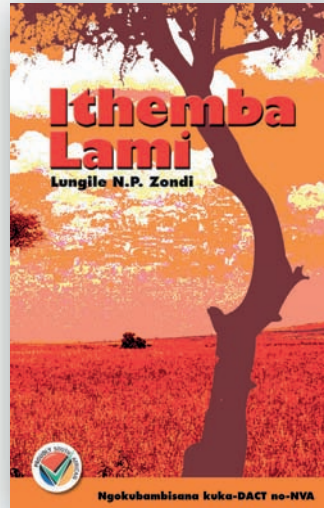
Monday to Thursday, 09h00 to 12h00

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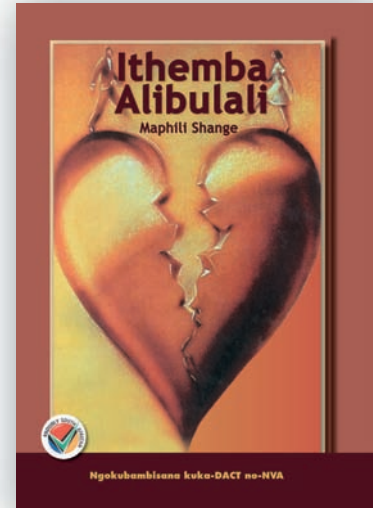
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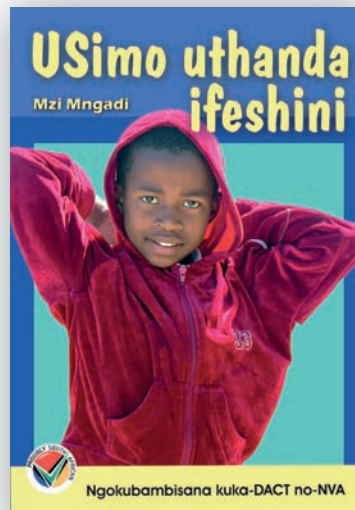
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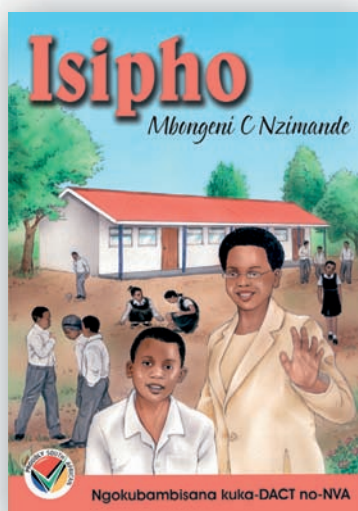
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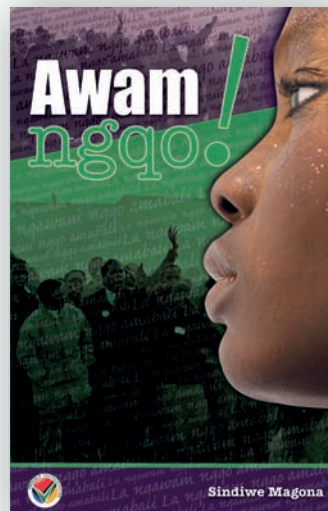
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Times are a'changing

≡ ≡ ≡ 10 Lessons for Booksellers ≡ ≡ ≡

MARK R NELSON

The digital age is upon us, and booksellers need to take heed

Insights from Mark Nelson, of the US National Association of College Stores, originally presented to visitors to the International Booksellers' Federation in New York City in May this year.

Change. If change has not yet arrived for bookstores, it certainly is not far off. Digital may not replace traditional printed books overnight. However, how many booksellers could afford to lose even five to ten percent of sales over the next three to five

years? Can the industry continue to keep losing unit sales to other channels? The evidence that most booksellers are still not preparing for digital is disconcerting.

To this end, I crafted a set of 10 lessons for booksellers. These lessons are based on lessons learned from companies and industries that successfully or unsuccessfully adapted to technology-based changes within their environments.

LESSON 1: Our Environment is Changing

Change can come from an unknown place and have a large impact quickly. For example, iTunes was created in 2003, just under six years ago, and has forever changed the music industry and music retailing; however, there are retail music stores that survived the transition. What distinguishes successful companies from less successful companies during periods of radical innovation? One key differentiator is environmental scanning.

Organisations that are successful at navigating change are the ones that monitor their environment. We must monitor for multiple types of forces: competitive, economic, regulatory, technological, and social. Innovative organisations do environmental scanning constantly rather than putting on blinders because it can provide early signals of change. The number of events signalling change in each of these areas has grown rapidly over the past 12-18 months.

LESSON 2: Partnerships are critical

Few companies can develop everything they need to survive radical industry transformation. A few stores, no matter how outstanding, are unlikely to thrive if the channel around them fails. Successful companies in times of radical transition are usually the ones who have established deep and broad networks of strategic partnerships.

Partnerships can occur at many levels. We might partner among stores, with publishers, or with companies that may be new to the

industry. Via partnerships stores can develop the capabilities and credibility that will ensure traditional booksellers are still a viable and profitable channel for distributing content even as it goes increasingly digital.

LESSON 3: Innovation Comes in Phases

In a recent piece from the New York Times, Richard Doherty writes about the Kindle: "The problem is not the product's appeal, but in figuring out a business model that will succeed. I have not interviewed any owner of an ebook device who says that I should not have bought the thing." The quote captures an important aspect of emerging technologies: With innovation, there is typically a wave of product innovation, followed by a wave of business model innovation.

This is normal for emerging technologies. Typically the product/service comes first. Once a dominant design emerges, then we typically see a narrowing of players and then the emergence of business models that support the new product/service. We now see more experimentation along the development of business models as companies jockey to capture market share and generate revenue from ereaders and ebooks that all look mostly the same. During this phase booksellers have an opportunity to innovate, experiment, and help define the new business models.

LESSON 4: Books are Devices

Books are devices. A printed book is just a device. As a device, it has certain strengths and weaknesses.

Booksellers are at risk if they fail to recognise they are not in the business of selling paper-bound reading devices. This is the error that the music retailing industry made when it assumed it was in the business of selling CD-based music devices. If we begin to think about books as the devices they are, it enables booksellers to ask the question: "What business are we really in?"

Whatever the future device for reading might be, booksellers should be prepared to support it if they hope to remain viable and vibrant. Globally, mobile devices will play an important role in the future of digital content delivery. For example, one set of data released in February reported that 2008 saw half of all Africans with a cellphone, and that they are paying 30% to 70% of their annual income to have that device. Connectivity is viewed as that important. Not surprisingly, such mobile devices are a growing target for ebook applications. Booksellers must move to where the customers are and support the preferred reading devices of customers – whether those devices are physical books or digital ones.

LESSON 5: Booksellers are Not Immune to Change

Since 2001 book sales have shifted heavily to internet-based transactions, and some estimates suggest the internet could account for half of all book sales by 2011. A notable publishing executive commented recently that: "Technology is replacing bookstores, and the demise of bookstores by publishers should be mourned for various reasons." There is a perception that publishers cannot wait for booksellers to determine how

they will work with digital options. Currently booksellers are not seen as problem solvers or innovators - a perception we most definitely need to change.

Even if we are not talking about digital books, we are seeing a strong shift in how books are discovered and purchased. Booksellers must work together to preserve the channel or risk being rendered obsolete. The technology expenditures and research required to do this successfully are too much for any one store to carry alone. Channel fragmentation weakens the role of traditional booksellers compared to new online competitors. The bookselling industry must change and become innovative problem solvers for both publishers and consumers.

LESSON 6: Innovate NOW!

In capturing lessons from what happened in the music industry, the acclaimed marketing genius Seth Goden wrote: "The new thing is never as good as the old thing, at least right now. Soon, the new thing will be better than the old thing will be. **But if you wait until then, it's going to be too late.** Feel free to wax nostalgic about the old thing, but don't fool yourself into believing it's going to be here forever. It won't." Seth identified this not as lesson one, but lesson zero - the lesson that was so important that it had to be learned before all others.

Successful companies innovate, experiment, and try new things. The long-term survival of traditional booksellers will depend heavily on our ability to develop mechanisms to share knowledge across the channel, and investments in bookseller-focused research and development. We have the greatest stake in our own survival and cannot wait for others to solve the digital dilemma for us. If we wait until ebooks are well-established, then it is likely that consumers will have adopted technologies and business models designed to replace traditional bookselling.

LESSON 7: Eventually the New Replaces the Old

Sometimes it takes a long time for change to happen quickly. In innovation we talk about this as the

"knee of the curve". It is the point where a new technology disrupts the established technology in the marketplace, suddenly achieving massive growth in adoption and market share despite a potentially long prior existence that was unsuccessful. Often, we can see the new technology coming for a great deal of time. However, because it fails to be instantly successful, we dismiss the new technology's potential to transform an industry.

Many skeptics argue that ebooks will never be successful. Did you know, however, that the same was said about the first printed books? Even in the story of *The Boy Who Cried Wolf* the wolf did in fact eventually show up, catching everyone unprepared. Successful companies watch new technologies to identify why they have failed in the past, and to watch for the enabling factors that will lead to the knee in the curve and more rapid adoption. Today new technologies are adopted at an increasingly rapid pace. Ebooks will eventually be successful and booksellers cannot wait for that to happen before taking action.

LESSON 8: With New Innovations, Market Share Rules

New technology is about market share, not margins. When a radical innovation invades an industry, it is the incumbents who often fail to survive because they do not understand this critical lesson. At first the substitute product is of lesser quality, or erodes margins and revenue, making it unattractive to the incumbents. Thus, the incumbents tend to allow new entrants to offer or promote those new offerings, all the while losing market share. Eventually the incumbents suddenly find themselves in a position where they have lost too much market share and are servicing only small niche portions of the population.

Just as cars replaced horses, light bulbs replaced candles, planes replaced trains, and iTunes replaced music stores, digital books will replace printed ones. Unless booksellers want to become artifacts of an old technology, as a channel there must be a focus on market share. This does not mean all margins have to be sacrificed, in some case they can actually be preserved or grown. During the transition from an old technology to a new one, however, the key variable to watch is market share.

LESSON 9: The Competition will be Tough

Our new and future competitors are sophisticated, have lots of resources, and are heavily focused on market share. Traditional competition among bookseller segments must give way to cooperation and knowledge sharing to ensure that the channel survives a marketplace dominated by new entrants like Amazon, Apple and Google. There may be opportunities to collaborate with some of these new players, but others will be competitors. We can only hope to survive by problem solving as an industry, not as individual stores. Stores will be competing for business in a way they never have before, and that will require new skills and capabilities. Enhanced skill sets will span technology, marketing, strategy, and others. Local and regional booksellers will be competing against large multinational entities, and that will require booksellers to evolve their business acumen to another level.

LESSON 10: There is Hope

Lest my prior lessons have left readers somewhat despondent, there is hope. There are many things stores can do and there are reasons for optimism. One source you can turn to for help with environmental scanning is our blog: thecite.blogspot.com. By improving our ability to collaborate, we can compete more effectively as an industry. We can also reduce the risk of experimentation and innovation by pooling research and development efforts both nationally and internationally.

Booksellers have some unique advantages and capabilities that are difficult to replicate, particularly in the context of localisation services (i.e., serving the unique or particular needs of our individual customers or community). There are music retailers that have evolved and survived, even in an age of digital delivery. With foresight and attention to the lessons learned from other industries, booksellers too can survive and even thrive in a new future that includes digital as a choice.

Mark R Nelson, Ph.D, MBA
National Association of College Stores
thecite.blogspot.com

International Booksellers' Federation

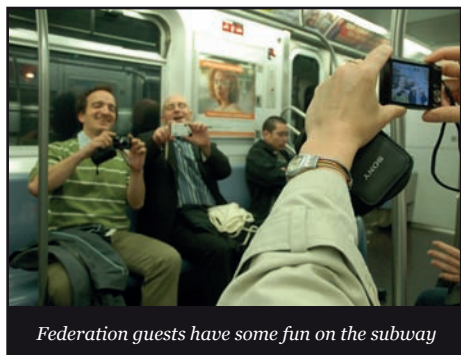
≡  ≡ Adapting business models ≡  ≡

HENTIE GERICKE

Digitisation was the buzzword of the conference, held this year in New York

Booksellers and booktrade professionals from 16 countries around the world gathered from May 25-27 2009 in New York to attend the annual conference of the International Booksellers' Federation (IBF), partly hosted by the American Booksellers' Association (ABA).

Recognising the immense value of learning from each others' experience and sharing knowledge, the booksellers were eager to listen to the presentations on the most significant trends currently defining the American book market. Digitisation was the central theme of the conference and the insights provided by Len Vlahos, chief program officer of the American Booksellers' Association, Mark Nelson, digital content strategist for the National Association of College Stores, and Michael Smith, executive director of the International Digital Publishing Forum, all underlined the importance for booksellers of embracing the digital challenge and turning from brick-and-mortar to "brick-and-click" bookstores.



Federation guests have some fun on the subway

Vlahos mentioned that every month e-commerce book sales in 2009 in America are more than 100% higher than the previous year.

Nelson indicated that with innovation there is typically a wave of product innovation (here now) followed by a wave of business model innovation (coming soon). Consumers are changing in significant ways, so booksellers must change in significant ways. Successful companies innovate, experiment and try new things. You need a culture and climate that supports innovation to be successful. The competition will be tough because our new competitors like Amazon are sophisticated, have lots of resources, and are heavily focused on the future. Sixty-nine percent of the US book sales are textbooks.

Michael Smith said net sales of e-books in America in 2008 were 68% higher than 2007.



SABA national manager Frikkie Nel was one of the organisation's representatives at the event

Impressive and inspiring for IBF conference participants was also the presentation on the multiple and far-reaching actions of the Indiebound programme, launched by the American Booksellers' Association last year. The programme offers ABA members a vast range of promotional material stressing the vital importance of independent and locally owned bookstores for local communities.

The IBF plenary session also unanimously adopted a declaration in favour of a book-friendly VAT taxation in Latvia, following the Latvian government's decision to raise VAT on books from 5 to 21%.

The Independent Booksellers of New York City, a network of independent bookshops, took IBF booksellers to some of their bookshops in Manhattan and introduced us to their business models.

The IBF conference continued on May 28 at the premises of the Book Expo America Fair ground (Jacob Javitz Center) in Manhattan, with the full-day ABA Educational Programme prior to the opening of the BEA on 29 May. The international booksellers happily mingled with their American colleagues and benefited from the many seminars, panel discussions and presentations given during the day. I attended the following three presentations/panel discussions by the Americans:

- **Viral marketing in our Viral Culture.** Bill Wasik, senior editor of Harper's Magazine, inventor of the flash mob, and author of *And Then There's This* (Viking). He explained why some stories spread wildly and other stories die out in mere days. He also discussed what ideas should you keep in mind as you create content, online and off, in our viral culture.
- **Using Multimedia to Market Your Store.** Alec Beckstead, owner of 4SP Films and director of Paperback Dreams, told the booksellers what asset helps most to distinguish your bookshop from the

competition. Answer: It's you! He said you should learn how to tell the story of your bookshop (history, staff and owner's bios, your place in the community) in a way that will capture the imagination of your customers. This session instructed booksellers on how to use sight and sound (video, photos, podcasts) to make their stores interesting, exciting and a place consumers will want to visit over and over again.

- **Hand-selling: Customer Service with Results.** Avin Domnitz, ABA chief executive officer, and Joe Drabyak from Pennsylvania informed booksellers that hand-selling is the key customer service strategy differentiating independent bookstores from all other competitors. In this session we learned how to use or improve this strategy to grow reputation, energise our staff, and increase our sales.



Visitors were taken to a number of independent Manhattan bookshops

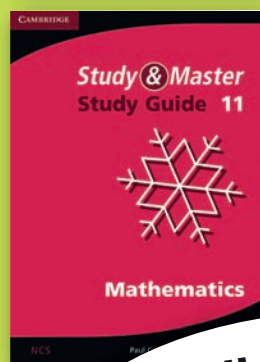
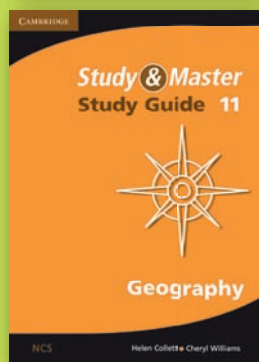
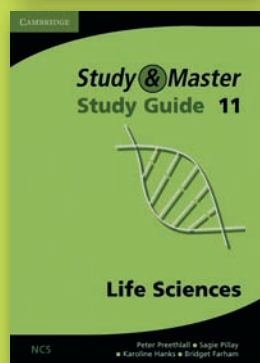
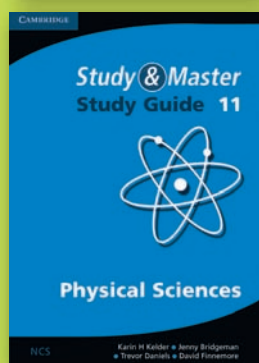
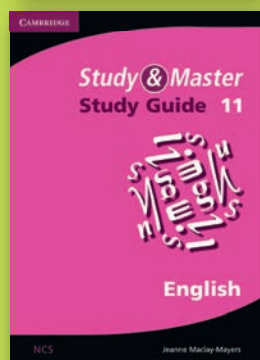
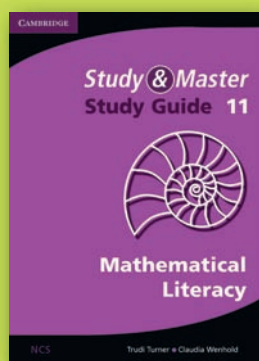
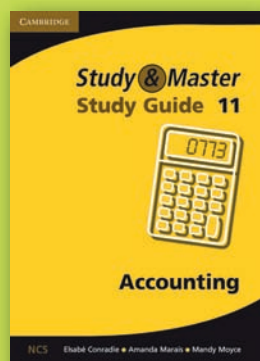
Participants also joined the American booksellers and large parts of the US book trade community at the farewell reception for Avin Domnitz, outgoing CEO of ABA.

The three intense working days in New York gave Frikkie Nel (national manager of SABA), Peter Adams (SABA secretary and chairman: academic), and myself a chance to look again at the state of bookselling and discuss the necessary strategies booksellers need to adopt in order to adapt our business models to technological innovations. Increased digitisation and virtual distribution were central in the discussion.

I would like to thank the sponsors who enabled me to attend this wonderful conference – Macmillan, MML and OUP.

Hentie Gericke
SABA: Co-opted Member

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National Trade Report

≡ ≡ Rising costs of books a concern ≡ ≡

CAROLINE NIXON

An edited version of the report presented at SABA's national AGM

Trade performance 2008-2009 (April-March period)

The trade has sold -6.6% less units to that of the previous financial year (this excludes unclassified or non-EAN titles), yet Afrikaans has been able to grow by 3.11%. This growth comes from the adult non-fiction area, which has grown by 23.7% on the back of key releases during the 2008-2009 fin year (April-March period). Top 100 titles contributed 24.72% to the overall turnover and Afrikaans 13.37%.

Price breaking

Are we becoming more like the UK book trade? Is this the way the South African book trade will start to trade? How far will it go? This seems to be an ongoing challenge amongst all South African book retailers.

In July 2009 nearly all of the Top 10 titles across all genres were discounted in one way or other by different retailers to that of the publishers' recommended retail price. This seems indicative of the current economic situation for retailers, who are attempting to entice sales through their stores.

Publishers are costing based on UK jacket price that have increased dramatically over the past six months. So therefore South African retailers are now being forced to

revisit their retail prices to ensure that books are still affordable to the general public, even with the exchange rate being at its strongest. How will this affect business during 2009? See Fig 1.

General concerns

- Retailers are very concerned about the rising cost of books year on year. In some cases publishers have increased the RRP of titles way above that of the exchange rate with the falling rand and that of the paper increases. It is very concerning that books will become over-priced and unaffordable to the general public. Publishers will have to make further investigations, which will be addressed by the General Trade in further meetings; feedback will be given to the SABA Executive Committee as it becomes available.
- The amending of trading terms by publishers without any negotiation with booksellers, as Random House Stuik has recently done to the entire trade
- Publishers not adhering to timelines that have been set by SABA, with regards to feedback communication on out of stocks. Booksellers have been advised to communicate intended call offs on a monthly basis to ensure that they have stocks available to call off.
- SLA agreed timelines not being adhered

to with issuing of RAs, plus publishers not adhering to contractual returns agreements.

Other initiatives

Retailers are having to play a greater role in improving the literacy levels of the South African public and students. Programmes like "World Reading Day" are a great vehicle for retailers to get involved.

Cape Town Book Fair

Should the name be changed? Maybe it should be referred to as a "book exhibition" rather than fair, as it is nothing like any of the other international book fairs. Interference from the public made it difficult for any retail buying. Should they look to split booksellers from book publishers and indent suppliers going forward?

It also has become very expensive for the smaller publishers to hire stands. It has become very much a bargain book fair with publishers struggling to do business on the side. Fewer overseas publishers are coming.

The data was supplied by Bookdata. The figures all exclude non-classified titles.

Caroline Nixon
Chairperson: Trade

FIG. 1. TOP 10 JULY 2009 TITLES - RANKED IN T/OVER

			Pub price	Ave Trade	
Title	Author	Imprint	RRP	P_ASP	var
FICTION					
1 Spud – Learning to fly	van de Ruit, John	The Penguin Group	R 120.00	R 118.21	-R 1.79
2 Thula Thula	Botes, Annelie	Tafelberg Publishers	R 159.95	R 148.83	-R 11.12
3 Spud	van de Ruit, John	The Penguin Group	R 120.00	R 113.21	-R 6.79
4 Handle with Care	Picoult, Jodi	Hodder & Stoughton	R 209.95	R 200.88	-R 9.07
5 Spud - The madness continues	van de Ruit, John	The Penguin Group	R 120.00	R 111.56	-R 8.44
6 Ena Murray omnibus 22	Murray, Ena	Tafelberg Publishers	R 175.00	R 131.99	-R 43.01
7 The Girl with the Dragon Tattoo	Larsson, Stieg	Quercus Publishing	R 129.95	R 125.07	-R 4.88
8 The Girl Who Played with Fire	Larsson, Stieg	MacLehose Press	R 214.95	R 201.10	-R 13.85
9 The Shack	Young, William P.	Windblown Media	R 129.95	R 131.35	R 1.40
10 The Scarecrow	Connelly, Michael	Orion	R 214.95	R 206.43	-R 8.52
NON-FICTION					
1 Waag dit om lief te he!	Kendrick, Stephen	CUM	R 129.94	R 104.50	-R 25.44
2 The Engen K53 Learners and Drivers Manual		Francolin Publishers	R 59.95	R 54.94	-R 5.01
3 Bittersoet	Sutherland, Natasha	CarpeDiem	R 139.95	R 125.93	-R 14.02
4 Partytjies is pret 2	du Plessis, Arina	Tafelberg Publishers	R 150.00	R 117.16	-R 32.84
5 Act Like a Lady, Think Like a Man: What	Harvey, Steve	HarperCollins	R 189.95	R 185.14	-R 4.81
6 The Love Dare	Kendrick, Stephen	B&H Publishing Group	R 129.95	R 125.11	-R 4.84
7 Pass your learners easily	Gibson; Hoole; Passchier	Struik Publishers	R 54.95	R 47.01	-R 7.94
8 NLT 2 Worldwide Edition		Tyndale House Publis	R 39.95	R 37.69	-R 2.26
9 Your learner's and driver's made easy	Gibson; Hoole; Passchier	Struik Publishers	R 59.95	R 59.76	-R 0.19
10 Vinnig en maklik resepte uit Vrouekeur	Carstens, Marlo	LAPA Publishers	R 150.00	R 88.33	-R 61.67

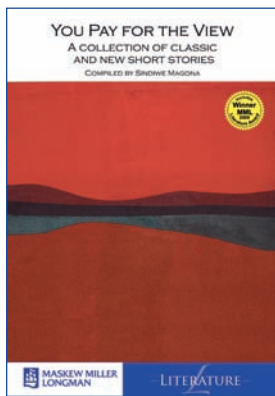
NEW!

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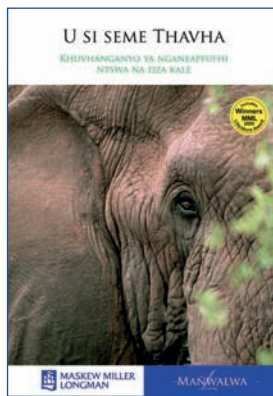
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English



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Afrikaans



IsiXhosa



Xitsonga



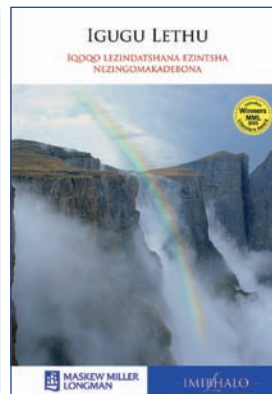
Siswati



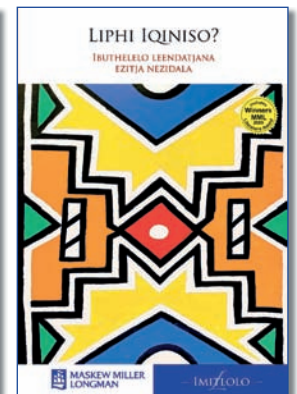
Sesotho



IsiZulu



IsiNdebele



The anthologies include stories written by some of South Africa's most famous writers.

National Academic Report

≡ ≡ ≡ Booksellers must boldly face digital era ≡ ≡ ≡

PETER ADAMS

An edited version of the report presented at SABA's national AGM

Academic booksellers continued to enjoy a good demand for textbooks despite the international financial crisis. The rand did decline sharply for a period at the end of the year, causing concern as it was at a time when booksellers were placing their orders and so were considering how much forward cover to take. As it turned out, the rand reverted slowly to previous stronger levels and the prices of text books did not rise very much, leading to stability in the market.

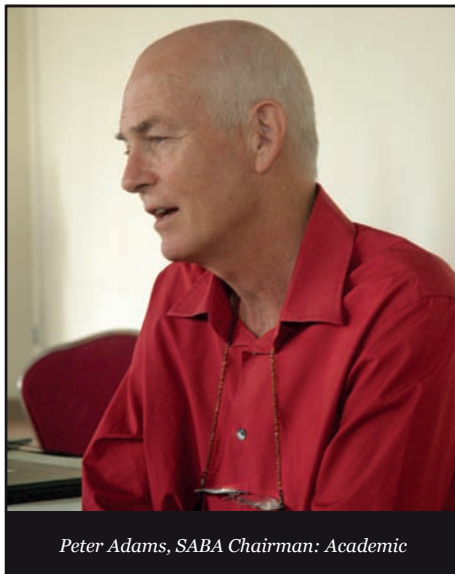
University enrollments increased in some areas, too. This probably translated into improved sales.

The new registration process introduced by UNISA caught many students by surprise and many missed the earlier cut-off dates. As a result some of the courses did not achieve the 2008 enrolment levels in the first semester. Students were not able to collect their study materials when they registered, which delayed their receiving of book lists. UNISA expected second semester enrolments to increase as these students were able to register later and because it offered more courses in the second semester. We await information on the actual enrolments but there does seem to have been an increase.

New Technology

Eduloan implemented new technology this year. While access might have been quicker, the systems were "off line" for days at a time during the busy time. UNISA invited booksellers to tender to become official suppliers earlier this year and we have heard that the tender has been withdrawn for technical reasons. All suppliers are therefore uncertain of their position.

Time taken to get books from distributors has in many cases remained good. When one looks back it is easy to see the benefits of the modern technologies being employed. In the past year On the Dot implemented EDI for some of its customers, further improving their deliveries. It is disappointing that not all the publishers are able to achieve quick deliveries and we encourage them to try to reach the norms of the best. We in Durban now expect books ordered on a Monday or a Tuesday to be delivered on the following Wednesday



Peter Adams, SABA Chairman: Academic

even in the busy season. OUP surprised us with three-day deliveries from Cape Town in the off season. Other publishers give us excellent service when we ask for it. These standards are important to the booksellers and to the students. They lead to greater book sales as students, who cannot find books easily when they want them, tend to settle for second-hand ones, at a cost to the publishers and new booksellers.

This year we have had problems with many texts becoming unavailable, especially in the second semester. Increased demand has been one factor. We need to do all we can to avoid such shortages. They encourage lecturers to find ways to get along without the texts and they certainly draw all the old second-hand books out of dusty corners so that when the reprint comes, sales are less than they would have been. More than that, however, we have a responsibility to support the educational process and when books are not available we fail in that.

Digital Books

Three members of the executive committee attended meetings of the International Booksellers Federation in New York in May. The likelihood of digital books being widely accepted is on the minds of many people in the industry. In some countries state assistance is being given to develop an infrastructure that will enable local booksellers to be a part of the new distribution process. In the US there

are firms offering digital books.

Distance is no longer going to be a barrier to the downloading of books and we in South Africa have to be aware of developments. People in the industry consider the academic book as particularly suited to downloading: they can be sold to entire classes through arrangements with lecturers; they can be tailor made for a class, with local material added; they are often linked to other web-based material that enhances the learning process and makes life easier for the lecturer, and they are often accompanied by online tests, which check that every student has done his reading and which integrates with a marking system.

Distribution

We as booksellers need to be a part of the distribution process for academic digital books. We can sell the licenses as we sell physical books. But we need to work with the publishers to see that they use us in the distribution process. It is in their interest to have a good local system, as uncontrolled access will rob them of income, and downloading of books from overseas could lead to copyright complications.

The past year also saw an increase in the amount of web-based book sales. Kalahari took steps to strengthen its position and has a growing share of the academic book spend. Other booksellers are developing their sites. Indeed, when UNISA advertised a tender looking for official suppliers it made the availability of a properly functioning website one of the criteria. This trend is likely to continue and could put traditional booksellers under pressure if the prices offered are as low as they are overseas.

As one with little web experience, may I observe that small websites are not a cheap and quick way to sell books. Each order can require time-consuming correspondence and it may be difficult for the little web operator to keep his costs down to the levels of the fully automated sites. We need to offer our customers the service they want, however, so the website is likely to become part of the service offering of most good bookshops.

Peter Adams

Chairperson: Academic

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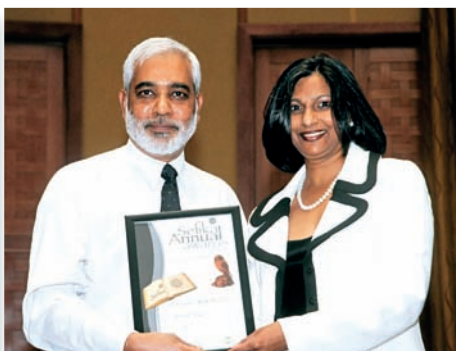
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- ✓ **practise**
- ✓ **pass**
- ✓ **excel**
- ✓ **succeed**



SEFIKA AWARDS 2009



Littlejohn Galloway from Protea Boekwinkel and Karen Bruns of the HSRC



Eric Rajcoomar from Adams & Griggs and PASA's Primi Chetty



Giles Mitchell from Exclusive Books accepts the Hyde Park branch's award from PASA's Nelleke de Jager



Mervyn Sloman of The Book Lounge and PASA's Nelleke de Jager



Jay Rangiah, Richard Hargraves and Maureen Hargraves of Hargraves Library Services and PASA's Lize Kotze



Marian Griffin, Botho Mothibi and Lize Kotze of Oxford University Press with SABA's Guru Redhi



Beryl Lutrin of Berlut Books with SABA's Guru Redhi



Simon Skinner, left, with the 2009 Booksellers' Choice Award winner Peter Harris

BOOKSELLER AWARDS

Academic Bookseller of the Year
Protea Boekwinkel, Hatfield

Education Bookseller of the Year
Adams & Griggs

Trade Bookseller of the Year:
Chain Stores
Exclusive Books Hyde Park

Trade Bookseller of the Year:
Independent Stores
The Book Lounge

Library Supplier of the Year
Hargraves Library Services

PUBLISHER AWARDS

Academic Publisher of the Year:
Large
Van Schaik

Academic Publisher of the Year:
Small to Medium
University of KZN Press

Education Publisher of the Year:
Large
Cambridge University Press

Education Publisher of the Year:
Small to Medium
Berlut Books

Trade Publisher of the Year:
Large
Jonathan Ball

Trade Publisher of the Year:
Small to Medium
Jacana Media

SPECIAL AWARDS

Bookseller of the Year 2009
The Book Lounge

Publisher of the Year 2009
Oxford University Press

Independent Publisher of the Year 2009
Berlut Books

2009 BOOKSELLERS' CHOICE AWARD

Peter Harris
In a Different Time

SABA National AGM

≡≡≡ Annual meeting well attended ≡≡≡

BRIDGET PRINGLE

The South African Booksellers' Association's annual gathering was held in mid-August at the Sibaya Conference Centre in KwaZulu-Natal. The beautiful surroundings of sea and sugarcane did not distract booksellers from the task at hand, and there was an enthusiastic response to the various presentations, and a record attendance at the various sector meetings.

Monday August 17, the first day of the AGM, was taken up with the PASA/SABA academic group meeting. The SABA national executive meeting took place in the afternoon.

Presentations by guest speakers started on the Tuesday, after the trade and library group meetings.

First up was Zyla De Bruyn, CEO of On The Dot Innovations, who spoke on digitisation in the book trade, an extremely topical subject for booksellers. She stressed that digitisation is new territory for local publishers, distributors and booksellers, but that it was important for all the stakeholders in the industry to work together to prepare for and make sense of the changing landscape.

De Bruyn's presentation was followed by hugely entertaining and enlightening talks by authors Dave Pepler (*Forever Green*) and Peter Harris (the award-winning *In a Different Time*). They were followed by the always inspiring Mervyn Niland, who reminded everyone not to impose

limitations on their aspirations, and kept his audience's attention with regular handouts of Smarties.

Other speakers included Willem Struik, who helped booksellers make sense of current trends and figures in the book trade. One of his messages to booksellers: Salvation lies in the backlist.

The annual Sefika Awards dinner was held that evening, with an array of prizes being handed out to booksellers and publishers (see left for pictures of the winners). Author Peter Harris was also awarded the 2009 Booksellers' Choice Award as voted by booksellers for the book published in 2008 which they most enjoyed reading, selling and promoting.

A highlight of the next morning's discussions was the meeting with Angie Motshekga, Minister of Basic Education. It was agreed that booksellers' concerns should be collated and presented to the minister at another meeting to be held in September. Any booksellers who have issues that they would like presented to the minister can email saba@sabooksellers.com.

The conference closed on the Thursday morning with a SABA/PASA joint executive meeting. According to SABA National Manager Frikkie Nel, the SABA AGM was "the most successful and the best attended SABA conference ever".

The event's success was largely due to the hard work of SABA's National Executive

Committee, which was noted in the report of Jay Rangiah, Chairman: Libraries: "SABA would not be the organisation that it is, were it not for the significant and ongoing contribution made to its welfare and progress by its National Executive Committee. It is, therefore, with genuine gratitude that we thank Frikkie Nel, the SABA National Manager. The lot of a national manager is an onerous one and Nel has given unstintingly of his time, expertise and sage advice. I would like to express our gratitude to Maureen Hargraves. SABA is blessed in many ways, not least because of her quality, dedication and commitment. I also wish to acknowledge the contributions of the chairpersons of the various regions."

The Executive Committee for the next year is:

Guru Redhi:	President
Joe Klassen:	Vice President and Hon Treasurer, Chairman: Southern Region
Peter Adams	Chairman: Academic
Simon Mataboge:	Chairman: Education
Janine O'Connor:	Chairman: Trade
Caroline Nixon:	Chairman: Northern Region
Jay Rangiah:	Chairman: Library
Sydwel Malosi:	Chairman: Eastern Region
Co-opted:	Maureen Hargraves Margaret Snow Hentie Gericke

Education Report

≡≡≡ August 2009 report for the Western Cape ≡≡≡

JOE KLASSEN

Western Cape

Comsem (Committee of Stakeholders on the Educational Book Chain), which the Western Cape Education Department started 13 years ago, has over the years played an important role in delivering LTSM to schools efficiently.

Comsem has transformed into a working committee by allowing effective communication, strategic planning and making all role players accountable to achieve efficient delivery to schools.

Procurement

The Operational Support Unit at Kuils River is operating professionally. There is transparency and effective communication between suppliers and the officials.

Consequently, almost 100% delivery to schools is achieved. Payments to suppliers are done speedily - within 14 days. There are currently 207 suppliers in the Western Cape.

Challenges facing suppliers

- Competition for obtaining business from

schools with many suppliers.

- The Section 21 schools in the poor areas struggling to pay their accounts. There are cases where only 20% of school fees are paid by the parents. (This is really a challenge for the WCED to assist with management and/or increase their funding.)

Joe Klassen

SABA Vice President, Honorary Treasurer and Chairman (formerly Chairman: Education)

National Library Report

≡ ✍ ≡ News from across the province ≡ ✍ ≡

JAY RANGIAH

An edited version of the report presented at SABA's national AGM

From the reports received from the various regions, the position of libraries in the country is still a matter of concern. Many of the public and municipal libraries have implemented new systems and procedures, and we do not have a clear indication of the operations of the affected libraries. We do, however, expect the situation to become much clearer in terms of procurement patterns and policies. It must be emphasised that there are many libraries in the country that are well structured and have the capacity to execute sound procurement procedures.

KWAZULU-NATAL

The procurement system adopted by the provincial library services in KZN is very intricate in nature. However, the two book exhibitions arranged this year, were meticulous in terms of meeting the department's procurement requirements. Orders from ELITS have finally come through and the various suppliers throughout the country were engaged in finalizing their respective orders. An amount of R121 million has been set aside for the Quality Improvement Development Support and Upliftment Programme (QIDS-UP).

Here emphasis will be placed on extra support in infrastructure, staff development programmes and support materials for schools in poor communities. Book selection meetings are taking place on an ongoing basis at the eThekweni Municipal Library, where the situation is in a sound state of affairs. The structure of this library consists of two zones, with monthly book-selection meetings being held at each zone on an alternating basis. Both zones are identical in structure, but each administers the purchasing function for different districts. The accounts function is, however, centralised and all transactions for both zones are allocated to a single account i.e. eThekweni Municipal Library.

The legal deposit section of the Bessie Head Library in the Msunduzi Municipality underwent a R20-million facelift and this library has once again received generous funding from the Carnegie Corporation of New York. Municipal libraries, in general are well structured and well organized.

FREE STATE

The situation in the Free State has improved, albeit to the advantage of local

suppliers. The provincial library services wish to empower vendors based in this province. The scheduled book exhibition that was arranged by the Free State Education Department during mid-August was cancelled.

LIMPOPO

Limpopo has appointed six service providers for the next two years and is actively engaged in the procurement process.

NORTH WEST

The North West has sent out invitations for tender, but no service providers have been appointed as yet.

GAUTENG

The Gauteng Provincial Library Services has for some time allocated funds to the municipal libraries for the procurement of library materials. The difficulty that arises here is whether or not the funding for library materials is extracted from the municipal or provincial budget. The Gauteng Education Department facilitated a conference on school libraries. Funds are made available to schools for the purchase of library materials, with the poorer schools receiving an increased allocation. These monies must be used exclusively for the purchase of library books and there will be no central buying.

Schools are allowed to purchase its requirements through a supplier of their choice. Submissions were called for and subsequently a catalogue has been printed that will assist schools to make their selections.

MPUMALANGA

Book submissions to the provincial library services have been completed in Mpumalanga. Library materials were assessed and orders are currently being issued.

WESTERN CAPE

The Cape Town City Libraries are meeting their purchasing requirements through the WCPLS selection meetings; notwithstanding the fact that each library does receive individual budgets to spend on library materials. There are also special projects planned for the future.

In 2010 the WCPLS will be converting to a new computerised system. This could lead to major disruptions in the existing operations.

The QIDS-UP School Library Project continues to be successfully co-ordinated in this province and this augurs well for the future.

NORTHERN CAPE

The provincial library services have changed the system whereby library materials were submitted on approval. Acquisitions are now administered by the procurement department and as a consequence library materials are sourced from catalogues and promotional material. Orders are then placed on public tender and this causes an undue delay, which eventually results in a large number of the titles ordered becoming out of print.

EASTERN CAPE

Municipal libraries have been advised that their new subsidy has been granted, but it is the same amount as in the previous year. School libraries face a major challenge because of the limited funds being made available. As yet the provincial library services have not approached suppliers regarding book displays for selection.

GENERAL

The former Minister of Arts and Culture, Dr Z Pallo Jordan, launched the 2009 South African Library Week at the Bessie Head Library in Pietermaritzburg on Saturday 14 March 2009. The theme for the launch and the week was "Access for All@ Your Library". Dr Jordan stated that the theme was of extreme importance to South Africans. He stated that: "The Department of Arts and Culture is committed to the growth, development and promotion of every aspect of our national heritage that contributes towards the improvement of socio-economic conditions of all people. For this to succeed we need to strategically position libraries as partners in education and social development. We need to encourage a reading culture that sparks off critical thinking and debate."

Jay Rangiah

Chairperson: Libraries

London Book Fair

≡ ≡ ≡ An opportunity for SA booksellers ≡ ≡ ≡

ALISTAIR BURTENSHAW

One of the most useful presentations at the SABA national AGM was that made by Alistair Burtenshaw, Group Exhibitions Director for The London Book Fair.

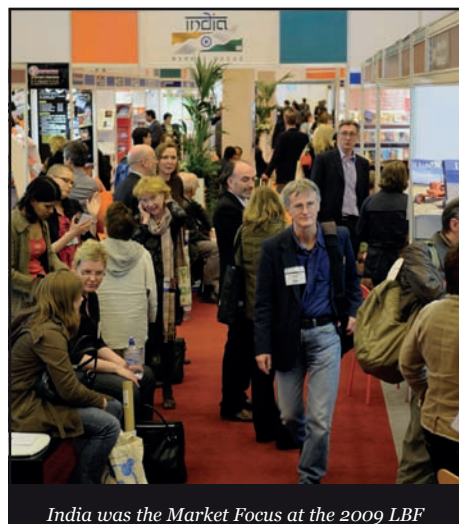
Earlier this year it was announced by The London Book Fair (LBF) organising committee and the British Council, that South Africa would be "Market Focus" for the 2010 event. LBF and British Council representatives met a number of relevant groups around the time of the Cape Town Book Fair in June 2009, but this presentation spelt out more clearly the benefits for those booksellers who were considering attending next year's event, which will be the 39th London Book Fair. What follows is an adapted version of Burtenshaw's presentation.

What is the London Book Fair?

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Taking place in the world's premier publishing and cultural capital it is a unique opportunity to hear from authors, enjoy the vibrant atmosphere and explore innovations shaping the publishing world of the future. The LBF brings you direct access to customers, content and emerging markets.

In 2009 the event played host to 23,096 visitors, who represented a large variety of sectors within the publishing and bookselling industries.

This year there were 693 official stand holders and 906 official sharers. Publishers and service holders from 57 countries attended the event. There were 1727 booksellers from across the world who attended the event, which included 80 booksellers from Sub-Saharan Africa and 29 from South Africa.



The International Rights Centre has become a real hub for the fair. The hub is a vital meeting place for literary agents, scouts, rights-selling publishers and TV and film producers, all looking for new and exciting material.

South Africa Market Focus

The LBF Market Focus is a key opportunity for UK and international publishers to liaise with their foreign counterparts, seek out and capitalise on new business partnerships in countries with burgeoning publishing industries. The LBF is primarily a trade event, but as an additional activity at the Fair, the British Council organises a cultural programme of seminars, author events and readings for the country of focus. This is in line with the British Council's aim of developing and strengthening relationships through the exchange of knowledge and ideas.

The aims of the South Africa Market Focus programme include strengthening cultural and publishing relations; creating a high-profile focus on South Africa; promoting South African books and literature to the world; educating the rest of the world about South African books; and giving the South African book trade real business opportunities.

Lead-up activities will include LBF and British Council stakeholder meetings, publisher workshops and press briefings.

Activities relevant to South African booksellers include networking receptions; a showcase of South African authors across the UK; South African writers throughout the UK organised by the British Council; South African Author of the Day; a pavilion of South African publishers; booksellers and industry professionals; a pavilion networking space; a professional seminar programme; the British Council's Cultural Programme; and a closing Handover Ceremony.

South African booksellers attending the event as part of the SABA delegation will have access to a number of events aimed at enhancing professional development. These include 130 free seminars and events

for the book trade; pre-fair conferences and workshops; numerous professional networking events; visits to London bookshops, libraries and publishing houses.

There is also a Market Focus Professional Programme that will include:

- Overview of the South African book market
- Buying South African originated content
- Educational and Academic/STM Publishing
- Routes to Market in South Africa & Sub-Saharan Africa
- Reader Development strategies
- Children's publishing in South Africa

Bookseller opportunities

There are a number of opportunities for visiting booksellers. These include meeting, negotiating and placing orders with 1 600 publishers; sourcing the latest titles from independent and major publishers; locating fresh new titles from around the globe; exploring the "New Title Showcase"; taking part in free booksellers seminars; and attending publisher product pitches for booksellers. Booksellers can also attend the Market Focus receptions and events for visiting delegates. Hear authors – South African and international – in the seminar programme; attend author interviews in The Literary Café; meet the world's best chefs in the Cook Book Corner and understand the digital future in the Digital Zone.

A very exciting project initiated by the British Council is the production of a book list that will celebrate some of the best of South African literature, which will be sent to bookshops across the UK.

SABA delegation

The LBF organisers and British Council are looking forward to welcoming a SABA delegation to the fair. The LBF will create a special programme for the delegates, and sees the visit as a way of building up an even stronger set of opportunities for Market Focus booksellers. SABA is busy working on a travel package for booksellers who would like to be part of the delegation. For more information, contact the SABA offices on 021 945 1572 or email saba@sabooksellers.com.



Cape Town Book Fair

≡ ≡ 2009 and beyond ≡ ≡

BRIDGET PRINGLE

Despite the recession, booksellers reported good sales

The Cape Town Book Fair was held in early June this year, and attracted many visitors, despite the pinch consumers are feeling. Book Fair organiser Vanessa Badroodien - who announced her resignation from the position in July - spoke to Bookmark about this year's event.

Firstly, well done on this year's Book Fair. What was the response to the event – both from the public and the trade?

Responses have been good – feedback from the public is always good to help us to improve the visitor experience in the next year. The trade has indicated that for them this has been the best fair experience yet.

Before the fair there had been a lot of talk about the effect of the recession. Did it have any noticeable effect on the fair?

Yes, we saw a decline in exhibitor sales in particular, as well as a decline in visitor numbers. However, we have also been informed by some of the larger exhibitors, including booksellers, that their sales were good during the fair.



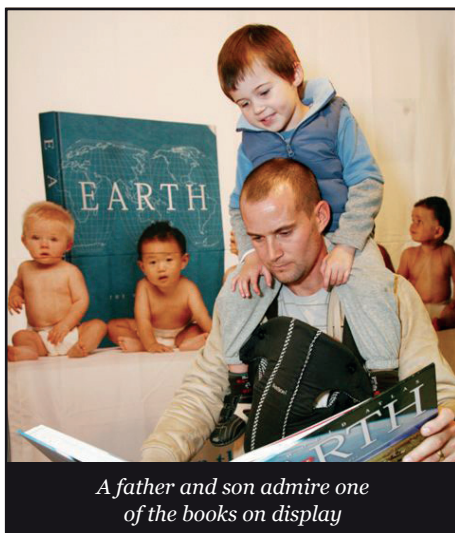
Author Adele Parks signs copies of her book for fair visitors

What were the actual figures from the event – visitors, amount of money spent etc?

There were 43 000 visitors to the fair. We have no idea about how much money was spent as we do not receive sales data from exhibitors.

What were some of the most popular workshops/talks?

Undoubtedly the talks by John van de Ruit (author of the *Spud* series), Adele Parks (author of books such as *Tell me*



A father and son admire one of the books on display

Something and Young Wives' Tales), Moeletsi Mbeki (author of *Architects of Poverty: Why Africa's Capitalism needs Changing*) and Mahmood Mamdani (author of *Good Muslim, Bad Muslim: America, the Cold War and the Roots of Terror*).

This year's event had an African focus – was this well received? What was the response from the invited guests from the continent?

The African focus was welcomed as a first step by the development sector such as United Nations Publishing, and bookshops such as Clarke's Books appear to have had some good interaction. For the most part, the African focus needs a lot more work and a lot more thought about the objectives of the initiative to ensure that it is beneficial on more than just a PR level. It requires business to business meetings, an extended training programme and an articulated view from South African publishers to extend their expertise to our colleagues on the continent. Louise Grantham of Penguin Books and Karen Bruns of the HSRC Press were key to the success of the one-day programme.

Is there anything you think could have been done differently, or that you'd change?

Hindsight vision is always 20/20 so of course there is a lot that I would have done differently. I think that in an ideal world we would have managed to retain the Sunday Times sponsorship and implemented a two tier pricing system – one for publishers whose turnover falls into a micro-

enterprise category. Ultimately, lots could have been done differently.

Some people have made mention of the fact that they'd like a separate day for trade visitors. Do you think this will ever be a possibility?

I believe that a trade day is essential for the conduct of business. There are various reasons why this has been consistently turned down by the board. It gets asked for each year and re-examined each year - maybe 2010?

Have you started work on the 2010 event?

Normally at this time of the year I would start thinking through the format, the aesthetic, the curatorial approach. However, I have decided that it is time to move along, that new blood is needed, so all planning for 2010 will be the responsibility of the next book fair director.

What can exhibitors expect from next year's event?

I think they can expect an equally well-organised event. The creation of the vibe will be imposed by the new fair director.



One of the fair's panel discussions

Is the 2010 book fair going to reflect that it's 'World Cup' year in any way?

No – the 2010 book fair will occur from July 30 – August 2. The World Cup will have been and gone.

Do you have any advice/message to those thinking about participating in the 2010 fair?

Set objectives for participation. Evaluate the return on investment over the past four years to assist you in your decision to participate.

From publisher to bookseller

≡ 📖 ≡ Terrifying, exhilarating, frustrating, satisfying ≡ 📖 ≡

JANINE O'CONNOR

Owner of Durban's Books & Books has seen both sides of the business

Deciding to become a bookseller, to actually becoming a bookseller, took a while! In January 1990 while working for Deloitte in Durban, I decided that I wanted to open a children's bookshop, but needed experience in the book trade, which lead me to working on Saturday mornings at Adams Bookshop.

Peter Adams gave me tips on how to get into the book trade, and on May 1 1990 I drove my little Escort up to Joburg to start working as a children's rep for HarperCollins (now Jonathan Ball Publishers). Sixteen years later, in April 2006, I opened Books & Books in Durban, but continued working as sales director for Penguin SA, hoping that the shop would run itself.

I was soon reminded that if you are going to do something you have to do it wholeheartedly! On May 1 2009 I finally came full circle and drove my car back down the N3 to Durbs to work full time at Books & Books!

The move from large trade publisher to small bookshop has been terrifying, exhilarating, frustrating, satisfying, and I'm loving it!



A reading kept the youngsters enthralled at the Books & Books birthday celebrations

It was a rude awakening when I needed to concentrate on paperwork and found it impossible to find a quiet spot – so it was either get used to the constant buzz and interruptions, or do that kind of work at home. Needless to say, I now do paperwork at home! Another reality check is the working hours – 9am to 6pm on weekdays, 8.30am to 3.30pm on Saturdays and 9am to 2pm on Sundays and that doesn't include getting there early to open up, then cashing up and closing at the end of the day! Sometimes I long for a five-day week!

Working for a large company means that staff specialise, with different areas of responsibility. Working in a small bookshop means that you have to do everything, which can be quite fun, but is



Special snack 'lunchboxes' at the Spud launch

alarming when there is no one else in the shop who has experienced a particular problem! For example, how to stop water pouring into the shop from the passage, resulting in saturated carpets, watermarks on the furniture and shop fittings and a musty smell permeating the shop for weeks afterwards. Or remembering to race through to the back office to stop the file manager on the server when the power goes off.

It took some getting used to managing the stock levels of the shop after dealing in the much larger quantities at Penguin. While the general principles are the same, we stock smaller quantities of a wider range of titles. Hats off to booksellers for keeping up to speed with the huge number of new releases from publishers each month, and also knowing about the backlist. Added to this is the talent of deciphering customers' sometimes bizarre clues about the titles of books, so as to end up with the correct title of the book they want!

I had no idea of quite how many books get stolen. It was a huge shock to find out that we have some nasty visitors to our shop, as all of our visitors seem so nice! I had been warned about bibles and dictionaries going missing, but was shocked to find multiple copies of key authors just disappearing – Clive Cussler has been a favourite.

We seem to spend an inordinate amount



A special Books & Books window display to celebrate the launch of the new book in the Spud series

of time doing admin: from sourcing and loading new titles, receipting and labeling stock, requesting returns authorisations to de-labeling, packing up returns and then finally sending them back.

While returns are an integral part of the book trade, this is the area I find most frustrating! Some publishers are very efficient in authorising returns (I am happy to say the Penguin SA is one of the best!), but some take weeks and occasionally over a month. I cannot understand why publishers delay these authorisations – they need to be done, so why not do them sooner rather than later and reduce the frustration levels for all concerned?



Young Books & Books customers in fancy dress to celebrate the bookshop's birthday

Since Books & Books regularly advertise new titles in the local press, good communication around the release dates of key books is important. It is frustrating to advertise a title after having checked the availability with the publisher, only to find that the stock has been held back to later in the month, or even the following month.

By and large Penguin SA's customers are regulars and limited to account holders, whereas about half of our customers are new customers. We have some fabulous customers who come in regularly to buy or simply just to say hello and compliment us our window displays, or kids coming in to look at books when Mom is across the passage in Mr Price. We also have kids who colour in the books that are NOT colouring-in books and browsers who bend the spine open and then don't buy the book!

I love the challenge of matching customers to books, especially kids who come in as reluctant readers, get a special book and end up reading the whole series! I love customers who convince us to stock their favourite books. I love Mr & Mrs H (both in their late eighties) who browse for hours in the shop, carefully selecting a large pile of books to buy. I am having great fun as a bookseller!

Frankie & Fred

≡  ≡ A child's delight ≡  ≡

LINDA BOLTON

Books only pass muster if they get the thumbs up from the Bolton household

Alice was beginning to get tired sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, "and what is the use of a book," thought Alice, "without pictures or conversations?"

Alice's Adventures in Wonderland,
Lewis Carroll

At my bookshop Frankie & Fred, we take Alice's question very seriously. Selecting books for children is no simple task. As an adult, it's not that easy to climb into their imaginative minds and get to the core of what captivates them. So we do our research. Close to home.

Frankie & Fred opened on 25 October 2007. It's a "Libran" shop in the Blubird Shopping Centre just off Corlett Drive in Johannesburg, around the corner from the Melrose Arch development.

The shop is a sunny, colourful space with a lovely buzz – always happy and busy throughout the day, every day.

I have always loved books. My first pocket money was spent on a book. I devoured books from an early age – my childhood memories are of Enid Blyton's adventures, Richard Bach's stories of inspiration, and then Franz Kafka's tales.

Later, when the demands of working life and career were too great to indulge in reading for pleasure, I would find peace in buying books to read "one day". Very simply put, I loved being surrounded by books – and still do. As my children are told: Books are our friends: look after them, appreciate them and make sure they are facing forward!"

We believe that one of the nicest gifts to give and to receive is a well-chosen book, as it can stay with you forever. This is the premise on which Frankie & Fred became a bookseller. We have a deep and fundamental love and passion for books and children.

We are in a fortunate position as all of our research for Frankie & Fred is done at home with my three children, Ally (14), James (almost 7) and Frances (almost 5).

With a range of ages right at home, I have a built-in focus group that covers the wants and needs of children from birth to 16. So all product testing happens here and the modus operandi for choosing books for Frankie & Fred is a tried-and-tested method. Books only pass muster if they are given the final thumbs up by the Bolton parent/child test.



The books for sale at Frankie & Fred have to be approved by the Bolton children

My first step is to frequently visit local and international bookshops with the children. As everyday customers, we buy the books that appeal to us, and we buy many because we see books as a necessary joy in our family. Then we take the books home, read them and enjoy them.

I will then purchase a title for Frankie & Fred if:

1. For the smaller kids up to age eight, they are excited to read the books at least three or more times – so we have titles like *The Gruffalo*, *The Very Hungry Caterpillar* and *Olivia*.
2. For the older children, from age eight when they are reading independently, I get the nod of approval from my eldest daughter Ally. I rely hugely on her judgment. As a budding literary genius who consumes books with relish, she has proved to be an excellent measure in terms of what will work at Frankie & Fred, and she has successfully recommended books like *Private Peaceful*, *Born to Run* and *Journey to the River Sea*.
3. For parents, I look for books that would work for me as a parent – so we stock the likes of *Deceptively Delicious* as a recipe book, *The Prophet* for inspiration

and the *Rough Guide* lifestyle books for information.

While some business development consultants might frown on this modus operandi as not the most traditional or commercial approach to book selling, it works for Frankie & Fred. It has resulted in us selling a selection of books that I know intimately, that I believe in and can personally recommend. And we definitely do not have anything that is non-parent/child friendly, like vampires. Anything morbid, ugly or scary is out of the question!

I found it quite difficult to enter the bookselling arena. I did not know where to start! I asked all my favourite bookshops who I could order books from, but they seemed determined to keep the "trade secrets" secret! Eventually, over the Internet, I discovered Booksite. And only recently have we arranged to get visits from the publishers' sales reps and, for example, discovered the concept of "SOR". In retrospect, it seems easy to enter the industry – as a start one can visit the Cape Town Book Fair to meet the publishers.



Linda Bolton with her daughter Ally and a special Frankie and Fred visitor, Clyde

But I still have so much to learn about bookselling from a business point of view. And of course, the creative challenge of displaying picture books in a small space is never-ending.

The upside is that it is all compensated by being able to share my favourite books with lots of people. It's even more rewarding when customers say things like "I don't need anything, I just wanted to come and enjoy the atmosphere at Frankie & Fred" – and then leaving with a book!

~ Industry Update ~

PASA's Dudley Schroeder to retire

In July the PASA executive committee announced that Dudley Schroeder, the organisation's executive director, had decided to retire.

According to a statement released by the association: "Dudley brought so much to this position, that saying he'll be sorely missed is at best a huge understatement. His passion, commitment and 'can-do' attitude were skillfully blended with his world-class diplomacy. His ability to obtain funding, charm education officials and keep all PASA members satisfied simultaneously is legendary."

Schroeder will be leaving at the end of December and an advert for applications for the position of Executive Director will be going out to the association's membership and into the media shortly. Bookmark will publish an interview with Schroeder in its next edition.

Parliament's library enters the digital era

According to an article in The Times, the library of Parliament in Cape Town aims to make every debate or speech recorded in its halls since 1857 digitally available to the public.

Albert Ntunja, the library and information unit manager, said the digitisation process would begin when funding has been secured, and would involve scanning fragile documents and cataloguing the data into searchable topics.

"Parliament has officially recorded its meetings since 1857. There are materials that are so brittle that it's difficult to even open a page and they are a [digitising] priority. All the material will be available to parliamentarians and the public," he said.

www.thetimes.co.za

Authors propose 'public lending right'

According to an article on Intellectual Property Watch, South Africa could become the first developing country to allow authors to be paid when libraries lend their books, if an authors' group gets it way.

The proposal by the Academic

and Non-Fiction Authors' Association of South Africa (Anfasa) for a "public lending right" (PLR) is now being circulated among writers, the organisation said.

According to the organisation, the PLR system is a vital form of payment that has boosted the literature and cultural industries in countries that use it, mostly because it "acknowledges the personal development" of published and aspiring authors, rewards them financially and allows them to continue creating.

www.ip-watch.org

Local novels signed for the big screen

Two Umuzi authors whose legal careers inspired haunting page-turners have clinched deals that will hopefully see their books travel to the big screen.

Durban advocate Chris Marnewick fused fact and fiction in *Shepherds & Butchers*, a riveting cliff-hanger courtroom drama about capital punishment, and has now also sold movie rights for an undisclosed sum to Anant Singh of Video Vision Entertainment.

And movie rights for *In a Different Time*, the inside story of the Delmas Four, were also sold this week to Two Oceans Production. Johannesburg author Peter Harris has been awarded the prestigious 2009 Sunday Times Alan Paton award for non-fiction, and the 2009 Booksellers' Choice Award.

www.umuzi-randomhouse.co.za/

CNA Book of the Year

In late July CNA announced the winner of its 2009 Book of the Year award as *The Audacity of Hope* by US President Barack Obama (published by Penguin Books). This is the second year that CNA has been running the rejuvenated book prize, a once much loved and recognised stalwart of the literary calendar. First runner up was *The Shack* by William P Young (published by Struik Christian Books) and second runner up was *Breaking Dawn* by Stephanie Meyer (published by Penguin Books).

"There are numerous book awards in SA each year that focus on various

literary achievements, but not necessarily on the most popular or commercial and it is this niche that the CNA book awards occupy," said Divisional Buying Manager Caroline Nixon.

www.cna.co.za

Jozi Book Fair

The Jozi Book Fair, organised by non-profit publisher Botsofso and Khanya College, an NGO that focuses on worker education, took place on August 9 and 10. Held at Museum Africa, the event was an informal but vibrant affair that attracted 40 publishers - mainly ones with a social justice agenda and those that particularly but not exclusively publish poetry, short fiction and drama. Several hundred people from all classes and walks of life browsed along the stalls and attended a programme of talks, readings and book launches.

A key part of the book fair was the launch meeting of NIPA, the Network for Independent Publishers in Africa. PASA director Dudley Schroeder addressed this meeting. He assured the gathered delegates that PASA would include NIPA and other civil society formations in the national forum consisting of the Library Service, the Book Development Council and PASA.

Publisher in unique BEE deal

Publisher Cambridge University Press is to give 25.1% of its shares in its South Africa operation to help fund Johannesburg's CIDA university, which offers a world-class education to some of the country's poorest students virtually for free.

Fees are less than 5% of the cost of a normal degree in South Africa and are paid for through an investment portfolio managed solely to produce funds for Community and Individual Development Association students. The shares gifted by Cambridge University Press South Africa (CUPSA) will become part of this portfolio.

Colleen McCallum, MD of CUPSA, said, "We searched extensively to find a BEE partner that encapsulates what Cambridge University Press stands for. This is a perfect fit and we are very proud to be associated with CIDA."

~AfricaUpdate~

Publisher partners with Google

East African Educational Publishers (EAEP) has signed a major partnership with the Google Books Publisher Partner Program to make its books available online. This partnership will see thousands of titles published by EAEP digitised and indexed on Google's search engine in the next several months.

The texts of EAEP books in English, Swahili and other African languages will soon be accessible online via Google Book Search, a tool from Google that searches the full text of books stored in Google's digital database.

"As Africa's publishing arena embraces digitisation and e-marketing, East African Educational Publishers has been at the forefront. We started by availing our books for sale online via our website. Our partnership with Google showcases our desire to explore new opportunities provided by modern technology. Through Google Book Search, East African Educational Publishers will touch base with millions of African Internet users every day, as well as Google's hundreds of millions of daily users worldwide. We welcome the world to sample Africa's writing," says Kiarie Kamau, the EAEP general manager in charge of the general publishing division.

East African Educational Publishers has published more than 2 500 titles, by authors who include Ngugi wa Thiong'o, Chinua Achebe and Marjorie Oludhe. The house has also been instrumental in the growth of award-winning young writers such as Kingwa Kamencu, Onduko Bw'atebe and Wanjiru Waithaka.

www.eastafricanpublishers.com

Penguin African Writers' Series

The first six titles in the new Penguin African Writers Series are now available at bookstores across the country.

Literary titan Chinua Achebe is the Penguin AWS's Editorial Adviser - and the great writer's book of short stories, *Girls at War and Other Stories*, comprises part of the initial list.

The first six reads are: *Black Sunshine* by Dambudzo Marechera (Zimbabwe); *The Hangman's Game* by Karen King-

Aribisala (Guyana); *Neighbours: The story of a murder* by Lilia Momplé (Mozambique); *Weep Not, Child* by Ngugi wa Thiong'o (Kenya); *As the Crow Flies* by Véronique Tadjo (Ivory Coast); and *Girls at War and Other Stories* by Chinua Achebe (Nigeria).

The latter book is a collection of 13 short stories Achebe wrote over 20 years, with the earliest dating back to his student days at Ibadan, Nigeria, and the latest to stories of the Nigerian civil war. This was the first collection of Achebe short stories to be made available to a wide public. "*Girls at War*", the title story, is about the tragic effects of war on the civilian population, in particular on one girl, who starts with high ideals, which vanish as the war drags on and the need for food replaces the need for ideals.

www.penguinbooks.co.za

Books for Africa

South African students in the Cape Town area now have access to 22 000 Books For Africa books thanks to help2read.

org, a non-profit organisation that strives to ensure that all primary students are literate and love reading.

According to help2read: "Now 8 000 learners in 15 schools have access to beautiful and interesting books that will certainly provide enjoyment and an opportunity for learning. Not only have do the children have access to these books but they can, with the assistance of the trained reading helpers, now fully enjoy and appreciate these fantastic resources."

Books For Africa, an organisation based in the US, is the world's largest shipper of donated books to the African

continent. Since 1988, Books For Africa has shipped over 20 million high-quality text and library books to 45 African countries.

Nigerian wins 'African Booker'

According to news.book.co.za, Nigeria's EC Osondu was the recipient of the 10th Caine Prize, the "African Booker" for his short story, *Waiting*.

The previous year's winner was South Africa's Henrietta Rose-Innes.

Caine Prize judges' chair Nana Yaa Mensah called the story "a tour de force describing, from a child's point of view, the dislocating experience of being a displaced person. It is powerfully written with not an ounce of fat on it - and deeply moving."

The prize is worth £10 000.

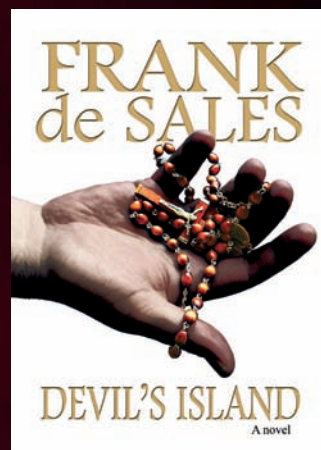
Osondu was previously shortlisted for the award in 2007, for his story *Jimmy Carter's Eyes*.

news.book.co.za

Devil's Island by Frank de Sales

ISBN 978-0-620-40362-7 • 239 pages in Perfect Paperback

Margins Press, info@marginspress.co.za, 083 676 9422



"...highly recommended..."
The Midwest Book Review

"...a remarkable reading experience..."
Malcolm Hacksley, Die Burger

"...an unforgettable hellish nightmare..."
Jennifer Chase, goodreads.com

Devil's Island, Frank de Sales' horror debut is set for exhibition by Bookmasters at the Frankfurt Book Fair and has been chosen by vooworks.com, the new generation UK book review site, as their inaugural feature.

Trade price from R55*, (recommended retail price from R150) direct from publisher. Contact us about promotional materials, book signings, etc.

Play the Devil's Island game at: <http://www.marginspress.co.za/FlashGame.html>

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Guaranteed buy-back on undamaged copies.

International News

Apple to bring out reading tablet?

Rumours are rife about an Apple tablet, and according to Wired writer Brian X Chen, such a device would allow iTunes users to download individual chapters of textbooks or anthologies – for a small fee.

Says Chen: "It would be similar to how you can currently download individual song tracks from an album. It might even have the same earthshaking potential to transform an entire industry by refocusing it on the content people actually want instead of the bundles that publishers want them to buy. (Of course, Apple would likely offer the à-la-carte purchase model in addition to the option to purchase the entire book as one download – a more attractive option for shorter works such as novels.)"

"College students would love this: Teachers rarely assign an entire textbook, so they would save hundreds of dollars by downloading only a few chapters of each textbook. Apple is already popular in the education sector, so here's even more money to milk from students, with the textbook industry worth an estimated \$9.8 billion."

www.wired.com

Aussies in an uproar

Australian authors were in an uproar after the country's government moved to remove restrictions on the importation of books into the country.

According to an article in the Guardian, "Australia's best-known writers, from Peter Carey to Tim Winton and Thomas Keneally, had protested against a government review of Australia's copyright laws, which as they currently stand prevent Australian bookshops from importing overseas editions of a book provided its Australian publisher has published an Australian edition within 30 days of its publication elsewhere in the world. The law's detractors say it means that Australia's books are more expensive; its supporters say that without it, local publishing – and Australia's cultural identity – would be in trouble".

www.guardian.co.uk

Ebooks vs Books

There was somewhat of a controversy recently when Amazon decided to remove unauthorised editions of two of George Orwell's books from some Kindle owners' libraries. An article in Publishers Lunch points out that the incident is a reminder for Kindle owners about how ebooks are a very different thing to the paper versions.

Said the article: "For customers, however, it was a reminder that they are licensing the right to view a file rather than owning it. And it showed how the cool Whisprnet-- which downloads books 'in 60 seconds or less' - can also make those books disappear just as quickly.... Of course for all of us, it's also a reminder of one reason why ebooks are 'worth less' to customers: they come with fewer privileges."

www.publishersmarketplace.com

World Book Capital 2011

At a meeting in Paris on June 12 2009, the jury of World Book Capital appointed Buenos Aires as World Book Capital 2011 for the quality and variety of its application file. The city's application was widely and enthusiastically supported by all players involved in the book industry (publishers, bookstores and libraries).

Last year, the same jury had appointed Ljubljana, Slovenia as World Book Capital 2010. As usual, the programme will start on World Book and Copyright Day on April 23 2011. The current World Book Capital is Beirut, Lebanon.

www.internationalpublishers.org

Google and Creative Commons deal

According to Publishers Weekly, Google has started giving publishers and authors who made their work available under the Creative Commons licence a way to distribute their books via Google Books. The agreement will allow rightsholders to have readers download, share and reuse PDFs of CC-licensed books via Google books.

The rightsholder can decide whether commercial use is allowed, and can

also dedicate their book to the public domain.

"Lawrence Lessig, Cory Doctorow and other authors have already made their CC books available for download on Google Books," reported the website.

www.publishersweekly.com

China 'breaking trade rules'

China is appealing against a World Trade Organisation (WTO) decision that demands the country end import restrictions on US products such as books, DVDs and magazines.

The WTO had earlier said that the country's policy of allowing the goods to be imported by state-run firms only broke global trade rules, reported the BBC.

The US called the ruling a "significant victory", while the Chinese Ministry of Commerce said it was an "improper" decision.

"China's current limitations on US entertainment imports have created a large domestic counterfeit industry, much to US annoyance," said the BBC report.

www.bbc.co.uk

Searchable Bookstore

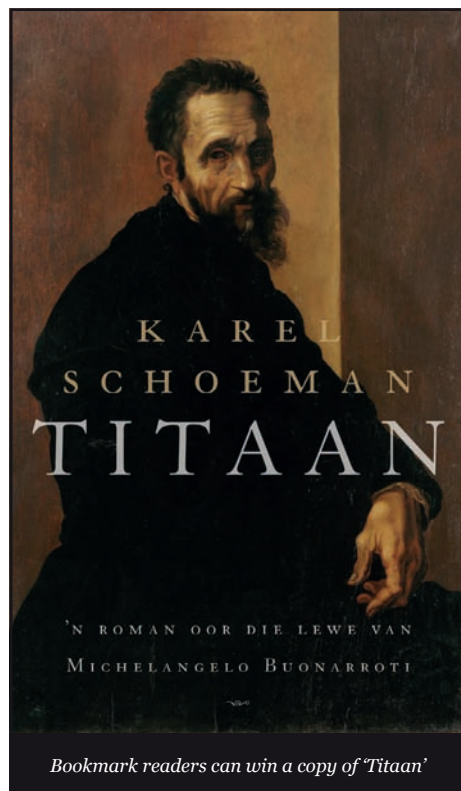
An article on Publishing Perspectives reports that a group of Berlin students have founded a virtual academic bookstore/library for students.

"The platform, called PaperC.de, provides free access to academic texts and can be searched by key word, author, title or ISBN. BuchMarkt reports that users can pay extra for certain services, like copying and pasting, printing pages, or marking certain passages. What's more, it's all completely legal."

"The Boersenblatt adds that publisher Walter de Gruyter is collaborating with PaperC, not only by adding textbooks to the platform, but also by including stickers on its print editions that provide an activation code. Those who purchase the publisher's print editions have the opportunity to download and work with the online edition free of charge."

≡ ≡ A local masterpiece ≡ ≡

Book first in Africa to receive FSC approval



Titaan: 'n Roman oor die lewe van Michelangelo Buonarroti, to be published by Human and Rousseau (an imprint of NB Publishers) is the first book in Africa to receive the FSC (Forest Stewardship Council) stamp of approval.

It was decided that it would be ideal to use paper from a well-managed forestry for *Titaan*, because of the extent of the book – 736 pages in total.

Paarl Media, the company responsible for printing this book, is the first African printing organisation to receive the FSC Chain of Custody (CoC) certification. This means that the printed product can be traced back to its point of origin at as responsible, well-managed forestry.

Ilse Volschenk, NB Publishers' production manager, says that enquiry for approval was started in March this year, and initial approval was received on April 1 2009. Because of the unfortunate Paarl Print fire, approval documents were destroyed, and on June 30 Paarl Print again asked for authorisation. Approval was received on July 3.

In *Titaan*, author Karel Schoeman portrays a great figure in the European cultural history, the Florentine painter, sculptor and architect Michelangelo Buonarroti, creator of, among others, the statues of David and Moses, the Pietà, the wall and ceiling paintings in the Sistine Chapel, and the dome of St Peter's Basilica in Rome.

Schoeman portrays the life, thoughts and work of this outstanding and great artist against the background of cities like Florence and Rome, focal points of the Italian Renaissance, in a time of ecclesiastical decline and political violence, but a time also marked by unparalleled spiritual and material revival.

"With *Titaan* Karel Schoeman combines the two genres in which he has made so many important contributions in Afrikaans, namely the novel and historiography, and he succeeds admirably in joining these two genres in this novel," says author Chris van der Merwe.

Titaan will be available in all good bookshops after August 13 2009.

WIN!
WIN!
WIN!

Together with Human & Rousseau, Bookmark is giving away one copy of *Titaan: 'n Roman oor die lewe van Michelangelo Buonarroti*.

To win a copy of the book, email Bookmark at bookmark@sabooksellers.com by November 1. Use the phrase 'Titaan' in the subject line, and answer the question: "Which stamp of approval has the book received?"

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

WINNER!

The winner of the series of 12 booklets on Conflict Resolution in schools, published by the Humane Education Trust, is Hermoine Solomons.

— International News (continued) —

Dan Brown e-book

Rumours had been circulating for a while, but according to the New York Times, Random House US finally announced that House it will release the e-book of Dan Brown's latest novel *The Lost Symbol* on the same day as the hardback launch, September 15.

Said Suzanne Herz, a spokeswoman for Knopf Doubleday: "Now that all of our security and logistical issues surrounding the e-book of *The Lost Symbol* have been resolved, the e-book will be released simultaneously with the hardcover on September 15."

NYT estimated that hardcover books usually sell for \$25 to \$35 in the US, while Amazon's e-book store generally sells bestsellers and frontlist titles for less than \$10.

Knopf Doubleday is planning a first printing of five million copies of *The Lost Symbol*.

Guest of Honour

For the first time, China will be the guest of honour at this year's Frankfurt Book Fair, to be held in October.

An official from the China General Administration of Press and Publication said that the selection of China as the Guest of Honour is a significant milestone marking the opening-up of the Chinese publishing industry to the outside world and its integration into the world publishing industry.

The Frankfurt Book Fair, held annually in Frankfurt, Germany in October, is the largest book fair in the world. It is also the most important global platform for international book trading information services and intellectual property right transactions.

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Title: Clivia – Nature and Nurture
Author: Dirk Swanevelder & Roger Fisher
Imprint: Briza Publications
ISBN: 978-1-875093-61-8
RRP: R349.00
Category: Gardening

Presentation: Hardback 240 x 210 mm

Publication Date: August 2009

Content: *Clivia – Nature and Nurture* is a comprehensive account of this horticulturally important group of plants. Each species is treated in detail with information on diagnostic characters, history, morphological variation, natural habitat, geographical range and conservation status. Identification keys and distribution maps help distinguish among the various species, and practical advice on cultivation, propagation, hybridisation and selection is provided. The book concludes with an illustrated list of the most popular cultivars.

This book is special because it's accessible, beautifully produced and covers all currently recognised species and varieties of Clivia. Lavishly illustrated with photographs and botanical artwork, a special feature of the book is its emphasis on the different species of Clivia in the wild.

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Title: Work Book. Choosing a Career You Will Like
Author: Louise Holman
Imprint: 2nd. 2009
RRP: R250
Category: Non-fiction. Career Guidance
Presentation: Soft cover
Publication date: 1 July 2009
Content: The book helps

career planning by pinpointing the categories of career best suited to an individual, and then giving a range of options for consideration. Built on over 20 years of practical experience, the book tells one all about work and what distinguishes different jobs from each other. It also gives indicator tests to work through to measure levels of interest, personality match, abilities and tolerance for job conditions.

This book is special because it is based on a classification of occupations into 21 fields, 17 environments and 26 duties. Scientific research over 20 years has shown that this model reflects how people of all cultures perceive the South African structure of work. More than 1 000 up-to-date jobs are classified and short descriptions are

given in the book, extracted from a database of more than 3 000 entries. Jobs range from those needing university degrees to unskilled labour positions and include newly created positions on the Internet, cellphone, anti-terrorism and the "holistic wellness and fitness" industries.

PAN MACMILLAN

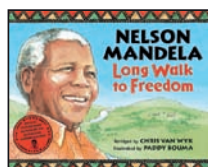
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Title: Nelson Mandela Long Walk to Freedom
Author: Abridged by Chris van Wyk
Imprint: Macmillan
ISBN: 9781405091886
RRP: R149 (English hardback), R99 (Other Paperback)

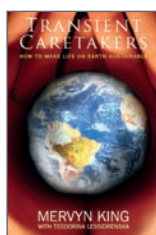
Category: Children's illustrated non-fiction

Presentation: Hardback picture flat (English), Paperback (other Languages)

Publication Date: September 2009

Content: A beautifully illustrated account of Nelson Mandela's best-selling autobiography *A Long Walk to Freedom*, created especially for the children of South Africa.

This book is special because it is the official picture book for children of the best selling autobiography, and succeeds in bringing this exceptional story to the younger generations – ensuring that the father of Africa will live on in the hearts of generations to come. It is informative yet accessible, and is to be published in all South Africa's 11 official languages and Portuguese. It will be released around the globe in September.



Title: Transient Caretakers
Author: Mervyn King
Imprint: Macmillan
ISBN: 9781770101623
RRP: R189
Category: Non-fiction
Presentation: Paperback
Publication Date: August 2009
Content: A highly informative exploration of the current state

of the Earth – from climate change to the ongoing water and energy crises, and from issues of waste to tourism, transportation, urban planning and sustainability reporting.

This book is special because it maintains the need for all citizens to contribute to ensuring that the Earth's assets of land, air and water are passed on to future generations in a sustainable state. The layout is simple and ensures that the text is light and accessible to all, without hiding behind heavily technical text. It is the complete account of what has happened, what will happen and what we can do to prevent it – in one sharp guide.



Title: Second is Nothing: Creating a Multi-billion Rand Cellular Industry
Author: Allan Knott-Craig
Imprint: Macmillan/Rollerbird
ISBN: 9781770101647
RRP: R189

Category: Non-fiction

Presentation: Paperback

Publication Date: Sep 2009

Content: This is the story of Alan Knott-Craig's incredible journey to bring cellular phones to Africa. Bold and courageous – sometimes outrageous – Knott-Craig's visionary leadership put Vodacom and South Africa on the map of world firsts.

This book is special because it reveals Knott-Craig as an uncompromising business genius with no tolerance of failure. Inspired by his father's words "first is first and second is nothing", Knott-Craig leaves behind a magnificent legacy. This is Knott-Craig's story, charting his extraordinary foresight, courage and persistence in making his dream of a connected Africa come true.



Title: The State We're In: The 2010 Flux Trend Review
Author: Dion Chang
Imprint: Macmillan
ISBN: 9781770101661
RRP: R195
Category: Current Affairs
Presentation: Hardback
Publication Date: Oct 2009
Content: From a variety of

contributing authors and edited by Dion Chang, this is the sequel to the highly successful 2009 *Flux Trend Review*. It contains more analysis and insight into South African trends in chaotic modern-day life.

This book is special because it is literally an opportunity to hit the "pause" button. The Flux by-line is: "The state we're in", and the Flux Trend Review aims to provide you with a snapshot of "the state we're in" across a number of industries that have a direct influence on our daily lives, the way we interact with each other, and ultimately, the way we do business with each other.



Title: Emperor Can Wait
Author: Emma Chen
Imprint: Picador Africa
ISBN: 9781770101678
RRP: R195
Category: Non-fiction
Presentation: Paperback
Publication Date: Oct 2009
Content: In this cookbook-memoir, restaurateur

Emma Chen delicately prepares and serves up reminiscences of an enchanting childhood growing up in the newly formed People's Republic of China in Taiwan and of her early adulthood in both Taiwan and South Africa. Through the telling of these stories, the author explores the theme of what happens when one is "transplanted" to a new environment, finding that nostalgia can be a powerful agent of inspiration.

This book is special because the author's reflections are infused with wistful descriptions written in beautiful, yet simple language. The sights, sounds, smells and characters come alive through short, descriptive vignettes that each centre around a traditional Chinese meal and its meaning to family and friends.

Postcards from the Ed

≡ ≡ ≡ JESSICA HADLEY GRAVE ≡ ≡ ≡

Bookmark's editor looks for literature in all the wrong (or is it right?) places

The Pacific Ocean is the greatest physical unit on Earth. From pole to pole, from shore to shore, the Mar del Sur is larger than all the dry lands of the Earth put together. It comprises more than a third of the surface of the world and is almost twice as large as the great Atlantic and three times the size of the Indian Ocean.

In order to reach this vast body of water from South Africa one must embark upon a great journey. My husband and I elected to make the most of this long trek and stopped off to visit friends and family in London and San Francisco en route to Trinidad in the Caribbean, where we met up with the intrepid crew of uMoya, a 45 foot French cutter built by Beneteau in 1984. uMoya had been making slow progress on her voyage across the Atlantic to the Pacific and we were meeting up with her while she was still approaching Panama and the Canal, which would give her access to this great ocean.



uMoya, Jessica's floating home, moored off yet another exotic location

From Trinidad we set sail for two weeks across the southern Caribbean, stopping along the way at a few indescribably beautiful and, for the most part, deserted tropical islands which we felt compelled to explore.

At the Venezuelan archipelago of Los Roques we snorkelled along the edges of mangrove mangals; islands of trees which grow straight out of the sea making fresh water from the saline solution by reverse osmosis.

At Bonaire in the Netherlands Antilles we free-dived the encircling reef and discovered shallow coral flower beds pruned by multi-coloured angel, damsel and parrot fish.

This particular paradise was followed by a five-day crossing powered by gale-force winds and followed by high seas until eventually we sighted terra firma off the coast of Panama. The San Blas Islands materialised on the horizon; veritable palm-topped tropical pearls of paradise.

All this has merely been an introduction to the biggest adventure of my life so far.

However, I have a big problem; I don't have enough informative literature on where we are going and what exotic creatures we will be seeing.

Now let it not be said that uMoya has no literature on board. We have cruising guides on sailing round the world, *Lonely Planets* on all sorts of places, star-gazing books, numerous novels and, most importantly, many books on the sea. I am currently reading a brilliant popular science book called *Coral* by Steve Jones and plan on moving on to *Coral Island* by RM Ballantyne. But I need more. I have panic attacks about the fact that I don't have a good enough fish book, or a comprehensive book on the Galapagos or a guide to coral structures and the fauna and flora of French Polynesia.

This outrageous trip has brought us to the port city of Colon in the Republic of Panama, where we await a passage through the Panama Canal to the vast Pacific Ocean. The city of Colon is not much to write home about, especially when it comes to good bookstores. The only books I have seen have been on a shelf in one of the only two supermarkets in the city and all 20 of them were in Spanish.

I have been feeding my addiction by scouring marina swap shops and savouring a single literary purchase I made in San Francisco where I visited the City Lights bookstore on the edge of China Town. This gem of an independent bookstore was founded in 1953 and it has the honour of being the first all-paperback bookstore in the US.

It is a three storied wonderland of well-chosen literature with the top storey dedicated entirely to poetry. After hours of deliberation I purchased only one book when I was there: *Earth Under Fire, How Global warming is changing the world* by Gary Braasch.

In San Francisco I also visited a Barnes and Noble at a mall in Sausalito and was struck by its similarity to the Exclusive Books chain in South Africa. The layout

is strikingly similar, as is the lighting and the décor. The only major difference is the size. It is a warehouse of a bookstore and one could get lost in there for days with its massive selection of predominantly English titles.

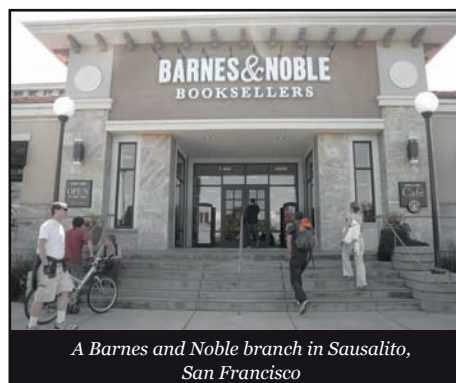
I have not seen a bookstore since.



San Francisco's City Lights bookstore – the first all-paperback bookstore in the US

I do know, however, that there is a bookstore on the opposite side of this narrow Isthmus that joins the two great continents of America. We just have to get across and this is taking us some time as we need some repairs made to the boat first. Once they are finished, we will book our passage, be elevated via three locks to the level of Gatun Lake, sail across the lake and then be lowered to the level of the Pacific by a series of four more locks on the opposite side.

There in the megalopolis of Panama City, I will visit the Corotu Bookstore of the Smithsonian Tropical Research Institute. According to their very helpful website at www.stri.org/bookstore, they stock everything a fish-loving bookworm could ask for.



A Barnes and Noble branch in Sausalito, San Francisco



A head of coral off San Blas



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