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Vol 20

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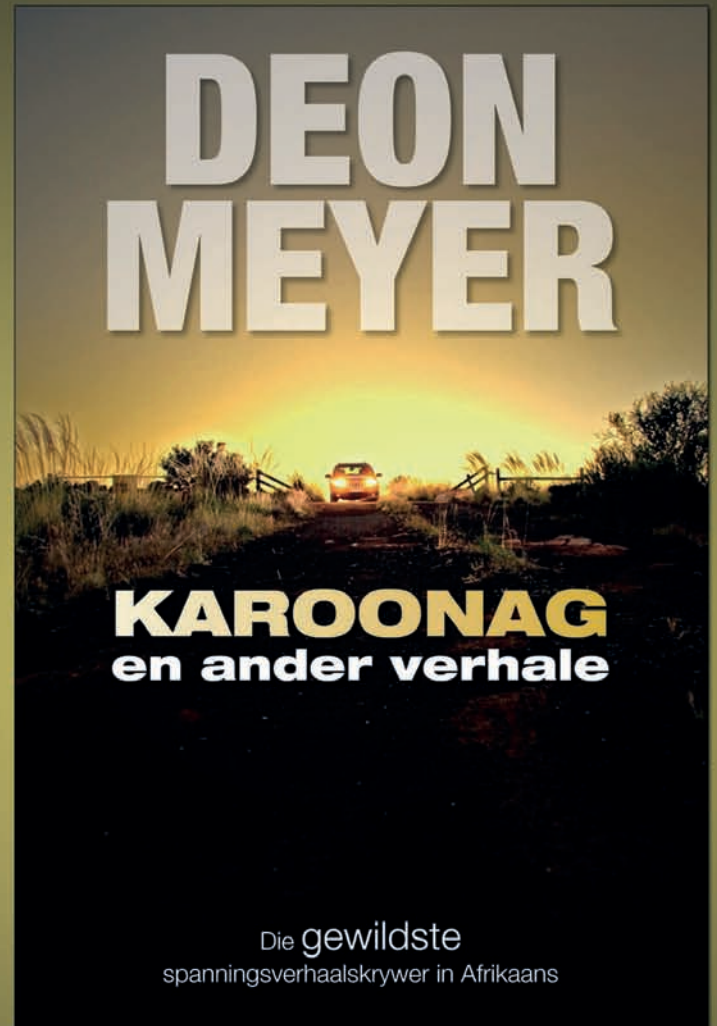
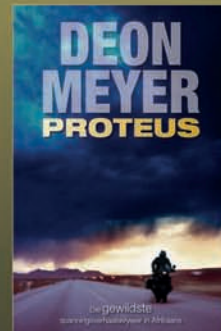
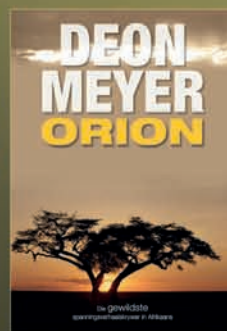
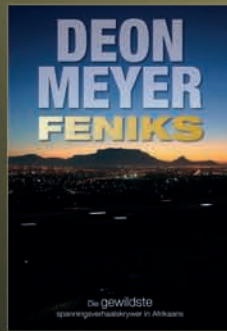
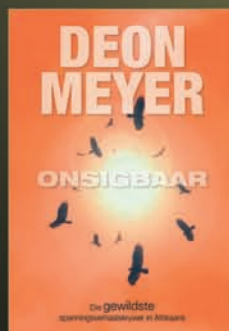
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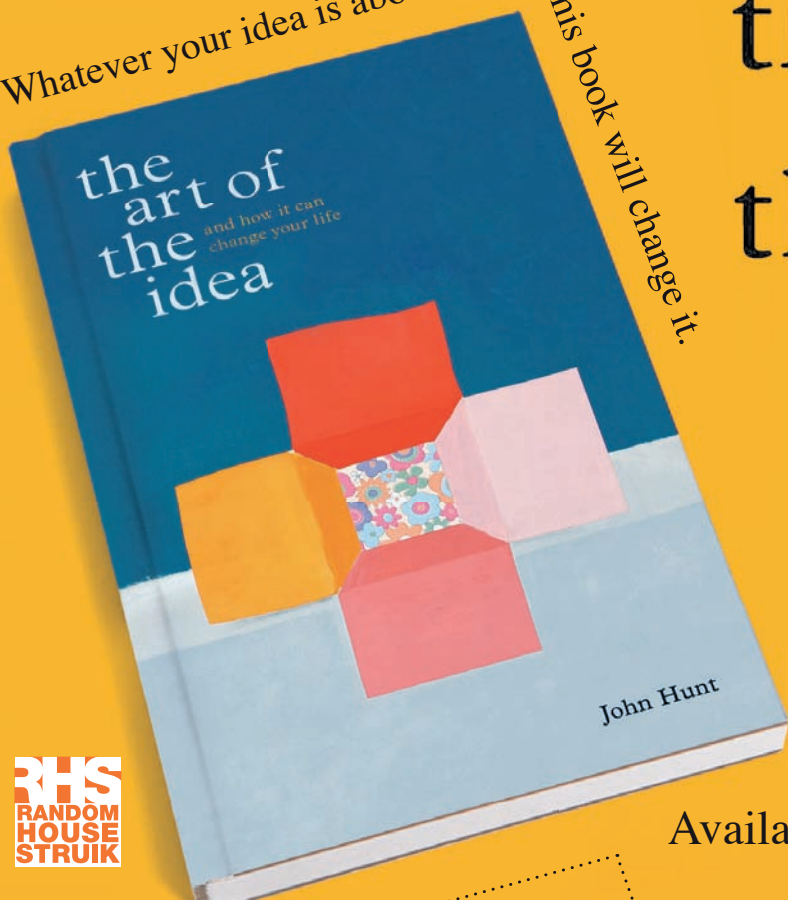
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From the President's desk



Dear Members,

Our meeting with the Minister of Basic Education Angie Motshekga in August and the indication that she would have a follow up meeting encouraged us to believe that we could embark on fruitful discussions about how we could help the minister achieve her objectives through playing our role in book distribution. We continue to try to arrange to meet her, and are encouraged by signs that the minister has quickly recognised some of the important needs of the department and is taking steps to improve the situation. Lists of the books to be introduced for grades R and one are now finalised and we understand that the lists for the following two years are likely to be decided soon. The wide introduction of these books across the country in 2011 will make an enormous difference. Moves to teach in the mother tongue in the early years will also reduce the demands made on children who are learning to read, write, count and sit still in class in the first years of school. This should enable them to build a sounder foundation for better achievements in the higher grades.

These developments should be seen alongside the Qids-up programmes, which we hope will be extended from the Western Cape to other areas. These provide sets of readers and reading materials to the higher grades and will ensure that the learners continue to progress with sufficient materials. The KwaZulu-Natal Education Department arranged for displays of readers, posters and other equipment with the intention of implementing the programmes but has shelved the project for this year due to financial constraints. We do hope it will be revived soon. To support the Western Cape Education Department's efforts to build libraries and to show their recognition of their importance, Western Cape booksellers and publishers embarked on the Harry Gwala Library Project, collecting funds and supplying library books to this secondary school. We commend them for this and wonder whether people in the book trade in other areas could not follow their example.

The contract for the supply of textbooks and stationery in KwaZulu-Natal was advertised earlier this year. The compulsory meeting of prospective tenderers left those present unhappy and confused as they were asked to tender for the supply of books and the management service without knowing what discount would be allowed on the book supply. Some understood that no discount would be required. No award has yet been made, so we are uncertain of the situation in the coming year.

The impact of the digitization of books is being considered in most countries and we have decided to bring together a group of members to discuss the ways in which booksellers should participate in their delivery in South Africa. There are copyright and other issues to be considered and this will require sophisticated delivery systems or a local arrangement. At present publishers are pricing the digital books at the same price as the lowest price edition in the market but it will be interesting to see what happens when Google begins selling. The agreement governing the American market is likely to be finalised soon and European publishers will have to consider whether to approach matters in the same way. The International Library Association is also looking more actively at participating in the digital revolution and is asking publishers for the right to archive digital copies, lend digital books, and use the information in ways that have not been possible in the past. They also wish to be able to use digital versions in classrooms without unfairly prejudicing copyright holders. In the South African environment such use would be difficult to control and we hope that the international publishers will come to an arrangement which does not affect them or the retailers adversely.

Reports of book sales in the UK and USA make gloomy reading. Clearly the economic hardships in those countries have reduced book purchases, and the retail trade is also being squeezed by the increased proportion of sales going through internet-based shops. Kindle readers are being introduced by Amazon.com in the UK and some readers will change from reading books on paper to their electronic counterparts. Happily the South African trade statistics are more encouraging. Unit sales are not increasing significantly as they have in previous years, but they are not declining either. With the critical Christmas season around the corner we are all hoping that the public will flock in to buy the wonderful range on offer and that we will enjoy the same surge in sales that materialised last year. Books are good value and there is a book for almost every thinking person.

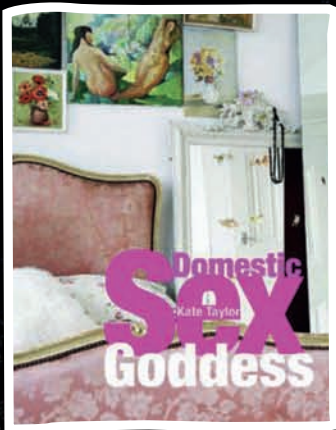
I take this opportunity to wish all booksellers and publishers good trading over the Christmas season.

Guru Redhi

G Redhi

President
South African Booksellers' Association (SABA)

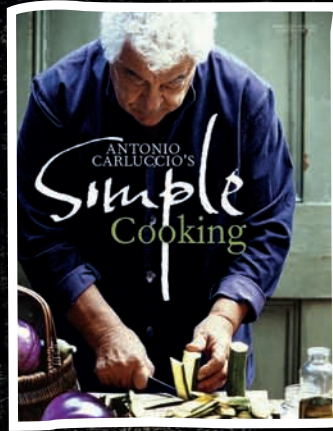
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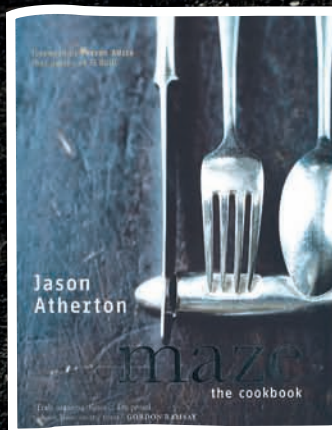
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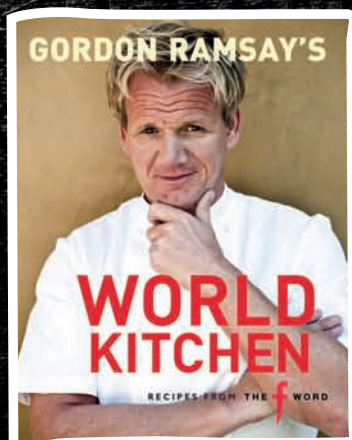


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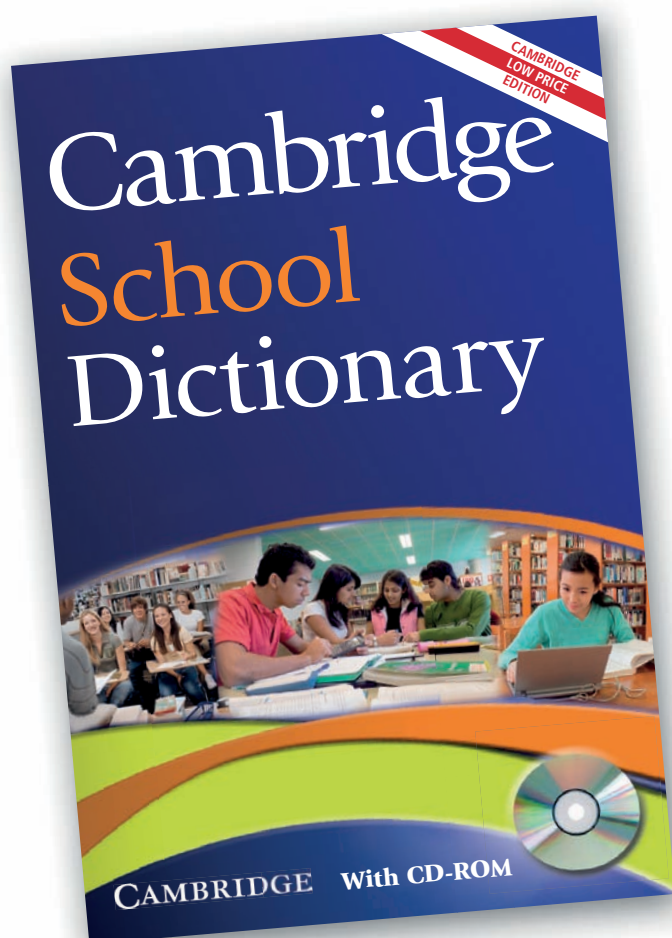
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Riding out the storm

Local booksellers share their experience of doing business during a recession

BRIDGET PRINGLE

The difficult trading conditions experienced throughout the world are nothing new to South African booksellers. As Willem Struik points out in his article “The Growling of the Bear”, published on Page 15 of *Bookmark*, the local industry first felt the pinch in 2007, after a few years of rapid growth (2004-2007).

But 2009 threw the negative situation into stark relief, as the dreaded word “recession” became an official reality and most other industries in the country found themselves in a similar situation.

If there was any small consolation, it was that South Africa was not alone – many countries across the world were in the same position, as were overseas booksellers and publishers. Newspaper headlines spoke of an “uncertain future” and the “death of independent bookshops” – although there were reports of a spike in sales of romance fiction, as readers tried to escape the bad news around them.

Shrinking pockets

Locally, booksellers have had to adapt to the challenging conditions. And, as Andrew Marjoribanks of Wordsworth Books points out, being one of the bigger booksellers didn’t necessarily protect one. “Wordsworth has been affected by the recession—like most retail businesses we have felt the shrinking pockets of the SA consumer,” he says. “Having several branches is a mixed blessing—those shops with great strength will weather the storm easier than the more vulnerable shops.”

It’s a sentiment that Batya Green, marketing strategist for Exclusive Books echoes: “We have been affected [by the recession], in some stores more than others.” The tough trading conditions have meant the chain has had to close some of its non-performing branches, but Green adds that “there is no doubt that stronger stores help to carry the weaker stores, even in ‘good times’”.

Chain stores such as CNA have had an advantage, as they sell a range of products, and can still draw in customers who aren’t necessarily thinking of spending money on books. Divisional buying manager Caroline Nixon says: “CNA as a chain store has a wider range of product to offer our customers as that has been our company’s strategy all along. We offer stationery to multimedia to reading [material]. Therefore we do entice customers to come more frequently into our stores for their wanted items ... This also allows for unplanned purchases to take place due to the customers browsing while in our stores. An independent bookseller is mainly relying on someone who is deliberately looking at purchasing a book or someone who is a keen reader who is browsing to maybe purchase a book later.”

Making careful choices

In the face of the recession, booksellers have noted customers adapting their buying behaviour in various ways.

Says Exclusive Books’ Green: “Generally (and perhaps obviously), we saw a decrease in the purchase of beautiful coffee table books first. We find that bookclubs are also buying fewer books than before. Also, in recessionary times, readers are less likely to experiment or try a new author or genre. They’d rather ‘stick to what they know’. We have seen that trend reflected in sales.”

Linda Bolton of Frankie & Fred, a children’s bookshop based in Johannesburg, has also noted a change in consumer behaviour. “People definitely are spending less, so for example: We are selling fewer hardcover books; a customer will choose very carefully – taking the time to choose one paperback book rather than three; and will choose based on price – if the choice is between a R95 book rather than the R105 book, the R95 book will sell first.”

For Wordsworth, the recession has had

some revealing aspects. “Our customer base in the Cape has always included a good number of tourists and we find that this has been hit the most—we never realised how much the Cape relied on tourism,” says Marjoribanks.

Store location has also been important in determining how severely retailers have been affected, with rent being a key factor. Marjoribanks points out: “One thing is for sure, the landlord seems to coast through the recession—increments that seemed reasonable three years ago now look outrageous.”

Being located in a shopping mall can mean exceptionally high rent, but it can also have its positives. “We are fortunate to be based in a happy, bustling centre so fortunately we have a constant number of visitors to the centre,” says Frankie & Fred’s Bolton. “Also being a ‘nearly new’ centre – only two years old – we have many new customers discovering us and the centre for the first time. So although existing customers may be spending less, the growth in new customers compensates.”

Listening to the customer

Focusing on strategy – and being able to adapt this strategy quickly – has helped some booksellers keep heads above water.

“Fortunately CNA started aligning their ranges and strategy to ensure that it has not been as affected as much as the rest of the SA bookseller retailers,” says Nixon. “Due to the sophisticated systems and data mining information that Edcon has made available to the team, we have kept to our strategy and focused on our customers’ demands to ensure that we are in stock at all times with what they are demanding.”

Aligning strategy meant that the company had to revisit key supply chain processes and product flow to ensure return on inventory investments met original budgets and targets. “Even the marketing campaign has had to ensure

“a good book can give many hours of pleasure, can last for a long time, can be passed down, and it costs less than R100”

that it is speaking to the correct customer. CNA has always focused on the customer's needs and habits to ensure that we attract them into our stores,” says Nixon.

Offering value is also a much-favoured method of encouraging sales, especially when customers are counting every penny. Says Green: “Exclusive Books has introduced special promotions and sourced unique product that offer outstanding value for our customers. We also saw an overwhelming response to our Winter Sale this year, proving that customers are eager for book bargains.”

During the course of 2009, reports from overseas suggested that some independent booksellers had managed to buck the downward trend, with some trading at levels that were better than the previous year.

A report on infonews.co.nz quoted a representative of The Children's Bookshop in Wellington, New Zealand, as saying that children's books had proved to be the real growth area. The spokesperson said this was due to adults looking for gifts that provided value for children: “They actually comment that they are being much more selective with their purchases. They may reduce their buying for adults in the family or for friends, but they never stop buying for children”.

Frankie & Fred's Bolton agrees that the recession does not stop people from buying children's books: “We offer a selection of gifts for kids - and you always have to buy gifts for children's birthdays and special occasions. While some customers are going to school libraries rather than buying books for their own kids, our book sales have grown because books are now more often the gift of choice these days – a good book can give many hours of pleasure, can last for a long time, can be passed down, and it costs less than R100. Not many other gift items can compete with those cost-benefit economics!”

Hunting for a bargain

The flipside of the recession is that there's almost always someone who profits from the doom and gloom - in this case, bargain and second-hand book sellers. A Reuters report in October said that American book lovers were spending more money than ever on bargains.

Kathy Doyle Thomas, from the country's Half Price Books, said the company was going from strength to strength: “We are buying more books than ever before so people are selling ... I think people are okay with buying used ... it is also part of the growing culture of recycling.”

However, John O'Sullivan of South Africa's Bargain Books, does not necessarily agree that being a bargain bookseller has protected the company from the effects of the recession.

Says O'Sullivan: “We have been impacted like most people – like-for-like sales are flat, and costs are up ten percent so the bottom line is impacted accordingly. Bargain Books was fortunate in that we squirreled away resources in the boom years from 2003 to 2007 for the inevitable rainy days.” However, O'Sullivan goes on to add that “what we lose on full-price books we have made up on our value/bargain offering I suppose”.

Apart from focusing on its core business of selling well-priced books, the company has also used the recession to its benefit in other ways. “We have used the recession to avail of opportunities to buy stock at better prices, open new stores, and acquire shops out of liquidation. We saw the recession as an opportunity to invest in new stores and staff so that we are well positioned for the upturn when it comes,” says O'Sullivan.

Banking on Christmas

Given that we're now in the last month of the year, local booksellers are also looking to the Christmas season to provide a bit

of good cheer – although they are divided when it comes to their thoughts on whether it will be a very festive season or not.

According to a story from thebookseller.com, British publishers and booksellers were relying on new releases from top-drawer authors such as Dan Brown to help make the year end on an upswing. However, the experience might be different for local retailers.

Exclusive Book's Green says that sales of *The Lost Symbol* have been disappointing, “although we think it's going to make a great ‘give-it-to-anybody’ gift at Christmas”. Instead, says Green, “this has been a Stieg Larsson/Stephenie Myer year, with their books dominating our top-sellers for months. It is these two series that have contributed most significantly to our ‘bottom line’.”

O'Sullivan also adds that “the Joost van der Westhuizen and John Smit books will hopefully present a fillip to volumes” as the Christmas season gets into full swing.

Wordsworth's Marjoribanks also remains hopeful: “We do believe that Christmas will be good this year – maybe a vain hope but we have to be optimistic! We think the selection of good new books is outstanding – books are still the best value gifts and we have a wonderful range this year. I would like to thank all our suppliers who have been so supportive of us through these bad times – we are confident that things will improve!”

The rest of the bookselling industry will be hoping the same thing. And as CNA's Nixon points out, the Soccer World Cup is going to be a significant factor - whatever 2010's economic climate.

Green agrees with this point: “We believe that it will have a significant impact on our business, not because of the influx of foreign visitors, but more because that influx is going to greatly affect our local market's shopping and buying habits – either positively or negatively – and we need to work with that.”

Sharing the wonder of books

SABA and PASA turn Harry Gwala into a 'reading school'

BRIDGET PRINGLE

Just off Lansdowne Road, Khayelitsha, stands Harry Gwala Secondary School. Unlike the Southern Suburbs schools only a 30-minute drive away, this Cape Town school does not boast neatly manicured school lawns, modern classrooms or even toilets with toilet seats.

What it does boast, however, is a welcoming headmaster, active community involvement, a well-behaved bunch of pupils – and a brand-spanking-new library.



Harry Gwala's new library

The library, with its neatly placed tables, shelved walls, view of Table Mountain and – most importantly – carefully covered books, is the happy result of a challenge issued by Dr Naicker of the Western Cape Education Department to the province's SABA members in August this year.

In his address at the association's annual AGM, Dr Naicker challenged SABA and PASA members to make Harry Gwala a "reading school". Members wasted no time in getting together a committee, and in only two months a new library was ready to be launched at a special event at the school, which co-incided with World Literacy Day.



Music and books in the school hall

And so early on the morning of September 21, booksellers, publishers and education department officials made their way to Harry Gwala to celebrate its declaration as a "reading school". As excited school children milled about and the headmaster, Mr Mlungu, made sure everyone had their tea and coffee, visitors were free to visit the school's new library.

Situated up a flight of stairs, overlooking the school hall, the library's new furniture, beautiful vase of flowers and shiny new books were in stark contrast to the rest of the school, which is exceedingly neat, but also exceedingly under-resourced when compared to other schools.

Guests and schoolchildren were shepherded into the hall, and after various welcomes and introductions from the Department of Education and SABA and PASA representatives, the audience were held spellbound by a speech from author Sindiwe Magona.

Diminutive she may be, but Magona's message resonated loud and clear. Addressing the "freenagers", she asked the children what their freedom meant if they did not read. "Reading gives you access to information. It doesn't matter what your dream is – you have to read, to become."

According to her biography, Magona was born in the Transkei and "grew up in the harsh surroundings of the Cape Flats ... this

extraordinary woman obtained her matric by correspondence, as a single parent, mother of three, with no fixed abode, and working as a domestic servant. She finally graduated with a BA degree from the University of South Africa as well as a Master of Science Degree in Organisational Social Work from Columbia University."

Considering her achievement of overcoming such difficult circumstances, she was the perfect choice of speaker to emphasise the message that one can take control of one's destiny – and that books were vital to the process of empowering one's self.

To loud cheering and foot-stamping she said: "No one will care what kind of CDs you bought or sneakers you wear, but if you read, it will show."



Sindiwe Magona inspires the audience

It was a powerful message, and one that will be hard for the children to forget. As SABA's Joe Klassen said at the event, "Everyone deserves a good book to read" – and at last the children of Harry Gwala Secondary will have this opportunity.



Harry Gwala learners at the event

A new chapter for books

The Kindle goes on sale in South Africa

Here Bookmark republishes an article originally written by Duncan McLeod and published on techcentral.co.za in October, covering the launch of the Kindle in the country.

This week, Amazon.com's Kindle e-book reader went on sale in SA and around the world. E-books are finally coming of age. Here's why you're going to want to buy one and why you may be better off delaying your purchase for a short while.

If anyone has any doubts that the future of book publishing is electronic, consider this: where Amazon stocks both the paper version and the electronic version of a book, on average nearly one in three of the sales is of the electronic edition.

It's a phenomenal statistic given that Amazon launched its Kindle e-book reader only two years ago.

Electronic books look set to take off in the next few years as the price of the readers plummets and as quality improves.

Amazon's move into markets outside the US is a strategic one, coming just months ahead of the introduction of a range of competitor devices.

Both LG Electronics and Qisda (formerly BenQ) have announced plans to build e-book readers. LG's device will be solar-powered.

Even bricks-and-mortar US book retailer Barnes & Nobel has announced it is working on an e-book reader that will run Google's Android operating system.

Until now, Amazon's only real competitor in the e-book market has been Sony. However, Sony sells its product in only a limited number of countries. One hopes that Amazon's aggressive move to the international stage will persuade Sony to follow suit.

As with music, the challenge associated with offering e-books around the world is content licensing. Some publishers are reluctant to sell their books worldwide.

As a result, SA Kindle users will have access to 230 000 e-books, whereas Amazon has a catalogue of 370 000. That means SA users will have access to only 62% of Amazon's e-book catalogue.



Amazon.com's Kindle ebook reader recently went on sale in South Africa

course, users will find other ways of downloading material. As the popularity of e-books soars, the volume of pirated books available via online file-sharing networks will also rise.

Book publishers could soon find themselves in the same boat as the record companies. Amazon employs digital rights management techniques on its books in an effort to keep a lid on piracy but, as the

music industry has already discovered, there's no way to eradicate the problem.

I expect e-book readers to sell well in SA. Provided the price is right, South Africans are always keen early adopters. And at US\$279 (excluding shipping and taxes), the Kindle is certainly affordable. Given that most bestsellers in Amazon's catalogue go for about \$10 (R75), you'll quickly recoup your investment if you're a voracious reader. You don't even pay for the data you use to download books over the air.

And if you're a fan of international newspapers, you'll love the fact that as a South African you can subscribe relatively cheaply to papers such as *The New York Times*, *The Wall Street Journal* and the *Financial Times* — all delivered automatically and wirelessly. It's a pity there are no SA papers available yet.

So, should you rush to your computer to order a Kindle? Unless you're desperate for an e-book reader, I'd advise you to wait. E-book readers are still in their infancy, and we can expect big technological leaps in the next year or two.

As Asian competitors like LG Electronics muscle their way into the field, expect the pace of innovation to accelerate and for prices to come down.

Also, Apple is strongly rumoured to be developing a general-purpose tablet computer that can be used as an e-book reader. In fact, it would be logical for the company to start selling e-books in its iTunes Store, alongside music, movies and TV shows. Pundits believe the chances are good that CEO Steve Jobs will announce a product in January. And, knowing Apple, it will introduce something game changing.

Article originally published on www.techcentral.co.za

Reading Dickens Four Ways

How 'Little Dorrit' fares in multiple text formats

ANN KIRSCHNER

Hardcover or paperback? Until recently those were our reading options. As with everything else, whether it's ice cream or television, things are much more complicated now. We are way beyond vanilla and chocolate, way beyond the corner bookstore and neighborhood library and into a multiplicity of forms and platforms and technologies and interfaces that could be dispiriting if you are inclined to worry about the death of the book.

Do I love books or do I love reading? When my book group picked *Little Dorrit*, I found myself asking that question.

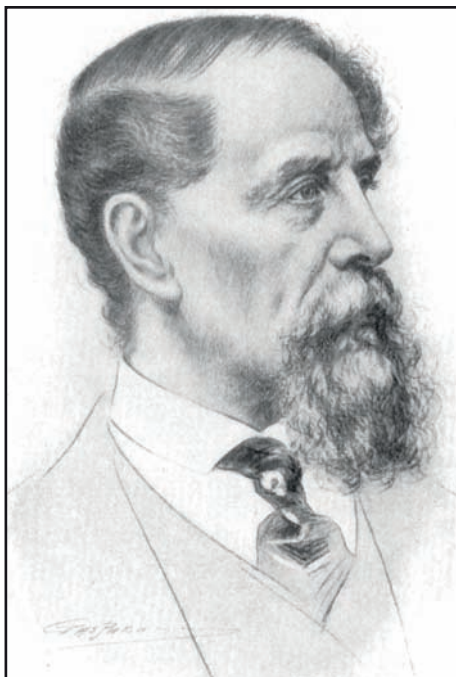
I went automatically to my old Penguin paperback, standing ready on the shelf. Never mind its familiar and friendly orange spine—I hesitated. Maybe it would make sense to read the book on the Kindle that my husband bought me last year. Then again, for my daily Manhattan life, I love audiobooks, the best choice for crowded public transportation and a wonderful companion for walking. And now that I use an iPhone, I have been surprised by the ease of reading its crisp, bright screen.

I decided to read *Little Dorrit* four ways: paperback, audiobook, Kindle, and iPhone.

I started with the paperback, reading in bed. "Thirty years ago, Marseilles lay burning in the sun. ..." As soon as I opened the book, there I was, encountering my name and my own marginal notations from decades ago. That and the \$2.45 price marked on the back made me more than a little nostalgic about my graduate-school days, when I first fell in love with the Victorian novel. In a book about how the present is haunted by the past, I was confronting my old self through the medium of the physical book, still in great condition, still fitting perfectly in my hands. How dare we think that anything could replace it?

I could have stopped there.

I downloaded an audiobook edition of *Little Dorrit*, hoping for one of those magical theatrical experiences that occur when a great narrator is matched with the right book. I have loved audiobooks since the days of the Sony Walkman and my short career as a long-distance runner. Back then, each audiocassette held about 60 minutes, which might not last long enough



for a training run, so I carried the next ones in a small pouch around my waist.

Cassettes have gone the way of LP records, and really, does anyone miss the accident-prone little devils? My first digital device was an MP3 player. What bliss. The only hassle was when my cellphone rang, and I rushed through a ham-fisted dance to remove my headphones, dig out the phone, take the call, and plug in my headphones again. The iPhone has forever ended that frenzied fumble.

Alas for *Little Dorrit*, I was stuck with a competent but uninspired narrator. Nevertheless, Dickens has conquered far worse. Soon I was looking for any excuse to stay plugged in just a little bit longer.

You can listen while you are walking around. You can listen while driving. You can listen while applying makeup. You can listen while you are cooking. You can listen while you are in the dentist's chair.

Just a fingertip away from the audiobook controls on my iPhone was the eReader, a free application, and the option for reading the same Penguin edition of *Little Dorrit*. The electronic text included the original illustrations by Hablot Knight Browne, more familiarly known as Phiz; the map of the Marshalsea; and the explanatory footnotes that were impossible in the

audiobook. The controls were intuitive, and I was soon able to bookmark pages, highlight text, and switch back and forth between novel and notes.

I've been dreading this, but let me get my prediction out now: The iPhone is a Kindle killer.

I abandoned the Kindle edition of *Little Dorrit* almost as soon as I read one chapter on my iPhone. Kindle, shmindle. It does almost nothing that an iPhone can't do better—and most important, the iPhone is always with me.

Yes, the Kindle's reasonable imitation of a book is an advantage, but not enough to outweigh the necessity to carry an extra object and its power plugs. The new Kindle2 has an intriguing capability to turn any book into an audiobook, but even if that survives the legal challenges from publishers, the computer-generated voice is more R2-D2 than Jim Dale. Worst of all is Kindle's clumsy way of turning pages, only slightly improved on Kindle2.

The only time I relied on my Kindle was on vacation last year. All the grown-ups on beach chairs seemed to have one, as if we all had obeyed some secret command to buy Kindles and wear sunscreen. In fact, readers 50 or older are the largest group of Kindle buyers. Therein lies the clue to Kindle's short life. Middle-aged readers think that the dimension of the screen is critical. It's not: The members of the generation that grew up playing Game Boys and telling time on their cellphones will have absolutely no problem reading from a small screen. Let us pray that they will. Right now, they aren't buying Kindles—and they aren't reading books.

So I hardly read any *Little Dorrit* on Kindle. I will probably continue to use it at times, since its battery life is far, far better than an iPhone, and besides, I'll worry less about dropping my Kindle in the sand. More intriguing is that Amazon has now thoughtfully enabled any new Kindle purchases to be available simultaneously on my iPhone. Why would the company do that? My personal theory is that Amazon cares less about our choice of screen than our choice of store.

(continued on page 13)

Challenging year ahead

Library sector faces uncertainty

JAY RANGIAH

From reports received from the various regions, 2010 will be a tough and difficult year for library supply. Budgets will come under considerable pressure and this sector of the book trade will experience great uncertainty.

While it is quite understandable that there is a need for new systems and procedures to be put into place, it is very disappointing when monies that are budgeted for the procurement of library materials are taken away, without any sort of explanation. A classic example of complete disregard for suppliers who went to great lengths to source and purchase materials for the display is the manner in which the QIDS-UP programme in KwaZulu-Natal was cancelled at the eleventh hour. No explanation has been furnished. Cancellation was advertised through the media with a simple "we apologise for the inconvenience".

CENTRAL REGION

The KZN Provincial Library Services purchased single copies of children's fiction titles for a new Library depot to be opened next year. A special exhibition took place from the 5–9 October 2009. This department's aim is to start collecting a wide range of children's titles for the new depot.

The first KZNPLIS exhibition of year is planned for the beginning of February 2010. A formal notice will be sent to all suppliers. KZNPLIS invited its library suppliers to exhibit library materials at its conference, which will take place at the ICC Durban from 9–11 December 2009.

The eThekweni Metropolitan Library has finalised its book selection meetings for 2009. The Msunduzi Municipal Library has received funding from the Carnegie Foundation and the purchasing of library materials has taken place at a good rate. The Newcastle Municipal Library will issue out tenders in due course.

FREE STATE

The status quo in this province remains the same. Local vendors are being empowered. The MEC does not wish to deal with people outside the province.

NORTHERN REGION

MUNICIPAL LIBRARIES: The situation regarding municipal libraries is as follows:

- Most municipal libraries are having huge portions of the book budgets taken from them, especially municipalities hosting matches for the 2010 World Cup;
- Several municipalities are reportedly bankrupt;
- Certain municipalities are being investigated for incompetence, and in instances where the municipality falls under the curatorship of the Central Government, spending has been halted; and
- Most municipalities have not purchased at all since the beginning of the financial year..

PROVINCIAL LIBRARIES: Provincial libraries have received their conditional grants from the central government and there has been a consistent spending

for this financial year. However, most provincial libraries have reported losing their normal budgets. This will have serious repercussions once the period of the conditional grants have expired. In Mpumalanga, orders were rolled out off their selection and most are expected to have been supplied by now.

WESTERN REGION

The Western Cape Provincial Library Service will be converting to a new computerised system in 2010, and this will have an impact in the procurement process. It is expected that the budget for library material will be severely affected by this process and this will automatically affect book buying patterns in the next financial year.

Consequences of this are as follows :

- In the Northern Cape, orders were placed on public tender and this caused undue delay, which resulted in a large number of titles ordered going out of print; and
- Major problems are foreseen in light of the lengthy period that has elapsed since the tender was initially sent out. The tender strictly stated "no substitution" of titles and could result in a large proportion of the monies left unspent.

EASTERN REGION

There is a sense of despondency and demotivation in this region, due largely to the lack of available funding. It seems no buying will be conducted in the immediate future.

Reading Dickens Four Ways (continued from page 12)

Oh boy, have I had a lot of arguments along the way to the marriage of Little Dorrit and her long-suffering beau, Arthur Clennam! Readers are passionate and opinionated advocates for their preferred formats. Flip announced that she reads only hardcovers; end of conversation. Just wait for the Apple tablet," advises technosage Joe. And Judith derides my affection

for audiobooks as "not really reading."

That's the worst accusation: that I am not a serious reader. Not guilty! I love books as much as anybody. But I love reading more. It is the sustained and individual encounter with ideas and stories that is so bewitching. If new formats allow us to have more of those, let us welcome and learn from them.

An edited version of the original

*article by Ann Kirschner. Kirschner is university dean of William E Macaulay Honors College at the City University of New York and the author of **Sala's Gift: My Mother's Holocaust Story** (Free Press, 2006), also published in German, Polish, Italian, and Chinese editions, and available as an e-book on Kindle and iPhone.*

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The growling of the Bear

Trading conditions started to turn in 2007

WILLEM STRUIK

For the first time ever the South African book industry has sufficient sales data at its disposal to study the current economic downturn in the book industry in some detail. By doing so it may be able to get a better understanding of the behaviour of book buyers, booksellers and book publishers in times of economic downturn, and the effects these changes have on the industry as a whole.

Since 2004 reliable and comprehensive sales data have been collected on the book industry. The PASA and the SABA annual industry surveys provided snapshots of the whole industry, and the annual broad trend reports revealed the dynamics from year to year. Nielsen BookScan South Africa collected data in far more detail on the trade sub-sector.

The years 2004 to 2007 were characterised by rapid growth in the book industry. Book sales across all sectors of the industry increased by an annual 19.1% and 23.5% in 2005 and 2006 respectively, and by September 2007 the year-to-date value was still 18.6% above the comparative 2006 figure. Publishers were bullish and were well rewarded with a number of runaway bestseller titles, both imported and locally published. *Harry Potter* sales set new records; *The Secret* sold very well over a long period, and the *Spud* titles and *In Black and White* shattered all sales records for locally published books.

The international economic downturn started in the second quarter of 2007, and really gained momentum in the third quarter of that year. Locally book buyers were somewhat slower to react than general consumers, but by the fourth quarter of 2007 the downturn in sales, despite the successes of the bestseller titles mentioned above, became a matter of concern to booksellers and publishers.

The response to these changes by book buyers and booksellers is discussed below.

Book buyers

The decline in the Consumer Confidence Index was dramatic – (Figure 1).

Any value below 0 indicated dispending as consumers use personal income to reduce debt levels. The +23 recorded in

Figure 1

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
2007	+23	+21	+18	+22
2008	+12	-6	-1	-4

2007Q1 was an all-time high, and the -4 recorded in 2008Q4 the lowest since 2001.

Compared to total consumer retail spending, book sales initially reacted slowly to the changed economic conditions, but then fell significantly.

The book industry saw its share of total retail expenditure falling from 0.50981% in 2007 to 0.49427% in 2008.

There was clear evidence of book buyers trading down price wise in their purchase of books, except in the case of adult non-fiction.

Children's books priced below R50 increased its share of total children book sales from 21.3% in 2007 to 23.0% in 2008, whilst the share of books priced between R50 and R100 fell from 51.02% to 42.3%.

Adult fiction showed an increase in the sales contribution made by books priced under R150, but a decline of nearly 13% in those priced above R150.

Booksellers

The Retail Confidence Index (Figure 2) declined in line with the Consumer Confidence Index, and reflects retailers' expectations of the market in the near future. The 10-year average of this index is 55.

Booksellers used different strategies to adapt to the changed conditions. Some reduced their range of titles held in stock by more than 15% between the beginning of 2007 and the end of 2008, and did so successfully as the average number of copies sold per title (sales depth) increased by more than 15% with no resulting decline in sales volume. Others reduced their title range only minimally. The trade industry as a whole reported 6.5% fewer active titles in 2008 than the year before.

Figure 2

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
2007	+23	+21	+18	+22
2008	+12	-6	-1	-4

Although there were no runaway bestsellers in 2008 compared to 2007, the contribution the top 50 bestseller titles made to total sales increased by 29.5% by value. Whereas bestsellers contributed 10.6% to total sales values in 2007, this increased to 12.7% in 2008. This achievement is even more remarkable in that bestseller sales are usually largely driven by frontlist sales, and both the frontlist title output in 2008 and the contribution of frontlist sales to total sales was much lower than in previous years.

Two bookseller chains, Fascination Books and Impact Books, did not survive 2008, resulting in the closure of 37 outlets. Some other chains also reduced their number of outlets or postponed their expansions plans.

The average selling price recorded by trade booksellers increased from R112.62 in 2007 to a mere R114.42, an increase of only 1.6% and well below the consumer inflation rate.

The overall effect of the change in consumer behaviour and the trade booksellers' response was a year-on-year increase in sales volume of 3.4% and of 4.5% in sales value.

2009 and beyond

The difficult times currently experienced by the book industry continued well into 2009, with no clear turnaround situation reported as yet. Booksellers and publishers continuously adapt their strategies to every changing economic conditions. The stakes are high, as significant changes in overall market share usually coincide with periods of economic stress.

Willem Struik

London calling

Preparations for the London Book Fair are gathering steam

BRIDGET PRINGLE

As the London Book Fair draws ever closer, various events and meetings are taking place across South Africa and the UK to mark SA's selection as Market Focus country for the fair.



South Africans Don Mattera, Phillippa Yaa de Villiers and Lebo Mashile join others in the spotlight

Beyond Words

One such event was the Beyond Words UK tour, which included South African Poet Laureate Professor Keorapetse Kgositse, internationally acclaimed and widely published PEN Award winner Don Mattera, Phillippa Yaa de Villiers and Lebo Mashile. The four poets toured the UK from October 30 to November 15 and visited Birmingham, London, Newcastle, Cardiff, Manchester and Bristol to participate in skills exchange workshops, masterclasses, seminars and showcases.

The Beyond Words UK tour was presented by Apples & Snakes in association with Sustained Theatre, supported by British Council, Arts Council England and the South African Government. The tour forms part of the British Council's Cultural Programme for South Africa: One Nation, Many Voices, the Market Focus project at The London Book Fair 2010. South Africa: One Nation, Many Voices aims to strengthen cultural relations, provide increased opportunities for collaboration and introduce writers to new audiences.

"We hope that this is the beginning of a dynamic, long-term cultural exchange that will benefit both the UK and South Africa. That exchange should be further deepened by the interaction of more poets and other writers during The London Book Fair next year," said Professor Kgositse.

"We're hugely excited to be bringing the work of these incredible South African poets to the UK," commented Geraldine

Collinge, Director of Apples & Snakes.

"As part of the tour, the poets were commissioned to each write a poem. Those new poems will be published as a mini-anthology and I hope it will remain as a living memory of the tour," continues Professor Keorapetse. The book will go on sale during the tour in the UK and will include some of the poets' existing poems and the new work commissioned for the tour.

Publisher grantees

The 2010 London Book Fair's SA Market Focus steering committee also announced the publishers who will be attending the fair next April courtesy funding from MAPPP SETA. The grantees are Protea Boekhuis; STE Publishers; NF Saliwa Publishing; SchreiberFord (Two Dogs); Graysonian Press; African Perspectives Publishing; Imisebe Printing and Publishing; Electric Book Works; UKZN Press and Modjaji Books.

Publishers' training workshops were also held in near Pretoria in late November.



Poet Lebo Mashile wowed the English crowd

Training Programme

In the run-up to the London Book Fair there are a number of activities related to the event and the industry that South Africans roleplayers are invited to. One of these includes the International Publisher Training Programme, which will run from 12-16 April. The five-day professional publishing training programme is aimed at international publishers and managers working across all sectors and from all regions of the world.

The programme will be run by the Oxford International Centre for Publishing Studies, Oxford Brookes University, in association with the Publishers' Association and the

British Council, and will have a strong focus on digital developments across the field.

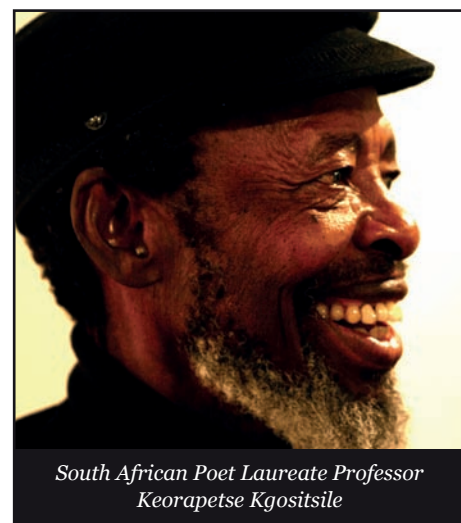
The delegate price is £1199, which includes all tuition costs; four nights accommodation at Oxford Brookes University; four industry visits; breakfast, lunch and refreshments; programme dinner with guest speaker, providing delegates with the opportunity to network; and a closing reception with presentation of certificates by the Director of OICPS.

Delegates should have two to five years experience in the publishing industry and should have a working knowledge of English. (The course will be conducted through the medium of English). For more information, and to apply for a place on this programme, please contact Claire Anker at canker@publishers.org.uk. The deadline for receipt of applications is 31 December 2009.

New website

The LBF has launched brand new website, www.londonbookfair.co.uk. The site provides useful information for exhibitors and visitors, such as a floorplan and the programme for the seminars and events at the fair.

Website visitors can also download podcasts of interviews with authors and publishing industry figures, keep track of the latest news related to the industry and search for travel and accommodation information using the links provided on the site. Exhibitors and visitors can also follow news of the fair on Twitter.



South African Poet Laureate Professor Keorapetse Kgositse



BY THE BOOK



Society is based on transactions enabled by communication processes. Oral cultures had storytellers (griots, shamans and sages) whose function was to preserve and pass on cultural traditions, who acted as repositories of social and cultural values, and who judged, healed, informed or entertained. Written cultures called on scribes and philosophers to preserve and interpret human thought. Today, those skilled in gathering, utilising and manipulating information in both oral and written form perform these functions – from information officers, to best-selling novelists, journalist, screenwriters, and cultural commentators. (Finkelstein & McCleery)

Technological advances and the development of writing materials facilitated shifts from oral to written cultures, hence the advance from manuscript culture to print culture. From the sixth century AD until printing superseded the manuscript, scribes, according to a range of conventions, reproduced books by hand. The invention

of printing in the later fifteenth century transformed books into a tradeable commodity that required a system of production, sales and distribution. This system developed progressively from the incunabula period to the current era of mass media printed products.

Books are physical objects, consisting of sheets that are bound together. But they are far more than “tree flakes encased in dead cow”, as a cynical technologist once declared. Finkelstein and McCleery (2005: 1-2) refer to Tolkien’s *The Hobbit* and *The Lord of the Rings* trilogy as examples of books whose publication has changed or influenced cultures, communities and communication. They claim books are important vehicles for ideas that often challenge established norms and authorities. Therefore, close attention to the production, circulation and consumption of books will enable us to illuminate areas of social and intellectual life in novel ways.

Book History as a distinctive field has only recently emerged in South Africa. However,

there have been bodies of scholarship that touch on aspects of print culture, including work on book development and the history of publishing and printing companies, typographical unions, reading and reading institutions.

This column will bring to light aspects of the hidden history of book publishing in South Africa.

Francis Galloway

Extraordinary lecturer, Department of Information Science, University of Pretoria & Editor LitNet Akademies.
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All on track for 2010

Plans for the Cape Town Book Fair falling into place

BRIDGET PRINGLE

Bookmark speaks to Claudia Kaiser, who has been running the organisation of the 2010 Cape Town Book Fair (which will run from July 30 – August 2) since the departure of Vanessa Badroodien earlier this year. Kaiser is also vice president of development for the Frankfurt Book Fair.

Is it just yourself and Sadika Ahmed who have been working on next year's book fair, or have you expanded the team?

A lot of things for the 2010 book fair had been put on track before Vanessa left, but at the moment it is the two of us and we are getting some help and support from PASA and Frankfurt Book Fair. We have been restructuring the work, and it works out quite well. Of course we will employ some more staff as the workload starts getting bigger.

Are there plans to announce a new managing director for the CTBF?

We will announce this in due course.

How have preparations for the event been going? Has the later date given you a bit more breathing space?

Yes, of course the later date gives us some space. But I would say we are putting in the same amount of thinking and work as we would have done would the fair take place in June. What we are actually working on is a repositioning of the fair. We want to make it more attractive for internationals to participate, and we want it to truly be an African fair – for the whole of Africa.

What does that mean?

We will have a trade day on the first day of the fair, with matchmakings, seminars about hot topics of the trade and an opportunity for institutional buyers time to place their orders etc. At the same time we want to bring more publishers from other African countries to the fair. We might have an international collective. At the same time we will continue our efforts to be attractive to the general public, and the fair has been extremely successful in achieving that. I really must congratulate Vanessa and her team on that success.

Do you have a theme for next year's event?

Our focus will be on networking and getting the exhibitors networked with potential business partners and buyers.

Has the difficult economic climate affected plans for next year's event at all?

No, there is no affect on the plans for 2010 yet. We really want to do our very best to make it a valuable event for the publishers in South Africa as well as internationally – and of course for the general public.

Has the recent Frankfurt Book Fair inspired new ideas for the Cape Town event in any way?

Of course, there are always so many things happening in Frankfurt. Just think about it - more than 2 000 events in five days. You know, I have also been in the management of the Frankfurt Book Fair for many years, and have also set up the Abu Dhabi International Book Fair, which has grown into a respectable international book fair. For instance, the matchmaking service has proved to be quite successful. We really want to create an added value for people who come to the fair. So we listen to our exhibitors first and understand what it is that they need and then we tailor the programmes accordingly. The ideas for the programmes often come from things experienced in Frankfurt. I am sure there will be a number of surprises at CTBF 2010.

Can you confirm any of the invited authors and guests yet?

It is a bit too early to talk about authors and guests.

Is the 2010 event going to be different from previous events in any way?

As described above, it will be more trade-oriented. Apart from all the things mentioned above, we will also have a database on our website, which all registered exhibitors can use to register their titles published after 2008. We will promote these titles to the institutions and libraries. I also expect to see more Indian exhibitors.

What will be on offer for booksellers who want to attend the event as exhibitors?

As mentioned before, the booksellers can register titles on the above mentioned database on our website. Booksellers are welcome to attend the trade sessions on the first trade day, and there will also be sessions that are designed for book sellers and their special interests and challenges. There will be something for everyone. Also in our matchmaking sessions they can meet not only South African publishers, but also international publishers.

Do you have any advice for booksellers who plan to attend the event as exhibitors for the first time?

All first-time exhibitors are invited to attend a session at the first day of the fair, designed for first timers on the fair. All details about the CTBF and its functions will be explained to them, and first contacts can be made. I think it would be worthwhile for all booksellers to have a look at the titles database. Once you know that exhibitors are taking those titles, a bookseller can be prepared for orders or purchases.

Can booksellers sign up to exhibit yet, or only at a later date?

Not only can they sign up now, but it would be advised to do so before the end of 2009 as this means that the 2.5% "early bird" discount will be applicable, and they will also get more choice in terms of space.

How best can one stay abreast of the latest news on the CTBF?

Look at the CTBF website as often as possible, but also sign up for the newsletter on our website – this way you will always be on top of things! On top of that we will send our regular mails.

There have always been requests to have a day open to the trade only – is that going to be possible next year?

As mentioned above: yes! There will be a trade day, starting with the 2010 ADIBF.

For more information, visit www.capetownbookfair.co.za or contact the Cape Town office on +27 (21) 418 5493 or email Sadika Ahmed at ahmeds@capetownbookfair.co.za

A smart move

Company reflects on its achievements

VICTORIA PAINE

Shuter & Shooter Publishers recently celebrated the acquisition of their new premises. Situated in Mkondeni, KwaZulu-Natal, Shuters House comprises three stories and covers 1 300 square metres. The newly renovated building is comfortable and spacious.

At the official launch, held on the 14 August 2009, the executive management team made speeches elaborating on the history and journey of Shuter & Shooter Publishers. Managing Director Primi Chetty warmly welcomed and thanked guests and expressed great pride in the achievements of the company.

Financial Director John Eglington spoke of Shuter's proud history, which dates back to the early 1900s, and in particular of the company's reputation of being a leading indigenous languages publisher in South Africa.

Publishing Director Ray Wela briefly took guests through the history of indigenous language publishing and mentioned Shuter's first indigenous language title *uDingane*, published in 1936, and which remains in print today. Evidence of a proud and solid publishing history indeed!

Although steeped in history, the company has undergone radical transformation and has kept abreast of the latest publishing trends globally. Not only a renowned publisher of educational materials, Shuters has an imprint dedicated entirely to trade publishing (Shuter), has developed a range of quality, wooden educational toys (Shuters Kids), a range of educational charts (Rainbird), a wonderful list of children's books under the Songololo and Butterfly imprints and, most recently, a series of study guides under the New Spin imprint.

Launch festivities were a resounding success with guests and staff celebrating late into the night in true Shuters style!

We wish Shuter & Shooters every success in their new premises. Congratulations!



From left to right, Prof DBZ Ntuli, Primi Chetty, Bob Ramrathan, Stuart Craib and Leigh Craib at the launch

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Launched in 2007, the SHUTER imprint acknowledges the power of the book to open minds and transform lives. SHUTER publishes a unique range of quality fiction and non-fiction for adults and young adults that reflects the diversity and universality of human experience in Africa and beyond.

Books for all our children



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Books everyone can afford

Shuters is committed to providing quality reading material to suit all pockets. The Little Friends Series and the Animal Opposites Series welcome new readers to an ever-growing selection. These colourful readers for children will retail from only R14,50 each – a much-needed financial break for cash-strapped buyers.



Discovering the world of words

The Cub Reading Series is a carefully graded set of readers, giant books and Teacher resource material which instill a love of reading in the Foundation Phase learner and assist the teachers of this vital phase. The series has been designed for the young southern African learner by South African authors.



Mapping out the future

The 'New Spin On' technique of mindmapping engages both the left and the right hemispheres of the brain to improve learning and remembering. It is a creative and fun-to-use technique for making effective yet simple notes, to study, to revise quickly, and to recall information during an exam.



SA's 'best-loved' bookstore

CNA wins top retail award in the 2009 bookstore category

CNA's commitment to meeting customer needs and the book division's attentive focus on consumers' interests has reaped many benefits. The 2009 Sunday Times and Sowetan second annual Retail Awards announced in October that CNA had been voted South Africa's favourite bookstore.

The well-known stationery, book and entertainment retail chain is over 100 years old. It was the central news agency in South Africa's booming gold rush economy, keeping the country in touch, informed and entertained. It met a specific need and was relevant.

Today CNA continues to boast a national footprint and a range of products constantly meeting customer needs.

Since buying 145 CNA stores in 2002, Edcon has made a significant investment in the brand by adding more than 65 new stores. It now owns and operates more than 200 stores nationwide.

The Top Retail Awards survey, which is conducted annually, was established to recognise innovation and growth within the retail sector. The survey for 2009 was compiled by TNS Research Surveys, which carried out quantifiable research across the country by interviewing 3 500 adults face-to-face in their homes, covering both metro and non-metro areas. Customers' awareness of the brand, as well as their preference for the brand, was measured within each retail category.



CNA divisional buying manager
Caroline Nixon

CNA's unique offering includes a wide range of products that - in combination - are not available from any other retailer. With its national footprint and strong customer base, CNA is top of mind both in brand awareness and shopping destination preference in the bookstore category.

Caroline Nixon, CNA's divisional buying



The spacious and well-lit interior of CNA's Cresta branch

manager for CNA Reading and Newsstand, says: "We're delighted with this award and we believe that our dedicated team efforts and seamless supply chain processes, from sourcing, buying and planning, through to distribution, marketing and in-store sales, is key to having us ranked first in this Top Retail Awards survey." Nixon is also the Chairman for Northern Region for the South African Booksellers' Association.

"CNA's centralised store-buying strategy brings streamlined benefits for customers across a national base of stores. Broad assortments of books are available to a large cross section of the South African market," Nixon continues.

"Bringing relevant product at the right time to our customers is a primary focus," says Nixon. "This requires an understanding of our customers' needs and wants and we are all the while scrutinising the wealth of data we own on our customers to inform this, so that we can respond appropriately."

In store, the book and newsstand areas are undergoing continual improvement both in design and layout to further meet customers' requirements. "Ambiance, improved employee friendliness, product flow and layout all contribute to providing an easier, more appealing shopping experience." This is very important in a market filled with competitors whose primary business is specialising in books and newsstand product.

In addition, promotional and marketing approaches for CNA have been re-focused

to target an extended audience. CNA has also re-introduced its traditional, old "red band" product to draw attention to special titles and offers on sale.

2009 has been a tough year for retailers around the world and consumers have certainly felt the pinch, with spending on luxury items decreasing dramatically. "An added benefit for the CNA customer is that they can buy books on credit, using one of our Edcon retail cards, which eases the burden in these difficult economic times," says Nixon.

CNA's strategy also ensures that every rand and cent its customers spend is for good-value books, magazines and newspapers.

"Staying ahead of the game by being in tune with universal trends and changing with our customers will hopefully ensure CNA maintains its number one spot in the Retail Awards for many years to come," concludes Nixon.



CNA representatives accept the company's
'South Africa's favourite bookstore' award

Grounded in the community

Tongaat bookstore started out selling gramophones

BRIDGET PRINGLE

MG Rhedi, the KwaZulu-Natal bookshop, is testament to what hard work and vision can create.

The original business was opened by Guru Rhedi's father, MG Rhedi, in Tongaat in 1937 – but at this point books were only a sideline as he focused on the sale and repair of gramophones and bicycles.

An article from The Sunday Tribune continues the story:

“Born and schooled in Tongaat, [Guru] Rhedi started helping his father with the business on a full-time basis when he was 17. By then the store had started expanding into dealing with radios and television sets, and Rhedi qualified as a radio technician and TV aerial installer. In 1980 he did a diploma in business management and in 1988 a business administration diploma.

‘Our business has through the years maintained a very good reputation with customers, suppliers and the industry’, Rhedi says.

In 1982 he took over management of the business from his father and diversified as market needs changed”.

The business is still managed by Rhedi, but he's still keeping it in the family, with assistance from his wife, Bunny, who handles the front office and attends to stationery and book sales. These days the shop does not supply gramophones or bicycles, but does keep a complete range of stationery for both school and office, and has a wide range of educational and general books from around the world. The shop also has a huge range of office equipment.

At one point Rhedi opened another branch, but in 2008 consolidated into one store at the current site. According to Rhedi, the “downturn in book business, especially in KwaZulu-Natal - where almost all of the educational school business had been awarded to one agency over the last four years - seriously impacted on our business”.

He continues: “This was essentially detrimental to bookshops like ours in that it became increasingly difficult to sustain itself with no forthcoming school business from the education department. We will consider opening other stores when sanity prevails in province and the Education Department realises and believes in the value of experienced stockholding bookstores.”

Rhedi plays an active role in the bookselling community, and serves as the chairperson of the South African Book Development Council (SABDC), as well as chairperson of the South African Booksellers' Association.

After many years in the business, he and his bookstore are an asset to the industry. The Tribune quotes Rhedi as advising new entrepreneurs that they should “behave honestly in business, run a ‘clean-cut’ operation and cater for the demands of your market” – words of advice that he has practised for years.

You can find the shop in the GGR Centre, 224 Main Road, Tongaat.



The well-stocked shelves of MG Rhedi

BOOKS THAT SPEAK FOR THEMSELVES



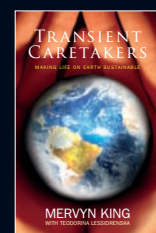
The State We're In: The 2010 Flux Trend Review hits the pause button and looks behind the smoke and mirrors; analyzing frame by frame the effects of the economic meltdown, the consumer revolution that has resulted and the dramatic effects of technology on our lives.

In ***Emperor can Wait***, well-known Johannesburg restaurateur Emma Chen delicately prepares and serves up reminiscences of her fascinating childhood in the newly formed Republic of China in Taiwan and of her early adulthood in both Taiwan and South Africa.



Second is Nothing tells the story of Alan Knott-Craig, moving from his unique childhood challenges to his incredible journey to bring cellular to Africa – continually motivated by his father's words, ‘First is first and second is nothing’.

Transient Caretakers is a groundbreaking book that explores the state of the Earth – from climate change to the ongoing water and energy crises; and from issues of waste and garbage to tourism, transportation, urban planning and sustainability reporting.



 **PAN MACMILLAN**
www.panmacmillan.co.za

From strength to strength

‘Enlighten and entertain’ is Jonathan Ball Publishers’ mandate

Jonathan Ball Publishers, voted trade publisher of the year in 2009, was started in 1976. From the beginning we have challenged the literary landscape by publishing books that do not shy away from controversy or political criticism. Jonathan Ball’s mission is: “To publish books about South Africa which enlighten and entertain. Books of a liberal sanity which pander to neither left nor right nor to clever contemporary fashions in thinking”.

The company’s first major title *Super Afrikaaners* did just that by exposing the Broederbond – a secret organisation that supported Afrikaner nationalism and apartheid.

The mission remains the same today, and we continue to publish books that investigate and question the important social, political and economic topics of our time. Jonathan Ball Publishers is renowned for specialising in South African history, politics and current affairs and also publishes some fiction.

Titles published by Jonathan Ball have won a number of awards. We have won the Sunday Times Alan Paton award on seven occasions, most recently with Mark Gevisser’s *Thabo Mbeki: The Dream Deferred*, and Jonny Steinberg has been the only author to be awarded the Sunday Times award twice with *Midlands* and *The Number*. Additionally, the English translation of *Agaat* by Marlene van Niekerk won our first Sunday Times fiction title. These are to mention just a few.

The end of 2009 sees the release of some engrossing and important new local titles, such as Rian Malan’s *Resident Alien*, his first book since *My Traitor’s Heart*, the first biography on Chris Hani, *Hani: A Life Too Short* and Douglas Rogers’ *The Last Resort*, a surprisingly entertaining yet heartbreaking memoir of life in Zimbabwe.

Sunbird Publishers, the illustrated local imprint of Jonathan Ball Publishers, was founded in 1998 by Dick Wilkins to publish books on travel wildlife and natural history, adventure, lifestyle, the great outdoors, scenic splendour, the cultural heritage of southern Africa and maps and atlases.

In 2009 Sunbird released its first gardening title, *Jane’s Delicious Garden*, which has been a runaway success. On the wildlife front Sunbird released *In Search of the African Wild Dog*, a well-researched photographic tribute that highlights the plight of the rare and endangered wild dogs of southern Africa. Sunbird’s growing *Getaway* series of travel guides remains as popular and affordable as ever.

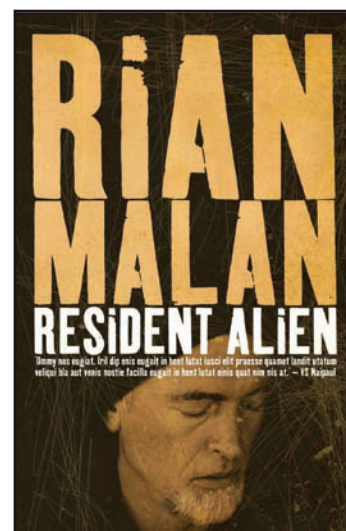
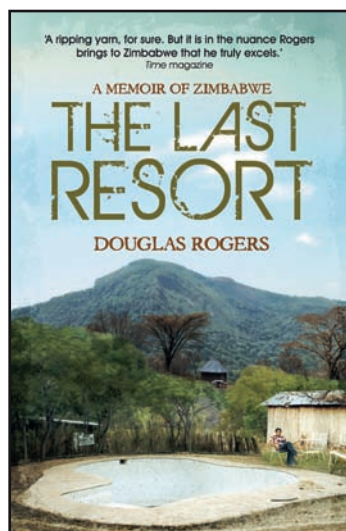
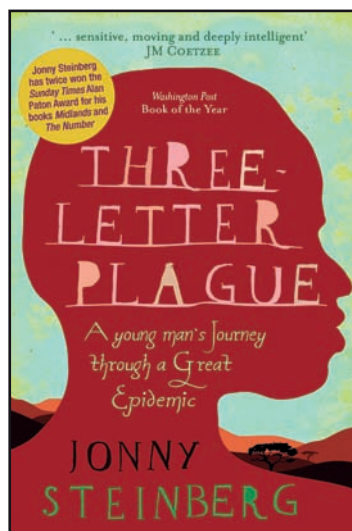
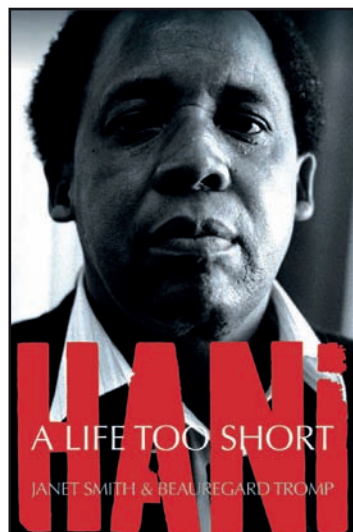
The popularity of Jonathan Ball and Sunbird titles ensures that we regularly feature in retail-driven campaigns such as Exclusive Books, Homebru and The List.

Jonathan Ball Publishers also act as agents for British and American publishers, such as the Hatchette Livre group (which includes Hodder & Stoughton, Headline and Orion), HarperCollins, Bloomsbury, Simon & Schuster and Taschen, marketing

and distributing books on their behalf – making the company the largest distributor of both local and international books in southern Africa.

Among the many and most popular titles distributed by Jonathan Ball Publishers are the *Harry Potter* series, probably the biggest success story ever in the field of children’s literature. We are also the sole distributors of J R Tolkien’s *Lord of the Rings* and *The Hobbit*, and C S Lewis’ popular stories in the *Chronicles of Narnia* series. Elizabeth Gilbert’s *Eat Pray Love* and *The Secret* have become staple super-sellers with *Act Like a Lady Think Like a Man* soon to be equally so established.

With offices in Cape Town and Johannesburg, with both local and international imprints, Jonathan Ball Publishers are well placed to continue dominating as South Africa’s largest publishing house.



Industry Update

Honour for SA book

There are Ants in my Sugar, a South African book published by Thomas Stein Publishing, has been nominated for the 2010 Impac Dublin Literary Award.

According to the award's website, impacdublinaward.ie, *There are Ants in my Sugar* is "the warm hearted, engaging and humorous account of Annica Foxcroft's exile to a pondokkie in the country, when unexpected financial hardship overtook her family during the 1960s".

According to the publishers, the Impac, "which sees librarians around the world nominate their favourite titles for the award, has longlisted 156 books this year, spanning 46 countries and 18 languages".

Ladysmith Book Fair

The Ladysmith Library has announced that it will be holding its bookfair from 23-24 February at the Ladysmith Indoor Sports Stadium. Almost 200 schools, FET colleges from the region and the general public will be invited. Schools and other educational institutions will have the opportunity to network with exhibitors, publishers and booksellers to view and purchase material to upgrade their library collections.

The Ladysmith Library launched its first bookfair in March this year, and because of the overwhelming response from schools and the community it has been decided to make it an annual event.

For more information contact Sandy Maharaj on ldylib1@telkomsa.net.

New Director for PASA

The Publishers' Association of South Africa is delighted to announce that Brian Wafawarowa has been appointed as its new Executive Director with effect from January 2010. Dudley Schroeder, the present incumbent, announced earlier that he will retire after close on six years in this position at the end of December 2009.

Wafawarowa is currently Managing Director of New Africa Books (NAB) where he was first employed in 2000. Wafawarowa served as the elected Chairman of PASA between 1999 and 2002 and in the same position of the collective of publishers from across 46 African countries, known as the African Publishers' Network (APNET), between 2005 and 2008.

JAN VAN SCHAIK 1917-2009

It is with great sadness that we learnt of the death of Jan Jacobus van Schaik, a man who not only made his mark as a publisher and bookseller, but who also made a huge contribution to the book industry and to the cultural life of his community.

Van Schaik, affectionately known by his staff as Mnr Jan, was born in Pretoria in 1917. He started his schooling at Oosteind Primary School and matriculated at Afrikaanse Hoër Seunskool in 1935. He then studied at the University of Pretoria where he obtained a B.A. and a B.Comm degree. In December 1939 he sailed to the USA for post-graduate studies at Columbia University in New York, where he obtained a masters degree in 1941 with a thesis titled "*The distribution of books in the USA*".

During World War 2 he worked as a translator and broadcaster for the American Office of War Information in New York. In May 1944 he returned to South Africa where he joined the family business of JL van Schaik.

He married Hermine Falletisch in 1946 and was the father of three sons: Louis, Frank and Jan.

Van Schaik had many other interests apart from his love for books. He was an active Rotarian since 1949 and served as President of the Pretoria Rotary Club for a number of years before becoming District Governor for Rotary. His district stretched from clubs in the old Northern and Eastern Transvaal, to Swaziland, Zimbabwe and Malawi.

He played an active role in a number of organisations, including the following:

- Voortrekker Beweging
- Pretoria Chamber of Commerce
- Board of the Pretoria Technical College
- Board of the Transvaal Museum
- Pretoria Youth Orchestra
- Board of the State Library (now the NLSA)
- SA Akademie vir Wetenskap en Kuns
- Simon van der Stel Foundation
- Vriende van die Pretoria Kunsmuseum

As a publisher he initially concentrated on the publishing of children's books and juvenile fiction in Afrikaans. He later became closely involved in developing the dictionary and academic textbooks side of the business, but he will be best remembered for the impressive range of books in African languages published by JL van Schaik.

As a bookseller and publisher he was very much involved in the organised trade and first attended a meeting of the South African Publishers' Association in 1946. He served on the Transvaal Regional Committee of SAPA from 1962 to 1972 and on the National Committee from 1970 to 1972.

Jan van Schaik was a member of the Central Council of the Associated Booksellers of SA from 1955 to 1966 serving as President from 1959 to 1965.

From 1969 to 1972 he was President BTA (Book Trade Association), the umbrella organisation for booksellers and publishers. In 1988 he became an honorary life member of this body. Even after his retirement he retained a lively interest in book-trade matters.

We pay tribute to a man who over many years served the organised book industry skillfully and in a selfless manner - a man who distinguished himself not only as a good publisher but also as a bookseller of stature. He used his business acumen and initiative to help build a family business that became known country-wide for its independence, idealism, integrity and service excellence.

International News

Vat survey

According to an October press release from International Publishers' Association, the preliminary findings of an international survey on VAT rates for books showed surprisingly strong support for reduced VAT rates for books.

The survey, which looking into the indirect taxation of books in 86 countries around the world, showed that 87% of the countries surveyed established a reduced or zero rate GST/VAT rate for paper books, and that more than half the countries surveyed (48 out of the 86 countries) give books the maximum possible reduction, i.e. tax exemption or even 0% VAT/GST rate.

Says IPA Secretary General: "This is our first close look VAT rates for books around the world. We are positively surprised by the results. Globally, reduced VAT rates for publications are the norm, not the exception, among the countries. There clearly is a policy consensus worldwide on the need to support writers, publishers and bookshops and to encourage reading through VAT policies."

The study was jointly undertaken with the Global Indirect Taxes Network from PriceWaterhouseCoopers and the preliminary findings were presented in mid-October at the Annual General Meeting of the International Publishers Association.

Ine Lejeune Global, Indirect Taxes Leader PricewaterhouseCoopers, said: "We in addition noticed that electronic publications globally in general do not benefit from a reduced VAT rate. The treatment should be made equal for both electronic and paper publications. The EU Member States could be taking the global lead for this to happen shortly."

www.internationalpublishers.org

Books on demand

A new arrangement between Google and On Demand (maker of the Espresso Book Machine), stands to bring 2 million Google-Indexed out-of-print titles that are no longer protected by copyright back into book form, according to an AP report in Google News.

From the article: "The books published by The Espresso Machine will have a recommended sales price of \$8 per copy, although the final decision will be left to each retailer. New York-based On Demand Books will get a \$1 of each sale with another buck going to Google, which says it will donate its commission to charities and other non-profit causes."

While the price of an Espresso Book Machine remains steep (\$100 000), On Demand is also offering retailers a leasing option, according to the report.

CBAnews

Unstoppable Amazon

According to a report on TheBookseller.com, Amazon has ignored the grim economic climate, reporting a 68% growth in net income, to \$199m, or 45c per share, in the third quarter of 2009.

Jeff Bezos, founder and chief executive of Amazon.com, pointed to the Kindle's role in the company's fortunes, saying it was the bestselling item "by both unit sales and dollars – not just in our electronics store but across all product categories on Amazon.com".

The website pointed out that according to the Financial Times, the results "far outstripped Wall Street analysts' forecasts", of revenues of just over \$5bn and earnings of 33c per share.

Thebookseller.com

Predatory Pricing

According to a report in publishersweekly.com, the board of directors of the American Booksellers' Association requested that the government begin an investigation into what the organisation believes is the illegal predatory pricing policies being carried out by Amazon, Wal-Mart and Target in selling 10 hardcover titles for as low as \$8.98.

In a letter sent to the Department of Justice in October, the association charged that the big box retailers were using predatory pricing practices to "attempt to win control of the market for hardcover bestsellers". By selling books below cost, Amazon, Wal-Mart and Target "are devaluing the very concept of the book. Authors and publishers, and ultimately consumers, stand to lose a great deal if this practice continues and/or grows", the letter stated.

www.publishersweekly.com

Back in print

The US-based Cite blog has noted the October announcement of a partnership between Hewlett Packard and the University of Michigan Library, which will result in 500 000 out-of-copyright books being available in print.

The blog cites an article from Ars Technica, saying that "the books were previously scanned by the library and HP will utilise its BookPrep technology to clean up the scans and prepare them for printing. The ability to clean up the wear and tear from the book scans sets HP's technology apart from several other print-on-demand services".

thecite.blogspot.com

Sharing, not stealing

Thirty-seven Norwegian rightsholder organisations and 2 300 individual creators, performers, publishers and producers have signed the petition Dele – ikke stjele ("Sharing – not stealing"). The petition was made public on September 1, at the height of the Norwegian electoral campaign. Through advertising, news articles and a top-level political meeting, the Norwegian politicians were asked to take a stand against pirate copying.

Kopinor, the Norwegian RRO, together with its member organisations, have supported the petition. An unofficial translation of the petition can be found at: <http://www.eca.dk/news/sharenotsteal.htm>

Iffro

Three Strikes Bill

The French lower house has approved the "three-strikes" bill, which allows authorities to cut off internet access and impose fines on those found to have downloaded copyrighted material without authorisation. The measure to create an agency, HADOPI, was amended by the French Constitutional Council in June on grounds that it did not meet due process requirements.

The French Senate approved a new law ("HADOPI 2") in July after providing for courts to intervene, and the National Assembly approved it on 15 September 2009.

A commission of seven senators and seven lower chamber deputies must now combine the two houses' versions of the law into a single bill.

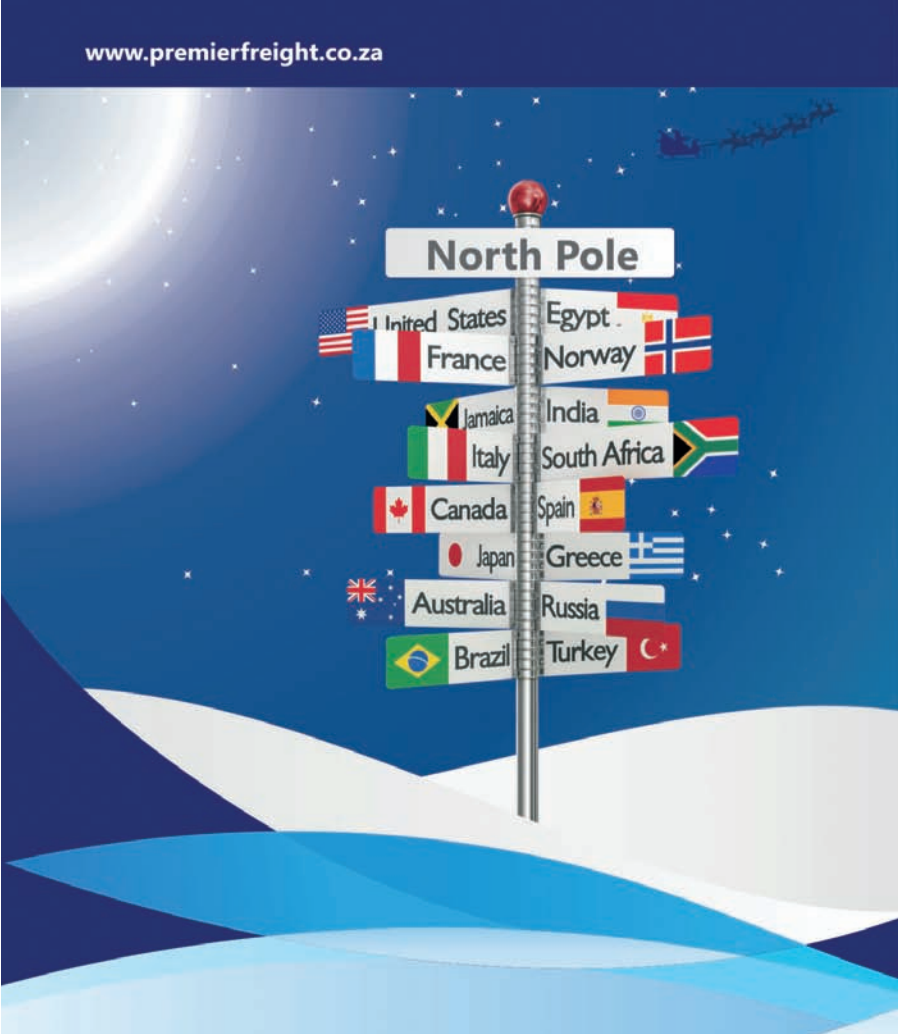
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Readers for scholars

According to a report on thecite.blogspot.com: "Blyth Academy high school in Canada will be the first school to issue Sony Readers to all of its students in place of printed textbooks."

"Beginning this week, each student will use a new Sony Reader Touch device that contains textbooks from publishers such as Pearson Canada as well as assignments, reference materials, background reading, outlines, and personal timetables. Students will also have access to e-books from the Toronto Public Library, free e-books from Google, and digital materials for applying to colleges and universities."

thecite.blogspot.com



No matter where you plan to spend your time this festive season, the Premier Freight team wish you and your family a magical holiday and a prosperous New Year.

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AfricaUpdate

Noma Award announced

The Noma Award for Publishing in Africa - the annual \$10 000 prize for an outstanding book published in Africa - has announced its winner for 2009: Sefi Atta, for her collection of short stories *Lawless and Other Stories*.

The Jury's citation reads: "This collection of short stories and a novella represent the work of a first-class writer. The gripping stories of the Nigerian quotidian are of consistently high quality and uniformly outstanding. The writer has an immense gift of language and mastery of narrative in which she redefines the Nigerian social imaginary. She tells her stories in different voices and from the perspective of a whole range of memorable characters, balancing content and form."

Atta was educated in Nigeria, the UK and US, and is a former chartered accountant and a graduate of the Creative Writing Program at Antioch University, Los Angeles.

Books that received an honorable mention are: *Dancing with Life: Tales from the Township* by Christopher Mlalazi; *Leila ou la femme de l'aube* by Sonia Chamkhi; and *Love in the Time of Treason* by Zubeida Jaffer.

Established in 1979, the Noma Award is open to African writers and scholars whose work is published in Africa. The prize is given annually for an outstanding new book in any of these three categories: (i) scholarly or academic, (ii) books for children, and (iii) literature and creative writing.

www.nomaaward.org

Nigeria Book Fair

The theme for the 2010 Nigeria Book Fair is "Publishing, Education and the Global Economic Trend", and will be held from 10-15 May 2010 at the University of Lagos.

The Nigerian Book Fair Trust (NBFT), the organisers of Nigerian International Book Fair, is a coalition of the major stakeholders in the Nigerian book sector, comprising the Nigerian Publishers' Association, Nigerian Book Foundation, Nigerian Booksellers'

Association, Association of Nigerian Printers, Nigerian Library Association, Association of Nigerian Authors and the Association of Non-Fiction and Academic Authors of Nigeria. The Trust was incorporated in 1999, and enjoys the endorsement of the Education Tax Fund (ETF), Nigerian Education Research and Development Council and the Federal Government of Nigeria.

www.nibf.org

Short story honour

Nigerian Chimamanda Ngozi Adichie has been shortlisted for this year's John Llewellyn Rhys prize for *The Thing Around Your Neck*, a book of short stories that focus on exile from, and return to, Nigeria.

Ngozi has received general acclaim for her first novel, *Purple Hibiscus*, and *Half a Yellow Sun*, published in 2006.

The £5 000 John Llewellyn Rhys prize goes to the best work of literature – including fiction, poetry, drama and non-fiction – by a UK or Commonwealth writer aged 35 or under. The other contenders for the prize are James Maskalyk's *Six Months in Sundan*, and Aravind Adiga's *Between the Assassinations*.

www.booksa.com

Zimbabwean up for prize

According to news.book.co.za, Zimbabwean Petina Gappah's collection of short stories, *An Elegy for Easterly*, is one of the five works that has been shortlisted for the £10 000 Guardian First Book Prize.

The other four shortlisted works are *The Wilderness* by Samantha Harvey; *The Selected Works of TS Spivet* by Reif Larsen; *The Rehearsal* by Eleanor Catton; *A Swamp Full of Dollars: Pipelines and Paramilitaries at Nigeria's Oil Frontier* by Michael Peel (the prize is open to works of fiction and non-fiction).

According to her website, Gappah has law degrees from Cambridge, Graz University, and the University of Zimbabwe. Her short fiction and essays have been published in eight countries.

She lives with her son Kush in Geneva, where she works as counsel in an international organisation that provides legal aid on international trade law to developing countries.

www.zimbojam.com

Kalahari moves to Kenya

South African online retailer Kalahari has set up "shop" in Kenya, where it has the address www.kalahari.co.ke.

According to the website Book.co.za, the move could open "up a new African market for SA books. It would seem that Kalahari.net's complete books catalogue has been incorporated into Kalahari.co.ke's offerings".

"Hopefully, it will be a two-way street, too, with Kalahari opening up Africa's largest book marketplace to Kenyan publishers. This being the case, one would urge said publishers to register with the company as soon as possible."

www.booksa.com

Oprah's blessing

In September Oprah Winfrey announced that her latest Book Club selection would be Nigerian-born author Uwem Akpan's debut short story collection *Say You're One of Them*. Commenting on the book, Winfrey said that "these stories left me stunned and profoundly moved". Publisher Little, Brown is releasing 650 000 copies of an Oprah edition of the book.

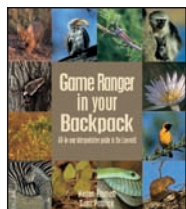
In an interview with *Entertainment Weekly* Akpan talks about his dual role as author and Jesuit priest, saying, "But the two callings also go together. For anyone to be a success on the pulpit, they must be a storyteller: They are using words to get into the heart of the congregation. Don't forget that Jesus was a priest and a poet."

Of his entry into Oprah's Book Club he comments, "I couldn't tell anyone because the contract was so full of confidentiality agreements. It was surreal. I'm very, very humbled by all of it."

CBANews

2009 Buyers' Guide

**BRIZA PUBLICATIONS • Phone: 012 329 3896 • Email: books@briza.co.za • Website: www.briza.co.za
Contact: Christo Reitz • Trade Orders: David Koekemoer**



Title: Game Ranger in your Backpack – All-in-one interpretative guide to the Lowveld
Authors: Megan Emmett and Sean Pattrick
Imprint: Briza Publications
ISBN: 978-1-920217-06-8
RRP: R295.00

Target Readers: Naturalists, visitors to South Africa, Bushveld & Game Rangers.

Content: *Game Ranger in your Backpack* is a practical, interpretative guide to the common animals and plants of the Lowveld. It teaches people how to observe, identify and interpret what they see in the bush – much like having a personal guide by one's side!

This book is special because... the colourful flow-chart layout, hundreds of interpretative images linked to informative text boxes, highlighted keywords and colour-coded chapters make it easy to find information on the featured species and allow the reader to pick out whatever facts are of interest to him or her.



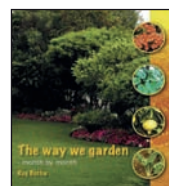
Title: Ecoguide: South African Destinations (also available in Afrikaans & German)
Author: August Sycholt
Imprint: Briza Publications
ISBN: 978-1-875093-60-1
(Afr: 978-1-920217-03-7, German: 978-1-920217-00-6)
RRP: R169.95

Publication Date: October 2009

Target Readers: Anyone (locally or abroad) interested in nature / South Africa and all it has got to offer.

Content: This book will give you relevant information on each area in South Africa, organised province by province, with numerous travel tips, colour photos, maps and interesting eco-info boxes, while the eco-advisor section will give you all the necessary contact details to make bookings.

This book is special because... it is written by an experienced travel writer with a passion for nature and the plight of animals in Africa – which clearly comes through in his magnificent photographs complementing and supporting his informative text. The book is a must for all nature lovers and those interested in the eco-wonders of this country of ours.



Title: The way we garden – month by month (also available in Afrikaans)
Author: Reg Botha
Imprint: Briza Publications
ISBN: 978-1-920217-19-8
(Afr: 978-1-92017-22-8)
RRP: R175.00

Category: Gardening

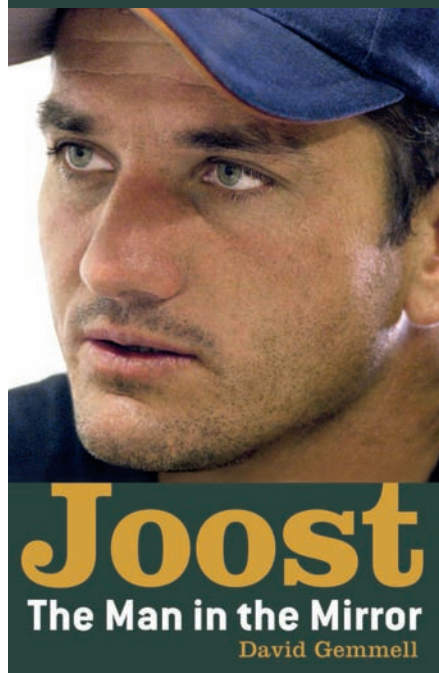
Publication Date: October 2009

Publicity: Advertising/media/Internet etc.

Target Readers: Gardeners

Content: *The way we garden – month by month* includes monthly gardening activities in South Africa's five climatic regions: hints; "ant-wisdom"; a "plant of the month"; topics like compost-making, pruning, nutrition, pest and disease control; influence of the moon's position, and space for notes, reminders and planning.

This book is special because... it covers gardening regions according to all five climatic regions, monthly gardening activities for each region, practical advice for pleasurable gardening, and information on the moon's position in relation to gardening activities. It is informative, yet easy to read.



JOOST COMES CLEAN

Scrumhalf's book covers his career highlights and controversies

Arguably the best scrumhalf to have played rugby union, Joost van der Westhuizen created as much media excitement off the field as he did on it. From his rugby heroics to the controversies surrounding his personal life, Joost has been in the news constantly. The most devastating piece of bad press came in the form of a sex video that allegedly features Joost, a blonde woman who is not his wife, and a mysterious white powder...

In his new book, *Joost: Man in the Mirror*, the former rugby star talks about his dreams and ambitions as a young boy, tracks his rugby highlights, including his three World Cups, and dissects the methods of the coaches who helped shape his career. He also discusses the Kamp Staaldraad scandal, his long and successful

career with the Blue Bulls and his job as a sports commentator with SuperSport.

On a more personal level, the book looks at his celebrity marriage to Amor Vittone, his role as father, and his attempts to find meaning in life after rugby.

Finally, Joost puts to rest the rumours that have swirled around him. For the first time, the *Man in the Mirror* tells the truth, and nothing but the truth. It will blow your socks off. It is also available in Afrikaans: *Joost: Spieëlbeeld*.

David Gemmell is a freelance writer who has written for, among others, the Star, Business Day, the Financial Mail and Anytime magazine.

WIN!WIN!WIN!

Together with Random House Struik, Bookmark is giving away one copy of *Joost: The Man in the Mirror*.

To win a copy of the book, email Bookmark at bookmark@sabooksellers.com by February 15. Use the word "Joost" in the subject line, and answer the question: "Who is Joost van der Westhuizen's wife?" The name of the winner will be published in the next edition of Bookmark.

WINNER

The winner of the book of Titaan: 'n Roman oor die lewe van Michelangelo Buonarroti, published by Human and Rousseau (an imprint of NB Publishers), is P Nhlapo.

Postcards from the Ed

Poetry and ocean crossings

BRIDGET PRINGLE

When last I spent any serious amount of time in front of a computer, the trusty boat uMoya was anchored in Colon at the entrance to the Panama Canal and I was about to embark upon the lifelong dream of crossing a major ocean. Being an avid bookworm, one of my biggest dilemmas when packing my bags was what book to take with me. It could only be one book and it had to be good. The requirement I had of it was that it sustain me over four months at sea, through the dark watches of the night, the long days of nothing but blue, across 6 000 miles of open ocean.

It was Anne Donald's bookstore in Kalk Bay that delivered the goods: *The Best Poems of the English Language From Chaucer Through Robert Frost*, selected and with commentary by Harold Bloom and published by Harper Perennial. It is a veritable tomb of a book.



uMoya moored in Tahanea in the Tuamotus

My choice was indeed a good one. I have savoured the poetry, reading, re-reading, re-visiting and thoroughly digesting most of the delicious offerings as we sailed across the high seas. It did get wet, it has lost its cover, it is thoroughly dog-eared and yet I have no doubt that this book will travel home with me and that it will in fact offer me so much more in the years to come.

From Panama we beat into some heavy weather for six long days and five wet nights to the enchanted isles of the Galapagos. The prehistoric island of San Cristobel and the quaint seaside provincial town of Puerto Baquerizo Moreno materialised magically from the mist. A week spent in this astonishing place revealed sea lions that frolic in the waters and lie, beached, on the land. Marine iguanas sun themselves on black volcanic rocks and blue-footed boobies plummet into the dark blue waters like torpedoes.

Poetry may be manna from heaven but my precious book told me little about the islands we were visiting. An enjoyable stroll along the picturesque boulevard led me to the only bookshop in town - actually a curio shop with a small book selection of mostly photographic coffee table books on the Galapagos. Two paperbacks leapt out at me and with glee I purchased *Galapagos, A Natural History Guide* and *Marine Life of the Galapagos, the Diver's Guide to Fishes, Whales, Dolphins and Marine Invertebrates*, both written by Pierre Constant, a French born naturalist.

From the Galapagos our ocean crossing began in earnest and we prepared ourselves for 20 days at sea, where we stood watch in rotating three-hour shifts. The watches of the night were a very special experience for me; everyone asleep below decks, the moon, the planets and the stars shining above, and the boat silently cutting a trail of luminous phosphorescent sparkles which we left in our wake.

The weather was calm, the wind consistent and we sighted the high island of Fatu Hiva in the Marquesas after only 17 days. In the quiet town of Taiohae on Nuku Hiva, the first town we had seen in weeks, we ate sumptuous French baguettes with brie and put flowers behind our ears.

New archipelago; new books required. One small shop offered up a fish book in French called *Guide des Poisons de Tahiti et ses îles* by Phillippe Bacchet, Thierry Zysman and Yves Lefèvre. Now this may sound impressive but the fact is that I have a limited command of French, having studied it half-heartedly at school, and



Grove of Mapes in the Botanical Gardens of Tahiti

at university. The purchase of the French fish book was therefore one of desperation. I did purchase a French/English dictionary as a very necessary accompaniment.

Thus armed we set sail for the Tuamotu Archipelago and the atoll of Tahanea, which is best described as a massive island lagoon enclosed by palm-topped coral walls in the middle of the ocean. It is quite the most breathtaking place I have ever been privileged enough to visit and we spent one glorious week alternately underwater in this shallow wonderland of fine coral and tropical fish or else relaxing on deck soaking in the sun's warm glow.

Sadly we have now reached our final destination, Papeete on Tahiti Nui and are soon due to vacate our small berth on uMoya. Her crew will continue their travels while we return home via New Zealand in time for Christmas and an end to our extended honeymoon. Fortunately I will have a few good books under my arm to remind me of where I have been and a heart full of memories of the Pacific Ocean and her bounteous isles.



Rainbow over the Teahupoo Marina



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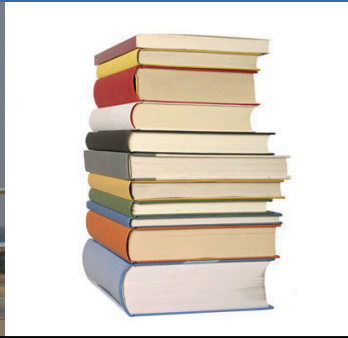
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