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## **AbeBooks Goes After Swedish and Russian Markets**

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-- *Publishers Weekly*, 2/5/2008 12:11:00 PM

The Vancouver-based new and used online bookseller, AbeBooks.com, has launched a new sales site called Gojaba.com to serve bibliophiles and booksellers in Sweden and Russia. The site, which will facilitate the sale of used, rare and out-of-print books, was launched today and is intended to branch out to serve other emerging bookselling markets, the next of which will be Brazil.

Gojaba, which will charge a subscription fee to users, is intended to serve the expanding market for online bookselling in these countries. With the flat monthly fee customers can list up to 20,000 books on the site, which does not charge buyers a fee. The site, currently in beta, also does not issue commission fees on any transaction.

Speaking to the new site, AbeBooks CEO Hannes Blum, who called Gojaba's approach a "simple no-frills" one, said the company hopes to "help buyers find books in markets where the online book trade is developing."

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