


Marci Crossan

From: PW Daily for Booksellers [PWDaily@email.publishersweekly.com]
Sent: August 9, 2004 3:11 PM
To: MEDIA@ABEBOOKS.COM
Subject: PW Daily for Booksellers (Monday, August 9, 2004)

						
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PwDaily
FOR BOOKSELLERS

Monday, August 9, 2004

- » **No Landslide for Candidates' Books**
- » **The *Bourne* Curiosity: Abebooks's July Bestsellers**
- » **Authors on the Air: A Meal in Provence**

No Landslide for Candidates' Books

Senate candidate Barack Obama's oratorical star turn during the Democratic National Convention made his nine-year-old memoir, *Dreams From My Father*, a hot title, with used copies of the hardcover book selling for hundreds of dollars and pre-orders for the forthcoming paperback version propelling the title onto Amazon.com's bestseller list. On the eve of the paperback's release, *PW Daily* looked at whether the upcoming election was boosting interest in other candidates' books.

On the used market, John Kerry's 1971 title, *The New Soldier*, makes Obama's book look like an impulse buy in comparison, with sellers asking \$2,500 for a first edition hardcover on Abebooks.com. The book includes photos of anti-war veterans and a speech critical of the Vietnam War that Kerry made before a Senate Committee three decades ago.

But the election doesn't seem to have done much for candidates' newer books. While Obama's book ranked at number 40 on Amazon.com's bestseller list today, the books of his opponent in the race, conservative

radio commentator Alan Keyes, continue to languish in the five- and six-digit neighborhood. The paperback of *Masters of the Dream: The Strength and Betrayal of Black America* (Quill, 1996) was at 342,491, while the paperback of *Our Character, Our Future* (Zondervan, 1996) ranked number 27,053.

The presidential candidates fared only slightly better. John Edwards's *Four Trials* (Simon & Schuster, 2003), sat at the 1,901 spot--and the newly released paperback ranked far below that. As for his running mate, Kerry had better hope he generates votes better than book sales. His *A Call to Service*, published in paperback last month by Penguin Books, was at 10,770 on the Amazon ranking today. Next month Public Affairs will find out whether the Kerry-Edwards teams can move books, when it publishes the official campaign title, *Our Plan for America*. The book is guaranteed to find its way into at least some readers' hands--the campaign plans to give away copies during stump stops.--Karen Holt

Back to top »

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The Bourne Curiosity: Abebooks's July Bestsellers

The following are the bestselling titles on the North American and U.K. sites of Abebooks, which offers new, used, rare and out-of-print books. *The Da Vinci Code* continues to be a hot seller; the new movie version of *The Bourne Supremacy* starring Matt Damon has piqued interest in some of Robert Ludlum's books featuring Jason Bourne.

Abebooks.com

1. *Fish* by Stephen C. Lundin
2. *The Power of Now* by Eckhart Tolle
3. *Rich Dad, Poor Dad* by Robert T. Kiyosaki
4. *The Da Vinci Code* by Dan Brown

5. *Cashflow Quadrant: Rich Dad's Guide to Financial Freedom* by Robert T. Kiyosaki
6. *The Bourne Supremacy* by Robert Ludlum
7. *The Bourne Ultimatum* by Robert Ludlum
8. *Who Moved My Cheese?* by Spencer Johnson
9. *The Bourne Identity* by Robert Ludlum
10. *The Notebook* by Nicholas Sparks

Abebooks.co.uk

1. *The Job* by Douglas Kennedy
2. *Best in Children's Books*
3. *The Posters of Picasso* by Joseph K. Foster
4. *Wild Food* by Roger Phillips
5. *Stainless Steel Rat* by Harry Harrison
6. *Lost in a Good Book* by Jasper Fforde
7. *National Geographic Magazine*
8. *Oxford Reading Tree* by Rod Hunt
9. *Women Who Love Too Much* by Robin Norwood
10. *I, Robot* by Isaac Asimov

[Back to top »](#)

Authors on the Air: A Meal in Provence

Patricia Wells stopped by *Sunday Morning* on CBS yesterday to talk about her latest, *The Provence Cookbook* (HarperCollins, \$29.95). *PW* praised the book's ingredients: "While the recipes are truly French (with an occasional cross-cultural contribution), Wells has done her usual trick of translating them for relaxed American cooking; she's also provided enticing vignettes on local markets; on ingredients, like the nutty camargue rice; and on other culinary suppliers such as Hervé Poron, 'The Truffle King.' In themselves, the listings make a useful guide."

Yesterday on *All Things Considered*, Jasper Fforde talked about his latest novel, *Something Rotten: A Thursday Next Mystery* (Viking, \$24.95).

For more detailed information about author appearances on these shows and others as well as listings of book mentions and book reviews, see **Motor Online**. The service monitors nationally broadcast TV and radio programs and develops comprehensive listings of books, music, magazines, videos, film and software featured on more than 60 programs.

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[Back to top »](#)

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JOB OF THE DAY

We had 14 new jobs posted in the last seven days! Here's one of the 53 positions currently listed on PW JobZone:

SENIOR SALES REPRESENTATIVE

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Minneapolis, MN

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**WHAT HOT TITLES WILL
THIS SEASON BRING?**

january 2004