

WEEKLY BOOK NEWSLETTER

Keeping the Australian book trade up to date

14 July 2004, No 1645

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TOP 10 BESTSELLERS

Week ending 3 July

- 1 The Da Vinci Code**
Dan Brown, Corgi
\$19.95 pb, ISBN 0552149519
- 2 My Life**
Bill Clinton, Hutchinson
\$59.95 hb, ISBN 0091795273
- 3 Angels and Demons**
Dan Brown, Corgi
\$19.95 pb, ISBN 0552150738
- 4 A Short History of Nearly Everything**
Bill Bryson, Black Swan
\$26.95 pb, ISBN 0552997048
- 5 Girl in Times Square**
Paullina Simons, HarperCollins
\$32.95 tpb, ISBN 0007118929
- 6 Deception Point**
Dan Brown, Corgi
\$19.95 pb, ISBN 0552151769
- 7 Digital Fortress**
Dan Brown, Corgi
\$19.95 pb, ISBN 0552151696
- 8 Ten Big Ones**
Janet Evanovich, Headline
\$32.95 tpb, ISBN 0755302494
- 9 The Great Fire**
Shirley Hazzard, Virago
\$28 pb, ISBN 1844081397
- 10 The Ultimate Weight Solution**
Phillip C McGraw, Simon & Schuster
\$39.95 tpb, ISBN 0743232321

Nielsen BookScan

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DRAGON BOOKS BORN

Angus & Robertson's longest-standing franchisee John Groom has announced that his Hurstville store in NSW is 'going independent' and joining the Leading Edge buying group. New signage going up today will rebrand the store Dragon Books—named to appeal to the many St George Illawarra Dragons supporters in the area as well as the strong local Chinese population.

'It's a time of great renewal,' Groom told *WBN*, 'after 27 years A&R takes off its training wheels.' But as far as suppliers and customers are concerned there will be no real changes: 'new name, same old smiling faces,' he reassured.

'We no longer had a franchise agreement,' he said, explaining the decision; 'it is increasingly difficult to pay the current rent demanded by landlords and franchisee fees out of existing margins.'

'I think it's very significant that the very first A&R franchisee ever has made a business decision that he can run a business better as an independent with the help of Leading Edge Books,' Leading Edge general manager Chris Burgess told *WBN*, saying that 'he'd seen the figures' and believed any franchise store 'would make more money and have more freedom' as part of the buying group.

While the Hurstville store 'wasn't absolutely the first,' Groom said it was the 'longest-standing Australian store.'

A&R franchise manager Martin Brehney stressed that the move was 'a decision [Groom's] made. He'll be missed as a long-term franchisee,' he told *WBN*, 'we certainly wish him well.'

ABEBOOKS LAUNCHES IN AUSTRALIA

Abebooks, the Canadian-based 'online marketplace' for used, rare and (more recently) new books, has launched local sites abebooks.com.au in Australia and abebooks.co.nz in New Zealand.

Already boasting 'a network of 12,000 independent booksellers from 47 countries,' Abebooks currently lists over 50 million books and sells 'a book every four seconds.'

IF YOU LIKE LEMONY SNICKET, ODO HIRSCH
OR ROALD DAHL, YOU'LL LOVE . . .

Fergus Crane

A wonderful adventure for younger
readers about talking penguins,
dastardly pirates and a
mechanical lunch box.

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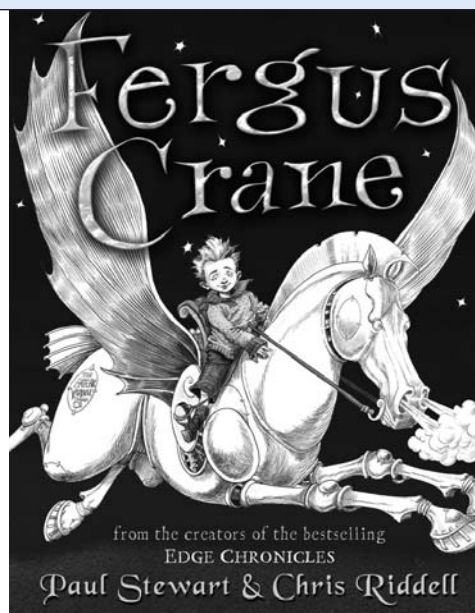
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BESTSELLERS THIS WEEK

Listen very carefully. Can you hear it? Is it the distant chiming of sleigh bells or is it the ringing of cash registers? Whatever it is, *WBN* thinks it's beginning to look a lot like Christmas as some of the fiction heavy hitters that will continue to have strong sell-through until the end of the year make their presence felt on the charts this week: Kathy Reichs, Janet Evanovich and Paullina Simons are all there. Just off the Fastest Movers chart, he of the world's most frightening hairdo (Donald Trump for those that haven't guessed), is powering up with the imaginatively entitled *How to Get Rich*, closely followed by the closely monitored *Axis of Deceit*—*WBN*.

HIGHEST NEW ENTRIES

Week ending 3 July

(new releases only)

- 6 Girl in Times Square**
Paullina Simons, HarperCollins
\$32.95 tpb, ISBN 0007118929
- 8 Ten Big Ones**
Janet Evanovich, Headline
\$32.95 tpb, ISBN 0755302494
- 30 Monday Mourning**
Kathy Reichs, William Heinemann
\$49.95 hb, ISBN 0434010383
- 58 Kokoda**
Peter FitzSimons, Hodder Headline
\$49.95 hb, ISBN 0733616151
- 69 Treasured One**
David Eddings & Leigh Eddings,
Voyager
\$29.95 tpb, ISBN 0007157622

FASTEST MOVERS

Week ending 3 July

(ranked by unit increase on the previous week's sales)

- 1 The Da Vinci Code**
Dan Brown, Corgi
\$19.95 pb, ISBN 0552149519
- 2 My Life**
Bill Clinton, Hutchinson
\$59.95 hb, ISBN 0091795273
- 3 The Great Fire**
Shirley Hazzard, Virago
\$28 pb, ISBN 1844081397
- 4 Angels and Demons**
Dan Brown, Corgi
\$19.95 pb, ISBN 0552150738
- 5 New York Minute**
Mary-Kate Olsen & Ashley Olsen,
Collins
\$8.95 pb, ISBN 0007183194

'We knew the Australian and New Zealand book markets were ready for their own marketplace when the number of Australian and New Zealand booksellers already selling on Abebooks' North American, UK, German and French sites hit 300 earlier this year,' Abebooks' CEO Hannes Blum told *WBN*.

While most of the vendors currently listed on abebooks.com.au are secondhand and antiquarian booksellers, a number of specialist and general new booksellers have also signed up. An Abebooks staffer is currently in Australia meeting with booksellers.

MURDOCH MAGS TO SEVEN, MURDOCH BOOKS TO STAY

The Seven Network has finalised its purchase of Murdoch Magazines (see *WBN* 23 June), laying out, according to yesterday's *Australian Financial Review*, \$77 million to acquire the business.

The company's premises at Sydney's Walsh Bay were not included in the sale, nor was the book publishing division. Murdoch Books' CEO Juliet Rogers confirmed: 'we remain as we are under Murdoch's ownership,' she told *WBN*, 'it's business as usual.'

'For the last two years Murdoch Books has been undergoing both significant change and significant growth. This new phase in the company's development will allow us to continue to grow on the strengths of the current operation and to continue to build a list that is pre-eminent throughout the world, in terms of illustrated publishing.'

Murdoch Books will continue to operate as an independent company, privately owned by Matt Handbury. The current structure, staffing and business relationships will remain unchanged, as will the publishing strategy and author base.

NEW IPA PRESIDENT

Ana Maria Cabanellas has begun her term as president of the International Publishers Association (IPA)—she is the first publisher from Latin America and the first woman to become president in the IPA's 108-year history.

The 27th congress of the IPA, which took place in Berlin at the end of last month, brought together publishers from 47 countries who resolved to 'call for an end to the erosion of freedom of expression and freedom to publish' and 'reassert the moral and ethical grounds for effective copyright protection'—including ratifying and implementing the 1996 WIPO Copyright Treaty.

It also recommended the ratification and implementation of the Florence agreement (concerning tax and tariff exemptions for the import and export of cultural and educational works) and that governments respect the right of publishers to retain rights.

The IPA, in conjunction with the Federation of Library Associations and Institutions (IFLA), also issued a press release deploring the US Department of the Treasury's Office of Foreign Assets Control (OFAC) regulations limiting the exchange of information materials.

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chief at Doubleday who published many distinguished authors there and then went on to head two publishing companies of his own, died 7 July in a New York hospital; A survey conducted by the National Endowment for the Arts has confirmed a trend that most book publishing industry members are well aware of: the percentage of Americans who read books has steadily declined over the last 20 years; This year's Christian Booksellers Association's International (26 June–1 July) opened in an Atlanta literally overflowing with religion; Sales were strong in several categories in May, with the AAP's monthly estimates showing that nine segments had double-digit gains in the month, while four categories had declines; Scholastic will enter the graphic novel market next spring with the launch of the Graphix imprint; Faced with growing competition in the book marketplace, Book-of-the-Month Club has introduced the Smart Reader Rewards program, encompassing a number of initiatives aimed at keeping current members and luring back old ones.

Features: Religion titles previewed.

Publishers Weekly annual subscriptions to Australia are available for US\$379 airmail. Payment in US funds only. MC, VISA and AMEX accepted. Subscribe online at www.publishersweekly.com or mail to *Publishers Weekly*, PO Box 16178, N Hollywood CA 91615-6178 USA, fax +1-818-487-4550, tel +1-818-487-4557.

Personnel – Agency Changes – Moves

WARNER BOOKS TO DISTRIBUTE CHELSEA HOUSE PUBLISHERS

As from 1 March 2004 Warner Books became the new distributor for Chelsea House Publishers. The list includes the Bloom's Literary Criticism Collection. Orders should no longer be directed to John Reed but should be faxed to Warner Books on (03) 9544-2799 or emailed to cs@warnerbooks.com.au.

Notices

Items in this section are carried free of charge once for industry groups.
Second and subsequent placement will be charged at normal classified advertising rates.

PROFESSIONAL PROOFREADING

The Society of Editors (NSW) is holding a professional proofreading course from 9am to 5pm on Saturday 21 August, at the Sydney Room, Level 2, City Tattersalls Club, 198 Pitt St, Sydney. The course will be presented by Tim Learner, who has proofread over 700 books for major publishers. Cost is \$145 for members and \$175 for others.

If using a credit card to book, phone (02) 9660-0335 or fax (02) 9660-9375 your booking to the society's treasurer, Janice Bevan. Inquiries, not bookings, may be made to Pauline Waugh at email paulinewaugh@ozemail.com.au.

E-BILITY SOFTWARE PROGRAM FOR BOOKSHOPS

Kevin O'Brien at Ramsay Medical Books & More would like to form a users group in Adelaide on the e-bility software program for bookshops. He hopes to create a forum for discussion, sharing of experiences and to give feedback to Barcode Solutions on the performance of the software.

If you are interested phone Kevin on (08) 8231-2066 or email kevin@ramsaybooks.com.au.

BOOKSELLERS NEW ZEALAND CONFERENCE 2004

Late registration for the New Zealand Booksellers conference 2004, to be held from Saturday 24 July to Tuesday 27 July—is available until 21 July, but a late registration fee applies. To obtain a copy of the registration form, go to the Booksellers New Zealand website at www.booksellers.co.nz.

To promote your business to delegates attending the Booksellers conference, you may consider inserting a flyer, catalogue, book or giveaway in the Booksellers Conference 2004 satchel. A fee applies. Contact Marlies Frew at Booksellers New Zealand on tel +61-4478-5511 or email marlies.frew@booksellers.co.nz.

THE ULTIMATE LITERARY TRIVIA QUIZ

Victorian Writers' Centre (VWC) presents the Ultimate Literary Trivia Quiz, at 7.30pm on Saturday 24 July at North Melbourne Town Hall Arts House, Queensberry St, North Melbourne. MC is Pete Salmon, with questions from VWC Director, Joel Becker.

Test your literary mettle against the best that people interested in a good literary joust can muster. Hundreds of dollars of prizes generously contributed by Penguin, HarperCollins, Random Australia, Allen & Unwin, Macmillan and others. Eat beforehand or bring along a 'picnic'. Licensed. Beer, wine and soft drink available at very reasonable prices. Supported by the City of Melbourne.

All proceeds go to supporting writers and writing in Victoria. Bookings essential. Cost is \$15 per person (\$12.50 per person for group bookings of 8–12). Phone (03) 9654-9068 with credit card details to book.

ABA AGM DINNER & BIG NIGHT OUT

The Victorian branch of the ABA is holding its AGM at a dinner at a café/restaurant in North Melbourne (at a venue to be confirmed) and then going on to The VWC's Ultimate Literary Quiz (see above). Seats are limited. To register email gdawe@aba.org.au.

EJ BRADY SHORT STORY COMPETITION

The Mallacoota Arts Council is calling for entries for its annual short story competition. The Council is offering a \$1000 prize for the winning short story of up to 2500 words. Entries close on 3 September. There is also a minor category for a 'very short story', with a prize of \$200. Winners and runners-up will be announced and featured in readings at the 'Celebration of Forests and Flowers' weekend at Mallacoota on 29 October.

Entry forms are available from The Mallacoota Arts Council, PO Box 201, Mallacoota VIC 3892, tel (03) 5158-0890, fax (03) 5158-0895, email info@mallacootafestival.org or see the website www.mallacootafestival.org.au.

Classifieds

(All prices quoted are recommended retail and GST inclusive unless otherwise indicated. Advertisers are asked to include ISBNs wherever possible)

Advertisers please note that 2004 rates for classified items in WBN are 85 cents (ex GST) per word, based on a Microsoft Word word count facility, with a minimum charge of \$30. The deadline for all advertising material is 12 noon every Tuesday, Victorian time.

Send material to email wbn@thorpe.com.au, or fax (03) 8645-0333. Thorpe-Bowker cannot guarantee inclusion of material sent to the newsletter unless confirmation is sought and a response received before deadline. Advertisers must provide a billing address and the full name of an appropriate contact person at the time of placing each advertisement.

NEW RRP FOR 'HEART AND SOUL'

New RRP for big Father's Day book *Heart and Soul: A Tribute to the Game and Its People* by Robert Shaw (ISBN 1920910298), distributed by Gary Allen. Now \$29.95, not \$39.95. This passionate grass-roots footy book by Essendon's assistant coach will receive huge publicity on Melbourne's TV footy shows, footy radio and extracts in metro and regional press nationally.

CAMBRIDGE UNIVERSITY PRESS CONGRATULATES JUDITH BRETT

Cambridge University Press Australia congratulates Judith Brett on winning this year's Ernest Scott History Prize for *Australian Liberals and the Moral Middle Class: From Alfred Deakin to John Howard* (\$37.95 pb, ISBN 0521536340). To order your stock of this award-winning book, please contact customer service on tel (03) 8671-1400, toll-free fax 1800-110-521 or email info@cambridge.edu.au.

ATTENTION ALL AUSTRALIAN PUBLISHERS!

Ensure the book trade has a complete record of your local publications by providing regular and accurate bibliographic data (ONIX, BISAC or Excel formats), new release sheets, and cover images to the Nielsen BookData/James Bennett joint venture. Contact us today to set up the most efficient method for supplying book information, obtain your publisher pack, ready reference bookmarks, and more! Phone (02) 9986-7084 or email bookdata@bennett.com.au for more details.

ARE YOU A PUBLISHER/BOOK DISTRIBUTOR LOOKING FOR AN AFFORDABLE DISTRIBUTION & FINANCIAL SYSTEM?

If you would like to take advantage of Australia's most powerful and comprehensive publishing software for only a small monthly subscription, TMS invites you to its upcoming ASP Bookmaster seminar. See the benefits of book production, royalties, e-commerce, business intelligence, financials, book distribution and warehousing in one integrated system.

Seminars will be held in Sydney on 14 July 2004 and in Melbourne on 21 July 2004.

To register, contact Rodney Elder on email marketing@tms.ws or tel (02) 9761-9222.

'ARISTOTLE' IN PAPERBACK IN AUGUST

Walker Books is pleased to advise booksellers that the magical book about an accident-prone witch's cat, *Aristotle* by Dick King-Smith and Australia's award-winning Bob Graham, will be available in paperback as of 1 August (\$14.95, ISBN 0744566800). To order your copies, contact TL Distribution on tel (02) 8778-9999 or fax (02) 8778-9944.

BILL BRYSON DISPLAY COMPETITION

A reminder for booksellers to send in their entries for the Bill Bryson display competition. Some terrific entries have been received to date and Bill Bryson is looking forward to selecting the winner.

For those who haven't sent in their photos yet, there's still time. Please send them to Ashleigh King, Random House Australia, 20 Alfred St, Milsons Point NSW 2061 by 30 July.

Promotions

'FIT FOR 50+'

Following the feature on Shane Gould and *Fit For 50+* last week on 'Today Tonight', Ibis Publishing is pleased to announce that the reprint of *Fit for 50+ (Women)* ISBN 192092395 and *Men* ISBN 1920923187) has been delivered into the MDS warehouse. All backorders will be released ASAP. *Fit for 50+* will also be featured in the August edition of *Heartwise* magazine—feel free to stock up.

CONFIRMED MEDIA CAMPAIGN—'WINGS OF MADNESS'

Wings of Madness by Jo Buchanan, released July 2004, (\$24.95, ISBN 1741101786), published by New Holland Publishers.

Both Jo and Miles Buchanan are being interviewed for *Who Weekly*, *New Idea* and *Woman's Day* throughout July. They will also appear on 'Good Morning Australia', 'A Current Affair' and 'The Today Show' and there will also be radio coverage Australia-wide.

To place orders contact TL Distribution, tel (02) 8778-9999, fax (02) 8778-9944.

'NIGHTMARE OF THE PROPHET'

Nightmare of the Prophet: Why the Next Century Could Be Our Most Violent Yet by Paul Gray (\$24.95, ISBN 0957868278), published by Freedom Publishing. Paul Gray is a featured columnist on political and international affairs in the *Herald-Sun*. Paul's book will be launched by Alexander Downer in Melbourne on 28 July with a full media campaign to follow. Distributed by Rainbow Book Agencies, tel (03) 9481-6611, fax (03) 9481-2371, email rba@rainbowbooks.com.au.

'APARTMENT LIVING' PROMOTION

Apartment Living: The Complete Guide to Buying, Renting, Surviving and Thriving in Apartments by Sue Williams and Jimmy Thomson (ABC Books, \$29.95) was described by the Melbourne *Herald-Sun* as 'Lonely Planet for apartment buyers'.

Extraordinary media attention includes: *Australian Financial Review*, the *Australian*, *Sydney Morning Herald*, *Sunday Telegraph*, *Daily Telegraph*, *Sun-Herald*, Sydney suburban *Courier* papers, the *Age*, the *Sunday Age*, *Herald-Sun*, *City Weekly*, the *Brisbane Courier Mail*, *Brisbane Sunday Mail*, *Brisbane News*, *Gold Coast Bulletin* (two stories), *Adelaide Advertiser*, the *West Australian*, the *Sunday Times* and the *NT News*.

Confirmed magazine stories include: *Australian Women's Weekly*, *Woman's Day*, *Australian Good Taste*, *Cosmopolitan*, *Family Circle*, *Better Homes & Gardens*, *Marie Claire*, *Home Beautiful* and *Personal Investor*.

TV: 'A Current Affair' and 'Good Morning Australia' with Bert. Radio: Prime-time talkback in every state. Extensive print coverage expected at the launch by Clover Moore (Mayor of Sydney) on 21 July.

Stock is available now. Phone ADS on (02) 4390-1300.

Positions Vacant

Allen & Unwin

ACCOUNT MANAGER—NSW SALES TEAM, SYDNEY

Allen & Unwin is seeking an enthusiastic and motivated individual to join our NSW sales team as an account manager.

The position will have responsibility for the overall management of a designated group of accounts. This includes new title sales, stock management and promotional and merchandising support. The position also involves some country travel.

Ideally the successful applicant will have some level of experience of account management in the publishing industry, but most importantly they will have the ability to think strategically, have strong sales and communication skills, drive and initiative.

Proficiency in Microsoft Word and Excel would be an advantage.

Please apply in writing to Sales Department, Allen & Unwin, PO Box 8500, St Leonards NSW 1590 or by email to trade@allenandunwin.com (stating NSW Account Manager in the subject line), by Friday 23 July 2004.

Historic Houses Trust of NSW

SALES ASSISTANT, MUSEUM OF SYDNEY SHOP, SYDNEY

This junior retail position provides sales and customer service to museum and bookshop visitors. Duties involve merchandise presentation, point of sale operation, and cash reconciliation. For more information go to www.jobs.nsw.gov.au, then search agency//arts, ministry for the; division//Historic Houses Trust; or phone (02) 9251-5988.

The University Co-operative Bookshop
MEDICAL & PROFESSIONAL BOOKSHOP MANAGER, SYDNEY

The University Co-operative Bookshop Limited seeks a manager for its recently refurbished Bay St, Broadway store. You will be responsible for leading the branch service and sales force to create, build and sustain profitable customer relationships. Key responsibilities include budget and sales planning; buying of medical books; textbooks and general books; retaining and winning medical and professional accounts; promotions and marketing; sales operations; change management; and leading and managing the team.

You must be a self-managed person with strong business acumen and organisational skills. It is essential you are customer service and results focused, take direct accountability for results and have experience in retail management.

Bookshop management experience and specialist interest and knowledge of medical books are desirable.

Applications to Russell Mullins, Acting Branch Manager, The Co-op Bookshop, Shop 2, 80 Bay St, Broadway NSW 2007 or by email to rmullins@coop-bookshop.com.au by close of business 23 July 2004.

Pearson Education Australia
EDITOR, MELBOURNE

- Take the opportunity to progress your publishing career
- Enjoy a challenging project management role

Are you an experienced editor looking to take the next step in your career by broadening your editorial and production skills? Pearson Education (Australia), the world's leading educational publisher, is seeking applications from enthusiastic and suitably experienced people to perform the critical role of editor within the schools division. The successful incumbent will experience the satisfaction of performing a challenging and dynamic role and enjoy being part of a creative and friendly team of highly motivated individuals.

This position is essentially a project management role, requiring the incumbent to provide hands-on coordination of titles throughout the planning, editorial, design and prepress process. As the central point of contact for all members of the project team, you will be responsible for ensuring the successful completion of a book or series of the highest quality, on time and within budget.

When undertaking this vital role you will work closely with publishers, authors, and in-house and freelance editors and designers. You will be required to undertake editorial work, brief freelance editors and designers, establish and maintain budgets and schedules and insist on timely and efficient support from suppliers and colleagues.

The successful candidate will have experience in book editing and will be able to demonstrate strong editorial skills, plus have the ability to prioritise workloads and operate calmly under pressure. Having a detailed knowledge of book editorial and production processes is most important and the ideal candidate will have project management experience. You will have excellent interpersonal and communication skills (verbal and written) and have an ability to build, establish and maintain effective working relationships.

Please apply to Carol Corzo at Pohlen Kean, quoting reference number CC04122, by email to pk@pohlenkean.com or mail to Level 1, Exchange Tower, 530 Little Collins St, Melbourne VIC 3000. Phone (03) 9909-7447.

Oxford University Press
SALES ADMINISTRATION ASSISTANT, MELBOURNE

Oxford University Press is seeking to appoint a full-time sales administration assistant. Responsibilities will include implementation of an annual plan—which includes print promotion, stock control, pricing and other promotional functions.

The successful applicant will have a thorough knowledge of all Microsoft Office applications, excellent communication skills and the ability to organise and prioritise a busy workload. A demonstrated eye for detail is essential.

This position will attract an entry-level salary, plus superannuation and free parking on the city fringe.

To apply, please quote please quote reference PVSAA and send your cover letter and résumé to the Recruitment Coordinator by mail to GPO Box 2784Y, Melbourne VIC 3001, fax (03) 9934-9100 or email recruitment.au@oup.com. Applications close Friday 30 July 2004.

**Pearson Education, Higher Education Division
MARKETING MANAGER, SYDNEY**

- market leader in educational publishing
 - diverse product management
 - Sydney-based

Does the opportunity to work with the market leader in educational publisher excite you? Are you energetic, focused, passionate about publishing and seeking your next big marketing opportunity?

Pearson Education is seeking a talented and enthusiastic person to fill the position of marketing manager based in Sydney. This role has national responsibility for product planning, communication and promotions management across a range of academic disciplines.

You should have relevant marketing or editorial experience. Tertiary qualifications are necessary but more importantly you should be motivated, creative and happy to work as part of a professional team.

The marketing manager's role requires strong creative and communication skills, teamed with great organisational ability. As the successful applicant you will be able to effectively develop and execute a marketing plan. You will also demonstrate rigorous product and project management and budget control skills combined with a passion for using technology to enhance marketing performance. The ability to work within a team and for a team is critical.

Although previous publishing experience would be very beneficial it is not absolutely necessary if you are the right person.

Please forward your confidential application letter and résumé by Sunday 18 July 2004 to Nichôle Watson, human resources manager, at email nichole.watson@pearson.com.au. Please quote reference number NWMHE04 in the subject line of your email.

Work wanted/Services available

WEBSITES & CD-ROMS

Jazz Media has been programming websites and CD-ROMs for a decade. High-profile publishers have found our services to be rigorous and reliable and suit their data-intensive needs, while retaining a simple and logical interface for the customer. Phone (02) 9664-7171 or see www.jazzmedia.com.au.

Wanted to Buy/Sell/Rent

OUTSTANDING BUSINESS OPPORTUNITY

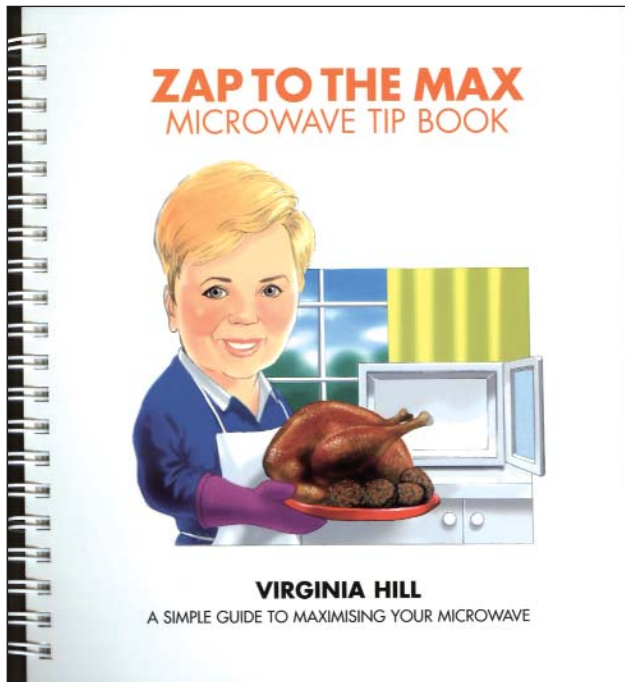
An outstanding business opportunity exists to purchase a well-recognised franchised bookshop in a strong location in regional Victoria. The purchase price is \$70,000, which includes fittings, computer, sound system etc, plus \$100,000 for stock. Repayment options for the stock can be arranged. This opportunity would ideally suit a husband and wife team.

Expressions of interest, or to obtain further information, please contact The Owner on phone/fax (02) 9362-9009 or PO Box 1395, Strawberry Hills NSW 2025.

FOR SALE

Book publishing. Niche publisher of more than 100 business skills development and training books sold nationally with export sales. \$185k. Phone (02) 9283-0954.

A simple guide for maximising your book sales!



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Virginia is Australia's "how to" expert.

With 10 titles and almost one million books sold, Virginia Hill is one of Australia's leading and most respected exponents of Microwave cooking.

Customers recognise Virginia as a food and microwave specialist. Most already have a clever white box in their kitchen, holiday home and/or boat/caravan. Many already own one of her terrific cook books. And everyone wants new, helpful, healthy tips on how to get the most out of their microwave ovens.

Tips on why your customers will snap it up.

They'll learn how to ...

- make a delicious, creamy cheesecake (p15)
- time it exactly when doubling a recipe (p34)
- peel an onion without tears (p54)
- cook the perfect duck (p61)
- freshen pretzels and potato chips (p67)
- make a great basic white sauce (p73)
- cook healthy soups (p75)
- time vegetable cooking (p81)
- quickly make a brilliant zabaglione (p87)



ZAP TO THE MAX has 700 fantastic tips and techniques, plus "look and cook" charts, defrosting and reheating information, healthier eating tips and even oven cleaning ideas. Everything to help your customers save time, effort and money.

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