

Marci Crossan

From: Bargain Book News [lbmay@tds.net]
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Issue 15

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VOLUME 1 ISSUE 15



**Register now for
The Spring Book Show!**
 Click on Banner!

Trade Show Tips

www.TradeShowTraining.com

by Julia O'Connor

**Basics
About Training**

This week we will continue with some commonly asked questions regarding trade shows. Read On!
[FULL STORY]

**REMAINDER HOUSE
LISTINGS!**

Click here & then click on "Vendor Information" on the Spring Book Show site.

Industry Trade Shows**Industry Interview**

Marci Crossan, Media Relations, Abebooks
 www.Abebooks.com
 by Maryellen Duckett

The Abebooks story began on a notepad in 1995. During a boring business meeting, Keith Waters tried to tackle a problem presented by his wife, British Columbia used bookstore owner Cathy - how to locate rare or out-of-print titles for their customers. Waters' scribbled out a rudimentary design connecting books, databases, and the Internet. With the help of a senior programmer and database administrator, Rick Pura, the notepad idea became the Advanced Book Exchange and in 1995, Abebooks.com premiered. In a recent interview with Bargain Book News, Marci Crossan, who handles Media Relations for the company, shared the most recent chapters of the Abebooks success story. **Read On!**

[FULL STORY]**Minding The Store**

Retail Reading
 by Mark Zobrosky

One of the things that I have found most helpful in the various responsibilities that I have been entrusted with over the years, has been the ability to read about other retailers. Both the mistakes they have made, as well as the successes they have achieved. These have helped me gain insight and avoid "land mines" in the organizations that I have served. This week I am recommending several books that will prove helpful "mentors" to you. **Read On!**

[FULL STORY]**In the News . . .**

compiled by Jake Mabe

In The News covers used book sales; openings and closings; bankruptcy and lawsuit, job cuts and new positions, and new avenues for bookselling -- a normal week in the book business. :) **Read On!**

[FULL STORY]

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Freight Tip

www.fmsamerica.com
 by Barbara Smith

Fed Ex Freight has introduced an exciting new promotion! Effective September 15, 2003, they announced their "No Fee - Money Back Guarantee". This program insures that your shipment will be delivered within the stated service standard or your shipment is free of charge. **Read On!**

[FULL STORY]**Advertise Here!**

Call 865-7490 or
 email:
valmay@tds.net

Here is the most current listing we have of Trade Shows relevant for the Bargain Book Industry. If you are aware of one we missed please email valmay@tds.net.

Thanks.

[FULL STORY]

Bumper Snickers

A day without sunshine is like, night.

I wonder how much deeper the ocean would be with sponges.

Borrow money from a pessimist - they don't expect it back.

Read On!

[FULL STORY]

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