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news

Getting ready for the main selling season has its ups and downs. As our intrepid crew puts it, "All ventured, some gained..."

- * Anna Olswanger's Fall-Winter 2003 issue of the Jewish Book Publishing News has a section about our newly released title, [From Love to Triumph](#) at www.olswanger.com.
- * We are in the process of transferring our ebooks over to Amazon from Zden. This will also enable us to utilize their mp3 file download service for our authors' and artists' audio books and songs.

from our authors and clients

Our author-artist, June Marshall, had a very busy summer schedule: A successful debut and subsequent appearance at the Gotham Comedy Club; a reading of *Booby Trapped: Men Beware! the Dirty Seven Sisters* at the Small Press Center in midtown New York ; finally an interview with Bob Brekowitz on the Naked New York show about her books. Way to go, June!

Trying to keep up with her (and succeeding, at a different level), our web site designers and editors were awarded two new development projects for *AdPops* and *iCandyPops*. Sweet work !

editorial flash

Think for a minute how Amazon.com, the poster child of online bookstores set the standard for "e-tailing", and no, we're not talking about its ability to consistently produce financial results that even the best financial minds find hard to decipher. Rather, consider how it's expanded the definition of a book store to include reader reviews, wish lists, "more like this" recommendations, and notifications of new books on your favorite subjects.

What makes Web retailers like Amazon.com so compelling - besides the convenience and the discounts - is that someone did think through how readers hear about new books, get recommendations from friends, browse real-life book stores, even how they keep that pile of unread books on the bedside table. By expanding their service offering beyond the mere purchase of books, these online retailers have identified ways to solve readers' problems.

Take this analogy further - think about how you can insinuate yourself into the everyday habits of your clients or customers. Identify how best to work your service or product into the way they do things. Besides being the smart thing to do, it will keep you busy and gainfully employed for as long as you wish.

Your editor, Steven Kingsley

in the entertainment corner now

showing the multimedia capabilities available to you



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