



Ann Arbor Independent Booksellers Association

A community rooted in books

DECEMBER NEWSLETTER

Happy Holidays Book Lovers!

What a wonderful year this has been for us and we are so excited about the wonderful year to come! Let us give you a sneak preview of some of the new articles we are cooking up:

First we have a new upcoming series called “The Life Cycle of the Book”. Most of us pick up our hardcover or paperback book without thinking of all the different thought processes that went into getting our book into our hands. How was the paper, the cover design & binding decided on? Who looked at the manuscript initially and then worked with the author to polish it? How was the marketing decided on and who are the book “reps” who talk to the bookstore buyers about why they should buy this book? And lastly, who are the bookstore buyers and how do they make their decisions? These are just a few of the questions that we will look at and try to find the right people to give us the answers.

Next we are hoping to reach out into the community and bring you more stories of people and books, our libraries and all the odd places that you can find books in our area. We live in a city alive with books and we want to celebrate that not only with bringing you its colorful book history, but continuing that history now. We welcome

your stories – we would love to hear from you. How did your book group start and what book changed your life ? A2IBA is a celebration of you so tell us your story.

Last, but not least, we are going to take road trips in search of independent bookstores throughout the state. There are so many hidden gems that we all need to know about and we will bring you their stories.

While we hope you are excited about what we have in store for the newsletter in 2017, we would love to know what YOU have enjoyed and would like to see. We are hoping you might be willing to take a few minutes and complete a short survey (there are only 6 questions) to give us a better sense of how we can serve you--the book loving community we celebrate!

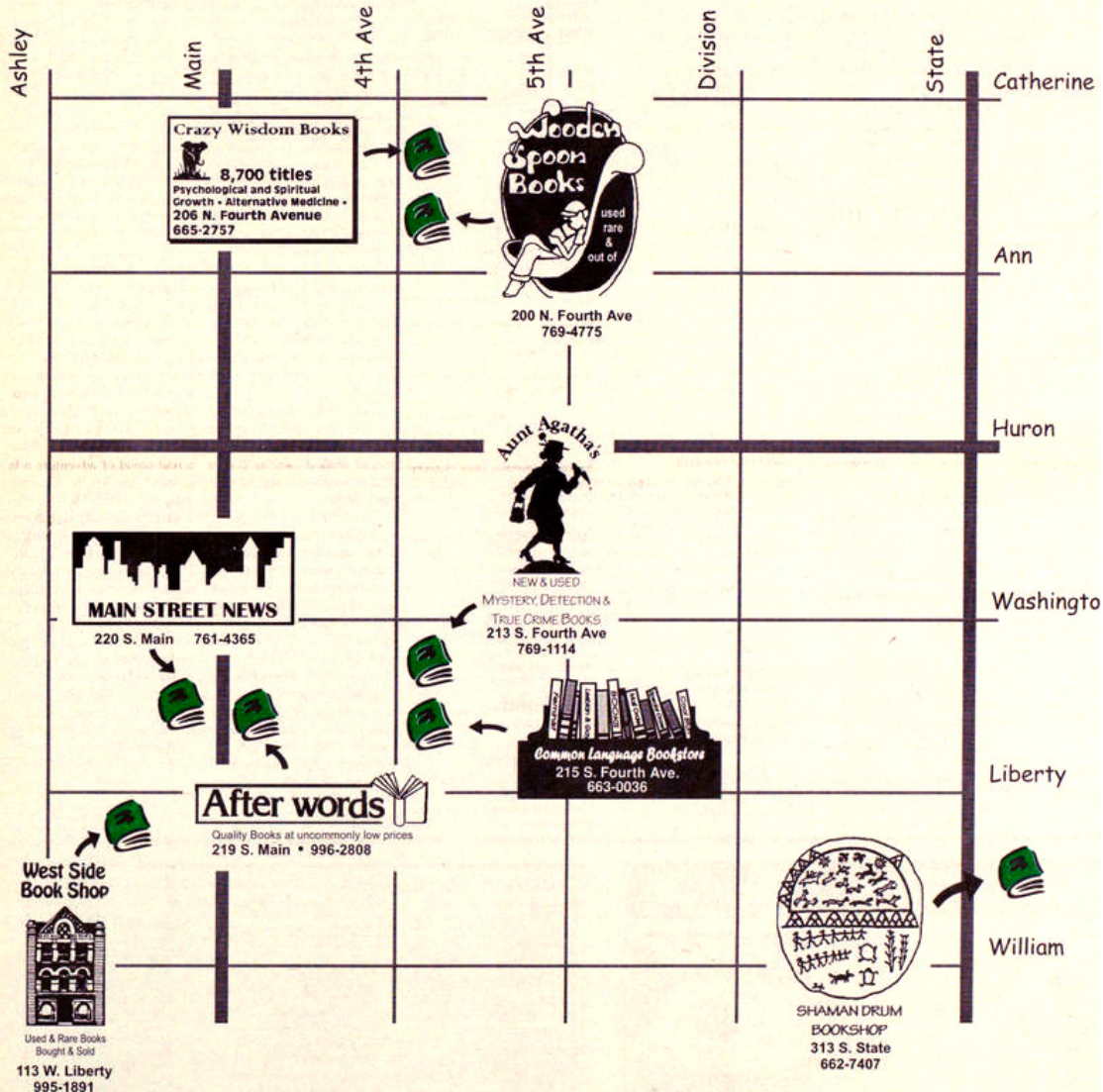
NEWSLETTER SURVEY

Have a wonderful holiday and we'll see you in the new year. What is your first book going to be? Let us know!

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Get Independent



The Independent Bookstore Alliance Urges You to Buy Independent this Holiday Season

Agenda, December 1997



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