

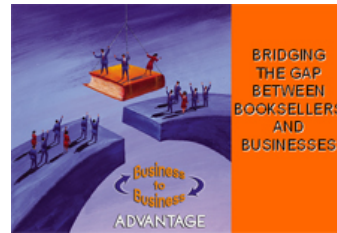
The Business of Business-to-Business Sales

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The Business of Business-to-Business Sales

Nov, 2006

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Simple Steps To Take To Jump Start Your B2B Sales:

Advertise that your store provides discounts for bulk sales in your store's newsletter, on signage placed around the store, on your e-mail signature, on your store's website, on the phone message, on a flyer that you stuff in each customer's holiday purchase, and in your store's radio and print advertising. Do you print messages on the back of your store's receipt—your B2B message can go there too!

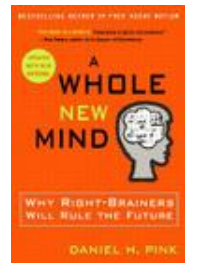
Do Business with A Whole New Mind Set

Congrats to each of you planning to attend the upcoming American Booksellers Winter Institute in January—it was announced this morning that the registration has maxed out at 500 bookstores, with a waiting list started. Penguin author Daniel Pink has been asked to give the keynote address at the conference and was recently interviewed in the ABA's BOOKSELLING THIS WEEK by Linda Castellitto. In that article, Pink was asked to comment on the current state of the search for knowledge and bookstores. His reply was so on target for B2B, that I have included it here:

“People going into bookstores are seekers of enlightenment.... A

very powerful instinct draws people in, and can make the experience of being in the store more meaningful than a transaction. You can trust a bookseller's recommendations, and have the kind of life-changing experience that often happens when you encounter a book you didn't know you were missing.”

Matching good books and good people—this is the heart of B2B. Recommend books to your community and watch your B2B sales grow!

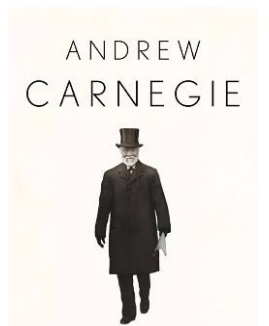


Since the publication of A WHOLE NEW MIND last year, Daniel Pink has had numerous speaking engagements with businesses, associations, universities and schools. He will be the keynote speaker at the ABA Bookseller Institute in January 2007. For details, see their article <http://news.bookweb.org/features/4785.html>

Now is the time to solicit local businesses for corporate giveaways—books are the perfect holiday gift!

We included a sell sheet in your box with a listing of titles perfect to use in reaching out to local businesses looking for a holiday gift for their employees. We included a big selection—some books are business related, some are about self help and improvement and some because they were just plain fun. Why not send a copy with your store's B2B letter to local business

owners you know—now is the time they are eager for suggestions on what is perfect to give. See our booksellers website for a sell sheet you can customize and call or e-mail your rep for samples if needed. Don't forget the extras—gift wrapping, gift cards, and excellent service. Remember to send a thank you note after that big order comes in!



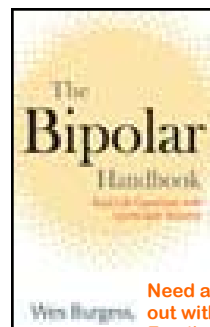
By David Nasaw, 1594201048 \$35.00

Hospitals, Dr's Offices, Guidance Counselors, Educators, Nurses, and Families need you and...

THE BIPOLAR HANDBOOK
By Dr. Wes Burgess, MD, PhD.
1583332499 \$14.95

The bipolar epidemic....buzz words being heard throughout communities in the US today. Diagnosis of young adults and teenagers is rising at a record rate—and new treatments centers and regimes of treatment are springing up almost daily. Dr Burgess has written a book essential for any bookstore's b2b efforts—it is from you, the bookseller, that local doctors, psychiatrists, nurses, families and therapists will find out about this necessary Q and A book. Patients will want to bring it home to share with families and friends. Doctors will want to give out to the newly diagnosed. Nurses and therapists will want to buy and

share copies to help them help their patients. The BIPOLAR HANDBOOK reads like a friendly chat with a trusted family physician, but it was written by a Stanford UCLA psychiatrist to help all bipolar patients. Visit www.wesburgess.yourmd.com to learn more and make sure your community mental health professionals know of this book!



Need a sample of this book to send out with your store's B2B letter? Email deb.lewis@us.penguin.com to receive.

From the over 500 questions and answers in THE BIPOLAR HANDBOOK, you'll learn:

- What to expect when pursuing a diagnosis
- How to choose the right doctor or specialist
- What side effects to expect from medications
- How to reduce stress to prevent manic and depressive episodes
- What family members and friends can do to support their bipolar loved ones

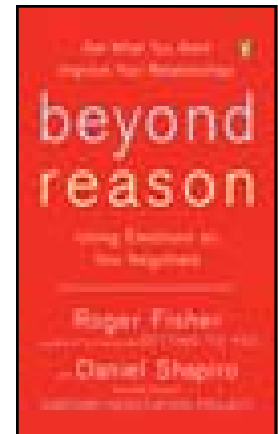


Moyers by Katherine Ketchum

**A new title for corporate training:
BEYOND REASON : Using Emotions As You Negotiate
by Roger Fisher and Daniel Shapiro**

“Written in the same vein as GETTING TO YES, this book is a masterpiece”
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Written by Roger Fisher (co-author of the bestselling business book GETTING TO YES) and Daniel Shapiro (Associate Director of the Harvard Negotiation Project), BEYOND REASON offers sound advice for employees at all different types of companies and at all different levels of work.

You can feel confident recommending this title to your corporate customers because this is an author they already know and trust, and a topic suitable for all business training.

Visit the website beyond-reason.net for news and reviews and a free teacher’s guide that human resource professionals can use to present the ideas in the book. To contact the authors with questions, comments and inquiries about lectures or consultation, e-mail rogeranddan@beyond-reason.net.

“Destined to take its place alongside GETTING TO YES on bookshelves around the country”

Community Outreach and Support: Selling Books for Giveaway to the Spanish Speaking Community

In your box this month I included one of my favorite new additions to the Young Readers Group—Price Stern and Sloan’s GO,GO TRUCKS , illustrated by Simon Hart. It’s a colorful, sturdy board book, with a great price point for resale for giveaway. We have seen over the

last few years a growing interest in bi-lingual titles, and this one, with its colorful illustrations and clear type makes it a natural giveaway for organizations in your community supporting the growing population of Spanish/English speaking and reading Americans. *Vamos !!!*



0843121084 \$4.99 retail

**Author Spotlight:
BROKEN BY William Cope Moyers**

This month’s spotlight is by rep Nancy Oliveri, who posed these questions to author, William Cope Moyers about his incredible new memoir, BROKEN (Viking \$25.95, 0670037893). This is a B2B opportunity for recovery and treatment centers in your community—and a story I won’t soon forget.

Nancy: When did you realize you wanted to write a book about your experiences, and has it been cathartic for you?

William: I’ve been sharing my story in public since I went to work for Hazelden in 1996. Over the years a lot of people who heard it have urged me to write a book.

“Broken” is another opportunity, the biggest, for me to reach out to people with my fundamental message of hope and help. And yes, by helping others who struggle, I help myself too. That’s the essence of recovery; people helping each other.

Nancy: It’s said that crack cocaine makes it impossible for the user to experience genuine pleasure unless under the influence. Now that you have written Broken, and are recovered, are you able again to feel the same sense of wonder, and pleasure in the company of those you love, that you had in your free-roaming days on your grandparents’ Texas farm? And if you can, how hard was it to recapture that ability?

William: Without recovery, I would be dead today. No doubt about it. So all of the experiences that make up my life today are a gift. Every morning I thank God for the opportunity of another day. At night, no matter how tough the day has been, I thank God for what that day brought me. I have had many wonderful days and many days that weren’t so good, but the reality is that in recovery each day is worth living because there were many times, years really, when living proved almost impossible. To experience life on life’s terms, without

using alcohol or other drugs, is a miracle I never fail to appreciate.
Nancy: As I read your book, I got the sense that you have always been inordinately hard on yourself for “not having done anything” to deserve the good things that came your way as a child. As a parent, do you now believe that the boy who was Cope Moyers was anything but deserving of the life he was given, just by virtue of his existence?

William: Since I can remember, I was always my own worst critic. I told myself I was never good enough or deserved what I had, I felt guilty about being imperfect in a home where everything seemed perfect, where my parents loved me unconditionally and provided me with every opportunity of comfort. Of course, with age comes a richer perspective, and today I can see and appreciate that it’s okay to be flawed, because to be imperfect is to be human. And just because I am a flawed human being doesn’t make me undeserving of the goodness of life.

Nancy: Our booksellers were very happy to see Broken on the list of fall titles. Those who didn’t make the connection between you and your famous father were even more determined to include your book in their lineup when they learned that you were “Bill Moyers’ son”. It’s clear that your father has always played a critical role in your life, whether you wanted him to or not. Will his contribution to the success of this book be just ironic, or bitter-sweet for you?

William: There is no doubt that some people will read this book because of who my father is, but my hope is that in the end Broken resonates on the strength of the story I share. My father is integral to this story. How could he not be? But so is my struggle with addiction, my spiritual journey, my recovery and the work I do today helping people like me and families like mine.

There is a lot in my book that readers will relate to because all of us are challenged by life.

Nancy: You are now the vice president for external affairs at the Hazelden Foundation in Minnesota. You talk in Broken about a young bank executive who made a distinction between the people who worked at Hazelden and those who were patients. Do you still see a lot of this kind of discrimination in your day to day dealings with people?

William: Addiction is an illness that thrives in the shadows of public intolerance, misunderstanding, shame and isolation. The stigma is powerful, so much so that addicted people are often viewed as being morally weak, or spiritually corrupt, or criminal or living on the other side of the tracks in the “bad” part of town. Yet alcoholism and drug addiction are more prevalent in families and communities than most people want to admit. This isn’t somebody else’s problem. It is a problem affecting all of us. And until we talk about it openly, like we do cancer or depression or even HIV/AIDS, then our nation will be in denial not only about the problems, but about the solutions too.

Nancy: Whom do you want to read your story, and why was it so important for you to tell it now?

William: My book is a story of hope. Hope for people who struggle with alcoholism or drug addiction. Hope for families who don’t know what to do or where to turn. Hope for communities ravaged by alcohol or other drugs. Hope too, for people who are struggling with their spirituality, or other problems that make life tough to live. That’s who I want to read “Broken.” People seeking inspiration, guidance and – there’s that word again – hope. I want readers to know they are not alone. None of us are, but only in sharing our experiences do we realize that there is indeed, strength in numbers.