

Survey of Major Yellow Pages Advertisers *

Book Dealers - Retail (New)

Comparative Ad Analysis for _____

Products Offered - Types, Uses & Important Services:	<p>New & Used Books - Buy/Sell Fiction/Non-Fiction/Refer. Hard Cover/Paperback Best Sellers/Classics/Literature Ethnic Store – Japanese, etc. Specialty Sections - Business, Computer, Travel, Mystery, Lang., Ref., Humor, Games, Sports, Sci-Fi, Occult, Tax, Psychol., New Age, Antiques, Art, Spiritual, Romance, etc. Gift Books/Art Books Home Study Guides/Outlines Reference Books/Dictionaries Crossword Puzzles/Games Remainders/Imports Shamanism/Metaphysics/Tarot Church Supplies/Teaching Aids Architecture/Engineering College Texts – New & Used</p>	<p>Cookbooks/ Nostalgia Adult Books, Videos, DVDs, etc. Oversized/Large Print Books Talking Books (on Tape) Records (LPs), Tapes, CDs Science/Medical Books Antique Books / Trade Books Young Adult/Juvenile Computer Software Bibles/Religious Books/VBS Greeting Cards/Posters Maps/Charts/Globes Rental Library/Reading Aids Technical Books (Details) Gift Certificates University & Small Presses Textbook Buyback Massage/Yoga/Meditation Feng Shui “Any Book In or Out of Print”</p>	<p>Children’s Books/Pre-Readers Comic Books & Collectibles First Editions/Back Issues Magazines -Foreign & Domestic Foreign Language Books (Details) Language Learning Aids (Details) Legal Forms/Manuals Photo Albums/Gifts/Herbs/Candles Rare or Limited Editions Sheet Music/Framed Prints Calendars & Appointment Books Videos/DVDs – Hits, Children’s, etc. Browsing/Reading Facilities Publishers Overstock/Bargain Books Teacher Orders Welcome Govt., Corporate, etc. Purchase Orders Reading/Discussion/Meditation Groups Programming/Telecom/Wireless/Biotech</p>
Confidence Factors:	<p>Years in Business Inventory Size (No. of Titles) Knowledgeable Staff Experienced Booksellers Independent/Locally Owned</p>	<p>Franchise Name - Walden Books, Doubleday, Borders, Barnes & Noble, etc. "The Bookstore For Book People" Diversity – Books/Music</p>	<p>Specialty - Christian, Judaica, Children’s, Classics, Asian, Mystery, Science, etc. Personal Service/Family Owned Out-of-Print Book Search (Free) Number of Books/Categories/Videos</p>
Convenience Factors:	<p>Days/Hours Open Evenings/Weekends/7 Days Credit/ATM Cards Location Data/Maps Corporate Accounts Web Site/E-Mail Address</p>	<p>Phone Locating - Price Quotes Multi Locations Shopping Service for Shut-Ins Online/e-Mail Orders Invited (Rush) Phone Orders Toll-Free/Fax Number</p>	<p>Mail & Fax Orders/Ship UPS/Hotel Delivery Ample Free/Validated Parking "Complete Catalog at Website" Free Pick-Up (Buying Used Books) Ship Worldwide/(Free) Gift Wrapping Special Orders/Institutional Savings</p>
Special Services or Extras:	<p>Best Seller Discounts (%) Cards/Incense/Stationery/Gifts Senior/Student Discounts Frequent Buyer Club (Out-Of-Town) Newspapers Fast Service on Special Orders Aromatherapy Oils Indoor/Outdoor Seating</p>	<p>Videotape Rentals/Sales School Purchase Orders Crystals/Jewelry/Incense/Stones Mailing Service Musical Instruments School/Office/Art Supplies Author Signings/Readings Preferred Readers Club</p>	<p>Hard-to-Find Books / UFO & ET Info Film Processing/Psychic Readings Copy & Fax Services/Weekly Special Events Reading Room/Writing Seminars Classes/Lectures/Children's Theater Espresso Cafe/Light Meals/Arcade Room Story Time/Other Literary Events Newspapers/Astrology Charts</p>
Typical Related Headings:	<p>Book Dealers - Wholesale Book Dealers - Used & Rare</p>		