

Survey of Major Yellow Pages Advertisers *

Book Dealers - Used & Rare

Comparative Ad Analysis for _____

Products Offered - Types, Uses & Important Services:	Bought, Sold, & Traded Hardbound & Paperback Used & New Books/Paperbacks Rare Books/First Editions Out-of-Print Books Fiction/Non-Fiction Scholarly Titles Textbooks/Sets Appraisal Service Buy Collections/Entire Libraries/Singles/Estates Book Finder Service Remainders/Imports Colorplate Books Swapping Library Out-of-Print Search Service Fine Book Auctions Antique Maps/Old Prints Fine Bindings Old Children's Books All Time Periods/All Nations	(Old) Magazines/Comics/Pulps Manuscripts Limited Editions General Titles (Illustrated) (Used) Videos/DVDs/Games Nostalgia/Ephemera Fine (Leather) Bindings Autographs/Letters/Documents Drawings/Photos/Artwork Baseball Cards Greeting Cards/Postcards (Old) Atlases & Maps (Old) Posters/(Framed) Prints Music/Sheet Music Current Best Sellers Rare Movies/TV Series "Buy Entire Libraries or Small Collections" "Scholarly Books in All Fields" Educational Games	SUBJECT AREAS SPECIFIED: Americana, European History, English Literature, American Literature, Counterculture, Metaphysical, New Age, Antiques, Art, Philosophy, Religion, Sports, Science Fiction, Mystery, Poetry, Civil War, Law, Medical, Music, Erotica, Crafts, Science, Language, Children's Liter- ature, Biography, Cooking, Western, Drama, Travel, ETC., ETC. Antiquarian Literature & Bindings Publishers Overstock School Orders Filled New Age Books Children's Books/Classics Bookbinding Computerized Out-of-Print Search EMPHASIS ON BUYING Immediate Removal
Confidence Factors:	Years in Business Specialty Areas - History, Classics, Children's Books, Religion, Outdoors, etc. Antiquarian Booksellers Associations / ABAA	Knowledgeable Staff Top Prices Paid Large Inventory (No. of Titles) Expert Appraisals "From Art to Zoology" "Operated by Book Lovers"	Member - Local Book Associations Friendly Atmosphere / All Languages "Immediate Payment and Removal" "A Collector's Bookshop" Invitation to Browse/Well-Organized Stock Computerized Inventory
Convenience Factors:	Days/Hours Open Location Data/Map Appointments "We Make House Calls" Review Copies Web Site/E-Mail Address	Multi-Locations Catalogs/Phone Orders Toll-Free/Fax Number Convenient Parking Free/Fast Pick-Up Phone Quotes	Credit Cards Open Saturdays/Open 7 Days a Week Invitation to Visit Website Free Book Search Book Exchange/Staff Newsletter "Search While You Wait"
Special Services or Extras:	Records Albums/Singles - Classics, 50's, etc. "Experts Will Travel Anywhere" Binding Exhibit Stones/Crystals	Old Newspapers/Magazines No. of Titles Specified Illustrated Books Estate Appraisals Antiques/Collectibles (Details) Audio Books	Original Art/Ivory Miniatures Half-Price Paperbacks Picture Framing / Auction Services Paperback Book Exchange Coffee House Bookcases / Mantles Cassette Tapes/CDs
Typical Related Headings:	Book Dealers – Retail (New) Antiques - Dealers	Appraisers	Auction Services

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