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The BISG and Chain-Based Super Bookstores

by **Nat Bodian** (Publisher's Marketing Consultant)

The rapidly-expanding growth of chain-based super bookstores is doing little if anything to increase reading and book purchases if a recently-published study by the **Book Industry Study Group** is any criterion. In its just-published report *Book Industry Trends 1994*, the **BISG** reports that in 1993 combined adult and juvenile trade book sales reached nearly \$5 billion.

While this figure reflected a growth of 7.2% over 1992 sales, the report indicated this growth in trade revenue was largely attributable to a 6.3% increase in the average unit price of books. The report also shows that the actual number of books sold in 1993 increased a meager .3%. What this minute growth suggests is that the sales accumulated by the new super bookstores has been accomplished at the expense of the retail outlets.

See — *Book Industry Trends 1994*, published by the **Book Industry Study Group**, 160 Fifth Avenue, New York, NY 10010. ISBN: 0940016451. ☞

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The Planning Committee for the 1995 Conference includes **Barbara Dean** (Fairfax County Public Library) bdean@Leo.vsla.edu, **Heather Miller** (SUNY-Albany) HM766@albanyvms.bitnet, **Cerise Oberman** (SUNY-Plattsburgh), **Katina Strauch** (College of Charleston) and **Judy Webster** (University of Tennessee Library). The Preconference Coordinator is Julie Nilson (Indiana University) 812-855-1666, nilson@indiana.edu.

Send ideas by **June 30, 1995** to **Judy Webster**, Head, Acquisitions and Processing Team; University of Tennessee Library; 1015 Volunteer Blvd.; Knoxville, TN 37996-1000. Phone (615) 974-4431; FAX (615) 974-2708; Internet: Webster@UTKLIB.LIB.UTK.EDU. ☞

Profiles Encouraged:

Rosann Bazirjian

Born:

September 5, 1952 in The Bronx, New York

Education: I

have a B.A. in History from Herbert H. Lehman Col-

lege of the City University of New York (graduated Phi Beta Kappa); an M.S. in Library Service from Columbia University; and an MSSc. in Social Science from Syracuse University.

Experience: From 1990 to 1991, I was Head of Acquisitions at Syracuse University. In 1991, the Acquisitions and Cataloging Departments merged, and I became the head of that new department which is called Bibliographic Services. From 1985-1990, I was Head of Acquisitions and Collection Development at the University of West Florida, and from 1980-1984 I was the Acquisitions Librarian at Syracuse University.

First Job: Filing proof slips for 5 hours/day as an undergraduate in college! Now, who even remembers what proof slips were?

Family: My husband of 10 years, **Patrick**; my seven year old son **Terence**; and a 17-year old cat named **Billy**.

Last Book Read: John Saul, *The Homing*.

Pet Peeve: People who do not return phone calls or respond to e-mail!!!

Favorite Pastimes: Curling up with a good suspense novel; reading to my son; mowing the lawn (whenever it's visible in Syracuse).

Fondest memories: Birth of my son; walking along the beaches of Pensacola, Florida and Cape Cod, Massachusetts.

Proudest Accomplishment: Success of my career in librarianship.