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Publisher Profile -- AMALIVRE

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We have recently signed with a large publisher a partnership agreement, and we will be marketing 90 titles each month from their catalogue. This is a first initiative, and we hope that it will catch on with other publishers.

**ATG:** Given the dramatic changes the publishing industry is experiencing, mergers like yours may become commonplace. Do you have any words of wisdom for other companies considering such a merger?

**GLR:** You’re right. When I attended my first ALA meeting, 25 years ago next year, there was an entire aisle devoted to foreign vendors. In Las Vegas last June, we were five or six gathered together at the end of one aisle. The movement towards consolidation is thus clearly visible.

As concerns business mergers, people often say that the human element is the most delicate. In our case, this was the easiest. By contrast, I understand better the difficulties that libraries face when they undertake a system change. Based on our experience, the advice I’d give, in the case of merging two book-selling operations, would be to devote some time to carefully study the compatibility of information systems and put everything in place for a complete, reliable, and useful consolidation of past activity.

**ATG:** Gilles, thank you so much for taking the time to talk about this exciting new venture!

**GLR:** Thank you and thanks to your readers for your interest in AMALIVRE.