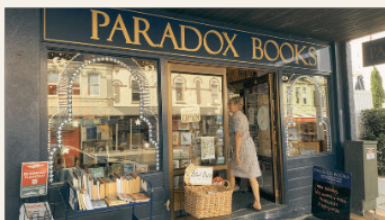


Booksellers

Member Handbook

join our community



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Your Business, Our Support

Booksellers is here to give our members a voice. We represent the concerns of booksellers in government and industry, and keep up to date with the changes in technology that impact bookselling.

We look forward to shaping the future of bookselling with you.

Whether you are an established bookseller or a newcomer to the book industry, becoming a member of Booksellers Aotearoa NZ (Booksellers) can help you run your bookselling business more effectively online and in-store, keep your finger on the pulse of the book industry, represent your interests to the book trade and wider retail community and connect you with your peers.

For over 100 years Booksellers has been New Zealand's trade association supporting bookstores and booksellers. Our membership is a cross-section of booksellers: from small to large, independent, chain and franchise, secondhand, online, specialist and campus bookstores. We assist members with a variety of relevant products and tailored services including: Booksellers Tokens and the Booksellers Gift Card, both designed to keep gift spending within bookstores; our weekly industry newsletter *The Read*, which provides the latest book news and industry developments; access to the Booksellers Buying Group, developed to help book retailers improve their business by achieving better trading terms with Australian and New Zealand trade publishers; access to BookHub, a pioneering e-commerce platform founded by Booksellers to support independent bookshops online; and a range of high-profile national marketing events and campaigns including Bookshop Day, reading catalogues and the book industry awards.

Convening our community through conferences and trade events is always a highlight and we facilitate high-value opportunities and events to network with publishers, authors, reps and other booksellers throughout the year.



Booksellers is a founding member of the Coalition for Books, a collaborative organisation that works to raise the profile of Aotearoa's books and authors.

Imagine Booksellers as a waka...

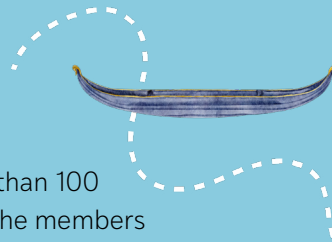


Constitution

The Booksellers Aotearoa New Zealand (Booksellers NZ Incorporated) waka is built by its Constitution and the Incorporated Societies Act 2022.

Membership

Booksellers has more than 100 member bookshops. The members own the waka, and they elect the Board of Directors from their membership.



Board of Directors

The Board of Directors sets the destination of our voyage (the Ends) and hires a captain (the Association Manager) for the waka. They then monitor the management of the waka to make sure we reach our destination (the Ends) but don't tell the captain and crew what to do.

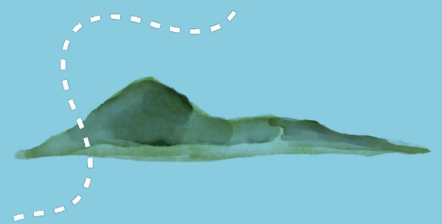


Association Staff

The Booksellers' staff is the hired crew of the waka. Under the leadership of the captain, they do the work (the Means) to get the waka to the determined destination (the Ends).

Association Manager

The Association Manager is the captain of the waka. They create and implement the strategy (the Means) for how we will reach our destination (the Ends). The captain decides the voyage route, determines how fast to travel, and hires and manages the crew.



Policy Governance

Booksellers uses this method of organisational governance to define the relationships between the Members, Board, and Association Manager. It creates constellations that will guide our waka to its destination.



Key Services

Booksellers Tokens

Booksellers Tokens are a national currency for the book-loving community and have been in circulation for more than 60 years. They are sold and redeemed throughout New Zealand in both independent and large chain bookstores.

Booksellers Tokens can be exchanged for books sold in-store. Not only do they drive increased foot traffic, but they're also a profitable service for booksellers, helping to support initiatives that encourage access to books and reading for everyone and make gift-giving to book-lovers easier.

These tokens are not in competition with your bookshop's vouchers and are not a replacement for them. Most commonly they serve a customer wishing to buy the token as a gift for someone in a different location. Over 60% of tokens are redeemed in a different location from where they were issued.

Customers redeeming tokens in your shop will on average spend 25% more than the value of their token with you. Actively promoting Book Tokens in your store can achieve extra sales, increased foot traffic and provides a great service for your customers. Additionally, the Book Tokens Scheme is financially secured by Booksellers and you are not required to carry any contingent liability on your balance sheet.

FIND OUT MORE



Booksellers Tokens remain a popular gift of choice for book-lovers throughout the year.



“At Time Out Bookstore we sell our own store vouchers but we’re also really happy to sell Booksellers Tokens. The Booksellers Tokens give increased flexibility and choice for our customers, many of whom post them to family and friends out of town.”

Jenna Todd
Time Out Bookstore, Auckland



Exchange Cards

The Booksellers Exchange Card system is a sales aid to booksellers for those customers who want to buy a book as a gift but are unsure if the book is appropriate or if the recipient may already have read it. It gives buyers confidence that their book purchase will not be wasted and increases the likelihood of a sale.

Customers can use a completed Exchange Card at participating stores to exchange a purchase at a different store from where they originally bought it. The book being exchanged must, of course, still be in mint condition and able to be resold, and the exchange must fall within 28 days of the original purchase. This system offers increased flexibility and a great experience in your store for your customers. The ability to offer an exchange card for a book, especially one being bought as a gift for someone who could be on the other side of the country, can often ensure the sale.

There is nothing to lose: if the value of the book purchased is greater than that of the one the customer returns, the customer pays the difference. If the book's value is less, customers are advised on the Exchange Card that no money will be refunded or credit given. Most customers exchange for a higher value.

[FIND OUT MORE](#)



“Exchange cards are the cornerstone of thoughtful gift-giving... they offer your customers something priceless – peace of mind. With participating stores throughout New Zealand, we are building a nationwide network of literary connections.”

Pene Whitty
University Bookshop Canterbury



EPay Gift Cards

The Booksellers Gift Card was established in 2013 and, like the Booksellers Book Tokens, is sold and redeemed in many independent and chain bookstores throughout New Zealand. The gift card can also be purchased through a range of third-party retailers including New World, Pak N Save, Countdown, The Warehouse, BP Service Stations and Z Service Stations.

Booksellers Gift Cards can be loaded with any amount from \$20 to \$1000. The Gift Cards provide customers with an electronic alternative to the traditional paper tokens.

[FIND OUT MORE](#)



Booksellers Buying Group

The Buying Group provides:

And includes :

BookHub



*Winner of the
Innovation Award
at the 2024 Aotearoa
New Zealand Book
Industry Awards*

Booksellers founded BookHub in 2023 to be the champion of Aotearoa NZ's indie bookshops, answering the need to compete in the e-commerce space. BookHub's online directory makes it easy for customers to find where they can purchase the books they want directly from independent bookshops. Over 70 bookshops around the country participate in BookHub, creating a database of over one million titles. BookHub's purpose is to connect online customers with independent bookshops.

VISIT BOOKHUB

How does BookHub work for customers?

Customers search for the book they're after on BookHub and receive a list of stores where the book is in stock. The customer can then choose from this list where they would like to purchase from, hit the 'Go to Store' button and be redirected to their chosen store's website to complete the transaction. Or, if they don't want to buy online, the customer can organise their results by location and find a bookstore close to them, which they can visit in person to make their purchase.

How does BookHub work for bookshops?

Once you have joined BookHub, your store's stock is loaded and shared to the BookHub platform, hosted by CircleSoft. No matter what POS your bookstore uses, you can connect your inventory to BookHub using our proprietary API, allowing your store to connect to BookHub's centralised database. BookHub expands your store's customer base from local to national.

BookHub can also be a useful tool for your staff. If a customer comes in wanting a title you do not stock, staff can search it up on BookHub and advise the customer where they could make a purchase, creating a better experience for everyone. If you are a BookHub member, you can also purchase a custom co-branded bookmark on the Members Store to use in-store and raise customer awareness of the site.

BookHub directs customers to your website, and you receive 100% of that purchase – BookHub does not take a cut.



“I use [BookHub] all the time and love how each bookshop has a different manner: some send notes of gratitude with your shopping, others send emails saying how excited they are for you to read what you've ordered, there can be postcards and lovely, scented wrapping.”

Claire Mabey
Books Editor for The Spinoff



1 SITE
70+ NZ BOOKSHOPS
MILLIONS OF TITLES

SHOP INDEPENDENT ON
WWW.BOOKHUB.CO.NZ

Booksellers provides an array of support services that save you time and money on the shop floor. We can assist your bookstore with everything from economically priced shopping bags and attractive point of sale to support your merchandising, to reading guides and more.

Each month publishers submit upcoming titles and offers to our Buying Group. Our group members then vote to create the list of books that become our monthly highlights. This means our highlights reflect what Aotearoa's booksellers are most excited about and are a great resource for your staff and customers.

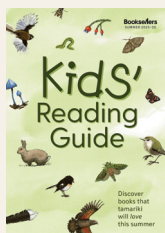
- An email newsletter
- A print-ready PDF that can be customised with your store's branding
- Instagram and web assets
- A featured reading list page on bookhub.co.nz
- A bookseller review of our featured title

Updated every month





SUMMER 2025-26



SUMMER 2024-25 WINTER 2025



Seasonal Reading Guides

Booksellers coordinates, designs and prints competitively priced reading catalogues throughout the year. This is a service that saves participating members time and money, providing branded marketing resources in-store, while still ensuring you have a say in the selection of titles.

The Summer Reading Guide arrives in stores during October so you can maximise sales over the festive season and is strongly supported by a wide range of local publishers, including Allen & Unwin, Penguin Random House, HarperCollins and Hachette.

Booksellers ensures participating bookstores are able to order quantities that suit their demand. The front and back covers of the catalogue are personalised with each store's logo and details. The process of coordinating the Summer Reading Guide begins in June.

“The summer reading catalogue made a huge difference to our sales at Christmas. After trudging the streets delivering it, we were thrilled when customers appeared, catalogue in hand, to ask for a specific book. And many of these customers had never been into our shop before. Booksellers NZ coordinates everything so the costs are low and the work involved for us the bookseller is minimal. What more could you ask for?”



Mary Wadsworth
Dorothy Butler Children's Bookshop, Auckland

Store Bags

A popular range of reusable brown and white bags are available at very competitive prices through Booksellers. Orders are placed through the Members' Store.

VISIT THE MEMBERS' STORE

Log in to access members-only products



Book Industry Newsletters

The Read

The Read newsletter is produced weekly to provide you with timely, accessible information on the book trade. *The Read* is emailed to bookselling, publishing and industry colleagues on a Thursday and contains stories and a host of links to relevant news, competitions and events as well as the Nielsen Weekly Bestsellers charts.

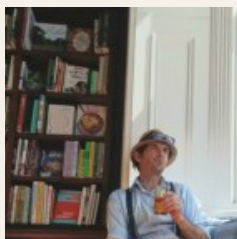


Preview of Reviews

Every Wednesday, subscribers to this service get a heads up of which titles will be receiving Aotearoa NZ media coverage in the coming week, allowing them to anticipate which books their customers might be looking for.

All members of Booksellers Aotearoa NZ are automatically subscribed to this service as part of their membership. Non-members can subscribe via our website.

SUBSCRIBE TO OUR NEWSLETTERS



“We love using the Booksellers *Preview of Reviews*. It dramatically increases our hit rate on closing a sale on a reviewed title. With the breadth of media sources customers can now access, and a plethora of titles that match their vague descriptions, this gives you the week’s major media reviews in one place. A must have tool for any serious bookseller.”

Jarad Raines
Paper Plus Kaiapoi

Members Mail

Members Mail is a fortnightly newsletter for independent booksellers only, highlighting opportunities and business matters, ensuring you have full business support and access to members’ resources and opportunities.





Booksellers & RNZ

For decades, Booksellers Aotearoa has worked with Radio New Zealand to bring book reviews to readers across the motu via the programme Nine to Noon, which contributes to an ongoing conversation around books, reading, writing and literacy in New Zealand.



Importantly, the radio reviews help sell books. In spring 2024, Carole Beu (The Women's Bookshop, Auckland) reviewed Elizabeth Strout's *Tell Me Everything*. Carole was given an even shorter block for this review due to sharing airtime with a big news item. "I ... did a quick rave about the book and said it was going immediately on my select list of the best books I had ever read," recalls Carole. "Three copies had sold before I even drove back to the shop and I understand that lots of booksellers got requests for 'Carole's best book!'"



"The value of the programme is that there's a book discussed every single day on our national radio ... The fact that listeners know there's a daily review, and that it often features NZ authors, makes it a reliable feature of our landscape."

Louise Ward
Wardini Books, Havelock North

Events

Annual Conference

The Booksellers Conference is the longest-established event in the book trade calendar. Each year our annual conference attracts and unites delegates from all corners of the trade and the country. The lively and diverse programme consists of workshops, keynote speakers, rep picks, business meetings and social events that are designed to bring the industry together in a creative and constructive environment. Each year the content and keynote speakers address the changing needs of booksellers; the conference is also a valued opportunity to network with peers. Following the conference is the Industry Awards, which celebrates the very best in bookselling and publishing.

The 2026 conference runs from 24-25 July in Auckland.

Trade Days

The Wellington and Christchurch trade days are an extension of the Auckland Trade Day, with the aim of getting more booksellers and publishers together for networking and to discuss the business of selling books.

2026 Dates

Christchurch: TBC

Wellington: TBC



Bookshop Day

This campaign celebrates the great local bookstores across the motu. The marketing campaign reflects the vibrant, idiosyncratic and wonderful bookshops throughout the country and their equally wonderful customers. Bookshop Day is for all bookstores and its key messages are:

- Promote the importance of bookstores and their communities
- Create positive local/national news stories about the value of bookstores in local communities
- Increase footfall and trade to our bookstores
- Promote the value of books, reading and bookstores in local communities



BOOKSHOP DAY | 10 OCTOBER 2026

Booksellers Scholarship

The Booksellers Scholarship is an annual Booksellers initiative that enables a bookseller to attend the BookPeople conference in Australia. This is a unique professional opportunity for passionate local booksellers to have the opportunity to meet and learn from their Australian peers. The BookPeople conference takes place over three days featuring networking, special events and professional development. Following the conference, the scholar is placed in a bookstore for a week of work experience. The scholarship covers travel and accommodation for the chosen booksellers each year.

2026 Canberra Applications open in January

Booksellers is a member of the European International Bookseller Federation and the RISE bookselling programme, so members can access world-class research and scholarship opportunities. In the last eleven years, seventeen NZ booksellers have been awarded scholarships to Frankfurt Bookfair, London Bookfair, ABA Winter Institute, Bologna and exchanges all around the world.

Past Scholars

2014

Jared Raines, *Paper Plus Northlands* and Jenna Todd, *Time Out Bookstore*

2015

Anita Kingston, *Paper Plus Remuera* and Matthew Bialostocki, *Unity Books Wellington*

2016

Mary Wadsworth, *The Dorothy Butler Children's Bookshop* and Kiran Dass, *Unity Books Auckland*

2017

Courtney Smith, *Unity Books Auckland* and Rochelle Handley, *Paige's Book Gallery*

2018

Tanya Gribben, *The Women's Bookshop* and Cassie Richards, *Unity Books Wellington*

2019

Pene Whitty, *University Bookshop Canterbury* and Ruth Bruhin, *Poppies Bookshop New Plymouth*

2020

Renee Rowland, *The Twizel Bookshop* and Surinam Reddy, *Time Out Bookstore*

2023

Anna Hoek-Sims, *University Book Shop Otago*

2024

Sarah Clark, *The Next Chapter*

2025

Mandy Myles, *Bookety Book Books*

2026

You?



Aotearoa New Zealand Book Industry Awards

Hosted and facilitated by Booksellers, these awards bring booksellers, publishers, writers and book sector organisations together to celebrate excellence in the industry.

This year's event takes place on 25 July 2026.

[VIEW THE HONOUR ROLL](#)

Membership Rates

Membership runs 1 April – 31 March. Subscription is charged pro-rata for those joining after April 1st in any given year. Membership excludes any additional levies such as BookHub and the Booksellers Buying Group.

Membership Segment	Annual Fee	Per Month
Large Standard Store or Online Retailer Revenue \$300K+ Full Service	\$721	\$63.10
Medium Standard Store Revenue \$200K–\$300K Full Service	\$515	\$45.10
Small Standard Store Revenue <\$200K Full Service	\$257.50	\$22.60
Secondhand Store or Online Store Limited Service	\$206	\$18.10
Bookseller with Multiple Stores		
First Store – Based on size Full Service	As above	As above
Additional Stores Full Service	\$216.50	\$19.00
Others		
Associate Member For a business involved in the supply of books or related goods to Booksellers	\$566.50 + GST	
Associate Member Small Press	\$257.50 + GST	
Subscription to <i>The Read</i> Our weekly digest of bookselling news and information	\$123.60 + GST	
Subscription to <i>Preview of Reviews</i> Our weekly digest of upcoming book reviews	\$43.48 + GST	
Subscription to <i>The Read & Preview of Reviews</i> Subscribe to both Booksellers' weekly digests	\$150 + GST	

Membership Explained

Booksellers NZ represents New Zealand booksellers, including independents and chain stores. We are the manager of Booksellers Tokens, the most prominent book voucher in New Zealand. We also administer the Booksellers Gift Card, a convenient electronic option that can be stocked alongside the paper tokens.

Key Membership Benefits

The benefits of our membership touch every aspect of running your bookselling business.

- Sell and redeem Booksellers Tokens.
- Sell and redeem Booksellers Gift Cards.
- Receive the weekly industry newsletter *The Read*, including the Nielsen Bestsellers charts and the Indie Top 10.
- Receive *Preview of Reviews*, an advance list of the books reviewed in media.
- Participate in the annual conference and national trade events and networking opportunities.
- Our advocacy on key issues affecting the industry to government, agencies and other book industry bodies.
- Access to BookHub.
- Access to the Buying Group.
- Expert advice and information in a multitude of areas, from book prize winners to price marking legislation.
- Free membership with Retail NZ, which includes advice on employment and consumer issues, help when resolving employment disputes, advice on staff theft and shoplifting, and access to retail-focused advocacy services.
- Purchase merchandising bags at competitive prices.
- Marketing opportunities and support to help drive sales, including the Summer Reading Guide, and advance notice of The NZ Listener Top 100 and Kids Top 50 books.
- Access to the RISE Bookselling network of exchanges, conferences and education programmes – organised by the European & International Booksellers Federation.



Applications can be completed and submitted on our website.

Our Business & Industry Partners

Retail NZ

All members of Booksellers Aotearoa NZ are given a membership to Retail NZ, providing access to a range of specialist retail services including unlimited HR advice and legislative advocacy.

Book Trade Liaison Committee

Booksellers has a network of relationships with many other book industry organisations. Part of this is the liaison with the Publishers Association of NZ, with whom Booksellers works closely on matters of common interest affecting the book industry.

Booksellers is also a representative on the Book Trade Liaison Committee, which deals with issues including industry promotions.

Representation and Community

Booksellers has a wide network of relationships with book and other industry organisations and works closely with this network on matters of common interest affecting books and retailing in general.

Booksellers carries out direct lobbying and scrutinises any national and international legislation and initiatives that could have an impact on our members.

Key to our effectiveness is our liaison with the Publishers Association of New Zealand, the NZ Society of Authors, the NZ Book Council and library associations, alongside our affiliation with Retail NZ. Booksellers also liaises with other bookselling associations around the world.

Booksellers actively seeks and creates opportunities to advocate and expand the business interests of national bookstores.

Booksellers' campaigns stress the importance of high-street shopping and local retail. We also promote members' views to both the trade and national press.





NielsenIQ BookData

NielsenIQ BookScan is New Zealand's only independent book retail tracking service at consumer point of sale.

BookScan sales data can be analysed by various criteria including category, publisher, country of publication and format, allowing booksellers to see which genres are selling and giving stores vital information to help inform their business decisions. When there are recessionary trends at play in the economy, it is the best time to benefit from the insights that nationally aggregated data can provide.

Why use BookScan?

- Monitor titles and authors against the competition and overall market
- Analyse pricing and discounting by format or category
- Gauge the success of marketing campaigns and promotions
- See which categories are growing and declining
- Learn what works in your market and how that might differ from other countries

Retailers who contribute their sales data to BookScan can then verify sales by category to spot strengths and weaknesses; monitor consumer trends by category, format or price point; and make improvements to your inventory and subsequent turnover. All retailer data is treated with absolute confidentiality and no other retailer, or any publisher, has visibility on individual store sales ever. Data is aggregated and returned as a total market measure each week

Independent booksellers on-panel get access to the BookScan Lite app, which shows these weekly reports updated every Thursday:

- A market top 5000 report
- A product class top 100 by broad genre (Fiction, Non-Fiction, Children's)
- An independent bookstores top 250

It's free to join! Your data contributes to a healthy book industry for both retailers and publishers so they can understand what Aotearoa book consumers are buying at the tills each week.

MORE INFORMATION

JOIN THE PANEL



Become a Libro.fm bookshop partner and earn money on every audiobook purchase customers make through your bookshop

Libro.fm

Libro.fm is a platform that makes it possible for customers to buy audiobooks through local bookshops. It began as a conversation among friends at Third Place Books, an independent bookshop in Seattle, Washington, about the growing popularity of audiobooks and the lack of a way for readers to purchase them from independent bookshops.

Flash forward, and Libro.fm was founded in 2014. The team then spent nearly two years speaking with booksellers about their needs and suggestions, while also building their catalog of audiobooks and developing the platform, including iOS and Android apps.

Today, Libro.fm partners with more than 4,000 bookshops around the world to sell audiobooks and has members in 90 countries and counting.

How does it work for customers?

- Profits from your monthly membership and à la carte audiobook purchases are shared with your bookshop.
- Libro.fm requires no extra work and no money on the bookshop's end. Why? Because they want more money in local communities, where it can make the greatest impact.
- When you sign up to support our bookshop with a Libro.fm membership, you provide us with sustained, reliable income over time, so we can stay serving the community — and keeping the lights on.
- And you'll enjoy curated playlists and recommendations from expert booksellers like us, along with a simple and thoughtful listening platform.

Why become a partner bookshop?

- No-cost set up – become a partner for free and start selling audiobooks instantly. No technical expertise required.
- Increase your revenue – automatically earn a percentage of audiobook purchases made by your store's customers. Plus, if businesses choose to buy audiobooks in bulk through your store on Libro.fm, you'll benefit from those large purchases as well.
- Get helpful insights – use our bookseller dashboard to track key metrics, access promotional materials, and manage your store's details.

PARTNER WITH LIBRO.FM



Booksellers Lifetime Achievement Award

The annual Book Industry Awards celebrate and recognise excellence in bookselling and publishing in Aotearoa New Zealand.

Recipients

2013

Graham Beattie

2014

Michael Moynahan

2015

The Parsons Family

2016

Paul Greenberg
Greene Phoenix Marketing

2017

Ruth & John McIntyre
The Children's Bookshop,
Wellington

2018

Robyn Bargh
Huia Publishers

2019

Rob and Kaye Clarke
Paper Plus Coastlands

2020

Tilly Lloyd
Unity Books Wellington

2021

Bridget Williams
BWB Books

2022

David and Jenny Hedley
Hedley's Books, Masterton

2023

Ann Mallinson
Mallinson Rendel

2024

Mike Hill and Susan
Holmes
Bookreps

2025

Tony Moores
Poppies Book Group

Bruce McKenzie
Bruce McKenzie Books

Jo McColl
Unity Books, Auckland

Karen Ferns
PANZ lifetime Achievement

Contacts

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www.bookhub.co.nz

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 Wellington 6140

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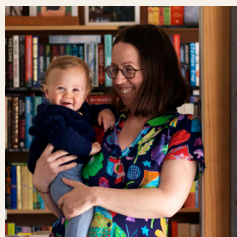
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 @bookhub_nz

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sarah@booksellers.co.nz



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 Administration Assistant
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Naiose O'Donoghue
 Marketing & Sales Assistant
naiose@booksellers.co.nz



Board of Directors

CHAIR

Robert Egan
BookPeople

DEPUTY CHAIR

Chloe Blades
Unity Books, Auckland

BOARD MEMBERS

Mandy Myles
Bookety Book Books

Mary-Liz Corbett
Matakana Village Books

Tanya Gribben
The Women's Bookshop

Mary Fawcett
Schrödinger's Books

Alison Southby
Poppies Hamilton



We're here to give our members a voice

Booksellers can help you run your business more effectively, keep your finger on the pulse of the book industry, represent your interests in the book trade and wider retail community, and connect you with your peers.

Booksellers
Aotearoa New Zealand



www.booksellers.co.nz



[@booksellersnz](https://www.instagram.com/booksellersnz)



[/booksellers](https://www.facebook.com/booksellers)