



Research is a critical component of defining and furthering the interests of the bookselling industry—one CBA contributes to on an ongoing basis through surveys of our membership on everything from harmonized sales tax to pricing to professional development. The findings allow us to operate on the consensus position—the big picture.

What's most interesting about our Year-End Bookseller Survey (results of which you'll find on page 22) is the complete lack of consensus. The aggregate results generate very few across-the-industry truths. This is partly due to the open-ended nature of the questions, but mostly it is due to the individualist nature of our membership—which is what makes the responses so interesting to read, so interesting that I wish we could publish them all. Every bookstore—even those blocks away from each other—is distinguished by unique vision, business practices, buying habits, staff areas of expertise, customer interests and tastes.

Events tales are particularly demonstrative of the original creative spin different

booksellers apply to their readings, launches and community gatherings—in their design, promotion and execution. (It's no wonder so many fear the decline in publisher-backed author tours, given the singular opportunity they offer for bookstores, writers and illustrators to connect meaningfully with readers.)

Of course, the story of independent bookselling in Canada lies in these differences. As difficult as they may be to fully relay, these varying retail identities that form one eclectic and robust industry are what we try to convey in the magazine—not only through the survey summaries, but our Crossing Over column, our Independent Handsellers List, our Chatterboxes, our feature articles and our events recaps and photos. So, thank you to all who contributed to the pages of *Canadianbookseller* this year. Your input is valued not only by all of us at CBA, but by your peers who feel more connected to the industry as a whole through exposure to the individual viewpoints of fellow booksellers.

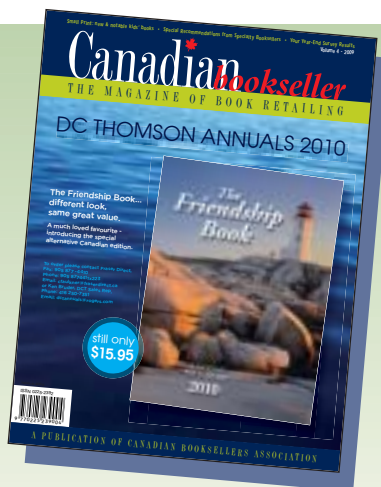
I wish you all a happy, healthy and prosperous holiday season. **CBA**

About the Cover

D.C. THOMSON

D.C. Thomson is a privately owned family company and is the largest publisher of its kind in Scotland. With a portfolio of 15 newspapers, magazines and comics, the company produces more than 200 million publications every year. *The Friendship Book* has been an annual bestseller in Canada for a number of years and, with a dedicated look for the Canadian market, this is sure to continue.

D.C. Thomson also publishes a large mix of other titles available throughout Canada. You can order *The Friendship Book*, or any other title, from our sales rep Bruder & Associates at bruder-assoc@rogers.com or through our warehouse Fraser Direct at cfaulkner@fraserdirect.ca. We look forward to a profitable season for us all!



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