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Literary Today

BEST BOOKS

NOVEMBER 2022

[MOHSIN ALI]



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EDITORIAL BOARD

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Dr. M Mohsin Ali

DSW (NY), LMSW (NY), MPS-CSA (NY);
MSS (Econ) & LLB (Bangladesh)

M. Mohsin Ali is a patriotic son of Bangladesh and America. He was born in Bangladesh in 1952 in the remote village called Shikarpur of Gurudaspur Upazilla (Sub-District) in Natore District.

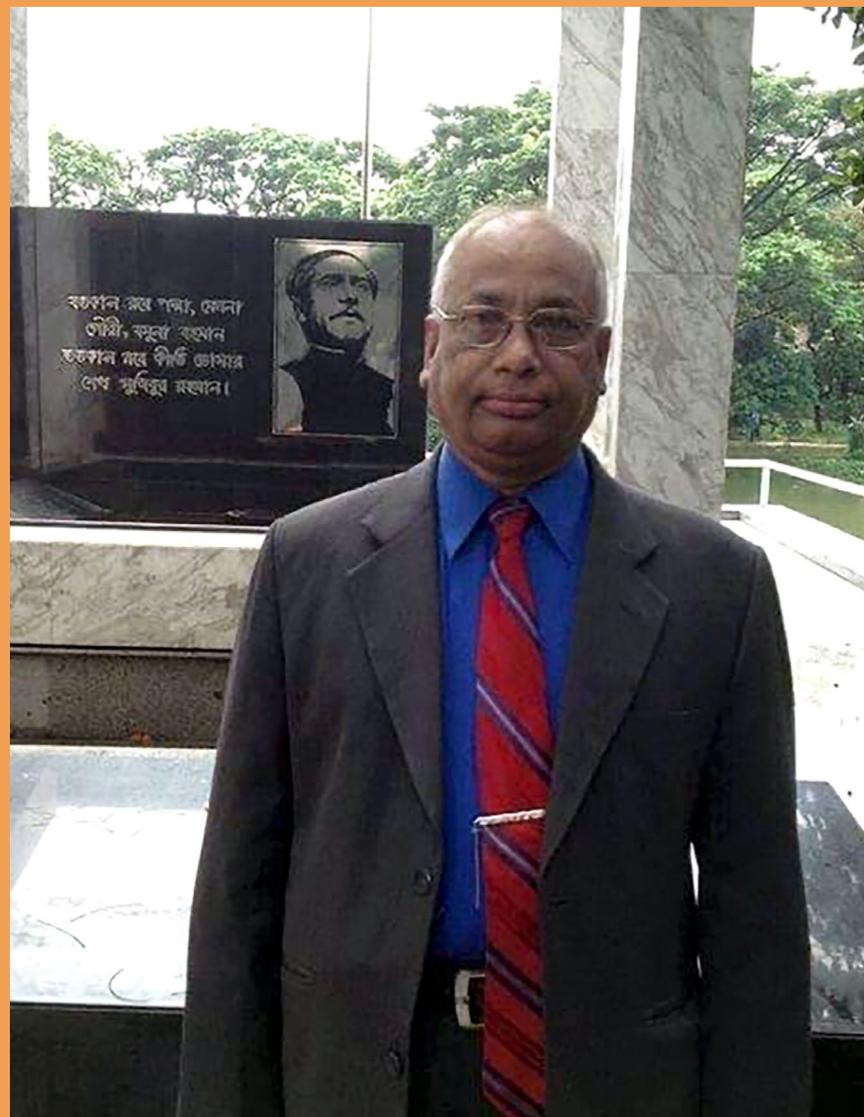
Mohsin Ali is a survivor of liver cancer and liver cirrhosis. He had been going through the treatment of liver cirrhosis, liver cancer, and kidney damage for the last few years, and ultimately, he got his liver and kidney transplanted in November of 2021.

He emigrated to America in January 1986 with a student visa for higher education. He was admitted to a Graduate Program, Masters in Professional Studies in Community Services Administration (MPS in CSA) at Alfred University, Alfred, NY, and completed the Master's Degree in 1987. He was admitted to the Doctor of Social Welfare Program (DSW) at the Hunter College School of Social Work of the City University of New York (CUNY) in 1988. While working as a full-time worker for people with disabilities, Mohsin Ali studied Doctorate Program in Social Welfare full-time and part-time and completed his Doctorate Degree in 1996. He also obtained a license Licensed Master Social Worker (LMSW) from New York State.

Mohsin Ali graduated from High School (10th Grade –in 1968 and 12th Grade in 1970. He had a break from study and completed an undergraduate in Economics from Rajshahi University in 1979. He obtained an MSS (Master of Social Sciences) in Economics in 1982 and LLB (Bachelor in Law) in 1981 from Dhaka University. He joined the Liberation War of Bangladesh against Pakistan in 1971.

After the liberation, he engaged himself to rebuild the war-torn nation. He established an NGO (Non-Government Organization) named Gonomilon (Peoples' Union) in 1972, through which he started rebuilding the war-ravaged nation with the programs such as Tebhaga Khamar (Three-shared Farm with the landlord, farmworkers, and the association), Mass Education, Cottage Industries, Micro-Credits, Paramedics, Health Education, Skills Development and Employment Creation/Income Generation programs for poor men/women.

After the Father of the Nation and President Bangabandhu Sheikh Mujibur Rahman and his family members were killed in a Military Coup on 15 August 1975, Mohsin Ali protested and worked against the military



government. Mohsin Ali was arrested and put in Dhaka Central and other Jails for 26 months.

After getting released from Jail in December of 1977, Mohsin Ali moved to Dhaka and established an NGO named Bangladesh Development Service Center (BDSC) and had been working as the Executive Director since March 1978.

Mohsin Ali also established Bangladesh American Association for Rehabilitation in New York (BAARNY), Inc in New York and provided services to children with special needs through all necessary therapy services, including OT, PT, Speech, Special Education, Psychology, Social Work, Counseling, Psychotherapy and other supports to the special children and their families.

Mohsin Ali has established the following institutions:

- Muktijoddha (Freedom Fighter) Dr. Mohsin Ali College, Shikarpur, Gurudaspur, Natore, 2006
- Agro-Technical Multilateral High School, Shikarpur, Gurudaspur in 1974.
- Bangladesh Development Service Center (BDSC), Dhaka, 1978
- Gono Milan, an NGO in Gurudaspur in 1972
- Gono Unnayan Academy, an NGO in Gurudaspur in 1978

- Bangladesh American Association for Rehabilitation in New York (BAARNY), Inc. NY, USA, 1999.
- Bangladesh Human Rights Watch in New York, the USA in 2001.
- Mohsin & Mahfuza Education Fund and provided Scholarships to poor students since 1998.

Mohsin Ali has received the following International Awards:

- Mother Teresa International Humanitarian Award in 2009 from Kolkata, West Bengal, India, for Human Rights and Human Services/Activities.
- “Governor’s Award of Excellence 2000” by Governor George E. Pataki of New York State of the USA for the Human Service Works in the State of New York in 2000.
- “Uttam Kumar Award,” a legendary Film Hero of India in 2009, from Kolkata, West Bengal, India, for writing several books on the Liberation War of Bangladesh of 1971.

Mohsin Ali wrote and published 9 books in Bengali on the Liberation War of Bangladesh. He also wrote 6 Books in English, which were published in America. The English Books are:

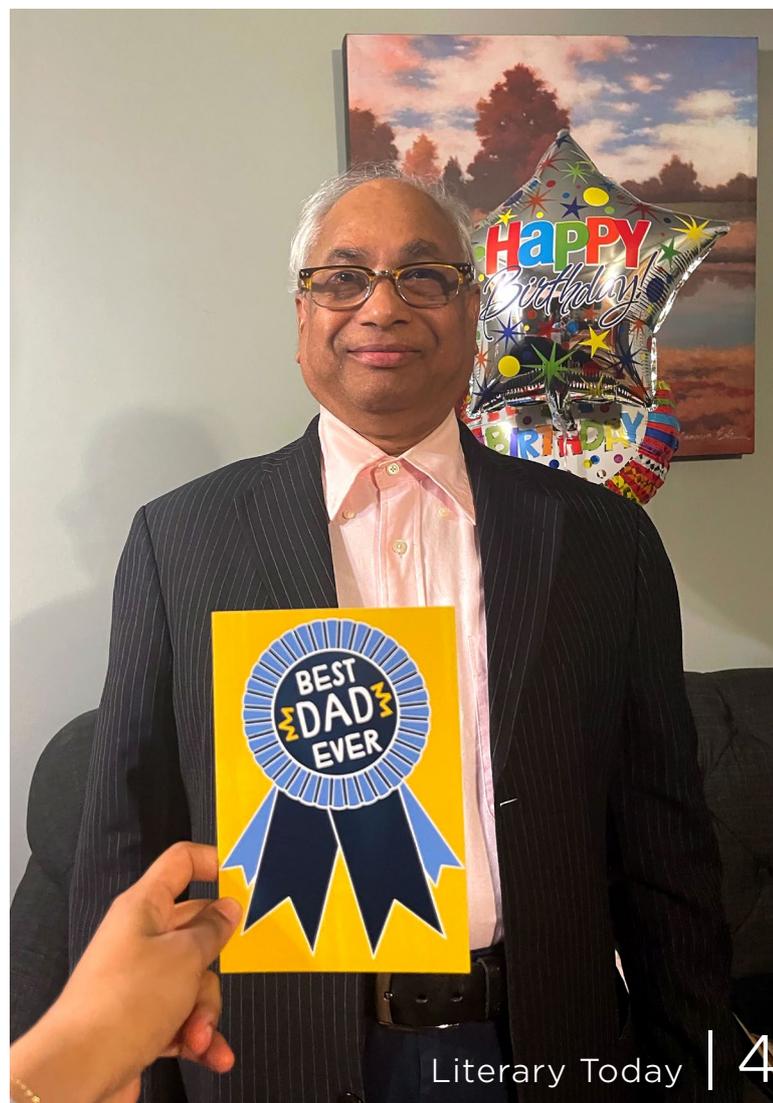
1. 1971 Massacres in Bangladesh (Historical)

2. Revenge of Rapes (Non-Fiction Novel)
3. Guerrilla Girl (Non-Fiction Novel)
4. Love, Not War (Non-Fiction Novel)
5. Padma Bridge Stands Tall (Development in Bangladesh)
6. No Love NY to LA (Fiction Novel).

Mohsin Ali was in the International Media:

- BBC, London made a Film on Mohsin Ali, “The Children of the Fire,” in 1972 on his activities during and after the Liberation War of Bangladesh.
- The Daily Guardian Newspaper of London, UK, published an article on his activities with his pictures on August 14, 1972.
- “The New Internationalist” Magazine in London, UK, published a lengthy feature with his pictures in April 1973, entitled “The Peace Heroes,” highlighting his activities in War-torn Nation Rebuilding & Liberation War.

The Author can be reached at E-mail:
drmohsinali@yahoo.com





- *What is the most difficult part of your writing process? How long have you been writing or when did you start?*

First Outlining the Book Story chronologically is the most difficult part in writing a book.

I have started writing the English book from December 2021.

But writing books in Bengali, my native language started in 2008.

- *What advice would you give to a writer working on their first book?*

Read more and more books to learn how the established writers designed their stories and expressed in writing.

Find a message to give to the readers so that the readers can learn and follow the given message.

- *What, to you, are the most important elements of good writing?*

Selecting the target groups of readers and design the book content and language to satisfy that particular group of readers. Attraction of the story and expression

of the stories in words should keep the readers continue to read the books.

- *What comes first for you — the plot or the characters — and why?*

First designing the Plot or Story/content of the Book and then decide about the characters for depicting the story to the readers as live as possible so that the readers can feel that they are with the story.

- *How many books have you written, and which is your favorite?*

I have written 6 Books in English and 9 Books in Bengali (my native language).

- *What is the ultimate goal for the book?*

Making it a movie or a TV Serial so that the wider population can watch it and get to know the real message of the book that the writer wanted to convey to the readers.

Los Angeles Times Festival of Books

Brilliant Books Literary will be amongst the Exhibitors of the “*Los Angeles Times Festival of Books*” on **April 22–23, 2023**. We’ve just started choosing books that we can take to this Big Literary Festival in the country. We usually take those screened books to our in-house reviewers [*Professional Reviewers who are in charge to assess the qualities of books*] for evaluation if the book meets the minimum requirements to get highly qualified for representation to the big crowd of the LA Times Festival of Books. Our chosen professionals will be all ready to talk about your story at the fair.

I’d like to take this opportunity to formally invite you to showcase your title by doing an exclusive **Book Signing or Book Display** ‘Book Shout’ and will be at the event and be in the front line to directly attract these people – *Film Agents, Media Outlets, Rights Agents, Acquisition*

Editors, Book Enthusiasts, Bookstore Owners, Investors, Literary Agents and Traditional publishers. This is going to be a great opportunity for you to make a penetration to a big crowd of people at the fair. It’s your time to shine and show them your talent, and passion for writing. In this way, you can inspire more people to write their own stories especially the Millennials and give them courage to share it to the whole world. Lead the crowd to your imagination and let them understand the main message of your story. Let’s come and join together!

Since 1996, The Los Angeles Times Festival of Books gathers *writers, poets, artists, filmmakers, musicians and emerging storytellers*. It features 85,000 book titles, thousands of gift items, an international newsstand and a coffee shop. Now in its 24th year, it is the largest event of its kind in the United States.

Los Angeles Times
**FESTIVAL
OF BOOKS**
UNIVERSITY OF SOUTHERN CALIFORNIA

—
**WE’RE BACK
IN PERSON!**
—

SAVE THE DATES

APRIL 23-24



What is the Festival of Books?

The *Los Angeles Times Festival of Books* began in 1996 with a simple goal: to bring together the people who create books with the people who love to read them. The festival was an immediate success and has evolved to include live bands, poetry readings, chef demos, cultural entertainment and artists creating their work on-site. There's also a photography exhibit, film screenings followed by Q&As and conversations on some of today's hottest topics.

Since 1996, the *Los Angeles Times Festival of Books* has become a world renowned experience gathering writers, poets, artists, filmmakers, musicians and emerging storytellers like no other. Today over 150,000 people attend, making it the largest festival of its kind in the United States. Join us this year as we celebrate our literary culture and the Los Angeles Times' passion for story.

The *Los Angeles Times Festival of Books* was conceived during an *American Booksellers Association* event held at the LA Convention Center. Festival Co-Founders Narda Zacchino and Lisa Cleri Reale were discussing Book Festivals around the country. Zacchino stated that she had always wanted to launch a Festival in Los Angeles. Cleri Reale responded, "Why don't we do it?" With a small allocation of funding from each of their departments, Zacchino and Cleri Reale moved forward with their plans. The initial Planning Committee was small but passionate group of Times employees who worked on their time.

Exhibitors Profile

Exhibitor will showcase An important part of that mission is our annual Festival of Books, which has grown to become an essential piece of the L.A. cultural scene, promoting literacy and expanding minds while having fun along the way, Over two wonderful days this spring, you'll have a chance to meet your favorite authors, hear live music, see original works of art and photography, listen to poetry and even taste culinary creations that reflect this city's diversity and much more.

Why Do It During The Los Angeles Times Festival of Books {Biggest Outdoor Activity in USA}?

With readers, authors, publishers and booksellers all coming together in one big event, it's the perfect place to promote your book. It offers the opportunity to bring your book to a variety of readers and help grow your fan base. Joining this fair means you can:

- Promote your book to a captive market of book enthusiasts looking for their next read.
- Create interest by giving potential readers a chance to physically scan and browse your book.
- Meet and connect with potential readers face-to-face and get insight on who they are beyond statistics and research.

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Save the date!

See you on April 22 and 23, 2023 at USC.

RETURNING TO FOR 2023!  USC University of Southern California

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Booth sales now open!



Los Angeles Times
BOOK PRIZES

APRIL 2023 **21**

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PARTICIPANTS

See who participated in 2022



HIGHLIGHTS OF 2022

Coming soon



Gene Fackler



Gene Fackler was four years old when his family first moved to Austin in 1950, and with the exception of several short, job-induced departures, has lived his entire life in Texas.

He excelled in creative writing during grade school and college, and completed two volumes of poetry in the 1970s. Then, in the 1990s, several haunting events that occurred during his teen-aged years forced themselves onto paper, and he began completing chapters on trips to the Chelsea Hotel in New York City and the French Caribbean island of St. Barthelemy. After retiring from a long airline career in 2009, he set out to complete the entire narrative, which came to fruition in 2011.

The year the novel is set in, 1963, is vital given that it was the last year of an extended political and social calm in the country; the end of a frontier era, so to speak, when westerns permeated with old Colts and Winchesters ruled night-time television. Then came the Kennedy assassination in 1964, the passing of the Civil Rights Act and America's entry into the Vietnam War in 1965, followed by the rampant use of pot and psychedelics and political and racial riots in major cities across the country.

While *The Green Apple Tree* is a work of fiction, the characters and places are all based on actuality, and the author prefers a new genre: autobiography on steroids.

- *What is the most difficult part of your writing process? How long have you been writing or when did you start?*

I have been writing my entire life. I started my first book in 4th grade and my teacher would have read each chapter to the class as I finished them.

- *What advice would you give to a writer working on their first book?*

Write about something meaningful to you personally. It makes the writing proceed naturally and with little effort.

- *What comes first for you — the plot or the characters — and why?*

The characters. Once they are created, you just turn them loose and record what they say and do.

- *What part of the book was the most fun to write?*

Recording the antics of main teenaged characters.

- *What is a significant way your book has changed since the first draft?*

I edited out a lot of adverbs and adjectives that did little of than lengthen the book.

- *What inspired the idea for your book?*

My younger years. It is basically an autobiography on steroids.

- *How important was professional editing to your book's development?*

There was no professional editing. The MS was submitted as is.

- *How did you come up with the title for your book?*

I used the title because it played a key part in the dilemma the protagonist finds himself in.

- *Would you and your main character get along?*

The main character is based on my teenaged self, and we are still getting along fine.

- *If you could spend a day with another popular author, whom would you choose?*

Faulkner, although it would probably cost me my life.

- *What is the ultimate goal for the book?*

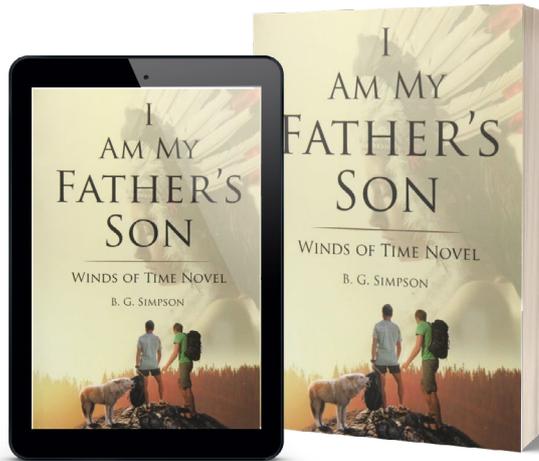
To astound, amuse, teach, and provide enjoyment.



It's the summer of 1963, and three teenage boys are busy destroying their innocence, provoking the local law, and sitting in silence as grizzled elders dispense the local lore. Just the usual stuff if you're a kid growing up in the Texas Hill Country. But for one of them, that summer would never end.



Bobby Gene Simpson



Come along this science-fiction/fantasy adventure, set out in a remote land of Skagway, Alaska, in a place untouched by present-day population.



B. G Simpson was born in Bremerton, Kitsap County, in Washington state. He was the last of four children, one with incredible energy and a significant fascination with life. When Bobby was 13, he scoured the neighbors delivering the morning paper, worked hard to save money to buy his first car. He didn't realize that such work would begin training him for something he never imagined as a young boy. At 15, he was in a gym class, asked to run The Mile and almost broke 5 minutes his first time running the event. His coach said, you're in the wrong Class and ask report to coach Fultz after school, after which he is to run the track for the next three years.

No one knew B.G Simpson was full of an eternal drive that would later fill his life full of passion, as seen in his writings today. After those accomplishments in running he was told someday he would be a famous writer by his English teacher. A blonde middle-aged woman saw something in him that others missed. At a very young age he was not prepared to grasp these information... because he was too young to process it.

Simpson spent 31 years in our nation's supermarkets and worked for Albertsons, Stater Bros., and Big Bear, prospectively. Learning hard work taught him about people, going the extra mile, and achieving a retirement plan through the Retail Clerks Union.

Simpson completed four years of college but never earned his degree. In 2009 he attempted his first novel, Bailey's Road, something he is proud of... "as we all walk the road of life, we find promise in his writings that touch our hearts and minds to always give our best effort in life, for we never know who is watching or waiting in the background". B. G Simpson has completed five novels of profound viewing and a re-write of Bailey's Road. The bigger question is will he reach to write as his days continue? Driven to give "YOU" a taste of an imagined life only meant for those that dream longer, soar higher, and are left with a heart full of memories and a message hidden beneath the words said so well...memories...That teaches the soul not to regret.



- *What is the most difficult of the writing process?*
This is a funny question because the writing part is not hard, but everything in between. Probably for me, it was doing most of my writing on an old computer versus modern versions that had self-correcting or downloads that would help you edit before sending your work in, getting it ready with the right equipment made it easier to write.
- *What advice would you give to a writer working on their first book?*
Write with the heart, there's no way to write better, have the best equipment, and never be satisfied.
I did over 200 edits on my first book and made it better. Try to think that you have the hardest competition to overcome, you're not going to win unless it's better than

- anything else. When you read it and you can't get away from it, then it's decent. When you can't put it down then it's ready to send to your agent.
- *How many books have you written, and which is your favorite?*
I have written seven books... not a lot, but it's been 10 years since I started. I would say Flicker is my favorite writer because it took the most out of me. Bailey's Road is second because it is very detailed about everything, and I put my personality into every word and phrase. This gives the story more creativity that draws the reader. Write like it's a competition. You need to stand out, and see what others see. Give them a run for their money. Let it be worth buying your book in the first place.

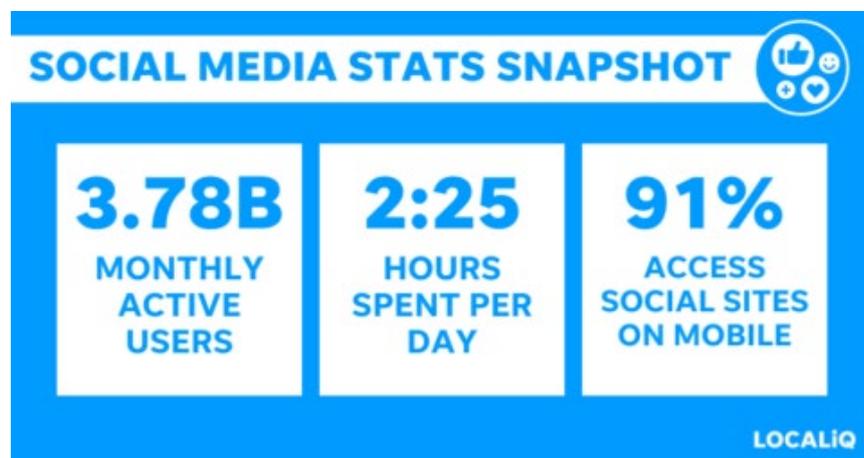
platform, and if you analyze the top 100 brands in the world, 90% of them have an Instagram account.

This will be a SPONSORED ad, and if you have been to Facebook lately, have watched a video or two, chances are, you may have seen some of these ads. We know how annoying and aggressive they can get and that's how we will be on your ad. Some users may be confused on why they are receiving these types of ads but Facebook has their details including their likes and wants during the creation of the profiles. Also, every time we use these platforms, our browsing behaviours including our searches, inquiries, commented items and posts, etc, gets retained(scary, i know but that's a fact) to be used for certain things such as marketing and advertising.

I am on Facebook. Why can't I just do the ad myself?

The majority of the people you're connected to on Facebook probably aren't your ideal reader. For example, let's say you're a sci-fi author. How many of your friends are into sci-fi? Probably not a huge percentage. However, by running a sponsored Facebook ad, you can get your book in front of a massive audience of hardcore sci-fi lovers. The simple truth is that Facebook ads allow you to reach an audience you couldn't reach otherwise. This audience is made up of the people most likely to buy your book.

We will customize your ad to fit the right people - from age, sex and even location - we can make it very targeted. Once they click the ad, we control where they will be taken to, it's customizable. We either take them to your Amazon profile or your website . Either way, they will also know more about your books and about you as an author. In short, the ad is just the start, our landing page is the key. Wherever they may be taken, we will make it a point that they will have the ability to purchase your book, know more about you as an author, your other projects and passion. etc. We are like hitting multiple books or products with just one ad here.



While the ad is running, we can send you a report on a weekly(or monthly) basis on how the ad is currently performing for us. After each month, we review the report and then decide if we need to add or change coverage such as location (state), age, etc. Once the ad has completed its full run, we will send a fulfillment report with complete details to give us an idea on what to do next in terms of promotion and marketing or where to take the book's general direction.

The ad will potentially reach approximately 4-5 million people each month and be clicked on average 5,000 times weekly. The most exciting thing about this is that we do not know who these people are, really. All we know is that their profiles fit the kind of book that we are advertising, we could be talking just the regular book readers, parents, teachers or major decision makers, producers, literary agents, etc. All we need is just a single solid break out of these kinds of contacts and the book, or your other books, your career, could potentially take off, instantaneously.

This particular advertising will peak at around 4-7 months after its run(depending on the length of time the ad was running) but residual effect will still be evident even 10-12 months after.

According to a recent research, Facebook and Instagram top the list for the social media outlets being visited by Americans these days, MULTIPLE times a day!

Another interesting fact is that most users who are the most active are the ones who belong to the middle to upper class of the society.

Susie Navarijo



In Learning to Read in English and Spanish Made Easy: A Guide for Teachers, Tutors, and Parents, Susie G. Navarijo shares the unique methods she developed over three decades of teaching reading in the first grade. She also shares experiences she has had in trying to help children with special needs and backgrounds. Her insight and experiences are sure to be of help to anyone who wishes to help children of all ages and abilities.



Susie G. Navarijo is a retired first-grade teacher. She taught thirty years at Cable Elementary in the Northside District in San Antonio, Texas, where she was one of the first bilingual teachers in the district. In 1986 she was selected Bilingual Teacher of the Year for the San Antonio Area Association for Bilingual Education. Because she had to divide her groups into English and Spanish, as well as by ability, she developed methods that allowed her to stress commonalities in both languages.

Mrs. Navarijo received her Bachelors of Education degree in 1972 and her Masters of Education degree in 1979 from Our Lady of the Lake University in San Antonio, Texas. She is certified as an Elementary Bilingual/ESL teacher. After retirement, her love of children and success in teaching brought her to tutor migrant children. This book will allow Mrs. Navarijo to pass along her successful method, as well as her experiences, with other teachers, tutors, and parents in the hope that her belief that every child can learn will become a reality in every classroom in America.

- *What advice would you give to a writer working on their first book?*

Have faith in your writing and do your research. Know who you are trusting your book to and the investment in getting your self published book out to the public

- *What inspired the idea for your book?*

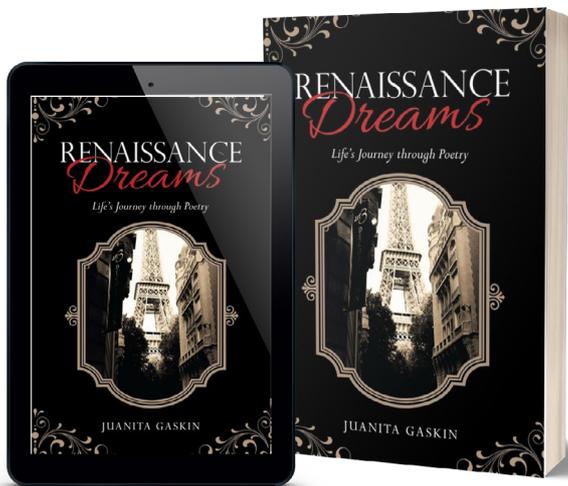
My love of poetry.

- *If you could spend a day with another popular author, whom would you choose?*

Langston Hughes

- *What is the ultimate goal for the book?*

That my book will help someone to follow their dreams.



It's a battle with the self, when you reach for a goal with no one there to help you through or cheer you forward. You wonder whether you have the strength to keep fighting—but you must believe in yourself. It takes a positive mind to get you where you truly belong. Juanita hopes that someone out there will read her book and find the courage to hold on just a little longer. Keep strong, because hope is on the way.



Juanita Gaskin

Juanita Gaskin, grew up in New York City. Renaissance Dreams, (Life's Journey through Poetry), refers to the rebirth of her passions to be a writer.

That was delayed by life's circumstances that held her back. Writing was her form of therapy that gave her the strength to push beyond the madness

and find her creativity that was lost.

Importance of Marketing

Writing is not limited to jotting down your experience or thoughts on paper and just putting it out. Every author needs to remember that it needs to be valuable and provide insights to its own readers. It should be able to carve a lasting remark, the process of which begins way early than even writing itself. Book marketing is very salient for authors.

To Build a Personal Brand - Book Marketing is not just about the branding and promotion of a book but also the promotion of the author itself. It's as accurate as every breath that readers today have become keener and more conscientious about the author and the book itself. Wherever a reader searches about the writing of his favorite genre, he googles the author, goes through the reviews and checks out the experience and background of the author. The impact of writing, the understanding of language,

and the connection with a reader play a significant role in creating a wholesome reading experience that can be built and enhanced via personal branding.

To Understand the Readers Behavior - There is an infinite number of books available in every genre, so how does the author recognize his reader base? How does the author bridge the gap between his book and readers? In understanding the reader preference, book marketing plays an essential role.

To Build a Genuine Reader Base - Along with the fathomless books, the count of readers is also not any resting stop. So, contemplating the narrow road is much better than shooting arrows in the open air. The return on the book will be bounteous only when it reaches its actual readers.





William V Vincoli

I was born in Port Chester, New York, the youngest of eight children. My Mother and Father, Arcangelo and Rose Vincoli, were both immigrants from Italy. Two of the hardest working people I have ever known. Graduated from Port Chester High School in 1950.

Joined the Navy immediately following graduation and served for four years.

The highlight of my life was when I met my wife Angela at “Rye Beach.” It was a casual encounter, and we never met again, until a friend asked me if I wanted to meet “A nice Italian girl”. I said yes, and there she was, the beautiful girl from “Rye Beach.”

We courted and eventually married. I was overwhelmed by the fact that she said yes. But it was true and a wonderful relationship ensued.

In my wildest dreams, did I ever imagine becoming an author? Never, however, fate intervened and somehow, “I Take Thee Angelo” was born.

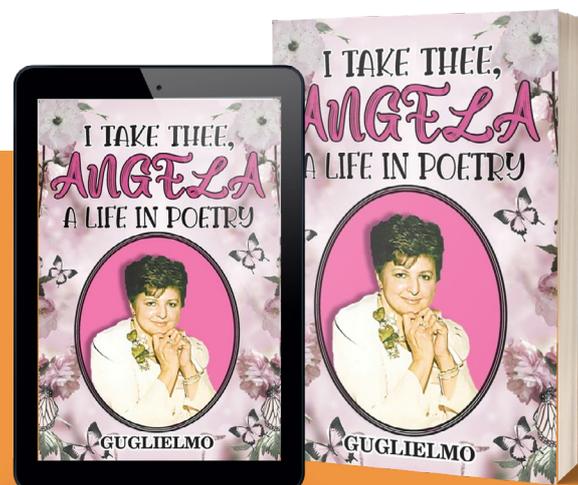
From the depths of my heart and soul, came the story in the form of poetry. It became my goal in life to make it a legacy for Angela.

The inspiration to publish was to perhaps give an incentive to others about how important it is to love and be loved. That is my hope and my purpose.

There is nothing in my life could ever replace what Angela and I were blessed to share.

- *What advice would you give to a writer working on their first book?*
Choose your publisher carefully. Believe in yourself.
- *How many books have you written?*
This is my first.
- *What inspired the idea for your book?*
The courage of my wife Angela during our ordeal.
- *What is the ultimate goal of your book?*
To have the reader realize the importance of true love in their relationship and expressing that emotion often.
- *How do you process and deal with negative book reviews?*
What makes life so interesting is the conglomeration of opinions and human reactions to ideas and promotions. Both negative and positive reviews can be most helpful in directing the path I may take in choosing, my words, and ideas. They should be welcomed and not rejected.
- *What to you, are the most important elements of good writing?*
Human interest should be a primary consideration. To gain a reader's attention to the subject matter and hold it throughout the story is crucial. Honesty certainty is a factor most people are appreciative of an honest dialogue.
- *What part of the book did you have the hardest time writing?*
Because of the contents of “I Take Thee Angela”, the hardest part was to relive the journey as it unfolded, It was lie reliving the whole experience from cover to cover. Very emotional.

Guglielmo and his wife, Angela, were just two ordinary people who fell in love very young, married, and continued on with their lives, just as their parents had done before them. They raised four children and dealt with the ups and downs of life over many decades of marriage. And then they found themselves facing a battle with pancreatic cancer.



Snips from Publishers Weekly

November 28, 2022 issue

FROM THE ARCHIVE

December 12, 1986

In December 1986, we covered the surprise announcement that Barnes & Noble (with annual sales of about \$225 million) had agreed to buy the larger B. Dalton (with annual sales of \$538 million)—a deal that would cement the position of Len Riggio's B&N as the country's largest bookstore chain.

News of the Week

Edited by MADALYNNE REUTER and MARIANNE YEN

Barnes & Noble to Buy B. Dalton; Will Become Largest Chain

With partial backing from Dutch retail conglomerate, acquisition is estimated at around \$300 million

Dayton Hudson Corp. has agreed to sell its operating company, B. Dalton Bookseller, to a corporation owned by Barnes & Noble Bookstores Inc., B & N president Leonard Riggio and Vendamerica B.V., the U.S. subsidiary of a Dutch retail conglomerate, for a price industry analysts estimate at between \$250 and \$325 million. The sale is expected to be completed by December 31.

According to Riggio, B. Dalton will continue to operate under its current name and to offer primarily full-price books with some discounted bestsellers. The 33 Barnes & Noble trade bookstores sell all books at discount. Regarding possible future changes for B. Dalton, Riggio said: "We'd like to look at what they're doing top to bottom—in the aggregate, by individual market, individual store and individual title. We'd like to make a contribution to strategy for next year."

Riggio told *PW* that "for the foreseeable future," he hopes to retain the entire B. Dalton staff. "The center of gravity will be Minneapolis. There will be very little movement between here [New York City] and Minneapolis other than back office functions," he stated, adding, "At this point, we intend to keep the two buying organizations separate, but obviously we will be doing a lot of projects jointly."

Commenting on the new owner, B. Dalton chairman

Special Section By Allene Symons

Sherran Swenson said, "Everyone here is very pleased and positive about Barnes & Noble, especially about Len Riggio. He has a great reputation for high integrity in the industry and he knows the business very well."

The 798-outlet B. Dalton

chain reported it had \$538 million in revenues in 1985; Barnes & Noble sales in 1985 were reportedly around \$225 million. In dollar volume, the sale will bring Barnes & Noble/B. Dalton to the top as the author-one bookstore chain, usurping the position now

held by Waldenbooks, which had \$555 million in sales in 1985, according to *BP Report*.

The position as leader in number of book outlets, however, is becoming more difficult to determine. Barnes & Noble currently has 37 discount trade bookstores, 142 leased college bookstores and Supermart Books, which services 153 book departments in drug stores and supermarkets. Other B & N divisions include Marboco, a wholesale remainder and mail-order division, and Missouri Book Co., a used college textbook operation.

The sale will mean a total of 973 bookstore outlets for Barnes & Noble/B. Dalton, compared with 1000 for Waldenbooks. But the trend toward leased operations and "service" to other retailers is mounting rapidly; Barnes & Noble has more than tripled its college lease stores in the past three years (from 40 in 1983 to 142 in 1986); B. Dalton recently branched into leased book departments in eight Dayton Hudson department stores and is actively pursuing lease business elsewhere; Waldenbooks recently began a program to service book departments in K-marts.

B & N's trade bookstores, concentrated in the Northeast, discount all books in the store (hardcovers 15%, *New York Times* bestsellers and selected advertised titles 33%, paperback 10% with selected titles 20%). B. Dalton discounts bestsellers 35% in 13 competitive markets with varying lower discounts in other markets (averaging 25%) in other stores, but has recently said it would modify its policy after the holiday season.

In past months Barnes & Noble has had several high-level staff changes. A recent change occurred when John

(Continued on page 28)

The Dutch Connection

The Dutch corporation Vendex International has been a part owner in Barnes & Noble for about two years. B & N chairman Leonard Riggio calls Vendex a "substantial owner" while noting that he himself remains "majority owner." The Vendex annual report for 1985-86 called 1985 the "first complete year of participation in Barnes & Noble" and noted that sales for all B & N divisions were up 40% for the year. At the beginning of the current year, the report stated, Vendex increased its interest in Barnes & Noble to 30% "at the request of the Barnes & Noble management."

Vendex is an Amsterdam-based retail giant whose gross sales for 1985-86 were reported at 15 billion Dutch guilders (or \$6.75 billion; 1 DG=45¢). The company's department stores, specialty stores and supermarkets compose 10% of the retail market in the Netherlands, according to Riggio. The flagship department store chain, Vroom & Dreesmann, emphasizes modest pricing at its 60 locations in the Netherlands, and Riggio says of the company, "They are like Sears and Penney combined."

Vendex participations in the U.S. include Dillard's department stores, Mr. Goodbys home centers and Ingratias gift and leisure stores. In Brazil, retail holdings include Sears do Brasil, with other interests in consumer credit, advertising and travel agencies. In Japan, the Uny group runs supermarkets, kitchen shops, supermarkets and convenience stores. Other interests include Empire Stores, dealing in mail order in the U.S. The Vendamerica division, based in Greenwich, Conn., receives the company's interests in the U.S. and the rest of the world outside of Europe.

According to Riggio, Vendex's strategy is "to buy a minority interest in U.S. retail enterprises and provide capital for expansion and growth of those companies." —SB

PUBLISHERS WEEKLY/DECEMBER 12, 1986

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For the complete article in the Publishers Weekly archive, go to publishersweekly.com/dec-12-1986.

FROM THE ARCHIVE

Barnes & Noble's Riggio Talks About B. Dalton

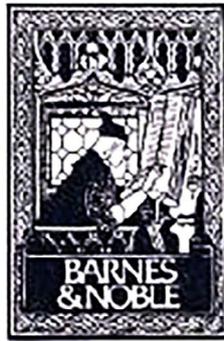
Two days after the sale was announced, *PW* spoke with Barnes & Noble chairman and CEO, Leonard Riggio, in the New York City headquarters of B&N. In the background, the bookstore's celebrated Sale Annex. Below, the sales area on street level has a strongly practical merchandising flavor, with bargain books much in evidence. In the corporate headquarters above, the labyrinth of offices is elegantly appointed by bookstore standards, an oasis in the home base of the soon-to-be largest bookstore chain.

As grasping the immensity of the transaction, Riggio offered a way of looking at how the third largest chain buys the second largest... and thereby becomes number one: "B. Dalton has a new owner. Len Riggio and Vendex will own it, but"—at the same time, Riggio said—"the B. Dalton organization will acquire Barnes & Noble. Theirs will be the surviving organization, ours will be the surviving parent organization. We intend to have the company headquarters for the combined operation in Minneapolis. The New York City organization will be the East Coast arm of that organization."

Barnes & Noble is not just a retail operation; its mail order and proprietary publishing represent a substantial part of the overall business. When asked how Riggio sees this in relation to B. Dalton, he explained: "B. Dalton and Waldenbooks have both experimented with publishing. We don't think publishing and retailing mix, but it happens that we got into both of those businesses almost 10 years ago. We've been growing slowly and surely ever since in small ways, not big gulps. We have a fully developed and highly profitable retail order apparatus as the result of 10 years of hard work. I don't know if we'd do it over again, but we're there."

"Our proprietary product ties in with the mail order business," he explained. "The essence of proprietary products is that it is not sold in retail. Mail order has to be original; the catalogue has to be original."

Riggio points out that the Barnes & Noble mail order



catalogue is full of proprietary product and that only a few of these titles are carried in bookstores. Moreover, he adds, "There are no dog and cat books [or any other wayward nonbooks. Waldenbooks [in its proprietary publishing program] is trying to produce books cheaper; our proprietary effort is to produce books that sell."

When asked to comment about various aspects of B. Dalton, Riggio offered the following observations:

• **On warehouses** (B. Dalton recently opened its first distribution center in Minneapolis.) "We are not yet convinced that a warehouse system is the solution to streamlining."

• **Software etc.** "We're really excited about B. Dalton's software strategy and think it has an incredible future."

• **Computerized inventory management** "At the present time, B. Dalton has a far more sophisticated [system] than B&N. We hope to tap into their expertise."

• **B. Dalton lease departments** "I think the early indications are that there may be a big future in lease departments, but like every new business, it needs new concepts and new approaches, and I'm not sure all are in place yet. It may be possible to use Supermarket machinery to run B. Dalton lease departments."

• **Bargain books** "When asked if he foresaw a increase of bargain book remainder product in B. Dalton's merchandise mix, Riggio said, "No question about it."

• **Sidelines** "I think bookstores should be bookstores. You can just go so far with sidelines. We carry sidelines in the big, anchor-style stores"—the two locations in New York City, one in Philadelphia and one in Boston. "Those are department stores. Sidelines fit a department store concept."

• **Image** "B. Dalton lacks focus in their approach to bookkeeping. A lot of things they do are great individually, but taken as a sum it is somewhat confused. We hope to contribute a sense of focus. I'd compare them to Saks Fifth Avenue trying to develop a reputation as a discount."

... Barnes & Noble (Continued from page 17)

L. Ford, formerly senior vice-president/general manager of Parkside Books, joined B&N as president of the trade book division just prior to Dalton Hudson's announcement that B. Dalton was for sale. For the last three weeks, Ford has been actively participating in the negotiation for B&N, according to Riggio.

"The decision to sell B. Dalton by Dalton Hudson Corp. was due to insufficient revenue growth, which fell below the parent company's goals

(see box page 17).

Industry reaction to the proposed acquisition was generally positive. Jack Romanos, president of the Simon & Schuster trade publishing group and of Barnes & Noble, "They are very much in tune with Dalton's business, which is a specialty reader. Barnes & Noble knows the product and the process. We can expect Dalton to regain some of its keen book-selling skills, some of which were not apparent in the last few years. Dalton is in good luck."

Mark Levine, sales director of St. Martin's Press, said,

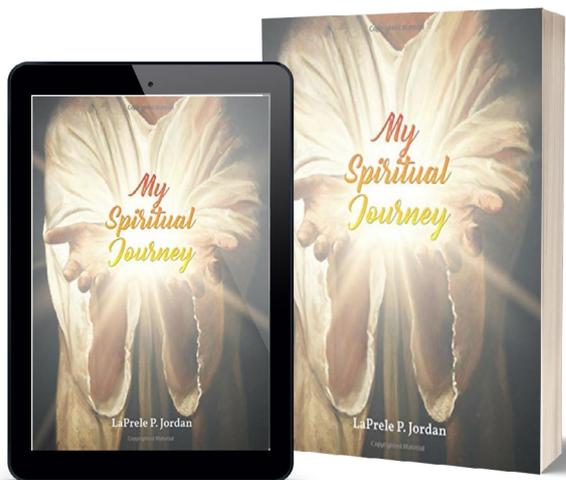
"What Barnes & Noble will do with Dalton is an unknown quantity, but Barnes & Noble itself is a known quantity. They have always impressed me with their integrity and expertise." Levine added, "I'm speculating, but over the long haul there may be more of a commitment to discounting, at least in those areas where there is competition where Crown is active."

Bernie Bath, executive director of the American Booksellers Association, said, "I don't think its going to make a lot of difference how each company will operate because they are so different. I

don't think there's any pressing need for them to change the way Dalton is currently operating because it's such a very profitable business. Barnes & Noble is accustomed to the kind of profit margin books bring in, and I'm sure when they looked at Dalton's [financial] books they thought the company was doing pretty well. I don't agree with some elements of the industry who feel that book selling is going to be dying. Adding 40 more stores to Dalton does not change the picture dramatically. If Kmart had bought Dalton, then I would be concerned."

Laprele P. Jordan

- *What is the most difficult part of your writing process? How long have you been writing or when did you start?*
I started writing in my journal when I was twelve. I never thought of writing a book until the 80's, then I wrote a book, "The Way to True Success", and had it self-published. I was not well enough to really market it (I'm a severe asthmatic). I have written several books as Christmas gifts for my family. It wasn't really hard because I had all the information I needed to write.
- *What advice would you give to a writer working on their first book?*
I'd suggest they know what they are going to write about and do the research.
- *What, to you, are the most important elements of good writing?*
A good understanding of how to make your writing believable.
- *What comes first for you – the plot or the characters – and why?*
I think the plot should come first and then build the characters around it.
- *How many books have you written and what is your favorite?*
I have written two books that I have self-published and six or seven for my family. My favorite is "My Spiritual Journey".
- *What perspectives or beliefs have you challenged with this work?*
I came to realize that my beliefs were not entirely the same as the LDS Church's. I am of the belief that the scriptures are the truth and what we should go by---not the philosophies of men mingled with scripture.



"This (book) is the spiritual journey I have taken from being a Mormon, to being Johannine to coming back to the Mormon faith, but in a different capacity. This is all about building belief in Jesus Christ and the twists and turns I've taken to maintain my integrity. Do you feel the world or your religion just isn't what you expected or believed it to be? Something not adding up? Wondering what is real and what isn't? I'm eighty years old and I may not have many years left on the earth but I have a lifetime of experience seeking for truth and striving to follow our Lord Jesus Christ. Hopefully, some part of my life's spiritual journey will help you in yours", LaPrele explains.



I was born and raised in a small town in Southern Utah, and was a member of the Mormon church, like almost all the rest of the people in town. I loved the church and the people I associated with. I had learned to love Jesus and all that He stands for.

My father was a great scriptionist and taught me to love the scriptures and the Lord. He taught me a great deal about Christ. When I graduated from High School, I went to Salt Lake City where I met and married my first husband. We had a large family....ten children, and our lives pretty much centered around the church. After a few years, problems arose in my marriage and it ended up in a divorce.

I remarried an older man who was truly a godsent for me as I'm severe asthmatic and was unable to work a full time job and I still had five kids at home. While I was married to my second husband, I started seeing things being taught, (or not taught) in the church and I started wondering what was really going on. To make a long story short, I found that I could no longer trust those at the head of the church to tell the truths that I believed in. As a result I was excommunicated when I refused to back down when I was warning people about the New World Order. I was told that I must recant on that issue and I couldn't because I knew too much and couldn't deny it. From there I went into two different groups where I learned a lot of things I would never have learned had I remained in the Mormon church. Therefore, my experiences led up to the spirit telling me to write the book, My Spiritual Journey.

I have a strong testimony of the Gospel of Jesus Christ and it is my desire to help as many as will, come to Jesus.

If you haven't already, I'd suggest you pray to God to help you in your journey to find Him.

Snips from Publishers Weekly

November 28, 2022 issue

News

What's Next for Simon & Schuster?

Paramount is likely to seek a new home for S&S after it terminated the sales agreement with Penguin Random House

Nearly three years after it was put up for sale by its parent company, Simon & Schuster is back at square one—wondering who its new owner will be. That is the position the nation's third-largest trade publisher finds itself in after Paramount Global chose not to extend the \$2.175 billion sales agreement it had signed with Penguin Random House in November 2020, which was set to expire November 21.

The decision ended any chance PRH would have had to appeal federal judge Florence Pan's October ruling blocking the deal on antitrust grounds. According to the sales agreement, PRH could only appeal with the agreement of Paramount; with the deal now dead, Paramount will receive a \$200 million termination fee.

In a statement, PRH said it was confident it could have made "a compelling and persuasive argument to reverse the lower court ruling on appeal," but that "we have to accept Paramount's decision not to move forward."

In a note to S&S employees, CEO Jonathan Karp wrote, "At this point I have no specific information to impart about what will happen in the coming months."

Paramount, which has made no secret of the fact that S&S doesn't fit with its long-range plans, indicated it intends to try to sell the publisher again. In its 8-K filing with the SEC, it said S&S remains a "non-core asset," and that while it is "a highly valuable business," the publisher is "not video-based and therefore does not fit strategically within Paramount's broader portfolio."

The Authors Guild, which had steadfastly opposed the merger, welcomed the news and hoped that the decision would put an end to more consolidation in the industry—a point that CEO Mary Rasenberger emphasized in a statement. "We will oppose any mergers among the Big 5 in the future," she wrote. "As the court's analysis in the PRH lawsuit makes clear, the market for anticipated top-selling books is already highly concentrated, and five 'big' publishers is already too few."

Pan's decision to block the PRH-S&S deal was based largely on the fact that the combined companies would sign an estimated 49% of all deals for anticipated top-selling books—defined as books bought for advances of \$250,000 or more each—with PRH already having a 37% share and



S&S a 12% share. In the guild's view, a purchase of S&S by another Big Five publisher should bring further antitrust scrutiny.

Executives at HarperCollins and Hachette Book Group said during the trial that they would be interested in buying S&S if the PRH purchase didn't go through, but given Pan's decision, both deals would certainly undergo an intense review by the Department of Justice—particularly if HC

were the buyer, since it already has a 25% share of the anticipated top-selling-books market. An acquisition by HBG, which has an 11% share, would have a better chance of government approval.

Given those antitrust concerns, it is unlikely that any prospective S&S buyer could match the \$2.17 billion offer Paramount received from PRH. With no U.S. trade publisher aside from HC having the wherewithal to buy S&S, international publishers, private equity firms, and billionaires (one M&A executive joked that Jeff Bezos might be interested) are seen as potential bidders.

But one reason PRH was able to make such a high bid (early estimates put a sale price of S&S at between \$1.2 billion and \$1.7 billion) was because it had the ability to find huge cost savings from a merger—an ability other bidders will lack. During the trial, it was disclosed that PRH was expecting to achieve cost savings of \$81 million by integrating S&S.

Another factor that could depress the sales price is the state of the trade publishing market. After two years of surprisingly strong growth, sales will likely be down this year from 2021, and with rising costs, profits are also under pressure.

On the positive side for Paramount, S&S is having another strong year. For the first nine months of 2022, sales were up 19% over 2021, to \$863 million, and earnings increased 29%, to \$223 million.

While it remains to be seen who will emerge as bidders, the Authors Guild, and many others in the industry, know who they don't want to buy S&S: "A healthy publishing ecosystem is one that has many publishers with different tastes, interests and degrees of risk willing to assume. The bigger any of the Big 5 are, the harder it is for the smaller and newer publishers to compete," Rasenberger's statement concluded.

—Jim Milliot



Jennifer Burger Snarlz

Born and raised in the Buffalo, NY area. A Hollins University graduate, class of 1980, with a combined major of studio and art history. Lived and worked in the San Francisco area while working on a Masters of Fine Arts. Started an advertising Agency in Buffalo and remained in the advertising industry for years. Married, had a son and daughter while dedicating time to being a full time mother and volunteer.

During early motherhood years, joint ventured with Missy Cleary, the co author of Snarlz, in a studio for creative projects while our children were in school. This is when Snarlz was written.

Currently, CEO of Phelps Media Group - Phelpsmediagroup.com in Wellington Florida.

President of the National Horse Show in Lexington, Kentucky. Currently living in Palm Beach and Buffalo.



- *What inspired the idea for your book?*

During the years Missy and I had our studio, Missy's daughter would often want to join us when she didn't go to school. The character Snarlz, was created after Annabelle, Missy's daughter.

- *Which of the characters do you relate to the most and why?*

I think we all have a bit of Snarlz in us. She is a fun reminder to face the challenges of life with an open outlook.

- *How did you come up with the title for your book?*

Missy and I would comment on Annabelle being 'snarly' so when we wrote the book, reflective of

her early childhood characteristics, the name came naturally.

- *What is the ultimate goal for the book?*

The ultimate goal for the book is simply to be enjoyed by readers sharing with young children. Reading with young people is vital for so many reasons. Most importantly promoting a closeness with the activity and learning about how we can inspire our outlooks in life.

- *Would you and your main character get along?*

Annabelle (Snarlz) and I have always been close and are still quite close. She is currently 27 years old and in the banking industry in New York City.

What is attitude anyway? Snarlz, a three-year-old, tries to figure out exactly what attitude is and why there is such a fuss made about it. Grown-ups always make a big deal out of it, especially when Snarlz disobeys or doesn't share. When he finally decides what it is, he realizes that it is something he can control. Snarlz discovers that attitude is something he can change he can make it good.



Ric Bratton's "This Week In America"

Our Radio Interview service is a guaranteed way to land a slot on Ric Bratton's show "This Week in America"

The popular radio program in the United States distributed across multiple channels. The interview is a perfect opportunity to reach out to your potential readers and tell them why they need to read your book.

Bratton has an extensive background in the broadcast industry both on TV and radio platforms, with 33 years of experience working with other bigwigs in the media including Larry King, Hugh Downs, Chris Matthews, Jay Leno, George Clooney, and Katie Couric, among many others.

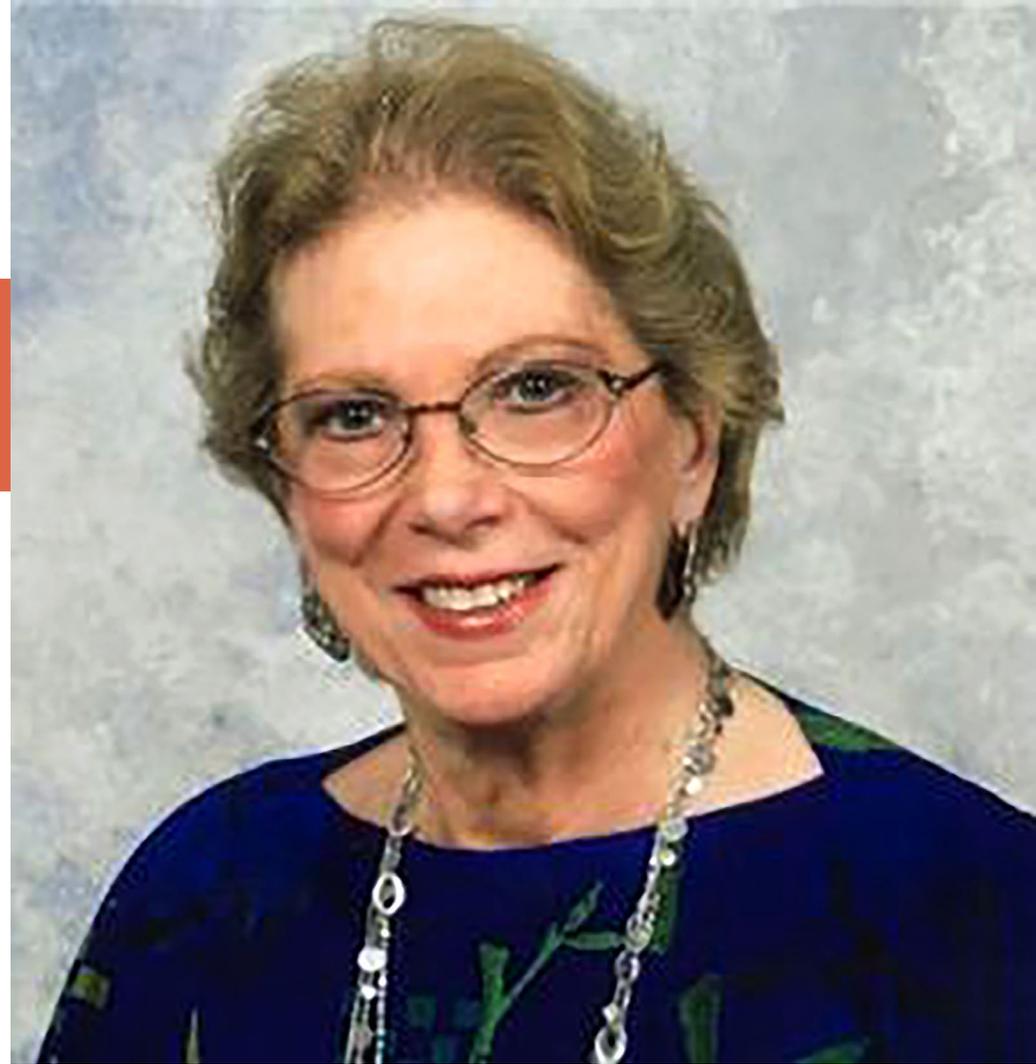
At present, Bratton has two radio shows syndicated on a national level, with "This Week in America" alone live

on more than 100 stations featuring nationally-recognized guests and engaging topics. The radio program recently received the Philo T. Farnsworth Award for the Best Professional Talk Show from the Central States Alliance for Community Media.

In addition, Bratton hosts the daily feature Just So You Know that airs on over 40 radio stations nationwide. His television career spans news reporting and anchoring, weather report, and sports newscast. Among his longest-running and highest-rated local TV talk show in the country was the Ric Bratton Show.



Gisella Zukausky



- *What do the words “writer’s block” mean to you?*
I’ve never had writers block. Because I always seem to have the words in the foremost part of my mind to write. Also I was writing about something that I do in my profession and that I was familiar with. I guess you would call it inspirational.

- *How do you process and deal with negative book reviews?*

I wrote the first book on basic hypnosis using the full potential of your mind, over a period of five years. I wrote it for my students as their manual. with each class I kept perfecting it and changing it. Until I was satisfied with it. This book can be used for anyone to follow instructions. I wrote the book deliberately with every day language. So that anybody who reads it would understand it.

- *Are there therapeutic benefits to modeling a character after someone you know?*

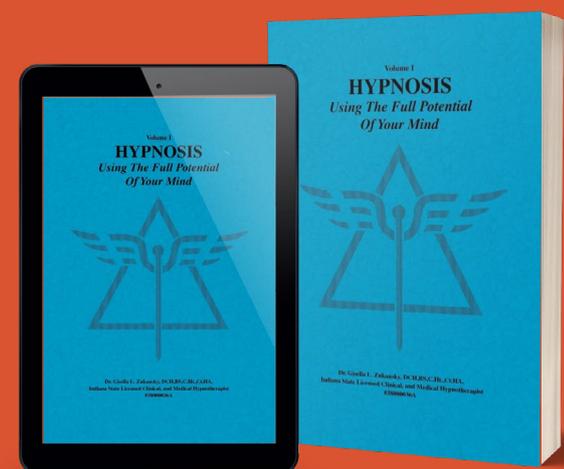
It teaches how to hypnotize and also how to be using self hypnosis. And how to form suggestions in the correct way to get the results you want. It has many additional things in using the subconscious mind. Such as teaching a simple technique how to release and remove permanently any bad feelings or emotions that one might have from past incidents as well as current situations. It’s usually takes only a minute or less to get rid of the bad feelings permanently.

The longest anything took was 30 minutes. And that was over an incident where the person’s grandson who she raised had committed suicide. After grieving for three months she no longer felt any grief or sadness. It was like it happened many years ago, and had become only a memory.

I do want to mention that hypnosis is another word for daydreaming, or meditation. You’re not unconscious you’re just not making any conscious effort to think. In fact anytime you’re just listening to someone without first thinking about it, whether you believe it or not. Your just taking in the information and accepting it, that already is a light state of hypnosis.

So you’re not unconscious, nor can you be controlled, as movies and TV would have you believe. The only way you could be controlled is if you give the control to someone. And there’s never a reason for doing that. A person can do that and give control with or without hypnosis.

It also teaches how to relax to the point where your body is in a state of anesthesia and feels no pain. I always advise people that I teach anesthesia to that if they don’t know what’s causing their pain they should see a doctor first.



At **Brilliant Books Literary**,
we listen to your stories and
we make it possible the world knows
about them too.

