



SUCCESS STORIES

Trade Paperback

- Repeat business is the best part of B2B: A bookstore in Mt Laurel, NJ has sold 60 copies of the *CIG to Buying and Selling A Home* each month to the same real estate training and development company for the past year.
- University bookstores love B2B! One university bookstore has recommended *Caucasia*, (Danz Senna) as the freshman giveaway read on campus, with an order of 3500 copies, and another large university has chosen Khaled Hosseini's *The Kite Runner* as their freshman read, giving away over 4000 copies.
- A bookstore secured an order for 500 copies of Rachel Remen's *My Grandfather's Blessing* to be given away by a regional cancer center. In the same vein, another bookstore worked with a local Medical Center to give away 50 copies of *Cancer: 50 Essential Things To Do*.

- Holiday giveaways to employees by corporations makes the B2B program very active in December: orders range from 50 to 500 units and the titles selected span the bestsellers lists for both business and fiction.

Adult Hardcover

- A bookstore in New Mexico sold 6,000+ copies of *DK Pregnancy 101* to the state WIC program.
- A bookstore worked with a corporation in Palo Alto, California to give away 1050 copies of *Collapse* by Jared Diamond.
- A store sold 175 copies of John Miller's *OBQ* to a corporation in Tennessee for training.
- A bookstore in California worked with their local school district to give away 110 copies of *Elements of Style* (William Strunk, Jr.) as a gift to all of their local teachers.
- A bookseller in Minnesota worked with their local baseball franchise to purchase and give away 100 copies of *Fantasyland* by Sam Walker.

Young Readers Group

- A bookseller in North Carolina tapped into the very important Spanish market to re-sell 400 copies of *DK's My First Board Book* to a local under-privileged youth program.
- A bookstore in MD worked with their local hospital to give away 625 copies of *DK's Night-Night Baby* to parents with newborns.
- A MI store worked with the local Head Start program to present 1250 copies of *A Pocket For Corduroy* by Don Freeman.
- A bookstore in CA worked with a local university to provide 1030 copies of Natasha Wing's *The Night Before Kindergarten* to their community Head Start program.
- Florida Center for Literacy Arts worked with a bookseller to give away 6345 copies of *Little Cliff and The Porch People* (Clifton Taulbert) to attendees at the Miami Book Fair this year.



penguin group (usa)

