

March 25, 2009

## **eTail Europe Keynote ‘The Book Depository’ Wins Leisure/Retail Business Of The Year Award**

*The Book Depository wins Leisure/Retail Business of the Year Award at the Fast Growth Business Awards 2009*

eTail Summit to be held this June 9-10 in London, England.

eTail Europe ([www.etaileurope.com](http://www.etaileurope.com)) Keynote The Book Depository ([www.bookdepository.co.uk](http://www.bookdepository.co.uk)) has won the Leisure/Retail Business of the Year Award at the Fast Growth Business Awards 2009.

According to the judges “It was the Book Depository’s impressive year-on-year turnover growth generated from “making less with more” that swung the decision in their favour. The judges noted the company’s USP in exploiting the long tail. They’ve built a solid business in an uncrowded sector of the market. The judges also felt that they had a real opportunity for viralisation through students and other consumers of niche products.”

Kieron Smith, MD of The Book Depository, shares his insights with eTail Europe attendees on June 9<sup>th</sup> during the Keynote Panel ‘Keys to Continued Growth in Today’s Business Climate’ where he is joined by Julia Reynolds, CEO at figleaves.com, John Thompson, SVP & GM of BestBuy.com and Steve Robinson, CEO at M and M Direct.

The Book Depository was founded in 2004 with a mission to make ‘all books available to all’. A classic long-tail internet offering, the company offers customers the chance to buy from a list of 1.9 million books including out of print titles. On a typical week this busy company sends out 100,000 shipments to over 30 countries, demonstrating remarkable growth in its short history. Turnover in 2007/8 was in excess of £40m and sales in January showed a 100% increase on last year, reaching £8m. They just re-launched their site including an improve search engine, international payment methods and free delivery to more than 90 countries (shipment within 48 hours).

eTail asked Kieron: ‘Which Key Trends and Growth Opportunities Do You Foresee Over the Next 3 Years?’

Kieron: “ We’re seeing a polarisation of the consumer market into two camps – the cheap and disposable (but with ethical credentials), exemplified by Primark, H&M, Aldi, Lidl, and, on the other side the ‘buy to keep’ – things that will stand the test of time. If customers are going to spend money then they want it to be special – to stand the test of time. So limited editions, co-operative efforts, something hand made or different.

People will shop from both, but there isn't much room in between...." For full article, visit:

<http://www.wbresearch.com/etaileurope/quicktips.aspx>

eTail Europe is taking place June 9-10 in London, UK and has confirmed 45 Retailer Speakers on the program:

3 Suisses France, Argos, B&Q, Best Buy (USA), Bivolino.com, Blacks Leisure Group, British Airways, Der Versandhausberater, E-Consultancy, Expedia, figleaves.com, Flowersdirect.co.uk, Forrester Research, GAME Group plc, Hertz Europe, IKEA Ltd., Isabella Oliver, JJB Sports, Koodos, lastminute.com, Long Tall Sally, M and M Direct, MORE TH>N, Mosaic Fashions, Motorcycle USA, Motorcycle Superstore, mydeco.com, neckermann.de GmbH, OctopusTravel.com, Office Depot Europe B.V., PurelyGadgets, Quelle GmbH, Redcats UK, Schuh, Screwfix Direct, SkinStore Europe, The Book Depository, VisitBritain, Vonage, Warner Leisure

**For registration and Summit information, visit: [www.etaileurope.com](http://www.etaileurope.com)**

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