

consortium. However, their "Books Canada" experience of ten years ago makes them aware that they do not want a consortium made up of only small volume publishers. They have also learned another lesson from "Books Canada"; in order for such a consortium to work, both the book shipments and book information must be consolidated regularly from a single point in Canada. The bare minimum of book information to be consolidated on a regular and accurate basis is: correct out-of print, back order, new title, forthcoming title, and price information. EBS works on an exclusive distribution basis for the publisher in territories designated by the publisher (i.e. publishers may exclude one or more countries from their EBS territory).

Retail Distribution

There are about 2,000 retail outlets for books in Holland. About 750 of these outlets are regular bookstores and these are the main distribution channel accounting for 53 percent, supplying both the trade and the institutional market. Several large bookstores, such as the Broese Jmink BV in Utrecht, have separate trade and academic/educational /institutional departments, which are physically distinct. The large chain and department store bookstores primarily sell bestsellers. There are also many independents and mini-chains consisting of 3 to 8 stores which are very active in retail sales.

There are two reasons why the independents are active and viable in Holland: