

“Selecting one book out of the many, many thousands available seems almost impossible when you think about it.”

—An avid reader in “Making Choices” study, Catherine S. Ross

2011 SinC Publishers Summit Report

# How Readers Find Books



Report Authors

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Summit Team

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As the publishing industry undergoes enormous changes, and each year more books jostle for attention in a fragmented marketplace, a key question emerges: *How do readers find the books they want to read?* Sisters in Crime took that question to the American Library Association (ALA) annual convention, where more than 20,000 people who help answer that question every day were gathered.

The 2011 Summit Team descended on the ALA annual conference in New Orleans to learn how librarians, as well as publishers, reviewers, marketing reps, distributors, and electronic delivery help readers find books.