

Blackwell launches new Christmas book campaign

Submitted by: pr-sending-enterprises

Monday, 17 November 2008

In the current climate of bad economic news Blackwell are hoping that shoppers will see books as a good long term investment and a gift which will last. With this thought in mind, Blackwell has brought together a Christmas collection of inspiring books and new compelling offers.

One of the exciting features of the Blackwell Christmas books (http://bookshop.blackwell.co.uk/jsp/editorial/browse/Christmas_08/index.jsp?route=christmas&dept=none) presentation is the introduction of the 'book of the week'. The book of the week is a top title carefully selected by Blackwell's expert booksellers - and offered at half price. The book of the week can be purchased from Blackwell (<http://bookshop.blackwell.co.uk/jsp/welcome.jsp>) Online or in any of the Blackwell bookshops.

This Christmas a '3 for 2' offer is also being introduced to Blackwell Online. This is an established offer in the Blackwell Bookshops (<http://bookshop.blackwell.co.uk/jsp/editorial/shops/index.jsp?route=shops&dept=none>), offering great value for money, but is the first time it has been included online. The Blackwell Christmas 3 for 2 selection encompasses a number of collections of books, including Blackwell's favourite Paperbacks of the Year, Facts and Trivia and the Small but Perfectly Formed collection. The Blackwell favourite paperbacks collection covers a wide range of subjects from biography to food and drink and is one of the bestselling collections.

With many customers wanting to allow friends and family the opportunity to choose their own books, Blackwell has recently launched an electronic gift card. These gift cards can be both purchased and redeemed on Blackwell Online and in the bookshops.

With Christmas just weeks away Blackwell are hoping that in tough economic times books (<http://bookshop.blackwell.co.uk/jsp/buy.jsp?dept=Book>) will be gifts which last a lifetime.

About Blackwell

Blackwell is the leading bookseller of medical and education texts in the UK with over 40 outlets across England, Scotland and Wales. It has built an international reputation for bookselling excellence with links to academic institutions and libraries around the globe and has continued to expand its UK base on high streets and in university campuses up and down the country.

In 1995, www.blackwell.co.uk became the first transactional online bookstore in the UK, giving people across the world access to over 150,000 titles. In 1998, Blackwell opened its central London flagship shop in Charing Cross Road, the book-lovers' mecca. Since this time, two flagship shops, Broad Street and Charing Cross Road, have both won Chain Bookseller of the Year at the Nibbies, the annual British Book Awards.

Blackwell has now been trading for over 125 years from its world-famous flagship shop at Broad Street in Oxford. Its staff continue to be renowned for their expertise, depth of knowledge and love of books since

the first Blackwell shop opened its doors.

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