

Blackwell Launches online eBook store

Submitted by: pr-sending-enterprises

Tuesday, 21 July 2009

Blackwell has announced the launch of its new online eBook store. The store will open with over 45,000 titles available for customers to download directly to their eBook reader or to view on their computer.

The new store has meant the creation of a partnership between Blackwell and Gardners in the UK. This involves the utilisation of the Gardner digital warehouse to ensure the file formats available cover all major eBook readers currently available including Adobe pdf & epub versions.

Jessica Armishaw Head of Online for Blackwell said "We're excited to be able to offer our customers the ability to buy eBooks from blackwell.co.uk. Academic publishers have been quick to embrace this new technology and as such the number of academic titles available for customers is impressive and perfectly compliments our instore and online offer. While the number of trade titles is growing daily we expect our eBooks sales to grow significantly over the coming months."

Bob Jackson, commercial director at Gardners said, "We're pleased to be working with Blackwell.co.uk and their team. With 45,000 titles available today and UK publishers increasingly creating digital books alongside their physical books the range of books available will grow considerably and quickly"

Blackwell are also delighted to be launching a partnership with Endless Ideas of the Netherlands and their BeBook eBook reader. Blackwell will be launching the BeBook1 for sale in the UK at the beginning of August

Kamiel Keeris Managing Director for Bebook said, "BeBook is very proud to welcome Blackwell as one of the partners for the UK. Today Blackwell UK is the leading academic bookshop (<http://bookshop.blackwell.co.uk/jsp/welcome.jsp>) in the UK and has over 45 outlets across England, Scotland and Wales. Its staff continue to be renowned for their expertise, depth of knowledge and love of books. The presence of Bebook ereaders in the Blackwell stores offers exceptional visibility to the Bebook throughout the UK and marks a significant first step in the presence of the product on the consumer mass market."

- End -

About Blackwell Ltd:

Blackwell is the leading academic bookseller in the UK with 44 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. Blackwell is also a leading supplier of academic books to Libraries across the world.

In 1995, www.blackwell.co.uk became the first transactional online bookstore in the UK. In 1998, Blackwell opened its central London flagship store in Charing Cross Road, the book-lovers' Mecca. Since

this time, two flagship stores, Broad Street and Charing Cross Road, have both won Chain Bookseller of the Year at the Nibbies, the annual British Book Awards and also The Bookseller - Bookselling chain of the year and Retail chain of the year 2007.

Renowned specialist in medical books (<http://bookshop.blackwell.co.uk/jsp/bisac/-14586/MED/Medical>), law books (<http://bookshop.blackwell.co.uk/jsp/bisac/-14357/LAW/Law>), business books (http://bookshop.blackwell.co.uk/jsp/bisac/-12388/BUS/Business__Economics) and science books (<http://bookshop.blackwell.co.uk/jsp/bisac/-15539/SCI/Science>), Blackwell has now been trading for over 130 years from its world-famous flagship store at Broad Street in Oxford. Its staff continues to be renowned for their expertise, depth of knowledge and love of books since the first Blackwell shop opened its doors.

For further information about this release please contact:

Jessica Armishaw
Blackwell Ltd
Beaver House
Hythe Bridge St
Oxford
OX1 2ET
01865 333121
bookshop.blackwell.co.uk