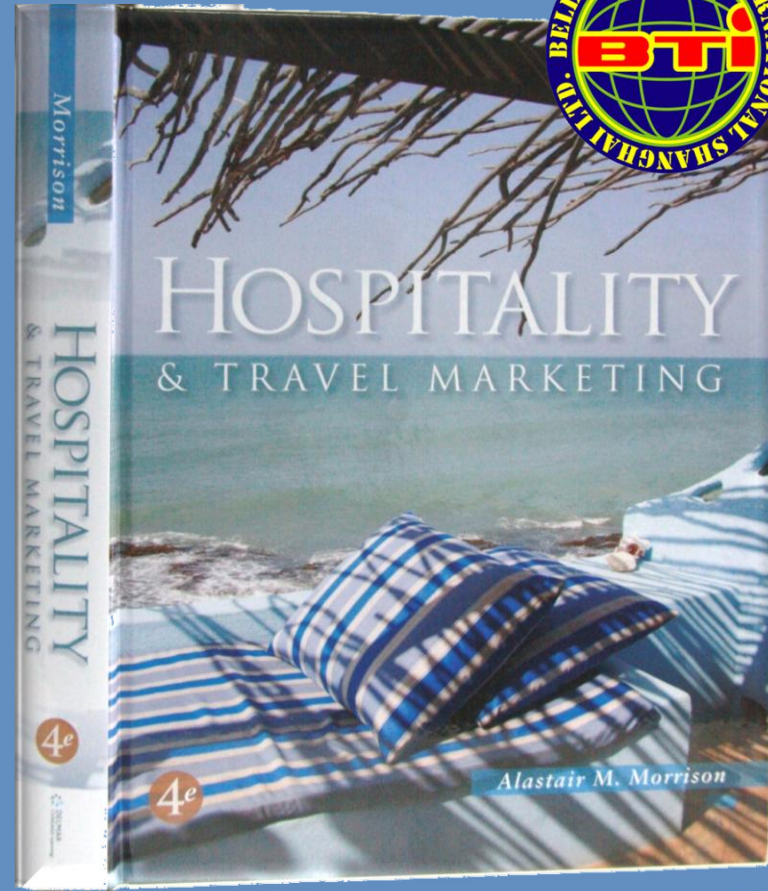


## BTI Books

*One of the leading introductory books in hospitality and tourism marketing; used by universities and colleges worldwide.*

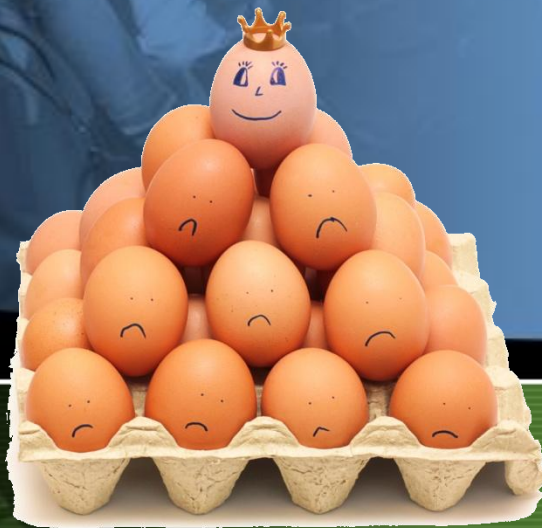


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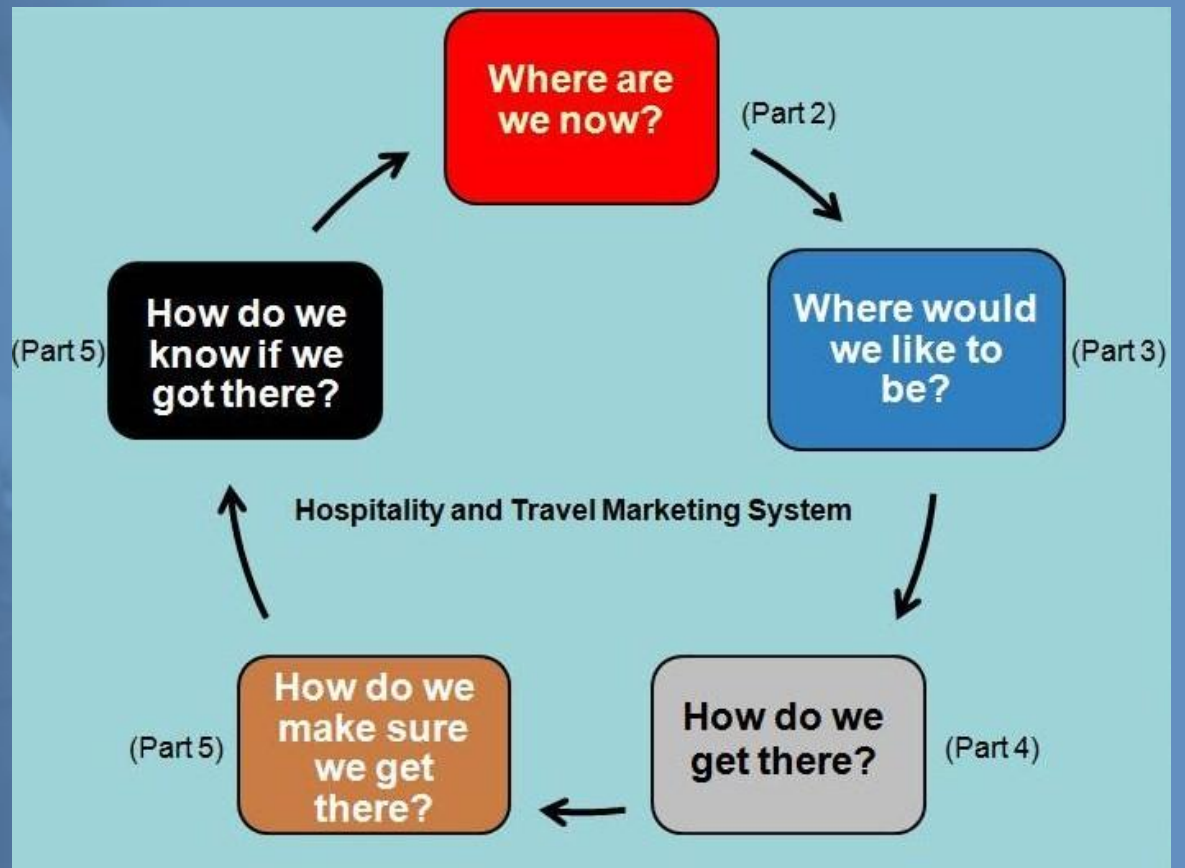
# Hospitality and Travel Marketing by Alastair M. Morrison

- A systematic approach to understanding the industry sets *Hospitality and Travel Marketing* apart as a unique resource. A focus on destination marketing and the hospitality business—along with examples drawn from around the world—addresses the need for a global perspective on the industry.

- The content draws upon the author's extensive practical and academic research experience in the hospitality and travel marketing as well as his outstanding teaching and training experience in the U.S., Canada, Europe, Asia, and Australia.



What sets Hospitality and Travel Marketing apart from its competitors?



© 2010, Delmar, Cengage Learning

The hospitality and travel marketing system is a unique concept that structures this book

## **Part I Introduction to Marketing**

### **(What Is Marketing?)**

- Chapter 1 Marketing Defined
- Chapter 2 Marketing Hospitality and Travel Services
- Chapter 3 The Hospitality and Travel Marketing System

## **Part II Planning: Research and Analysis**

### **(Where Are We Now?)**

- Chapter 4 Customer Behavior
- Chapter 5 Analyzing Marketing Opportunities
- Chapter 6 Marketing Research

## **Part III Planning: Marketing Strategy and Planning**

### **(Where Would We Like To Be?)**

- Chapter 7 Marketing Strategy: Market Segmentation and Trends
- Chapter 8 Marketing Strategy: Strategies, Positioning, and Marketing Objectives
- Chapter 9 The Marketing Plan and the 8 Ps

## **Part IV Implementing the Marketing Plan**

### **(How Do We Get There?)**

- Chapter 10 Product Development and Partnership
- Chapter 11 People: Services and Service Quality
- Chapter 12 Packaging and Programming
- Chapter 13 The Distribution Mix and the Travel Trade
- Chapter 14 Communications and the Promotional Mix
- Chapter 15 Advertising
- Chapter 16 Sales Promotion and Merchandising
- Chapter 17 Personal Selling and Sales Management
- Chapter 18 Public Relations and Publicity
- Chapter 19 Pricing

## **Part V Controlling and Evaluating the Plan**

### **(How Do We Make Sure We Get There? How Do We Know If We Got There?)**

- Chapter 20 Marketing Management, Evaluation, and Control

# Parts & chapters in Hospitality and Travel Marketing



# INTRODUCTION TO MARKETING

- Ch 1 Marketing Defined
- Ch 2 Marketing Hospitality and Travel Services
- Ch 3 The Hospitality and Travel Marketing System

WHERE ARE WE NOW?

WHERE WOULD WE LIKE TO BE?

HOW DO WE GET THERE?

HOW DO WE MAKE SURE WE GET THERE?

HOW DO WE KNOW IF WE GOT THERE?

- Defines hospitality and travel marketing
- Explains the differences between marketing products and services
- Describes the 5-step hospitality and travel marketing system





# PLANNING: RESEARCH AND ANALYSIS

- Ch 4 Customer Behavior
- Ch 5 Analyzing Marketing Opportunities
- Ch 6 Marketing Research

WHERE ARE WE NOW?

WHERE WOULD WE LIKE TO BE?

HOW DO WE GET THERE?

HOW DO WE MAKE SURE WE GET THERE?

HOW DO WE KNOW IF WE GOT THERE?

- Examines customer behavior
- Reviews situation, market and feasibility analyses
- Discusses how to do research for hospitality and travel marketing



# PLANNING: MARKETING STRATEGY AND PLANNING

- Ch 7 Marketing Strategy: Market Segmentation and Trends
- Ch 8 Marketing Strategy: Strategies, Positioning, and Marketing Objectives
- Ch 9 The Marketing Plan and the 8 Ps

WHERE ARE WE NOW?

WHERE WOULD WE LIKE TO BE?

HOW DO WE GET THERE?

HOW DO WE MAKE SURE WE GET THERE?

HOW DO WE KNOW IF WE GOT THERE?

- Reviews market segmentation and trends
- Explains the components of a marketing strategy
- Describes how to do a marketing plan
- Identifies the 8 Ps of hospitality and travel marketing





# IMPLEMENTING THE MARKETING PLAN

Ch 10	Product Development and Partnership
Ch 11	People, Services and Service Quality
Ch 12	Packaging and Programming
Ch 13	The Distribution Mix and the Travel Trade
Ch 14	Communications and the Promotional Mix
Ch 15	Advertising
Ch 16	Sales Promotion and Merchandising
Ch 17	Personal Selling and Sales Management
Ch 18	Public Relations and Publicity
Ch 19	Pricing



- Reviews the procedures for product development, people management, packaging and programming.
- Explains the traditional travel trade intermediary channels and online distribution.
- Details the planning steps and implementation approaches in promotion.
- Discuss pricing in hospitality and tourism.



# CONTROLLING AND EVALUATING THE PLAN

Ch 20 Marketing Management, Evaluation, and Control

- WHERE ARE WE NOW?
- WHERE WOULD WE LIKE TO BE?
- HOW DO WE GET THERE?
- HOW DO WE MAKE SURE WE GET THERE?
- HOW DO WE KNOW IF WE GOT THERE?

- Reviews different approaches to setting marketing budgets.
- Describes the steps that should be used to monitor a marketing plan as it is being implemented.
- Explains how to evaluate the success of a marketing plan.



# Case Studies

- The Global Perspective: The Big Picture
- Industry Players

## Other Features

- Key Terms at start of each chapter
- Objectives at beginning of each chapter
- Internet Marketing mini-cases
- Did you know? mini-cases
- Outstanding color illustration program

## Great Support Resources

- Industry Profile and Industry Resources
- Glossary
- Detailed Index

What are the unique features of Hospitality and Travel Marketing?

# The Global Perspective case studies

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## The Global Perspective: The Big Picture

### Interactive Travelers as a Target Market

#### Tourism New Zealand

<http://www.tourismnewzealand.com/>

<http://www.newzealand.com/travel/International/>



#### Profile of interactive travelers

In 2003, Tourism New Zealand announced its intentions to pursue “interactive travelers” as its major international target market. In the *New Zealand Tourism Strategy 2015*, they are defined as regular international travelers who consume a wide range of tourism products and services. They are travelers who seek out new experiences that involve engagement and interaction. Other characteristics of these customers are that they:

- Seek out new experiences that involve interacting with nature, social and cultural environments
- Respect the environment, culture, and values of others

## The Global Perspective: The Big Picture

### Marketing Planning and Partnerships in Canadian Tourism

#### Canadian Tourism Commission

<http://www.corporate.canada.travel/>



#### Marketing Goals and Objectives of CTC

The Canadian Tourism Commission (CTC) is widely recognized as one of the best in the world. CTC invests heavily in market research and carefully plans its marketing for each of its key targets. In its document, *Strategy 2008–2012: Transforming vision into reality*, the CTC identified its major marketing goal as “to grow tourism export revenues for Canada.” This goal was articulated into four marketing objectives for 2008–2012:

1. Convert high yield customers;
2. Focus on markets of highest return on investment;
3. Maintain brand consistency; and
4. Research new market opportunities.

The CTC explains its marketing planning approaches to these four objectives as follows:

“The CTC’s approach to growing export revenues is based on deepening the relationship with high-yield consumers in an effort to

## Global Perspective: The Big Picture

### Integrated Marketing Communications in the Hotel Business

#### The Hong Kong and Shanghai Hotels, Limited

<http://www.peninsula.com>

<http://www.peninsulaboutique.com/>



#### Integrated Marketing Communications

Integrated marketing communications (IMC) is the use of advertising in combination with the other four traditional promotional mix elements and Internet marketing. Some of IMC’s benefits are:

- Greater consistency in communicating messages
- Added impact since messages are repeated
- Reflects different customer buying stages (need recognition/search for information/pre-purchase evaluation of alternatives/purchase/consumption/post-consumption evaluation)
- More effectively puts across positioning and branding
- Reflects better consumers’ different learning styles
- The elements complement and support each other (strengths of one compensate for the weaknesses of others)

#### The Peninsula Hotels (Hong Kong and Shanghai Hotels, Limited)

The Peninsula Hotels provides a good case study in the application of IMC in the hotel business. There are eight Peninsula Hotels in the world (Hong Kong, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Beijing, and Manila), and the ninth will be in Shanghai, China. The original Peninsula Hotel is located in Hong Kong close to

**Travel Trade Show Promotion**

**The Charterhouse Hotel, Hong Kong**  
<http://www.charterhouse.com/>



Most hospitality, travel and tourism organizations put significant investments into the advertising and promotion of their brands, services, and products. Although online and offline advertising serve the purposes of creating awareness, image building and reinforcement, they are not sufficient for creating an interactive platform for both sellers and buyers.

To meet travel trade partners from different places means substantial travel and spending on transportation and accommodation. Moreover, the sales and marketing managers in travel trade companies have to invest much time to fly to different countries and cities to identify and find the right supplier and destination partners.

The Charterhouse is a privately-owned hotel with 294 rooms, conveniently located between Causeway Bay and Wan Chai in Hong Kong. It is not affiliated with any hotel chain; it's considered to be an "independent" hotel. Therefore, its marketing team needs to work harder to promote the hotel's brand.



**Implementing the Hospitality and Travel Marketing System**

**Tourism Jiangsu (Jiangsu Provincial Tourism Bureau)**  
<http://www.tastejiangsu.com/>



The province of Jiangsu is located in eastern China, next door to Shanghai and with an extensive coastline on the Yellow Sea. Jiangsu is a major tourism destination for domestic Chinese travelers and for international visitors. In particular, the World Heritage-listed Chinese classical gardens in Suzhou and the capital city of Nanjing are popular with foreign visitors.

**Marketing Plan for Europe and North America**

In late 2006, Tourism Jiangsu retained the services of Belle Tourism International Consulting (BTI) to prepare a marketing plan for Europe and North America. The consulting company conducted research around the world in completing the plan in approximately one year. The five steps of the marketing system, as described in this chapter, are being implemented in preparing the plan.



**Expo 2010 Shanghai, China**

The theme for Expo 2010 Shanghai is "Better City, Better Life." The location of Expo is in downtown Shanghai on the Huangpu River. It hopes to attract 200 participating countries and international organizations. By December 2008, some 183 countries and 45 international organizations had confirmed that they would participate. Of the targeted 70 million visits, around 66.5 million (95%) are expected to be from China and the remaining 3.5 million from other countries.

To date, Expo 2010 Shanghai has attracted 12 Official Partners, which include Coca Cola, Siemens, Shanghai Automotive Industry Corporation/GM, and China Eastern Airlines. The following is a general description of Expo 2010 Shanghai:

"Expo 2010 Shanghai China will be a great event to explore the

El sitio oficial para el turismo en Jiangsu

Palacio en el Humedal de Dafeng

- Vejeira
- Actividades
- Atracciones
- Patrimonio
- Perfil de la Provincia
- Galería Interactiva
- Noticias y Eventos
- Boletín de Noticias

Probar a Jiangsu es conocer a China

Publicado por el Ministerio de Turismo de China

# Cases and examples from China

# Industry Players case studies

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## Industry Players



### Applying Marketing Research in a Top Destination

Las Vegas Convention & Visitors Authority

<http://www.lvcva.com>



The Las Vegas Convention & Visitors Authority (LVCVA) is one of the largest and best-funded city destination marketing organizations (DMOs) in the world. For LVCVA's fiscal year 2008, the operating funds available to the DMO were around \$275 million. Room taxes from all transient lodging establishments in Clark County, Nevada contributed the major portion, at around 80 percent of these funds.

There is no doubt that Las Vegas is one of the top vacation and convention destinations in the United States. As indicated earlier in Figure 6.1, *Vegas FAQ* (Can we request a copy of this figure to review?), 39.2 million visitors went to Las Vegas in 2007; among them 6.2 million were convention delegates. The citywide occupancy rate in Las Vegas in 2007 was an amazingly high 90.4 percent. The total gaming revenues in Clark County were \$10.9 billion.

These numbers are impressive indeed, but what most people do not see behind them is the LVCVA's long-term commitment to investing in marketing research to guide its programs and activities.

(continued)

### Marketing Research at the LVCVA

Later in Chapter 9, you will see the organization chart for the LVCVA. Some 534 staff were expected to be employed in fiscal year 2009. However, each year LVCVA spends very large amounts on marketing and advertising; about \$36 million on marketing and another \$87.6 million on advertising in fiscal 2008. It also invests a large sum of money in marketing research.

The marketing research function is the responsibility of LVCVA's Marketing Division and specifically is administered by its Internet Marketing and Research department. The department has seven staff members. According to LVCVA, "the department's wide range of research projects and programs tracks the dynamics of Las Vegas and Southern Nevada, as well as the nationwide competitive gaming and tourism industries. Among the research programs administered by the department are monthly executive summaries of tourism and convention indicators, annual visitor profile studies that track visitor demographics and behaviors, quarterly marketing bulletins, and a variety of programs to monitor local, national and global travel trends."



The annual *Las Vegas Visitor Profile Study* is the centerpiece of LVCVA's marketing research efforts. Conducted by a private research company, 300 visitors are personally interviewed each month, or approximately

(continued)

3,600 each year. The results of the 2007 Visitor Profile Study had some interesting highlights:

- Eighty-eight percent of the visitors were from the USA; 12 percent were from other countries;
- Fifty-two percent of all the visitors were from the Western states; 14 percent were from the Midwest;
- Eighty-one percent were repeat visitors to Las Vegas;
- Average number of visits to Las Vegas in the past five years was 6.3;
- Average age of visitors was 49;
- Seventy-nine percent were married; 80 percent had annual household incomes of \$40,000 or more
- Average length of stay was 3.5 nights and 4.5 days;
- The proportion of visitors whose primary purpose was to gamble was just 11 percent; but 84 percent actually gambled while visiting Las Vegas;
- Twenty-five percent used the Internet to book their accommodations;
- The average nightly spending on accommodation was \$108.87;
- Visitors who gambled budgeted an average of \$555.64 on their trips for gambling;
- The average trip expenditures on food and drinks were \$254.49 and shopping expenditures were \$114.50.

The LVCVA digs deeper into the data gathered from the annual Las Vegas Visitor Profile Study. For example, a special sub-analysis is prepared that divides all the respondents into four market segments; (1) convention visitors, (2) package purchasers, (3) general tourists, and (4) casino guests. Each of the four market segments are analyzed in detail and all four are compared. Another special sub-analysis is completed on *Internet Travel Planners*; people who used the Internet to plan their trips to Las Vegas. These visitors are analyzed in detail and compared with those who did not rely on the Internet. Other analyses are done on those who arrived by air and by geographic region and by location of lodging.

The LVCVA conducts other studies and analyses. Special visitor profile studies are conducted for the communities of Laughlin and Mesquite, and a *Clark County Resident Survey* was done in 2006. The department also publishes monthly and year-to-date visitor statistics and maintains a *Hotel/Casino Development Construction Bulletin*.

#### Discussion Questions

1. In such a well-known and popular destination as Las Vegas, do you think it is really that necessary to spend a large amount on marketing research? Why or why not?
2. What can other destinations and DMOs learn most from the LVCVA example and its dedication to doing thorough marketing research?
3. What other types of marketing research might a DMO consider doing?

(continues)

## KEY TERMS

carriers  
contextual differences  
co-production  
destination marketing organizations (DMOs)  
destination mix  
experience clues

generic differences  
inseparable (inseparability)  
intangible (intangibility)  
packaging and programming  
partnership (cooperative marketing)  
perishability

service industries  
services marketing  
suppliers  
travel trade intermediaries  
variability  
word-of-mouth (W-O-M)

## INTERNET MARKETING

### ***Maintaining Ongoing Customer Communications Via Email and E-newsletters***

- Before the Internet, keeping in touch with customers was quite difficult, and mostly made use of the postal services. This was fraught with problems as people moved their homes and had a tendency to quickly “toss out” non-essential mail.
- The Internet now has introduced a set of new ways of “keeping in touch” or maintaining communications with customers. This must be founded on the principle of **permission marketing**; that is customers must give their permission before receiving these online communications.

### **Did You Know?**

#### ***Why is so much tourism marketing power “Down Under”?***

- Tourism Australia (TA) is responsible for marketing Australia worldwide as a tourism destination. Many experts consider TA to be one of the best destination marketing organizations in the world.
- TA’s mission is to stimulate sustainable international and domestic demand for Australian tourism experiences through industry leadership and coordination, and to influence the actions of the industry’s tourism and travel marketing by:
  - championing a clear destination marketing strategy;
  - articulating and promoting a compelling tourism destination brand;
  - facilitating sales by engaging and supporting the distribution network;
  - identifying and supporting the development of unique Australian tourism experiences, especially indigenous;
  - promoting Australia as a desirable destination for business events;
  - gathering and communicating reliable market intelligence and insights for improved decision making; and
  - working with partners who can extend Tourism Australia’s influence.

Source: Tourism Australia. (2008). *Tourism Australia’s Mission*. <http://www.tourism.australia.com/>

## OBJECTIVES

*Having read this chapter, you should be able to:*

- Define market segmentation.
- Explain the importance of segmentation to effective marketing.
- Explain the benefits and limitations of market segmentation.
- List and describe the eight criteria used to determine the viability of market segments.
- List and explain the characteristics of segmenting hospitality and travel markets.
- Describe the major demand and supply trends influencing today’s hospitality and travel industry.
- Describe the recent trends in segmentation practices of the hospitality and travel industry.

# Many special features



### SUPPLIER SECTORS

- Lodging
- Restaurant and Foodservice
- Cruise Line
- Car Rental
- Attraction and Event
- Casino and Gaming

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### CARRIER SECTORS

- Airline
- Railway
- Ferry
- Bus and Motor coach
- Canal

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### TRAVEL TRADE INTERMEDIARY SECTORS

- Retail Travel Agency
- Tour Operator and Wholesaler
- Corporate Travel
- Incentive Travel Planning
- Convention/Meeting Planning
- Online Travel Company
- Global Distribution System (GDS)

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### DESTINATION MARKETING ORGANIZATION (DMO) SECTORS

- National, state, provincial, and territorial DMO
- City and county DMO

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The groups and sectors of the hospitality and travel industry

Outstanding color illustration program

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# GLOSSARY

**Accountability research** Research done to measure the results of a marketing plan, particularly, to determine if marketing objectives were achieved.

**Accreditation** The recognition of travel agencies, DMOs, or other hospitality and travel organizations by specific associations as meeting certain criteria.

**Advertising** (1) Any paid form of non-personal presentation or promotion of ideas, goods, or services by an identified sponsor. (2) The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organizations, or ideas. (American Marketing Association definitions).

**Advertising agency** A specialized company that provides advertising services to hospitality and travel organizations. Also may now be called creative service agency.

**Advertorial** An advertising message that is presented in an editorial format and is usually lengthier than a standard advertisement.

**Affinity cards** Credit cards issued by a bank or other financial institution that are linked with a specific hospitality and travel company, attraction, tourism destination, or non-profit organization.

**Affinity group packages** Vacation/holiday packages or tours arranged for groups that share some form of affinity, usually a close social, religious, or ethnic bond.

**Affordable budgeting** A method of budgeting for marketing, often used by small businesses, in which only what can be afforded, is spent.

**AIDA formula** An acronym for attention, interest, desire, action. This is a formula approach to personal selling. It is also used to describe the functions that advertisements need to play (get a attention, create interest and a desire, and cause action).

**AIOs** Activities, interests, opinions.

**All-inclusive packages** A generic term for packages that include all or nearly all the elements that travelers require for their trips including airfare, lodging, ground transportation, taxes, and gratuities.

**American Plan (AP)** A rate that includes accommodation and three meals per day—typically breakfast, lunch, and dinner.

**Appointed** A retail travel agency receives a designation from an association, airline, cruise line, or other supplier or carrier to act as a sales agent for them.

**Approach** This is part of the second step in the sales process. It includes various activities leading up to the sales presentation including making appointments with prospects, establishing rapport, and checking out preliminary details.

**Arbitrary budgeting** Allocating a marketing budget of approximately the same size as previous years.

**Attitude(s)** Predisposition to evaluate some symbol, object, or aspect of the world in a favorable or unfavorable manner.

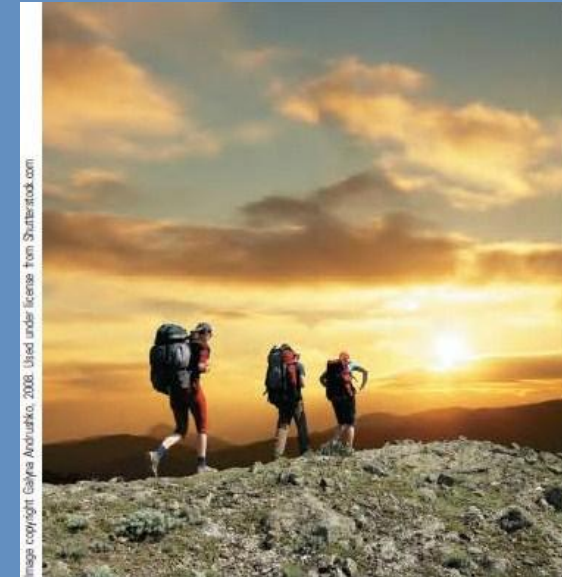
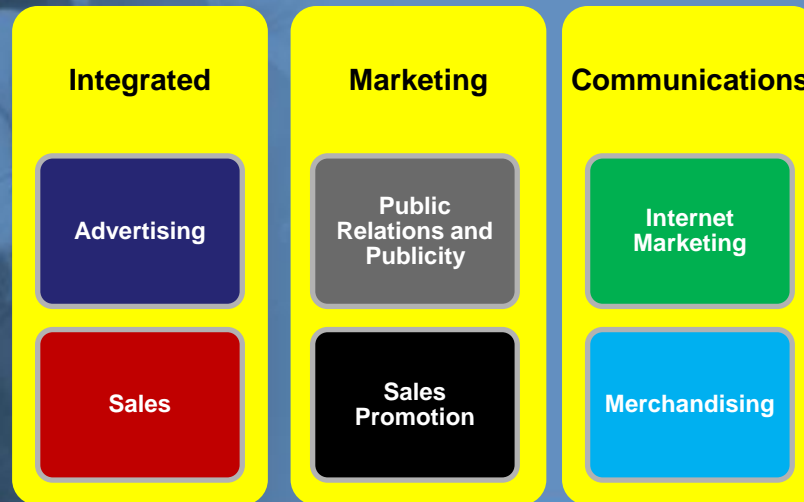
## APPENDIX 1 Industry Profile

## APPENDIX 2 Industry Resources

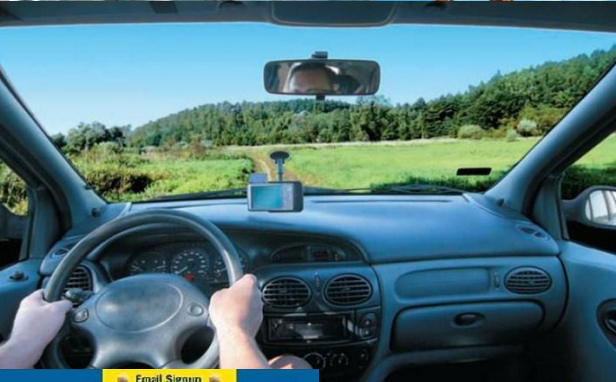
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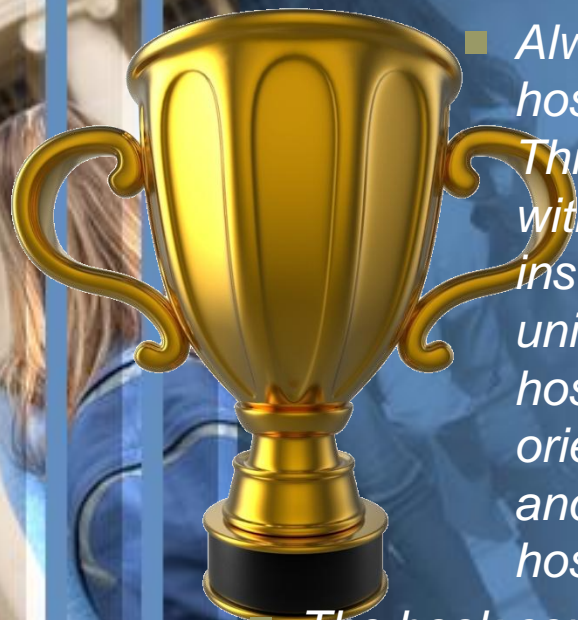
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■ *Having read the book while taking the class from the author, I feel Alastair did a great job of taking a topic that could be dull and lifeless and putting a little fun in it. It's one of the few text books that has applicable use after the class is over. The topics are well researched and presented in a way to keep you going to the next chapter.*



■ *Always a fan of this textbook, I have been using it to teach my hospitality and tourism marketing class for the last 6 years. This is an excellent hospitality and travel marketing textbook with its student very friendly orientation and excellent instructional support. One of the best aspects of the book is its unique and systematic coverage of the major principles of hospitality and travel marketing with a practical, applications oriented approach. This book provides great up-to-date cases and examples to illustrate how marketing is at work in the hospitality and travel industry.*

■ *The book comes highly recommended for people who are in the hospitality industry.*

What do the reviewers say about Hospitality and Travel Marketing?

Hospitality and Travel Marketing, 4<sup>th</sup> edition

Alastair M. Morrison

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