

Basic Bookselling Terms and Definitions

ABACUS report	A financial benchmarking report that allows ABA bookstores to measure their financial success against peers within the industry
Advance Orders, or Pre-Orders	Pre-publication special orders
American Booksellers Association (bookweb.org)	National trade association that represents and works to advance the mission of member stores
ARC, F&G, Blad, Galley	Advance reader copy, Folded & Gathered, booklet of sample pages, final proof, prior to publication
Backlist	Books published in previous seasons, usually but not always shelved in section
Backorder	An out of stock product that is expected to be delivered by a certain date once it is back in stock.
Big 5	The Big Five publishing houses are: <ul style="list-style-type: none"> • Penguin Random House. • Hachette. • HarperCollins. • Macmillan. • Simon & Schuster.
BISG	Book Industry Study Group which works to increase efficiencies, system-wide, and keep up with digital innovations, among other things
Blurb	A promotional quote or short review, praising a book, and used in advertising both on the book and in publicity
Board book	A book usually for small children with pages composed of heavy cardboard
Book Buyers Handbook	ABA-provided resource tool which includes current publisher information for ordering and returns, etc..
Bookplate	An insert, with a glue backing that can placed in a book, either with author's signature, or one for the reader to sign as part of their personal library

Booktok	A segment of TikTok that promotes, dicusses, and drives sales of books
Buyer	One or many person/people who work with sales reps to purchase lines of inventory for the bookstore
Clothbound/ Hardback	A book bound in cloth, leather, or the like, over stiff material
Delayed Billing	The payment due to the publisher for the book is delayed beyond the typical 90-day period
Deckled Edge	Natural or sometimes artificial rough edge of page, left uncut.
Dust Jacket	An exterior wrap that covers the clothbound book
Ebook	A digitally formatted book, like a contemporary mass market book, created for convenience and cheap to produce and purchase
Embargo	An embargo means that the publishing company won't release advance copies of the book to the media—and that if members of the media do get a copy of the book before its publication date, they're not allowed to review it before that date.
Endpaper	Paper, often of coated stock or marbled paper or otherwise "fancy" paper, with one half pasted to the cover; used primarily to give a finished appearance to the binding.
Endcap	In retail marketing, an endcap or end cap is a display for a product placed at the end of an aisle. It is perceived to give a brand/product a competitive advantage.
Event Coordinator	Manages the event calendar, works with authors and publicists to create engaging events that brings the community together
Event Grid	A list of authors of upcoming titles that publishers are planning on sending out on tour.
Fiction	An overarching genre of literature which includes many subgenres -- fantasy, horror, slipstream, sf, romance, steampunk, literary, historical, etc...
First Edition	A first printing of a book that collectors prefer and hold more value over time than later printings

Flap	NOUN The portion of a book cover or cover jacket that folds into the book from front to back. VERB When a book seller is asked to flap books it usually means to tuck the page across from the signing page under the jacket flap so the author can easily sign the book with out having to turn and look for the signing page.
Floor	The location in a retail store where goods are displayed and sales transactions take place.
FrenchFlaps	The inward-folded extention the cover of a softcover (paperback) book.
Frontline Bookseller	Works directly with customers to sell books and manage the point of sale
Frontlist	New books publishing in the current season, usually but not always displayed on tables
General Manager	Individual responsible for making sure the duties and responsibilities of the store are being met; keeps the machine greased and moving
Glossy, Matte, Textured, Die-cut	Various coatings on covers of books used for protection and promotion
Half-Title Page	A page carrying nothing but the title of a book. (See also: Title Page)
Handselling	The strategy of recommending a book (named for placing it in a customer's hand) leading to the sale of the recommended book.
Hurt	An unsaleable or discount book that has been damaged but is still readable.
Imprint	An imprint of a publisher is a trade name under which it publishes a work, with unique editorial staff and mission
Independent Publisher	A smaller, typically mission-based publisher that is not wholly owned by another publishing company.
Indie Next Nomination	The Indie Next List is a curated list of books recommended by independent booksellers. To nominate, in 280 characters or less, describe the book how you would to a customer or friend.
ISBN	International Standard Book Number, or how a book title is uniquely identified
Launch Party	A party that celebrates the launch of a new book.

Library Binding	A book bound with a reinforced spine and binding in order to increase the book's lifespan
List Price	The publisher's suggested retail price
Literary Forms	Poetry, drama, nonfiction prose, fiction prose, folktale
Literature	Written works -- includes fiction, and other literary forms, and nonfiction
Mass Market	A softbound book that is smaller in trim size than a trade paperback, and can fit in your jeans pocket, also known as a pocket-sized paperback
Midlist	Book that is not a top priority of publisher, might not receive media, reviews, or publicity attention
National Book Foundation	A national nonprofit whose mission is to promote the book, reading, and literacy, through programming and annual awards.
Net Price	The price of a book minus the publisher cost. The actual price of a book to the bookstore.
Non-fiction	Literature written with fact, information, or truth as its basis, claim, or ambition
Notions	Like stationery, a subset of sidelines of a smaller nature -- buttons, knick knacks, thingamabobs, etc.
On Sale Date	The date a book is scheduled to be placed on display and made available for sale to the general public by retailers and dealers.
Out of Print	No longer available to be ordered from publishers or distributors, only found at secondhand sources
Out of Stock Indefinitely	No copies remain for purchase but the publisher has not decided to push the title to out of print
Paper Over Board	Paper covered cardboard. The paper outer is ideal for printing photo quality artwork in a variety of finishes. The cardboard provides rigidity
POS	Point of Sale system, like Bookmanager, Booklog, Square; where the sale happens records kept
Print on Demand	The process of printing books in small batches, usually used for backlist and self-publishing, and of inferior quality to other methods of printing

Public Domain	A book which can be legally printed by anyone as the publishing rights are now public
Publication or Release Date	The publication date of a book, when it is released to the public, without tight restriction
Publicist	Generates and manages publicity for a book and/or an author.
Publisher Discount	The percentage amount the publisher subtracts from the list price to get the net price, which the bookstore pays
Regional Bookseller Associations	Trade associations (8 groups that cover different states) that represent and work to advance the mission of member stores, NAIBA, MIBA, GLIBA, SEIBA etc
Remainder	Noun and verb -- print overruns, and returned stock from booksellers, which are sold at sale prices and the process of selling them.
Rep Group	A company represents a number of publishers and helps bookstores identify which books from those publishers will sell well in their stores. Some rep groups work on commission with their publisher clients -- these are known as commission reps.
Restock	To provide, obtain, or keep a stock or supply of a product.
Returns	Both noun and verb -- the process of returning books to publishers for credit, and the books thus returned.
Returns and Receiving	Works in conjunction with the buyer to manage the inventory, bringing in new merchandise (receiving) and sending out old merchandise (returning)
Sales Rep	An individual who works for a publisher or rep group, whose job is to recommend forthcoming titles they believe will sell well in that store.
Self Publishing	A slippery and time-honored tradition, of paying for the publication of your own books and often creating your own imprint for it.
Short Discount	A lesser discount offered by publishers on books that are expensive to print.
Title Page	The page inside a print or eBook that includes the full title of the book and usually the author and publisher. (See also Half-Title Page.)
Sidelines	Anything sold that is not the main thing you are selling, so in a bookstore: non-book sale items like merch, cards, puzzles, and games

Stationery	Journals, paper goods, notebooks, and other non-book, writing related items
Stock offer	Special discount terms offered by publishers at certain times of year to increase store stock levels
Street or Laydown Date	The on sale date of a new book, not to be displayed or on the sales floor prior to the street date
Trade Paperback	A softbound book that is larger in trim size than a mass market book, often made of better paper
Vanity Press	A company that publishes books at a cost to the writer.
Vanity Publishing	A type of self publishing where you pay a press/printer with its own imprint to publish your book
Wholesaler	A middleman company that sells books from many different publishers.