

The E-Print Industry and Bookseller Market: A Strategic Perspective

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EXECUTIVE SUMMARY

The bookselling industry is no stranger to technological changes in its environment, especially in terms of digital technology. The industry has seen and been affected gravely by the aforementioned, in particular the companies of Amazon, Barnes & Noble, and Borders. The three of them have danced around each other over the past decade with Amazon outshining them and challenging the pace of Barnes & Noble and Borders in terms of price and convenience. They did so again when technological advances once again sent a new product to market; only this time technology is threatening the bookselling business as a whole. But Amazon has quickly grabbed the starring role in the e-reader phenomenon, leaving Borders and Barnes & Noble in the dust. It is a mystery exactly what Borders' fate will be in the end. Will they pull themselves together to make a comeback in the bookselling market or will they falter altogether?

Keywords: E-reader, Digitalization, Print industry.