



The Nielsen Company  
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## Press Release

### SIX OF THE BEST - BOOKSELLERS' CHOICE AWARD 2009 ANNOUNCED

20 July 2009, Woking

Nielsen Book today released the shortlist for this year's award. Simon Skinner, Sales Director, BookData, said: "We are delighted with the result of this year's submissions – thanks to all the booksellers that have taken the time to submit titles and of course to everyone involved in making this year's promotion such a success, including: PASA, SABA, Hargraves Library Services and BookData/SAPnet".

Each year booksellers are asked to vote for the books that they most enjoyed reading, selling or promoting during the previous year.

#### 2009 Shortlist:

**On the Back Roads** Dana Snyman Tafelberg Publishers  
*Engaging style, fascinating characters and places... sold bucket loads*

**In a Different Time** Peter Harris Umuzi  
*Astonishing and important book, brilliantly written*

**Zuma: A Biography** Jeremy Gordin Jonathan Ball Publishers  
*Well put together book about our new president, very informative and takes a new look at the man behind the name*

**Pirates of Polokwane** Zapiro Jacana Media  
*Highly entertaining... bestseller*

**Of tricksters, tyrants and turncoats** Max du Preez Zebra Press  
*Intriguing and important book with an insight on our multicultural society*

**Mense van my asem** Steve Hofmeyr Zebra Press  
*A true South African Afrikaans read, bringing SA Hollywood to a new level*

"We are extremely pleased with this year's submissions", said Freda van Wyk, Managing Director of BookData/SAPnet (the company that represents and distributes Nielsen Book's services in South Africa), "they are representative of a wide range of booksellers across the country and this award does give every bookseller the chance to submit titles that they have enjoyed promoting or have sold successfully".

Simon Skinner, will present the award to the winning author on Tuesday 18 August at the Sibaya Conference Centre in Durban. The Sefika Trade Awards will also be presented at the same ceremony. Simon Skinner went on to say: "We know that the shortlisted publishers and booksellers will be supporting the in-store promotion between now and the announcement of the winner which will no doubt lead to increased sales across all six titles. I hope we will see record sales this year to confirm the importance of this award and its benefit to South African writing and publishing."

For the second year running there are no female authors shortlisted. This year's prize for the winner of the Booksellers' Choice Award is a cheque for Rand 10,000 in addition there are smaller awards of Rand 5,000 each for *Independent Bookseller*, *Independent Publisher* and *New Publisher of the Year*.

Previous winners include: Jake White and Craig Ray, Shaun Johnson, Leigh Voigt, Greg Marinovich & Joao Silva, Jonathan Kaplan, Jonny Steinberg, Antjie Krog and Elbie Lotter. The winner will be announced at this year's PASA/SABA Conference dinner which will be held on Tuesday 18 August and it promises to be a glittering affair.

Nielsen Book is delighted to continue to sponsor the Booksellers' Choice Award and the Sefika Awards – all are chosen and presented by the trade in recognition of outstanding contribution to the industry. Nielsen Book sponsors similar awards in Australia and New Zealand.

#### **Notes to the Editor:**

Author biographies are attached. For more information about the Nielsen Booksellers' Choice Award, please contact:

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**Nielsen Book has four key brands: Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), BookData, BookNet and BookScan.** The Nielsen BookData service provides comprehensive, enriched and timely bibliographic data worldwide. There is a range of information services for booksellers, libraries and publishers in 100 countries around the world. The Nielsen BookNet service provides value-added transaction services to the industry. The Nielsen BookScan service provides the world's only continuous retail monitoring service for English-language books in the UK, Ireland, US, Australia, South Africa, Italy, New Zealand, Denmark and Spain. The group employs 120 staff in the UK. The company is wholly owned by The Nielsen Company. For more information, please visit: [www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

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