

The changing face of publishers: How branding affects book marketing and the publisher-bookseller relationship

Traditionally, branding is regarded in the publishing industry only in terms of individual titles and authors, as publishers do not have direct contact with the readers. However, as competition among the publishing industry increases, publishers are now actively trying to improve their branding to differentiate themselves from their competitors. This makes publishers' brands not only important, but also essential to market books.

This study aims to look at how publishers can effectively improve their brand identities in the eyes of booksellers and readers, and how this affects the publisher-bookseller relationship. Questions are focused on how booksellers see the publishers' brands, whether these brands are important in marketing the books to the readers, the booksellers' relationship with the publishers and how can this relationship be strengthened.

It is hoped that the findings will contribute to an understanding of how publishers' brands are perceived by the booksellers and readers, as well as make a contribution to how the

publisher-bookseller relationship can be strengthened.

Information for participants

The purpose of the research is to explore the importance of publishers' brands for booksellers and readers and its effects on publisher-bookseller relationship. The information you contribute will increase our knowledge of whether branding is important for publishers and how can both publishers and booksellers benefit from strong branding.

Your participation in this study is voluntary. You are free to withdraw from the study at any time.

About Marcella Purnama

I am based in Melbourne, Australia, and currently undertaking a research project through the University of Melbourne in the field of publishing and communications. Apart from this research project, I have researched on the importance of social media and readers' engagement on the success of Young Adult books. An article on the thesis is published on [The Conversation](#) in April 2016.