

# ICYB

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*Publisher*

## 1. THE SCHOOL BOOK IN GREECE

I can sort it in three categories:

### ***A. Books for schools (First and second grade of education).***

These books are for students from five years old to eighteen years old. Authors of these books are chosen by a state institute, the pedagogic institute, and usually decide to change them every ten or fifteen years.

The reproduction of these books is taken on by a second state organization, the O.E.D.B. (the organization that edits educational books).

At the same time there are eight or ten publishers that publish subsidiary school books (companions and work books) with exercises and the answers-solutions of the school books, mainly for the lessons of physics, maths and Greek language. These books are intended for students that are preparing to take exams for Universities. Authors of these subsidiary school books are mainly teachers that prepare their students for this kind of exams. Booksellers, usually, sell these books, dealing with a big risk, as these books usually change very often or another one may be suggested.

So, the whole buying and selling of the book market is under the state control. This situation has as a result the bad quality of educational books and usually influences in a negative way the increase of buying books in older ages.

### ***B. Books for Universities***

In this section of book market things have been set more free since 1990. As a conclusion, the publishing world got a faster growing market. In our country, University books are given in Students for free and the publishers get paid by the state in a settled price. All what the book sellers have to do is to distribute all these books to students, helping the whole situation, and getting paid by the editors in a settled price for each book. (0,2 ÷ 0,5 €).

### ***C. Books for qualification and “a long living education”***

In this area of book market we have to deal with chaos. The continual qualification of laborer has been financed by the state with money from Greek pre-estimate and by the European subsidies. The whole selling and buying book market is huge. According to the law responsible for the qualification of laborer are the Greek state and some private agents.

Until now, the state has spent a lot of money for the education of laborer not on buying books, in order to use them, but illegally, buying copies or rough notes.

On the other hand, some private agents for this reason used books (not copies or notes) buying them directly from publishing firms, due to the weakness of the book-shops, outside the town of Athens.

In this section of book market the future of professional books will be better in the next five years, so that book market will be braced up.

## 2. TRADING OF SCHOOL BOOK

In Greece there are different agents trading school books.

### **a) *Small bookshops***

They are found mainly in the center of small cities as well as in neighborhoods of big cities, usually near school units.

They sell stationery, pencils-pens, subsidiary school books, gifts and handbags.

### **b) *Bookshops***

They are found in central locations of big cities. They sell mainly subsidiary school books, literary books, stationery, pens-pencils.

### **c) *Pure bookshops***

They are found in selected locations in the main marketplace of big cities or in big shopping centres. They sell the most important Greek publications and selected international bibliography.

### **d) *Bookshops of exclusive publishing production***

They are found in the cities of publishing houses and they sell exclusively the books of these publishers.

We visited such bookshops in "Stoa Vivliou" (Arcade of book) on Tuesday and the bookshop of "ION" Publishing Group on Wednesday.

From the above categories of bookshops, **small bookshops** and **bookshops** belong to private or family enterprises.

Most of these are not adequately informed about the publishing production and as a result they are not supplied with books from new publishers.

The owners of “**Pure Bookshops**” are informed and these bookshops constitute private or family enterprises one can find in these contemporary Greek and foreign books and can be informed about the whole book production in Greece (through BIBLIONET).

**Chains of bookshops** created in big cities in the last 15 years also include pure bookshops or shops like Fnac.

Finally, in **bookshops of exclusive publishing production**, publishers want to promote their own book production to booksellers, professors and individual readers, through a kind of a «Permanent Exhibition».

The question of whether a traditional bookseller is threatened by a chain bookshop has already been answered by Greek book market.

**The informed professional bookseller can always survive!**