# Books & Beyond

#### Welcome to our world of reading and relaxation

Have you ever wanted to spend some quiet time, away from home, perhaps in solitude? Many of us find that solitude buried in the pages of a good book, or lost in the sounds of musical instruments. Maybe you want to visit with a friend over a cup of cappuccino or a fresh-squeezed juice blend, or just take a break from the shopping mall and treat yourself to a scrumptious dessert. You can do all those things, and more, at Books & Beyond.

## What is Books & Beyond?

Some people say it’s a bookstore; some call it a music shop, while others think of it as a great place to meet and have refreshments. Books & Beyond has become a unique phenomenon that not only offers this area’s largest selection of sale books, but has branched into the world of music, with an inventory of CDs and tapes ranging from New Age to Heavy Metal Rock, and everything in between.

What makes us different is our atmosphere. We acknowledge the saying that you can’t judge a book by its cover. That’s why we encourage our visitors to relax with a book in one of our quiet rooms, or to take some reading material into our Coffee and Juice Bar to enjoy while snacking.

### Best Sellers and the Classics

At Books & Beyond, we have an extensive selection of books to choose from. You will always find a special display of the current New York Times Nonfiction best sellers, and a collection of the Classics, both in hard cover and paperback. Each book category is found in its own section, complete with easy chairs and benches so you can browse through your selections in comfort and quiet.

And because we stock such an extensive selection of books, we are able to offer the lowest possible pricing on each and every item. You can plan to save at least ten to fifteen percent compared to other area bookstores.

### Easy Listening

In addition to the wide variety of books available, Books & Beyond houses a large collection of CDs and tapes. Located in the new annex behind the original bookstore, the music collection ranges from Classical to Pop/Rock. Our personnel will be happy to assist you in locating the CD or tape of your choice, or you can use the new computerized inventory database. This database lists the name of your selection, where to find it, the current inventory in stock, and the price.

Because we stock such a high volume of CDs and tapes (as is the case with our books), we are able to offer the best price in the area.

### Other Media

Our most recent addition has been a miscellaneous media section, where we offer a variety of videos, computer programs, books on tape, and electronic games. We now stock everything from computer encyclopedias to weather-tracking programs to video games.

As always, you will find our pricing on these items to be more than competitive! We can special order practically anything within one business day.

### Other Special Services

We will deliver any purchase to your home or place of business at no charge.

We will initiate searches for rare books.

We schedule monthly writing seminars.

We often sponsor “Meet the Author” events.

We provide a meeting spot for local book enthusiasts.

### How are we doing so far?

Traditionally, Books & Beyond has been the place to go for your reading pleasure. In the past two years, we have expanded our horizons to include a music division. Your favorite tapes and CDs can be listened to prior to purchase. A Sound Lounge, located in the middle of our music library, is furnished with easy chairs where you can relax and listen to a new piece of music. In this way, you have the opportunity to know if you really like the selection you chose prior to purchase. Has this offering been a successful venture for Books & Beyond? Definitely. The following table shows the sales of tapes and CDs in our most popular categories:

### Top Music Categories

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| --- | --- | --- |
| Category | CD Sales | Tape Sales |
| Pop/Rock | 3,560 | 2,080 |
| Country | 3,207 | 1,255 |
| Soul/R&B | 2,690 | 548 |
| Classical | 1,952 | 641 |
| New Age | 1,740 | 1,066 |