

# The future is networked

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January 2019

Customer networks,  
experiences  
and partnerships.

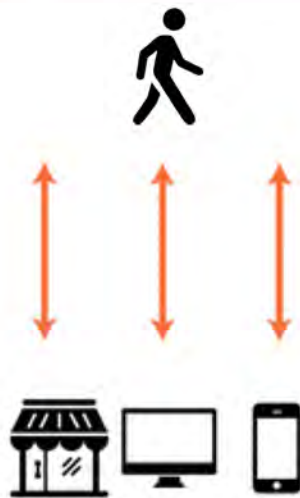


Technology empowers new dynamics

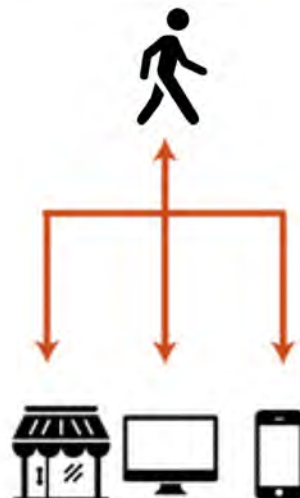
Single Channel



Multi Channel



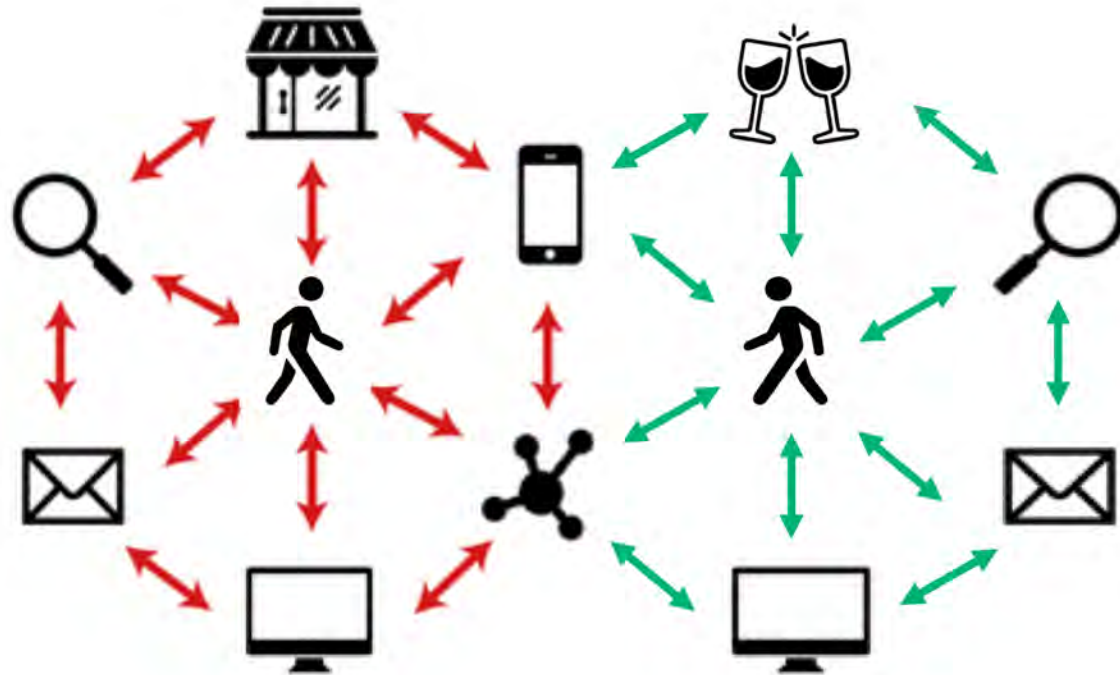
Cross Channel



Omni Channel



## Omnichannel platforms



Customer networks – experiences - partnerships

- 1** From single customers to customer networks
- 2** From selling books to selling experiences
- 3** From products to partnerships





Publishing insights 2018 (print)

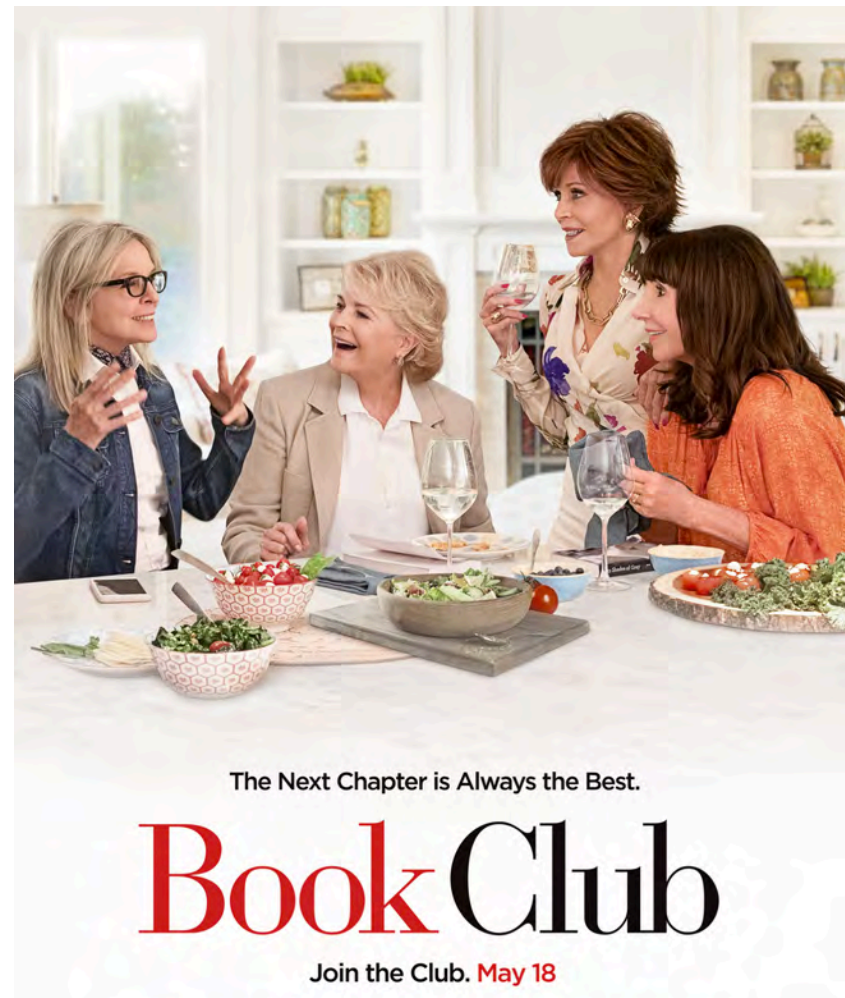
Increase of audiobooks and book clubs

Crime thrillers as fiction bestsellers

Children's books were 31% of the U.K.'s  
100 bestsellers (16 million copies)

Food and popular science books are big  
in the U.K.'s 2018 non-fiction top sellers.

What topics would your customers want?







## Publishing insights 2018

Increase of audiobooks and book clubs

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(Think Escape rooms and Reddit)







## Publishing insights 2018

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Fostering new readers





## Publishing insights 2018

Increase of audiobooks and book clubs

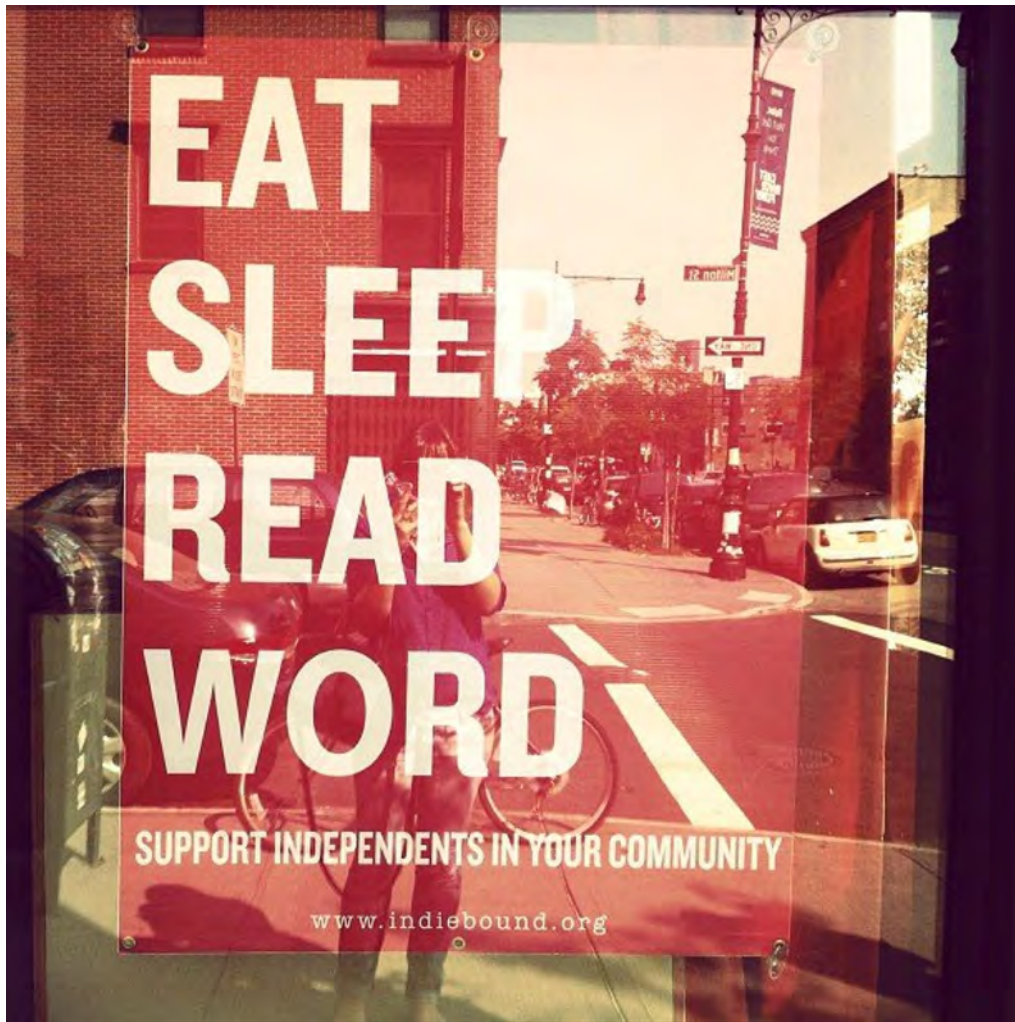
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How are print books used?





“Lifestyle curation  
bookstores”



# DAIKANYAMA T-SITE

アクセス フロアガイド イベント ニュース 代官山T-SITEとは お問い合わせ オンラインショップ



LAMY x KYOSUKE HIMURO

KYOSUKE HIMURO 30th Anniversary Memorial Stationery

#CONTACT  
UVERworld x Takashi Hirano

完全受注限定版プレミアムボックス

## PICKUP

ピックアップ

ART COLLECTION

アートコレクション

Anjin WEEKLY LUNCH

アジンウィークリーランチ

SEARCH RESERVATION

ご予約・予約システム

## EVENT

イベント

Search from calendar



ART

2019.01.08 (Tuesday) - 01.31 (Thursday)

【Fair】Partizan 25 POPUP STORE



ART

2019.01.21 (Mon) - 02.20 (Wed)

【Fair】DRIVE by Jerry UKAI & TACOMA FU ...



GARDEN GALLERY

2019.01.18 (Friday) - 01.20 (Sunday)

GLE DE DE PO BEAUTE pop-up event "Playful Sweets" is ...



GARDEN GALLERY

2019.01.08 (Tue) - 01.14 (Monday)

【2019】old selling for the first time

## COLUMN

コラム

We will inform you about event information on Daikanyama Tsutaya bookstore and products recommended by conierge. [Daikanyama Tsutaya Bookstore Official Blog](#)



Humanities

【The 27th】Bookcase of Michiko Nakamura "The Season of Books and Keys" Yosawa Yoshinobu / Shueisha



Humanities

【The 26th】Michio Muroro's bookshelf "The Two Souls of the Night" Kent Hatt / Kwaride Shobo Shinsha



Humanities

【The 25th】Bookcase of Michiko Mamoru "Night Aya" Higashiyama Aki / KADOKAWA



Humanities

【The 24th】Michio Muroro's bookshelf "Tropical" Mori Mimori Mimihiko / Bunget Spring Autumn

## ONLINE SHOP

コンシェルジュおすすめ商品



Stationery

【Daikanyama Tsutaya Bookstore x Industrial】Mnemoyne Pen Collection Box 34,580 yen (tax included)



Art

Jean-Michel Basquiat (Jean-Michel Basquiat) 27,334 yen (tax included)



Travel

TRANSIT No. 42 South and North Korea to a far country 1,944 yen (tax included)



Lifestyle

J-Scent Fragrance Collection Oran Matsurica 3,780 yen (tax included)



NEW ARRIVAL



EVENT

イベントページ



GIFT

ギフト商品

## NEWS

ニュース



2018.12.29 (Saturday)  
2018 - 19 Daikanyama T - SITE New Year's Eve and New Year holidays are also open for business (Opening hours ...)



2018.12.26 (Wed)  
Notice of New Year's Holiday from Anjin



2018.12.24 (Monday)  
Original resort wedding proposed by EARTH



2018.12.12 (Wed)  
Notice of restarting business of Daikanyama

Tsutaya Books, JP  
Lifestyle bookstore network

## Customer networks

-

What themes, topics and expectations bring your customer groups together?

## Experiences

-

How do your customer networks experience your bookstore?

From the ambience to pick-up and payments.

## Partnerships

-

Which partners do you need to involve to deliver the above?

Publishers and authors, customer networks (buyers/sellers), local bands, curators, artists, furniture providers..?





Daikanyama Tsutaya Books in Japan: Lifestyle-curation bookstores create atmosphere, food and future readers





Tsutaya book apartment in Tokyo available for stays, space rental and book shopping.





Tsutaya book apartment: stay overnight.





Book and Bed Tokyo/Kyoto

“Books don’t sell happiness,  
the experience does.”



Kyobo Book Centre (Seoul, Korea) books are electronically categorized and includes stationary and music.





Arc N Book themes Daily, Weekend, Style and Inspiration. Theme-related books, tea leaves and tea bags for sale.

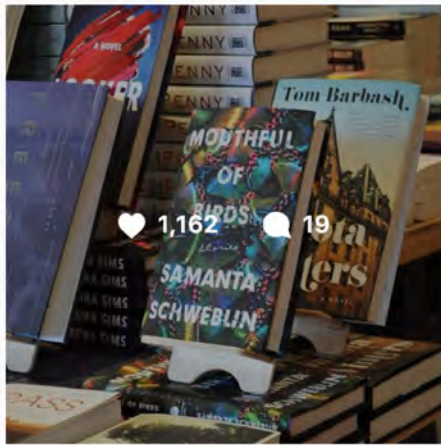
A matter of scale



# BOOKS ARE MAGIC



Brooklyn independent book shop she didn't expect it to become an overnight Instagram destination.



booksaremagicbk

Follow

971 posts

71.5k followers

520 following

Books Are Magic

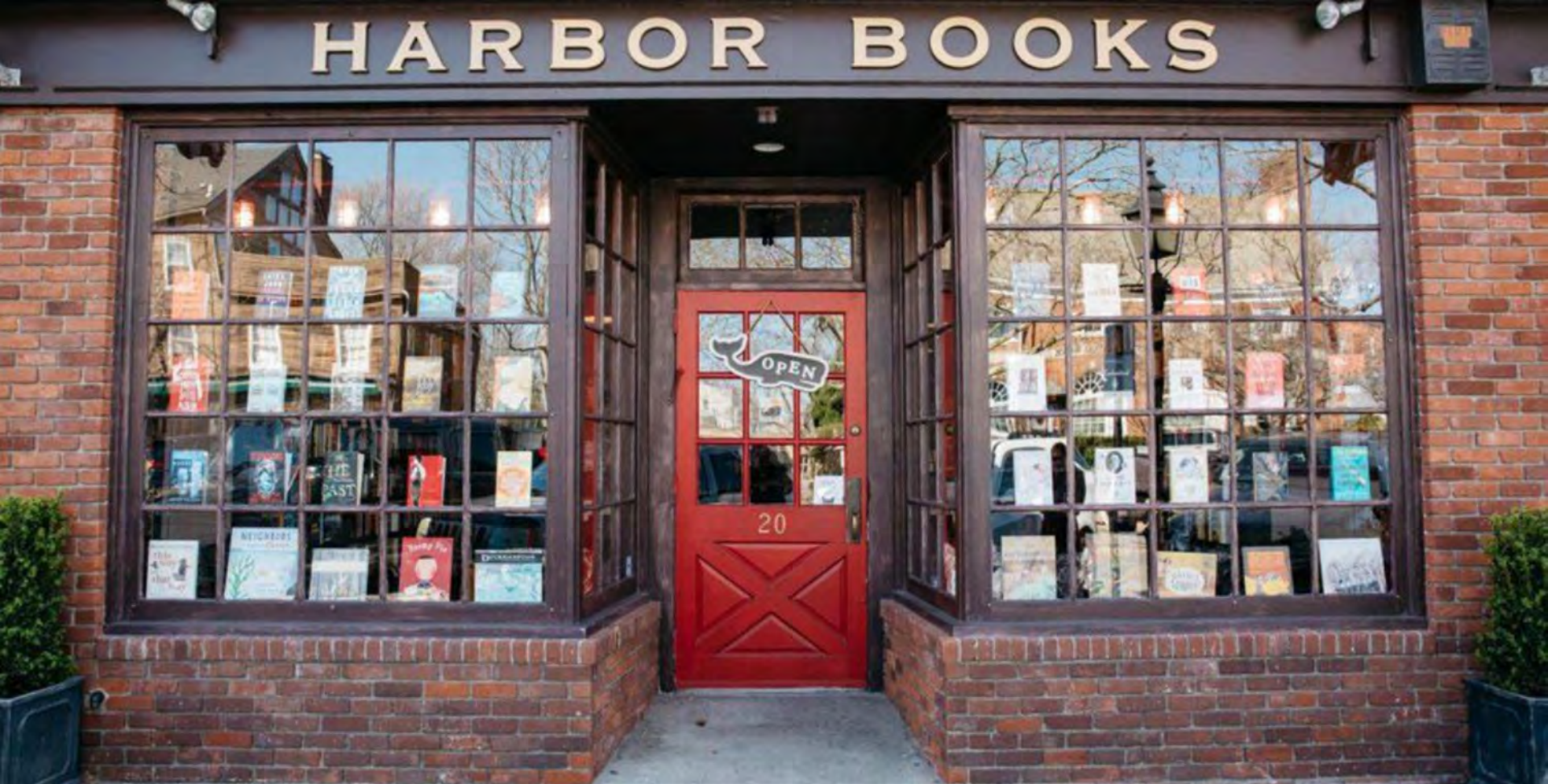
Your new favorite bookstore. Open M-F 10-9, Sat 9-9, Sun 9-7.

[linktr.ee/booksaremagicbk](https://linktr.ee/booksaremagicbk)



With 20,000 titles, events seven nights a week.





Curation service for upscale Hamptons dinner parties and Bibliophile gift baskets



BookBar (Books & Wine) helps guests choose the perfect book to read during their stay at their book-themed Airbnb





Extra lighting and sound for performance, community initiatives.



SHOPPING

# The Upper West Side Bookstore Crawl

📍 New York

🕒 2 hours total

💬 Offered in English



Just booked! Get your spot before it's too late.

## About your host

I'm an Upper West Side resident and a lifelong book-lover. I studied English at Columbia and abroad across England, have taught every kind of writing from tech to poetry, and today I'm a writer and editor.

I love to spend my weekends browsing bookstores for my next read. This tour





A roving book shop that curates and delivers books from large and small publishers each month.

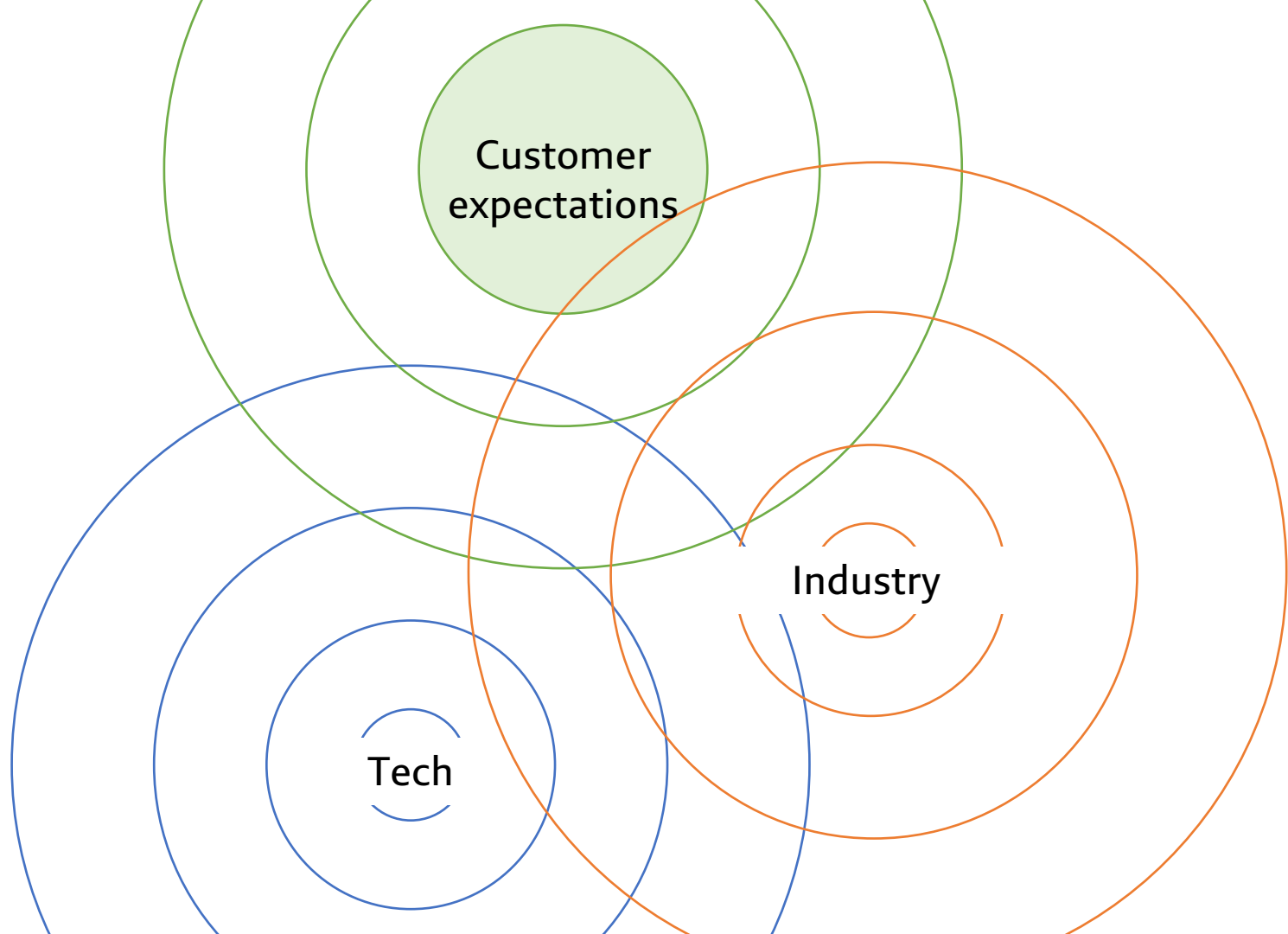
Where to start?

# Customers belong to dynamic networks.

Listen to them. Find out who they are.  
Empower their influence with their peers.  
Inspire purchase, loyalty, advocacy.

Why would they care about your store?  
Why would they join your network?

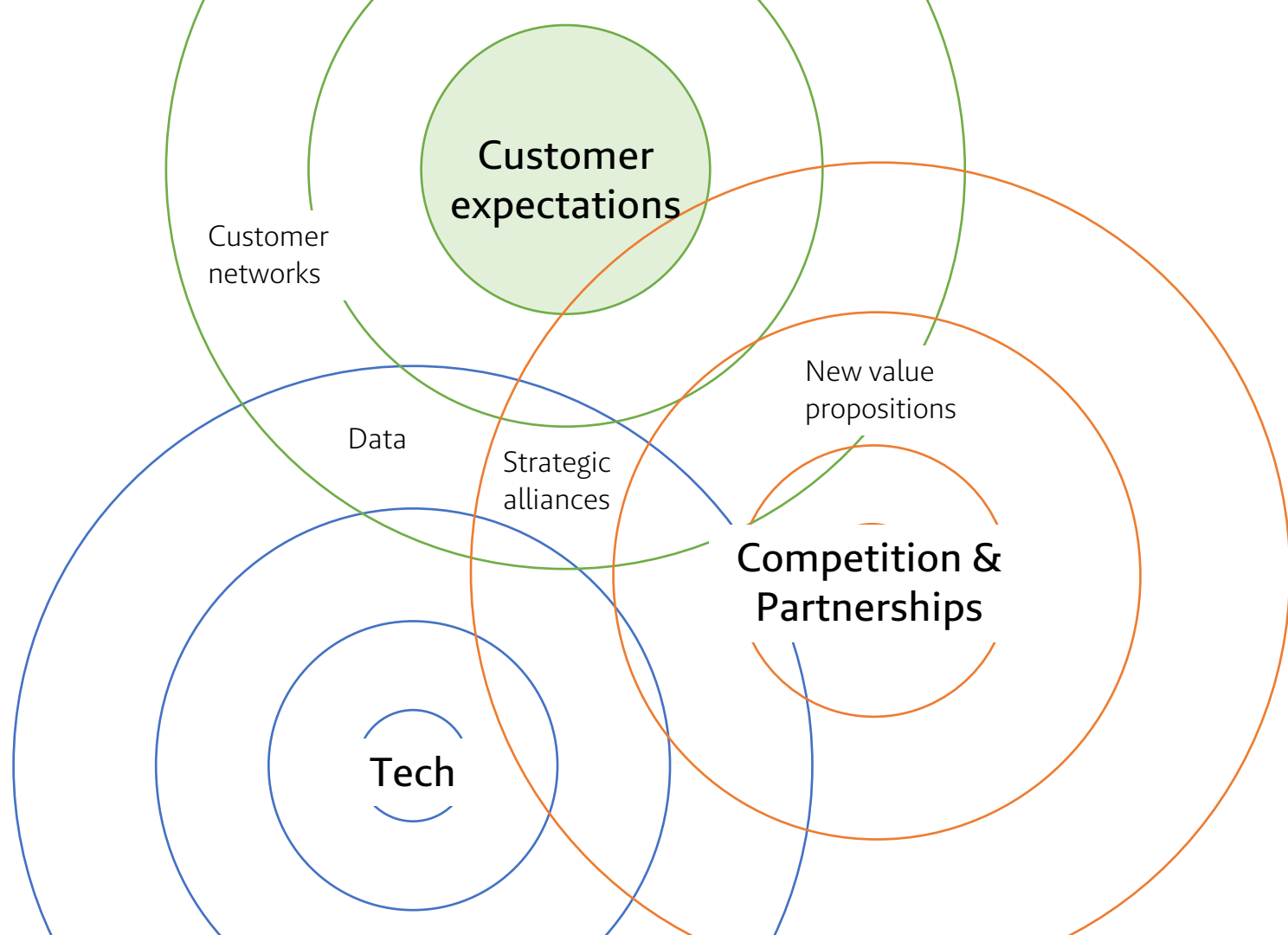




Customer  
expectations

Industry

Tech

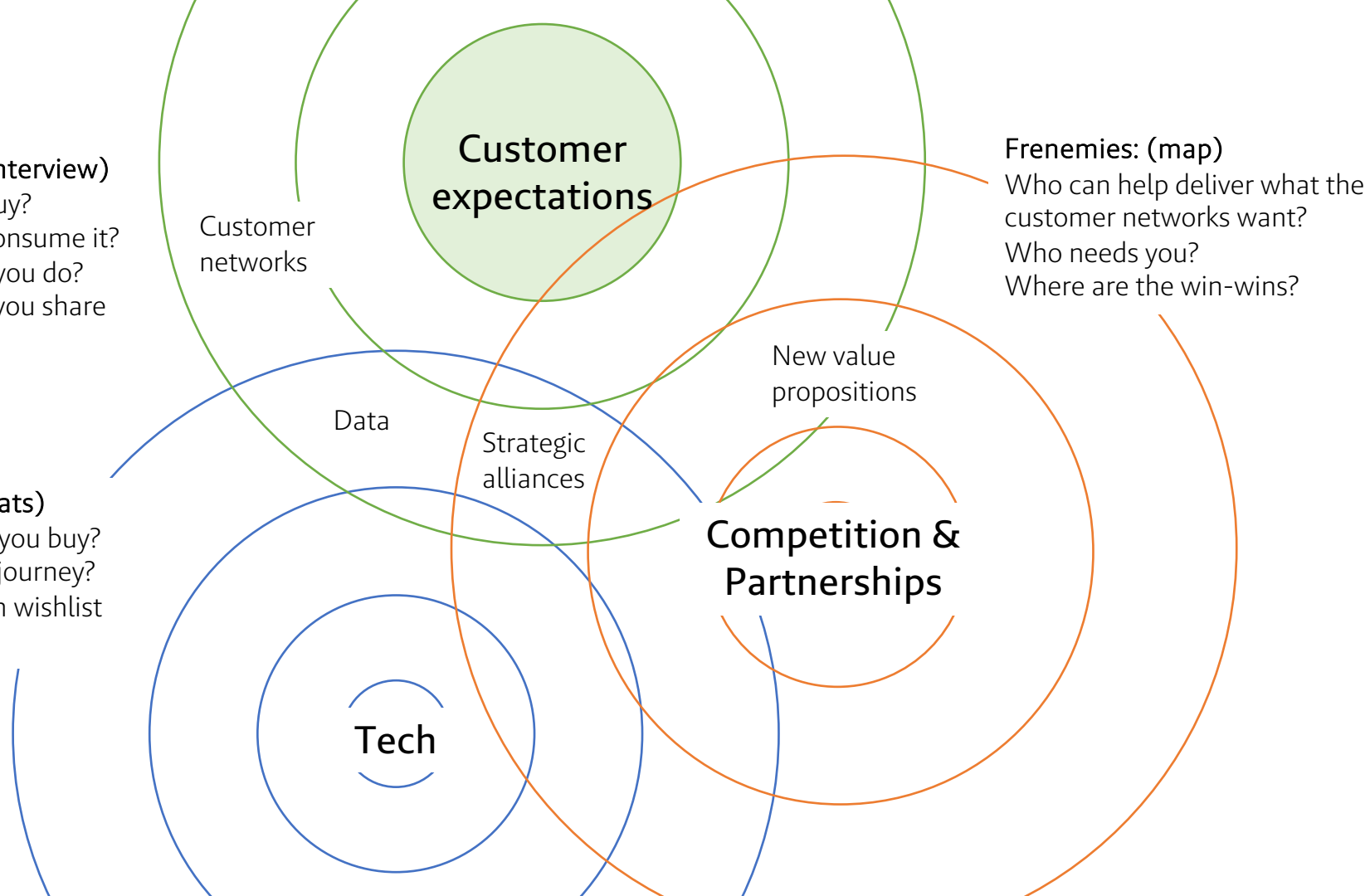


### Thick data: (Interview)

Why do you buy?  
How do you consume it?  
What else do you do?  
Who/how do you share with?

### Thin data: (Stats)

How often do you buy?  
Which device journey?  
How long from wishlist to purchase?



### Frenemies: (map)

Who can help deliver what the customer networks want?  
Who needs you?  
Where are the win-wins?



The future of book-selling might  
not be selling books.

Find the right partnerships  
in delivering experiences  
to your customer networks



What do your customer networks really want?

Who can you collaborate with to deliver it?



**MIRABEAU** | \*

A Cognizant Digital Business