

Gardners Increase Stock for Genesis of Man

Following the announcement on August 13, 2007 that Gardners Books had accepted print on demand title Genesis of Man by June Austin as a stocked title, the distributor announced that they had been forced to increase their holding to 80 copies. The initial 30 copies that Gardners had ordered failed to show up, after the order was inadvertently misdirected. By the time they realised the error, orders far exceeded supply, necessitating a further order for an additional 50 copies.

Genesis of Man, subtitled the answer to life, the universe ... and everything in between was hailed by The Self Publishing Magazine as the opposite to Richard Dawkins best selling work The God Delusion.

June said *“this is an important and timely work that answers many important questions regarding mans origins and where we are heading. Since Gardners agreed to accept my book as a stocked title, I have been busy ringing book stores countrywide, and I am delighted with the results. One fifth of stores contacted so far have confirmed orders, including two of Waterstones flagship stores in Covent Garden and Bluewater, and Borders in Fleet Street and Lakeside. This goes to show that once the barriers to sale are removed, given the opportunity, print on demand books can be such as successful as their traditionally published counterparts.”*

Print on demand author’s face many barriers on their journey to acceptance, not least of all the supply chain. Since they lack sales representation, they have to work that much harder in order to get their books into shops. In pushing through this barrier, June’s story brings hope to other print on demand authors who struggle to break through the glass ceiling.

Genesis of Man by June Austin is published by Authors OnLine Ltd
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To request an interview or a review copy
email theeditor@juneaustin.co.uk or telephone 01737 842523

Further details including sample chapter are available from the author’s website at
<http://www.juneaustin.co.uk>

DISTRIBUTED BY GARDNERS AND BERTRAMS (UK),
INGRAMS AND BAKER AND TAYLOR (US)

Copies are also available direct from the publisher

Email gaynorj@authorsonline.co.uk or telephone 01633 676629

