

Are Bookstores A Thing Of The Past?

As technology continues to gain in popularity more and more businesses are beginning to feel the pressure. One of these businesses is the bookstores. Today people don't have to personally walk into a bookstore to get a book as there are many websites that are dealing in the selling of books. These websites give buyers more advantages compared to the ordinary bookstore and this is why more and more people are opting to buy books online. Given the fact that most people today have a computer and an internet connection it is very hard to convince to walk into a bookstore to buy a book as this means that they will have to interfere with their busy schedules. Online bookstores provide them with opportunity of doing it in a short while and they can do this from anywhere either at their homes or their offices. It is however important that the local bookstores also have some advantages over online stores and new technology is starting to change the mentality of saying that bookstores are a thing of the past. The local appeal One of the main reasons why the bookstores are still surviving today is because locals still have some emotional connection to some of these stores. Today there are still people who find it better to visit their local bookstore not because they can't find the book they are looking for online but only because they have some attachment to that specific store. In order for this to be replicated in all the stores in our neighborhoods the owners need to start holding events regularly that will bring the people of that community together and this will give the people of that community a sense of gratitude to the store and would want to give the store business. Today due to the success of one of the bookstores that was opened recently in Brooklyn, more and more bookstores have started opening up shop and people have started to come back. What bookstores need to address in the future E-books and e-reader from Amazon are however threatening this changed trend. Google is also contributing to this factor as it has started allowing independent bookstores to be able to sell e-books through their websites. However, many owners of the ordinary bookstores only see this as an expected marketing challenge that they will be able to counter very soon. So the most important thing to keep in mind here is that all the ordinary new and used textbook store owners should start coming up with unique ideas that will motivate buyers to walk into their shops and not get their books through the internet. There is hope that these ordinary bookstores will still be here for a very long time. One of the various ways that these owners can use is avoiding stocking books such as travel books and reference books as all the information in these books is available on the internet for free. Book stores should concentrate on stocking books with information that cannot be accessed on the internet without a cost. It is therefore safe to say that bookstores face an uncertain future but there is much that can be done to improve this situation.