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[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)  
1-800-PARAPUB

## **Are Your Review Copies Being Sold?**

by Dan Poynter

Many books sent to reviewers in New York are ripped off in the mailroom and sold to the Strand bookstore. To the basement denizens of large buildings, packages with books are windfall occasions.

But, the used books offered at Amazon, may not be ripped off, may not be review copies and may not even exist.

I sent out just over 100 copies of *The Book Publishing Encyclopedia* in PDF form via email ONLY. Within hours of the book being posted at Amazon.com, some resellers were offering it in the paper edition. The catch?--The paper edition did not exist.

It appears the resellers wait for a new title to be posted and then immediately post a used copy for sale. They must figure that if they get an order they will find a copy or order it from LSI/Ingram.

See <http://www.amazon.com/gp/product/1568601271/> . You will note the book is available in softcover, LARGE print and eBook. All are supplied through LightningSource; the printed books are POD. We do not have an inventory. The books are not returnable. If a reseller receives an order, they will have to go to LSI for a copy.

This case is interesting because the used copy was offered immediately and the used copy did not exist.

Not all the used books offered at Amazon are recycled review copies.

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