

Topic	Article Title	Outlet	Date	Recommendation/Conclusion
B&N Founder decides against buying B&N	Founder halts bid for B&N unit	Los Angeles Times	21-Aug-13	This highlights the shrinking stock value of B&N. We need to communicate that B&N still has value for shareholders and consumers.
	Barnes & Noble's Founder Will Not Pursue a Bid for the Bookstores	The New York Times	21-Aug-13	
"Showrooming" problem	Why Barnes & Noble Is Good for Amazon	The New York Times	15-Jul-13	"Showrooming" is when customers browse books at B&N but purchase books elsewhere online. We must demonstrate the value of both visiting and buying books from B&N.
	Might you soon have to judge a bookstore by its cover charge?	The Washington Post	12-Feb-13	
Strengths: Academic market	Barnes & Noble can succeed, but not by competing with Amazon	The Washington Post	14-Jul-13	While the industry is rapidly changing, B&N can succeed through focusing on its strengths, particularly within the realm of college bookstores.
	New Barnes & Noble to serve Catholic University	The Washington Post	5-Sep-13	
Pearson partnership	Bookseller Sells Stake In Struggling Nook Unit	The New York Times	29-Dec-12	Textbook-provider Pearson's investment in the NOOK has the potential to increase B&N's influence in the academic market. We must frame this as a positive partnership rather an emergency "bail-out."
	Barnes & Noble's Strategy Is Questioned as Nook Sales Decline	The New York Times	4-Jan-13	
Credit Card Data Breach	Credit Card Data Breach at Barnes & Noble Stores	The New York Times	24-Oct-12	Data thieves hacked into a B&N checkout system and collected customers' credit card information from 63 B&N stores. B&N must communicate their commitment to consumer protection.
	Data thieves target checkouts; Corrupted terminals collect PIN, other info	USA Today	6-Nov-12	
My Favorite Teacher Contest	Barnes & Noble Taps Wilson Winner of the 'My Favorite Teacher Contest' and 'Teacher of the Year'	Entertainment Close-Up	7-May-13	"My Favorite Teacher Contest" is a promotional outreach event involving local B&N stores and the national B&N company. This highlights the personal value that community B&N stores can provide over giant online retailers. While this contest had good local coverage, we should expand our national communication about this positive program.
	Dedicated Roy Junior High teacher named student favorite	The Salt Lake Tribune	7-Jun-13	
Outsourcing Nook Color production	Losing Ground on Nook, Barnes & Noble Ceases Its Own Manufacture of Color Versions	The New York Times	26-Jun-13	With B&N's decision to outsource the manufacturing of Nook Color, investors are worried. We should continue to communicate this change as a strategic decision to increase our overall gains and best serve our customers.
	Barnes & Noble to stop making color e-readers	Los Angeles Times	26-Jun-13	
Microsoft partnership	A Tenure of Constant Acquisition, and One Deal That Didn't Close	The New York Times	24-Aug-13	In light of Microsoft's purchase of a percentage of Nook, B&N will need to communicate the advantages that this partnership provides. Much of the news sees it as a negative development, but we should capitalize on the value it adds, such as the potential for Windows-based e-textbooks.
	Microsoft Deal Adds to Battle Over E-Books	The New York Times	1-May-12	
CEO William Lynch resigns	675 B&N bookstores in suspense; After CEO's abrupt resignation, what's the next chapter?	USA Today	11-Jul-13	These pieces report a change in leadership. B&N must communicate that its company is a worthy investment even in times of transition.
	Barnes & Noble CEO resigns; Bookstore chain says it's in 'transition'	USA Today	9-Jul-13	
Price-Fixing Case	Apple Pays Dearly for Price-Fixing	The New York Times	9-Aug-13	The Justice Department has asked Apple to allow B&N and Amazon to have direct-purchase links on Apple iPhone and iPad apps. This could be a big opportunity for B&N. We must communicate in a way that encourages customers to choose our app over Amazon's.
	1 bad Apple spoils e-book cart	Daily News (New York)	3-Aug-13	
B&N and Independent Bookstores	To Stay Afloat, Bookstores Turn To Web Donors	The New York Times	12-Aug-13	These articles focus on small, independent bookstores. As such, they present B&N as a giant standing between Amazon and indie booksellers. B&N's communication efforts should highlight their local community efforts so they are not seen as corporate killers of indie shops. We should be viewed as members of the "same team."
	No Big Hits, but Bookshops Say They're Thriving	The New York Times	18-Dec-12	
The Great Gatsby	Judging 'Gatsby' by Its Cover(s)	The New York Times	26-Apr-13	B&N was one of the few brick-and-mortar stores to offer both the classic cover and the "movie cover" of <i>The Great Gatsby</i> . This demonstrates B&N's care for all types of readers, unlike other stores which catered to one specific audience, either casual or dedicated readers. This is something special about B&N that we should express in our communication efforts.
	Judging a classic novel by 2 covers; 'The Great Gatsby' tries to draw new readers as movie hits theaters	The International Herald Tribune	27-Apr-13	
Sherlock Holmes licensing	Suit Says Sherlock Belongs To the Ages	The New York Times	7-Mar-13	These pieces discuss a major lawsuit over "Sherlock Holmes." B&N and other booksellers have been asked to obtain a license in order to sell "Sherlock" merchandise, but the lawsuit would make it public domain. This would save B&N money. Promoting the popular series that we offer will likely increase interest and sales.
	Lawsuit Challenges 'Sherlock' Copyrights	The New York Times	19-Feb-13	

J.K. Rowling book	J.K. Rowling is back at No. 1; Eager print readers can finally get their hands on 'Cuckoo's Calling'	USA Today	24-Jul-13	A shortage of copies of J.K. Rowling's pseudonymed novel left B&N and other booksellers with many customers turning to e-books. B&N quickly ordered more copies and had them in stock for eager customers. We must anticipate big hits and be ready for our customers.
	Now, Rowling readers come 'Calling'; Publisher printing 300,000 extra copies of the April novel released under pseudonym	USA Today	16-Jul-13	
B&N Teacher Discounts	RETAILERS OFFERING TEACHER DISCOUNTS; DEALS HELP STRETCH CLASSROOM BUDGETS; BACK TO SCHOOL	Hartford Courant (Connecticut State-Wide)	9-Aug-13	These articles mention B&N's teacher discounts and appreciation weeks. B&N should work to expand communication about these positive efforts to gain national media attention.
	TEACHERS SAVOR SIGN OF THANKS	Tampa Bay Times	28-Dec-12	
Increasing e-book popularity	Readers gravitating to tablets, e-books	The Washington Post	28-Dec-12	Surveys show that the percentage of American adults reading e-books has gone up, especially those reading e-books on their tablets. People are reading more books per year, but not buying them from B&N. B&N must communicate reasons for readers to visit its stores and purchase directly from B&N, perhaps through highly-publicized author events which would require a purchased print book for signing.
	Digital devices giving a big boost to book reading; The movement is good news for authors, publishers and readers -- but not for traditional stores	USA Today	7-Oct-13	
Personal preferences in digital and print divide	In what universe is a 43% rise 'slow'? E-book sales; Numbers are up, but not as high as hardcovers	USA Today	16-May-13	The choice of e-books or print books is a matter of personal preference, and print books are still most frequently sold. By tailoring messages to each group of readers, B&N could highlight the reasons why people should buy their books of choice from B&N.
	The divide between two book ends: Print, digital; For readers, choice of page vs. screen -- or both -- is personal	USA Today	16-May-13	
Supreme Court Justice Sotomayor booktalk	President' Biden gets a speedy swearing-in; V-P overcomes gaffe to take oath of office from Justice Sotomayor	The Toronto Star	21-Jan-13	Supreme Court Justice Sonia Sotomayor visited a B&N store for an author's talk and booksigning, even cutting short Biden's swearing-in to attend. This event shows the importance and public benefit of brick-and-mortar B&N stores. Future events should be well-publicized before and after to increase positivity toward B&N stores.
	Sotomayor, a Star on the Book-Tour Circuit, Sees a New Niche for a Justice	The New York Times	4-Feb-13	
Michelle Obama booktalk	All this to get a gardening book signed?	The Washington Post	6-Jun-12	As above, visits from high-profile authors draw attention to the benefits of brick-and-mortar bookstores. B&N should work to increase author visits and communicate them to the public before and after.
	GROWING HER BOOK AUDIENCE	The Washington Post	8-May-13	
Fifty Shades of Gray: blog buzz	James basks in 'Shades' of success; But the burst of popularity can be a little overwhelming	USA Today	8-May-12	These articles point out that <i>Fifty Shades of Gray</i> became popular through blogs and other online conversations, which increased B&N's sales of the book. B&N communication professionals should explore how to generate online buzz about books to increase sales.
	Discreetly Digital, Erotic Novel Sets American Women Abuzz	The New York Times	10-Mar-12	
Hunger Games event	Hunger Games' Mania Brings Out Legions of Fans	The New York Times	21-Mar-12	A B&N store in Manhattan hosted an extremely popular event for fans of the <i>Hunger Games</i> trilogy. This event demonstrates the role that B&N stores play in bringing fans together in ways that cannot be accomplished online. Increasing communication about such events can enhance B&N's public image.
	GAME ON IN HUNGRY CITY Rarely seen appetite for flick	Daily News (New York)	21-Mar-12	
Film tie-ins increase book sales	The movie's great, but what about the book?	USA Today	26-Jan-12	When movies are made based on books, bookstores benefit from the increased interest in the books. B&N can make sure to promote such books through special campaigns and events when related movies are released.
	Blockbusters make bestsellers; When books are adapted into movies, it means big business for bookstores as the novels go flying off the shelves	The Straits Times (Singapore)	23-Jul-13	
Nook Simple Touch with GlowLight	An E-Book That Glows In the Dark	The New York Times	26-Apr-12	B&N's innovative Nook Simple Touch with GlowLight was the first e-reader of its kind, and reviewers responded positively. Encouraging media reviews of new products will be important in helping the image of B&N.
	Day or night, this e-reader does it all; State of the Art	The International Herald Tribune	26-Apr-12	
E-textbooks	Teacher Knows If You've Done The E-Reading	The New York Times	9-Apr-13	Students and professors discuss their opinions on the growing e-textbook market. Being aware of consumer opinions will help B&N as it taps into this market, especially in its partnership with Pearson.
	E-books eliminate reselling, cut costs	USA Today	10-Jul-13	
Bullying awareness	What Goes Around	The New York Times	14-Oct-12	Bullying is a major topic among parents, teachers, and children, and children's books about bullying are on the rise. Some B&N stores held awareness events using these books. Developing a national B&N campaign on such hot-topics could bring in more customers and boost the favorable image of B&N.
	Publishers Revel In Youthful Cruelty	The New York Times	27-Mar-13	
Simon & Schuster deal	Orders Cut, As Publisher And Retailer Quarrel	The New York Times	23-Mar-13	B&N was in an almost year-long process of negotiating with publisher Simon & Schuster regarding how much B&N would pay for books. B&N's "showroom" space is valuable, so research should be

	Simon & Schuster and Barnes & Noble Reach a Deal	The New York Times	20-Aug-13	done in order to persuade publishers to pay the extra fees that are desired.
Refusal to sell Amazon books	Barnes & Noble Won't Sell Books From Amazon Publishing	The New York Times	1-Feb-12	Along with other brick-and-mortar booksellers, B&N refused to sell books from Amazon Publishing. While this is necessary self-protection, we also must communicate this in a way that demonstrates care for our customers.
	Amazon books getting no shelf space	USA Today	31-Oct-12	
"4-Hour Chef" controversy	'4-Hour Chef' stirs up a battle of booksellers; Published by Amazon, Ferriss' book won't be sold in many stores	USA Today	20-Nov-12	Popular author Timothy Ferriss enraged the book world when he chose Amazon Publishing for his new book, "4-Hour Chef" because he was seen as disloyal to traditional booksellers. Again, B&N must be careful to ensure that its protective measures do not come across as selfish or bullying tactics.
	Booksellers Resisting Amazon's Disruption	The New York Times	5-Nov-12	
Downton Abbey	If You're Mad for 'Downton,' Publishers Have Reading List	The New York Times	12-Jan-12	These articles discuss the trend of "Downton Abbey," the British TV show, and one briefly mentions a B&N campaign suggesting books for the show's fans. B&N should continue to hone in on ways to bring pop-culture fans into B&N stores.
	Classy 'Abbey' peek	Daily News (New York)	22-Nov-12	
World Book Night	A novel kind of generosity	The Washington Post	24-Apr-12	B&N was a sponsor of World Book Night, an annual event which distributes books free of charge to adults that are light- or non-readers. Amazon did not join in sponsoring. This sets B&N apart from the online giant and demonstrates B&N's humanitarian, community focus. B&N should continue to support such programs when possible and find ways to highlight its participation through social media and mainstream media coverage.
	From Sitka to Brooklyn, a national book giveaway; It's 'like an intellectual Halloween' today, with 500,000 reading treats	USA Today	23-Apr-12	