

DECK SAMPLE

(A FULL DECK TYPICALLY CONSISTS OF APPROXIMATELY 35 SLIDES)

FOR FULL CONTENT SAMPLES, PLEASE EMAIL BIGDECKDESIGNS@GMAIL.COM. THANK YOU!

WEST BROADWAY DISTRIBUTION SERVICES




CHAPTER 1

READING BOOKS



DO PEOPLE STILL READ?

YES! → 75% of the population has read at least 1 book in the past year 

 **70%** read to find out more about topics that interest them

→ **68%** of women and

→ **57%** of men read printed books

 **81%** of readers are women



I HEARD NO ONE BUYS BOOKS ANYMORE

FROM 2008-2012, PRINT BOOK SALES WERE ON A DECLINE

HOWEVER...



We provide specialty retail chains with curated, niche book assortments on consignment based on in-store consumer purchases to drive visits and optimize yield per sq ft

