

Ashlyn Szabo

Mr. Bammer

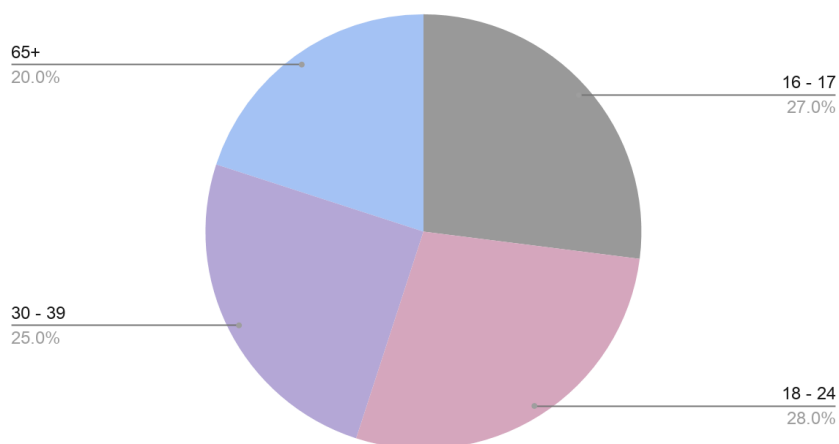
Honors Geography Cibacs

06 November 2020

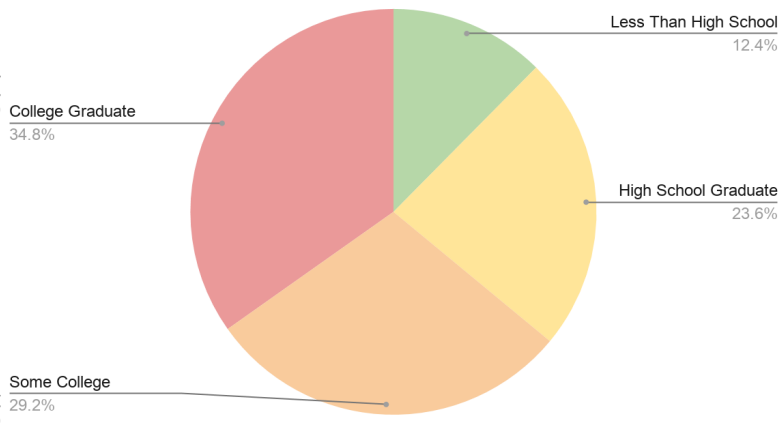
Collect Data

There are approximately 100,000 publishers in the US. Surprisingly, millenials are known to buy more books than any other generation. In the age group of eighteen to twenty four, about 88% of them are said to buy books. It is also known that women typically buy more books than men with a sixty to forty percent ratio. People in a lower grade tend to buy less books than people in higher education. My book was published by Simon and Schuster in the genre of nonfiction. The average cost of a book ranges from \$13.95 to \$17.95. Comparable books such as the Mind of the Soul and The Heart of the Soul are about \$12.99. When investing in a book it is always good to know whether or not the author has a good selling reputation. Luckily, Gary Zakav has a great reputation selling books with his co-founder, Linda Francis. Publishers reach certain market segments by targeting their ideal customers and figuring out a plan on how they will put their product together to appeal to their audience.

Ages That Buy Books



Education Levels That Buy Books



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