

Glossary

Fulfilment	The processing of orders from and the despatch of choices to book club members.
Mass market paperback	A paperback printed on paper of newsprint quality in standard format; it is usually produced by a specialist mass market paperback publisher and is sold widely through a variety of outlets.
Negative option	The arrangement whereby in the absence of any action by a member of a book club to indicate that he or she does not want the book, the club's main choice is automatically sent to the member.
Net book	A book sold under the terms of the Net Book Agreement (see Appendix 3.1).
Net price	The price of a Net Book.
Premium	Title offered by a book club at a very large discount as an inducement to join.
Trade paperback	A paperback printed on better quality paper in variable format; it is as a rule produced by a publisher who normally originates books in hardback, and is largely sold through bookshops.