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# Distribution and Sales in the US

A guide for Canadian publishers  
Part 2: Distributions and Sales in the US

## Distribution and Sales in the US: A Guide for Canadian Publishers

### Part 2: Distribution and Sales in the US

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**Canada** 

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# Introduction

This guide, as part of a three-guide report, is intended as an overview of book distribution and sales activity in the United States. We are focused on how publishers get their titles listed and sold. This guide provides information on the physical and digital distribution of books and ebooks within certain key markets. The markets themselves are covered in detail in [Part 1: The US Marketplace](#). The conferences and seminars that support publishing in general and the marketplaces in particular are covered in detail in Part 3.

This guide will cover the main sales and distribution channels in the bookstore, online e-retailer, and library markets. We will discuss the differences between distributors and wholesalers, and provide guidance on how you should work with these various partners.

Some of the firms, such as Baker & Taylor (B&T), cover several market areas, while others, such as Follett Library Resources, are specific to a certain market. This will be explained in detail in each market section.

We will also discuss two particular production options—print-on-demand (POD) and ebooks—that may present easy and efficient entry points for your titles in the various US markets.

Learning about and working with these sales and distribution partners will be the main driver of your success in the United States.