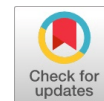


Pattern of Book Advertisement of Amar Ekushey Book Fair 2023: A Study of Bangladesh

Khondoker Abdullah Hasan



Abstract: Amar Ekushey Book Fair is the national book fair of Bangladesh. The book fair is held every year in February at Bangla Academy premises and Suhrawardy Udyan. This book fair is one of the largest book fairs in the world in terms of the number of readership and duration of the fair. Amar Ekushey Book Fair is associated with the movement and spirit of the mother tongue of Bengali which gives a different dimension to this book fair and makes difference from other book fairs organized in different countries of the world. Book advertising is one of the most effective ways to promote a book. In the Amar Ekushey Book Fair, book advertisements have been circulated for a long time to disseminate information among the readers. With the passage of time, the form of advertisement and various additions through advertisement have become modern. During the book fair, most of the creative publications in Bangladesh focus on the Amar Ekushey Book Fair and advertise the book. This study explores the overall picture of communication with readers through book advertisements and advertisements of the Amar Ekushey Book Fair to be held in 2023 through surveys and interviews. A total of 100 respondents were collected with an equal male-female ratio as well as 50 publications has been collected. The study found that 66 percent of publishers advertise books at book fairs. The most unprecedented result of this research is the fact that now many publications do not advertise books. It is expected that in the near future, most of the publications participating in the Amar Ekushey Book Fair will present the information of the book to the readers through book advertisements. Finally, the paper includes recommendations for publishers to effectively advertise their books and select media based on their readership preferences.

Keywords: Amar Ekushey Book Fair, Advertising, Reader satisfaction, Book.

I. INTRODUCTION

Books are the carrier of knowledge and wisdom. Books are the imprints of people's lives, dreams and knowledge. From the beginning, one of the main objectives of making books was to spread knowledge, thoughts, ideas and beliefs among all. A good example of this is the Holy Scriptures. Books and materials used in the production of books have been modernized through the use of various additives.

Along with the journey of getting the modern form of books, there have been various additions and deletions of the media through which books were usually marketed. Bookfairs are proper way to sell books. Publishers and book companies participating in the book fair, market their books and take necessary measures for the marketing of books. As a result, books become relatively accessible to readers as a means of entertainment and trusted friend of knowledge. Amar Ekushey Book Fair is one of the oldest and largest book fairs in Bangladesh. Since the beginning of the book fair, it has been playing a leading role in the development of Bengali ethnicity, Bengali language, increasing the readership and habit of reading. The publishing industry of Bangladesh has established depending on this book fair. The book fair mainly serves as a meeting place for writers, readers and publishers. The main purpose of book advertising is to promote and increase book sales. Advertising is done by publishers keeping in mind the targeted audience. At present, advertising has largely occupied the place of entertainment, not only medium of information about the book to the reader. About 10 million people attend the fair annually. Book advertisements at book fairs are designed in such a way that the reader can decide what kind of books are needed and from where to collect them. Generally, two types of advertisements are observed in Amar Ekushey Book Fair. Such as -

- (a) Advertising of the book inside the book fair
- (b) Advertising of the book outside the book fair (in various media)

A. Study Area: An Introduction to Amar Ekushey Book Fair

After the partition of the country on the basis of religion, a conflict arose over which language would be the mother tongue of the newly created state of Pakistan. From the beginning, the exploiting class tried to impose Urdu as the state language ignoring the opinion of the majority of the people. On 21 February 1952 section 144 was imposed after several movements. Salam, Jabbar, Barkat and many others were killed in indiscriminate firing when they took out a rally demanding Bangla as their mother tongue. After that the demand for the mother tongue of Bangla, the language movement, and later the movement for self-determination, autonomy and independence has been taken place. Subsequently, UNESCO recognized February 21 as International Mother Language Day on November 17, 1999. The government takes various initiatives throughout the month to uphold the spirit of the 21st of February. Amar Ekushey Book Fair is one of them.

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It was commenced by Babu Chittaranjan Saha with 32 books brought from Kolkata on February 8, 1972, on a mat under the battola adjacent to the Burdwan House of the Bangla Academy. The book fairs are held almost every year. Initially, the book fair was organized on a small scale for a few years. At present, it has been transformed into a national festival of Bengalis. Honourable Prime Minister inaugurates the book fair on 1st February every year. Since 2014, the book fair is organized in the Bangla Academy premises as well as in the extended part of Suhrawardy Udyan to fulfill the increased demand of readers and publishers.

B. Statement of the Problem

Book fairs are held in many countries around the world. Among these Cairo International Book Fair, New Delhi World Book Fair, Kolkata Book Fair, Moscow International Book Fair, Tokyo International Book Fair, Beijing International Book Fair, London Book Fair are mentionable. Many of these book fairs are hundreds of years old. However, the relationship of ethnicity with the book fair exists only in the Amar Ekushey Book Fair. Through this book fair the author's writing gets perfection, the publisher gets commercial success and the reader gets their source of knowledge and entertainment. Advertising works in different ways within a book fair. The medium of advertising is determined based on which helps more to reach the targeted audience. In this study, the advertisement of the book, the type of advertisement, the medium of advertisement, the demand of the readers of Amar Ekushey Book Fair have been depicted. The finding of the study may help to uplift the overall development of advertising procedure and selection of advertising media by the publications for Amar Ekushey Book Fair.

C. Objective of the Study

The study has three specific objectives. Those are:

1. To review the circumstance of Advertising of publications and Amar Ekushey Book Fair 2023.
2. To examine the reader's satisfaction is in the advertising of the book.
3. To explore a proportional picture of the type of advertisements that attract readers to buy books in the book fair..

II. CONCEPTUAL FRAMEWORK

A. Advertising

The concept of advertising is not very old which is mainly spread through Western media. This is one-way communication. (Dominick, 1983, [1]) defines advertising is the presentation and dissemination of an idea, product or service which is carried out by the entrepreneur for money. That is, a certain amount of money will have to be paid to the medium through which the advertisement will be broadcasted. Advertising for books works with the purpose of attracting the attention of a potential reader.

(Amstell, 1969, [2]) describes advertising as a message disseminated through established media by specific sponsors. Advertising should be specific about the product or service being advertised. That is, in the case of books, the advertisement should be prepared keeping in mind that it can be easily identified from which publication the

advertisement has been provided. In book fairs, it should be decided through which medium it will reach the intended reader, along with making the advertisement. Advertising goals cannot be achieved properly, if the medium is not correct or even the medium is obstructed.

(Kotler & Armstrong, 2016, [3]) says advertising is the promotion of an idea, product or service through payment by an identified sponsor. Advertising of books should be done keeping in mind the desired readership. To achieve the ultimate business success, it is necessary to determine the medium that will reach the targeted readers. Whether it is advertising for a product, idea or service, there must be a system of exchanging money. If there is no exchange of money, it will be public relations rather than advertising. In the advertising decision process, four things have to be decided keeping in mind. Such as -

- (a) Define the main objective.
- (b) Advertisements have to be budgeted.
- (c) Define the advertising strategy.
- (d) Advertising needs to be evaluated.

Currently, there are two types of books. Such as:

- (a) p-book (printed book)
- (b) e-book (electronic book)

In the study p-book (printed book) is referred as book. Because, in Amar Ekushey Book Fair, only printed books are sold, not any electronic books.

a. The satisfaction of the readers

Satisfaction is primarily a psychological issue. Reader satisfaction (advertising) is defined as the extent to which a reader is benefited. If the reader does not get benefit from the advertisement, then the advertisement will not achieve the desired success. Advertising of the book acts effectively only through the satisfaction of the reader. In this study, reader satisfaction refers to the extent to which readers are satisfied with the book advertisements of the Amar Ekushey Book Fair. Reader satisfaction in advertising depends on the medium of advertising, message and time etc. In the present study, those book advertisements are considered which have been paid for publicity and also included as social media (Facebook) advertisements that have to pay for promotion.

B. Book

When the knowledge of people, thoughts of the mind or the words of the mouth is written in a medium, the cluster is put together and bound, that kind of form is called book. In other words, book is combination of the set of pages containing text, pictures, printed letters. The book is bound at one end and kept in two layers. About book (Kovac et al., 2019, [4] [29][30]) says that a book is a linear long-form text which can be read on paper or screen and simulates readers to pay deeper attention on reading. Books serve as a source of information. (Siddiki, 2013, [5] [31]) defines book as a collection of thin sheets or digital pages made of paper or any medium with printed letters, pictures which are tied together and kept inside a bookbinding. Books vary in shape and size. Books can be non-fiction, academic, non-academic, and creative.



III. LITERATURE REVIEW

(Knopf, 2006, [6]) refers a literature review as a summary and evaluation of a specific theme. (Firoz, 2022, [7] [32]) represents the events of the book fair from the inception of Amar Ekushey Book Fair to the present day in detail. In addition, the diversity and structure of the Amar Ekushey Book Fair has been discussed along with the international book fairs held in different countries of the world. The invention of paper, the invention of printing press, the history of the establishment of printing press in the subcontinent have been discussed in detail. Particularly the details of the Amar Ekushey Book Fair have been brought up in the book. Although the longest and largest book fair in the world, it is an indigenous fair and has been highlighted with its limitations. The book discusses about the advertisements and the history of advertising of Amar Ekushey Book Fair. At the beginning of the book fair how the marketing of Maula Brothers and Muktaadhar used to happen is mentioned there. The book illustrates the evolution and differences in book advertising at the Amar Ekushey Book Fair. (Azad, 2006, [8]) highlights various aspects of book advertising of Amar Ekushey Book Fair as well as the reason why printed books have been able to retain more appeal to readers than e-books. Multiple functions of advertising are discussed in the book. The book mentions variety of problems of book advertising in Bangladesh and the inability to prepare good advertisements for books. In our country, book advertising does not help the readers but mislead them. The reasons why readers in our country do not notice any book advertisements are described there. Various reasons have been cited for not preparing attractive advertisements for books at the Amar Ekushey Book Fair. (Moinuddin, 1984, [9]) mentions different aspects of publishing as an institution as well as refers to the book as the bearer of the culture of a country. However, it highlights multiple perspectives of the importance of book, its marketing scheme and overall business success. The book mentions the promotion of new books in newspapers, radio, television as a means of advertising and promoting books. Also, there has been disagreement with the idea that advertising a book will increase the circulation of the book, which will increase sales. In this regard, the advertisement is futile while it is not effective for selling of books. The preference and reading habit of the readers should have been in consideration while preparing books advertisement. Above all, the book focuses on advertising as well as service and customer satisfaction and affordability. (Kabir, 2007, [10]) dives deep into the advertisement of books from the early days to the present of the subcontinent. In particular, the history of book trade development in Calcutta has been illustrated. Some information about the traditional advertisements of the import and sale of books at that time has been included in the book. (Moinuddin, 1985, [11]) describes books as man's best friend. The book mentions the kinds of evolution of advertising has taken place after the introduction of mass media such as radio, television, etc. from the 40's of the 20th century. By referring to book as a product, it is usually not publicized to the public without promotion or advertising. The planned promotion and introduction of new publications has been identified as an important and significant task for the publishing house.

(Constantinides, 2006, [12]) highlights the success and limitations of 4 P's based marketing mix theory in his

research. The book compares the theory of marketing mixtures with the marketing system (advertising) and focuses on the overall observation. (Skinner, 1998, [13]) says about the four elements such as product, price, distribution and dissemination which mainly drives the process. (Pride & Fennel, 1992, [14]) talks about the positive exchange relationship through the creation, distribution, dissemination and pricing of products, services, and ideas which is mainly influenced by a person or organization. (Kotler & Armstrong, 2016, [15]) narrates a set of controllable variables applied by an organization to satisfy customers. (Robbins, 1991, [16]) mentions 4Cs stands for internal marketing and 4Cs stands for external marketing. The 4Cs are: Customers, Competitors, Capabilities, Company. (Ohame, 1982, [17]) categorizes marketing strategy by three factors. It's called the 3Cs marketing strategy. These are: Customers, Competitors, Corporation. (Doyle, 1999, [18] [28]) talks about adding two new elements to the 4Ps that help to achieve product positioning and marketing objectives. These are: services and staff marketing mix theory. (Bennett, 1997, [19])^{xix} notifies 5Vs instead of 4Ps variables. It influences the consumers to buy the products. These are: value, variability, volume and virtue. Observing the overall system of the market (Schultz, 2001, [20]) refers to the current market system as consumer friendly. The 4Ps theory has been referred to as irrelevant. (Lauterborn, 1990, [21]) mentions 4Ps as product-based and also refers 4Cs instead of 4Ps, which indicates the orientation of the customers. These are: customer needs, convenience, customer's cost, communication. (Goldsmith, 1999, [22]) adds an additional 4Ps to the 4Ps of the marketing mix. It makes marketing more effective. These are: personalisation, personnel, physical assets, procedures. (Gleec, 2001, [23]) discusses the market mechanism. At the same time, he has explained in detail the different methods of payment, pricing, sales, website, website marketing, advertising, marketing, marketing strategies and their uses. No matter how good the book is, around 95% of the success of the book depends on its advertising and sales strategy. The book highlights how advertising helps to increase book sales. (Woll, 2014, [24]) discusses in detail how to convert book business into a successful trade. The role of campaigns and advertisements to reach all the information of the book to the desired readers has been discussed. Advertising a book in a website, magazine, journal, newspaper, or any other form of media is effective. All the information in the book will not reach the intended reader if it is not effective.

IV. METODOLOGY

The success of the research depends on how the data is collected and how the collection process is carried out. Accurate data collection is essential to achieve the objectives of the study. (Doddy & Bailey, 2016, [25]) describes the main purpose of research is to solve a real problem and describe the development of a research question, goal and objective. the (Williams, 2007, [26]) defines research methodology as the collection and analysis of data, common methods including survey, experiment, interview and observation.



The research method is designed to explore specific outcome. The study has collected data in both qualitative and quantitative methods such as observation, interview and survey. The survey mainly examined the trend of buying books by seeing book advertisements in the Amar Ekushey Book Fair. The participants are some readers who partook in the Amar Ekushey Book Fair 2023. This survey system basically collected the information of total 100 respondents where 50 female and 50 male irrespective of their profession and age and examine their satisfaction ratio. Similarly, information of 50 publications has been collected through interviews, out of which the information of all small and big publishers has been collected by keeping the ratio right. Through the observation, the overall picture of the advertisement and the data related to the Ekushey Book Fair 2023 have been collected. At the same time, data on the proportion of advertising images in the media used for advertising and the percentage of media consumption were collected. The collected data was analyzed using Microsoft Excel. All of the research ethics was maintained during the data collection procedure.

V. FINDINGS AND DISCUSSION

A. Advertising Policy of Amar Ekushey Book fair

Amar Ekushey Book Fair is the largest marketplace for creative publishing in Bangladesh. Books are advertised in the book fair so that the readers can easily find the books of their favorite author. Bangla Academy plays the role of coordinator in the whole process. The study found that 80% of the readers buy books from the Amar Ekushey Book Fair by seeing advertisements, but 34% of the publishers participating in the book fair do not advertise books. There is noticeable indifference among the publishers about advertising. It is possible to build a reader-friendly and successful business oriented publication by preparing successful advertisements.

B. Monitoring

Through observation, information has been collected about how the Bangla Academy arranged advertisements at the Ekushey Amar Ekushey Book Fair.

Table 01 - Types of Advertisements by Bangla Academy inside the Book Fair

Types of advertising	Advertisements conducting personnel/institute
1. Wrapper unboxing center	Writer, Publisher, Bangla Academy
2. Miking	Bangla Academy
3. Media Center	Writer, Publisher, Media workers
4. Writer	Writer, Media workers
5. Office of Publications Association	Publisher, Media workers

The responsibility of advertising inside the book fair is mainly on the sponsors of the fair. Usually each of the companies takes multiple initiatives and arrangements to advertise books in the book fair as a sponsor.

Table 2- List of the Sponsor Companies of Book fair

Year	Prime Sponsor Company
2015	Teletalk
2016	IFIC Bank
2017	*
2018	Bkash limited
2019	Bkash limited
2020	Bkash limited
2021	Bkash limited
2022	Bkash limited

2023	Bkash limited
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C. Information about the participants in the survey

The data of 100 readers of different classes, professions and ages participating in the Amar Ekushey Book Fair 2023 has been collected.

Table 03- Number of Readers by Age Group Participating in Amar Ekushey Book Fair

Age of the readers	Number of the readers
11-20	4
21-30	78
31-40	10
41-50	4
51-60	4

In this study, the data of 100 readers who belong from different professions has been collected.

Table 04- Number of Readers of different Professions Participating in Amar Ekushey Book Fair

Professions of the Readers	Number of the Readers
Student	68
Teacher	6
Writer	4
Media worker/Journalist	4
Doctor	4
Job Holder	4
Banker	2
Businessman	4
Home maker	2
Graphics designer	1
Nurse	1

The participants of this survey have collected variety of books from the Amar Ekushey Book Fair.

Table 05- The Tendency of Readers to Purchase Books

Number of Books	Numbers of Readers
1-5	54
5-10	24
11-15	12
16-20	8
21-25	0
26-30	1
31-35	1

D. The Tendency to Advertise in Publications

All the data related to the advertisements of the participating publications of the Amar Ekushey Book Fair have been collected through the interview process. About interview (Donalek, 2005, [27]) says that interview is the most common method of collecting qualitative information. The interview is conducted with some semi-structured or unstructured questions. The data of total 50 publications participating in the Amar Ekushey Book Fair in 2023 have been collected.

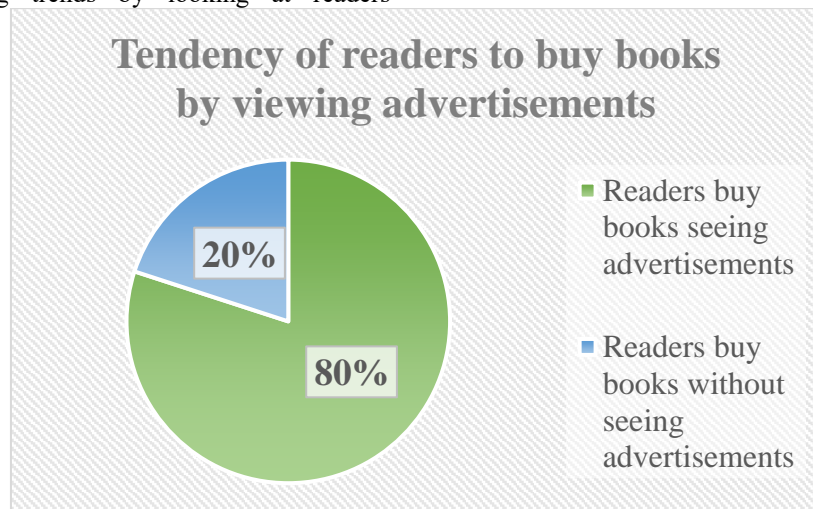
Table 06 - Advertising Trends of Publications

Total Publication	50
Engaged in advertising	33
Do not engage in advertising	17

E. Tendency of Readers to Buy Book by Seeing Advertisements

An analysis of data collected from 100 readers who sampled book buying trends by looking at readers'

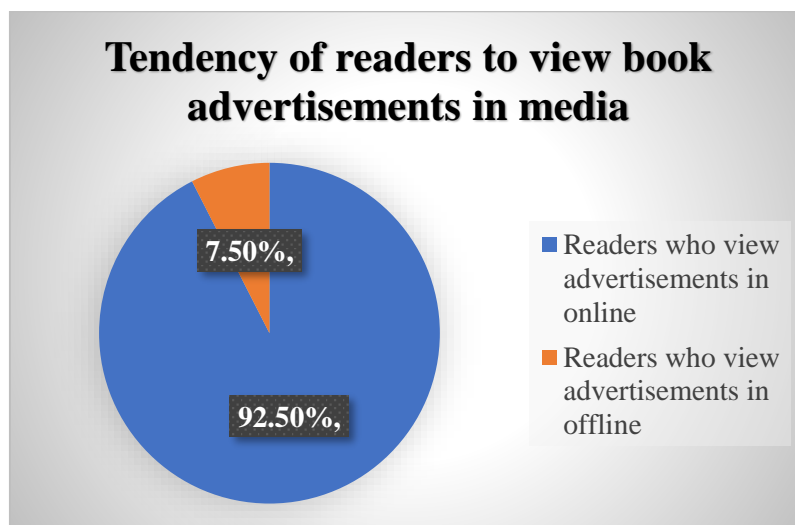
advertising shows that, typically 80% of readers buy books by being influenced from any book advertisements at the Amar Ekushey Book Fair. But 20% of readers buy books without noticing any advertising at the book fair.



Graph 01: The Percentage of Readers (based on Tendency to Buy Books based on Advertising)

F. The Tendency of Readers to See Advertisements in the Media (Online/Offline)

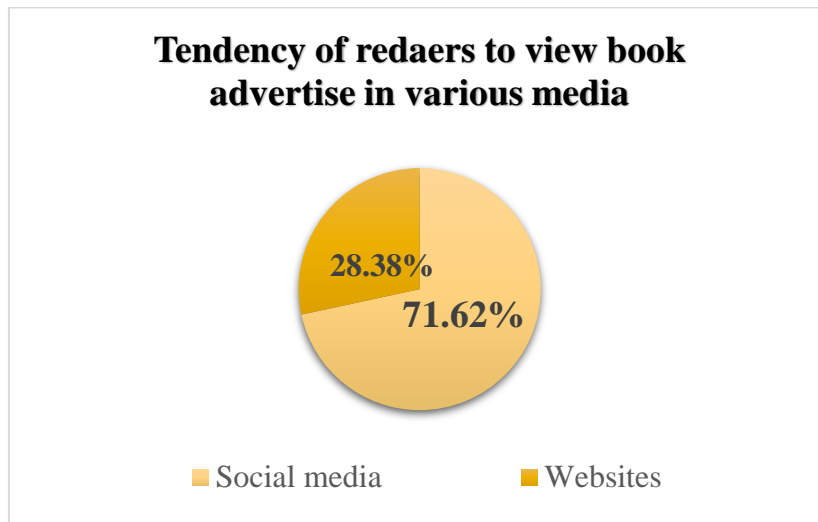
About 80 readers who saw the advertisement decided to buy the books. Here 92.5 percent of these readers are online advertisements. There is 74 out of 80 readers who see online advertising. On the other hand, 7.5 percent of readers see offline advertisements, which is 6 out of 80 readers.



Graph 02: The Percentage of Readers (Tendency of Readers to See Advertisements in the Media (Online/Offline))

G. The Tendency of Readers to See Online Advertisement

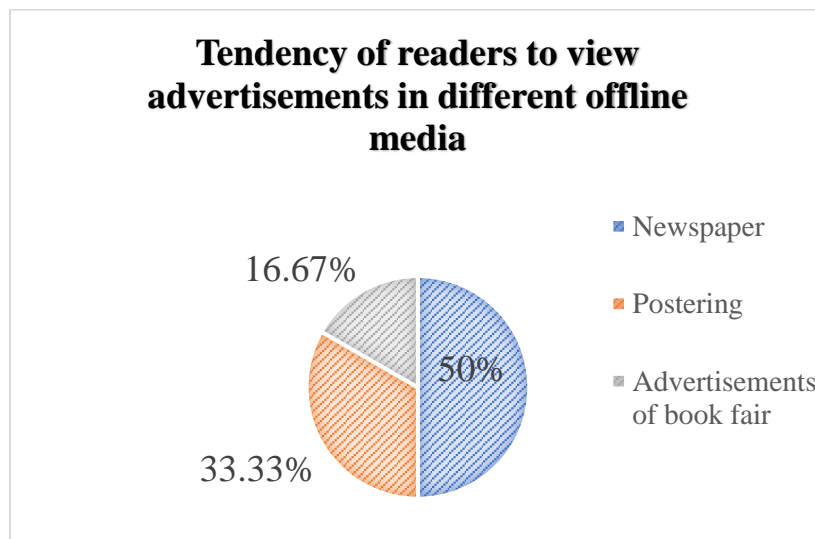
Around 71.62 percent of readers who see online ads do this through social media. About 28.38 percent of readers view book advertisements through websites. That is, out of 74 readers who see book advertisements in book fair online, 53 readers see advertisements on social media and 21 readers see advertisements through websites.



Graph 03: Percentage of Readers who View Online Media-based Advertising

H. The Tendency of Readers to See Offline Advertisement

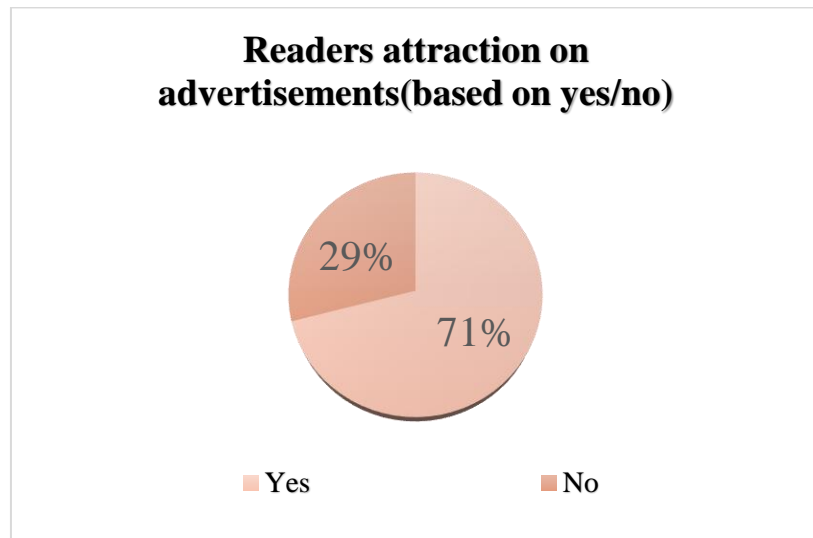
Among the readers who see offline advertisements, 50% of the readers see those in newspapers, 33.33% in posters and 16.67% in book fairs. That is, out of 6 readers, 3 readers see advertisements in newspapers, 2 readers see posters and 1 reader sees in book fair.



Graph 04: Percentage of Readers who see Offline Media-based Advertising

I. The Impact of Advertising on Readers

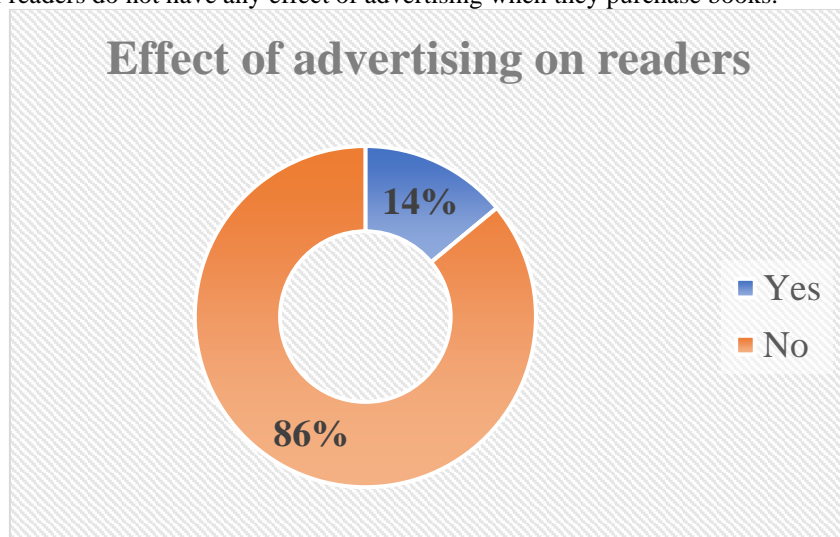
Around 71% of the 100 readers agreed that advertising of books is attractive. On the contrary, 29% of readers disagreed with the statement. According to them, advertising must be prepared more effectively to make book advertising procedure more attractive and effective.



Graph 05: Percentage of Readers Attracted by Advertisements(based on yes/no)

J. The Effect of Advertising on Book Purchasing

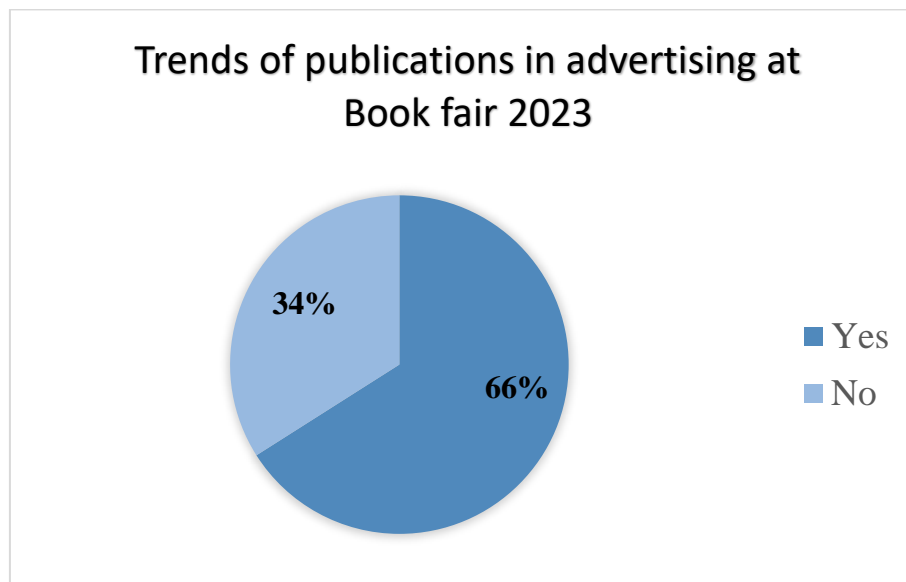
Around 86% of readers believe that advertising has an impact on the purchase of books from bookstores. On the other hand, there are 14% of readers who do not have any effect of advertising when they purchase books.



Graph 06: Percentage of Readers Considering Effect of Advertising on Book Purchases (based on yes/no)

K. Tendency of Publication for Advertising

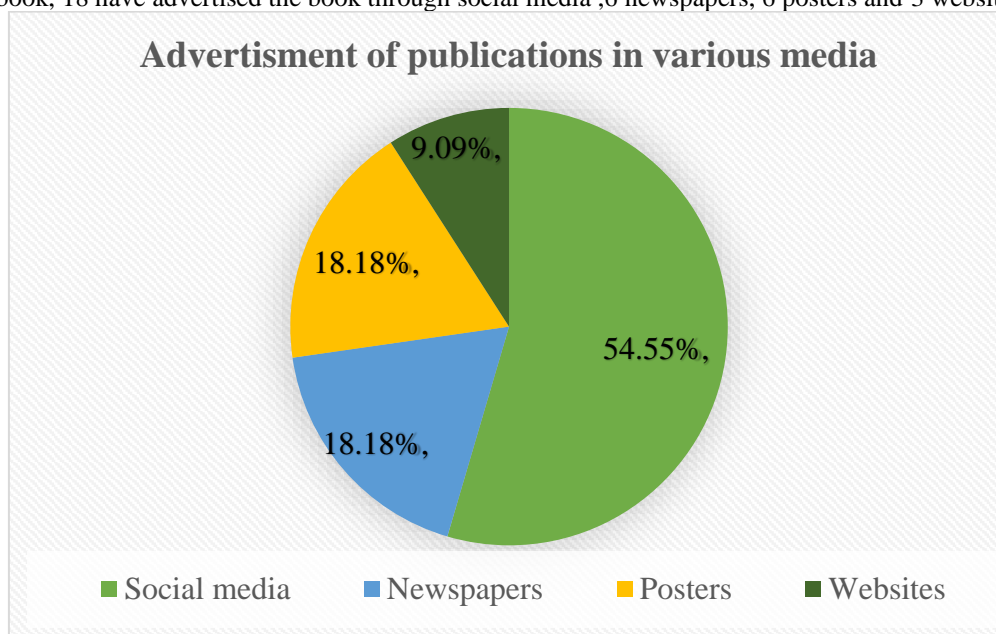
Among 50 publications interviewed, 66 percent of the publications advertise and 34% of publications do not advertise at the book fair. That is, 33 out of 50 publications advertise and 17 do not advertise.



Graph 07: Percentage of Publications Advertised in Book Fair 2023

L. Tendency to Advertise Publications in Various Media

Among the 33 participating publications of Amar Ekushey Book Fair in 2023, around 54.55% advertise books on social media, 18.18% in newspaper, 18.18% on poster and 9.09% through publication's website. Of the 33 publications that have advertised the book, 18 have advertised the book through social media, 6 newspapers, 6 posters and 3 websites.



Graph 08: Percentage of Advertisements in Various Media by Publication

M. The cost of the Publications for Advertising in Amar Ekushay Book Fair 2023

The study found that there are total 33 publications which work for book advertising in Amar Ekushay Book Fair 2023. These publications cost to conduct advertising throughout the book fair.

Table 07- The Cost of the Publications for Advertising in Amar Ekushay Book Fair 2023

Cost of advertising (in TK)	Number of publications
1000-10,000	9
11,000-20,000	7
21,000-30,000	5
31,000-40,000	3
41,000-50,000	0
No information is provided	9

VI. CONCLUSION

Amar Ekushey Book Fair is the world's largest book fair. But the advertisement and advertising structure for the promotion and publicity of the book in this book fair has not been implemented as expected. This kind of shortage is considered to be the main obstacle in the way of book advertising. The study found that 34% of publishers do not advertise for various reasons such as not being able to select the media, indifference of the concerned institutions,

Not being able to convey the message to the interested readers through advertisements, excessive expenditure and lack of manpower etc. With the collection of data from the last book fair held in 2023, the current study shows the latest circumstance of book advertising at the book fair. Despite many obstacles of book advertising in the book fair, some useful and attractive advertisement has been found. Most of the publications are quite careful in preparing advertisements, providing them in right way and evaluating them. Similarly, many readers emphasis on noticing the advertisement of books in the book fair for choosing their favorite books. The investigation has revealed that Bangla Academy has taken various initiatives to advertise books in the Book Fair. Every year about 10 million people come to the book fair and there is no effective alternative to book advertisement that can attract them to the book fair. The publishers should take initiatives to prepare effective book advertising on the occasion of the book fair. At the same time, readers have to increase their reliance on advertising when collecting books from book fair. If appropriate steps are taken, it will benefit both the reader and the publisher. It will be possible to make the book fair more modern by preparing effective advertisements of books in the book fair. There has never been any research on the book advertising of Amar Ekushey Book Fair. This study will encourage other researchers to do more studies in this field in the future.

RECOMMENDATIONS

Publishers need to pay more attention to book advertising. In order to create effective advertising, publishers need to be careful about the selection of advertising content. It should be ensured that skilled manpower is associated with the advertising process. In order to remove the barriers in the advertising of reader friendly books (media, communication), evaluation should be taken from the readers about advertising and action should be taken accordingly. Different types of initiatives or incentives can be taken from Bangla Academy so that more advertisements can be prepared in the book fair. Bangla Academy has to be careful so that readers do not get bored of the book fair and prevent excessive advertising everywhere in the book fair. Modern technology should be utilized to make advertising of the book more relevant with the expectation of the readers. A specific budget has to be set for advertising the book in the book fair. The advertisement of the book should be prepared in such a way that all the information related to the book is in that advertisement. At the same time, advertisement should be attractive, meaningful, and straightforward for all kinds of readers. Advertising is the act of connecting the reader with the book. Therefore, the concerned parties (Bangla Academy, Publishers, Readers) should take proper measures to prepare effective advertisements of books in the book fair and work for the modernization of the book fair.

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Availability of Data and Material	Not relevant.
Authors Contributions	I am only the sole author in this article.

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