

Blackwell Announces the Launch of its Digital Strategy



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Press Release Author: [Blackwell UK](#)

Industry: [Retail](#)

Press Release Summary: Blackwell has announced the launch of the first phase of its new digital strategy delivering a customer focused experience by drawing on the pleasure of buying and browsing in a bookshop

Press Release Body: Blackwell has announced the launch of the first phase of its new digital strategy. This phase sees the UK's leading book retail chain refreshing its online presence www.blackwell.co.uk

The update aims to deliver a more customer focused experience by drawing on the pleasure of buying and browsing in a [bookshop](#) and translating this into the site's navigational journeys. From title recommendations on the new feature carousels to rich new book reviews, Blackwell draws knowledge and opinion from its community of bookselling specialists and experts. Blackwell has created a new browsing experience where regular podcasts and author interviews are supported and enriched by local shop promotions and featured favourites chosen by expert Blackwell booksellers.

[Blackwell bookshop](#) has also taken the opportunity to extend the range of products available to their online customers. As well as own brand stationery and book accessories, the latest updates herald the arrival of the entertainment section for CDs, [audio books](#) and DVDs.

Blackwell is keen to take its services and offer them to new audiences and so it has also established an attractive new [online bookshop](#) affiliate programme, with rates set to be more competitive than Amazon's, which is being managed by Equator.

On the launch **Claire Zuurbier, director of e-commerce**, said, *"This refreshed presentation is just the first stage of a number of releases planned over the next twelve months. Forthcoming phases incorporate a variety of digital media and social networking tools but all will have the customer at the heart of the changes and will continue to maximise and reflect the multi-channelled nature of **Blackwell's** business"*.

About

Blackwell

Blackwell is the leading [book seller](#) of medical and education texts in the UK with over 60 outlets across England, Scotland and Wales. It has built an international reputation for bookselling excellence with links to academic institutions and libraries around the globe and has continued to expand its UK base on high streets and in university campuses up and down the country.

In 1995, www.blackwell.co.uk became the first transactional online bookstore in the UK, giving people across the world access to over 150, 000 titles. In 1998, Blackwell opened its central London flagship store in Charing Cross Road, the book-lovers' Mecca. Since this time, two flagship stores, Broad Street and Charing Cross Road, have both won Chain Bookseller of the Year at the Nibbies, the annual British Book Awards.

Blackwell has now been trading for over 125 years from its world-famous flagship store at Broad Street in Oxford. Its staff continues to be renowned for their expertise, depth of knowledge and love of books since the first Blackwell shop opened its doors.

Web Site: <http://bookshop.blackwell.co.uk/>

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