

APPENDIX B

Additional Opinions toward Book Industry

Respondents in this study gave additional comments toward the book industry as the following:

- Publishers should use the light papers that were the similar to English books to reduce the cost and book prices.
- More national book fairs have got to be set up to serve the needs of readers. (two respondents voted)
- Specialists of each type of the books ought to recommend to the buyers before making decisions.
- More PR campaigns should be launched to wider audiences.
- The types of the books were obliged to be expanded and new types of the books should be created.
- Books in specific fields was required to be published more to favor the niche market. (two respondents voted)
- Publishers should provide the sample books of first chapter to the readers for their evaluation beforehand.
- English books should be easy to find and buy.
- “Promoting Reading” campaign should be promoted.
- The content of the books should not be added with useless comments that attack other people.
- Education books required experts to write; however, these books for beginners should be additionally published.