

A World Wide Web-Over for Bahá'í Publishing

As the world moves toward globalization and unity as foretold in the Writings of Bahá'u'lláh, the number of people with access to technology is rapidly increasing, especially in America. At the same time, more Americans are reading and researching information at retail bookstores. How do we reach out to these Americans who are aware of their surroundings and savvy about technology? Teach them the Faith with Bahá'í books on the World Wide Web!

Bahá'í Publishing, launched in 2002 with support from the Kingdom Project, has a brand new presence on the web: <http://www.bahaibooksusa.com/>. This new site will inform visitors about books, make it possible for them to order directly from a major retail bookseller, and much, much more.

<http://www.bahaibooksusa.com/> is designed specifically for the public and for book industry professionals looking for information about Bahá'í books.

The site includes sections that describe new titles and previously published books, share news and reviews, and provide information about Bahá'í book clubs — with an online registry for book clubs around the country.

"It's so important for Bahá'í Publishing to establish an online presence at this time," said Lee Minnerly, General Manager. "Our books have a lot to offer the public and our partners in the industry are beginning to really take notice. It's such a critical time for the development of the program. There's no doubt the new site will attract even more interest in our books."

The National Spiritual Assembly and the Publishing Trust continue to advise the friends to purchase Bahá'í Publishing titles through local chain or independent bookstores because retail store sales represent the most important measure of demand for buyers in the book industry. Online sales, while convenient, are generally "off the radar screen" of most bookstore buyers and the sales representatives who meet with them.

A warm and enthusiastic thank-you is extended to the Bahá'í friends who have sacrificially supported the Kingdom Project, taking Bahá'í Publishing to a new realm of existence.

Our ardent hope is that Bahá'í Publishing will eventually gain a strong presence in retail bookstores across the country. In time, technology and accessibility will boost public awareness, allowing every American to read the lines — and in-between — for independent investigation of the Truth.