Nielsen announces 2012 shortlist for The Booksellers’ Choice Award

Tuesday 10 July 2012, Woking, Surrey

The Booksellers’ Choice Award is chosen and presented by the South African book trade in recognition of outstanding contribution to the industry. It is awarded to the book that booksellers across South Africa have enjoyed reading, selling or promoting during the previous year. The award is only open to South African authors who are published in South Africa and celebrates the excellence and high standard of South African writing. Nielsen sponsors similar awards in Australia and New Zealand.

Nielsen is proud to announce this year’s shortlist:

Byleveld: Dossier Van ‘n Baasspeurder by Hanlie Retief  published by Umuzi
Killing Kebble: An Underworld Exposed by Mandy Wiener published by Pan Macmillan
7 Dae by Deon Meyer published by Human & Rousseau (Pty) Ltd
Hiervandaan by Dana Snyman published by Tafelberg Publishers Ltd
My Father, My Monster by McIntosh Polela published by Jacana Media (Pty) Ltd
Stones Against the Mirror by Hugh Lewin published by Umuzi

Nielsen has worked with publishers, booksellers and writers in South Africa for many years and has sponsored The Booksellers’ Choice Award for twelve years; this award allows us to support and reward writing of a very high calibre, whilst providing another opportunity for publishers and booksellers to work together to promote books and reading widely to book buyers in South Africa.

Last year’s winner:

Four Drunk Beauties by Alex Smith published by Random House Struik

Left to rot in an Iranian prison under the shadow of death, Kamaal tells fellow-insurgent Drew the story of the four drunk beauties - Elvira the housekeeper and ex-assassin, Lou the Senegalese sculptor, virtuoso cellist Mimi, and Adriette, a food fundi from the Free State. The two men follow the beauties’ wild chase through Iran in pursuit of a killer, a quest undertaken to prevent a catastrophe.

Alex Smith is a writer, traveller, teacher, textile merchant, bookseller and adventurer. She is the author of Algeria’s Way and Drinking from the Dragon’s Well and her writing has been short-listed for the SA PEN Literary Awards and for the Sanlam Prize for Youth Literature.
The Booksellers’ Choice and Sefika Awards are presented annually at the PASA and SABA Conference. This year the conference will be held in Johannesburg with the prestigious awards taking place on Wednesday 22 August, the award will be presented by Ann Betts, Commercial Director of Nielsen.

Notes to Editor:
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Nielsen Book has four key brands: Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), BookData, BookNet and BookScan. The Nielsen BookData service provides comprehensive, enriched and timely bibliographic data worldwide. There is a range of information services for booksellers, libraries and publishers in 100 countries around the world. The Nielsen BookNet service provides value-added transaction services to the industry. The Nielsen BookScan service provides the world’s only continuous retail monitoring service for English-language books in the UK, Ireland, US, Australia, South Africa, Italy, New Zealand, India and Spain. The company launched LibScan I in 2009, allowing the collection and analysis of library borrowing data. To-date, 62 UK public library authorities have joined the panel and the aim is to continue building this number. The group employs 120 staff in the UK. The company is wholly owned by The Nielsen Company. For more information, please visit: www.nielsenbook.co.uk

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