

Session timeout



Your previous session has ended.

OK

[Download Here](#)

BROWSE

searching **Literature & Culture Collection** [CHANGE DATABASES](#)

[BACK TO TABLE OF CONTENTS](#)



**An error has occurred**

 Full content available

 SHARE    ...

## The Mother Lode

**Australian Bookseller & Publisher**

**Volume 83 Issue 8 (Mar 2004)**

**Abstract:** Mother's Day is the year's third-biggest retail occasion, (after Christmas, of course, but not far behind Father's Day), and books are a popular gift choice. Nielsen BookScan's figures for 2003 showed a spike worth about \$4 million over the weeks leading up to Mother's Day. Publishers will be promoting a range of titles this year, aimed at all sorts of mums young and old.

 FULL TEXT PDF (467KB)

**To cite this article:** The Mother Lode [online]. Australian Bookseller & Publisher, Vol. 83, No. 8, Mar 2004: 24-26. Availability: <https://search.informit.com.au/documentSummary;dn=073990936079477;res=IELLC> ISSN: 0004-8763. [cited 21 Jul 18].

**Source:** Australian Bookseller & Publisher, Vol. 83, No. 8, Mar 2004: 24-26


**Document Type:** Journal Article

**ISSN:** 0004-8763

**Subject:** Mother's Day; Books--Marketing;

Database: LITERATURE & CULTURE COLLECTION



 [View desktop version](#)  
Informit v4.0 Copyright © 2015