

From: Theresa Horner
Sent: Friday, June 04, 2010 5:46:22 PM
To: Anne O'Malley
Subject: RE: eBooks Membership suggestion

Yes. It's frustrating but agency has it's benefits. At the very least you have to be creative! :)

From: Anne O'Malley
Sent: Fri 6/4/2010 8:19 AM
To: Theresa Horner
Subject: Re: eBooks Membership suggestion

Well, at least we know!

On Jun 3, 2010, at 8:06 PM, "Theresa Horner" <[HYPERLINK "mailto:thomer@book.com"thomer@book.com](mailto:thomer@book.com)> wrote:

Nope. Not allowed.

From: Anne O'Malley
Sent: Tuesday, June 01, 2010 10:59 AM
To: Theresa Horner
Cc: Michael Vargas; Liz Scheier
Subject: eBooks Membership suggestion

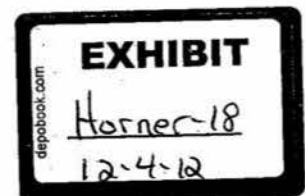
Theresa,

A customer on the nook board suggested that we introduce a Membership benefit for eBooks purchases Essentially tracking Members' eBooks purchases and then rewarding them after a certain level with store coupons (see details below). Before we go down this path, wanted to check with you first to see if this would be allowed under our agency pricing agreements? And are there any certain criteria we'd have to follow? (e.g., would the rewards have to be % off coupons rather than cash back or gift cards? Would the reward coupons have to be valid only in store? Etc...)

Thanks in advance,

Anne

From: Michael Vargas
Sent: Tuesday, June 01, 2010 11:59 AM
To: Andrew Delamarter; Paul Hochman; Sasha Norkin; Anne O'Malley
Cc: Michael Vargas
Subject: Membership and NOOK



I thought this idea regarding Membership and NOOK was good enough to share so here it is...

Poster [HYPERLINK "http://bookclubs.barnesandnoble.com/t5/user/viewprofilepage/user-id/252313"](http://bookclubs.barnesandnoble.com/t5/user/viewprofilepage/user-id/252313)DogStreetBookGuy wrote:

There is a lot of frustration out there that we cannot get our member discount on e-book purchases. If that is really the case (that it just isn't possible due to the agency pricing structure)...would it be possible to keep track of our e-book purchases the way B*rders does with their member card? And, say, for every \$25.00 in e-books we purchase we'd get a coupon which we could use in a brick & mortar store? This solution allows B&N to honor their pricing structure, allows current B&N member card holders to feel justified in keeping their membership

current, and still funnels actual customers into actual stores to buy actual, physical product. Everybody wins! Anybody foresee any problems with this solution?

Link to post is below:

<http://bookclubs.barnesandnoble.com/t5/NOOK-General-Discussion/A-Possible-Solution-to-Member-Benefit-Problem-with-E-Books/m-p/538077#U538077>
<http://bookclubs.barnesandnoble.com/t5/NOOK-General-Discussion/A-Possible-Solution-to-Member-Benefit-Problem-with-E-Books/m-p/538077#U538077>

Email: [mailto: \[REDACTED\]](mailto: [REDACTED]) HYPERLINK "mailto: [REDACTED]"

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