1. Why might Waterstones have offered a £5 discount during the book signing tour? (6 marks)

The Great British Bake Off

In October 2016 the winners of The Great British Bake Off undertook a nationwide book signing tour to launch the new 2016 GBBO book.

With a cover price of £20, Waterstones offered a £5 discount during the tour and sold the book to those wanting it signed for £15.00. The bookseller has continued to offer this price for the book on its website although in store it has retailed for the cover price.

At the same time, the GBBO book has been retailing for £9.99 on Amazon Prime (which includes free next day delivery within the UK).

2. Explain why Amazon is able to offer the GBBO book for £9.99 whilst some small independent book stores are charging the cover price of £20.00? (6 marks)

3. The GBBO book is an ideal present for Christmas. How might large booksellers such as Blackwell’s and Waterstones alter the price of the product immediately after the Christmas period? (6 marks)

