



FOR IMMEDIATE RELEASE

GuideGecko Launches Marketplace for New and Used Guidebooks

Third party sellers can now sell new and used guidebooks on www.GuideGecko.com

Frankfurt, Germany and Singapore, October 13, 2009 – In conjunction with the Frankfurt Book Fair 2009, GuideGecko.com, the innovative publishing platform and bookstore for travel guides, today unveils its new marketplace functionality enabling third party sellers to list their inventory for sale. Starting today, publishers, bookstores, authors and travelers can sell their new and used travel, food and entertainment guidebooks through the GuideGecko.com website, significantly expanding the selection of books available to worldwide customers and their wallets.

The new marketplace allows bookstores to extend their customer base across local and international markets. Publishers can showcase and sell their titles to new readers worldwide. Customers enjoy reduced shipping costs and delivery times, as well as a larger selection of books from smaller publishers. Customers can also sell their used guidebooks.

“Guidebooks typically become outdated rather quickly, and are read only once while on vacation. Readers can now sell their used guidebooks instead of piling them up on their bookshelf. That’s good for both the buyer and the seller,” says Daniel Quadt, Founder and Managing Director of GuideGecko. “Our marketplace also opens a new online sales channel to the thousands of brick and mortar bookstores and smaller publishers worldwide – and customers benefit through a larger choice of titles and lower prices.”

Sellers simply enter the ISBN of the book they want to sell and state their selling price, and their offer is listed immediately on GuideGecko.com. The service is offered without a registration, setup or listing fee. GuideGecko asks for a low sales commission of 15%, which only applies when a book actually sells.

The new functionality will officially be unveiled on the **Frankfurt Book Fair** from October 14-18, 2009. Interested parties may visit **GuideGecko’s booth at B100 in Hall 3.0**, or browse to www.guidegecko.com/sell-travel-guides for more information.



About GuideGecko

GuideGecko is an innovative publishing platform and [travel bookstore](#) for travel, lifestyle and entertainment guides. GuideGecko currently offers more than 2200 guides on 169 countries and 270 cities and regions around the world. All well-known series are available, including Lonely Planet, Rough Guides and Insight Guides, along with a large variety of less conventional titles such as Hedonist's Guides and Trailblazer, amongst many others.

GuideGecko invites casual writers, bloggers and established authors to publish and sell their own guides on www.GuideGecko.com. GuideGecko makes such guides available as PDF downloads and as printed books/booklets. Publishing is free and authors earn 50-75% on every copy sold. [Become a writer](#) and get published on GuideGecko!

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