By Daniel Nielsen

Dishonest practice by airport book dealers – publishers buy places in the bestseller stands

Y OU’RE taking a long-haul flight and you need something to keep you occupied. You have time to read before departure. What do you do? A lot of travellers head to the book shop and browse the bestseller stand. If loads of other people have read a book, it’s likely to be good.

But at Copenhagen Airport’s five book stores, spots on the bestseller list have been for sale, reports Politiken newspaper. Publishing company Cicero bought its way on to the stand last year, publishing manager Anne Søndergaard admitted.

She said it wasn’t done with many titles, because the company wanted to gauge if the books could make it on to the list of their own accord. Cicero wasn’t pleased about the marketing initiative but felt obliged to see how it worked out in a well-functioning book store which often took initiative on the marketing front, Søndergaard added.

Independent book dealer Thomas Jensen said he was surprised to be presented with the opportunity to buy bestseller stand places when he was sales manager for the J.P. Lippert’s Forthhus publishing company last year.

‘I was offered the chance to buy us a spot on the bestseller list in the airport’s book store. It’s a list they make themselves, of which I was also informed, but it was a totally fictitious bestseller list which was extremely misleading and exclusively owned by the company. Jensen told Politiken newspaper.

A nother publisher, which wants to remain anonymous, told Politiken it doubled the sale of one title after it was placed higher on the bestseller stand.

Special consultant Carsten Strøjer from the office of the Consumer Ombudsman said it sounded as if the book dealers had been misleading customers. He stressed he did not know the case in detail but said misleading consumers was punishable by a fine.

The five book dealers in Copenhagen Airport are obliged to see how it worked out in a well-functioning book store which often took initiative on the marketing front, Søndergaard added.

How to make a book a bestseller: simply claim that it already is

...and a surprising Russian loss added to the Danish tally. A final day playoff against Portugal, who were soundly defeated by the Danes, was scheduled to take place on Saturday, but due to bad weather conditions, the match was postponed until Sunday.

The Danish squad was ready to face Portugal in the second round of the competition, where they will meet the eventual champions. TheDanish players were motivated to prove their worth and show that they could be a serious contender in the World Cup. They were determined to maintain their Trophy competition status.

The youthful Danish squad were pleased with their European performance

Things picked up against the Italians in the third group game. The opposition had been relegated from top tier competition after a 3-0 defeat against Portugal. The Danish players were determined to maintain their Trophy competition status.

The women's national indoor field hockey team may not have topped their group at the weekend's EuroHockey Nations Trophy, but it seemed to work hard for all the awards. After a 2-0 victory over the Danes, they were crowned best player, best goalkeeper and top goalscorer of the tournament.

Denmark qualified for the semi-finals after a narrow victory over England in last year's Challenge competition final and were determined to maintain their Trophy competition status.

The top and second-tier competitions have a shot at a World Cup spot, but Denmark may need a few more seasons at its current second-tier status before presenting a credible challenge to European heavyweights such as Germany and the Netherlands.

Yet their first foray into Trophy territory did not go unnoticed, with younger Matilda L. Christensen nabbing the top goalscorer spot with 20 goals by the end of the three-day tournament. She was also awarded player of the tournament for her efforts.

Likewise, goalkeeper Mie Pedersen overcame a niggling injury to take the award for goalkeeper of the tournament, not least for her repetitive saves on numerous short corners.

The Danes opened their group stages strongly, holding both the Czech Republic and Slovakia to 2-2 draws at half time, but were eventually worn down in each second half to lose 2-1 and 2-0 respectively.

With an average age of 19, the 12-member national squad faced the might of Russia in the play-offs. The physically stronger side provided no let-up to the Danes, but performances from both Christensen and Pedersen kept the Scandinavians in the game until an eventual Russia break saw an 8-5 loss added to the Danish tally.

A final day playoff against Portugal, who were soundly defeated by the Danes, and a surprising Russian loss to the Italians, allowed Denmark to finish a respectable fifth out of eight in the competition and hang on to their Trophy spot for next year.

National coach Martin Olsen said he was extremely proud of the team’s effort and added that it would provide a good base for the young squad to build upon.

‘Many people have stopped to ask me how we can send such young players to a European championship and how they can be so good,’ she said.