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More WPO: You Are What You Read

By: Hilary Kaye | 04/27/2010

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Perhaps reading business books does work. At least, that theory seems to hold water if my chat with Terry Lucas is any indication. Lucas is an independent New York bookseller who manned the books sales table at the WPO [conference](#).

Walking by, I overheard Lucas tell another woman, "Boy, these women sure do read!" Intrigued, I circled back to find out exactly what she meant. Lucas laughed at my question and said that the WPO women make her job easy, that book sales were strong all three days. She shipped 21 cases of books to the conference hotel and is returning with "probably only about nine cases." This happens at each WPO conference, she says. I was glad to hear that an independent bookseller was having a good experience in these days when Barnes & Noble, Borders and Amazon dominate the reading landscape. I'm also glad people are still picking up books and turning actual pages to read.

When a WPO member likes a [business book](#) and tells at least one other, it can spread like wildfire. And when a conference speaker has a book on the table and does a good job speaking, book sales zoom. "I sell out of books when it's a good speaker, no matter how many I bring! They rush over and buy them up," Lucas says. "When Marshall Goldsmith spoke this morning, I sold out in half hour after his talk ended."

I asked Lucas whether she finds this reading enthusiasm at other events where she peddles books. "Nope. I usually do [book fairs](#), not conferences, but seriously, I don't see other people reading business books like these women do." Hmm, maybe I better stop reading those novels . . .