

# BARNES & NOBLE

## The 4Cs Barnes & Noble Sustainability Initiative

### COMPANY

- Barnes & Noble aims to run the best omni-channel specialty retail business in America. They help avid readers and booksellers reach their literary aspirations.
- Barnes and Noble was founded over a century ago in 1886 and has grown exponentially by providing opportunities for growth and prosperity in the book industry. The book-selling company aims to provide a welcoming environment where new and old books are celebrated.
- Barnes & Noble has five core values: strong customer service, commitment to quality, commitment to integrity, a focus on teamwork, and an emphasis on responsibility.

**INSIGHT:** Barnes & Noble has a longstanding commitment to integrity and plans to make environmentally ethical choices to protect both people and the planet.

### CONSUMER

- Readers visit Barnes & Noble to purchase new books and discover new titles.
- Barnes & Noble customers are committed to the appreciation of education through literary venues.
- Customers shopping at Barnes & Noble make decisions about which books to purchase based on personal interests.

**INSIGHT:** The typical Barnes & Noble customer sees books as a valuable tool to grow their knowledge in a variety of topics that pique personal interest and make everyday life easier.

### CULTURE

- As e-books have gained popularity, companies like Barnes & Noble are seeking new ways to foster in-person engagement with customers.
- Trust and community in a company matter, and Barnes & Noble strives to be transparent about how their books are manufactured and sold.
- Ethically sourced paper materials and the purchasing of used books aid in promoting more sustainable consumer choices for brands such as Barnes & Noble.

**INSIGHT:** Students are often required to purchase new textbooks, and Barnes & Noble's sale of used books is a great alternative to cut costs and contribute to eco-conscious lifestyle choices.

## **CATEGORY**

- Sustainability and circularity are a big part of Barnes & Noble's goals. They are creating the Barnes & Noble Sustainability Initiative to promote eco-conscious practice in the bookselling market.
- Barnes & Noble is targeting eco-conscious readers who want to make a measurable impact on mitigating the impacts of climate change.
- Barnes & Noble has a unique platform to stand out against other major booksellers that manufacture paper unsustainably.

**INSIGHT:** Book companies like Barnes & Noble become more successful when they address customers' wants and needs. When they focus on community impact, they can receive more engagement for an environmental cause.