

**Q&A With Jan Johnson, Publisher, Red Wheel/Weiser Books**  
[www.rwwbooks.com](http://www.rwwbooks.com)

**What do you feel the ramifications of the Borders closure will be on Weiser? Will it affect how many titles you publish, or authors you sign? Is there any statement RWW would like to issue regarding it?**

We'll, of course, miss the stores and the sales from the books they've been carrying. Borders supported many of our titles. We don't expect it to have a direct affect on the number of titles or authors we sign. Borders closure is another indication of the changing way people find and buy books. In order to succeed as publishers, we need to communicate even more with our reader communities.

**Where do you think the future lies for the esoteric book/publishing market? Especially as large chain bookstores, even Barnes & Noble, seem to be struggling. Digital? Independent shops?**

As long as there are seekers, there will be a market for esoteric books in a variety of subjects, disciplines, and, we believe, formats. There will always be some books and readers who want hardcover or paperback books, but I think there are some--especially perhaps younger readers--who may prefer ebooks. Digital publishing allows for a great breadth and variety of content to be published, including on esoteric subjects for which there may not be a huge audience. We love it that there are still independent shops who specialize in selling esoteric books, and we'll continue to support them. We also really like getting feedback and ideas from them.