

A site chooses the book you like for you

LOCATION: Málaga and Granada

DURATION: 1'39"

SUMMARY: Málaga is the city where a new site has been born. It offers users the opportunity to buy a book without knowing what it is about. Users introduce their preferences on Cualestulibro.com and a book seller chooses a copy basing on them.

VTR:

They are looking for a book, but nothing specific, just one that matches the requests that a client has made online, through the site cualestulibro.com. It's the initiative launched by Yael from Málaga, according to which users describe their preferences on the site and the book seller chooses a copy for them.

Yael Benjamin
Creator of Cualestulibro.com

"Doing it from home, and receiving it at home, but with the personal contact of a book shop, that's the real recommendation of the book seller."

It is very simple. Users just need to sign up and fill in a form where they indicate their literary preferences, the books they have already read and what they feel like reading. Basing on these data, the book seller makes a choice.

José Antonio Ruiz
Luces Book Shop manager

"They don't order a specific book, they order those wishes. A book that seduces me, other times a little more specific, combined with other readings that can define our direction."

Once the book is chosen, Yael takes care of sending it to customers, who will not know what book they have bought until the box is opened.

Yael Benjamin
Creator of Cualestulibro.com

"There's a book waiting for each one of us. All of them thank me, as if I had given them a gift, but they actually bought them."

"You've got the surprise factor. It is like a self-gift, that emotion of not knowing what you are going to receive, and that book has been chosen specially for you."

CLIENTS

"I have really loved it, indeed, mostly because of the excitement that you feel when the box arrives, you have to open it and don't know what you are going to find."

Their idea is to recommend less popular books or from independent publishing companies. And their target is people who are looking for the advice of an expert.

For more information or support please call +34 647 310 157 or email info@andalusianstories.com