

Introduction

For over twenty years, I have worked with authors, ghostwriting or editing their book manuscripts and helping them research and write their book marketing plans. As I have grown more familiar with the book publishing and marketing industry, it has become apparent that most authors have a very difficult time determining into which literary genre their books fall. They have even less knowledge of the books being released in their genre and don't understand why that's important when deciding how to market their books.

This is understandable; the Book Industry Study Group (BISG) determines the industry's official literary genres, but booksellers often use their own lists of genres that may differ slightly from those. Authors who are only familiar with online retail booksellers' or readers' websites such as Goodreads may only be familiar with the categories they use for books, never knowing there are far more of them available at the wholesale level. Each main genre of books has multiple **subgenres**, and many of those have sub-subgenres; some of those even have sub-sub-subgenres that more closely define the types of books in them.

Putting a book into the correct category can go a long way toward helping booksellers and libraries to find it when stocking their shelves. It can also help authors get a better picture of who their competition is: the books that are selling well or the upcoming releases, the top authors, the correct section of the bookstore or library where their books will be shelved.

Running an e-commerce site for a decade, on which one of the items sold was books, familiarized me with the wholesale side of the book publishing industry. This was largely through working with **Baker & Taylor**, who then sold to retailers (now they sell only to libraries). The database of books available from their warehouses contained over 12.5 million ISBNs at the time this book was compiled (the year 2022). The number of actual titles is lower, since one book title may have several ISBNs for different editions of it (hardcover, paperback, large print, e-book, audiobook, foreign language, and there may be multiple versions of each of these). That's a lot of competition! Narrowing your field of competition will be helpful, both for authors and for book publishers who are setting up the marketing and distribution plans for the books in their lists.

With this series of books on literary genres, the goal is to provide authors, publishers, and book wholesalers with a more precise way to place books into their correct literary genres. Even the publishers don't always get it right; I've found books discussing pornography in the children's genre, and books in the "General" categories that would have been much better placed in a more specific subgenre.

This first volume addresses only the **JUVENILE NONFICTION** genre, with a few children's categories from the **BIBLES** genre. These are factual books written for children from age 0 to 11, at a preschool reading level through grade 6. Authors who write for this age group tend to specialize in it, so the subgenres of Juvenile Nonfiction cover pretty much every subject of nonfiction book that could be written for children; the one exception is Bibles, and those are included here.