

# Book bloggers keep the art of reading alive

By Allen Pierleoni, Sacramento Bee

Book lovers are blogging about their favorite subject, appearing online at a near viral rate.



Their sites cover every genre, along with aggregated book news, best-seller lists, author interviews and related links.

Book bloggers – BBs – even held their own convention recently in New York City. And it looks like their credibility within the established publishing industry is growing. For instance, BBs were given media credentials to attend this year's BookExpo America, the industry's showcase trade fair.

The day after BEA closed, the first Book Blogger Convention opened. BBs from around the nation hosted panel discussions in front of overflow audiences that included executives from some of publishing's biggest houses.

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