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IN SPAIN, SECOND HAND BOOKS SOLD BY THE KILO



RETAIL

Spanish La Casqueria now sells secondhand books by weight rather than by individual title.

We've already seen discontinued and other [discounted designer goods](#) sold by the kilo, so it wasn't entirely surprising to hear of a similar approach applied to books. Sure enough, Spanish [La Casqueria](#) now sells secondhand books by weight rather than by individual title. Shoppers at Madrid-based La Casqueria, which launched in April, can simply browse for books as they would at any other bookstore. The main difference is that instead of paying for their purchases by the individual title, they pay by the books' weight instead. All prices are marked in kilos, so when they've chosen what they want, shoppers simply bring their books to the cashier to be weighed. They then pay based on the overall weight of their purchase; pricing is [reportedly](#) EUR 10 per kilo. Ultimately, La Casqueria hopes to develop a way to recommend and recirculate books. Booksellers around the globe: an approach to emulate near you? Spotted by: Manuel Perez Suarez

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Website: www.lacasqueria.com

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