



FOR IMMEDIATE RELEASE

Attention: Business, Lifestyle, Book Editors

**INDIGO BOOKS & MUSIC CONNECTS CANADIANS WITH BUSINESS EDUCATION  
- Reading List and Indigo Online Community Group Designed to Enhance Skills -**

TORONTO - January 30, 2009 - Canadians looking to sharpen their skills in the midst of challenging economic times can find the tools online at [www.chapters.indigo.ca](http://www.chapters.indigo.ca) with the new Indigo MBA. The free, [self-directed program](#) from Indigo Books & Music Inc. features a core reading list, discussion modules hosted through the Indigo Online Community and is open to anyone interested in building and refining their business knowledge while connecting with like-minded peers. Learning modules scheduled over the next 12 months include new and bestselling business titles from sales, marketing and operations to innovation and change management. With an e-mail address and password, Online Community members can easily join the Indigo MBA group and engage in monthly scheduled discussions. Curious business leaders can also build their libraries of inspiring and instructive resource materials with all titles featured in the Indigo MBA program available to purchase online and in-store at [Indigo and Chapters](#) nation-wide.

“Knowledge becomes an important asset when faced with economic uncertainty and this business reading list is an easy and affordable way for people to connect with excellent business and management titles that help to enhance your business insights and skills,” says Joel Silver, Chief Merchant, Indigo Books & Music Inc. “Combined with the online discussions, these new and classic books create a great forum to discover and share ideas with authors and individuals in an era that demands inspired thinking.”

**Indigo MBA Reading List and Discussion Schedule**

**January/February 2009**

**Getting Underway**

[Getting Things Done](#), David Allen  
[Strengths Finder 2.0](#), Tom Rath  
[Good to Great](#), Jim Collins

**February/March 2009**

**Let the Numbers do the Talking**

[MoneyBall](#), Michael Lewis  
[Competing on Analytics](#), Thomas H. Davenport  
[All Marketers are Liars](#), Seth Godin

# Indigo

Books & Music Inc.

April 2009	<b>Unconventional Wisdom</b> <a href="#">First Break All the Rules</a> , Marcus Buckingham <a href="#">Natural Capitalism</a> , L. Hunter Lovins <a href="#">Getting to Yes</a> , Roger Fisher
May 2009	<b>The Innovative Imperative</b> <a href="#">Elegant Solution</a> , Matthew E. May <a href="#">Marketing Myopia</a> , Theodore Levitt
June 2009	<b>Managing Up and Down</b> <a href="#">Managing Your Boss</a> , John Gabarro <a href="#">Management</a> , Peter F. Drucker
July 2009	<b>Marketing</b> <a href="#">Crossing the Chasm</a> , Geoffrey A. Moore <a href="#">Why We Buy</a> , Paco Underhill
August 2009	<b>Leading Change</b> <a href="#">Leading Change</a> , John P. Kotter <a href="#">Goal: A Process of Ongoing Improvement</a> , Eliyahu M. Goldratt
September/October 2009	<b>Strategy</b> <a href="#">Balanced Scorecard: Translating Strategy</a> , Robert S. Kaplan <a href="#">Competitive Strategy</a> , Michael E. Porter
November/December 2009	<b>Selling Your Ideas</b> <a href="#">Presentation Zen</a> , Garr Reynolds <a href="#">Made to Stick</a> , Chip Heath

## About Indigo Books & Music Inc.

Indigo Books & Music Inc. (TSX:IDG) is a publicly traded Canadian company and the largest book retailer in Canada, operating bookstores in all provinces under the names Indigo Books Music & More, Chapters, The World's Biggest Bookstore and Coles. Indigo operates [www.chapters.indigo.ca](http://www.chapters.indigo.ca), an online retailer of books, music, DVDs and toys.

In 2004, Indigo founded the Indigo Love of Reading Foundation, a registered charity that provides new books and education materials to high-needs Canadian elementary schools, to address the literacy crisis in Canada. Visit [loveofreading.org](http://loveofreading.org) for more information.

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