

Amazon.com

Go to <http://amazon.com>

If the section below (Shop All Departments: Books) type Books in Search box.

The screenshot shows the Amazon.com homepage. At the top, there's a navigation bar with the Amazon logo, a search bar containing the word "Books", and links for "Your Amazon.com", "Today's Deals", "Gifts & Wish Lists", "Gift Cards", "Your Account", and "Help". Below the search bar, there are tabs for "Shop All Departments" (set to Books), "Advanced Search", "Browse Subjects", "New Releases", "Bestsellers", "The New York Times® Bestsellers", "Libros En Español", "Bargain Books", and "Textbooks".

Under the "Bestsellers" tab, there are two featured book recommendations:

- Featured Bestseller in Literature & Fiction:** "A Gate at the Stairs" by Lorrie Moore. Description: "Short story master Lorrie Moore returns with *A Gate at the Stairs*, her first novel in 15 years, a brittlely witty and lurkily dark portrait of a Midwest college town through the eyes of an observant student nanny." Price: \$16.17 (40% off).
- Featured Bestseller in Literature & Fiction:** "Peel Pie Society" by members of The Guernsey Literary and Potato Peel Pie Society. Description: "As England emerges from the Second World War, a writer finds her next subject in the warm and poignant letters sent to her by the members of *The Guernsey Literary and Potato Peel Pie Society*, now available in paperback." Price: \$16.17 (40% off).

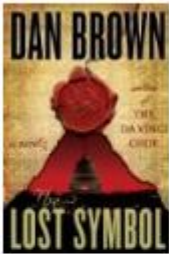
Double click on "Bestsellers"

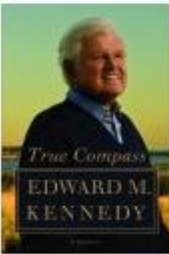
This changes hourly as they indicate below.

Hot New Releases in Books

[Any Category](#) > Books

The bestselling new & future releases in Books. Updated hourly.

- 

The Lost Symbol by Dan Brown (Author)
[49 customer discussions](#)
Release Date: September 15, 2009
Available for Pre-order
List Price: ~~\$29.95~~
Price: \$16.17
You Save: \$13.78 (46%)
- 

True Compass: A Memoir by Edward M. Kennedy (Author)
★★★★★ (1 customer review) | [5 customer discussions](#)
Release Date: September 14, 2009
In Stock
List Price: \$35.00
Price: \$19.25
You Save: \$15.75 (45%)
[7 used & new](#) from \$19.25

In the next screen shot, you will notice that I have clicked "Home & Garden". Although there are a number of sub-divisions under that, I have shown the top two and then just listed the titles for the rest of the top ten so that you see the diversity.

amazon.com Hello. Sign in to get [personalized recommendations](#). New customer? [Start here](#). **FREE 2-Day Shipping, No Minimum Purchase: See details**

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More in Home & Garden

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[How-to & Home Improvements](#)

[Interior Design](#)

Bestsellers in Books

[Any Category](#) > [Books](#) > Home & Garden

The most popular items in Home & Garden. Updated hourly.

1. **Inside of a Dog: What Dogs See, Smell, and Know** by Alexandra Horowitz (Author)

6 days in the top 100

[1 customer discussion](#)

Publication Date: September 15, 2009

Usually ships in 1 to 3 weeks

List Price: ~~\$27.00~~

Price: **\$16.20**

You Save: \$10.80 (40%)

[10 used & new](#) from **\$14.04**

2. **Fairy Tale Knits: 32 Projects to Knit Happily Ever After** by A. Stewart-Guinee (Author)

1 day in the top 100

★★★★★ ([1 customer review](#))

In Stock

List Price: ~~\$24.99~~

Price: **\$16.49**

You Save: \$8.50 (34%)

[20 used & new](#) from **\$14.99**

3. Dewey: There's a Cat in the Library
4. Animal, Vegetable, Miracle: A Year of Food Life
5. The Baby Book: Everything You Need to Know About Your Baby from Birth to Age Two
6. Wicked Plants: The Weed That Killed Lincoln's Mother and Other Botanical Atrocities
7. Marijuana Horticulture: The Indoor/Outdoor Medical Grower's Bible
8. Ideas and How-To: Storage and Organizing
9. Homer's Odyssey
10. 101 Dog Tricks

I picked "Beadwork" to see the top picks in that field. I then discovered that the number one pick under "Beadwork" is Seed Bead Fusion: 18 Projects to Stitch, Wire & Strong/

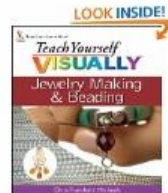
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- [Applique](#)
- [Baskets](#)
- [Beadwork](#)**
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- [Candlemaking](#)
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- [Dough](#)
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- [Dye](#)
- [Embroidery](#)
- [Fashion](#)
- [Flower Arranging](#)



SEED BEAD FUSION
18 PROJECTS TO STITCH, WIRE & STRONG
by Rachel Nelson-Smith
★★★★★ (2 customer reviews)
Publication Date: October 1, 2009
Usually ships in 1 to 3 weeks

List Price: ~~\$24.95~~
Price: **\$16.47**
You Save: \$8.48 (34%)
4 used & new from \$16.46



Teach Yourself VISUALLY Jewelry Making & Beading (Teach Yourself VISUALLY Consumer) by Chris Franchetti Michaels (Author)
★★★★★ (40 customer reviews)
In Stock

List Price: ~~\$24.99~~
Price: **\$15.74**
You Save: \$9.25 (37%)
44 used & new from \$13.52

3.



Marcia DeCoster's Beaded Opulence: Elegant Jewelry Projects with Right Angle Weave (Lark Books Beadweaving Master Class) by Marcia DeCoster (Author)

★★★★★ (9 customer reviews) | 1 customer discussion
In Stock

By clicking on the title, it will enlarge the section for that book. To examine parts of the book, click "Click to Look Inside" at the top or "Search inside this book" at the bottom.



Seed Bead Fusion: 18 Projects to Stitch, Wire & String (Paperback)

by [Rachel Nelson-Smith](#) (Author)
★★★★★ (2 customer reviews)

List Price: ~~\$24.95~~

Price: **\$16.47** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

You Save: \$8.48 (34%)

Usually ships within 1 to 3 weeks.

Ships from and sold by **Amazon.com**. Gift-wrap available.

4 new from \$16.46

[Share your own customer images](#)

[Search inside this book](#)

The shot below shows "Front Cover" chosen.

The screenshot shows the Amazon product page for the book "Seed Bead Fusion: 18 Projects to Stitch, Wire... (Paperback)" by Rachel Nelson-Smith. The page is titled "LOOK INSIDE!" and features a navigation bar with "Zoom -", "Zoom +", "Feedback", "Help", and "Exp". The left sidebar includes the book title, author, a 5-star rating with 2 reviews, a price of \$16.47, an "Add to Cart" button, and a note that 4 used & new items are available from \$16.46. Below this is a "Book sections" menu with "Front Cover" selected, and a "Search Inside This Book" field with a "GO" button. The main content area displays the front cover of the book, which features a red beaded necklace at the top and a green beaded necklace at the bottom. The title "SEED BEAD FUSION" is prominently displayed in the center, with the subtitle "18 PROJECTS TO STITCH, WIRE & STRING" below it. The author's name "RACHEL NELSON-SMITH" is at the bottom left of the cover, and "Copyrighted Material" is at the bottom right.

The shot below shows the "Table of Contents".

The screenshot shows the Amazon product page for the book "Seed Bead Fusion" with the "Table of Contents" selected in the left sidebar. The page is titled "LOOK INSIDE!" and features a navigation bar with "Zoom -", "Zoom +", "Feedback", "Help", "Expanded View", and "Close". The left sidebar includes the book title, author, a 5-star rating with 2 reviews, a price of \$16.47, an "Add to Cart" button, and a note that 4 used & new items are available from \$16.46. Below this is a "Book sections" menu with "Table of Contents" selected, and a "Search Inside This Book" field with a "GO" button. The main content area displays the Table of Contents, which is organized into sections: "How to Use This Book" (page 6), "BEADWEAVING WITH WIRE" (pages 8-36), "WIREWORKING WITH SEED BEADS" (pages 44-64), and "COMBINING BEADWEAVING STITCHES" (pages 68-116). The table of contents is displayed on a blue background with a large "CONTENTS" label on the right side. The left sidebar also shows a vertical strip of colorful beaded necklaces.

6	How to Use This Book
BEADWEAVING WITH WIRE	
8	Ootheca Cuff
14	Cancan Earrings
18	Pacific Waves
24	Bede Chorda Necklace
30	Lekku Necklace
36	Lincoln Street Bracelet
WIREWORKING WITH SEED BEADS	
44	Bhangra Fusion Bangle
50	Wire Chrysalis Bead
56	Perle Berceau Earrings
60	Marquis Component Necklace
64	Shiloh Necklace
COMBINING BEADWEAVING STITCHES	
68	Oothecal Bedes
78	H. Lilliripes Cuff
84	O. Bersten Component Necklace
92	O. Mosaic Cuff
100	Sea Star Bangle
110	Mini O. Bracelet
116	O. Crown Cuff

The shot below shows the "Index".



The study of these elements should give you a good perspective on what the public is buying. Review of books like this can also spark ideas for potential projects.

You can control the Search box and look at any subject that might relate to your market. This is a good place to go for different phases of your research.