

DELIA DELIGHTS

Delia's still going strong while Bryson's back in PB non-fiction

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Having spent 11 weeks at number one, including all four of the weeks summarised in this chart, Delia Smith's *Delia's How to Cheat at Cooking* is the runaway chart-topper in hardback non-fiction, selling more than three times the number of copies of her nearest rival *Jamie at Home*.

Eight of the top 20 are food titles, with Jamie Oliver and Nigella Lawson making the top five despite being published more than six months ago.

But it is Rhonda Byrne's *The Secret* that claims the prize for the oldest title in the list, having been published by Simon & Schuster back in 2006. The "self-help" title still adorns many high-street promotions.

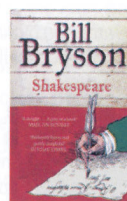
TOP 20 HARDBACK NON-FICTION

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	Delia's How to Cheat at Cooking	Smith, Delia	Ebury	9780091922290	Feb 08	£20.00	£10.89	87,619
2	Jamie at Home	Oliver, Jamie	Michael Joseph	9780718152437	Sep 07	£25.00	£15.16	25,270
3	Jordan: Pushed to the Limit	Price, Katie	Century	9781846052392	Feb 08	£18.99	£11.09	17,394
4	The Secret	Byrne, Rhonda	Simon & Schuster	9781847370297	Dec 06	£12.00	£9.11	11,222
5	Nigella Express	Lawson, Nigella	Chatto	9780701181840	Sep 07	£25.00	£15.61	7,858
6	The Suspicions of Mr Whicher	Summerscale, Kate	Bloomsbury	9780747582151	Apr 08	£14.99	£11.95	7,551
7	Wisden Cricketers' Almanack	-	Wisden	9781905625116	Apr 08	£40.00	£26.95	7,487
8	The Girls' Book of Glamour	Jeffrie, Sally	Buster	9781906082130	Dec 07	£7.99	£6.15	6,530
9	Guinness World Records: Gamer's Edition	-	Guinness	9781904994206	Feb 08	£15.00	£9.00	6,411
10	Saturday Kitchen: Best Bites	-	BBC	9781846072833	Apr 08	£14.99	£9.45	6,178
11	The Kitchen Gardener	Titchmarsh, Alan	BBC	9781846072017	Mar 08	£20.00	£13.26	4,675
12	The Collection	Martin, James	Mitchell Beazley	9781845333508	Jan 08	£20.00	£13.80	4,581
13	Home	Andrews, Julie	Weidenfeld	9780297643579	Mar 08	£18.99	£12.09	4,532
14	Gillian McKeith's Food Bible	McKeith, Gillian	Michael Joseph	9780718148904	Apr 08	£18.99	£10.85	4,464
15	An Appeal to Reason	Lawson, Nigel	Duckworth	9780715637869	Apr 08	£9.99	£8.37	4,216
16	New Complete Baby and Toddler Meal ...	Karmel, Annabel	Ebury	9780091924850	Jan 08	£14.99	£10.20	4,168
17	Don'ts for Wives	Ebbutt, Blanche	A & C Black	9780713687903	Jun 07	£2.99	£2.94	4,142
18	Don'ts for Husbands	Ebbutt, Blanche	A & C Black	9780713687910	Jun 07	£2.99	£2.94	4,101
19	Anything Goes	Barrowman, John	Michael O'Mara	9781843172895	Jan 08	£18.99	£12.72	3,958
20	Anne's Song	Nolan, Anne	Century	9781846053474	Mar 08	£12.99	£9.11	3,911

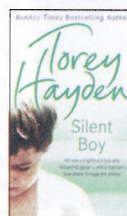
TOP 20 PAPERBACK NON-FICTION

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	Shakespeare: The World as a Stage	Bryson, Bill	HarperPerennial	9780007197903	Apr 08	£7.99	£5.23	50,262
2	Call the Midwife	Worth, Jennifer	Phoenix	9780753823835	Mar 08	£6.99	£4.38	46,430
3	Silent Boy	Hayden, Torey	Harper Element	9780007258819	Apr 08	£6.99	£4.05	39,704
4	Bomber Boys	Bishop, Patrick	HarperPerennial	9780007192151	Mar 08	£7.99	£4.77	27,747
5	The Official Highway Code	-	Stationery Office	9780115528149	Sep 07	£2.50	£2.36	26,609
6	BBC Proms Guide	-	BBC	9781846075261	Apr 08	£6.00	£5.76	23,205
7	Hidden	Glass, Cathy	Harper Element	9780007260980	Mar 08	£6.99	£4.08	21,176
8	The Innocent Man	Grisham, John	Arrow	9780099493570	Nov 07	£7.99	£6.11	18,117
9	Blood River	Butcher, Tim	Vintage	9780099494287	Jan 08	£7.99	£5.95	16,651
10	Not Without My Sister	Jones, Kristina et al	Harper Element	9780007248070	Jan 08	£6.99	£4.43	16,459
11	America Unchained	Gorman, Dave	Ebury	9780091899332	Apr 08	£11.99	£8.71	16,387
12	Playfair Cricket Annual	Frindall, Bill	Headline	9780755317455	Apr 08	£6.99	£5.83	15,117
13	Tell Me Why, Mummy	Thomas, David	Harper Element	9780007256372	Feb 08	£6.99	£4.41	15,021
14	Pies and Prejudice	Maconie, Stuart	Ebury	9780091910235	Feb 08	£6.99	£5.62	13,869
15	Welcome to My World	McLoughlin, Coleen	Harper	9780007255429	Feb 08	£7.99	£4.48	13,837
16	Deliver Me from Evil	Gilbert, Alloma	Pan	9780330457316	Mar 08	£6.99	£4.12	12,877
17	Secrets from the Afterlife	Fry, Colin	Rider	9781846040924	Mar 08	£6.99	£4.22	10,218
18	The Highway Code	-	AA	9780749552572	Oct 07	£2.49	£2.20	9,891
19	Don't You Know Who I Am?	Morgan, Piers	Ebury	9780091913922	Mar 08	£7.99	£6.02	9,387
20	No One Wants You	Roberts, Celine	Ebury	9780091922702	Mar 08	£6.99	£4.26	8,800

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Misery memoirs were the dominant force in paperback non-fiction in April, and Harper Element continues to dominate the market with three entries in the top 10. Torey Hayden's *Silent Boy* is its top title, ahead of Cathy Glass' *Hidden* and *Not Without My Sister* by Kristina Jones et al. The imprint's top 20 titles sold more than 90,000 copies combined.



Also making it an excellent sales period for HarperCollins, Bill Bryson's

Shakespeare: The World as a Stage tops the chart and is the only title to sell more than 50,000 copies, while Patrick Bishop's *Bomber Boys* also earns a top five place.



The two notable children's chart success stories in April were Disney's *Enchanted: Book of the Film* and Penguin's *In the Night Garden* series of books.

Enchanted, helped by a big campaign from Tesco, capitalised on the DVD release over the spring school break, notching up 83,563 sales, while more than 100,000 copies of the *In the Night Garden* titles were sold over the same period.



The two most expensive titles, Jacqueline Wilson's *My Sister Jodie* and Derek Landy's *Skulduggery Pleasant: Playing with Fire*, both retailed at £12.99, but Wilson's book was discounted heavier, with an a.s.p. over the four-week period of £9.49 to Landy's £10.11.

TOP 20 CHILDREN'S BOOKS

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	Enchanted: Book of the Film	-	Parragon	9781407500003	Dec 07	£3.99	£2.56	83,563
2	Once Upon a Time in the North	Pullman, Philip	David Fickling	9780385614320	Apr 08	£9.99	£7.30	29,424
3	In the Night Garden: Little Library	-	Penguin	9781405903783	Sep 07	£3.99	£3.25	24,191
4	Before I Die	Downham, Jenny	Definitions	9781862304871	Apr 08	£6.99	£4.07	23,678
5	My Sister Jodie	Wilson, Jacqueline	Doubleday	9780385610124	Mar 08	£12.99	£9.49	23,033
6	In the Night Garden: The Bouncy ...	-	Penguin	9781405904131	Feb 08	£3.99	£3.03	15,708
7	Peppa Pig's Little Library	-	Ladybird	9781846467646	Sep 07	£3.99	£3.20	14,181
8	The Field Guide	DiTerlizzi & Black	Simon & Schuster	9781847381958	Feb 08	£4.99	£4.18	14,008
9	In the Night Garden: Upsy Daisy Wants ...	-	Penguin	9781405904148	Feb 08	£3.99	£3.06	13,848
10	Snakehead	Horowitz, Anthony	Walker	9781406310399	Apr 08	£6.99	£5.40	12,227
11	Skulduggery Pleasant: Playing with Fire	Landy, Derek	HarperCollins	9780007257034	Apr 08	£12.99	£10.11	12,198
12	Jacky Daydream	Wilson, Jacqueline	Corgi	9780440867203	Mar 08	£5.99	£4.98	11,731
13	In the Night Garden: Happy Playtime!	-	Penguin	9781405904124	Feb 08	£3.99	£3.15	11,710
14	Aliens Love Underpants!	Freedman, Claire	Simon & Schuster	9781416917052	May 07	£5.99	£4.44	9,855
15	The Seeing Stone	DiTerlizzi & Black	Simon & Schuster	9781847381965	Feb 08	£4.99	£3.97	9,791
16	In the Night Garden: Hide and Peek!	-	Penguin	9781405904155	Feb 08	£6.99	£5.48	9,785
17	Horrid Henry's Mighty Joke Book	Simon, Francesca	Orion	9781842556634	Mar 08	£4.99	£4.45	9,703
18	In the Night Garden: Time to Wash Faces!	-	Penguin	9781405903929	Sep 07	£3.99	£3.14	9,603
19	In the Night Garden: All Aboard the ...	-	Penguin	9781405903752	Sep 07	£3.99	£3.16	9,181
20	Trouble According to Humphrey	Birney, Betty	Faber	9780571236145	Apr 08	£4.99	£4.08	9,126

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