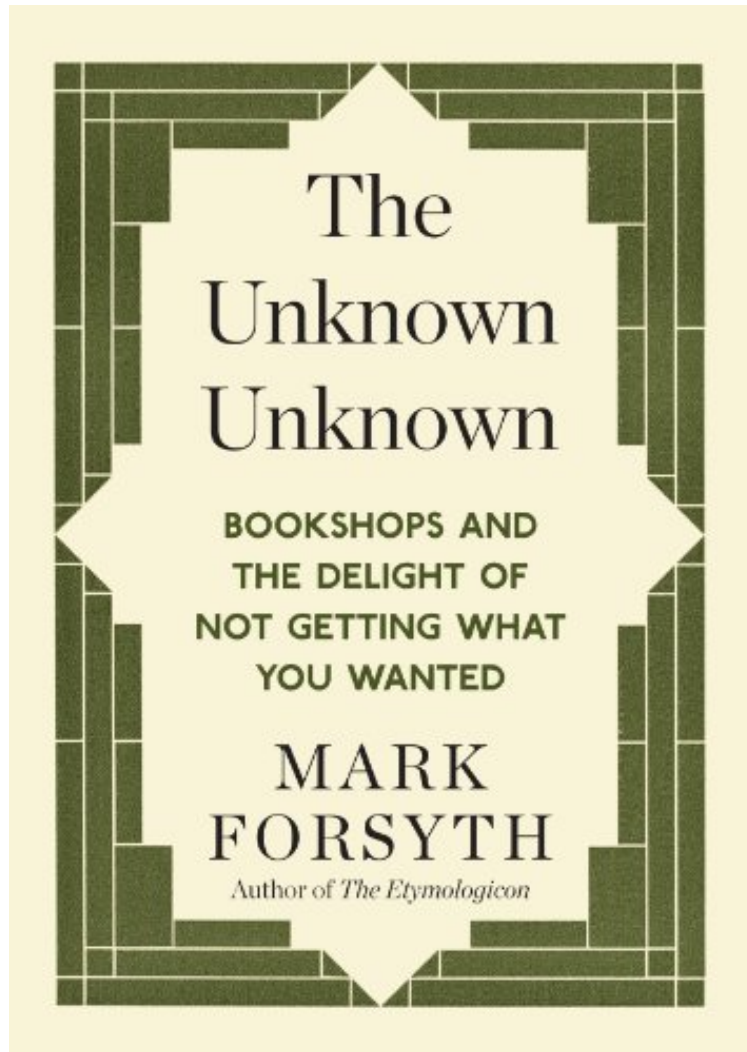


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Mark Forsyth ndash; author of the Sunday Times Number One bestseller *The Etymologicon* ndash; reveals in this essay, specially commissioned for Independent Booksellers Week, the most valuable thing about a really good bookshop. Along the way he considers the wisdom of Donald Rumsfeld, naughty French photographs, why Elizabeth Bennet and Mr Darcy would never have met online, and why only a bookshop can give you that precious thing ndash; what you never knew you were looking for.

About the Author Mark Forsyth is a blogger and author whose books have made him one of the UK's best-known commentators on words. His book *The Etymologicon* was a Sunday Times Number One bestseller and was followed by the similarly successful *The Horologicon* and *The Elements of Eloquence*. Follow Mark on Twitter @inkyfool