Celebrating the Miami Book Fair International: A Conversation with Mitchell Kaplan
By Raymond Elman

MK: Well, let's start with Hilary Masters. He came to Books & Books right after we opened and read from Last Stands: Notes of a Baker. 

RE: So what happened when you opened for business? I can't imagine that the world was beating a path to your door. 

MK: I was thinking of all sorts of names—like "Bent Tree Books" or "Books & Books." I had been to a book fair in New York and was impressed by the way the books were displayed. I thought about my plan, and she asked, "Well, what are you going to carry?" And I said, "We're just going to carry books and books." 

MK: I always felt that bookstores should be the ultimate in "atmosphere." You could have a little hole-in-the-wall bookstore that was a great place to go, but it would be a place that only the people who knew it would know about. And if you had a bigger bookstore, you could have a bigger atmosphere. 

RE: How did you develop the "look" of Books & Books? 

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