



The Unknown Unknown: Bookshops and the delight of not getting what you wanted

By Mark Forsyth

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Mark Forsyth – author of the Sunday Times Number One bestseller *The Etymologicon* – 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 – what you never knew you were looking for.

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Editorial Review

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

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