

# Odade publishers sets up online library, renews distribution strategy

**O**DADE Investments Limited, publishers and marketers of professional titles and tertiary books, has set up an online library, as it renews distribution process.

The company which is in a joint venture agreement with LexisNexis has the franchise to also market books from the stable of the Oxford University Press, and others said its mission in Nigeria is to promote a culture of quality thinking, creativity and efficiency through a continuous flow of relevant information for the benefit of the society, is also the parent company of Mafis books.

The company which spoke through Prince Adeyemi Adefulu, Chief Executive Officer (CEO) said over the years the spate of titles distribution had been characterised by and hijacked by unqualified professionals who do not understand the rudiments of titles distribution, said the system can no longer tolerate such abuse. And in addition that the company has come out to put professionalism into books distribution.

He said Odade had one of the fastest and surest methods of distributing and marketing titles in Nigeria, and probably in the West African sub-region in the shortest possible time.

In addition to its foreign products, the CEO said the company strives to ensure availability of authoritative texts by Nigerian authors, practitioners and academics.

Accordingly, Adefulu stated that aside publications, the company actively supports professional development through exhibitions, training and other activities.

Contributing, Senator Oladipo Odujurin, a Director of the company and current President of the Nigerian-British Chamber of Commerce said the company had set up the online library to aid researchers which would serve as a one touch guide on information on several subjects which is the first in the publication industry in Nigeria. Looking at the Nigerian professional titles market, he said that there is dearth in quality information and data; this he said was true for the

legal profession in the country.

He explained that Odade library project was inspired by the desire to provide a reliable source of quality data and information which adds value to professional practice and the professionals, particularly the legal profession he stated.

He also said the company was bent on advocating the adoption of global best practices in the professional career environment, and stressed that the virtual library services would promote e-learning and champion the use of online resources, this, he stated, was the little contribution to the development of professionalism in the country.

---