

Shortsighted & misleading comments about edited BGAI...

“They don't recognize that Prabhupada is everything.” - *Really? Nobody else recognises this?*
“...no famous author has his books extensively modified after he departs.” - *Ignorant propaganda!*
“The post is trying to justify a wrong which is very offensive to Srila Prabhupada” - *Miopial!*
“...changes are not justified even if the essential purpose is indeed upheld in every single edit”.

But Srila Prabhupada was emphatic about: “Sell More Books”

“***Our main business is to distribute books,***” *Ltr to Karandhara, Bombay, 6th October, 1973 & Ltr to Jagadisha Hyderabad 18 Nov, 1972*
“If you have to ***sell books, do it by hook or by crook.***

The ***real preaching is selling books.***” - *Ltr to: Bali-mardana, Los Angeles 30 September, 1972*

“There is no objection to going in western clothes ...sometimes we may adapt such means ***in order to help distribute books.***” - *Ltr to: Jagadisa, Bhaktivedanta Manor 23 July, 1973*

“There is no need of saffron dress. ***If by ordinary dress you can sell more book,*** there is no need of saffron dress.” - *Morning Conversation, Vrindaban – May 29, 1977, Vrindavana*

Prabhupada: So ***for selling we can take any trick....*** It is a salesman's trick. That is allowed everywhere. ***If I can sell more books by some trick, I must take that.*** That is salesman's trick. - *Conversation with Svarupa Damodara – January 30, 1977, Bhubaneswar*

Oxford University strategy for marketing world classics explains a concept some just can't fathom.

In the early days (finding the best editors) was undertaken by several editors who each looked after a separate part of the list and the aim was to grow the series as quickly as possible, publishing sixty or more titles a year. Texts were sourced from out-of-print, public domain editions. The series has now been through three relaunches since its inception in paperback in 1980, all aimed at reinvigorating the brand and its presence in the marketplace... the most obvious changes concern the cover design. [Link](#)

