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## **Barnes & Noble opens at Wareham Crossing**

June 23, 2023 - Retail

Wareham, MA Barnes & Noble is opening a new bookstore location. The location showcases the highly lauded bookstore design seen in the most recent Barnes & Noble store openings. The new Barnes & Noble is located at 2421 Cranberry Hwy., in the Wareham Crossing shopping center, across from Yankee Candle and Cape Cod Coffee. It officially opened to the public on Wednesday June 14th, with author Erin McHugh cutting the ribbon and signing copies of her book Pickleball is Life: The Complete Guide to Feeding Your Obsession.

“We’re thrilled to be partnering with Barnes & Noble to expand their footprint into Wareham Crossing and beyond. As a hub for community connection, exploration, education, and entertainment, it’s the perfect destination for our core community and our guests en route to the cape,” says Bryan Furze, senior vice president of leasing at WS Development.

“We couldn’t be more pleased to bring Barnes & Noble into this area,” said James Daunt, CEO, Barnes & Noble. “I have heard Wareham called the ‘Gateway to the Cape’, and it seems only fitting that they have a bookstore — a portal to knowledge, entertainment and excellent vacation reading. The booksellers in Wareham, led by store manager Lynn Tinker, set out in their new bookstore to show that intelligent and thoughtful curation will beat an algorithm every time.”

Barnes & Noble is experiencing a period of tremendous growth, buoyed by significant expansion of the market for physical books driven by word-of-mouth and social media recommendations. In 2022, Barnes & Noble opened more new bookstores in a single year than it had in the whole decade from 2009 to 2019. The bookseller expects to open over 30 new bookstores in 2023. The Wareham Barnes & Noble is one of three new Barnes & Noble stores to open, alongside the new location in Natick.

“We are thrilled to design this new Barnes & Noble in Wareham, an area that has been without a bookstore for some time,” said store manager Lynn Tinker. “We can’t wait to welcome readers and show all the hard work our booksellers have put into creating this shop and tailoring it to the interests of our community.”

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