



Our History



Rome - 1958 - Seminar in Astronautics and Space Sciences

1946: The Company is born, in Rome, under the name of S.I.C.E. (Italian Society for Foreign Commerce). Offices are located in a small apartment in the Parioli area of the city, where for more than 50 years, the legal and administrative offices have been operating, even if to the initial premises more new spaces were added up to take most of the Via Lima 28 building. During the years 6 new branches were opened and some warehouses in the World to manage the logistic.. With a total investment of 5 million Euros, DEA acquires on 2006 new premises in Roma, in via Pietro Boccanelli 27.

Its founder Enrico Ligi, born in Urbino in 1910, coming to Rome where his father was working as a Magistrate, he takes his degree in Law and becomes a lawyer.

During World War II, he is an officer of the Italian Armed Forces, and coming back after the war he realizes that there is a strong need of information and that the Italian and European Scientific Research World are depending on this need: he therefore decides to create a new business.

The entire Italian publishing sector was paralyzed and after this long crises the recovery was very slow.

On the contrary in the United States publishers were continuing to publish and to grow rising the number of authors, as well as publications and journals.

It is in 1945 that the adventure begins, from the United States, for Avv. Enrico Ligi, thanks to the collaboration of two close friends of him Dott. Ettore della Giovanna (who was at that time correspondent for the Corriere della Sera journal in New York) and Dott. Paolo Molajoni (who was at that time Italian consul in San Francisco, Ca.). After contacting the most important American publishers, he chooses the best titles for the Italian market and he signs the contracts with the most important scientific and technical Publishers in order to begin the import business.



1968 - Francoforte - "Fiera del libro"

Once in Italy books are distributed to all University Libraries and Italian Research Centres and other close Countries who were starting again their activities in teaching and searching.



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1948: Business begins to grow and very soon the publications are imported not only from the States but also from U.K.; it is for this reason that in 1948 the company changes the name in D.E.A. Diffusione Edizioni Anglo-Americane srl.

In the years to follow the number of agreements signed with publishers grows dramatically and DEA is importing books and journals from many different countries. It is for this reason that his founder used for the first time the saying "books from the world to your home" which we are still using.

1950: The Company is growing rapidly and in 1950 it is needed to create new branch offices in order to cover the Italian market from north to south .At present we have seven offices in :Rome, Bologna, Naples, Milan, Palermo, Turin and Trieste.

Today DEA deals with more than 30,000 publishers, from more than 100 different Countries, and has 40,000 customers, becoming the most important international bookshop in Italy supplying any kind of publication to libraries, research centres, and privates, offering a door to door service and solving all import/export procedures.

Thanks to our policy, which has been to consider the customer and its needs the most important thing (our aim is to give an excellent service as an added value to the sale), DEA is now considered one of the leading European companies in the field.



1972 - Rome - National AIB Congress



1972 - Rome
National AIB Congress

Many of the services we are offering today were available since the beginning of our business:

- **Journals Subscription Department** : having 300,000 titles we are not only entering the subscription but also monitoring the delivery of each issue to the end user.
- **Books Department** : 4,000,000 titles in our database offering the service door to door in 48 hours for any publication in the world.
- **Books on Approval Department** : customers have the possibility to choose from a list of subjects and evaluate new books before buying them.
- **Standing Orders Department** : customers will automatically receive new volumes of collections they are interested in, as soon as these volumes become available.

- **Back Issues Department** : supply of lacking issues and monographs for completing collections.
- **Document Delivery Department** : supplying full text of journal articles and reprints in 48 hours.
- **Standards Delivery Department** : collaboration with more than 400 standards institutes in order to supply "Standards" via courier or e-mail.

1987: DEA is one of the first Italian and European company to take under consideration electronic publishing, introducing firstly the CD-ROM, than the DVD and consequently the Internet. Two new Departments are therefore created :

- **E-Media Department:** having technical staff for informing, installing and training on more than 1,500 electronic products and 2,500 electronic journals. Delivering new releases and updates and stocking the best-seller titles for immediate supply.
- **Database Networking Department:** working closely with university libraries, technical staff, engineers and with electronic publishers we can offer our "expertise" in finding new networking solutions to customers.
- **Consortia:** planning and creating consortia in Universities and Research Centres for purchasing electronic databases, journals and e-books. The aim of this service is to help institutions to save money on their budget and share maintenance costs. DEA target is to promote high value products which are not affordable by many institutions due to the high cost, but which are indispensable for Italian Researchers.



1998 - Genova - National AIB Congress

1996: DEA enters the Web World. Acquiring six powerful servers and realizing superior connection channels through Internet we create our Site DEANETWORK (<http://www.deanet.com> and <http://deanet.it>) offering 24 hours a day, seven days a week, invaluable services:

- Bibliographic and full text databases access
- Online Catalogues of Publications and Online ordering and/or quotation service
- **DEA OnLine**, a free service for our customers, available 24 hours a day, to monitor the orders, having information on delivery date, quotation, claims, account statements, payments.
- **DEANews:** the online monthly bulletin, produced by DEA, can be accessed free, for retrieving useful information on the state of the art in book publishing, new products, forthcoming books, special offers, seminars and events advanced press release.



2007 - Turin International Book Fair

- Links to: Publisher's Home Pages, Libraries, Universities and Research centres all over the world.

1999: D.E.A. becomes S.p.A. and is ready to enter the "New Economy Era" competing with e-commerce market with two important projects illustrated at the Frankfurt Book Fair and devoted to the business to business (B2B) and to the business to consumer (B2C) markets and creates a new section of the Company in order to be strongly active in the new EC market.

2001: deastore.com is launched on the market. The DEA e-commerce website has the biggest catalogue for American, English and Italian books.

2002: DEA SpA is the first Italian bookshop to get the Quality System management Certificate **ISO 9001: 2000 CSQ IQNet**

2006: with a total investment of 5 million Euros, DEA acquires a new office in Roma, via Pietro Boccanelli 27. It's a big building that thanks to the complete renovation ended in **2008**, has become a very modern and automatic warehouse, able to manage not only deastore.com orders and to accommodate the Rome offices.



2009 - Turin International Book Fair

2008: Three important and strategic commercial agreements in the field of editorial distribution (both electronic and traditional), make DEA to become the first company in Italy for this sector.

2008: the deastore.com release 2.0 is launched. The new release make the online bookshop to become a real megastore. To the 10 million of new titles and 100 million of used books, are added millions of entertainment products: a huge music catalogue (American, English and Italian songs) , DVD and Blue-Ray films and videogames. Soon will arrive: e-books, audio books, digital music and much more!