

BOOK A CAREER IN PUBLISHING!

QUINNIPIAC UNIVERSITY INFORMATION SESSION

October 18, 2021

**By: Ashley Orlando & Lia
Hartman**



Introductions-get to know us!



The Publishing Process



About HBG



How to Break into Publishing



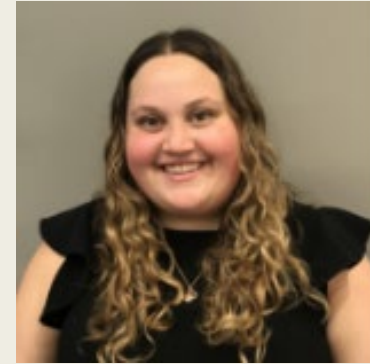
Questions

Agenda

Introductions



Ashley Orlando
HR Manager



Lia Hartman
HR Coordinator

TYPES OF PUBLISHERS

Trade



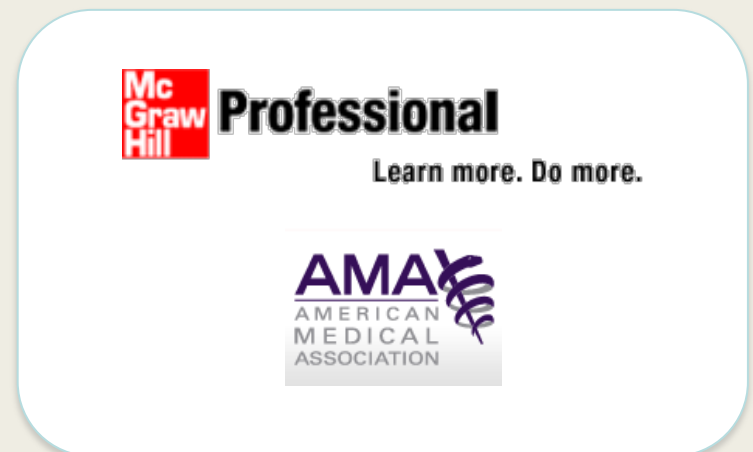
Academic



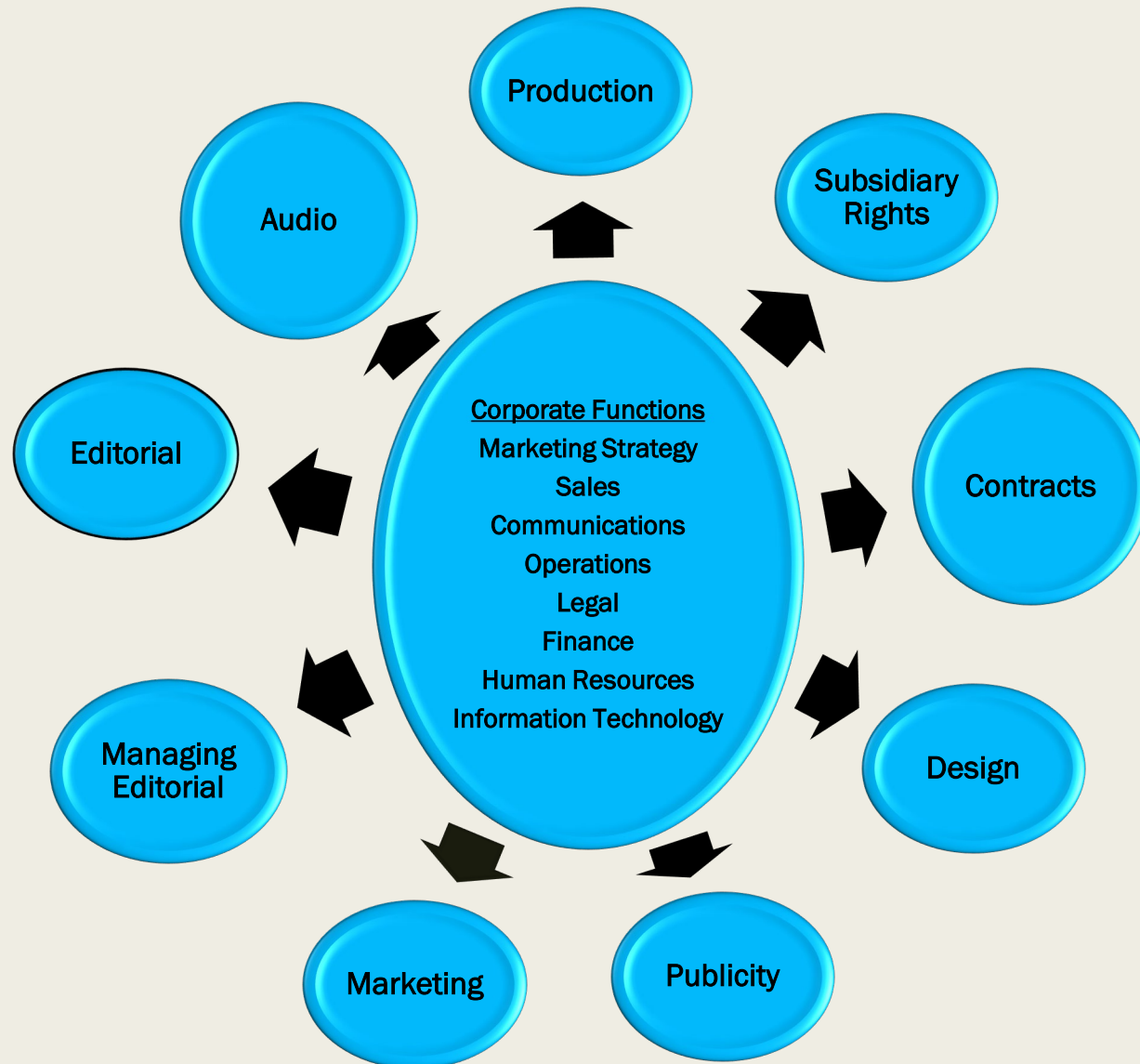
Independent



Specialized/Technical



Book Publishing Overview:



The Publishing Process

Editorial

- Literary agent-responsible for discovering writers and selling books to publishing professionals
- Editor-acquires, negotiates, develops, and edits book projects for publication
- Editorial departments are broken out by imprint, meaning that editors acquire projects suited to the imprint's publishing strategy

Contracts

- Ensures the rights of publication for each title by negotiating and drafting contracts with authors and packagers. Any changes to the rights of any title is handled by this department.

Managing Editorial

- Oversee copyediting, proofreading, indexing, and manage quality control of book interiors, jackets, original artwork, reprints, and ancillary materials.
- Serve as the main hub of communications between production, editorial, authors and freelancers.

Production

- Oversees the physical process of a book's transformation from manuscript to finished book and Contracts all printing and binding

Design

- Responsible for creating cover and interior designs for each title

The Publishing Process

Marketing

- Responsible for creating, preparing and establishing marketing strategies for each title, including online efforts such as building websites, blogs, social media, etc.
- Marketers also research, plan, negotiate, and purchase ad space in various media and produce the materials such as posters, displays, bookmarks, etc.

Publicity

- Plans a book and the author's public reception including review coverage, media attention, and bookstore appearances

Subsidiary rights

- Finds additional sources of profit for a title, including serials, book clubs, and paperback, audio and e-book rights.
- Also responsible for generating income by selling the rights to publish the company's titles in other languages and markets

Sales

- Sells the books to book buyers at retail and wholesale outlets

Audio

- Produces and sells over 700 titles a year, across all popular genres and with award-winning and bestselling authors

Corporate Functions

Information Technology

- Develops and supports the vital infrastructure – the networks, websites, e-mail systems, servers, and voice and data systems

Human Resources

- Act as a liaison between the employee and the employer

Legal

- Handles a range of commercial transactions, intellectual property/First Amendment issues, and other general corporate matters, supporting all aspects of the company's business.

Finance

- Aids all departments in making the best financial publishing decisions
- Responsible for forecasting, budgeting, and strategic planning for departments, titles, and imprints

Communications

- Is responsible for creating internal and external communications that articulate HBG's corporate mission and support its business initiatives
- Plan and execute all-company events including Town Hall and All Employee meetings.
- Manage HBG's intranet site, Bookends

HBG Mission & Vision



Mission:



To publish great books well



Vision:



To be the #1 destination for authors, agents, customers, client publishers, and employees



To be a respected publisher that values diversity, nurtures talent, rewards success, and honors its responsibilities



To be market focused in all we do, and to lead change in popular culture

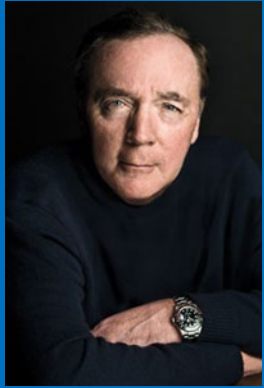


To anticipate change, foster creativity, and encourage risk-taking and innovation

HBG by the numbers

- **The 4th largest market share** among US publishers.
- **A division of Hachette Livre**, the 3rd largest trade and educational book publisher in the world, a division of Lagardere.
- Hachette Livre has four key businesses: **HBG, Hachette Livre, Hachette UK and Hachette Espana**, producing a total of 17,000 books annually
- Approximately **1,300 employees, in 8 office locations**: New York, Boston, Lebanon, Nashville, Philadelphia, Berkeley, Boulder, and Toronto. Plus field reps.
- HBG has Publishing Divisions: **Grand Central Publishing, Little, Brown, Little, Brown Books for Young Readers, Perseus, Hachette Nashville, Orbit & Hachette Audio**
- **Approximately 1,100 new books published** annually—far fewer than any other major house.
- **High ratio of bestsellers to books published** is consistently industry-leading.
- In 2020, HBG had **196 titles** on the New York Times bestseller list, including 26 that reached #1. HBG's books accounted for **885 weeks** on the NYT list altogether.
- **Over 200 million books per year shipped** from our distribution center in Lebanon, Indiana.
- The **#1 provider of distribution services to U.S. trade publishers**, including Disney, Marvel, Chronicle, Abrams, National Geographic, Lonely Planet, and many other major publishers.

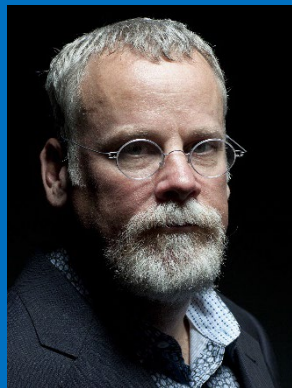
We publish many of the world's bestselling authors



**James
Patterson**



N.K. Jemisin



**Michael
Connelly**



Donna Tartt



David Baldacci



**Nicholas
Sparks**



**Malala
Yousafzai**



J.D. Salinger



**Stephenie
Meyer**

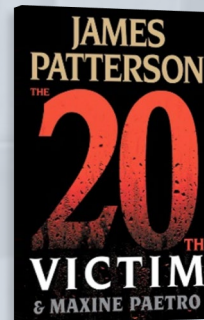
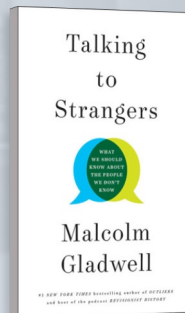


**Malcolm
Gladwell**



LITTLE, BROWN AND COMPANY

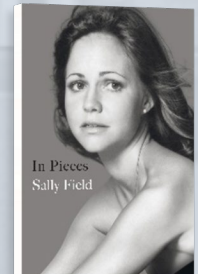
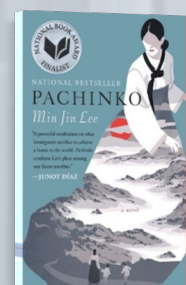
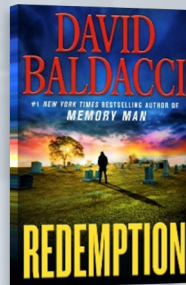
- **Founded 1837**
- Literary fiction, commercial fiction, thrillers
- Serious and narrative nonfiction
- **Imprints:**
 - Back Bay Books
 - Jimmy
 - Mulholland Books
 - L,B Spark
 - Voracious





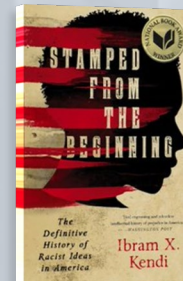
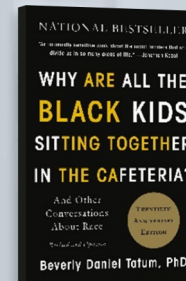
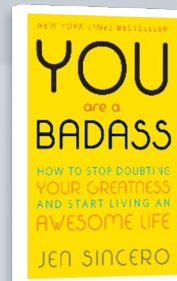
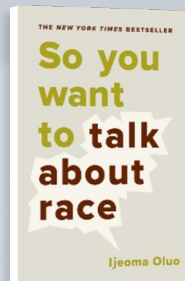
**GRAND CENTRAL
PUBLISHING**

- **Founded 1970** (as Warner Books)
- Commercial fiction, thrillers, romance
- Celebrity and narrative nonfiction
- **Imprints:**
 - Forever
 - Forever Yours
 - GCP Balance
 - Twelve
 - Vision
 - Legacy Lit





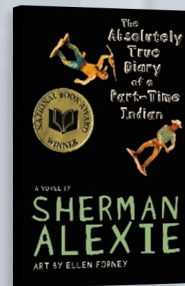
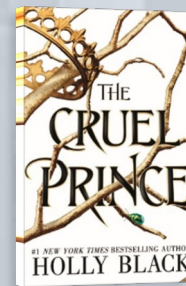
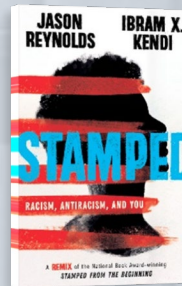
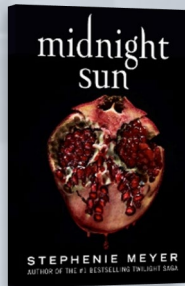
- **Founded 1997**
- **Nonfiction across a range of disciplines and categories**
- **Imprints:**
 - Basic Books
 - Hachette Books
 - Hachette Go
 - Running Press
 - RP Studio
 - Minikits
 - Avalon Travel
 - PublicAffairs
 - Bold Type Books





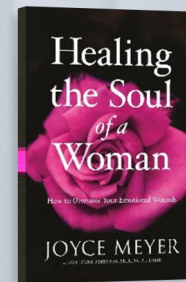
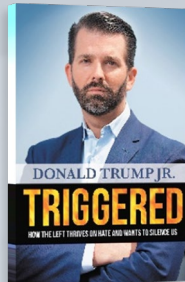
LITTLE, BROWN AND COMPANY
BOOKS FOR YOUNG READERS

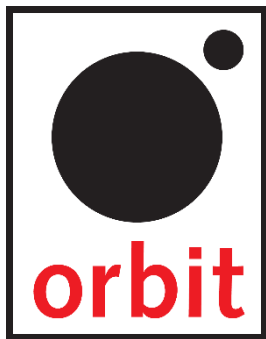
- **Founded 1926**
- Commercial fiction, nonfiction for all ages--
Young adult, middle grade
- Picture books
- Only publisher to have won the Caldecott Medal three years in a row
- **Imprints:**
 - Christy Ottaviano Books
 - LB Kids
 - LBYP+
 - Poppy



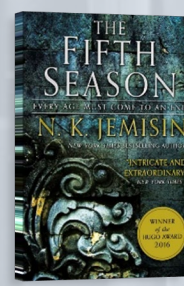
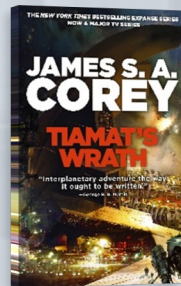


- **Founded 2001** (as Warner Faith)
- **Christian and conservative publishing**
- **Imprints:**
 - **FaithWords**
 - **Worthy**
 - **Center Street**



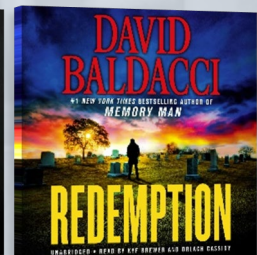
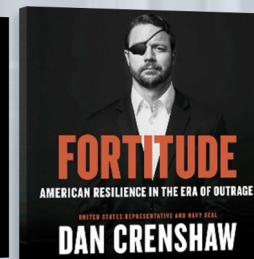
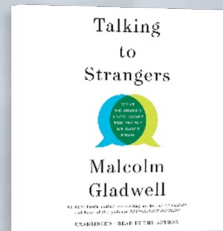


- **Founded in 2007**
- Science fiction and fantasy, commercial fiction
- Top SFF publisher in the US
- **Imprints:**
 - Orbit
 - Redhook

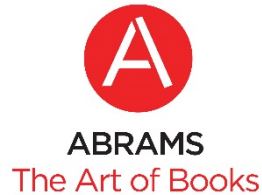




- **Founded 1994**
- Audiobooks of all HBG imprints
- Also publishes audiobooks under license from major distribution clients



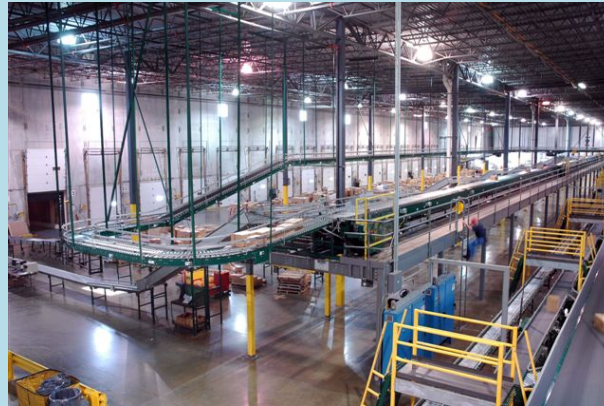
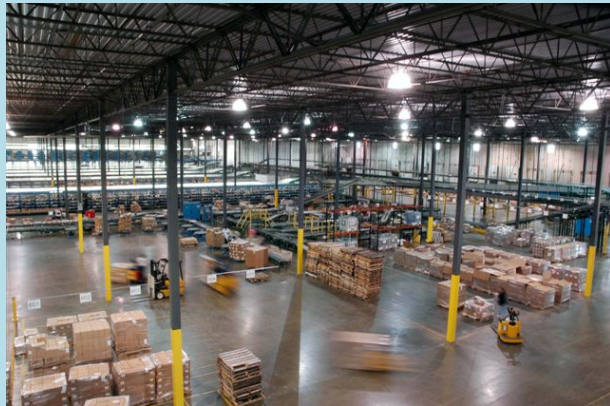
#1 distributor of third-party publishers



Leverages warehouse, fulfillment, and customer service infrastructure

HBG Distribution Center

- Processes more than 200 million books annually from our facilities in Lebanon, Indiana, with greater than 99.9% shipping accuracy.
- HBG offers customized warehousing and support services, sales representation, and digital distribution including ebooks, audio, and POD to clients.



Life at HBG

- Download our published eBooks and audiobooks from the **Hachette Online Lending Library**
- Use our **staff discount** and participate in the **Hachette Reads** program
- Pick up some books at **Read our World** - part of our diversity initiative
- Attend employee meetings and book signings, Kids Day, Holiday and other gatherings
- Participate in training programs, cross functional projects, social events, and in other programs such as:

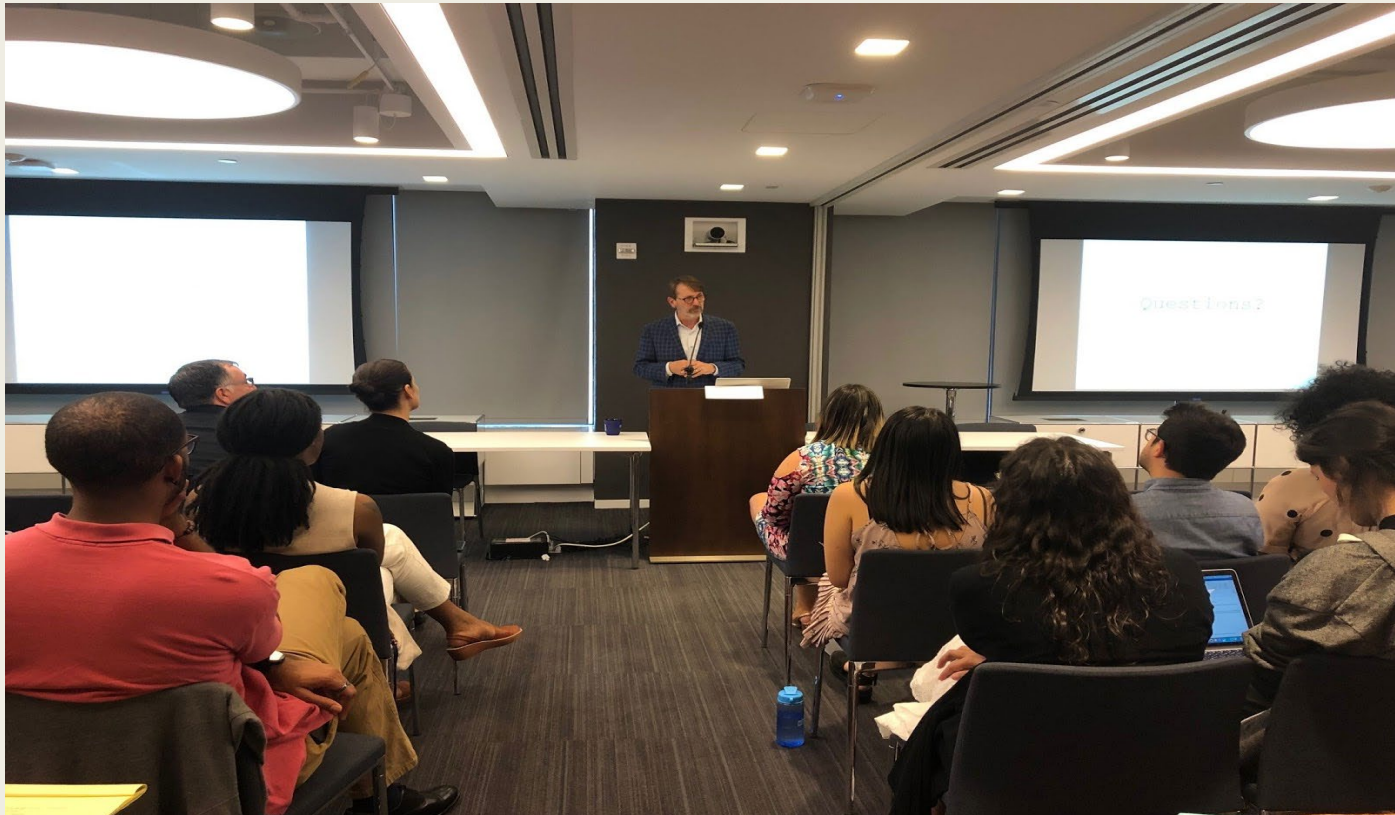


Diversity & Inclusion at HBG

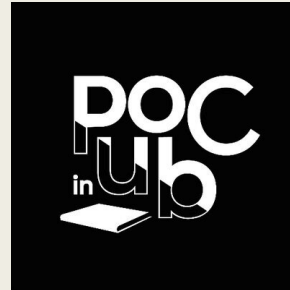
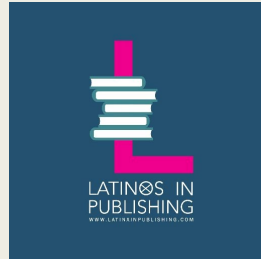
As a leading book publisher, we believe that including and representing diverse voices in all aspects of our business is fundamental to what we do. Our staff and our publishing programs must reflect the broad range of backgrounds, experiences, and ideas that shape our society. We are committed to working together and with all our partners to foster diversity and a culture of inclusion, so that HBG can provide a truly welcoming and fulfilling environment for all employees and publish books that appeal to all readers.

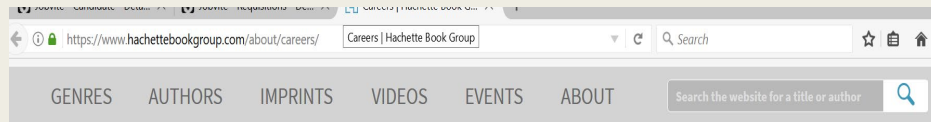


TIPS FROM HR: HOW TO *BREAK INTO* PUBLISHING



Step One: "Reading Up" on Book Publishing





Careers



**STEP TWO: EXPLORE
CAREER
OPPORTUNITIES!**

Hachette Book Group Internship Program

Join our community of storytellers!

- Hachette Book Group offers paid internships to college students interested in exploring careers in book publishing. The HBG Internship Program, which runs every fall, spring, and summer, offers students an opportunity to learn about the publishing industry and explore an area of interest, which may include:

Editorial Marketing Publicity Sales Production Audio Communications

- As an HBG intern, you will have the opportunity to work closely with seasoned professionals and will gain hands-on professional experience as you own day-to-day tasks, help with special projects, and attend departmental meetings.

- To enhance your work experience, we offer educational sessions featuring speakers from all departments of the company as well as networking and career development opportunities.

- Positions are currently virtual!



HBG Internship Program FAQ's

Do I have to be an English major to work in publishing?

No! When hiring, we look for students from a variety of academic disciplines with a passion for books.

Aside from a love for reading, what else can candidates do to stand out when applying?

A cover letter is key when applying. Your cover letter should explain in detail why you want to work for HBG and why you want to work in the specific department to which you are applying. Mention what genres of books you enjoy reading as well as some of your favorite titles.

What kind of previous experience do you look for when evaluating resumes?

While previous publishing experience isn't necessary, we do look for candidates that demonstrate their commitment to reading and writing through various activities. For example, many of our interns have worked on their university's newspaper or literature journal, held a position in an on-campus reading/writing tutoring center, and/or maintain a book blog. We also love previous bookstore experience!

What are the 2021-2022 program dates and deadlines?

We hire interns on a rolling basis and recommend applying ASAP.

Semester	Application Dates	Program Dates
Fall	August-September	September-December
Spring	November-January	February-April
Summer	February-April	June-August

How To Apply:

<https://www.hachettebookgroup.com/about/careers>

Careers



Hachette Book Group (HBG) is a leading U.S. trade publisher and a division of the third largest trade and educational book publisher in the world, Hachette Livre. HBG publishes great books for readers of all ages, more than 1,800 new books annually, in all formats—print, ebook, and audiobook—including many New York Times bestsellers. HBG is a dynamic place to work, a fast-paced and fun environment where new ideas in publishing are actively explored and encouraged. HBG is headquartered in New York City, with offices in Boston, MA; Lebanon, IN; Nashville, TN; Boulder, CO; Philadelphia, PA; and Berkeley, CA. HBG also owns Hachette Book Group Canada, Inc., a marketing and publicity company based in Toronto, ON.

WORKING AT HACHETTE BOOK GROUP

Hachette Book Group's mission is to publish great books well.

📍 New York City, NY
Berkeley, CA
Boston, MA



**STEP
THREE:
PERFECT
YOUR
RESUME &
COVER
LETTER!**

Resume Do's & Don'ts

Do:

- Keep it to one page
- Include all relevant contact information, education, work experience, on-campus leadership experience, volunteer work
- Consider using multiple categories i.e. "relevant work experience" and "other work experience"
- Highlight any technical proficiencies such as experience with social media, Microsoft office suite, and any other special skills: i.e. InDesign, Photoshop, HTML, etc.
- Experiment with colors/formats!
- show qualitative and/or quantitative wherever possible

Don't:

- Discount experience that may not directly relate to the role such as administrative work experience, retail, food service, etc.
- Forget to spell check!
- Include a verbose objective - get rid of it, we already know you want a job
- Emphasize past responsibilities - accomplishments are even more powerful
- List references-we'll ask for that later, save the space
- Attempt the "one-size-fits-all" approach-customize your resume for each role
- Leave off important information or include incorrect contact information

Why write a cover letter?

- Provides an opportunity for you to convey your passion for the company and position
- Allows you to expand upon your resume and accomplishments
- Provides you with a space to explain confusing gaps, details, etc. on your resume
- Cover letter = writing sample
- Should begin with a salutation, i.e. "Dear HR team at Hachette Book Group"
- Tone - conversational
- Should not be a regurgitation of your resume. No need to restate your name or all elements of your degree, work experience, etc.
- Three paragraphs, no more than $\frac{3}{4}$ of a page
 - ***Paragraph #1: Emphasize your passion for the role, or specific genres of books referenced in the posting***
 - ***Paragraph #2: Discuss your experience, as related to the requirements***
 - ***Paragraph #3: Summarize your experiences, remind us, "why should we hire you?"***

Get to know HBG Staff!



Billy Clark
VP, Sales Analytics, Operations &
Client Services



Rena Kornbluh
VP, Executive Managing
Editor

Get to know HBG Staff!

How did you break into publishing?
What did you study, what other roles
have you held, how did you know you
wanted to work with books?

Get to know HBG Staff!

Tell us about your current role at HBG – what does your day-to-day look like as well as long-term projects, what other teams do you work with, structure of your department, etc.

Get to know HBG Staff!

What is the best part of your job, the most challenging? Do you have a favorite project that you've worked on?

Get to know HBG Staff!

What advice do you have for students considering a career in publishing? What types of skills are valuable in your department?

Questions?



Ashley.Orlando@hbgusa.com

Lia.Hartman@hbgusa.com

Questions?



Stay Connected!

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Lia.Hartman@hbgusa.com