BOOKS UNCOVERED
Unwrapping the Book Business
What do you think about when you think about publishing?

Do you love books or magazines? Are you excited about new technologies? Do you like drawing, travelling, writing, or spending time engaging with people on social media? If your answer to any of these questions is yes, you could have a fun and challenging career in publishing.

We want to show you that publishing is a broad and exciting industry that offers all sorts of career opportunities for all sorts of people. No matter where your skills and interests lie, you can find your future dream job within this thriving sector. Imagine that you could work with the biggest celebrities to get their memoirs on bookshop shelves; that you could discover, shape, and publish the next *Harry Potter* or *The Hunger Games* series; that you could design beautiful cover art; that you could get paid to attend book fairs in Frankfurt or New York to sell and buy rights; or even that you could negotiate film adaptation rights with production studios. So, what is publishing?

Most people probably think about trade books when they think about publishing, because those are typically the titles that you can easily buy in every bookshop or big supermarket. The trade sector covers all the fiction and non-fiction books for adults, young adults (YA) and children, including novels, biographies and memoirs, picture books, cookbooks, travel and art books, poetry, colouring books, and more... However, trade publishing is only the beginning!

Think about all the textbooks, websites and apps that you use at school: these are the products of educational publishing. You probably have lots of ideas on how the resources that you are using in classroom now could be made more fun – maybe even by using all the new exciting technologies like virtual reality or geolocation? Working in the educational sector would allow you to make those ideas come to life!

Finally, there is also the world of academic and professional publishing. This is a very dynamic sector, where all the cutting-edge research is published: from science and medicine to law and computing, you work with the most brilliant minds to deliver ground-breaking books. Academic and professional publishing is also where all the technological advances are developed and adapted at impressive pace.
But what job could you do?

Let’s consider the life cycle of a book – say, a new crime novel by a debut author. Have you ever wondered how it gets from the writer’s laptop to bookshop shelves? The usual route might look a bit like this: the author submits her manuscript to your publishing house. As an editor, you consider the submission and decide that this book is something you want to publish; you then manage the project and the author to make this rough manuscript into a potential prize-winning bestseller. The book needs a cover and layout, of course, so as a designer or typesetter you will ensure that it looks beautiful and is easy to read. Then, if you work in production, you will oversee the whole production and printing process up to the finished product, making sure that every department does its job on time.

Once the book is ready, it needs to be sold and promoted. If you work in sales and distribution, you will get the title into the biggest retailers and control the warehousing and distribution process, ensuring that every shop around the country has enough copies to sell. As a marketeer or publicist, you will be responsible for promoting the book by running a social media campaign, contacting the most popular bloggers to secure reviews, and organising events such as a book launch or a discussion panel at the annual crime books festival Bloody Scotland.

Now that your crime novel is becoming a success and your author is getting more recognition, maybe it’s time to extend its reach? As a rights person, you will travel to international book fairs to encourage foreign publishers to buy translation rights, and maybe you can even get a film production studio interested in making the book into a Hollywood film?

That is of course a simplified example: there are many other jobs you can do in publishing, from being an account manager or business analyst to website developer and audio editor. Want to know more? See the section on the back page on how you could go about getting involved and doing more research into publishing.
Find out more about working in publishing

We hope that we have given you something to think about. If you would like to know more about publishing and how to get involved in it, try checking out some of the websites below:

**Publishing Scotland at**
[www.publishingscotland.org](http://www.publishingscotland.org)
Explore the About publishing section, especially Careers in Publishing, where you can find specific advice on how to search for internships and jobs.

**Books from Scotland at**
[www.booksfromscotland.com](http://www.booksfromscotland.com)
You can use it to explore and keep up to date with what is currently being released by Scottish publishers and authors.

**Society of Young Publishers Scotland at**
[www.thesyp.org.uk/scotland/](http://www.thesyp.org.uk/scotland/)
The volunteer team at SYP Scotland organises monthly events, runs a Twitter feed, and offers a free mentorship scheme to support aspiring and junior publishers in Scotland.

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w: [www.publishingscotland.org](http://www.publishingscotland.org)
e: [enquiries@publishingscotland.org](mailto:enquiries@publishingscotland.org)
Twitter: @PublishScotland
Facebook: Publishing Scotland

Publishing Scotland is the trade organisation and networking body for publishers in Scotland. See its website for information on publishing, publishers, book fairs, book festivals and prizes.