



Publish your success story

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Publishing industry entails printing and distribution of books, journals and other literary material among the public. However, publishing is generally associated with the production of printed works in the form of books and e-books. From clay tablets to papyrus rolls, used in ancient times to the current trend of digital word, the industry has come a long way.

Peep into the past

The development of writing systems, invention of paper and movable-type printing press by Johannes Gutenberg around 1400 was what gave birth of the publishing industry.

It was in the middle of the 16th century that the model of acquiring copyrights, printing, distribution, selling and payment of royalty started flourishing in Europe and other countries. This set-up continues to form the basis of the industry. Publishing as an industry has many aspects to it. Writers, literary agents, illustrators, proofreaders, copy editors, type setters, printers, binders, stockists, distributors, and marketers are all a part of the industry, with each playing a crucial role in the dissemination of printed works.

CONTINUED ON PAGE 3

MAP YOUR GROWTH

The first step into the industry is internship. Hard work and experience can help one take up more challenging roles. The next position is that of a proof reader or editorial assistant. Then comes the position of development editor, project manager, An acquisitions editor or commissioning editor is the highest position in the hierarchy. Then there are management roles, which include that of a publisher. For a career in publishing, a post graduate degree is desirable and the field of study is flexible.

A DEMANDING CAREER

The industry poses challenges like long hours, crazy deadlines and variable job responsibilities. From writing a pitch mail, press releases, putting together a media list, and follow-ups, coordinating with authors to draw up a publicity plan, scheduling interviews and media appearance, an employee of the industry is has to take up various tasks. The work also involves planning and implementing marketing campaigns, writing blogs and managing social media channels. Being in a creative industry, jobs in publishing might not be everyone's cup of tea. A career in the industry offers its own set of perks and privileges.



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CONTINUED FROM PAGE 1

Work and opportunities

The publishing industry offers multiple career options. Like any other industry, there is cut-throat competition here as well. One has to set and meet the deadlines. Also, one is required to manage work and coordinate among many players — editors, authors, and publicists — with ease and efficiency.

There is much more to working in the publishing industry than being an editor. Various roles in the industry call for various skill sets. For example, an editor for instance is in the business of finding budding talents, editing and molding a written work into the final product that is ready for the shelves. Similarly, illustrators are responsible for designing apt graphics and illustrations to make the final product informative as well as attractive for readers. The role of marketers and distributors is to highlight the

UP YOUR SKILL SET

At the same time, the industry continues to face challenges from several quarters like lack of privacy and skilled workers. One should not only be adept at editing and rewriting, but also must know how to use internet to advantage. From online marketing to designing promotional activities through social networks and blogs, publishers and marketers need to find new and more effective ways to present their titles to prospective readers. Apart from being able to spot talent, proof read and edit written work, a candidate today needs to be well versed with technology, designing and audio-visual production.

salient points of the published work so that its sales gain maximum traction.

Tech worthy

While publishing has been traditionally associated with the printed word, the advent of the digital era introduced changes here as well. From e-books to self-publishing through internet, the publishing industry has evolved. While skeptics have been proved wrong regarding the impending demise of the industry, the digital era has promised the industry new avenues for growth opportunities. Digital marketing, blogs, social

media, podcasts and audio books are some recent additions to the industry.

Digitalisation and the increasing penetration of the internet have had a significant impact on the industry. Self-publishing, on demand printing and e-books are some of the mainstay of the industry today. Producing creative content has become far easier with costs going down and distribution becoming easier.

To earn success in the industry, one must develop a critical bent of mind. One should be analytical as well. Passion for the job is important.

—The writer is MD, MBD Group.