

Book's Face

"People matter"

Special Frankfurt Book Fair 2017
Guest of Honour France

After living in Germany and the United States, Judith Becqueriaux joined the publishing world in 1995. In 2010, she was appointed Rights Manager at Editions Denoël, a branch of the Gallimard Group. She was elected President of the International Commission of the French Publishers Association [Syndicat National de l'Édition] in June 2016.



1. Can you please describe your job in 100 words?

As Rights Manager, my task is to identify new opportunities for a book, other than bookstore sales: pocket, book club, audio, large print, graphic novel, or illustrated editions; translations; adaptations for theatre, television, or cinema; public readings; radio; and reproductions of excerpts. We work just as actively on our new releases as our older titles, which we consciously try to revitalize by exploring all possibilities depending on the book, genre, its influence, and its potential. Finally, you need to find the right partner, sell that person wholeheartedly on the project, and negotiate in the best interest of the author and the work in question.

2. What did you want to be when you were five years-old?

To be honest, I don't remember at all. On the other hand, I vividly recall that I mysteriously knew how to read before starting primary school, which surprised the teacher. And I must admit that I spent a good part of my childhood with my nose buried in books, which my parents supplied in abundance. But at the time, I didn't know that you could make a living out of it!

3. Can you describe a typical working day?

Each and every day is different in this field and that's what makes it so interesting! Let's take a typical Monday, for example: Morning: discover the myriad of emails received over the weekend, identify any urgent matters to address, and go over the week's priorities with my team (2 people). Then I go straight to our weekly editorial meeting with all of the publishing house's departments to follow up on the calendar for new releases. Lunchtime, on the other hand, is generally dedicated to meeting with our partners, whether they be pocket editions, book clubs, scouts based in Paris, or foreign publishers visiting Paris for business. Then, since we are preparing for the Frankfurt Book Fair, – a major event for us especially this year as France is the guest of honor – part of the afternoon is spent planning and scheduling meetings in advance with our clients at the Fair. We also are working on preparing promotional material for this event: signage, catalogs, copies of books, etc. Late afternoon: I wrap up the workday with a meeting with a television producer who would like to meet one of our authors to present a possible series adaptation: very exciting!

4. What would happen to the book if you were not there?

It's hard to say, but a fair number of books would certainly be shelved and forgotten, not to mention letting down our authors... The work that we do allows our publishing houses to offer a high-quality "full service" package to our authors, both in the short and the long term. Nothing is more satisfying than a good, successful launch planned in concert with all of the different publishing departments: editorial, production, marketing, press, rights. It is also very gratifying to contribute to extending the life of an important book that may have been published decades earlier.

5. What is the most exciting /striking thing that ever happened to you in your job?

Without a doubt, the dazzling international success of one of our novels, *La fille qui lisait dans le métro* [The Girl Who Read in the Subway] by Christine Féret-Fleury, in Spring 2017! Foreign publishers were highly enthusiastic about this delectable, feel-good story at the London Book Fair and rights were sold in 18 countries, including England and the USA after a feverish bidding war, which hardly ever happens... It was a fantastic surprise for us and absolutely marvelous recognition for the author!

EDITORIAL

- . Reading panel
- . Commissioning or acquisition
- . Copy editing/Full text editing
- . Proofreading
- . Index making
- . Translation
- . Technical revision
- . Infographics
- . Legal reading if necessary
- . Relations with the author



FINANCIAL

- . Authors royalties & copyrights fees
- . Managements accounts
- . Creditors & debtors
- . Legal procurement
- . Sponsors
- . Audits
- . Tax



PRODUCTION

- . Typesetting
- . File conversion
- . Layout & design
- . Paper buying & storage
- . Printing
- . Insurance & shipping



SALES & MARKETING

- . Representation
- . Marketing plans
- . Foreign rights
- . Publicity
- . Contracts with the media & PR approaches of opinion
- . Leaders & institutions
- . Social media
- . Parties



FULFILMENT & DISTRIBUTION

- . Order processing & servicing
- . Fulfilment & delivery
- . IT systems
- . Warehouse management
- . Digital warehouses & distribution
 - . Physical bookstores & other stores selling books
 - . Electronic bookstores
 - . Libraries
- . Consignment processing, returns, used/damaged books sales
- . Management of unsold stock

