

# Book's Face



© Claus Setzer

**Heinrich Riethmüller was born on 14 October 1955 and has served as acting partner of the book shop Osiander in Tübingen since 1983. After graduating from High School and serving in the German armed forces, he trained as a bookseller in the university book shop Ziebank in Heidelberg. He joined his parents' company in 1977. Since 2001, he has been working voluntarily for the book industry.**

**From 2007 to 2012, he was Chairman of the Retail Bookseller Committee of the Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association); from 2001 to 2007, he served as Chairman of the Committee of Academic Retail and Specialist Bookshops. At the Buchtage Berlin (AGM in Berlin) in June 2012, he was elected President of the Börsenverein des Deutschen Buchhandels.**

## **1. Describe your job in 100 words**

I am the CEO of one of the oldest book shops in the world. Osiander was founded in 1596; it is a family business with 32 branches. I run the company together with my older brother, my nephew, and our wives.

## **2. What did you want to do when you were 5 years old?**

I always wanted to become a bookseller. My parents always gave us children the impression that their profession was interesting, that the job is multifaceted, and that they really enjoyed it. That is how I slowly grew into our book shop. On Sundays, we children were allowed to accompany our father to the book shops and read there. And when we were teenagers, we took on temporary jobs in the company.

## **3. Can you describe a typical working day?**

There is no typical working day that repeats itself. I am an early bird; most days, I am at the company by 7.30 a.m, going through the mail and e-mails. I am out and about a lot: I visit our book shops with our area managers, talk to branch managers in their shops, speak to architects about our expansion and planned branches. Then there are meetings with the company management or meetings with employees about various topics. In addition, I do voluntary work one or two days each week.

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

The world would keep turning, and books would still be sold. I would not be worried about customers and readers

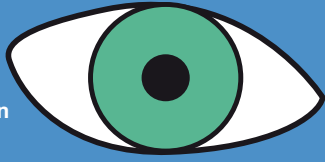
as we have brilliantly trained, passionate booksellers in Germany who are able to provide customers with suitable but also unexpected reading experiences. Yet my favorite books would be deprived of one reader, which would be a pity.

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

The events surrounding our 400th anniversary in 1996: On this occasion, the renowned "Literarisches Quartett" (Literary Quartet) with Germany's most famous literary critics Marcel Reich-Ranicki and Helmut Karasek came to Tübingen and were broadcast live on German television from our book shop. We were their hosts! It was a great feeling for our family to be presented to all of Germany!

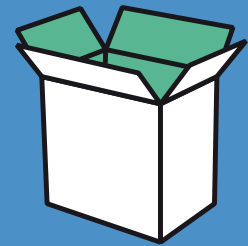
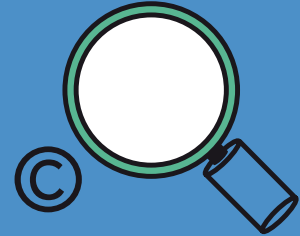
## EDITORIAL

- . 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

# Book's Face