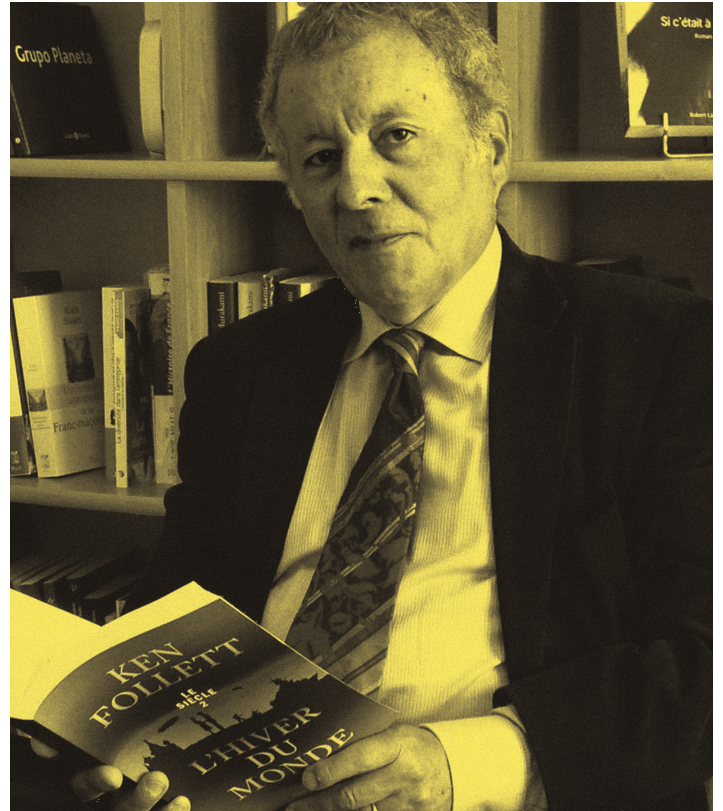


Pierre Dutilleul, 63 years old, is Deputy CEO of the French publishing group Editis. There, he acted as the CEO of many publishing houses, such as Robert Laffont, Julliard, Plon, Perrin, La Découverte, Masson, Belfond and was also Director for Human Resources and Communication of this Group of 2,200 people. He is also the newly elected President of the Federation of European Publishers.

Book's Face



1. Describe your job in 100 words.

I've been working for almost 25 years at Groupe Editis, number two in the world of French publishing. I have held many different positions there: financial manager, CEO of several publishing houses, director for human resources and communication and other roles. Thanks to the breadth and depth of this experience, today I am Editis Director of External and Inter professional Relations. Everything I learnt in the past quarter of a century serves my group and my job. There is a beautiful logic in this: firstly, by gaining a thorough knowledge of publishing houses of all sizes and all editorial types in leading them, I have then sought to improve how they function in a changing environment, both on a national and international level.

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

My first vocation, when I was five years old, was to be a fireman. With a smile, I think I can say I have been one; throughout my career I have rescued publishing houses facing difficult situations. After the age of five, I wanted to be a radio journalist, commenting non-stop on events happening around me, a ladle in my hand for a microphone. I did it, from the age of fifteen, with a real microphone and for many years. It is only later that I wanted to write and publish books.

3. Can you describe a typical working day?

For me, it's essential to be able to always assess efficiency, the result of what I am doing. I always start the day by reading my morning mails as well as check-

ing the sales figures from the previous day. This will inform the main priorities of the day to come. Then, I take note of the events which happened since the day before in my sector, my profession. Then, it's appointments, meetings and files until the evening. The crucial rule: always be ready for the unexpected, to be disturbed, and often to be faced with an overload of work: this job is a passion! Finally, I never end my working day without writing a report of what I've done and to prepare the following day: a very useful discipline!

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

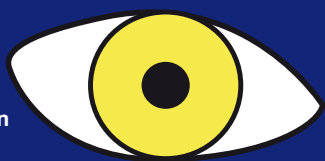
One should stay humble and there is no doubt that the book would continue to develop without me. However, I think I have contributed to the blossoming of many talents over the years: writers, publishers and other colleagues in all sorts of roles. We shouldn't forget that publishing is a service industry and hence a creation industry, and, as the people in charge, we have to locate, ease, attract and develop the loyalty of those talents which makes the book, even in times of crisis, a priority good. Moreover, I have created my own publishing house, the Presses de la Renaissance. Hence, I have, in my own way, added my stone to the block.

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

There would be many, as this job is a job of passion! But I can mention the day I saw my first book come off the press at a printers in Normandy, the day when I published my first book as the head of Presses de la Renaissance, the publishing house I created, the days when I met Jean d'Ormesson, Norman Mailer, the days I spent with Salman Rushdie and finally, the day when I had to leave a publishing house I was managing, the colleagues and writers paid a tribute to me for everything I did for them. It's hard to always be humble...

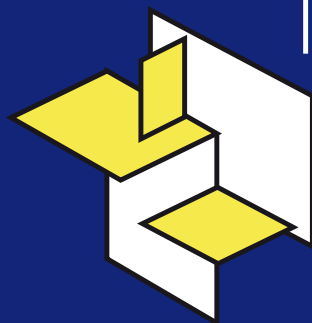
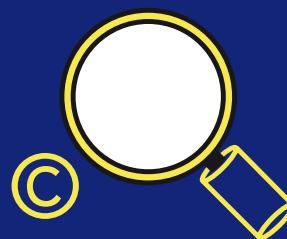
EDITORIAL

- . 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



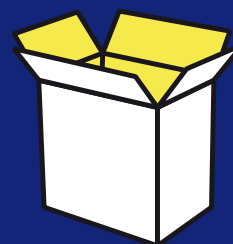
PRODUCTION

- . 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