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INTERNATIONAL PUBLISHERS DISCUSS PHILOSOPHY IN GERMANY

NEW YORK, NY – Seven international nonfiction editors traveled to Berlin and Frankfurt at the end of June to meet with German publishing executives to explore trends in the Philosophy and in the German book market.

The group consisted of Giovanni Carletti, Editoria Laterza (Italy); Mikhail Kotomin, Ad Marginem Press (Russia); Marc Lowenthal, MIT Press (USA); Niels Cornelissen Uotgeverij Boom (Netherlands); Tariq Goddard, Repeater Books (England); Marcos de Miguel, Plaza y Valdés (Spain); Ken Wissoker, Duke University Press (USA) as well as Berlin based American translator Tony Crawford and Riky Stock, Director of the German Book Office in New York.

Most discussions revolved around bringing Philosophy books to a broader audience. Ken Wissoker (Duke University Press) and Paula Bradish (Hamburger Edition) agreed on the fact that academics need to be taught to write for a wider audience: “It sometimes takes many years and a lot of rephrasing to publish an academic’s work,” said Wissoker.

American editors indicated the importance of social media as a marketing tool in the scholarly community. Many of them have a strong online presence that grants them a larger readership. Marc Rosenthal (MIT Press) mentioned how sharing a one-day discount on social media led to massive book sale in a matter of hours. Repeater Books’ Tariq Goddard also pointed out how online discounts via social media are very popular in the UK. In Russia, booksellers use social media to contact customers directly.

The discussion is scheduled to continue at the Frankfurt Book Fair’s International Nonfiction Editors’ Panel and Networking Event for international editors (“Which of your Books are Speaking to the World?”) on Saturday, October 17, 2015 from 10:00 a.m. to 12:00 p.m.

Please RSVP to Riky Stock: stock@newyork.gbo.org