

E-Textbooks

Amanda Breccia, Acquisitions Editor, Fashion and Textiles
Fairchild Books, A Division of Bloomsbury Publishing
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Summary by Marlene Castillo

With all the new technology and information in the world, many can forget that books are still being published. We live in an “information rich economy” as Amanda Breccia, the Acquisitions Editor at Fairchild Books, has said. When reading about the fashion industry, readers expect the sites to be current, fast, and have attractive visual designs. Many books are published by Bloomsbury Publishing, the largest publisher of academic materials for visual arts in the world. The company publishes academic and professional books, adult-trade, and children’s books. Along with Bloomsbury Publishing, other divisions exist: Berg, Fairchild, and Applied Visual Arts (AVA). Fairchild Books has more than 250 titles on fashion illustration, history, textile science and more; they are the publisher of *Women’s Wear Daily*.

As an acquisitions editor, Amanda Breccia is responsible for books getting published. The publishing business is divided into different departments that handle tasks before and during the publishing stage. The editorial department consists of the publishing, editorial, and development stages. The design and production departments include the director, designer, and copywriter, among other people. The marketing and sales units handle the social media aspects, and how to sell and promote the book. The final department is operations and finances, which handles the distribution, inventory, and customer service. When trying to get a book published, the editorial process can be a long one and has many steps before an author even starts the writing. The first step is to have the author and editor outline the book; for academics, a proposal needs to be made and has to be specific to a topic or course. Before an author can begin writing a book, the proposals and outlines need to go through reviews. This is followed by market research to determine who needs these books and why. Then budgets and contracts need to be put in place. This process can take from six months to a year before any writing is done.

Third parties provide the images, and part of the editorial process is making sure authors have permission to use the images in their books. Authors need licenses and contracts to use the images. With the images, the cover designers need to know which images will work better for the book, which will look better as a thumbnail and if the title of the book is legible. The images are also important for eBooks, which are becoming more popular now; readers can carry their books on any device and always have them on the go. Amanda Breccia says that fixed formats are better because there is more control over text and images on eBooks, as where with reflowable text, the text and images go wherever they want depending on the size of the device. Besides eBooks, there are other digital product business models to sell books. The ownership model is where the person can purchase a book and it is theirs to keep forever. The subscription model is for use over a certain time period, and the lease or rental model is only for a limited time.

Bloomsbury Publishing is working on some new products for fashion students. The Berg Fashion Library is an online portal that features journals, images, and books on fashion throughout history. Data can be searched by time and specific item, such as hats or dresses. The Fashion Photography Archive will be available in fall of 2015. The photography archive features

over 600,000 images and will feature information for specific images such as articles relating to that photo.