

Orell Füssli Publishing



NORA WEYERMANN has been creating advertising material at OF Publishing since 2009 – for example, also for the new edition of “Barbapapa”, which she regards as a highlight of Pop Art from the 1970s. What used to be one of her favourite books is now the tops with her own children.

DIVISION _ OF PUBLISHING COMPANIES

Where does the First Lady of the USA meet Globi? In the Orell Füssli publishing companies, which cultivate a wide range of topics for children, young people and adults in their book programmes.

Products and markets

Orell Füssli is a Swiss non-fiction and textbook publisher with a wealth of tradition which focuses on Swiss authors and Swiss topics. The publishing programmes include picture books, standard legal textbooks, management literature, historical series and schoolbooks. The main strength of Orell Füssli's publishing units is on the Swiss domestic market, but increasingly also in other German-speaking countries. The various programmes regularly feature publications which are to be found at the top of bestseller lists. Photoglob is the Swiss market leader in the distribution of picture postcards and road maps.

Strategy

Orell Füssli's publishing companies aim to continue expanding their market position in Switzerland. However, Orell Füssli also aims to gain a firmer foothold in the German market with titles of international relevance. The sector as a whole is exposed to price pressure from the large German publishing groups and margin pressure from book retailing chains. Orell Füssli's publishing companies aim to counteract both factors with an interesting offering of topical titles.

Growth potential/Innovation

The markets served by Orell Füssli's publishing companies are undergoing radical changes, due both to the impact of the Internet on trading activities and to the advance of the e-book, although this has a share of only 1–2% of the total German-language book market. Orell Füssli's publishing units are continuing to focus on the conventional printed book, while at the same time exploiting the potential of the e-book with its promise for the future.

Job profiles

The individual programmes are headed by Programme Managers. Thorough training and a close affinity to the relevant content are essential prerequisites for compiling a programme of new titles twice a year with a sure, steady hand. All Programme Managers also have many years of professional experience in copy editing and guide the copy editors responsible for the various projects. The Production, Marketing/Sales, Advertising, Press Relations and Licensing departments contribute in their turn to producing and publicising attractive books.



CULTURE is when a pig makes a big impression on the feature writers of the "Frankfurter Allgemeine Zeitung" and the "Neue Zürcher Zeitung" and becomes a bestseller: "Johanna on the Train", published by Atlantis and illustrated by Kathrin Schärer.