

# *Memiors*

WEBINAR



**JUNE 16, 2014**



**WELCOME!**



## PRESENTERS

- **Susan Canavan – Senior Executive Editor at Houghton Mifflin Harcourt**
- **David Rosenthal – President and Publisher, Blue Rider Press, Penguin Random House**
- **Moderator: David Achar – Merchandising Manager, Baker & Taylor**



## SUSAN CANAVAN

**Susan Canavan is a Senior Executive Editor at Houghton Mifflin Harcourt where she has published numerous *New York Times* bestsellers, including *Francona* by Terry Francona and Dan Shaughnessy, *When the Game Was Ours* by Larry Bird and Magic Earvin Johnson with Jackie MacMullan and *Spartan Up!* by Joe De Sena. She acquires and edits a wide variety of narrative nonfiction including sports, history, adventure, memoir and animal narratives. She also works with a select few novelists.**



## DAVID ROSENTHAL

David Rosenthal served as publisher and executive vice-president of the Simon & Schuster imprint from 1997 until June 2010. Prior to that, he was the publisher of Villard Books and an executive editor of the Random House imprint. During his tenure at Simon & Schuster, he published books by some of the most prestigious, award-winning *New York Times* bestselling authors, including David McCullough, Doris Kearns Goodwin, Bob Greene, Sandra Brown, Mary Higgins Clark, Chris Cleave, Richard Paul Evans, Paula Deen, Bob Woodward, Ron Suskind, Jimmy Carter and Hillary Rodham Clinton. At Blue Rider, David publishes an eclectic mix of hardcover fiction and nonfiction titles



## WEBINAR OVERVIEW

- **How important is celebrity when you decide to acquire an autobiography/memoir**
- **How important is the co-author/ghost writer in capturing the voice of the subject**
- **How do publishers leverage the large social media presence that come with many memoir subjects**
- **Hot Fall releases**



**How important is the celebrity factor?**



**Is “juicy” content a pre-requisite?**





**How important is the co-author/ghost writer in capturing the voice of the subject and molding the finished product?**

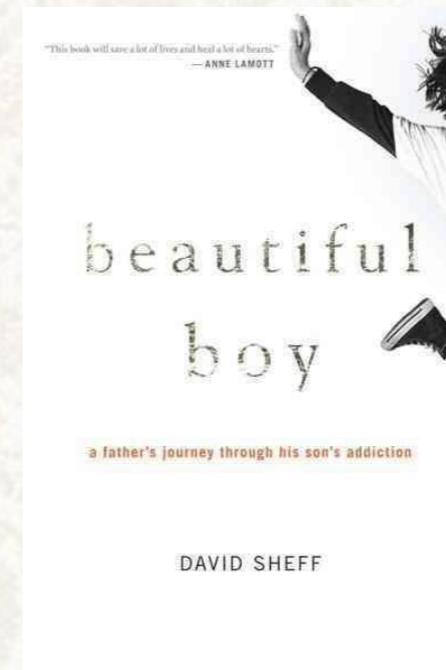
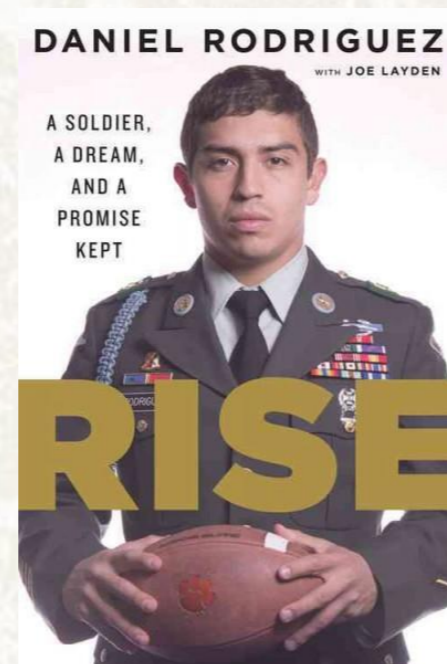
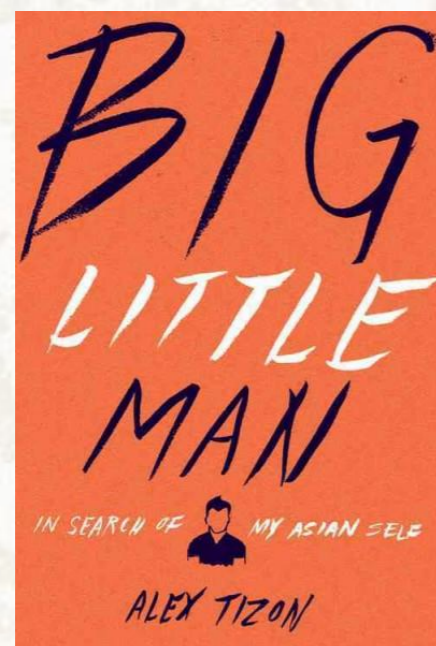
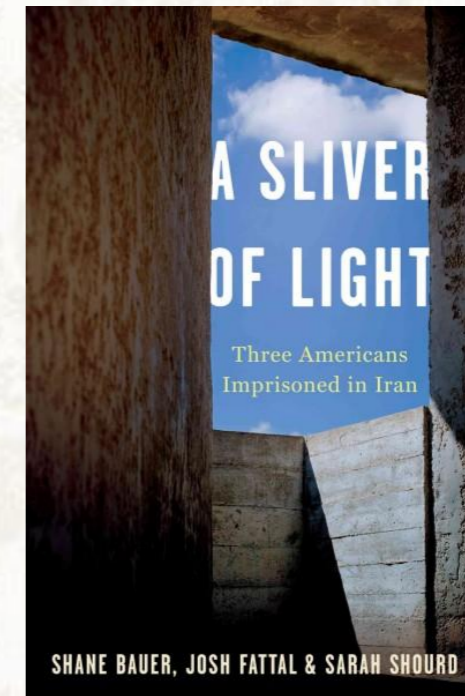
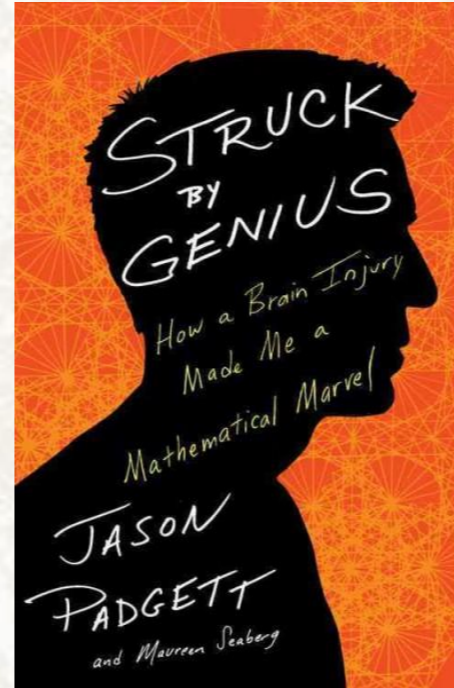
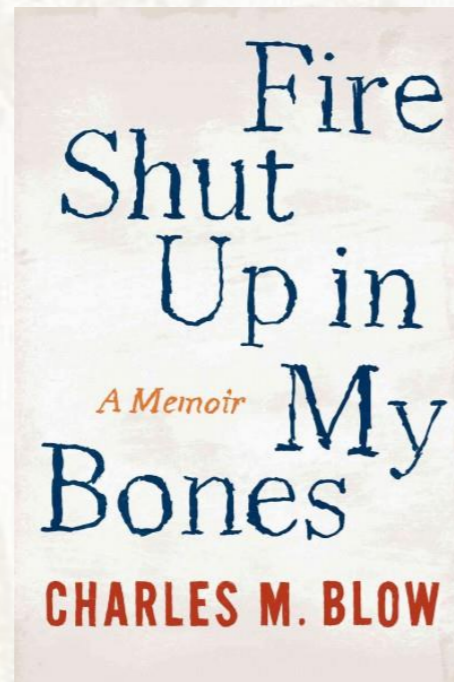
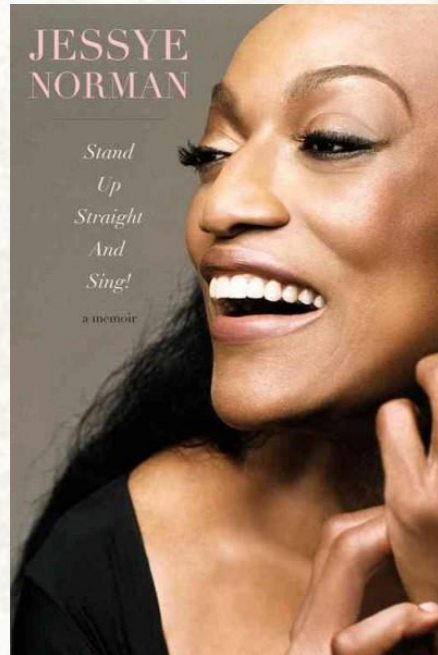


**How do you vet the content to ensure accuracy beyond fact checking? How do you manage the often controversial content in political memoirs? How hard is it to get pre-approval from the government on sensitive content?**

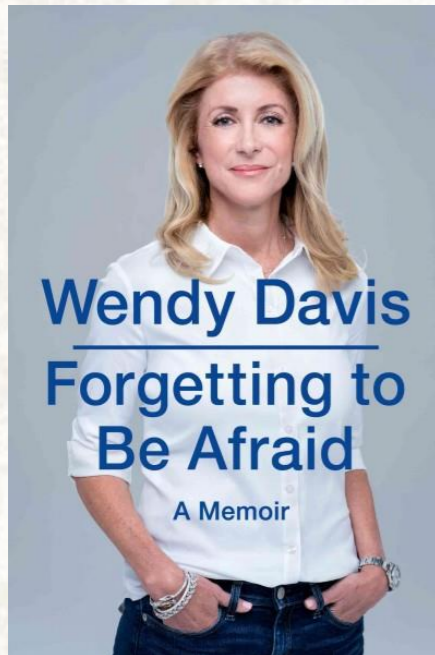


**How do publishers leverage the large social media presence that come with many memoir subjects? How vital is it to the success of a project? Does a publisher create an on-line presence for an author on social media?**

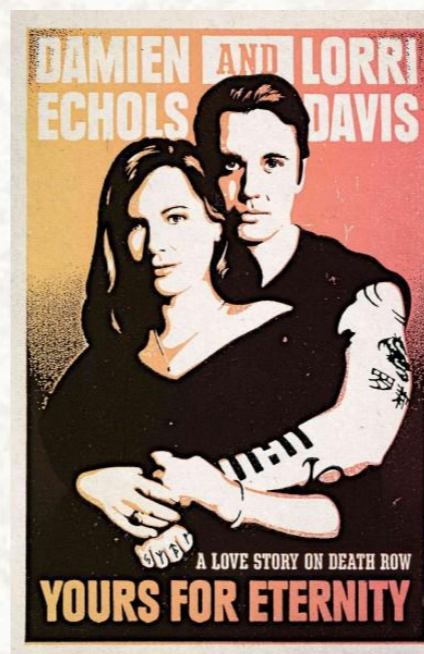
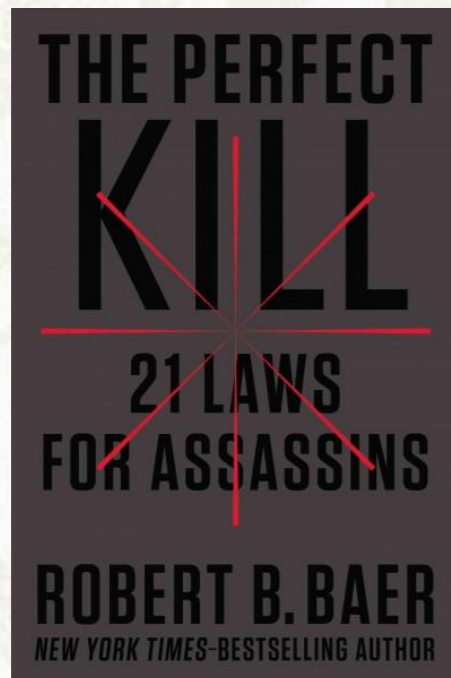
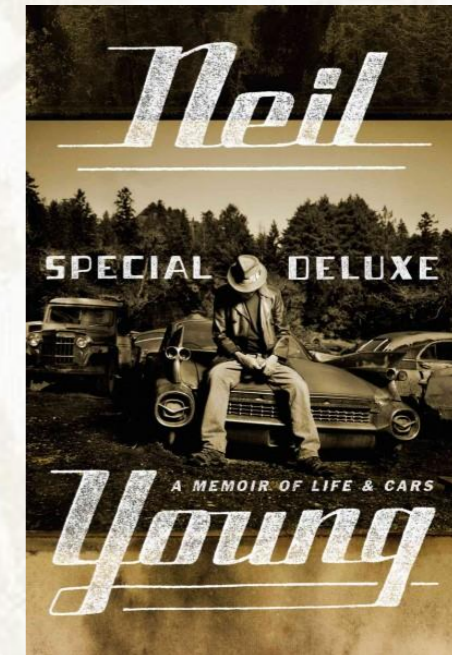
# Title Previews: Houghton Mifflin Harcourt



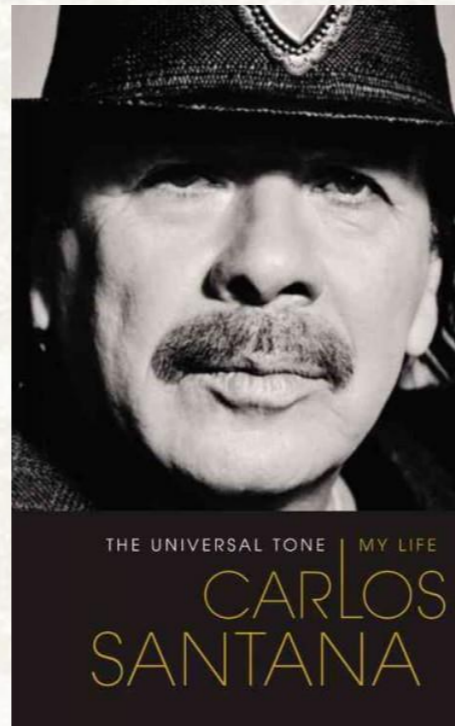
## Featured Titles: Penguin Random House



Sound Man by Glyn Johns



## Featured Title: Hachette





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