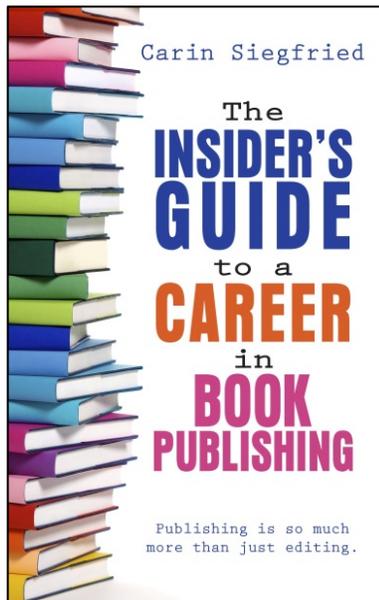


The Ultimate Publishing “How-To” from an Industry Insider

Press Release

FOR IMMEDIATE RELEASE



Charlotte, NC (June 23, 2014) – Publishing insider Carin Siegfried’s just released book, *The Insider’s Guide to a Career in Book Publishing*, is a must-have guide to the publishing industry for all those interested in a career in book publishing. Siegfried shares real-world experience about the industry in her five-part book, explaining the various job roles associated with book publishing and the different types of publishing houses.

Guiding readers through the job search process, she helps candidates identify their own unique skills and passions before choosing their particular career paths. The book also explores non-traditional paths to publishing and includes a glossary of industry must-know terms. Siegfried speaks candidly about publishing realities and offers valuable knowledge and advice to those truly passionate — and brave — enough to enter the world of book publishing.

A Nashville, TN native, Siegfried moved to Charlotte, NC in 2004 after working as an editor for St. Martin’s Press in New York. In that role, she had been buying manuscripts and was responsible for both a Barnes & Noble Discover Great New Writers selection and a *New York Times* bestseller. A few years later, seeking to return to her Southern roots, Siegfried accepted a position with Baker & Taylor, one of the world’s largest book distributors, where she worked with independent bookstores throughout the Northeast from the B & T Charlotte headquarters, and later with national accounts. Several years later, she landed her ultimate role by opening her own boutique editorial and publishing consulting firm, Carin Siegfried Editorial.

The Insider’s Guide to a Career in Book Publishing is available to be ordered through Barnes & Noble, Books-a-Million, Amazon and independent bookstores through the IndieBound program as a paperback and eBook. Please visit CarinSiegfried.com for more information and to find a retailer near you.

About Carin Siegfried



After growing up in Nashville, TN, Carin Siegfried left her hometown to attend Davidson College near Charlotte, NC where she received her B.A. in English. Her path to publishing began with her college job in the Davidson campus library and her summer job at the Vanderbilt University Bookstore. While she enjoyed her writing classes at Davidson, Carin excelled in critiquing and editing. After graduation, she worked at Bookstar, a Barnes & Noble superstore, in various positions that exposed her to many aspects of the business. She next moved to Ingram Book Company as a junior buyer and then decided to pursue her dream to work as an editor in New York. After spending time at St. Martin’s Press, Carin

migrated back to the South where she worked at the global book distributor, Baker & Taylor. She now runs her own independent editorial boutique firm, Carin Siegfried Editorial.

Seeking a thriving book community similar to the one she discovered in New York, Siegfried founded the Charlotte chapter of the Women's National Book Association in 2009, and is currently the President of WNBA nationally. She lives in Charlotte with her husband.

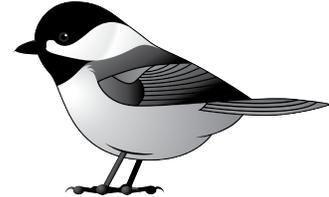
For more information:

Author: Carin Siegfried

Email: CarinSiegfried@earthlink.net

Media Contact: Hannah Frail

Email: hannahfrail14@gmail.com



Chickadee Books

#####