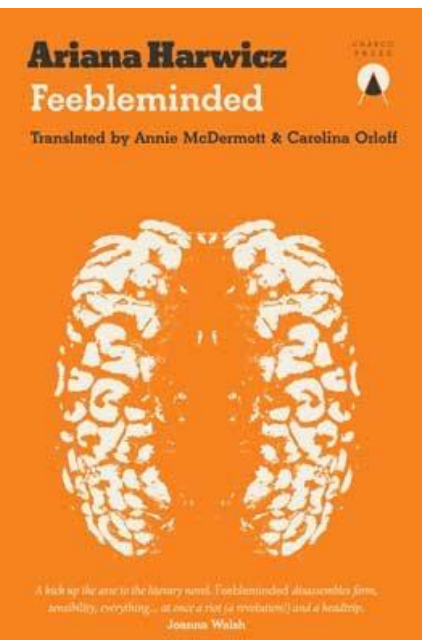




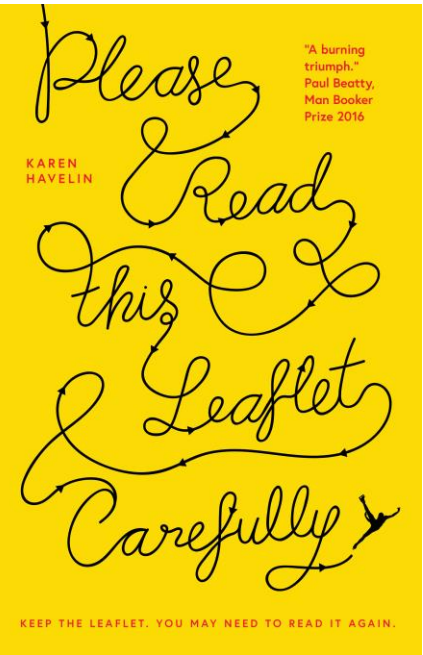
Inpress Books Work  
Shadowing



# What we learnt

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- Inpress Books was set up to support independent book publishers in marketing and distributing their titles, it is funded by Arts Council England.



- Also at Inpress Books is the Poetry Book Society which releases a magazine each quarter of the best poetry releases and reviews to its members. This involves doing design work around the creating the bulletin and also maintaining the website which they sell titles through.
- There are 7 full-time staff, as a small business the roles cross-over working on the finance side, analytics and marketing of the company.

Inpress Presents...  
**Boiler House Press Fiction**

Boiler House Press, an imprint of the UEA Publishing Project, launches its first fiction list in April 2018. UEA is home to the UK's longest standing Creative Writing programme, which, since 1956, has helped to launch the careers of Nobel Prize winner, Sir Kazuo Ishiguro, and Anne Brontë, Ian McEwan, Shireen Tob and many more besides.

The exciting development comes in the wake of the successful launch of the Boiler House Poetry list and you can expect the standard of the work and design to remain as high. The list will begin with four titles.



**Sissy, Ben Borek**

- Ten years after the cult hit *Dogging Heights*, Ben Borek is back with another brilliantly satirical and darkly comic, satirical, story.
- To be supported by an extensive social media campaign including teaser trailers and advertising on all major platforms.

Sissy is an hilarious romp of epic proportions, encompassing in its burlesque scope our modern (and) our virtual lives and the alienating effects of modern technology with lots of untagged irony. In-betweeners Sissy is an anti-hero and associate to Dan Jan 19c. It is a modern masculine counterweight and satirical manifestation of the ever-evolving flight of the real a story unfolding with by day - Sissy and currently 10-born of his long-suffering mother each morning - and a virtual life/love-life for virtual night. The novel's brilliant overall satirical is a satirical attack on the notion of the male heroism. Hero and it is written appropriately in a language that is rich and beautiful. Enjoyably hilarious because satirical also an extraordinary reclamation of the narrative epic form for here.

**Ben Borek** is unique no-one else writes like this, or can write like this. His vision is unfathomably dark but also almost inescapably obscurely warm and deeply humane.

**Price:** £12.99 | **ISBN:** 9781911340378

**ORDER NOW VIA YOUR LOCAL REP:**

Please supply:

Sissy  Animalia Paradoxa  The Lay

STORE NAME: \_\_\_\_\_ ISBN ACC. NUMBER: \_\_\_\_\_  
 ORDER REFERENCE: \_\_\_\_\_ DATE: \_\_\_\_\_  
 REP NAME: \_\_\_\_\_ DISCOUNT: \_\_\_\_\_

All titles are available to order from ISBN 01752 25267 / order@boilerhousepress.com and for more please contact: info@boilerhousepress.com



**Animalia Paradoxa, Henrietta Rose-Innes**

"Henrietta Rose-Innes writes an admirably fast clean prose... A welcome addition to the new South African literature." - J. M. Coetzee

"Rose-Innes is a writer almost in the Virginia Woolf mould - lateral of mind and power in her style of narration." - Sunday Times

A very different woman with mental health, a colonial naturalist seeks an impossible specimen: elusive, volatile, male, a cat and a child, building common ground across the vast human drama to pharmacopoeia, these stories make life and strange connections - between ancient and new, human and animal, Africa and Europe, reality and dream. It's a brilliant, moving, funny, as well as a profoundly unpolished work from one of South Africa's foremost novelists.

**Price:** £12.99 | **ISBN:** 9781911340361



**The Large Door, Jonathan Gibbs**

An acid-tongued novella of longing and language, in which the past comes up hard against the present, from Jonathan Gibbs, acclaimed author of *Raincoat*, or *The Pinned Grapes* (Galley Sucker, 2014).

When Jenny Thurston, a 40-year old linguist, returns to London for a conference on *Paradise*, she finds herself attracted to the presence of a life she had had a once-informal mentor now dying. A former door again when reach the floor-logs of their lives. Close little more than twenty-four hours Jenny must write a narrative, a narrative speech, take up to her own mortality, and to the consequences of the bad choices she has made - while finding the nerve to make new choices that might be his (Jenny's) wife and professional. The Large Door is a meditation on life and long and on age - golden and otherwise - that reaches the splendid mid-century work of writers such as P.M. Lewis and legal drafts.

**Price:** £12.99 | **ISBN:** 9781911340347



**This Paradise: Stories, Ruby Cowling**

A delicious, bold and often frightening collection from a prize-winning short story writer of enormous promise.

Sisters, hermits, rebels, lunar mutants and a not insignificant number of nations play out their lives under the orange glow of toxic moons, governments, corporations and the various planets on which we sit. In our different ways, just about manage to live.

*This Paradise* is a rare and beautiful collection of stories about people fleeing towards places of safety or places they hope might be better - trying to outrun their nature, to deny the universe. Written with an arresting eye for detail, a rich sense of compassion and a delicate comic understanding of the human psyche, the stories in *This Paradise* present a series of beautiful questions, not least of which is where do we run to when there's nowhere left to run?

**Price:** £12.99 | **ISBN:** 9781911340354

# What did we do whilst we were there?

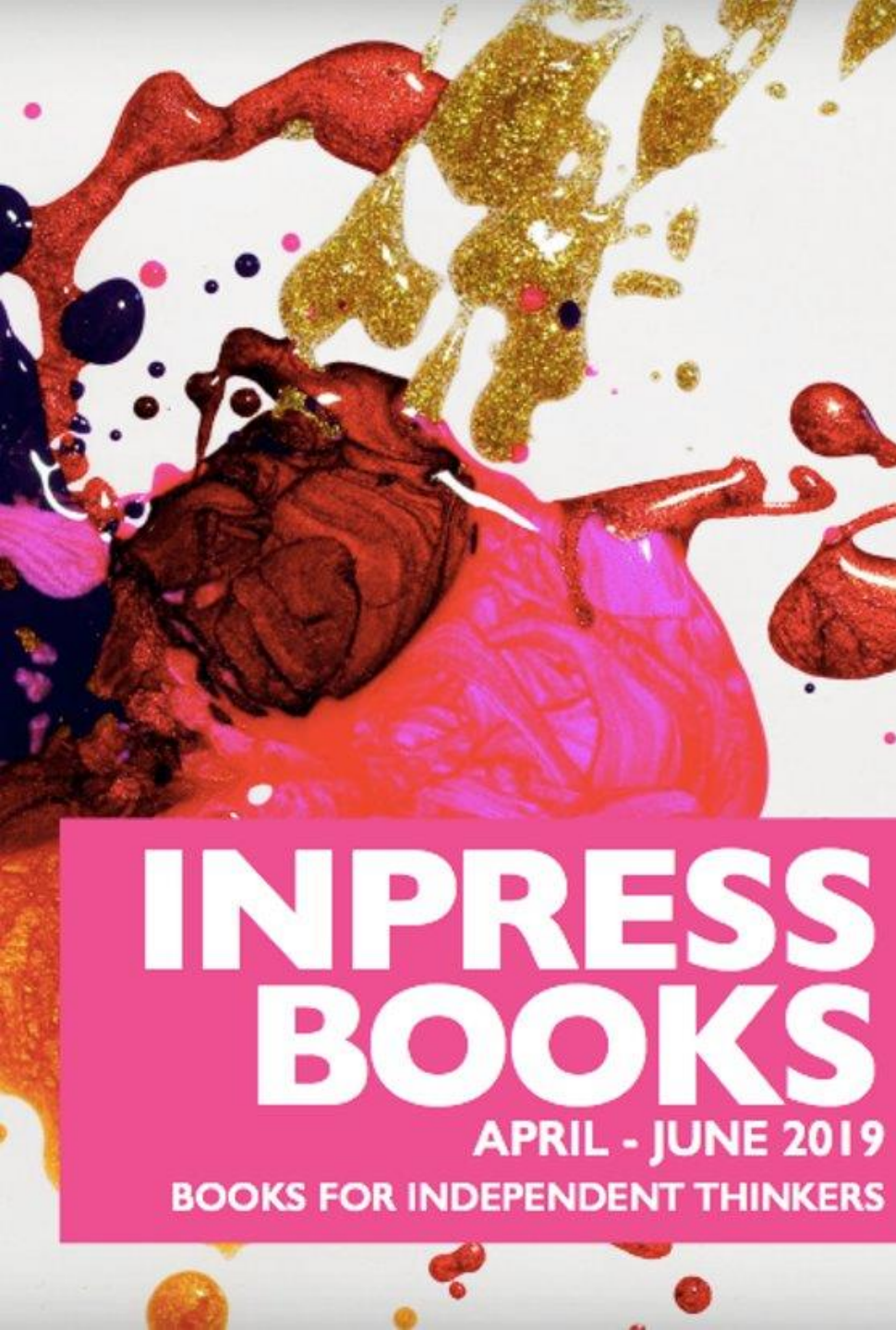
- How to market unique books that may not have a clear direct marketing strategy
- How to upload a new book onto Shopify
- Understanding the marketing processes of Poetry Book Society and how they are working on increasing their membership
- Practical skills; working as a team, importance of communication, idea generation



# How this experience will help us going forward

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- Gaining an insight into the day- to- day work around marketing releases for titles and how this is planned out in advance of publication.
- Learning about what path people in the company took to work in publishing is helpful to plan out the next stages we might take.
- Having the confidence to work in a small business and how this differs from a larger company



## What surprised us...

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- Flexibility to try new marketing techniques and be open to promote books in new ways
- Their aim to grow the market for translated books (Tokyo Ueno Station)
- The flexibility of roles within the company

Thank You!