

## The 6 Sisters

America's literary industrial complex includes six conglomerates, four foreign-owned that dominate trade publishing:

- (Germany) Bertelsmann owns 70 imprints, divided into three groups, including Random House, Knopf, Ballantine, Crown, Pantheon, Vintage, Bantam Dell, Broadway Doubleday, Anchor, Villard, and Del Ray
- Simon & Schuster includes Pocket Books, Free Press, Scribner, Touchstone, Fireside, and Atria Books
- (France): Hachette Book Group, USA owns Little Brown and Company and Grand Central Publishing, which has ten imprints
- HarperCollins (News Corporation) includes Harper Paperbacks, Harper Mass Market, HarperOne, HarperBusiness, Avon, William Morrow, Collins, Ecco
- (United Kingdom): Penguin Group (USA) includes Penguin, Putnam, Viking, Berkley, Signet, Plume, Ace, Jeremy P. Tarcher, Dutton, Penguin Press, Perigee, and Portfolio
- (Germany): Macmillan U.S. includes Henry Holt and Company, St. Martin's Press, and Farrar, Straus & Giroux, Tor, Picador, and Thomas Dunne Books

They all have audio and children's divisions, and do E-books, and inspirational books.

Midsize New York houses that contribute to the *New York Times* bestseller list:

Houghton Mifflin Harcourt; Hyperion, part of Disney; W. W. Norton; Perseus, which has 13 imprints; Rodale, headquartered in Emmaus, Pennsylvania, nonfiction only; John Wiley, in Hoboken, nonfiction only, including the Dummies series; and Workman Publishing, which includes Algonquin Books

The three brothers upsetting the book cart: Apple, Amazon, and Google.

Adapted from *How to Write a Book Proposal* by Michael Larsen.

**Michael Larsen-Elizabeth Pomada Literary Agents** / Helping Writers Launch Careers Since 1972  
[larsenpoma@aol.com](mailto:larsenpoma@aol.com) / [www.larsenpomada.com](http://www.larsenpomada.com) / 415-673-0939 / 1029 Jones Street / San Francisco, 94109  
**The 4<sup>th</sup> San Francisco Writing for Change Conference** / Changing the World One Book at a Time  
September 15, 2012 / [www.sfwritingforchange.org](http://www.sfwritingforchange.org) / [sfwriterscon@aol.com](mailto:sfwriterscon@aol.com)  
**The 10<sup>th</sup> San Francisco Writers Conference** / A Celebration of Craft, Commerce & Community  
February 14-17, 2013 / [www.sfwriters.org](http://www.sfwriters.org) / [sfwriterscon@aol.com](mailto:sfwriterscon@aol.com) / Mike's blog: <http://sfwriters.info/blog@SFWC> / [www.facebook.com/SanFranciscoWritersConference](https://www.facebook.com/SanFranciscoWritersConference)  
**San Francisco Writers University** / Where Writers Meet and You Learn / Laurie McLean, Dean / free classes / [www.sfwritersu.com](http://www.sfwritersu.com) / [sfwritersu@gmail.com](mailto:sfwritersu@gmail.com) / @SFWritersU