

FRANCE	235
Record Production: The Multinationals	235
Independent Record Producers	240
Recording Studios	243
Record Manufacturing	244
Distribution	245
Retailing Outlets	247
CHAPTER 9	
PUBLISHING MARKET	253
WESTERN EUROPEAN PUBLISHING MARKET	255
Book Title Rights	257
Copublishing	258
Major Export Markets	259
GOVERNMENT MEASURES TO ASSIST BOOK EXPORTS	262
MULTINATIONAL ENTERPRISES	268
PUBLISHING IN FRANCE	270
Publisher's Profile	274
The Hachette Group	275
Hachette Links to Canada	277
Presses de la Cité	279
Presses de la Cité Links to Canada	280
Export Problems	283
Retail Distribution	284
Representation	286
Booksellers	287
Book Clubs and Mail-Order Sales	292
Door-to-Door Sales	295
Buying Patterns	295
Representation and Marketing	297
Print Promotion	298
Media Promotion	299
Book Prizes	301
Book Fairs	301
Prices of Books	302
Royalty Payments	303
Payment Terms	304
UNITED KINGDOM	305