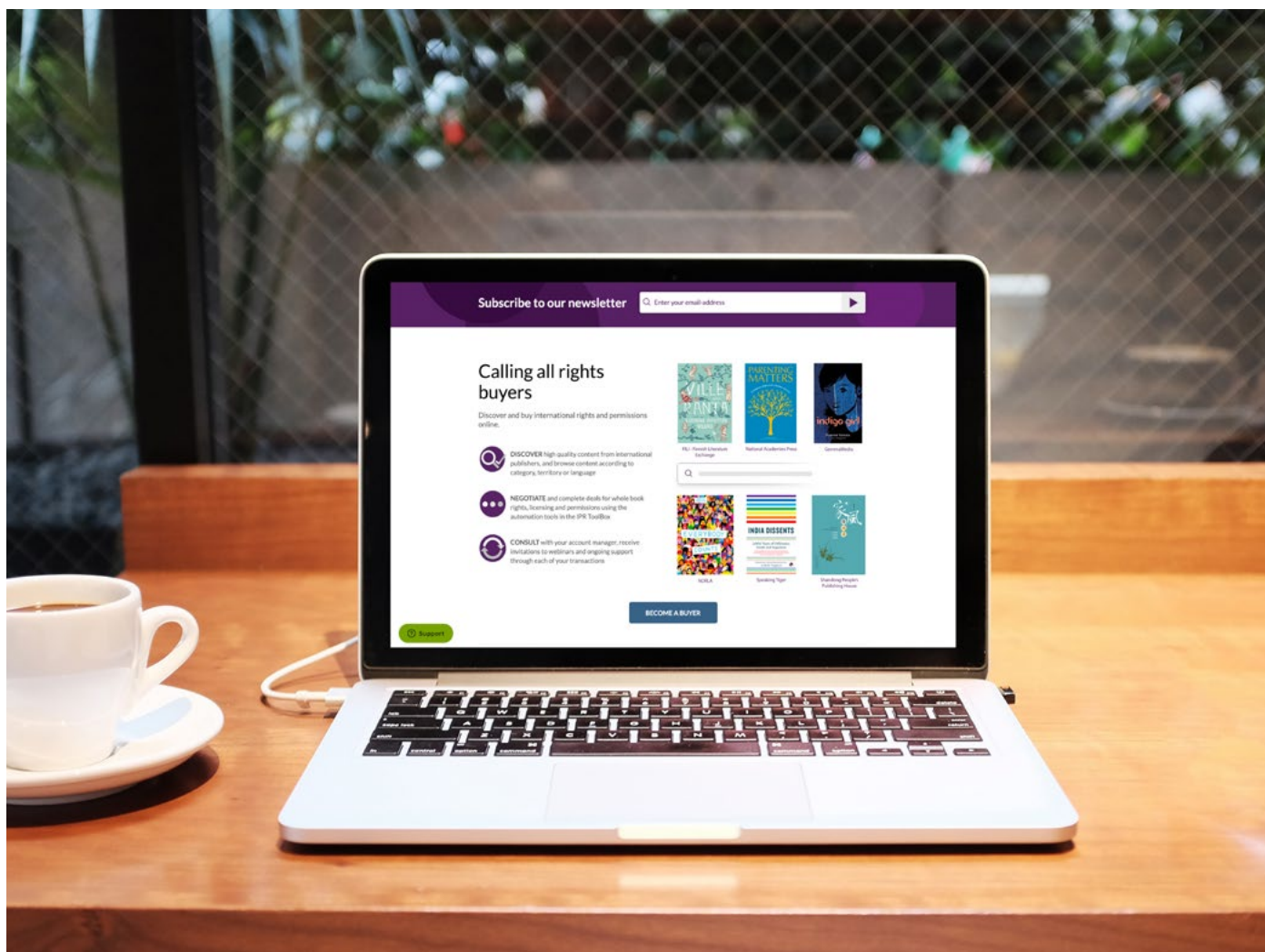




RIGHTS MAGAZINE

SPRING 2019



Connecting the Rights Community

Updates about IPR's rights platform and publisher members, plus top titles

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IPR UPDATES

Meet the team and hear how we work with members **PAGE 2**

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Why automation and permissions licensing are a perfect fit **PAGE 10**

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- 6** Literature & Literary Studies
- 7** Biography & True Stories
- 8** Humanities
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- 11** Business & Economy

Meet the Team at IPR License

MANAGEMENT



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Visit IPR License online to browse titles with rights available, learn about our automation tools, and register as a buyer:

www.iprlicense.com

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About IPR License

IPR is the first fully transactional rights and licensing marketplace available within the publishing industry. Established in 2012 to address a specific gap in the market, it provides a dedicated online portal that enables rights holders to complete domestic and international licensing deals.

In May 2015, Frankfurter Buchmesse made a significant investment in IPR License, and in April 2016 it acquired control of the company, with the Copyright Clearance Center keeping its minority stake. In June 2017, China South Publishing & Media Group also acquired a part of the company. Rights listings on the IPR platform have been viewed by rights buyers in 214 countries and 267 languages.

IPR is jointly owned by:



Q&A with Neil Walker: How I Work

IPR License: What does your job as Senior Account Manager at IPR entail?

Neil Walker: In essence, I promote, identify sales opportunities, and generally facilitate foreign rights sales from our members' titles to publishers globally. Coming from a publishing and sales background rather than a straight rights one, my approach is very much from a publisher's point of view. In particular, exploring alternative and new sources of revenue generation. Consequently, a day in the department is typified by a number of conference calls across time-zones to develop online rights strategies, discuss key titles and fine tune the platform where necessary.

IPR: Can you briefly explain how Instant Rights and Instant Permissions are helping to facilitate business deals for your customers?

NW: The profitability tools enable the automation of activities that allow publishers to buy and sell rights and permissions in the virtual sphere 24/7. Thus, a rights-holder in Kansas can wake up to see a completed rights deal through to payment from a buyer in say Shanghai.

The nice thing is that the tool fits into existing rights ecosystems. Hence, publishing companies and rights departments of all sizes will use the same tools but in different ways.

For instance, some of our larger members are using Instant Rights to automatically handle low-value transactions in order to concentrate on high-level deals. Some of our smaller partners who don't have a rights department use the tools

to establish a presence in the market for the first time. In all cases the instant functionality improves ROI on all rights activities.

Because it is customisable, the publisher controls which types of deals (such as language, territory) are serviced automatically and which deals are directed to the rights team.

A flat fee option also means no more chasing royalty statements on low-value deals. With payments collected through the IPR platform, it means no more chasing payment. Because it is online, our tools allow you to monitor where interest for your rights is located.

I think it is obvious that this new model represents the future of rights and permission transactions and opens up a myriad of exciting opportunities for publishers whatever the size.

IPR: At the end of last year, you went to Singapore to speak at StoryDrive Asia. Can you give us your impressions of the Asian market?

NW: The two-day event brought together a panel of international experts to offer advice to different media industries including publishing from Southeast Asia and the Pacific on how to use new technologies and innovative approaches to 'future proof' their business.

I certainly learnt a lot about the quality of content being produced in places such as Singapore and Indonesia and was particularly impressed by the drive and energy of the Malaysian book industry and their campaign to secure Kuala Lumpur as World Book Capital City for 2020. Within this



Neil Walker

vibrant and creative context the potential to sell rights to places such as North America and Europe for example is greater than ever. I also think more rights business could be done between rights professionals within the region.

IPR: If you could meet one fictional hero of yours, who would it be and why?

NW: This is the toughest question, but right now, it would be Frank Owen the itinerant prophet from *The Ragged Trousered Philanthropists*. From a book that could have been written yesterday, I would love to hear Owen's analysis and prescription for our current day socio-political maladies. •

First Edition Translations on Foreign-Language Success

With 35 years of experience in both commercial and editorial translations, First Edition Translations provide a wide range of professional language services to businesses and individuals.

We spoke to Social Media Marketing Consultant Anikó Pető-Mordovski recently to find out more about the services they offer.

IPR: First Edition Translations is one of the UK's oldest translation agencies. Tell us a bit about the company.

Anikó Pető-Mordovski: First Edition Translations was founded in 1981 and we are proud to say that we are a founding member of the UK-based Institute of Translation and Interpreting. Our company started out as an editorial agency and although now we do a lot of commercial translations as well, we still pride ourselves in providing a comprehensive service to publishers.

I am currently focusing on marketing, but I was part of the First Edition project manager team for seven years. This means that I was involved in all kinds of translation projects from start to finish. At the moment we have six very experienced project managers in-house who look after our clients' projects. Let's say, you give us a call to enquire about translating your publication into five languages. The project manager who talks to you on the phone about it for the first time would most probably see through your entire project, starting with preparing a proposal. Once you have agreed on all the details, they would select the best language professionals from our extensive database for your publication.

Then, once the project takes off, First Edi-

tion would act as an intermediary between you and our linguists, replying to your queries and their questions. Your dedicated project manager checks through the translated files again before they go back to you, just to make sure they are indeed ready to be sent out.

IPR: Translation rights are at the heart of what we do at IPR. From your experience, what factors have an effect on a publication's success abroad?

AP-M: I would say one of the most important factors is indeed a good quality translation. If the text reads unnaturally in the target market's language or (god forbid!) has some mistranslations, no amount of fancy cover design or marketing will save you.

There are various options, however, and one of the simplest and most straightforward solution is going to a professional language service provider or LSP. A good LSP can be your "one-stop shop" for getting a print-ready version of your book.

IPR: Are there particular genres of books that you specialise in and which languages are the most popular in terms of translation at the moment?

AP-M: We have worked on a wide range of publications, phrase books, DIY books, children's books, historical documents, coffee table books, and academic publications, but maybe the two most sought-after genres are cookery books and guide books, especially museum guides. We also often translate science-related literature.

Recently we've been involved in a very exciting project for a collection of books on mathematics from Spanish into English. Each book had a differ-



Anikó Pető-Mordovski

ent topic, for example geometry, imaginary numbers, algebra, square roots... And we had just the best, maths-obsessed translator for this project!

Various European languages are amongst our most commonly requested. For example German, French, Dutch, Italian and Spanish account for just over three million words per year but we often work with Arabic, Japanese and Chinese, as well. We can also help you with more "exotic" languages. We have translated various publications from Classical Persian, 17th-century Italian, and a rare African language, Karamojong, too!

For more information about First Edition Translations, email enquiries@firstedit.co.uk

Jane Tappuni: Why I'm Attending RightsTech: Europe

By Jane Tappuni

Why am I going to RightsTech: Europe? If I'm honest, because I want to look over the fence to see if the grass is greener.

As publishers, we tend to sit in our book publishing bubble and don't look out onto the parallel fields of music, news, journalism, and media. Technology in transactional licensing is where I really get excited. It's an area where publishing crosses over into the worlds of other aligned media.

We all have one thing in common. We publish and produce Intellectual Property (IP), and I think it's important to take a look at the technologies being deployed around IP in all industries, and to share our innovations in that space.

There are some really interesting strands to the conference, and I am looking forward to two sessions in particular. The first session is:

PANEL: TOWARD A GLOBAL VIEW OF RIGHTS

Like most forms of commerce today, the business of buying, selling, and licensing of rights is increasingly a global enterprise. But global commerce requires global intelligence. What is needed to achieve a global view of rights? How are different sectors of the media industry addressing the challenge? How are those efforts progressing?

I really believe a global view of rights would be unbelievably transformative for our industry. If we truly knew what we had, then we could all sell more and reap the rewards. The second is this session:

PANEL: PUBLISHING ON THE BLOCKCHAIN

Blockchain is a hot topic in the worlds of music, fine arts, and collectibles, but the publishing business has just begun to explore its possibilities. What could blockchain do for book and journal publishers? How could it impact authors?

I am keen on learning more about how people feel about blockchain now. I have spoken on this topic before, at last year's Frankfurter Buchmesse, but I am still trying to decide if blockchain is merely hype or part of the future for publishing rights. There is still so much to be debated and I am looking forward to the discussion and hearing others' opinions.

I am delighted to see this event on the programme. Though it is solely devoted to licensing technologies, it is an area that I think could have a massive and positive impact on our industry and one that is currently underserved in our events calendar and discussions.

Of course, going to an event isn't just about the speakers and listening. There are other great reasons to attend, for example networking. I am looking forward to meeting some new like-minded colleagues from the book publishing world, from other industries and from other parts of the world. Attending events like these also helps to get your name out there, encourages others to find out who you are, and gives you some important exposure. I'm hoping to have my mind opened to new ideas and trends. I want to learn something I don't already know and to be challenged, and I think RightsTech: Europe might just do that. I'd like to be motivated to come up with ideas for positive

change in licensing tech and, last but not least, I'd like an excuse to chat about technology. Socialising over a glass of something chilled at the end of the evening is definitely a good way to try and make that happen! •

RightsTech: Europe

When: September 9-10, 2019

Where: Instituto Cervantes, Frankfurt, Germany

Info and Tickets:

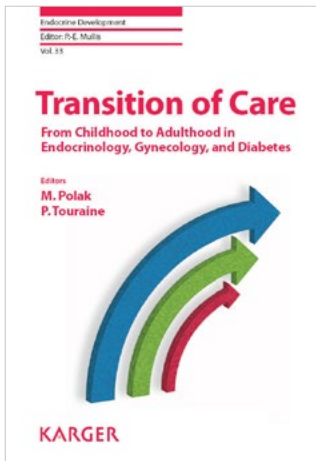
www.rightstechsummit.com/europe/

Topics will include:

Machine-to-machine rights management, automated licensing platforms, multi-territorial licensing, blockchain, investing in rights and royalties, art, artificial intelligence, and machine learning.



HEALTH & PERSONAL DEVELOPMENT



**Transition of Care:
From Childhood
to Adulthood
Endocrinology,
Gynecology, and
Diabetes.**
by M. Polak and R.
Touraine

S. Karger

Leading experts discuss major public health issues such as diabetes and obesity. They also review genetic diseases, including Turner syndrome and congenital adrenal hyperplasia.

Jun 2018
172 pp. | Orig Lang: English
ISBN: 9783318061420

[VIEW / BUY RIGHTS](#)



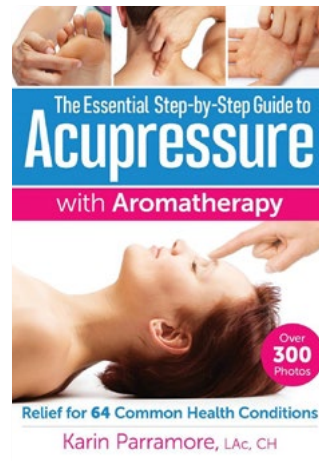
**Vegan Nutrition:
Pregnancy,
Breastfeeding
and Nutritional
Supplements**
by Markus Keller and
Edith Gätjen

Verlag Eugen Ulmer

Dr. Markus Keller and Edith Gätjen, experts in the field of vegan nutrition, explain optimal nutrition for mother and baby, the right selection of foodstuffs, and everything you need to know when it comes to breastfeeding and supplementary diets.

Jan 2017
189 pp. | Orig Lang: German
ISBN: 9783800151264

[VIEW / BUY RIGHTS](#)



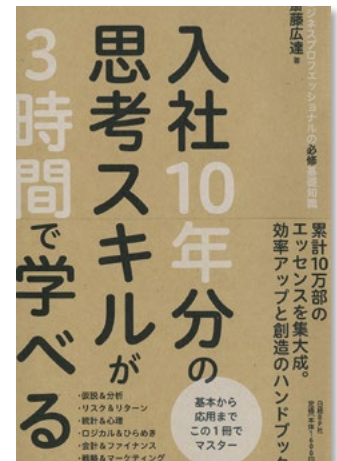
**The Essential Step-
By-Step Guide to
Acupressure with
Aromatherapy**
By Karin Parramore

Robert Rose

Using the same pressure points as with acupuncture, but instead of needles, your fingers gently but firmly stimulate your body's natural ability to heal. More than 300 step-by-step colour photos throughout, up-to-date research, and an easy conversational style.

Oct 2016
272 pp. | Orig Lang: English
ISBN: 9780778805465

[VIEW / BUY RIGHTS](#)



**Thinking Skills of 10
Years at a Company in
Just 3 Hours**
by Kotatsu Saito

Nikkei Business Publications

This book covers the essential base knowledge in thinking tasks, in such terms as Hypothesis & Analysis, Risk & Return, Statistics & Psychology and more. It is a handbook for businesspeople who aim to achieve efficiency and creativity at work.

Sep 2016
240 pp. | Orig Lang: Japanese
ISBN: 9784822251680

[VIEW / BUY RIGHTS](#)



Automate smaller deals
for extra profitability



Market your backlist
to maximise revenue

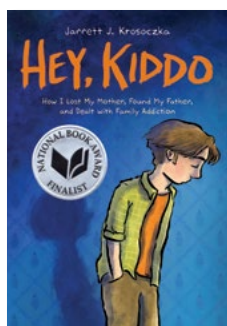


24/7 transactions,
365 days a year

You focus on the big deals, while we generate profit for you on the rest

iprlicense.com

CHILDREN'S & YOUNG ADULT



Hey, Kiddo

by Jarrett J. Krosoczka

Scholastic

In kindergarten, Jarrett Krosoczka's teacher asks him to draw his family, with a mommy and a daddy. But Jarrett's family is much more complicated than that. *Hey, Kiddo*, a National Book Award Finalist, is a profoundly important memoir about growing up in a family grappling with addiction, and finding the art that helps you survive.

Oct 2018 | ISBN: 9780545902489
320 pp. | Orig. Lang: English

VIEW / BUY RIGHTS



Reynard's Reveille

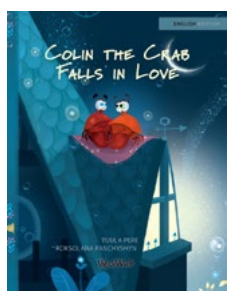
by Bjørn F. Rørvik

Cappelen Damm Agency

In this read-aloud book about Fox and Piglet, the two friends decide to start a newspaper. But it isn't that easy to find exciting news in the forest! Luckily, the King of the Forest is coming to visit, and things start to pick up.

Jan 2018 | ISBN: 9788202554637
56 pp. | Orig. Lang: Norwegian

VIEW / BUY RIGHTS



Colin the Crab Falls in Love

by Tuual Pere

Wickwick

Colin the Crab loves spending the spare time with his many friends, but lately, he has started to feel a bit empty and lonely. One day, Colin makes an unexpected discovery from between the shells: a girl crab, who has the most beautiful eyes in the world.

Oct 2018 | ISBN: 9789523254084
41 pp. | Orig. Lang: Finnish

VIEW / BUY RIGHTS



Rosie the Ribeter: The Celebrated Jumping Frog of Calaveras County

by Darcy Pattison

Mims House

Rosie was an astounding female bullfrog who came out of the wild for a single week, and set a record that still amazes us today, and then jumped back into the water. This illustrated children's book tells the story of her record-breaking jumps.

Apr 2019 | ISBN: 9781629440736
32 pp. | Orig. Lang: English

VIEW / BUY RIGHTS



Biological Restaurants: Strange Customers and Unexpected Food

by Shi Jun

Guangxi Normal University Press

A biological restaurant is situated deep in the forest. The proprietress is a pretty and vivacious girl who employs numerous cooks, waiters and waitress to serve her customers—earthworms, elephants, butterflies, ants, parrots, etc. But perhaps unsurprisingly, they all eat different food.

Jul 2018 | ISBN: 9787559808707
117 pp. | Orig. Lang: Simplified Chinese

VIEW / BUY RIGHTS



Big Cat and Small Cat at Grandma's House

by Qin Wenjun

Tomorrow Publishing House

Written by Qin Wenjun, a multi award-winner and one of the most talented children's book writers in China, this book tells the heartwarming story of two cats, who much like people, highly appreciate what they like and criticise what they don't. Eventually they learn that treating others fairly will bring them more happiness.

Dec 2015 | ISBN: 9787533287313
40 pp. | Orig. Lang: Simplified Chinese

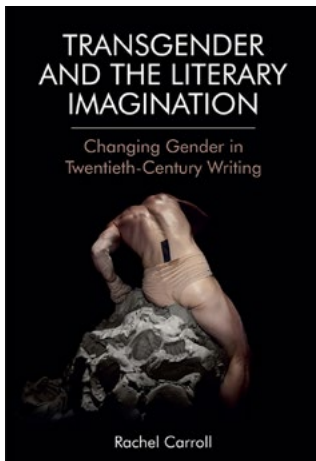
VIEW / BUY RIGHTS



Interested in buying rights? Become a rights buyer for FREE at iprlicense.com/account/buyers

Use your free buyer account to create and manage offers on the site, contact rights holders, and negotiate deals.

LITERATURE & LITERARY STUDIES



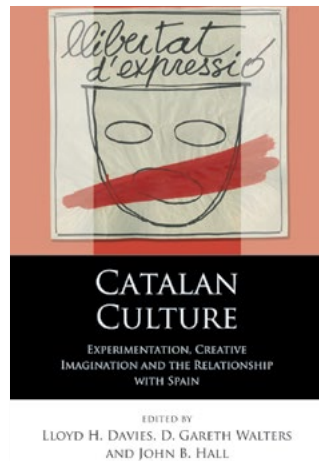
Transgender and The Literary Imagination: Changing Gender in Twentieth-Century Writing
by Rachel Carroll

Edinburgh University Press

Grounded in feminist scholarship, informed by queer theory and indebted to transgender studies, this book investigates the ways in which transgender identities and histories have been 'authored by others', with a focus on literary fiction by British, Irish and American authors.

Sep 2018
288 pp. | Orig Lang: English
ISBN: 9781474414661

[VIEW / BUY RIGHTS](#)



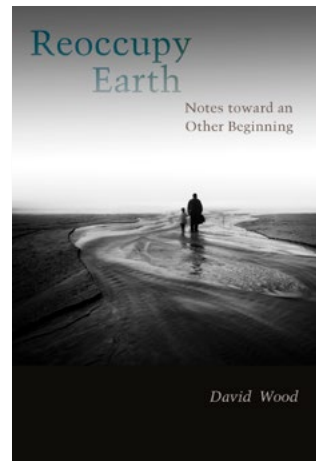
Catalan Culture: Experimentation, Creative Imagination and the Relationship with Spain
Edited by Lloyd H. Davies, D. Gareth Walters, John B Hall

University of Wales Press

This is a wide-ranging survey of modern Catalan artistic culture that includes studies on literature, film, theatre and performance art, and which highlights the innovative aspects of such outputs.

Apr 2018
240 pp. | Orig Lang: English
ISBN: 9781786832016

[VIEW / BUY RIGHTS](#)



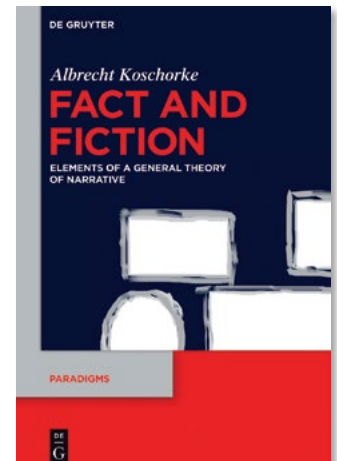
Reoccupy Earth: Notes Toward An Other Beginning
By David Wood

Fordham University Press

Habit rules our lives. Yet climate change and the catastrophic future it portends make it clear that we cannot go on like this. In a spirited defense of an enlightened anthropocentrism, Wood argues that to deserve the privileges of reason we must deploy it through collective sustainable agency. Only in this way can we reinhabit the Earth.

Apr 2019
240 pp. | Orig Lang: English
ISBN: 9780823283538

[VIEW / BUY RIGHTS](#)



Fact and Fiction: Elements of a General Theory of Narrative
by Albrecht Koschorke, Joel Golb

De Gruyter

To a large extent, social dynamics are modeled in an aesthetic manner via narratives. This book explores the narrative organisation of cultural spaces and time-frames, the mythological shaping of communities and adversaries, and the co-production of narratives and institutions aimed at stabilizing social life.

Apr 2018
348 pp. | Orig Lang: English
ISBN: 9783110347081

[VIEW / BUY RIGHTS](#)

DTV (Munich)

dtv was originally founded in 1961 with the sole purpose of publishing paperback licences. Nowadays, around 70% of the books published by dtv are original and German first editions in many formats ranging from hardcover to e-books. dtv offers a broad spectrum of international and German fiction, non-fiction, self-help as well as books for children and young adults. With around 400 titles published each year, dtv ranks among the largest independent publishers in Germany.

dtv is working with IPR on the highly successful Instant Permissions platform, which features an interface in German and English.

Nicola Bieg, Rights Manager: "The IPR platform offers a lean and effective tool for handling permissions requests, both for the buyer and the seller. With its easy-to-manage interface and the handling of incoming payments, it saves us time and resources. We especially value the ability to regulate the level of automation for each individual title."



Xinhua Winshare (Chengdu)

Headquartered in Chengdu, Sichuan Province, Xinhua Winshare is a large media enterprise with business units in publishing, media, distribution, printing and production, logistics, bookstores, e-commerce, and education services. With twelve book publishers and over 6,000 titles published each year, Winshare's imprints cross all categories from science and technology to children's books, art and literature, education and more.

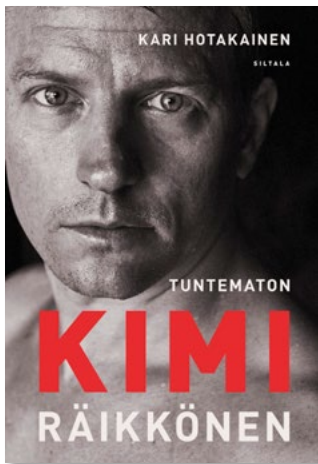
Bestsellers have included books based on the popular TV/movie series *The Boonie Bears*. A series of atlases on Chinese flora and fauna from the Sichuan Science Press won several national book awards. Winshare has licensed rights to publishers in the US, Russia, the UK, Germany,

France, Japan, South Korea and numerous other European and Asian countries.



Mr He Zhiyong, CEO: "The Winshare group has extended its activities in the international community with a market-oriented strategy. Copyright trade, co-publishing and book distribution is currently at the center of its core business. Winshare currently has five overseas offices in Europe, India, the Arabic region, and USA, and is focusing on tourism, events and souvenirs in order to enhance bilateral business with more values."

BIOGRAPHY & TRUE STORIES



The Unknown Kimi Räikkönen

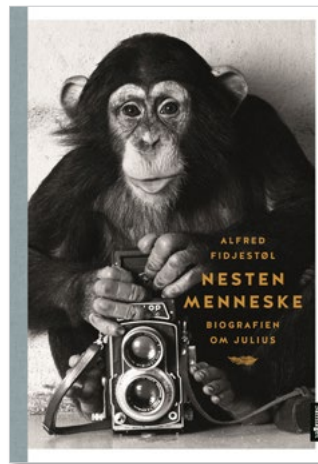
by Kari Hotakainen

Siltala Publishing

The first and last authorized book about Kimi Räikkönen, a man of humble origins, who made his way to the top of an unusual profession. Humorous and moving, this book will open up a breathtaking world for even those with no interest in motor sport. Kari Hotakainen is a bestselling author whose books have been translated to more than 20 languages and made into successful films.

Aug 2018
250 pp. | Orig Lang: Finnish
ISBN: 9789522345387

VIEW / BUY RIGHTS



Almost Human: Biography of Julius the Chimpanzee

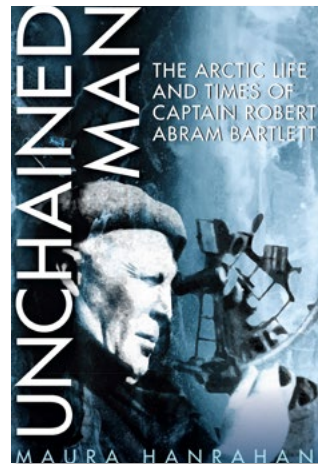
by Alfred Fidjestøl

Hagen Agency

At just six weeks old, Julius the Chimpanzee was rejected by his mother and lived with a human family for one year. Fidjestøl, winner of Gyldendal's Hunger Award, attempts to understand what goes on in the head of chimpanzees like Julius while telling the remarkable history about this unique chimpanzee's life.

Aug 2017
228 pp. | Orig Lang: Norwegian
ISBN: 9788252192568

VIEW / BUY RIGHTS



Unchained Man: The Arctic Life and Times of Captain Robert Abram Bartlett

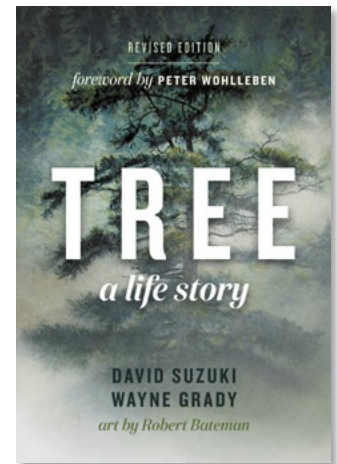
By Maura Hanrahan

Boulder Publications

In 1914, Captain Robert Bartlett made a perilous trek of 700 miles across the frozen Arctic Ocean to save survivors of the sunken vessel *Karluk*. Based on extensive research, *Unchained Man* explores this central figure in Arctic history.

Jun 2018
300 pp. | Orig Lang: English
ISBN: 9781927099940

VIEW / BUY RIGHTS



Tree: A Life Story

by David Suzuki, Wayne Grady, and Peter Wohlleben; illustrated by Robert Bateman

Greystone Books

The story of a single tree, from the moment the seed is released from its cone until, more than 500 years later, it lies on the forest floor as a nurse log, giving life to ferns, mosses, and hemlocks, even as its own life is ending.

Aug 2018
208 pp. | Orig Lang: English
ISBN: 9781771644198

VIEW / BUY RIGHTS

DNA (Berlin)

DNA is a Berlin-based subsidiary rights agency representing from different publishers a range of German language titles—from sophisticated thrillers to humour, to biographies and autobiographies, and rounded out with a list of children's and young adult titles. Representing audio, film and translation rights, DNA focuses on original material, which not only impresses with excellent sales figures but also consists of outstanding and unique plots and characters.

For the upcoming spring season, DNA will focus on their crime titles, for example, the sophisticated thriller *Die Poesie des Tötens* (*Poems to Die By*) written by Austrian authors Andrea Fehringer & Thomas Köpf.

DNA is a project of the Blue-

Cat Media Group, which is an extensive service network dedicated to the support and success of creative artists and their content. Publishers and authors working with BlueCat can take advantage of advice on social media and other marketing as well as rights licensing from DNA.

Patricia Arnold, project coordinator: "We do not just see the numbers, we see the big picture. And we are looking forward to our association with IPR helping us to reach more licensees and making our overall process more efficient."



ECW (Toronto)

Entertainment. Culture. Writing. Those 3 characteristics (E-C-W) represent the current ECW Press, which is one of the most diversified independent publishers in North America. Founded in 1974 as a Canadian literary magazine named *Essays on Canadian Writing*, ECW is based in Toronto, Ontario. They started publishing trade and scholarly books in 1979, and now have over 1000 books in print. The vibrant backlist includes poetry and fiction, pop-culture and political analysis, sports books, biography, and travel guides.

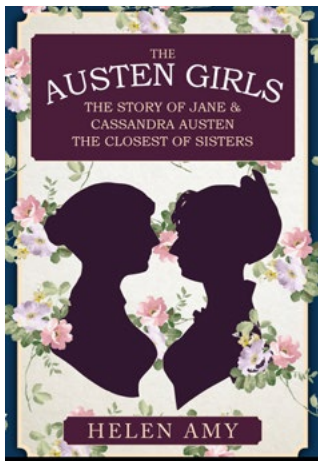
And today, ECW Press publishes a mix of commercial and literary works that strive for a uniform standard of excellence: the best writing; the most exciting, controversial and insightful takes

on the hottest subject matter; ground-breaking design; and high production values.

David Caron, Co-Publisher and President: "Our efforts in licensing our titles to publishers around the world has been very successful—and we look forward to continuing the push as Canadian publishing moves toward the excitement of being the Frankfurt Book Fair Guest of Honor in 2020."



HUMANITIES



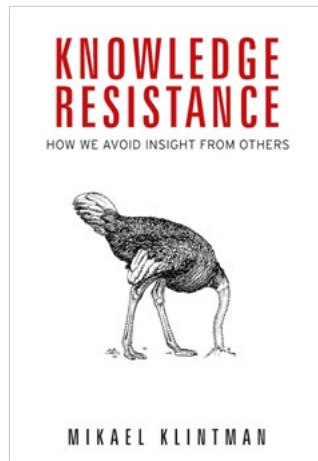
**The Austen Girls:
The Story of Jane &
Cassandra Austen, the
Closest of Sisters**
by Helen Amy

Amberley Publishing

This exquisite look at the lives of the two inseparable Austen sisters, Jane and Cassandra, traces their special relationship throughout Jane's life and literary career right up until Jane's premature death at the age of forty-one. It also looks at Cassandra's life after the loss of her dear sister.

Jun 2019
304 pp. | Orig Lang: English
ISBN: 9781445675862

VIEW / BUY RIGHTS



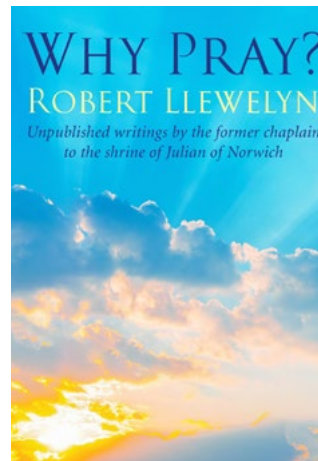
**Knowledge Resistance:
How We Avoid Insight
From Others**
by Mikael Klinton

Manchester University Press

This book integrates insights from the social, economic and evolutionary sciences to advance our understanding of the phenomenon of knowledge resistance. Drawing on cutting-edge scholarship as well as personal experiences of culture clashes, the book is aimed at anyone interested in human motivation and the urgent social problems of today.

Jun 2019
240 pp. | Orig Lang: English
ISBN: 9781526135209

VIEW / BUY RIGHTS



**Why Pray? Previously
Unpublished
Reflections and
Insights**
By Robert Llewelyn

Darton Longman + Todd

What is prayer, and why should we pray? In this previously unpublished collection of writings, the late Robert Llewelyn, one of the wisest spiritual teachers of our time, offers advice and insights from a lifetime of spiritual experience, including the lessons we can learn from Julian of Norwich.

Feb 2019
128 pp. | Orig Lang: English
ISBN: 9780232533781

VIEW / BUY RIGHTS



**A History of Western
Historical Thought**
by Pei Yu

Hunan Education Publishing
House Co Ltd

Focusing on thought development and processes in different historical periods, this book is guided by historical materialism to reveal the evolution of western theories, and in turn illuminates the development of western thought over time. It reflects Chinese history researchers' recent development on the topic of western historic thought research.

Apr 2015
472 pp. | Orig Lang: Chinese
ISBN: 9787553921365

VIEW / BUY RIGHTS

Translators Hotel: Retreat for Norwegian Translators

By Mette Børja

In 2014, Norwegian Literature Abroad (NORLA), started a pilot scheme for translators of Norwegian literature, which has gone on to become an unconditional success.

Called the "Translators Hotel", NORLA gives the translators of Norwegian literature the opportunity to come to Norway to delve into Norwegian literature, language and culture. The scheme comprises two-week stays, twice a year, for up to four translators at the Hotell Bondeheimen in Oslo.

NORLA is known for their efforts in promoting the export of Norwegian literature through active profiling work and translations subsidies. The organisation disseminates knowledge about Norwegian books and authors abroad, and operations are financed by the Norwegian Ministry of Culture.

Now looking forward to its tenth season in May of this year, the past season in autumn 2018 welcomed four new translators to the hotel: Aude Pasquier (translating into French), Egle Is-gaunaityte-Paulauskiene (from Lithuania), Natalia

Ivanychuk (translating into Ukrainian), Kari Dickson (from Great Britain).

The translators continued work on Herbjørg Wassmo's novel *The One Who Sees* (in Norwegian; *Den som ser*), Lotta Elstad's *I Refuse to Think* (*Jeg nekter å tenke*) and Gudrun Skretting's award-winning children's novel *Anton and Other Squares* (*Anton og andre flokkdyr*).

Margit Waslø, Director of NORLA, said of the Translators Hotel: "NORLA's Translator's Hotel has since the start in 2014 welcomed no less than 42 translators to two-weeks stays in Oslo. Every year we see wonderful results from the translators' plunges into Norwegian literature."

For those interested in applying for the eleventh Translators Hotel season in autumn 2019, the dates and application deadline will be announced this summer.

Visit norla.no to for more information about the Translators Hotel.



Hotell Boneheimen, Oslo

Q&A: Cao Wenxuan, Chinese Bestselling Author

Bestselling author Cao Wenxuan was born in January 1954 in the rural area of Yancheng. He studied at Peking University and is now a professor and Ph.D. supervisor of Chinese literature there.

Many of his novels and short stories have been translated into English, French, Japanese, Korean, and other languages. His books have won more than 40 national and international awards. He won the 2016 Hans Christian Andersen Award for what is probably his most well-known book outside China, *Bronze and Sunflower*.

IPR: As a child did you always have a love of reading? And when did you first start writing?

Cao Wenxuan: I liked playing when I was a child, playing in the field, never tired. I began to like reading when I was in the fifth grade. At that time, there were not many books to read. Fortunately, my father was a headmaster of a primary school, and he had two bookcases of books. Some of the Chinese classics, especially the special edition books written by Lu Xun, influenced my life. The real creative work began after I graduated from high school.

IPR: You have received many prizes over

the years for your writing. In 2016, you were announced as the winner of the prestigious Hans Christian Andersen Award. How has receiving this award affected your career as an author?

CW: As a writer I have received almost all the awards in China, and have been jokingly called "The Prizes Holder". Winning the Hans Christian Andersen Award didn't actually have a great impact on my literature creation because my literature concept is quite rigid, and is not easy to change. One difference is that I am busier than before, and I am now having to learn to say no to some requests. As writers, what we need to do is write—nothing is more important than writing.

IPR: What are you currently writing and when will it be published? Are you able to tell us?

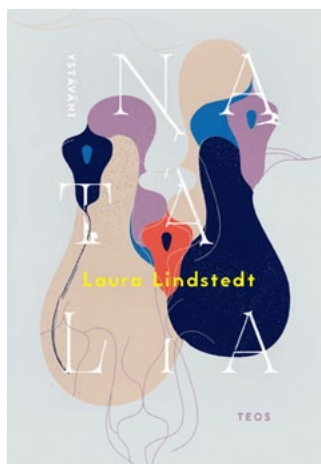
CW: I am writing a novella called *Straw Sandal Bay*. It is a story about a private detective and his son, and it takes place in 1940s Shanghai. I haven't written a story like this before. It will be published in May.

Visit iprlicense.com to see Cao Wenxuan's books with rights available.



Cao Wenxuan

FICTION



My Friend Natalia by Laura Lindstedt

Teos Publishers

Natalia starts to see a therapist to help solve the problems in her sex life. It is clear from the beginning that she is not going to play by the rules. The weekly sessions combine art, philosophy, literature, childhood memories, and erotic experiences as a method of treatment, and slowly they make Natalia lose all her inhibitions. Lindstedt's second novel *Oneiron* earned her the coveted 2015 Finlandia Prize.

Mar 2019
240 pp. | Orig Lang: Finnish
ISBN: 9789518518016

VIEW / BUY RIGHTS



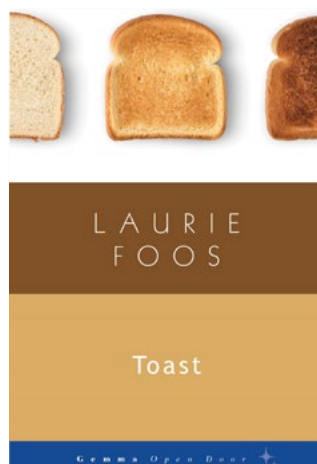
The Last Night of the World by Joyce Wayne

Mosaic Press

August 1945, Soviet agent Freda Linton's world is about to fall apart. She's spent WWII infiltrating the highest levels of the Canadian government but now cipher clerk Igor Gouzenko's plans put Freda's life in danger. *Last Night of the World* brings a high-energy creativeness and emotional tension to a story that is rooted in a generation's defining incident.

Apr 2018
320 pp. | Orig Lang: English
ISBN: 9781771613019

VIEW / BUY RIGHTS



Toast by Laurie Foos

Gemma Media

In many ways, the Hamilton children are like any other kids. Mia and Will love playing Minecraft, eating pizza, and playing in the yard. But Mia knows that because Will is on the autism spectrum, some things are different for him. *Toast* explores the tender, scary, funny, and always complex relationship between a girl and her autistic brother.

Nov 2018
100 pp. | Orig Lang: English
ISBN: 9781936846672

VIEW / BUY RIGHTS



Summer Rains by Ahmad Al Qarmalawi

Al Dar Al Masriah al Lubnaniah

Using music as a thread that connects the past to the present, this novel explores what happens when tradition and cultural heritage clash with modernity. *Summer Rains*, winner of the 2018 Sheikh Zayed Book Award for Young Author, addresses the current Arab youth crisis, in which young people find themselves torn between fundamentalism and modernity.

Jan 2017
220 pp. | Orig Lang: Arabic
ISBN: 9789772937370

VIEW / BUY RIGHTS

How Livres Canada Books and IPR Work Together

Gabrielle Etcheverry is Manager, Digital Publishing and International Markets at Livres Canada Books and over the last few months IPR has been working closely with her to produce the latest edition of the *Rights Canada* catalogue.

Founded in 1972, Livres Canada Books is a not-for-profit organisation based in Ottawa. Its mandate is to support Canadian-owned and controlled book publishers' export sales activities in order to help publishers improve their overall export results. As the only national industry association for English and French-language book publishers, Livres Canada Books connects all publishers across Canada, providing services in both official languages.

With Canada billed as the Guest of Honour at Frankfurter Buchmesse in 2020, we caught up with Gabrielle to ask her about trends in the Canadian market and the reasons behind working with IPR.

IPR: Part of your role at Livres Canada Books is to work with international markets. What are the strong trends in your own market at the moment?

Gabrielle Etcheverry: The Canadian market is very diverse—it has always been so along linguistic and regional lines, but it is becoming more diverse in terms of the kinds of titles it is producing and the audiences it is now engaging. There is a lot of innovation in terms of genres and formats, and a real interest in new and emerging audiences.

Canada's being invited as the Guest of Honour at the 2020 Frankfurt Book Fair has also really energized Canadian publishers and, I think, is bringing this new diversity into sharper focus.

IPR: Livres Canada Books recently published their 2018–2019 *Rights Canada* catalogue, the second catalogue produced in partnership with IPR and distributed at Frankfurt Book Fair two years in a row. What were your main objectives when putting this guide together?

GE: *Rights Canada* is the country's premier collective rights catalogue and has been a part of the Livres Canada Books publication schedule for over a decade. We distribute it at all the fairs we attend, including Frankfurt, Bologna, London, and last year the New York Rights Fair and the Guadalajara International Book Fair, as well as at our trade missions. Our objectives for this guide have always been to help Canadian publishers sell



Gabrielle Etcheverry

rights abroad and to provide international buyers with a sort of "snapshot" of the Canadian market.

Partnering with IPR means that we can promote a greater number of titles to a much wider audience and make IPR's services available to our Canadian publisher network for free. Participation is now available to a greater number of small and emerging publishers. Access to IPR's digital rights platform also means that publishers with little or no experience with international rights sales now have more support entering new markets.

IPR: Livres Canada Books has been partnered with IPR as a member since 2017. Tell us more about how this partnership has worked for Livres Canada Books' publishers.

GE: This was a first for us at Livres Canada Books and it has been a great process. As a not-for-profit association tasked with supporting Canadian publishers in their export activities, we have been very careful to ensure that the Livres Canada Books membership portal is really about highlighting the publishers and their titles.

Through our partnership with IPR, we provide our participating publishers with access to the IPR platform, and it's up to those publishers how they want to use it. Given that IPR has mostly had experience with memberships for individual publishing companies, we had to work together to find solutions for our particular needs as a national not-for-

profit. We have learned a lot along the way, and we keep looking for ways to improve the service to publishers.

IPR: What types of books do you enjoy most, and what are you reading now?

GE: I love fiction that has an element of the fantastical and mixes different genres and/or voices (*Fifteen Dogs* by André Alexis is a great example). My book club just finished reading *The Lonely Hearts Hotel* by Heather O'Neill, and it definitely had some elements of the fantastical while being set in Depression-era Montréal and New York. It was a great read to start the new year.

I am expanding my horizons this year and trying out new genres. I picked up a copy of *Sabrina* by Nick Drnaso at the Salon du Livre de Montréal in November. It was published by Drawn & Quarterly and last year became the first graphic novel to be nominated for the Man Booker Prize.

I am also returning to one of my first loves: the short story. I just started the 2018 edition of *The Journey Prize Stories*, which is an annual anthology of short fiction by emerging writers first published in a Canadian literary journal or anthology. The stories have all been longlisted for the yearly Writers' Trust/McClelland & Stewart Journey Prize. The collection is a great way to get acquainted with emerging Canadian writers and English Canada's literary ecosystem. •

Why Permissions Licensing is a Perfect Area for Automation

By Mareike Miller

Technologies that work always have one thing in common, they solve a problem.

Instant Permissions is both simple and solves the fundamental publisher problem of "How do you run your permissions business profitably?"

IPR launched Instant Permissions in January 2018 to great success and we have already had a good start in 2019. In 2018 IPR's Instant Permissions completed hundreds of automated deals on behalf of its publishers, generating a steady stream of money for participating members.

Permissions licensing is a perfect area for automation. If the permissions process is not automated this requires the publisher to check the rights, come up with a price and email the permissions seekers back. This is time consuming, often taking months, and is hugely inefficient.

Instant Permissions is the perfect solution to the manual permissions process, allowing a publisher to fully process their permissions in an easy, efficient way. It allows for permissions to move from being a headache to a revenue generation

tool. Once you are successfully set up on IPR, you free up time and resources to concentrate on other, more profitable things. Our solution is unique because it is multi-language and brings permissions automation to both an English and German market. It is also quick and easy to implement.

The German launch has been particularly successful, with many large and midsize publishers adopting Instant Permissions as their go-to solution. Whilst more than 60% of our permissions are being re-used in a book or ebook, more than 15% are used in journals, newspapers and magazines. In fact, you can license just about any type of re-use through Instant Permissions, including promotional material, theses or dissertations, training and conference materials, blogs, calendars and more. Text is the most frequently re-used asset type accounting for over 50% of all permissions transactions, followed by images and poems.

We are so proud to include the following publishers as our customers, who are already successfully using Instant Permissions: Arena Verlag, Bastei Lübbe, Carl Hanser Verlage, De Gruyter, dtv Verlag, Georg Thieme Verlag, Hogrefe Verlag, Paul

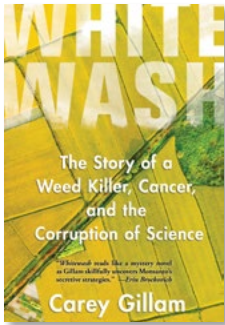
Zsolnay Verlag, Vandenhoeck & Ruprecht Verlage and Wochenschau Verlag.

In December of last year, we also welcomed S. Fischer Verlag and Fischer Kinder- und Jugendbuchverlag, part of the prestigious Holtzbrinck Publishing Group, to our platform. Katharina Winter, Legal Counsel and Head of Rights Department S. Fischer Verlage, said: "We want high international visibility for our authors' works plus further exposure, including the use of single images, quotes and other requests. Furthermore, the system needs to be fast and user-friendly, and the IPR License platform helps us with all these aims, so we are excited to have our titles included on there."

Since launch the solution has been a great success helping our publishers efficiently generate permissions revenue. We look forward to growing this stable of publishers throughout 2019.

For information or a demo, contact Mareike Miller at mareike.miller@iprlicense.com

BUSINESS & ECONOMY



Whitewash: The Story of a Weed Killer, Cancer, and the Corruption of Science

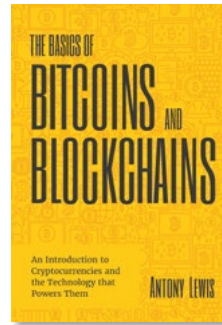
by Carey Gillam

Island Press

In *Whitewash*, veteran journalist Carey Gillam uncovers one of the most controversial stories in the history of food and agriculture, exposing new evidence of corporate influence. Rachel Carson Environment Book Award winner.

Oct 2017 | ISBN: 9781610918329
320 pp. | Orig. Lang: English

[VIEW / BUY RIGHTS](#)



The Basics of Bitcoins and Blockchains

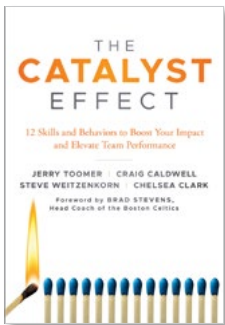
by Antony Lewis

Mango Media

Understand Bitcoin, blockchains, and cryptocurrency with this clear and comprehensible guide. Gain an understanding of blockchain technology and how it works, the workings of the cryptocurrency market, and the evolution and potential impacts of Bitcoin and blockchains on global businesses.

Aug 2018 | ISBN: 9781633538009
408 pp. | Orig. Lang: English

[VIEW / BUY RIGHTS](#)



The Catalyst Effect: 12 Skills and Behaviours to Boost your Impact and Elevate Team Performance

by Jerry Toomer, Craig Caldwell, Steve Weitzenkorn, Chelsea Clark

Emerald Publishing

The Catalyst Effect powerfully shows readers how to elevate the performance of their teams and ultimately the overall organisation. Real examples from business, sports, and arts.

Feb 2018 | ISBN: 9781787435520
232 pp. | Orig. Lang: English

[VIEW / BUY RIGHTS](#)



Employee Confidence: The New Rules of Engagement

by Karen J Hewitt

Panoma Press

A look at Employee Engagement with a methodology to bring out a company's real leadership potential. A host of practical techniques bring *Employee Confidence* to life, showing us how to create workplaces where employees thrive and drive company performance. Shortlisted for the Business Book of the Year Award 2018.

Apr 2018 | ISBN: 9781784521325
208 pp. | Orig. Lang: English

[VIEW / BUY RIGHTS](#)



Future Fit: How to Stay Relevant and Competitive in the Future of Work

by Andrea Clarke

Major Street Publishing

Human skills will enable us to thrive in the age of accelerations. In her fascinating new book, former TV news reporter and thought leader Andrea Clarke explores each of these human skills and how they will help us all become an asset to the companies we work for.

Apr 2019 | ISBN: 9780648410072
220 pp. | Orig. Lang: English

[VIEW / BUY RIGHTS](#)



Emotional Intelligence in Tourism and Hospitality

by Erdogan Koc

CABI

With the level of contact between employees and customers growing ever higher, developing emotional intelligence in employees is vital. This book has a skills-based approach and explains how emotional intelligence can be developed in tourism and hospitality students and employees.

Mar 2019 | ISBN: 9781786398314
152 pp. | Orig. Lang: English

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