A Happier You

Start the New Year with books on food, exercise, wellness and self-improvement.

What’s Inside:

NEW! IPR MINI-ISSUES
This is the first of our new mini-issues, shorter magazines that explore a single theme. PAGE 2

UPDATES FROM IPR
We’d like to introduce you to our team members and share exciting news about the launch of our blog. PAGE 4

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UPDATES FROM IPR
We’d like to introduce you to our team members and share exciting news about the launch of our blog.
Firstly, we would like to wish all our IPR License members a very Happy New Year, and we hope that you had a relaxing holiday break!

And welcome to our January magazine – the first in a mini-series of digital magazines we'll be producing in 2017, alongside our bigger print issues. These shorter magazines will explore a single theme, and will be targeted towards a specific audience that specializes in publishing books, journals and blogs in a particular sector. We will have a variety of themes, spaced out throughout the calendar year, which will highlight different genres.

The mini-series will be online only, which makes it easy to share with colleagues and contacts. IPR will also send out these issues to our subscribers and overseas partners. And we will, of course, continue to produce our bigger print editions for distribution at key book fairs, including London and Frankfurt.

2016 wasn't, quite frankly, the easiest of years. We lost far too many iconic names from the arts world (David Bowie, Prince, Alan Rickman, Leonard Cohen, we could go on...). Political change was tense, unpredictable and, for many, downright depressing.

So we thought we'd try and brighten up the start of 2017 with a look at some titles to encourage a ‘happier’ you. In the following pages we have selected a wide variety of books on food, exercise, wellness and self-improvement, the rights to which are all available on our IPR platform. We have also interviewed some of our members about the territories they are hoping to expand into, the rights they are interested in, and some advice for the New Year too!

So, whether you are in the market for buying or selling rights, we hope that you’ll spot something of interest to you. And, if you are looking for some specific and can’t find it here, do please contact one of our team members who will be happy to help.

Here’s to a happy and healthy 2017!

—From everyone at IPR License
THE DRUG CONVERSATION
How to talk to your child about drugs
By Dr Owen Bowden-Jones

The Drug Conversation is a guide for parents about how to raise the thorny issue of drugs with their children. It will help you begin a useful conversation about drugs with your child.

Includes info on:
- Types of drugs available
- How drugs work in the brain
- Who uses drugs and why
- Detecting and testing for drug use
- Synthetic drugs (‘legal highs’)
- Accessing help and treatments.


“I welcome this book. It is an excellent resource for parents and an invaluable book for GPs and their patients.”
Dr Clare Gerada, GP and Past-President of the Royal College of General Practitioners

www.rcpsych.ac.uk/thedrugconversation

“A rich source of information on teenagers and drugs making it invaluable reading for all parents. They are given practical strategies on how to deal with this topic in an effective way.”
Janey Downshire and Naella Grew, Authors of Teenagers Translated
MEET THE TEAM AT IPR LICENSE:

THOMAS MINKUS
Managing Director
+44 (0) 203 327 7590
tminkus@iprlicense.com

JANE TAPPUNI
Head of Business Development
jane.tuppuni@iprlicense.com

KAVYA KAUSHIK
Digital Operations Executive
kavya.kaushik@iprlicense.com

JENNY KÜHNE
Sales Manager, Germany, Austria, Switzerland
+49 (0) 69 210 2222
kuehne@book-fair.com

ALEX HIPPIESLEY-COX
PR & Communications Director
+44 (0) 7921 127077
alex.hippisleycox@iprlicense.com

EFFI PAUL
Account Manager
+44 (0) 203 327 7590
effi.paul@iprlicense.com

BRITTANY POULIN
Audience Development
+44 (0) 203 327 7590
brittany.poulin@iprlicense.com

WHAT’S NEW AT IPR LICENSE

EFFI PAUL JOINS IPR LICENSE AS ACCOUNT MANAGER

With 4 years’ experience as account manager for a number of event companies, we are delighted to welcome Effi Paul as the new Account Manager for IPR License. She will be working very closely with our publisher members over the coming months and will, with her marketing skills, play a key role in the PR and Marketing team’s activities – including helping to produce this magazine – going forward.

Developing our social media activities will be an important part of our Audience Development programme for next year, and Effi’s background as a bit of a social media expert will certainly help us with that. Do please follow us on Twitter at @IPRLicense now, so you can be part of the conversation.

Effi Paul said: “After working freelance for so long, I’m excited to be part of a team, and to have my own desk in an actual office!”

NEW IPR LICENSE BLOG TO LAUNCH IN THE NEW YEAR

We would like to share some more exciting news with you. At the start of 2017, IPR License will be launching a new blog. We will post regular contributions from staff members, industry experts, and guest bloggers, plus interviews with some of our members.

If you would like to get involved, and are interested in blogging for us, please email us at info@iprlicense.com.

A REMINDER...

Our offices are now located at:

IPR License
20-23 Greville Street
Farringdon
London EC1N 8SS
Phone: +44 (0) 203 327 7590
Email: info@iprlicense.com
FEATURES OF THE IPR LICENSE PLATFORM

▶ List all rights for sale
Members can sell multiple types of rights including translation, territorial, permissions, subsidiary rights and royalty deals

▶ Quick, easy metadata upload
We accept ONIX feeds and are partnered with Ingram Coresource, Booksonix, Bibliovirtusales and others.

▶ Low-risk investment
IPR a cost-effective way to get guaranteed exposure for your rights catalogue.

▶ Fully transactional platform
From initial contact to payment and contract signing, the IPR platform securely hosts your rights transactions online.

▶ Access your data anytime
Our web-based platform gives you complete visibility and access to your data.

▶ Complete customer support
We have an online support desk on hand to help with any queries or issues.

▶ Global marketing and advertising
IPR offers several marketing and advertising opportunities via our newsletters and global bulletins.

▶ Your titles in IPR Rights Magazine
The IPR Rights Magazine is distributed at key international book fairs – Frankfurt, London, BookExpo, Beijing – and online.

▶ Key partnerships in the industry
We partner with key associations such as the Independent Publishers Guild (IPG), Publishers Association (PA), International Association of Scientific, Technical and Medical Publishers (STM), Association of Learned and Professional Society Publishers (ALPSP), the Independent Book Publishers Association (IBPA), Copyright Clearance Center (CCC) and many more.
HEALTHIER YOU: FOOD & COOKING

Cooking Made Easy
by Deepa S. Phatak & Shyam Phatak
V&S Publishers (September 2009)

This book is meant for beginners, particularly those who are clueless about cooking. It includes recipes as well as information on identifying ingredients, tips on healthy habits, and other food facts.
Worldwide rights

Baking Without Flour
by Anja Donnermeyer
Verlag Eugen Ulmer (January 2016)

Gluten-free baking made easy—in this book, you’ll find more than 80 recipes for gluten-free cakes, biscuits, muffins, chocolates and more.

Worldwide rights available, excluding German, Estonian, Czech and Slovak

High Carb Vegan
by Julia Lechner & Anton Teichmann
Verlag Eugen Ulmer (January 2016)

Eat a healthy and balanced diet with this new high-carb vegan concept that provides wellbeing, satisfaction and energy throughout the day. Nutritional value tables included for every recipe.

Worldwide rights available, excluding German

Super Smoothies
by Susanne Schanz
Verlag Eugen Ulmer (February 2016)

Making smoothies is lots of fun for all the family. An apple pie to drink—why not? Smoothies with alcohol? The hit for every party. Smoothies in pink? Lots of fun in a glass for children’s birthday parties.

Worldwide rights available, excluding German

Top 100 Baby Food Recipes
by Christine Bailey
Watkins Media (April 2011)

There is huge pressure on parents to think hard about foods they introduce to their children. This pocket-sized collection promises maximum nutrition with minimum effort, showing parents how to make healthy purées quickly and easily.

Rights upon request

The Right Bite
by Jackie Lynch
Watkins Media (March 2016)

Accessible, practical advice for all those everyday occasions, you can make the smart choice even when healthy options are limited. Packed with design features and small enough to slip in your handbag.

Worldwide rights

Clean Up Your Diet
by Max Tomlinson
Watkins Media (January 2011)

Revolutionise your health with this fantastic book from celebrity nutritionist Max Tomlinson N.D., a practising naturopath with more than 20 years’ experience in holistic health.

Rights upon request

Food Tourism
by John Stanley & Linda Stanley
CAB International (December 2014)

The fastest growth in tourism is the culinary sector. Covering farmers markets, taste tours, glamping, restaurants, farm shops and more, food tourism has become both an important part of holidaying and a purpose in itself.

Only print rights

Psychology of Food Choice
Edited by Richard Shepherd & Monique Raats
CAB International (August 2006)

One of the central problems in nutrition is the difficulty of getting people to change their dietary behaviours so as to bring about an improvement in health.

Only print rights

Tell us about your company.
CABI is an international not-for-profit organisation that improves people’s lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our approach involves putting information, skills and tools into people’s hands.

What are some of your best books?
Some of our bestsellers include Communicable Diseases, Practical Veterinary Forensics, Molecular Methods in Plant Disease, Domestic Animal Behaviour & Welfare, and Environmental Horticulture.

What rights are you interested in?
We are particularly interested in licensing foreign rights for print editions of our titles but will consider other rights requests on a title-by-title basis.

Do you have any health advice for people this new year?
Nutrition is vitally important for people’s welfare, and CABI is working on a range of projects to improve people’s knowledge of nutrition and health in order to combat ‘hidden hunger’, or micronutrient deficiency, in the developing world.

Q&A

Susan Philcox,
CABI INTERNATIONAL
Fast and Flavorful
by Linda Gassenheimer
American Diabetes Association
(November 2011)
Fast and Flavorful shows readers how to make great meals they won’t believe are diabetes-friendly and save time and effort in the process. Each recipe is presented as part of a complete meal, designed specifically for two people.
Worldwide rights

Practical Insulin
by Linda Gassenheimer
American Diabetes Association
(July 2015)
A completely revised version of the popular ADA pocket reference gives you fast, reliable information and helps you overcome the challenges all clinicians face. Choosing an insulin regimen to effectively manage blood glucose and patient resistance.
Worldwide rights

Delicious One Pot
by Linda Gassenheimer
American Diabetes Association
(September 2015)
Food columnist and book author Linda Gassenheimer has pulled together a collection of amazing recipes that are a snap to prepare, packed with flavor, and perfect for those with diabetes.
Worldwide rights

Sizzle and Smoke
by Steven Petusevsky
American Diabetes Association
(June 2014)
Sizzle and Smoke is the first grilling book designed specifically for people with diabetes or prediabetes. It includes techniques, methods, and equipment, with photos and illustrated steps.
Rights upon request

Combating Allergy Naturally
by Dr. A.K. Sethi
V&S Publishers
(October 2011)
There are many cures for allergies that involve limited use of pharmaceutical drugs. This book shows you how to treat allergies naturally. It also explains how you can make lifestyle changes will keep you healthy.
Worldwide rights

Amino Acids in Human Nutrition and Health
Edited by J.P.F. D’Mello
CAB International
(November 2011)
This book covers the biochemistry of amino acid metabolism in the context of health and disease. It discusses their use as food supplements, in clinical therapy and nutritional support.
Only print rights

Tell us about your organisation.
The moving force behind the work of the Association is a network of more than one million volunteers, a membership of more than 500,000 people with diabetes, their families and caregivers, a professional society of nearly 14,000 health care professionals, as well as more than 800 staff members.

What are some of your favourite books?

Which territories would you like to do more business with?
All languages, except English.

What is your main advice for people this new year?
There is no cure for diabetes, but it can be managed. Balancing the food you eat with exercise and medicine (if prescribed) will help you control your weight and can keep your blood glucose in the healthy range. This can help prevent or delay complications. Many people with diabetes live long and healthy lives.

Healing Power of Foods
by Sunita Pant Bansal
V&S Publishers
(February 2013)
The book offers information about main food groups and medicinal uses of common foods. Along with simple, practical tips about how to use various plants, you’ll find healthy recipes and their medicinal benefits.
Worldwide rights

Keeping Fit with Your Dog
by Hester M. Eick Ulmer
Verlag Eugen Ulmer
(March 2015)
This well-illustrated guide gives you suitable exercises, workouts for dogs and their owners, training plans, and how to optimise your training.
Worldwide rights, available, excluding German, Italian, French, Czech, Polish, Danish

Stretching Exercises for Qualitative Researchers
by Valerie Janesick
SAGE Publications
(January 2015)
In the 4th edition of this book, “stretching” exercises help readers develop, skills and vital habits of mind such as observation, interviewing, writing, creativity, and analysis.
Worldwide rights
10 Fundamental Rules Of Success
by Carani Narayana Rao
V&S Publishers (September 2014)

As observed in classic and self-improvement literature, there are 10 core steps to achieve success. The purpose of this book is to share these 10 proven rules compiled from the vast ocean of success literature.

Worldwide rights

A Leisure Book On Public Speaking
by Nidhi Sharma
V&S Publishers (July 2013)

Develop your self-confidence, remove your hesitation or fright. This book is mainly intended for people aspiring to speak in public fluently and confidently in whichever language they choose.

Worldwide rights

Improve Your Word Power
by Clifford Sawhney
V&S Publishers (May 2011)

We can not ignore the complexities of the English language which sometimes perplex readers and scholars. This book simplifies these complexities by providing answers to the many nagging grammatical queries.

Worldwide rights

Smack My Pitch Up!
by Andreas Loizou
Urban Publications (Forthcoming 2017)

A kid’s manual for saving the world, looking good in spandex, and getting home in time for dinner. This gentle poke at the superhero genre is packed with recipes, manoeuvres, and gadgets for every aspiring superhero.

Worldwide rights

Wicked & Wise
by Alan Watkins, Ken Wilber
Urban Publications (June 2015)

In our frantic, numbers-driven world, the importance of clear writing is often overlooked. Here are the tools and techniques to improve the quality and speed of your business writing.

Worldwide rights

Organization Theory
by Tuomo Peltonen
Emerald (March 2016)

A new version of the total historical development of organization is needed. This book addresses that need by directly using the historical sources of organization.

Worldwide rights

The Flipped Approach to Higher Education
by C. Kurban & M. Sahin
Emerald (October 2016)

The authors address the socio-economic and socio-technical nature of today’s world and how this impacts what is needed from the education sector.

Only print rights

Tell us about your company.

V&S Publishers is a partnership firm with a head office at Delhi and branch offices at Mumbai and Hyderabad. It has published nearly 600 titles in nearly all popular fiction and non-fiction.

Which territories are you interested in?

Currently, the majority of our books are sold within India. A few are sold in South Asia and West Asia. Fewer still are delivered to US and other Western nations. But we are trying to improve publishing mechanism to deliver books all over the world, irrespective of whether in print, audio or digital mode.

Do you have any advice on feeling happier in the new year?

Psychologists at the School for Social Research in New York found that reading fiction can enhance the skill of understanding other people’s mental states and navigating complex social relationships. People who are depressed often lack such facility. Researchers at the University of Sussex found that after six minutes of reading, subjects’ stress was reduced by up to 68 per cent. A 2013 survey by the Book Trust said, ‘People who read books regularly are on average more satisfied with life, happier, and more likely to feel the things they do in life are worthwhile.’

Tell us about your company.

At Emerald we have a portfolio of more than 300 journals and over 2,500 books. This year we are celebrating our 50 Year anniversary.

Which territories would you like to do more business with?

China provides us with exciting translation opportunities and we hope to continue to build new relationships there. We are also actively seeking translation opportunities in Latin America.

How can people use your books for the new year?

In keeping with the theme of ‘A happier you’, our range of books on organisation will help people make a productive start to 2017. The titles for which we hold copyright are available for translation into nearly every language and these rights are generally worldwide.
The Happiness Perspective by Diane Wing
Love Healing Press (November 2016)

Diane Wing, a teacher, personal transformation guide, and intuitive consultant, has unlocked the secrets that make happiness possible. This book is packed with methods to help you transform your thought processes and habits.

Worldwide rights

How To Forgive by Lynda Bevan
Love Healing Press (August 2011)

How To Forgive will assist you in unraveling the past and help you to let go of the feelings which are holding you back. Forgiveness is a choice, but to forgive is not always easy.

Worldwide rights

Life Skills by Marian K. Volkman
Love Healing Press (August 2016)

Metapsychology, as developed by Frank A. Gerbode, MD, is a subject rich in philosophy and practical application. Much of Applied Metapsychology makes use of one-on-one session work to achieve the individual’s personal goals.

Worldwide rights

Victor R Volkman, LOVE HEALING PRESS

Tell us about your company.
Loving Healing Press was established in 2003 to produce books about innovative and rapid therapies which redefine what is possible for healing mind, body, and spirit. Our authors include prominent psychologists, psychiatrists, social workers, and ministers from the USA, Canada, and UK.

Which territories are you interested in?
We have had interest and sales of rights primarily in Europe, South America, and Asia – specifically and most successfully in Mexico, South Korea, and Italy most recently. We will entertain non-English rights inquiries from anywhere around the globe.

Do you have any advice on feeling happier in the new year?
I will leave you with a tip from Diane Wing’s The Happiness Perspective: “The ones who have true happiness are the ones who feel a sense of fulfilment. They live a life that is perfect for who they are at their core, living in accordance with their true nature. They develop a lifestyle that includes self-control and taking responsibility for what they create in their lives. They revel in the small daily joys that provide them with a laugh or a sense of discovery.”

Looking to buy rights?
IPR License makes it easy to browse titles, find rights information, contact rightsholders, and buy rights.

Get started by creating a free buyer account today!
<table>
<thead>
<tr>
<th>Book Title</th>
<th>Author(s)</th>
<th>Publisher</th>
<th>Publication Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brew it Yourself</td>
<td>Richard Hood, Nick Moyle</td>
<td>Watkins Media</td>
<td>(July 2015)</td>
<td>Make your own beer, wine, cider and other concoctions. Covering wines, beers and ciders, as well infused liquors, sparkling drinks and some true curios, the book outlines the basic approaches to each drink's method of production.</td>
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<td>Colouring for Contemplation</td>
<td>Clay Rice</td>
<td>Watkins Media</td>
<td>(September 2016)</td>
<td>This beautiful colouring book has been created to help you to be mindful - to slow down and breathe and to give you the inspiration to live more fully in the present.</td>
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<td>Crystal Mindfulness</td>
<td>Judy Hall</td>
<td>Watkins Media</td>
<td>(November 2016)</td>
<td>Judy Hall is the author of more than 40 books, including the bestselling Crystal Bible. Discover what mindfulness is and how to practise it. Learn the benefits of 24 different types of crystals to use for instant access to inner calm.</td>
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<tr>
<td>Draw Paint Print Like the Great Artists</td>
<td>Marion Deuchars</td>
<td>Laurence King</td>
<td>(August 2016)</td>
<td>This imaginative activity book by Marion Deuchars makes learning about art fun.</td>
</tr>
<tr>
<td>My Insect Hotel</td>
<td>Melanie von Orlow</td>
<td>Verlag Eugen Ulmer</td>
<td>(June 2015)</td>
<td>Wild bees and bumblebees are the most welcome of guests in the garden. This book describes how to construct bee hives, which flowers they like, and how to recognise 80 bee species.</td>
</tr>
<tr>
<td>Tips for Gardening Every Day</td>
<td>Franz Böhmig</td>
<td>Verlag Eugen Ulmer</td>
<td>(June 2015)</td>
<td>A favourite among gardening enthusiasts, this book contains more than 1,500 tips on growing fruit, vegetables and ornamental plants.</td>
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<tr>
<td>100 Ideas that Changed Photography</td>
<td>Mary Warner Marien</td>
<td>Laurence King</td>
<td>(October 2012)</td>
<td>The most influential ideas that have shaped photography up to the digital revolution.</td>
</tr>
<tr>
<td>100 Ideas that Changed Fashion</td>
<td>Harriet Worsley Laurence King</td>
<td>Laurence King</td>
<td>(September 2011)</td>
<td>Charting changes in the way women dress, the book gives a unique history of 20th-century fashion.</td>
</tr>
<tr>
<td>100 Ideas that Changed the Web</td>
<td>Jim Boulton Laurence King</td>
<td>Laurence King</td>
<td>(August 2014)</td>
<td>Later ideas look at the origins of social networking and the latest developments on the Web, such as The Cloud and the Semantic Web.</td>
</tr>
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</table>

**Q&A**

**Tell us about your style of books.**

Our focus is on books, gifts and games which are visually exciting and get your creative juices flowing.

**Have you seen any changes in your rights business recently?**

In the past it was often the case that English language publishers sought only to sell rights. Now it’s much more of a two-way thing as editors open up to the global talent-pool. I also think we use the positive power of the internet much more in our rights trading. As long as all parties are realistic about what can be achieved, it’s a powerful tool for reaching new markets and building international trust and cooperation.

**What would you suggest people try out in the new year?**

How about producing your own frameable art masterpieces with the advanced colouring book Floribunda? Or really upgrade your camera skills with Use This Journal If You Want To Take Great Photographs. You could sharpen up your memory skills with the beautiful card game Match a Pair of Birds (which makes an excellent gift at any time of year). Or teach your kids the art of creative storytelling with Story Box.
BETTER YOU IN 30 MINUTES

30 Minute Enthusiasm by Hans Georg Willmann GABAL (February 2014)
Understanding how enthusiasm works and how we can awaken it in everyday life.
Rights sold: Taiwanese, Chinese, Spanish, Polish, Czech, Korean, Russian, Turkish, Hungarian, Portuguese, Romanian

30 Minute Flow by Markus Hornig GABAL (July 2013)
This book explains how to structure and organize one’s work so that the job becomes more than a necessary duty.
Rights sold: Taiwanese, Chinese, Spanish, Polish, Czech, Korean, Russian, Turkish, Hungarian, Portuguese, Romanian

30 Minute Self-Confidence by Stefan Oppitz, Thomas Lorenz GABAL (September 2011)
The journey to your own “I” starts with a better understanding of yourself.
Rights sold: Taiwanese, Chinese, Spanish, Polish, Czech, Korean, Russian, Turkish, Hungarian, Portuguese, Romanian

30 Minute Personality by Benjamin Schulz GABAL (February 2015)
The book explores the beginnings of our personalities, and how to have the courage to be the Captain of your Ship.
Rights sold: Taiwanese, Chinese, Spanish, Polish, Czech, Korean, Russian, Turkish, Hungarian, Portuguese, Romanian

30 Minute Value-Based Living by Thomas Lorenz, Angelika Hoecker GABAL (February 2015)
Orientation gives strength; personality releases energy; clarity creates order.
Rights sold: Taiwanese, Chinese, Spanish, Polish, Czech, Korean, Russian, Turkish, Hungarian, Portuguese, Romanian

30 Minute Standing One’s Ground by Natalie Schnack GABAL (July 2013)
The author shows through examples and exercises, how to stand one’s ground respectfully.
Rights sold: Taiwanese, Chinese, Spanish, Polish, Czech, Korean, Russian, Turkish, Hungarian, Portuguese, Romanian

Kerstin Schlosser, GABAL VERLAG

Tell us about your company.
GABAL Verlag started as an audio-visual media publishing house. Over time we diversified into publishing career and personal development books which is our major publishing business today.

Which territories are you interested in?
We have seen a steady increase in rights sales over the last couple of years mainly due to our non-fiction titles which travel well across cultural borders. We would like to do more business with publishers in India, South East Asia and Latin America.

What makes your books different?
Most of GABAL's authors are professional trainers, motivational speakers or executives and are all outstanding leaders in their fields with many years of hands-on experience. Their competence is reflected in their success and mirrors GABAL's philosophy 'to benefit only from the best'.

What have you got planned for the new year?
On a global level we have launched the imprint English Editions by GABAL Publishing, a GABAL brand uniting the English publications of GABAL. In the new year we would like to spend more time expanding the imprint.

Sell Rights Online
Monetise your backlist and reach qualified rights buyers around the world.

CREATE A SELLER ACCOUNT
LATIN AMERICAN LITERARY AGENCIES GAIN TRACTION

Ten years ago at the Guadalajara Book Fair, a scarcity of literary agents in Latin America was still evident. Today, there are dozens of agencies, mostly in Argentina and Mexico. Many of them complement their agency business by offering editorial services.

Chilean agent Adrián Puentes, founder and director of the Puentes Agency, said he launched the agency to prevent works from Latin America having to travel via Spain to enter the US market.

“I asked myself,” Puentes said, “why does a Chilean author, published by a Chilean publisher, have to pass through Spain to reach other Latin American markets such as Argentina, Colombia, or Peru?”

Mexico’s Verónica Flores founded VF Literary Agency in 2014 after 16 years as literary director of Tusquets Editores in Mexico, an imprint of Spanish giant Grupo Planeta.

Flores said that VF is Mexico’s first literary agency and that being an agent is as addictive as being an editor. She said it takes hard work to find the needle in the haystack.

AT FRANKFURT’S 30TH ANNUAL RIGHTS MEETING: BACKLIST AND TRANSLATION

US-based rights consultant Kris Kliemann encouraged attendees of the Frankfurt Book Fair’s Rights Meeting to dig deeper into their publishing house’s backlists in search of properties to sell.

To help build ammunation to sell backlist rights, Kliemann encouraged rights managers to align themselves with their sales teams. “They know stuff that can help you.”

John Donatich, director of Yale University Press, said there are several obstacles to growing the number of translations published in the US. He said there’s no established market for literary translations per se, and so publishers have to publish “book by book, author by author” to find an audience.

Donatich’s advice was to stay away from trying to sell titles that duplicate what a US publisher already has on its list and to invest in good sample translations.

EUROPEAN NETWORK FOR LITERARY TRANSLATION LAUNCHED IN FRANKFURT

ENLIT, the European Network for Literary Translation is a new collaboration of cultural organizations that aims to promote literature and translation to a global network of publishers, authors, translators and other cultural professionals.

According to press materials, “The network will support the continued development of grant programs, in order to generate greater interest and visibility for literature, both in the countries of origin and at an international level. In so doing, it wants to provide easier access to the many different literary voices from within and beyond Europe’s borders.”

ON SELLING BOOKS ONE CAN’T READ: INTERVIEW WITH AGENT NEIL GUDOWITZ

In one of the ironies familiar to many in foreign rights, Neil Gudowitz, the founder of Gudowitz & Company Literary Agency, said he’s unable to read his key title: the Japanese runaway bestseller Hibana (Spark) by the author Naoki Matayoshi.

Gudowitz is also the agent behind Marie Kondo, whose The Life-Changing Magic of Tidying Up is in 40 markets.

“I can’t read Japanese,” he told Publishing Perspectives. “I’ve had snippets translated. I’ve got some of the book, but it’s quite rough.” He has yet to see the final file.

WOLTERS KLUWER LEGAL AND REGULATORY TO USE IPR LICENSE RIGHTS PLATFORM

During Frankfurt Book Fair, IPR License announced a new publisher to its onlinr rights platform: the Legal and Regulatory US division of Wolters Kluwers.

Betsy Mahoney, director of channels & licensing at Wolters Kluwer Legal & Regulatory US, said, “IPR License’s platform will allow more customers to discover Wolters Kluwer content and purchase the rights to produce translations in multiple languages. [That] further promotes our mission to provide our customers with expert solutions that combine deep domain knowledge with specialised technology and services.”

GLOBAL RIGHTS UPDATES

INTERVIEW WITH ANNE WYLIE AT THE GUADALAJARA BOOK FAIR

“One thing that’s critically important is that we always think about the global picture,” Wylie told Publishing Perspectives. “We’re not just thinking locally. Most agencies operate locally and trade off their foreign business to other agencies. But those other agencies don’t have time to read the books they’re handling and they’re not talking to people in a position of authority in publishing houses in their respective territories. And so the whole system doesn’t work.

“What was critical in the development of our agency was the understanding that you have to have authority in every market. So if you want authority in the Spanish-language market, for example, you have to have Borges and Bolaño, and others. You need core clients and then younger clients to give you an inroad into the territory and find out what kind of rights and terms are available in that territory.”

ON SELLING BOOKS ONE CAN’T READ: INTERVIEW WITH AGENT NEIL GUDOWITZ


“What’s tricky,” said Gudowitz, “is trying to convince a Japanese publisher that in order to make sales” outside of a Japanese-speaking context, “you have to deliver English and you have to deliver native-language translation” of presentable quality.

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