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Visit us online to browse titles and learn more:
www.iprlicense.com

IPR License Gives You the Right Tools for Your Rights Team

What’s Inside the IPR ToolBox?

Instant Rights
Complete fully automated translation rights sales anywhere online.

Instant Permissions
Grant permissions quickly and cost-effectively using our new automation technology.

Rights Guides
Generate an instant PDF of your rights list, including unlimited titles and your own branding.

Rights Portal
Host all your rights for sale in a single online location, using a personalized URL.

For a one-to-one demo of IPR License’s rights automation tools, contact:
brittany.poulin@iprlicense.com

IPR License is jointly owned by:

www.iprlicense.com
What’s the Future of Technology and How Might It Impact the Publishing Industry?

By Kris Klemann

At IPR we have written a lot about Blockchain and how it could impact the rights and licensing industry. But what else is out there that might impact our industry? There are so many huge technologically revolutions being lauded as the next big thing on the horizon, such as Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT), Deep Learning (DL) and, of course, one of IPR’s favourite topics, Blockchain. But what is really impacting our industry now? Of the clutch of new developments, the number one that is here and now is AI. When it comes to marketing and reaching audiences, AI is fast becoming core. One of our key activities at IPR is marketing and audience development, and for us AI is a really exciting disruption. Online marketing gives us a direct communication channel to our audience, giving us the ability to measure and adjust, and AI is the perfect tool to refine marketing and make it truly impactful.

One interesting AI tool we have our eye on is Adobe Sensei which promises to deliver intelligent, measurable and adaptable marketing. As a service provider and marketer in the publishing industry we know we can’t replace the personal touch and as consumers know, we all have to sift through masses of online data. Adobe Sensei pledges to work within these confines to help organizations deliver “timely, relevant cross-channel campaigns” and “use customer insights to optimize and personalize experiences”. A tool like this is truly valuable as it can help companies like ours deliver relevance and foster loyalty. Apart from marketing, AI will touch many areas of our industry including, but not limited to, these functions:

- **Creative intelligence**: machines can take over basic tasks such as cropping images and automating tagging.
- **AI to improve user experience**: check out how Taylor and Francs have partnered with Unspilo to deliver better user experience using AI.
- **Smart contracts**: if we are even ML is being used to monitor behaviour and adjust search results for a better experience online. IPR hosts many hundreds of thousands of titles on the platform, so serving excellent search results is important to keep our buyers happy. We are excited by the ML developments in search. Check out Solr, ElasticSearch, LucidWorks and QnSearch.
- **Online recommendations**: Moving on from search and ML as a next step, AI can be used to recommend based on past behaviour, allowing for relevance to be delivered to the customer even before they search.
- **Chatbots, voice search and information delivery**: Siri and Alexa are part of our everyday lives but could be used to help our customers too. This is a little way off in the publishing industry, but the use of automated help is something that is fast becoming the norm for online users. At IPR we feel this should be on our long-term radar.

A blockchain is distributed ledger technology and underpins digital currency like Bitcoin, Litecoin, Ethereum). The tech allows digital information to be distributed, but not copied. You may hear it described as a “digital ledger”, stored in a distributed network.

Why Rights and Licensing Automation is Essential to a Publisher’s Bottom Line

Jon White, VP of Sales & Marketing at PageMajik, talks to Jane Tappuni, IPR’s General Manager.

The rights department is not an area in which publishers tend to invest, and yet, it’s one of the key areas of the industry with untapped revenue opportunities. With most rights deals still handled via paper contracts and one-to-one communication between editors and rights holders, it can be a slow process. Furthermore, it’s hard for publishers to have an accurate accounting of what rights they hold (and sometimes when a license runs out or rights revert to another party), how to monetize those rights against current market trends, and even more difficult to generate a quick deal in order to free up time for more complicated rights deals that may require more thoughtful consideration.

Enter technology. By automating systems in the rights department, using tools which generate smart contracts that can be resolved and signed in a matter of moments, a publisher can not only increase their revenue but also have a better understanding of the marketplace to make better acquisitions in the future. So, why are publishers so hesitant to adopt technology into the rights department?

Jane Tappuni, an expert on the frontlines of the rights and licensing industry, and General Manager of IPR License, deals with publishers and rights every day. As a platform built to discover, buy, and sell international online rights, IPR License deals daily with the challenges publishers face in this brave new technological world. We asked her to weigh in on how technology can help publishers…or not.

**PageMajik**: How will smart contracts help publishers?

**Jane Tappuni**: The smart contract can be built onto the blockchain and allow for the IP to be transacted or in simple terms for the creator to make money. Smart contracts help you exchange something of value in a transparent, conflict-free way while avoiding the services of a middleman. In publishing, this could mean a better way to transact rights by taking the information out of the publishing organizations and into a blockchain with smart contracts attached that allow for the rights sale to take place.

**PM**: Do you see smart contracts significantly changing the way publishers handle rights and licensing in the future or will it be a slow adoption over many years in particular sectors?

**JT**: Yes, I think there is an opportunity to change and improve the way rights and licensing is handled via a blockchain and smart contract solution. This is a massive behavioural shift from using internal, siloed systems into a shared verifiable database of sorts. This change in behaviour could take a long time.

**PM**: When you work with publishers, what have been their biggest concerns about adopting technological improvements in their business?

**JT**: Their biggest concern is value for money, return on investment is always the number one concern.

**PM**: Do you see any downside to publishers relying on technology to improve their business?

**JT**: Not as long as publishers choose the right technology tools for the problem they want to solve. All too often organizations implement new software to repeat the processes they already have in place. New technology implementations are a good time to really think about process improvement.

**PM**: With the adoption of smart contracts to secure rights transactions and track royalties, providing more revenue for publishers and freeing up staff to focus on other work, how do you see the international rights and licensing industry changing? Will there be additional challenges to overcome?

**JT**: I see this as a possible solution to a huge problem of rights tracking. At the moment publishers use a variety of rights solutions to store their rights data some good and some not so good. This would take the rights storage data out of the silo publishing systems owned by IT and into a secure, accessible arena. The day-to-day role of a rights professional would not change as they would still be performing a rights sales role but using a global blockchain solution as a positive tool to give rights ownership data.

This interview by Jon White first appeared on PageMajik or www.pagemajik.com.
### RECENT DEALS

**9/11 and the Literature of Terror**  
*by Martin Randall*  
**Publisher:** Edinburgh University Press  
**Original Language:** English  
**Translation rights sold:** Worldwide

**Mustard Seeds, Shovels, & Mountains**  
*by J.F. (Jim) Straw*  
**Publisher:** Kallisti Publishing  
**Original Language:** English  
**Translation rights sold:** Worldwide Arabic

**The US vs China in Asia**  
*by Jude Woodward, Radhika Desai,*  
*Jude Woodward, Radhika Desai,*  
**Publisher:** Manchester University Press  
**Original Language:** English  
**Translation rights sold:** Turkish

**The Last Yugoslav Generation**  
*by Ljubica Spaskovska*  
**Publisher:** Manchester University Press  
**Original Language:** English  
**Translation rights sold:** Turkish

**Space Exploration**  
*by Carolyn Collins Petersen*  
**Publisher:** Amberley Publishing  
**Original Language:** English  
**Translation rights sold:** Dutch

**Opportunities in Intense Ultrafast Lasers**  
*by National Academies of Sciences, Engineering, and Medicine*  
**Publisher:** National Academies Press  
**Original Language:** English  
**Translation rights sold:** Worldwide

**Industrial Robots**  
*by Gunther Reinhart,*  
*Gunther Reinhart,*  
*Gunther Reinhart,*  
**Publisher:** Vogel Communications Group  
**Original Language:** German  
**Translation rights sold:** Worldwide

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### INSTANT PERMISSIONS

In 2018 IPR has completed hundreds of transactions in Germany, Austria and Switzerland. Here are a couple of examples:

**Dazwischen: Ich**  
*by Julya Rabinowich*  
**Publisher:** Carl Hanser Verlag  
**Original Language:** German  
**Re-use permissions granted**

**Piratenkater Pavarotti und die wilden Männer**  
*by Isabel Abedi*  
**Publisher:** Arena Verlag  
**Original Language:** German  
**Re-use permissions granted**

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### SCIENCE

**Space Exploration**  
*by Carolyn Collins Petersen*  
**Publisher:** Amberley Publishing  
**Original Language:** English  
**Translation rights sold:** Worldwide

**Opportunities in Intense Ultrafast Lasers**  
*by National Academies of Sciences, Engineering, and Medicine*  
**Publisher:** National Academies Press  
**Original Language:** English  
**Translation rights sold:** Worldwide

**Industrial Robots**  
*by Gunther Reinhart,*  
*Gunther Reinhart,*  
*Gunther Reinhart,*  
**Publisher:** Vogel Communications Group  
**Original Language:** German  
**Translation rights sold:** Worldwide

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### Edinburgh University Press

**Q&A with Nicola Ramsey, Head of Editorial (Books) at Edinburgh University Press**

IPR: Edinburgh University Press is one of the oldest and most distinguished presses in the UK, with worldwide distribution. Which is your biggest market currently?  
NR: The UK is our biggest market, closely followed by North America.  
IPR: You publish books and journals across a wide range of subjects in the humanities and social sciences. Is there a category which is doing particularly well for you right now?  
NR: Our Literature list is the biggest for us, but we are also seeing excellent growth on our Islamic & Middle Eastern Studies and our Film Studies lists. We publish mostly monographs on those lists which sell into academic libraries in both their print and ebook editions.  
IPR: Is there a title on the EUP list that you are really excited about and which you will be bringing to Frankfurter Buchmesse?  
NR: Our lead title this year is the very wonderful *If I Survive: Frederick Douglass and Family in the Walter O. Evans Collection* edited by Celeste-Marie Bernier and Andrew Taylor. Marking the 200th anniversary of Frederick Douglass’ birth, this is the first comprehensive collection of the Douglass family writings and portraits. It sheds new light not only on Douglass as a freedom-fighter and family man but on the lives and works of Lewis Henry, Frederick Jr., and Charles Remond. As civil rights protesters, essayists, auto-biographers, and orators in their own right, they each played a vital role in the struggles for the cause of liberty” of their father. It’s an absolute delight to read, and a must-have for anyone with an interest in U.S. history and Black studies.  
IPR: What bit of advice would you give to someone going to the Book Fair for the first time?  
NR: Plan your agenda for each meeting, and schedule appointments by hall location each day, so you’re not running back and forth all day. Possibly more importantly, schedule in comfort breaks, and make sure to visit the fried potato stand near hall 4, and grab an ice cream from the Movienpick carts!  
—Interview by Alex Hippisley-Cox
Doris Lessing and the Forming of History
by Kevin Brazil, David Sergeant, Tom Sperlinger

The 12 original chapters of this volume provide new readings of Lessing’s work via contexts ranging from post-war youth politics and radical women’s writing to European cinema. They analyse her experiments with genres from realism to autobiography and science-fiction, and draw on previously unstudied archive material.

256 pp. | Orig. Lang: English

World rights available

Disputed Memory
by Tea Sindbæk Andersen, Barbara Törnquist-Plewa

Memories of the crimes of Communism, Nazism and other difficult aspects of the 20th century are fiercely disputed in Central, Eastern and South Eastern Europe. Analyzing representations and negotiations of disputed memories in various media, in local, national and transnational contexts, the chapters in this book emphasize the interconnectedness of memory with emotions, mediation and politics.

383 pp. | Orig. Lang: English

World rights available

La Reine Blanche: Mary Tudor, A Life in Letters
by Sarah Bryson

As a young widow, Mary blossomed. This was the opportunity to show the world the strong, self-willed, determined woman she always had been. This is the story of Mary Tudor, told through her own words for the first time.

304 pp. | Orig. Lang: English

World rights available

Untruth
by Michael Stark

Through an examination of topics such as truth, faith, selfhood, and love, Stark introduces us to the teaching of Kierkegaard, and demonstrates how this prophetic voice from the past can help us navigate the hostile and combative climate of today.

176 pp. | Orig. Lang: English

World rights available

Experts, sciences et sociétés
Sous la direction de François Claveau et Julien Prud’homme

The brainchild of 19 researchers, this collective work presents the social character of the expert, socio-political uses of his work and ways to arbitrate its claims in society. A major strength of this book lies in its multidisciplinary nature, which attaches importance to philosophy, political science, history, sociology and communication sciences.

284 pp. | Orig. Lang: French

World rights available

Religious Tourism in Asia
Edited by S Yasuda

Contemporary case studies of religious and pilgrimage activities provide key learning points and present practical examples from this ‘hub’ of pilgrimage destinations. They explore ancient, sacred and emerging tourist destinations and new forms of pilgrimage, faith systems and quasi-religious activities.

192 pp. | Orig. Lang: English

World rights available

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How IPR Is Building Relationships in China

As IPR License has steadily grown its business in China during the last couple of years, the company’s Managing Director, Thomas Minkus, has gathered valuable insights into working in the Chinese publishing market.

**IPR:** When and why did IPR start doing business in China?
**TM:** China is one of the largest publishing markets in the world. Chinese publishers buy a lot of rights, and they are intensifying their rights sales activities as well, so it makes sense for IPR to be there.

IPR’s connections in China actually go back to 2012 – before the Frankfurt Book Fair acquired IPR License – when Publishing Perspectives began working with the editor of China Publishers Magazine, Giushan Yang, to produce special reports in English about the Chinese book market. Over the years, we developed a very strong and lasting relationship, which served us well when the magazine’s parent company, China South Publishing & Media Group, became a minority shareholder of IPR in 2017.

**IPR:** How is it different doing business in China than in other countries?
**TM:** Chinese publishers are working toward the same goals that publishers in other countries are: producing great content, promoting the work of their authors, and getting their books into the hands of readers. At the same time, the language barriers and cultural differences mean that you have to spend more time there to get to know people and build relationships – though I believe this applies to international business in general.

**IPR:** What opportunities do you see for IPR in China over the next few years?
**TM:** There are so many opportunities for Western and Chinese publishers to work together, and this potential has not been fully explored yet. IPR hopes to make these connections easier – both with our digital rights tools and by facilitating personal introductions.

We want to become the leading portal for Chinese rights buyers to discover titles and buy rights, and for Chinese publishers to sell rights. IPR also aims to help Chinese publishers engage more internationally. We’ve done this by organizing meetings and delegations of Chinese publishers in several countries, and by advising them on how best to use events like the Frankfurt Book Fair to build their international connections. Frankfort’s office in Beijing also does a lot of work in this area and supports our work at IPR.

**IPR:** What kinds of books are Chinese publishers interested in buying rights to?
**TM:** Education and academic titles are of high interest, as well as bestsellers from other countries.

Many Chinese publishers are also putting a strong focus on publishing Chinese authors, developing home-grown literary talent, and selling rights to their authors abroad.

**IPR:** What genres of Chinese titles does IPR represent on the platform?
**TM:** All genres. Children’s books are particularly strong, and there is also a good range of books on art, culture, and business – but really, the selection is huge and spans many categories.

**IPR:** What kind of books are selling well in China in 2018? What are Chinese readers looking for?
**TM:** You’ll often see Western fiction on Chinese bestseller lists. Classic literature will rise to the top when school reading lists are issued, and the global bestsellers are also popular.

On the non-fiction side, personal development and self-help are very strong categories, as are business and history.

**IPR:** What surprises you most about China?
**TM:** I am impressed by the energy there. It’s a fast-growing market with a young population, and the publishers in China are excited about change and innovation. Everything moves quickly. It can take a while to build relationships, but once you get to know people, you see how enthusiastic Chinese publishers are for taking the next step, exploring what’s possible.

I also discovered that you can’t do business in China if you’re not on WeChat. It’s a mobile app similar to WhatsApp. Email is just not as relevant there, and most communication – business and personal – happens through WeChat.

**IPR:** What do you most enjoy about your trips to China and when will you next be visiting?
**TM:** I will go back in November. I’ve visited a number of Chinese publishing houses already, and I’m always impressed by the warm welcome I receive, by their professionalism, and their dedication to their work. I’m looking forward to meeting more Chinese publishers and working with them through IPR.

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**China South Publishing & Media Group (CNS)**

CNS is one of China’s leading media companies with an annual turnover of approximately 1.7 billion USD. Its business comprises book, magazine, and newspaper publishing, television networks, as well as printing and distribution. CNS was founded in late 2008, and it was listed on the Shanghai Stock Exchange in October 2010. The company is based in Changsha, the capital city of China’s Hunan Province.

**Chairman:** Mr. GONG Shuguang

**Chief Editor and VP:** Mr. SHE Jiangtao

**Title Highlights from CNS:**

- **Parenting with Love and Wisdom**
  - Apr 2018 | 19 volumes
  - Hunan Fine Art Publishing House
  - Rights sold: Argentina

- **Dead as a Dodo**
  - May 2014 | 139 pp
  - Hunan People’s Publishing House

- **From East to West**
  - Mar 2017 | 55 volumes
  - Yuelu Publishing House
  - Rights sold: UK

**Phoenix Publishing and Media Inc.**

Headquartered in Nanjing, Jiangsu province, Phoenix Publishing and Media Inc. (PPM) is not only a leading enterprise in the publishing and book distribution industry, but also a benchmark enterprise for listed companies in China.

PPM mainly engages in the publishing, printing, and distribution of books, newspapers, periodicals, e-journals and audio-visual products, and it has a remarkable performance record in educational publications and general books.

It was ranked 11th with a brand value of 5.5 billion yuan ($858 million) on the list of Top 50 Chinese Cultural Companies by Brand Value 2017.

**Chief Editor and VP:** Mr. SHE Jiangtao

**Title Highlights from Phoenix:**

- **Bronze and Sunflower**
  - Apr 2016 | 262 pp
  - Phoenix Juvenile and Children’s Publishing
  - Rights sold: 14 countries

- **Jackie Chan**
  - Feb 2017 | 352 pp
  - Phoenix Literature and Art Publishing
  - Rights sold: 8 countries

- **The Silk Road**
  - Aug 2014 | 609 pp
  - Jiangsu People’s Publishing House
  - Rights sold: 5 countries

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**BUY RIGHTS ONLINE / See more at iprlicense.com**
Founded in 1999, Shanghai Century Publishing (Group) Co., Ltd. was the first publishing group in China as well as one of the first pilot units for the reform of the national cultural system. The Group is a comprehensive large-scale publishing media group integrating the publication of books and journals, digital publishing, copyright trade, import and export of books, printing, art business, and more. The Group has been taking a statewide leading position in national key publishing projects, becoming one of the enterprises generating most influential publishing culture and providing most influential content in China.

Shanghai Century Publishing (Group) Co., Ltd.

Title Highlights from Shanghai:

- **The Great Voyage**  
  Mar 2018 | 260 pp  
  Shanghai Ancient Books Publishing House  
  World rights available

- **Chinese Fairy Tales**  
  Nov 2017 | 18 volumes  
  Shanghai Educational Publishing House  
  World rights available

- **Study of the Economic Downturn in China**  
  Jun 2018 | 297 pp  
  Truth and Wisdom Press  
  World rights available

Shandong Publishing & Media Co., Ltd.

Founded in 2011, Shandong Publishing & Media Co., Ltd. has eleven subsidiary publishing companies, including nine book publishing houses, one electronic audio and video publishing house, and one digital publishing company. Over the years it has published a large number of outstanding works, covering social science, literature and arts, science and technology, children's books, Chinese classic texts, educational science, publicity on foreign policy, international tourism, instructional materials, etc.

Shandong Publishing & Media Co., Ltd.

Title Highlights from Shandong:

- **Wow! The Panda**  
  Aug 2018 | 32 pp  
  Shandong Science & Technology Publishing House  
  Rights sold: Arabic, Vietnamese  
  World rights available

- **A History of Chinese and Foreign Literature Exchanges**  
  Dec 2015 | 17 volumes  
  Shandong Education Press  
  Rights sold: 6 countries

Time Publishing and Media Co. Ltd.

Established in 2008, Time Publishing and Media Co., Ltd. has 23 wholly-owned or holding subsidiaries (including 9 publishing houses), mainly dealing with books, periodicals, printing, new media, media technology research and development, equity investment, and other businesses. Since its establishment, Time Publishing and Media Co., Ltd. has been actively promoting the exchange and mutual development of Chinese culture and world culture. The book publishing category covers social science, education, natural science, literature, children's books, art, ancient books, culture, tourism, philosophy, economic management, and other fields.

Time Publishing and Media Co. Ltd.

Title Highlights from Time:

- **Antarctic Adventure**  
  Jan 2017 | 162 pp  
  Anhui Educational Publishing House  
  Rights sold: Vietnam

- **Mr. Spider's Funeral**  
  Jan 2018 | 48 pp  
  Clover Pantomime Picture Books  
  World rights available

- **Dedicated Minds**  
  Oct 2017 | 390 pp  
  Anhui People's Publishing House  
  Rights sold: 4 countries

Guangxi Normal University (Shanghai) Co., Ltd.

Established in 1986, Guangxi Normal University Press is a renowned publisher of academic, education and humanities titles. Shanghai Co. is a fully owned subsidiary of Guangxi Normal University Press. It publishes 200 titles a year, covering a wide spectrum of subjects, from education, social sciences, history and culture, to biographies, memoirs, literature and academic. The company also specializes in genres like architecture and music.

Guangxi Normal University (Shanghai) Co., Ltd.

Title Highlights from Guangxi:

- **Our Story: A Memoir of Love and Life**  
  May 2013 | 360 pp  
  Guangxi Normal University Press  
  Rights sold: 6 countries  
  World rights available

- **The Last Time in Luoyang**  
  Jun 2018 | 240 pp  
  Guangxi Normal University Press  
  World rights available

- **As Fine As Dust**  
  Jul 2018 | 336 pp  
  Guangxi Normal University Press  
  World rights available
POLITICS / CURRENT AFFAIRS

Non-Western Responses to Terrorism
by Michael J. Boyle, John Horgan
Manchester University Press

These case studies, written by country experts and drawing on original language sources, demonstrate the diversity of counter-terrorism theory and practice and illustrate how the world ‘sees’ and responds to terrorism is different from the way that the United States, the United Kingdom and many European governments do.

Dec. 2018
488 pp.  |  Orig Lang: English
ISBN: 9781526105813
World rights available

The Concept of Human Rights in Judaism, Christianity and Islam
by Georges Tamer, Ursula Männle
De Gruyter

The second volume of the new series Key Concepts in Interreligious Discourses points out the roots of the concept of “human rights” in Judaism, Christianity and Islam. It shows how far the universal validity of “human rights” opposes in some crucial points with religious traditions.

Feb. 2019
150 pp.  |  Orig Lang: English
ISBN: 9783110560534
World rights available

India Dissents
Edited by Ashok Vajpeyi
Speaking Tiger

India Dissents is a collection of essays, articles, poems and speeches ranging from the Rig Veda to B.R. Ambedkar; and thinkers as varied as the Buddha, Akka Mahadevi, Ghalib, Mahatma Gandhi, Namdeo Dhasal and Amartya Sen that embody this unifying and essential spirit of dissent in one of the world’s most diverse, dynamic and oldest civilizations.

Jan. 2017
560 pp.  |  Orig Lang: English
ISBN: 9789385755958
World rights available

Pesticides and Agriculture: Profit, Politics and Policy
by Dr Dave Watson
Burleigh Dodds Science Publishing

This book provides an authoritative account of the development of the modern pesticides industry. Individual company strategies are placed in the context of broader developments in agriculture which have driven the evolution of the industry, from the Pre-Productionist period to the contemporary world of Post-Productivism.

Aug. 2018
418 pp.  |  Orig Lang: English
ISBN: 9781786762764
World rights available

University of Wales Press

University of Wales Press passionately believes in supporting and disseminating scholarship from and about Wales to a worldwide audience. The Press has served Wales and the international academic community since 1922 by publishing scholarly research in the Humanities, Arts and Social Sciences. It shares in the strong national tradition of bringing education and learning to the population of Wales, and also plays a role in supporting all aspects of learning and the lifelong pursuit of knowledge and academic excellence. UWP currently publishes around 70 new books and journals a year, primarily in the fields of European studies, philosophy, literature, history, Welsh and Celtic studies. It also produces general interest books about Wales as part of a mission to disseminate research and to make it accessible for a wider audience.

Eleri Lloyd-Cresci, Sales and Marketing Manager at University of Wales Press

United States Institute of Peace Press

Since its inception in 1991, the United States Institute of Peace Press has published hundreds of influential books, reports, and briefs on the prevention, management, and peaceful resolution of international conflicts. All our books and reports arise from research and fieldwork sponsored by the Institute’s many programs, and the Press is committed to expanding the reach of the Institute’s work by continuing to publish significant and sustainable publications for practitioners, scholars, diplomats, and students. In keeping with the best traditions of scholarly publishing, each work undergoes thorough peer review by external subject experts to ensure that the research and conclusions are balanced, relevant, and sound.

Cecilia Stoute, Sales, Rights, and Marketing Specialist at the United States Institute of Peace, says: “The United States Institute of Peace Press is interested in selling rights and disseminating its publications in Africa, the Middle East and Latin America.”
**Indigo Girl**

by Suzanne Kamata

GemmaMedia

Fifteen-year-old Aiko Cassidy, a bicultural girl with cerebral palsy, grew up in Michigan with her single mother. Having recently come into contact with her biological father, she is invited to spend the summer with his indigo-growing family in a small Japanese farming village.

May 2019

240 pp. | Orig Lang: English

ISBN: 9781936846733

World rights available

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**The December Adventure**

by Karin Linderoth

Great Little Britain / Bokförlaget K&R

This is a sort of advent calendar story, which will take the reader through all the different counties of Sweden. One chapter a day will keep you entertained right up to Christmas Eve. The book is richly illustrated with beautiful watercolours adding a magic touch to this special fairytale.

Sep. 2018

58 pp. | Orig Lang: Swedish

ISBN: 9789185903696

Rights sold in English and Swedish

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**The Snow Sister**

by Maja Lunde, illustrated by Lisa Aisato

Oslo Literary Agency

The Snow Sister is a beautifully illustrated story for the whole family to enjoy, by bestselling author Maja Lunde, which reflects the feeling of Christmas recognized from Charles Dickens' *A Christmas Carol*.

Oct. 2018

190 pp. | Orig Lang: Norwegian

ISBN: 9788248922056

Rights sold in Croatian, Danish, German, Hungarian, Korean, Polish and Russian

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**The Mouse of the Opera**

by Tuula Pere, illustrated by Outi Rautkallio

WickWick

A curious wood mouse, Maurice decides to explore the opera house, which glimmers like a giant lantern from across the lawn. The uninvited guest causes a great commotion, triggering a wild chase. Luckily, a gentle caretaker understands that even a little mouse can yearn for music.

Jun. 2018

33 pp. | Orig Lang: Finnish

ISBN: 9789523253759

Rights sold in English and Swedish

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**Mims House**

Established in 2008, and located in the historic Quapaw District of Little Rock, Arkansas, Mims House takes its name from the family that originally lived in the Victorian-era house that is now their office. This American publisher of award-winning children's picture books, offers fiction and nonfiction, fantasy middle grade novels, short chapter books, as well as fiction and nonfiction picture books. For adults, Mims House publishes teacher resource materials for use in classrooms.

Common themes include strengthening family life, a healthy environment, and teaching kids how to write. Mims House publishes stories that touch the lives of the young. Or the young at heart. Their books celebrate the indomitable and unconquerable human spirit, and give kids boundless hope in the midst of tangled families or intergalactic struggles. Nonfiction stories evoke awe and wonder for the world. Their writing process books celebrate and encourage a kid's creativity.

Darcy Pattison, Founder of Mims House, says: "Mims House is most interested in educational markets in India, China, or any other country that is looking for quality science, language arts or social studies materials."

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**PONS**

PONS is one of Germany's most successful dictionary brands and has developed high-quality dictionaries and study material in many languages for 40 years. Beyond the printed dictionary, PONS has increasingly developed new, digital formats and established them in the market over the last few years. It publishes successful language learning products for self-study and reference purposes, and offers an extensive range of products in more than 30 languages, working together with well-known publishers from all over the world.

Ulrike Keppler, Head of Foreign Rights, Licensing and Co-productions, says: "First of all, we try to sell rights worldwide, whereas specific titles sell better in the Western hemisphere than in the Eastern. European markets, of course, since they are easier to approach for us. Asian markets, China, Hong Kong, Taiwan, Korea, Japan, Indonesia, Thailand, Vietnam are a focus, and we have sold very little to the Arab World, so we should develop markets although difficult in these times (wars, many dogmatic Islamic states). Australia is a continent where we do not have any business relationship, yet. And it's always good to enhance publisher's contacts in North America and South America, in particular the latter with Mexico and Brazil."
HEALTH / PERSONAL DEVELOPMENT

Declutter Your Data
by Angela Crocker

Our computers, phones, tablets, work projects, tax and other files, and various online accounts all store data. Can anything be done? Yes! Declutter Your Data is for anyone who is interested in making better use of technology and coming up with an efficient way to organize personal data.

168 pp.  |  Orig. Lang: English

World rights available

Metabolic Syndrome Consequent to Endocrine Disorders
by V. Popovic, E. Ghigo, M. Korbonits, F. Guaraldi

This book comprises state-of-the-art reviews on the subject written by recognized experts in the field of endocrinology. The topics covered include hypopituitarism, adrenal insufficiency, acromegaly, glucocorticoid excess, androgen excess, hypogonadism, prolactin, and thyroid and parathyroid hormone abnormalities.

180 pp.  |  Orig. Lang: English

World rights available

Resource Activating Coaching
by Miriam Deubner-Bohme, Uta Deppe-Schmitz

This title offers coaches, counsellors, and trainers a variety of strategies that will allow them to enable their clients to find and use their resources, incorporate them into the coaching process, and use them to effect change.

164 pp.  |  Orig. Lang: German

World rights available

Eat Real to Heal
by Nicolette Richer

Focusing on diet, nutrition, and meditation, this book teaches you how to power up your immune system and give yourself the best possible chance at beating chronic diseases like diabetes, arthritis, acne, psoriasis, fibromyalgia, and even cancer.

200 pp.  |  Orig. Lang: English

World rights available

Madame Missou Can Make Up Her Mind
by Madame Missou

Madame Missou understands me! She gives me advice for my everyday life, on matters like chaos management and multitasking – yet she also spurs me to think about the overriding issues that concern me. Her life experience means that she’s not easily rattled, and I benefit from her pragmatic view of things.

112 pp.  |  Orig. Lang: German

World rights available

The Type 1 Diabetes Self-Care Manual
by Jamie Wood, MD, and Anne Peters, MD

Dr. Jamie Wood and Dr. Anne Peters, two of the most respected and sought-after endocrinologists, provide an easy-to-follow narrative on all aspects of the disease. The Type 1 Diabetes Self-Care Manual will be the go-to reference for everyone touched by type 1 diabetes.

128 pp.  |  Orig. Lang: English

World rights available

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Use your free buyer account to create and manage offers on the site, contact rights holders, and negotiate deals.
How IPR’s Automated Permissions Solution Can Benefit Publishers

Permission needs to be granted, and sometimes a fee paid, to the rights owner for any piece you might want to reuse. For most publishers, permissions are high volume and low value, i.e. the revenue is made up of hundreds of small transactions. This makes it difficult for them to justify the time spent on processing the permission, and this poses a business dilemma. Should you make processing them a priority or not? If you don’t tend to your permissions requests, then this could create a culture of copyright infringement, so it’s really important to respond and grant whenever possible. That being said, processing anything has an overhead cost, and manual processing does not provide a good return on investment.

How do publishers process these permissions?
This depends on how technologically enlightened the publisher is! Some publishers have implemented systems that allow for automated permissions such as RightsLink from Copyright Clearance Center and IPR License’s Instant Permissions. Others utilise a manual email inbox option. Usually a publisher will post a statement on their website along the lines of “please contact permissions@publisher.com to request a permission grant and we will respond within six weeks”. This manual process has obvious drawbacks. It’s clunky, unreliable, slow and expensive for the publisher to use the content might not want to wait and might decide to infringe the copyright rather than constantly checking for a reply.

Why should a publisher implement an automated solution?
The number one reason is profitability! Limiting the staff time involved in processing a permission is vital in order to make the revenue profitable. Permissions are often small and take time but are nevertheless important – it’s still copyright. Automating the process makes it cost effective for the publisher and instant for the user. It’s a win-win situation.

Why use IPR’s Instant Permissions?
Instant Permissions is the one stop shop for permissions. It offers an easy to implement, multilingual solution that seamlessly integrates into a publisher’s website. Users can seek to gain permission from either iprlicense.com, the publishers’ IPR rights portal, or from the publisher’s site. The purchaser is then guided through a series of small steps to complete the transaction quickly.

The IPR solution is the only multilingual solution available, and has gained market dominance in Germany within six months of launch. IPR plans on launching into other major European markets soon.

Publishers Talk About Instant Permissions:

Are you looking to use IPR’s Instant Permissions?

IPR LICENSE  /  FRANKFURT BOOK FAIR 2018
Septology
by Jon Fosse
Winje Agency
With Septology, Fosse has written a masterwork. Upon finishing it, one feels one has witnessed a monumental event. According to one foreign publisher the publication will be a literary sensation.

Rights sold in Danish, German, Dutch, Spanish, Swedish and English

Gorgeous May
by C T Karlsson
Great Little Britain / Bokforlaget SOL
Maj Carrén finds herself sitting at her kitchen table one bleak October morning. Self-pity, lethargy and the end of the world as we know it is occupying most of her mind. Irén is Maj’s neighbour and utterly determined to not let her perish with grief.

Rights sold in Danish, German, Dutch, Spanish, Swedish and English

Once Upon a Time in Berlin
by Hisham Kheshen
Al Dar Al Masriah Al Lubnaniah
Five women’s lives are entangled in this story that has the reader travel from, to and through Berlin passing by Italy, Switzerland, Chile & Egypt. Their journey recounted through their voices spans from Nazi Germany through the fall of the Berlin Wall.

World rights available

(Never) Going Back
by Satu Vasantaola
Tammi
Employing masterful strokes, Satu Vasantaola draws compelling portraits of today’s broken families and recent rural generations’ struggle to survive. The narrative of an immigrant family refrares a Finnish family’s story, canvassing it against not only a local but a universal background.

World rights available

How International Rights Buyers Can Work With IPR

IPR Buyers are also given first access to download free digital editions of Publishing Perspectives and IPR Rights Magazine.

3. Dedicated Account Management
IPR offers each Buyer Member an initial consultation and online demonstration of the platform and its services, including how to search for content, how to make an offer and how to track ongoing inquiries and transactions. An account manager is then on hand through the duration of the membership to assist with each step of the rights buying process, from browsing for content to making enquiries, completing negotiations, and making payments once the offer has been accepted.

Questions?
For a free demonstration or to learn more about IPR, contact Brittany Poulin, Head of Audience Development:
Email: Brittany.Poulin@iprlicense.com
Phone: +44 (0) 203 327 7590
Unleash Different: Achieving Business Success Through Disability
by Rich Donovan

Unleash Different illustrates how companies like Google and PepsiCo are attracting people with disabilities as customers and employees. Rich gives the reader a peek into how he rose from a Canadian school for "crippled children" to manage $6 billion for one of Wall Street's leading firms.

272 pp. | Orig. Lang: English
World rights available

The TOYOTA Story
by Tsuneyoshi Noji

The author of this book spent 7 years conducting interviews and gathering information to unveil the strength of Toyota. His story starts from the founding of the company up to now highlighting the people who have worked in the frontline to support its growth.

408 pp. | Orig. Lang: Japanese
Rights sold in Simplified Chinese and Traditional Chinese

Capitalism: A Crime Story
by Harry Glasbeek

A mugger threatens a stranger, an employer threatens a worker. The first is perceived as crime, the latter not. Our assumptions about the world condition us to see these situations as legally different. But what if we insisted on taking the spirit of law, rather than its letter, seriously?

152 pp. | Orig. Lang: English
World rights available

The Science of Talent
by Kate O’Loughlin

Should you get rid of appraisals? Should millennials be treated differently? Should you tell people they are ‘talent’ and others that they are not? Kate O’Loughlin looks at what the science tells us about the theories behind these ideas, and what other alternatives there might be.

160 pp. | Orig. Lang: English
World rights available

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**ARMS / LIFESTYLE**

**Beer Brewing**
by Jan Brücklmeier

This book presents detailed and at the same time appealing and entertaining specialist knowledge on all the important areas of home brewing for ambitious amateur brewers: equipment, raw products, the brewing process, fermentation, disinfection, beer tasting and troubleshooting.

492 pp. | Orig. Lang: German

World rights available

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**Langenscheidt Interactive Phrasebook French**
by Langenscheidt Editorial Staff

Experience the adventure that is everyday life with the interactive phrase books: by observing, capturing impressions, listening and talking to people. This is complemented by the right vocabulary and typical sentences you encounter while travelling.

144 pp. | Orig. Lang: German, French

World rights available

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**The Blind Man**
by Robert Desjarlais

Composed of an intricate weave of text and image, *The Blind Man* attends to pressing issues in contemporary life: the fraught dimensions of photographic capture; encounters with others and alterity; the politics of looking; media images of violence and abjection; and the nature of fantasy and imaginative construal.

Nov. 2018 | ISBN: 9780823281114
240 pp. | Orig. Lang: English

World rights available

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**The Looking Machine**
by David MacDougall, Paul Henley, Andrew Irving

This new collection of essays presents the latest thoughts of one of the world’s leading ethnographic filmmakers and writers on cinema. It will provide essential reading for students in cinema studies, filmmaking, and visual anthropology.

240 pp. | Orig. Lang: English

World rights available

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**Flawed**
by Andrea Dorfman

In this graphic novel, Andrea Dorfman tells the true story of how she falls for Dave. He’s a plastic surgeon; she thinks plastic surgery has the power to make people feel flawed. Her discomfort with Dave’s occupation sends her on a journey of self-reflection that forces her to confront her own fears about her looks.

88 pp. | Orig. Lang: English

Rights sold in Italian

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**Working for the Man, Playing in the Band: My Years with James Brown**
by Damon Wood with Phil Carson

In a memoir certain to fascinate Mr. Dynamite’s millions of fans, as well as musicians and industry insiders, Wood recalls how a chance encounter with James Brown led him to embrace soul and funk music under the tutelage of its greatest progenitor.

May 2018 | ISBN: 9781770413856
280 pp. | Orig. Lang: English

World rights available

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Use your free buyer account to create and manage offers on the site, contact rights holders, and negotiate deals.
How IPR Works with Cultural and Literary Organizations

By Brittany Poulin

A key focus for IPR is to continue to build relationships with associations and cultural organisations dedicated to raising the visibility of their members’ content on a global stage. We are even working with an international literature prize. Through IPR’s growing partnerships with these groups – which include Livres Canada Books, the Finnish Literature Exchange (FLU), Norwegian Literature Abroad (NORLA), and the Sheikh Zayed Book Award – IPR is delighted to play its part in helping publishers and authors reach new audiences.

Our parent company, Frankfurter Buchmesse, already works closely with this group of institutions as part of its international activities programme. As Juergen Boos, Director of Frankfurter Buchmesse, explains: “The book fair supports as many cultural organisations and their quest to promote literature abroad as it can. It’s not all about the one week in October, of course, so we champion rights and licensing sales all year round and use our global contacts to do this wherever possible. IPR’s aim to work with as many partners as possible to promote rights sales around the world using the latest technology is therefore a natural fit for us.”

Associations and groups working with IPR each receive their own Rights Portal, which functions as a shopfront under which each of their members can upload a selection of their content. IPR then works to assist in facilitating translation enquiries for these titles, via our ToolBox automation tools, by sending a series of targeted marketing bulletins by genre to a verified list of international rights and permissions buyers.

 Associations and organisations with titles on the IPR platform may also request specific marketing services to be included in their bespoke membership subscription. IPR has been proud to produce a special Rights Canada guide for Livres Canada Books, printed and distributed at Frankfurt Book Fair 2017 and 2018. The winning titles of the Sheikh Zayed Book Award 2018 have been highlighted in our blog and newsletter features, and IPR supported an event at the New York Public Library hosted by Publishing Perspectives, the Frankfurt Book Fair and the Sheikh Zayed Book Award, which celebrated Arabic literature in translation.

IPR also works to raise the profile of these associations, organisations and awards – and the very important work that they do – via exclusive features on the IPR Blog, highlights in our month-ly newsletters, and inclusion in print magazines distributed at key book fairs throughout the year.

The main benefit for these groups, who work to assist their members to maximise the exposure for their titles in front of new and interested audiences, is the streamlined pathway that IPR provides for international buyers to view, enquire about, and make offers for their content.

IPR’s main objective of working with these prestigious literary associations and cultural organisations is to boost the number of translated titles from each country, and to introduce new voices to different audiences around the world.

Through IPR’s partnership with associations like Livres Canada Books, FILI, NORLA and the Sheikh Zayed Book Award, we have seen the benefits of working together to help facilitate translations and build an increased awareness of their publishers and authors. We look forward to continuing to work with them and to creating new partnerships. Through these collaborations, we aim to not only maximise rights revenue for individual publishers, but also to increase the awareness of the value of translated works, helping to build and foster these relationships through our flourishing international marketplace.
IPR License is proud to be supporting and working with the following cultural and literary organizations:

![LIVRES CANADA BOOKS](image)

![Sheikh Zayed Book Award](image)

![FINNISH LITERATURE EXCHANGE](image)

![NORWEGIAN LITERATURE ABROAD](image)

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