

GlobalBookRights.com Newsletter

"We make it easy to buy and sell translation rights around the world..."

Happy New Year Edition!

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*Bi-Weekly News Letter from the Desk of Evelyn Lee
President of Global Book Rights, Amer-Asia Books, Inc.
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RIGHTS IN 2013 - BUSY, BUSY, BUSY WITH SERIES... AND GROWTH!

After New Year's Day we were inundated with 43 requests concerning translation rights from around the world, all the way from Turkey to the Far East. Not only were we busy responding, but we realized that there seems to be a strong trend among buyers of foreign rights to concentrate on series of books.

This makes sense if the first book is a really good and appealing one so that readers will automatically want the ones that follow. In a way, this is true for best-selling novelists who continue to write about the same popular characters. However, we are finding publishers wanting children's books wherein a series has begun and is continuing. They need to be fun and entertaining while also teaching something about getting along in the world or useful academically as with such as with those by Julia Cook at Boys Town Press <http://www.boystownpress.org/>.

Also we are seeing a trend toward books for gifted children such as those by Prufrock Press <http://www.prufrock.com/> and Great Potential Press <http://www.greatpotentialpress.com/> with foreign publishers such as those in Saudi Arabia becoming particularly interested in the category.

AND GROWTH

For publishers deciding on buying rights it can be a hard choice simply because of too many books available. One Chinese asking us for books recently said, "I will continue to check your website copyright information, they too much." I guess he's right with thousands of books there! Bowker, one of the key companies looked to for major market research in publishing has recently given these numbers for the US...

- In 1998, there were 900,000 titles counted as active.
- In 2012, Bowker "sees" 32.8 million titles.

This shows a jump of more than 6,000 percent in 14 years here in America alone and many, many books such as Kindle originals and some self-published books are not even counted!

IN 2013

So during the upcoming year we are going to strive to help show really outstanding books in a variety of categories that will be of specific interest to a variety of people such as Word Structure Workbook to help students with their English for passing tests to enter universities; a fascinating book about Nigeria, Afrobeat music and politics; business books from Oxford University; health and self-help, and a subject I won't mention here! And of course we'll continue with outstanding novelists who have sold millions of books worldwide.

It's going to be a busy year and we look forward to helping as many of our readers as possible.

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