

# GlobalBookRights.com Newsletter

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

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*Bi-Weekly News Letter from the Desk of Evelyn Lee  
President of Global Book Rights, Amer-Asia Books, Inc.  
Monday, January 21st, 2013*

## **COMING TOGETHER THROUGH EDUCATION?**

Is the world becoming the same everywhere? As the New Year unwinds with horrible fighting many places, it doesn't seem that way. However from our aspect on the world of books and the demand for translation rights, we are more and more impressed every day by the huge demand for books on learning for both adults and children. It makes us realize that people everywhere are more alike than most of us admit to ourselves. For example, we recently received an offer concerning translation and selling of all of the some 500 books of an American education publisher in a far off country where there is rising interest to thinking-skills materials and gifted education.

## **WORLD BOOK SERIES**

We also now have foreign rights available from the famous World Book Encyclopedia on wonderful series for children in a wide variety of subjects such as math, science, learning ladders, dinosaurs, the solar system etc. They are produced in the contemporary "graphic novel" style and are curriculum-correlated to U.S. state and national standards. They are perfect for translations. In fact, 95% of translated text can be easily substituted with a simple black plate change. So we look forward to sending examples to interested publishers.

## **GIFTED, ADVANCED, AND SPECIAL NEEDS LEARNERS**

Since we first mentioned Prufrock Press <http://www.prufrock.com/> with its exciting, informative learning resources designed for gifted, advanced, and special needs learners, we have been getting requests almost daily concerning rights to their books worldwide so we suggest that anyone interested in these reach us as soon as possible.

## **YOUTHS ENJOYING POPULAR NOVELS**

But it's not all educational books that youths are reading around the world. Just this week we completed a deal for the sale of Harlan Coben's latest young adult mystery to Wisdom in Taiwan. So novels can be enjoyed worldwide as evidenced by his already 50 million sales.

## **AND ADULTS LOOKING FOR MOTIVATION**

We are pleased to be the exclusive foreign rights representative for Motivational Press <http://motivationalpress.com/MPCatalog.pdf> as we are seeing tremendous interest worldwide. Their books can make a real difference for adults looking for information that can help them succeed in so many parts of their lives. Do check them out and we can quickly get you more information.

## **AMERICAN EDUCATION**

In thinking about so many sales worldwide of educational books, we can't help thinking of price tags for books to college students in America. Already with huge tuition payments they can be faced with required course books costing \$200. I recently read an article on how that sector of publishing was different from others and also spoke with a retired professor who has written a number of reference books. He surprised me by saying he and others wrote without ever receiving an advance – only getting occasional royalties although he had just seen one of his books on sale on Amazon by a reseller for \$1,000! Can some people using academia to make profits be hurting America's place in the world?

***As usual, we welcome comments or ideas from any of our readers.***

*Evelyn K. Lee*

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President

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