

# GlobalBookRights.com Newsletter

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

3161 North Hill Farm Drive  
Tucson, AZ 85712 – USA  
[www.globalbookrights.com](http://www.globalbookrights.com)

*Bi-Weekly News Letter from the Desk of Evelyn Lee  
President of Global Book Rights, Amer-Asia Books, Inc.  
Monday, June 9th, 2013*

## BOOK EXPO AMERICA DISCOVERY



What has some of the book world discovered that could be really important to everyone in this book world? It's the word "[Meme](#)" and a cat was at Book Expo America to prove it. (It has to do with a way to let the world know about your product and you can check it out on Wikipedia.) Otherwise the best description of what could be gained, or not, from the BEA was probably made by Publishers Marketplace commenting, "Book Expo America organizers continue to pull off the nifty trick of perpetuating an annual gathering for the US book industry that no one really needs anymore but lots of people still enjoy and find valuable."

Proving the importance of meme, **Grumpy Cat** from our state of Arizona emerged as one of the biggest celebrity draws at BEA last week, with convention-goers lining up by the **Chronicle** booth for almost two hours to take their picture with Grumpy Cat.

"Just 15 minutes into the event, the crowd was so anxious to get close to Grumpy Cat that the BEA organizers called for two extra security guards to maintain the peace," the WSJ [blogged](#). Known for her sourpuss mug and small stature, Grumpy Cat (aka Tardar Sauce) has accumulated over 900,000 fans on [Facebook](#), about 1 million [Twitter](#) followers. According to her agent, "There were so many fans and we were really impressed with the show. **Most importantly, the book world has finally discovered the [meme](#) world but, there is more to come.**"

Her personal appearance at BEA was to promote her forthcoming book, Grumpy Cat.

## ADULT READERS

In our last newsletter we wrote about the growing worldwide interest in educational books for children and said that in this newsletter we would discuss what is happening with books for adult readers. I can tell that adults – senior as well as younger ones - are really into books when I see them turning the pages on their kindles as they ride their bikes at the gym rather than watching the TVs in front of them. But that's not the only good news. Worldwide, here's some of what we're involved with.

We've sold rights to **Harlan Coben's** newest novel, "**SIX YEARS**", in Taiwan and China for amounts exceeding most past deals for individual books. All six of his last books have debuted at #1 on the *New York Times* bestseller list and lists around the world. He has more than 50 million books in print in 46 languages. Harlan is represented by the [Priest Agency](#) with whom we work and which has many, many top fiction authors. The [Friedrich Agency](#) that we also work with has such popular authors as **Lisa Scottoline**, **John Verdon**, etc. etc. Aside from thrillers, adults are also into business and self-help and many more categories. Some interesting ones that have the kinds of books desired worldwide are [Marshall Cavendish](#) in Asia and [Motivational Press](#).

## INDIVIDUAL AUTHORS



We also represent individual authors of adult books. One of the most interesting recent ones has spent 4 weeks at #1 in Australia and soon it will be converted to an Australian TV series. It is **Mattress Actress** by Annika Cleeve. It is a revealing and gutsy look at someone practicing the world's oldest profession in the late twentieth century. From wide-eyed innocent to experienced and successful professional, Annika's story is both shocking and highly entertaining. Worth reading by anyone of either gender! Write us for more information and possibly a pdf of the book.

*If your part of the world is anything like ours where the temperature is 107 degrees Fahrenheit, I'm sure we'll want to go inside and read. Enjoy!*

*Evelyn K. Lee*

**Evelyn K. Lee**

President

Amer-Asia Books, Inc. / Global Books Rights

3161 North Hill Farm Drive

Tucson, AZ 85712 - USA

Telephone: 1-520-795-0571

E-Mail: [GlobalBookRights@comcast.net](mailto:GlobalBookRights@comcast.net)

Website: [www.globalbookrights.com](http://www.globalbookrights.com)

Facebook: [Global Book Rights](#)

LinkedIn: <http://www.linkedin.com/pub/evelyn-kagey-lee/5/252/108?trk=cws-ppw-member-0-0>

Publisher's Market Place: [www.publishersmarketplace.com/members/EvelynKageyLee/](http://www.publishersmarketplace.com/members/EvelynKageyLee/)



Global Book Rights - USA