

# NON-FICTION

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## Empathy

An entirely unexplored subject

*English and Italian samples available*

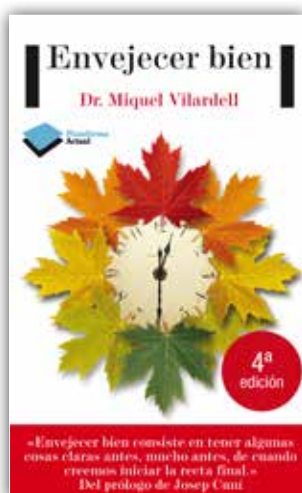
146 pp

Why empathetic people are happier and more successful? It is possible to develop the capacity of empathy? Are women more empathetic than men? How to know if a person is empathetic or not?

Empathy is a fundamental quality for our adequate functioning in society. It allows us to better understand others and helps us to successfully conduct personal relationships with friends and family. On a professional level, empathy helps us to be more sensitive to the needs and desires of our colleagues. More empathetic people are probably the happiest. Education in empathy is a path towards non-violence, favouring tolerance, social harmony and respect for others.

**Luis Moya Albiol** (Valencia, 1971), PhD, is a professor of psychobiology in the Universidad de Valencia. He teaches on various PhD and Masters courses. He is an editor and the author of *The Biopsychology of Violence* and *The Group Therapy Approach in Mental Health*. He collaborates with the magazine *Mind and Brain*, newspapers like *El Mundo*, *ABC* and *Levante*, as well as and various radio and television programmes on *TVE*, *Onda Cero*, *Radio Nacional* and the radio show of the prestigious publication *Science*.





## Age Well

Practical tips to prepare ourselves for getting older and avoid the most typical syndromes in old age: the swallow, the butler, the doll and the Ulyses among others.

128 pp

Aging is a natural and progressive process which none of us can escape. Usually, being a progressive process, we don't need anyone's help and we can learn for ourselves how to age well. However, there are some people who age prematurely and lose their functions very quickly. In this book that author suggests a series of recommendations that will help to prevent pathological aging.

**Dr Miquel Vilardell**, one of Spain's most important and influential figures in the area of health, has been working in public health for over 40 years. He is head of internal medicine in the Vall d'Hebron hospital in Barcelona, a professor at the Autonomous University of Barcelona, and former President of The Barcelona Association of Doctors. He is also author of *Being Doctor* and co-author of *The Emotional Pain*.



8 weeks on  
bestselling  
lists

*Rights sold to: Portugal*



## Diary of a Carer

Advice and Experiences to Help Non-Professional Carers

**The author left his work to care for his mother and began a process of cognitive deterioration. He began a blog with the aim of sharing his experiences and knowledge as a non-professional carer, which reaches millions of people all over the world.**

352 pp

This work gives expression to the reality of a carer. The book compiles all the information and advice that somebody entering into the world of non-professional care for somebody suffering with Alzheimer's disease should have.

Communicator, visual artist and social activist, **Pablo A. Barredo** (Barcelona, 1974) studied a B.A. in Mass Communication and went on to take a Master's degree at Emerson College in Boston. After living in the United States for ten years, where he received various awards for his innovative audio-visual creations, he returned to Barcelona in order to start his own agency.







## Changing Hearts

The suspense, drama, science and humour of these stories draw the reader in from the first page.

258 pp

This book contains stories of heart transplants told by two doctors who have actively participated in the process. These are tales of success, which address the reasons for the transplant, the patient's back-story and the before, during and after of the transplant, directly involving the reader in the reality and risks associated with a transplant procedure.

**Isabel Coma** is a consultant in the Cardiology and Cardiac Surgery Department at the Clínica Universidad de Navarra and professor at the Faculty of Medicine at the same University. **Rafael Fernández** is a consultant in cardiac surgery at the Cardiology and Cardiac Surgery Department of the Clínica Universidad de Navarra, and associate professor at the same University.



## Praying to the Lord...

240 pp

In this new book, Sister Lucía Caram speaks to us about her causes: The poor, who she works for and with every day; how the church has lost its joy and vocation for service; the current economic crisis; and the figure of Jesus, always her guide and inspiration. In her trademark direct style, the author denounces the unwillingness to compromise and the incoherence of those who occupy positions of power. At the same time she encourages us to bring ourselves closer to those who suffer most, and to discover happiness through sharing and giving.

**Sister Lucia Caram** (1966, Tucumán, Argentina) is a Dominican contemplative nun. She combines her cloistered life of prayer, study and community life in Catalonia with strong social activity with most vulnerable people, which led her to promote an interfaith dialogue group, a project in the field of mental health and the Rosa Oriol Foundation. He currently directs and performs Trobada Punt in RNE Radio 4, a program to promote social change and commitment.

Also available

**My Cloister is the World** (See more on page 18)





## Why We're Barça Fans

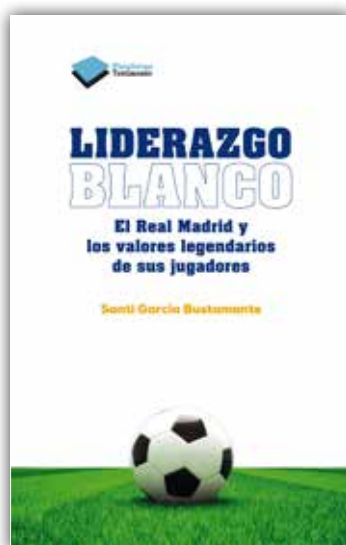
144 pp

Page by page in this book, the author outlines the main values that Barcelona Football Club represents, and explains their significance for Barça fans. At the same time, we learn about Barça's history: significant milestones, key figures, everything that makes this club more than a club.

With a degree in Audiovisual Communication, **Oriol Querol** has worked as a producer, writer and director on various programmes on Spanish television channels SER,



TV3, Canal 33 and BTV. He is a member of Barcelona Football Club.



## Real Madrid Leadership

An encyclopedia that contains all the values that characterise one of the most important football clubs in history.

112 pp

A voyage through the history of Real Madrid, looking at the values that have characterised the team and made them worthy of the most distinguished tributes in the football world. This book provides an A to Z of the values that have forged Real Madrid, the behaviour and attitudes of the best footballers of the team, lead of course, by the man who has been called the best ever football club president: Don Santiago Bernabéu.



**Santi García Bustamante** (1965, Madrid) is a journalist with Efe Agency, and worked as a long time as a sports journalist. He has attended many sporting events, among World Cups, European Cups and the Olympic Games.





## Last Man Standing

This book, written in the style of a first person diary, describes the recruitment process in all its stages. The end result is an unusual book, with a variety of characters, keeping the reader in suspense until the very end.

208 pp

This book does not attempt to provide the reader with strict rules or guidelines but rather to help him or her understand the internal functioning of the recruitment process, what the selector expects from candidates at each stage and the external factors influence the final decision. At the same time the book aims to deconstruct the misconceptions surrounding the figure

of the selector who, at the end of the day, has the same fears as anyone else, feels the same pressure to do the job well, and has the same objective as the candidates: that one of them gets the job.

**Silvia Forés**, qualified in Translation and Interpreting, holds a masters in HR Management and a postgraduate qualification in Strategic HR Management from IESE. She has been the HR Manager in Bové Montero y Asociados for the last 15 years.



## Graphology in Talent Management

«Sandra Cerro writes, speaks and works with the same methodological disparity as her handwriting shows, that is, with elegance, originality and confidence.» Eduardo Evangelista, director of the Instituto Igraphos (Brazil)

«The optimum solution for an efficient personnel search.» Antonello Pizzi, president of the International Association of the Psychology of Writing (Italy)

280 pp

This book provides an introduction to the applications of this fascinating yet controversial technique, increasingly used by businesses all over the world. Of particular relevance to Human Resources professionals, this book provides an intro-

duction to graphic analysis of handwriting, and an exhaustive study of the numerous skills and keys needed to employ this technique in recruitment, talent management and designing efficient working groups.

With a degree in Law, a masters qualification in Human Resources and a postgraduate qualification in forensic handwriting analysis, **Sandra Maria Cerro** is a graphologist, legal graphologist, and graphology teacher. She is also the author of various books on Graphology.





## Life Is a Gift

«You got up much faster than you fell.»  
**Fernando Alonso, Formula One Racing Driver**

192 pp + 16 with photos

The endurance which helped her to overcome obstacles and grow up in a world as masculine as that of Formula 1, has also helped her to recover from a terrible accident and face up to the future and its challenges with vitality. María de Villota is a model of resilience and her story reminds us of the importance of the simple fact of living, so often forgotten in western society.

**María de Villota Comba** (1980-2013) was a Spanish driver, daughter of the ex-Formula 1 driver Emilio de Villota. In July of 2012 she suffered a terrible accident. Since March 2013 she has been head of the single-seater category of the FIA's Drivers Commission. With a degree in Science of Physical Activity and Sport, she was the head of the Emilio de Villota driving school. She has been granted an Honorary Award by the *Universidad Europea de Madrid*.



*Rights sold to Portugal*



## Where's the Limit?

I don't know where the limit is, but I know where it's not

*Full English translation available*

128 pp

Josef Ajram's website, <http://josefajram.com/>, gets more than a million hits on a daily basis.

**Josef Ajram** (Barcelona, 1978), apart from being a successful broker, is the first Spanish sportsman who has completed such difficult competitions like the Ultraman in Hawai and in Canada. He is exceptional in his capacity for rigorous training and his over-whelming enthusiasm for competing.



*Rights sold to Italy*







## Reinventing Yourself

Your Second Chance

182 pp - Science Help

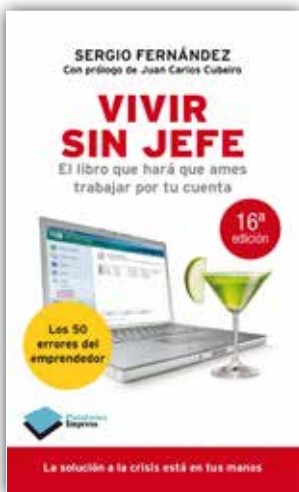
- A year in national newspapers bestsellers lists
- Translated into 14 languages

This book is a map which will accompany us on a trip inside ourselves. Little by little the secret of how people create the eyes through which we observe and perceive the world, will be revealed. It is with the same eyes that so often make us focus on our guilt about the past rather than on future opportunities.

**Dr. Mario Alonso Puig**, medical specialist in General Surgery and the Digestive Apparatus, fellow in surgery at the faculty of medicine at Harvard University in Boston. Member of the Academy of Sciences of New York and of the American Association for the Advance of Science. Speaker at HMS Talents, he has been invited by institutions such as MD Anderson Cancer Center of Houston, the Global Leadership Center of INSEAD and the Pythagorus University of Sao Paulo.

*Rights sold to: WE, France, Portugal, Germany, Brazil, Italy, Spanish Book Club, Poland, Lithuania, Taiwan, Korea, Japan, Russia, Greece, China*

Over  
150.000  
copies sold



## Living without a Boss

The 50 Mistakes of the Entrepreneur

272 pp – Business and Career

Meanwhile there are entrepreneurs, people that have set up a company and that generally go through all kinds of problems, excesses and difficulties until, if they do actually manage to get by, see their dream come true. This book gives tips on the most common, key mistakes that entrepreneurs make. If it is true that one's failures make up the greatest learning experience, then this book is the perfect trainer.

**Sergio Fernández** is a coach, communications consultant, journalist, writer, conference speaker and trainer specializing in personal development at [www.developia.es](http://www.developia.es) He collaborates on different media. He graduated in Publicity and Public Relations and holds a Master in Personal, Management and Business Coaching.

*Rights sold to Italy and Portugal*





## The Wonder Approach in Parenting

It is time to unveil a series of educational myths.

*English and French samples available*

**For the last 20 years, our children are encouraged to play with educational toys, are pressured to excel in one activity after another and are exposed to hours of fast paced screen viewing. Do children need so much input?**

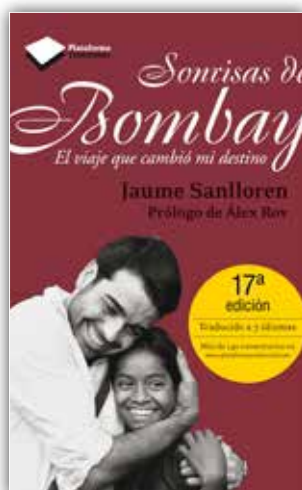
**184 pp - Parenting**

Updates in neuroscience tell us that more and earlier is not the better. On the contrary, constant noise and stimulus consume our children's attention, and interrupt their natural learning process. The wonder approach consists in creating a favorable environment, so that the natural desire to learn can flourish in our children and later teenagers. The wonder approach is about respecting our children's own pace, their need for silence, nature and mystery.

**Catherine L'Ecuyer** is Canadian and mother of four. She studied Law in the Université Laval of Canada, a Master at the IESE Business School and has an Official European Master in Investigation of the International University of Catalunya. She has worked as a lawyer in Montreal; in Spain, as a consultant in companies such as Abertis, Pepsi and Sony. In 2010, she promoted the project Apego-Asombro, nominated at the Ethic Proteus Awards for Best Educative Project of 2010.



*Rights sold to Italy and Korea*



## Bombay Smiles

**208 pp - Memoir**

Sanllorente was a young journalist with a comfortable, successful career in Barcelona. One day, a travel agency persuades him to take his vacation in India: he was never the same man. *In Bombay Smiles*, Jaume shows us, through his delicate storytelling and a loving glance, the realities of a country with massive contrasts, and sets out to teach us how to be happier by looking after our fellow human being.

**Jaume Sanllorente Trepal** (Barcelona, 1976) studied journalism at the Ramon Llull University, in Barcelona. After living in London, he was Spain's correspondent for various international publications.

Since 2004, Sanllorente is leading the NGO Bombay Smiles, and lives in this Indian city, where he fights the everyday, peaceful fight against poverty.

*Rights sold to: US, Portugal, Germany, Italy, France, Brazil, Poland, The Netherlands, China, Spanish Book Club and Graphic Novel*

Over  
50.000  
copies sold  
in Spain







## Play with Your Heart

Excellence is Not Enough

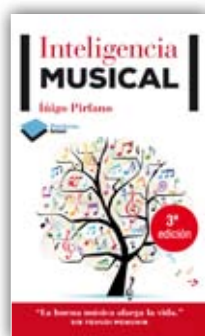
*English samples available*

**How can you fight destiny when everybody else is better placed right from the start?**  
136 pp

Taking examples from his own experience as a personal coach he shows us how life fully compensates those that act, undergo transformation and grow.

**Xesco Espar** holds a degree in Sport and a Master in the Psychology of Learning. He has been a handball coach for FC Barcelona, where he won the Champions League in 2005, the ASOBAL League in 2006 and the King's Cup in 2007.

*Rights sold to: Germany*



## Musical Intelligence

*English sample available*

192 pp

What is the music? Why can it move me? Do I need special training to understand it and enjoy it? What are the keys to effectively lead an orchestra? How do you manage talent?

**Iñigo Pirfano** studied Philosophy in Madrid and Orchestral conducting, Choir and Opera in Austria and Germany, with directors such as Karl Kamper, Sir Colin Davis, Karl-Heinz and Kurt Masur Bloemeke. He received the Young Leadership Award 2011 of Rafael del Pino Foundation and he was nominated, along with Lalo Schiffrin, for the Award to the Best Music Cinema Writers Circle.

*Rights sold to: Italy*



## Spiritual Intelligence

The author's work has been translated into many languages.

**Beyond the different religions, every human being can develop the spiritual intelligence.**  
344 pp

In the context of spiritual anaemia like that in which we currently find ourselves, the development of spiritual intelligence opens up new and unexpected horizons.

**Francesc Torralba** (Barcelona, 1967) holds a Doctorate in Philosophy and Theology. He chairs ETHOS at the University Ramón Llull which is dedicated to ethical behaviour within organisations. He has written more than fifty books and part of his work has been translated into many language.

*Rights sold to Romania and Brazil*





## Know Yourself and You Will Win on the Stock Market

The author won the award for best stockbroker in Europe

«You'll get excited and grow.»

**Tom Dorsey, Dorsey Wright and Associates, U.S.**

«He captures the essence of reality in a down-to-earth way.» **Michael Schmeja, expert at Fx and Option, Germany**

126 pp

Do you need to be wise to invest in the Stock Exchange? Yes. Isn't it about knowing about finance? Not only. The book describes the necessary psychology to carry out worthwhile investments and explains the different strategies for looking after your money.

**José Antonio Madrigal** entered the Stock Exchange when he was 17. He currently works for a Portuguese company in the US.



## Money and Conscience

Who does my money go to?

**When the money has a positive power**

144 pp

Money has become the ruler of the world. By facing up to our relationship with money with honesty we will be able to reach our most human dimension. Analysing questions as savings, the ecological, social and financial crisis, the ethical bank, poverty, donations, the book is a wake-up call to taking responsibility of our actions.

**Joan Antoni Melé** has had the opportunity of observing first-hand for the last thirty years as a banker, the relationship of people with money, and what this leads to. Since 2006 he has worked for the ethical bank Triodos Bank.



## Learning from the Champions

*English sample available*

200 pp

Being the best surgeon, pastry-maker, policeman or teacher requires the same as being the best football-player. To demonstrate his thesis, Pep Marí, starts with a list of many real cases of elite sports people which he has been compiling over 23 years of career.

**Pep Marí** holds a degree in Psychology and a Master in Sports Psychology. He is head of the Department of Sport Psychology at the Center of High Sports Performance in Sant Cugat (Barcelona).



## Live a Meaningful Life

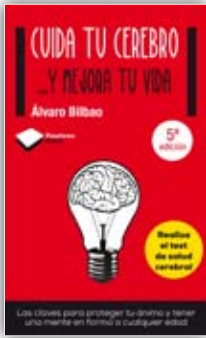
*Full English translation available*

246 pp

We value people for the way they are and their attitudes, not their knowledge, qualifications or experience. We are not appreciated for what we have, but for how we are. It is also about how to develop joy and enthusiasm, as well as recover values like kindness, gratefulness, generosity, perseverance and integrity.

**Victor Küppers** is a Doctor in Liberal Arts and a partner at küppers & co. He is also a Professor of the University of Barcelona and the International University of Catalonia. He has worked as a coach in companies such as Nestlé, Procter&Gamble, Volkswagen-Audi, Nike, Renault and Boehringer-Ingelheim.





## Take Care of Your Brain ... And Get a Better Life

Includes two tests to evaluate the health of your brain

*English sample available*

**208 pp**

Unlike the cells of almost every other organ which renew themselves in short periods of time, our neurons stay with us for our whole lives. However, we do not pay anywhere near the same amount of attention to their care. As well as preventing neurological disorders, a well cared-for brain helps us to be happier. Breaking down many important topics on the prevention of neurodegenerative diseases, this book explains how we can care for our neurons, beyond solving crosswords and sudoku.

**Álvaro Bilbao** is a Doctor in Psychology and Clinical Neuropsychology. He trained at the Royal Hospital for Neurodisability in the UK and the John Hopkins Hospital in the US. He works with the WHO on projects connected with cognitive disabilities. He won the 2010 *Premio Caser* for excellence in attention to people with disabilities.



## Living with Alzheimer

**168 pp**

This book offers support to the individuals who dedicate their lives to the care of a person suffering alzheimer's disease. But it does not attempt to be a manual about how to carry out this care, but rather to help those who are suffering a 'live pain': pain, because the feeling of loss is constant; and live, because it involves looking after a person who is undergoing constant change. Besides, the author tries to help us to understand the process of personal transformation, not only of whoever is sick but, essentially of the carer.

**José Luis Molinuelo** works in the Alzheimer Unit and other cognitive disorders at the Neurology Service of the Hospital Clinic of Barcelona. He is co-director of the Dementia Area of the *Revista de Neurología*.

*Rights sold to Portugal*



## Age Well

8 weeks on bestselling lists

**128 pp**

Practical tips to prepare ourselves for getting older and avoid the most typical syndromes in old age: the swallow, the butler, the doll and the Ulyses among others. *(See more on page 2)*



## Diary of a Carer

Advice and Experiences to Help Non-Professional Carers

**352 pp**

*(See more on page 2)*





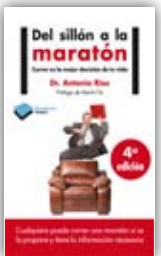
## A Doctor in Your Kitchen

Delicious recipes to help you to eat well all year round

192 pp

The nutrition it proposes is one that respects the seasons and the movements of nature, and the varied produce mother nature provides at different times of year. This new form of nutrition seeks to balance the body according to our own personal functions.

**Dr Jordi Forés** and **Dr María Pérez** are both qualified in medicine and surgery and a specialist in homeopathy and alternative medicines.



## From Couch To Marathon

Running is the best decision of your life

224 pp

There are times that your body just says “enough”; when too much work, worries and stress affect us both physically and psychically. This is the testimony of someone who, to get over this situation, decided to start running and got to participate in the marathons of Madrid, London, Berlin, New York, Boston and Chicago. Speaking from his personal experience and his medical education, the author proves that anyone can be a runner.

**Antonio Ríos Luna** is a doctor who’s a specialist in Traumatology and Orthopaedic Surgery, and also a doctor in Epidemiology and Public



## Body and Mind in Movement

The keys to physical and emotional well-being.

*It will be impossible not to practise sport after reading this book.*

167 pp

The author holds a doctorate in Physical Education and is a teacher at the University of Almeria. He is a writer, international speaker and consultant for physical activity programmes in many companies.



## Nutritional Intelligence

256 pp

Although eating is a free act and in theory we have the will to eat well, do we really eat what we want? From our dietary knowledge to our personal circumstances, including family experience, advertising, fashion, financial status or our weight, numerous factors have an influence on our diet. Having nutritional intelligence will make our choice when we have a meal, much more genuine.

**Magda Carlas** is a doctor and holds a Masters in Food Science and is part of the Department of Nutrition at the Eugin Clinic in Barcelona. She is the author of 13 books on nutrition.



## Slimming for Executives

By the author that captivated Dr. Pierre Dukan

128 pp

This book proposes a practical, simple and very effective system to lose weight without having to miss lunches or going to the gym; we might ask to do some physical exercise, but at home, and thanks to two infallible procedures: “Less is more, the 15 minutes workout” and “the shower trick”.

**Álvaro Campillo** is doctor specialized in General and Digestive Surgery. He has won several prizes and served as Spanish representative in the ‘European Project Morbid Obesity: European Obesity Academy (EOA), Karolinska Institutet (Stockholm).







## Great Little Things

What about taking a walk better than a pill?

*English samples available*

**An explanation of Placebo Theory, the last medical revolution**

**168 pp**

In this pages, Albert Figueras explains the scientific basis of this medical revolution. He illustrates this explanation in a graceful manner, through the use of everyday, down-to-earth examples. *Great Little Things* are all around us, and it does not require complex apparatuses or mysterious-sounding drugs to enjoy them.

**Rights sold to: Brazil**

**Albert Figueras** is a medical doctor who advocates the rational, responsible use of drugs and medicines. He works in the prestigious Catalan Institute of Pharmacology, and collaborates closely with organizations like the WHO, the Pan American Health Organization and the World Bank. He is professor at the Autonomous University of Barcelona and an honorary professor at the Universidad Nacional del Nordeste in Argentina.



## Pure Happiness

**176 pp**

Being in good health helps us to be happy. But, is the opposite true? In other words, does being happy have a direct affect on health? Every day there are more and more carefully

planned scientific studies which show the positive impact of a lasting and deep-rooted happiness on improving health, fewer cardiovascular diseases and, even, a longer life free of diseases.



## Back Pain and Emotions

Back-ache and headaches are the two most common causes of sick leave, especially in the developed world

**186 pp**

Have you been suffering from lumbalgia for some time and nobody has been able to find a remedy for it? Although there are not any magic formulas, being aware of the inter-relatedness that exists between the skeleton, the muscles and the brain gives us valuable clues as to how to alleviate or even solve this pain.

**David Ponce** (Barcelona, 1968) holds a Masters in Osteopathy and a Diploma in Physiotherapy. Diet and nutrition, homeopathy, tradicional Chinese medicine and ayurveda and many other subjects make up his personal holistic vision of health.



## More Love and Less Ibuprofen

Headache and the Emotions

**186 pp**

We don't have to understand headaches as simple symptoms but as a more or less complex element of the disease which affects many people, and which has a huge financial cost for society. With this book, the reader will understand the organism a little better, how headaches work and he or she will learn formulas to relieve them.



## Graphology in Talent Management

280 pp

This book provides an introduction to the applications of this fascinating yet controversial technique, increasingly used by businesses all over the world. *(See more on page 5)*

### CAREER



## Your Professional Brand

*Connect Your Profession with Your Passion*

306 pp

Using the new 4D method, the author explains everything you need to position your professional brand: finding your talents and abilities, designing an action plan and developing public relations and web 2.0 strategies.

**Fabián González H.** is an engineer specialising in international business and holds an MBA with distinction from the University of Gloucestershire. He currently holds the position of executive director of G&G Coaching Ltd.



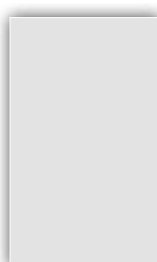
## Think Like a Genius

192 pp

What differentiates a genius from the average person? This is an extraordinary tour of the lives, ideas and inventions of some of the most notable geniuses of all time, shining the spotlight on certain lessons that can be of use to our professional and personal lives.

**Juan Prego** has lead international teams in Argentina, China and Spain. He is a trainer in “Six Thinking Hats”, a in “Corporate Transformation Tools”.

### ENTREPRENEURSHIP

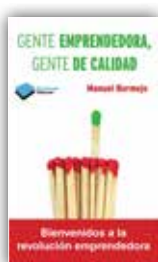


## Sell Your Passion

XXX pp

The author shows us how to find our passion in life and how to use various online channels to convert this passion into a business. At the same time she explains how to generate passive income by creating digital products and services.

**Carla Delgado** was trained in graphic and industrial design. She is the director of Caja de Ideas (Idea Box), company with clients in over 20 countries.



## Entrepreneurial People, Quality People

248 pp

This book has two main aims: to vindicate and highlight the value of entrepreneurs, and to help you to release your entrepreneurial side, if you have not already done so.

**Manuel Bermejo** is one of Spain's most renowned experts in the area of entrepreneurship and family businesses, a tenured professor at IE Business School.



## Living without a Boss

272 pp

*Rights sold to: Italy and Portugal (See more on page 7)*







## Commercial Intelligence

192 pp

Today Picasso and Van Gogh are in the best museums in the world. Despite this, Van Gogh only managed to sell one painting in all his life. Picasso, on the other hand, sold everything he produced, became extremely rich and nobody was heard ever saying that his paintings were commercial. What was business-like was his intelligence.



**Luis Bassat** is one of the most prestigious advertisers at international level. He is the author of *El libro rojo de la publicidad*, the number one best-selling book in advertising in Spain.



## Good Brands Sell Better

176 pp

This book sums up much of what the author has learnt helping brands and NGOs to share efforts/strengths with projects and ideas aimed at helping the world become more just and sustainable.



## 365 Sales Techniques

*Full English translation available*

192 pp

How can we develop close relationships with our clients? How to close a sale? How to use verbal and non-verbal language? These topics, and many others will interest sales people, commercial directors, entrepreneurs, consultants, and anyone who wants to improve their relationships with clients.



## The Art of Noise

The secrets for gaining massive repercussions in the communication media

**In 2009 Time Magazine chose one of the author's inventions as one of the best 50 inventions of the year.**

128 pp

This book is especially meant for all those who wish to make their personal and professional projects clearly visible and have few resources to do this.

*Rights sold to: Italy*





## It's Not a Crisis

It's a structural change

288 pp

If you have already realised that the idea of the “crisis” is simply a way of distracting us from what is really going on, this book will provide you with the clues to fully understand. The book also provides tools and thoughts allow you to take the 21<sup>st</sup> Century by the horns and turn it into a period of opportunity for you and those around you.

**Fernando Sánchez** Salinero studied Law at the University of Salamanca. He has won numerous literary prizes. He is also the author of the book *La casa al revés. ¿Por qué fracasan las empresas?* [The Upside Down House. Why Do Businesses Fail?]



## Nothing's Been Invented

Full English manuscript available

Prologue by Prince of Asturias and epilogue by Felipe González, former president of Spain

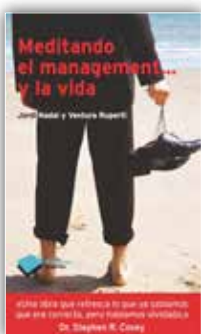
114 pp

The book is both a manual for entrepreneurs and an ode to optimism for those who don't dare to take the step to becoming an entrepreneur.

**Pau Garcia-Milà** created the foundations for eyeOS, along with a friend, when he was just 17. This innovative operating system would, years later, become the *cloud computing* phenomena. He was expelled from his course in Computer Engineering and years later received the first grant at the ESADE Entrepreneurship Institute. Later he studied at the Centre for Entrepreneurial Learning at Cambridge University.



**Rights sold to: Korea**



## Meditating Management

English translation available

«This remarkable book gently yet persuasively invites the reader to an oasis of quiet reflection. Its beautiful words refresh what we already know to be right but have forgotten.» **Stephen R. Covey**, autor of *The 7 Habits of Highly Effective People*.

192 pp

**Ventura Ruperti** holds a MBA at ESADE Business School. He has lived and worked in Spain, Germany, Mexico and Canada. He has pursued a career in corporations such as Braun-Gillette, Sanyo, Grundig-Philips and Planeta. He is currently Partner of Roca Junyent. **Jordi Nadal** holds a Degree in Anglo-German Philology. He has lived and worked in Spain, Germany and the U.S. He has vast experience in the publishing sector. He is founder of Plataforma Editorial.



By the winner of the Best stockbroker in Europe Award



### A Monk in Wall Street

Secrets to a Profitable Career in Stock Exchange

128 pp

It is a book that teaches how can anyone face investments in a logical way in order to win constantly in the financial market. The reader will find how to execute rentable operations, either he's a professional or a newbie in this subject.



### Know Yourself and You Will Win on the Stock Market

126 pp

The book describes the necessary psychology to carry out worthwhile investments and explains the different strategies for looking after your money. *(See more on page 10)*



### Making Money in the Stock Exchange is Possible

The Ajram Method

96 pp

With many years as a stockbroker and dedicated to daytrading, Josef Ajram and has managed to dodge the technological recession, the real estate and the world bank crash. This book introduces the reader to the practical world of investment. *(See more on page 6)*

## BUSINESS FICTION



### Last Man Standing

208 pp

This book, written in the style of a first person diary, describes the recruitment process in all its stages. Written in a fresh, easygoing style, the end result is an unusual book, with a variety of characters, keeping the reader in suspense until the very end. *(See more on page 5)*



### The Man Who Had the Luck to Fail

196 pp

This book tells the story of Manuel, a man who after doing everything necessary to be successful, fails. So, he goes on a new journey which leads him to the peak of Kilimanjaro.



### Gandhi Organizations

298 pp

This book combines a novelistic ad-dicting narration with well-documented and solid theoretical framework, which helps all readers to find a place for them in it.

**José Luis Montes** has been a Managing Director of multinationals. One bright day he decided to be happy. Besides that, he manages the non-profit making organisation known as Wikihappiness Movement, of which he is founder.





## My Cloister is the World

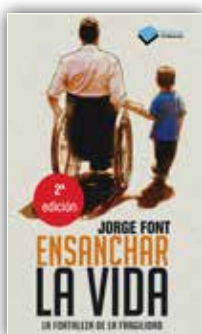
304 pp

At 18, with the desire to help people and work for a fairer world, **Lucía Caram** became a nun. Fascinated by the figure of Jesus of Nazareth, she decided to follow his footsteps. In a constant search for meaning, she left the flurry life as nun and changed it for the contemplative way, becoming a cloister nun. But how to combine this lifestyle with a restless and free spirit?

In these pages, Lucia explains the difficulties in adjusting herself to institutional structures and forms of a Church that is calling for a change, shares her struggle to renew the way of living the faith as well as her hard work with the poor and... her

passion for football. Because being a nun, she is also woman, daughter, aunt, friend and professional. Because the world is her cloister.

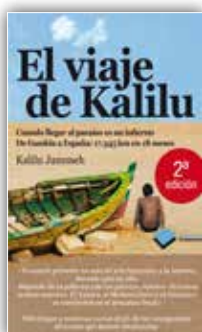
**Lucía Caram** is also author of *Praying to the Lord...* (See more on page 3)



## Putting Life on the Rails

282 pp

**Jorge Font** was a well-known, successful sportsman in aquatic skiing when an accident cast him down to a wheelchair. Despite knowing that his body won't respond like before, he decided to lead a normal life as a sportsman and get back to skiing, now sitting down. This is the story of his life.



## Kalilu's Journey

When getting to paradise becomes hell

*Full Manuscript available in English and French*

200 pp

An African immigrant tells the story of his journey to reach Spain. Because crossing the sea is only the tip of the iceberg of the terrible trek to Europe.

*Rights sold to: Gambia*



## Lary, the Tenacity of a Siren

Need is what pulls you through, what makes the world go round.

252 pp

**Lary León** was born in Guadalajara with no arms and one leg. A situation which would make anyone embittered and full of complexes. This isn't Lary's case. She is the director of the TV FAN3 television programme at the Antena 3 Foundation. She's an elegant woman, who exudes enthusiasm, happiness and confidence.



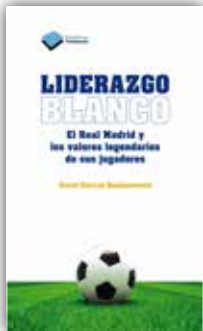




## The Simeone Effect

200 pp

Pablo Diego 'Cholo' Simeone, former player and current coach of Atletico Madrid, explains in this book the values that have guided him in his life and career, the keys to motivate and lead teams. It has happened in other equipments coached by him, and most recently at Atletico: In just nine months of work he achieved a team so motivated, that the players went from a low self-esteem to win the Europa League and UEFA Super Cup.



## Real Madrid Leadership

112 pp

An encyclopedia that contains all the values that characterise one of the most important football clubs in history. (See more on page 4)



## Why We're Barça Fans

140 pp

Everything that makes this club more than a club: the main values, significant milestones, key figures... (See more on page 4)



## Where's the Limit?

Full English Translation

128 pp

Rights sold to Italy

(See more on page 6)



## Life is a Gift

Over 50.000 copies sold

192 pp + 16 with photos

Rights sold to Portugal

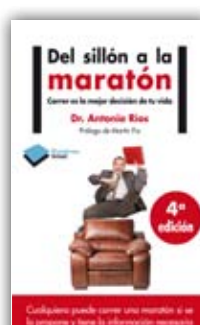
(See more on page 6)



## Body and Mind in Movement

167 pp

(See more on page 12)



## From Couch to Marathon

Running is the best decision of your life

224 pp

(See more on page 12)



## Running Is Life

116 pp

Why does someone put on their trainers, a tracksuit and start running through the city streets every day, at dawn or in the evening after work? Chema Martínez, a long-distance runner with an significant track record has a very clear answer: because running is life.





## Empathy

An entirely unexplored subject

*English and Italian samples available*

146 pp

Why empathetic people are happier and more successful? It is possible to develop the capacity of empathy? Are women more empathetic than men? How to know if a person is empathetic or not? *(See more on page 1)*



## Living without Fears

A fresh and practical text about one of the hottest topics of this time

**By the author of Living without Boss**

224 pp

Sergio Fernández asks us questions which will change the way we see the world. Why don't we commit suicide? Do we already know that the best moment doesn't exist? Are we still moaning? Do we behave like mosquitoes? Do we have work or projects? Did we learn anything from the Titanic? These are just some of the questions that will help us to lead a fuller

and more meaningful life: a life without fear.

*Rights sold to: Portugal*



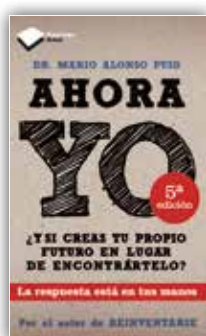
## Reinventing Yourself

Your Second Chance

182 pp

- Science Help
- A year in national newspapers bestsellers lists
- More than 150.000 copies sold

*Rights sold to: WE, France, Portugal, Germany, Brazil, Italy, Spanish Book Club, Poland, Lithuania, Taiwan, Korea, Japan, Russia, Greece, China (See more on page 7)*



## Now Me

By the author of Reinventing *Yourself*

272 pp

*Now me* is not a call to be arrogant, but rather the fair recognition that we are much more than we think we are. Only through recognising our true selves, can we think on a big scale and really live life. What we've learned from medicine, psychology and philosophy can help us to find this path to fulfilment in the midst of all the uncertainty and complexity.

*Rights sold to: Italy, Brazil, Portugal, Germany, Japan, China.*







## Learning to Lose

208 pp

If winning is a natural and legitimate motivation, the obstacles in our path have to be included in our personal algebra. The human act of losing is the best platform for challenging the limits and of winning “impossible” matches.

**Santiago Álvarez de Mon** is teacher at IESE, a law graduate, doctor in Sociology and Political Science and holding a Master’s Degree in Economics and Business Management. Author of several books, he has also written many research papers and articles and is a habitual collaborator in the newspaper *Expansión*.



## Where There’s a Will, There’s a Way

A tribute to the culture of striving  
288 pp

A necessary book for these apathetic, disillusioned and unmotivated times.

## INSPIRATIONAL



## Healing Words

*Full manuscript available in English*

**Álex Rovira** has sold over five million copies of his titles, and has been translated into more than 40 languages.

160 pp

**Alex Rovira** collects in this book the essence of those precepts that have seduced him throughout his life, and have helped him find a center.



## Live a Meaningful Life

*Full English translation available*

246 pp

(See more on page 10)



## Learning from the Champions

*English sample available*

200 pp

(See more on page 10)



## Play with Your Heart

Excellence is Not Enough

136 pp

How can you fight destiny when everybody else is better placed right from the start?

*Rights sold to: Germany*

(See more on page 9)



COUPLES



**Living Well as a Couple**

10 keys to having a stable and lasting relationship

**116 pp**

The book couples should read (or wish they had) before marrying.



**A Fine Ending**

How to face up to separations and divorces

**195 pp**

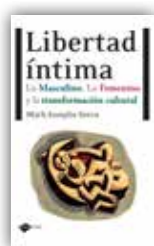
Tips for separating without harming your kids. A highly-practical and positive approach.



**The Inner Death to a Relationship**

What's gone wrong with us?

**226 pp**



**Intimate Freedom**

A provocative approach to the relationship between women and men.

*Full manuscript available in English*

**180 pp**

MINDFULNESS



**Enjoy Life without Stress**

**214 pp**

«I am delighted that Andrés decided to write this book.» Jon Kabat Zinn, Director of the Center for Mindfulness, University of Massachusetts



**Learning to Change with Mindfulness**

**224 pp**

Although many people are unsatisfied and wish to change, what they really desire is that others make the change.

**Andrés Martín** holds degrees in Biology, International Business Administration and an MBA. He studied MBSR in the University of Massachusetts. He received the REIDE Investigation Prize in 2005 for his research in Stress Reduction.

RESILIENCE



**Resilience**

**114 pp**

The definitive book about the key concept in the Psychology of the last years.



**Good Bereavement**

**200 pp**

A short manual about bereavement and solace.

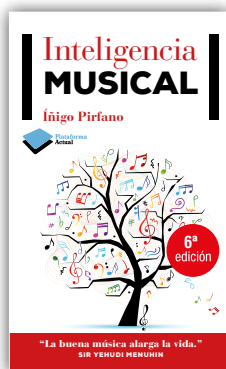


**Comforting Words**

**168 pp**

A mother who lost her young son explains how she transcended mourning and recovered the love for life.





## Musical Intelligence

English sample available

192 pp

As entrepreneur, conductor and philosopher, the author shows us different sides of one of the realities that have fascinated men of all time.

**Rights sold to: Italy** (See more on page 9)



## Spiritual Intelligence

344 pp

Beyond the different religions, every human being can develop the spiritual intelligence.

**Rights sold to: Romania and Brazil**

(See more on page 9)



## Spiritual Intelligence for Children

320 pp

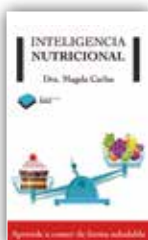
The benefits of spirituality in terms of the psychological well-being of the children.



## Commercial Intelligence

192 pp

Van Gogh only managed to sell one painting in all his life. Picasso, on the other hand, sold everything he produced, became extremely rich and nobody was heard ever saying that his paintings were commercial. What was commercial was his intelligence. (See more on page 15)



## Nutritional Intelligence

256 pp

Although eating is a free act and in theory we have the will to eat well, do we really eat what we want? (See more on page 12)



## Sexual Intelligence

146 pp

A book for all those who wish to understand their sexuality better, explore their own desires and real needs, their prejudices and false myths.



## Sporting Intelligence

128 pp

How can you explain why on a Sunday morning the beaches and parks are full of people jogging, cycling, skating or running after a ball?





## The Wonder Approach in Parenting

It is time to unveil a series of educational myths.

**184 pp**

Constant noise and stimulus consume our children's attention, and interrupt their natural learning process, making it increasingly difficult for them to observe, to question and to wonder.

*Rights sold to: Italy and Korea (See more on page 8)*



## Thanks, Finland

What we can learn from the most successful education system

**208 pp**

How can we adapt the features that have allowed this educational system to become a model for success? This book provides the keys to help us understand the success factors and apply them to reality.



## The Joy of Teaching

How to keep getting shivers when you get into a classroom?

**160 pp**

¿How to keep getting shivers when you get into a classroom? ¿How to make teaching a pleasure? The author offers a bunch of tips to improve the results at class and, as a consequence, professional and personal satisfaction.

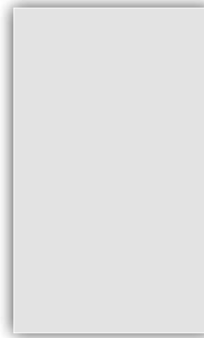


## Let's Go on Holidays... with What Money?

Money explained to young people without taboos or hangups.

**160 pp**

Prompted by a group of 15 year old students who want to travel, this book provides its readers with a simple, useful comprehension of the basic concepts of finance and economics.



## The Phrases That Will Make Your Children Great

**184 pp**

There are thousands of phrases that parents and educators tend to say to children and young people without even noticing, that can determine children's belief in themselves, and in what they can do in life. Using simple NPL techniques, easy to put into practice the author demonstrates how to instil our beliefs and values in our children.



## Learning from Your Kids

**128 pp**

Every child brings home the same message: 'From now on, everything's going to be the other way round; learn what is taught, receive what you give, fill what you empty.'

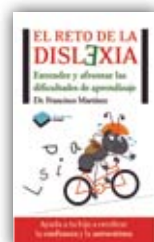


## The Best Nursery, Your Home

Raising a Healthy Baby

**140 pp**

What consequences do have nurseries in the development and health of children?



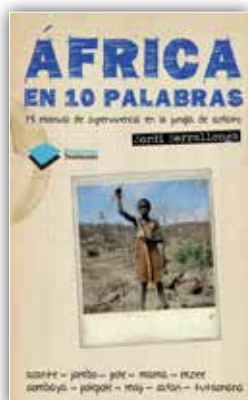
## Getting Over Dislexia

**202 pp**

This book makes a review of this handicap which accompanies many people and helps them to recover the confidence and self-esteem.







## Africa in 10 Words

What Europe should learn from Africa

160 pp

*Asante* (thank you), *pole* (I'm sorry), *siombaya* (things are not going badly), *polepole* (little by little), *tutaonana* (see you later) are some of the words which helped the author to survive

not precisely in Africa but rather in the hard return to that other world known as 'civilization'.

**Jordi Serrallonga**, arqueologist and naturalist, manages the research group of human origins, HOMÍNID, in the Scientific Park in Barcelona. He is one of the world's leading experts in the *masais* and the *hadzabes*, two tribes in black Africa anchored in the past.



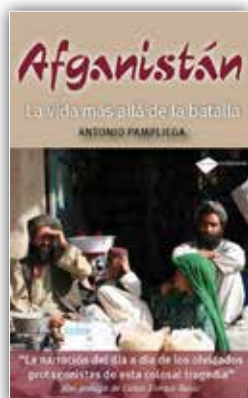
## Discovering the Heart of the Earth

304 pp

Sincere reflections are mixed with emotions, different feelings and experiences of solidarity in places so far apart as Manaus (Brazil), Ulurú (Australia), Kellé (Congo), Las Terrenas (Dominican

Republic), Tánger (Morocco), Anantapur (India) or Goundi (Chad).

**Isabel Rodríguez** has worked as a photographer for many years. In 1992 she got a nursing diploma, with the aim of co-operating with her husband, a surgeon, in different developing countries.



## Afganistán

Life Beyond the Battle

**A revealing chronicle about the everyday life of the inhabitants of Afghanistan.**

220 pp

At one of the most bustling corners of Kabhul there is a magical place, impregnated with the smell of the pag-

es of thousands of books. Beyond that spot there's a cinema that, thanks to the passion and bravery of an anonymous hero, has resisted decades of invasions and looting. A football coach risks his prestige and his life training a group of twenty women who, for a couple of hours can take off their *burka* and be themselves...

**Antonio Pampliega Rodríguez** graduated in Science and Education. In 2008 he began to travel to the main areas of conflict in the world; Irak, Lebanon, Pakistan, Afghanistan.



## South America on Wheels

208 pp

This book is a collection of stories written over 60,000 km. through South America in a notebook, with Lola, our travel companion van. Through dusty tracks where the first natives lived, and later

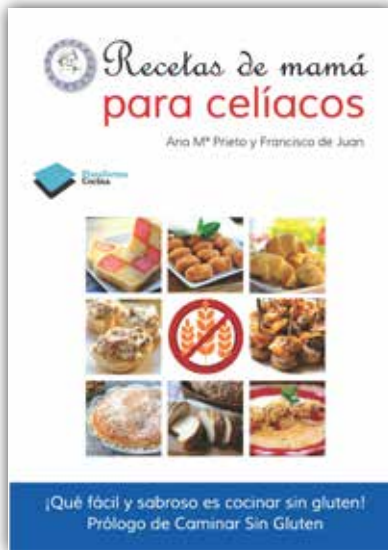
the conquerors, to the present day with its unceasing progress, leaving few chances of conservation for these delightful landscapes.

**Rafael Tornabell** has been round the world many times and has had some extraordinary jobs, from buying lorries in Germany and selling them in Nepal to being an extra in Asian movies.



### Mum's Recipes

192 pp



### Mum's Recipes for Celiac Intolerants

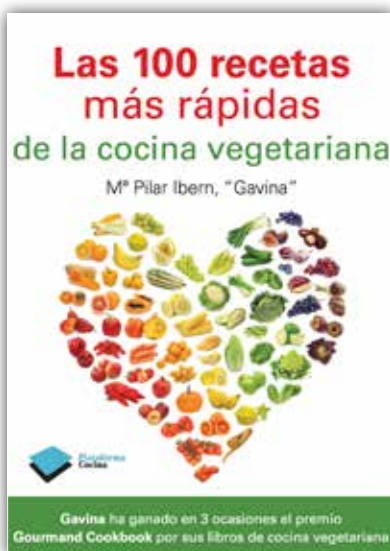
208 pp



### Sweets and Desserts

192 pp

The author is not a well-known chef but a woman who has spent her life cooking at home for her family, and who therefore represents typical Spanish home-cooking.



### The 100 Fastest Recipes in Vegetarian Cooking

*Who said it takes time to cook vegetables? And who said it is boring to eat vegetables?*

*Easy-to-prepare recipes, ideal for life today.*

136 pp

Soups and creams - Salads - Pasta - Legumes and vegetables  
- Teas and beverages - Desserts - Appetizers - International Cuisine

