

Foreign Rights
Frankfurt Book Fair 2013
Non Fiction Books

Grupo  Planeta



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Frankfurt 2013

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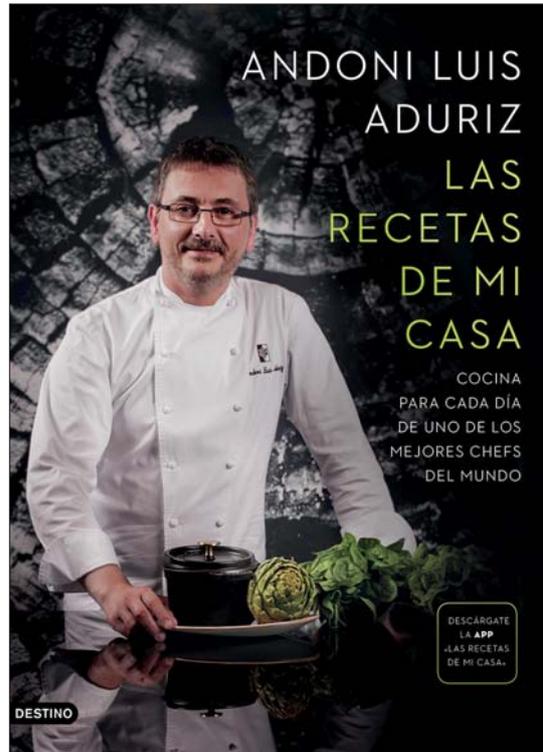
Eduard Punset

Andoni Luis Aduriz

The tricks, secrets and skills of one of Spain's most internationally renowned chefs. A hundred recipes of every kind, accompanied by useful tables and layouts, to make the table a healthy, entertaining and enjoyable place to be; a place to share, learn and experiment in. A space to get to know and take care of ourselves.

Andoni Luis Aduriz has exemplified cooking excellence for almost fifteen years, since his beginnings together with Ferran Adrià at El Bulli. His

restaurant, Mugaritz, near San Sebastian, was ranked number four in The World's 50 Best Restaurants, the internationally renowned list.



My Home Recipes

Destino / 272 pages / October 2013

“

Easy, step by step recipes from one of the best chefs in the world.

An exquisitely prepared edition including full colour photographs and a format that is easy to read and handle in the kitchen.

”



© Oscar Oliva / Puntocolorato



Germà Bel

In recent years, satisfaction with the degree of autonomy granted to Catalonia has fallen sharply. Simultaneously, there has been a major increase in support for a hypothetical referendum on Catalan independence. Since 2012, polls report that the number of people who say they would vote yes has risen to over 50 per cent. In this book the author assesses the factors that have led to the current situation, which threatens to result in a permanent separation, providing an answer to a crucial question: is the change in Catalan public opinion transitory, or is it here to stay?



The Anatomy of a Failing Relationship
Destino / 300 pages / October 2013



Germà Bel has a Masters in Economics by the University of Chicago and a doctorate by the University of Barcelona, where he is a professor in Applied Economics. A Member of Parliament between 2000 and 2004, he was spokesman for the Economy and the Treasury for the Socialist Group from

2001 to the end of the legislative term. Between 2004 and 2006 he was a visiting professor at Cornell University and worked as a researcher at Harvard and later at the European University Institute in Florence.

“

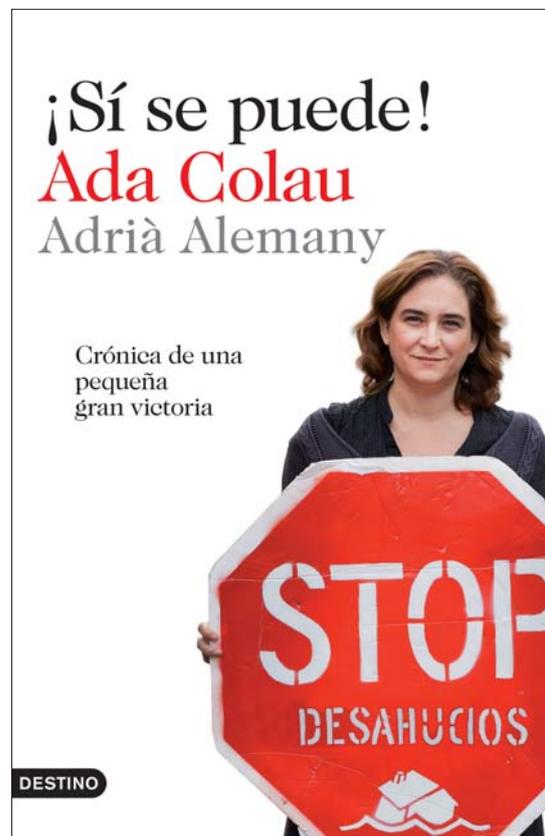
An analysis of the change of Catalan public opinion regarding independence, by the author of *España, capital París* (Spain, Capital Paris).

España, capital París has sold almost 20,000 copies, over 11,000 of them in Spanish, and was translated into English among other languages.

”

Ada Colau & Adrià Alemany

This is the story of how a few people, in the name of many others, fought for years for the constitutional right to a dignified home and to open a debate about the abusive conditions of Spanish mortgage law. It tells how they were able to start a Popular Legislative Initiative supported by a million and a half signatures which, in spite of the many obstacles in its way, was accepted for processing in February 2013, after changing – for the first time in the history of Spanish democracy – the position of the parliamentary majority.



Yes, We Can!

Destino / 96 pages / April 2013

Ada Colau (Barcelona, 1974) studied Philosophy at the University of Barcelona and works at the Observatory of Economic, Social and Cultural Rights (DESC). **Adrià Alemany** (Barcelona, 1979) has a degree in Economics from the Universidad Pompeu Fabra. Both of them have had long

careers as researchers and activists for the right to a home.

Both are leaders of **Plataforma de Afectados por la Hipoteca (PAH)**, a citizen's movement created in February 2009 that has stopped hundreds of evictions.

“

The story of a great small victory.

The first person story of the impassioned struggle of **Plataforma de Afectados por la Hipoteca** against evictions.

”

What's It Really For?

The objective of this series is to offer the general public a set of works that convey to society the most noble and genuine essence of certain professions and institutions whose performance and activities have a great individual and collective influence on the way society confronts the challenges of our time. It will feature contributions by figures of recognised prestige, both for the excellence of their professional career and the moral authority that results from the coherence and integrity with which they have performed in their career.

¿PARA QUÉ
SIRVE realmente...?

LA ÉTICA

ADELA CORTINA

“Ninguna sociedad puede funcionar si sus miembros no mantienen una actitud ética. Ningún país puede salir de la crisis si las conductas inmorales de sus ciudadanos y políticos siguen proliferando con toda impunidad. Este libro nos recuerda que ahora, más que nunca, necesitamos la ética.”



PAIDÓS

Ethics

Paidós / 184 pages / May 2013

¿PARA QUÉ
SIRVEN realmente...?

LOS MERCADOS FINANCIEROS

VICENTE VARÓ

“Quizá no tenemos el sistema ideal, probablemente sea muy mejorable y ojalá de esta crisis salga un modelo más sólido, más útil para los ciudadanos. Para ello resulta clave avanzar en la cultura financiera, conocer mejor cómo participamos en los mercados, cómo los usamos en el día a día, qué papel cumplen en nuestras decisiones a lo largo de nuestra vida y cómo pueden ayudarnos ante los retos que se nos presentan.”



PAIDÓS

The Financial Markets

Paidós / 184 pages / May 2013

“

This series seeks to recuperate the proper value –and values– of excellence in the professionals and institutions that are essential to our society.

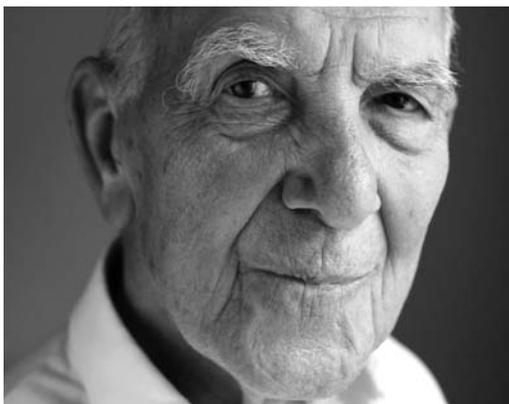
Published Titles:
Ethics, Adela Cortina;
The Financial Markets, Vicente Varó.

Coming Soon:
A Philosopher, José Antonio Marina;
A Judge, Javier Gómez Bermúdez;
A Journalist, Maruja Torres.

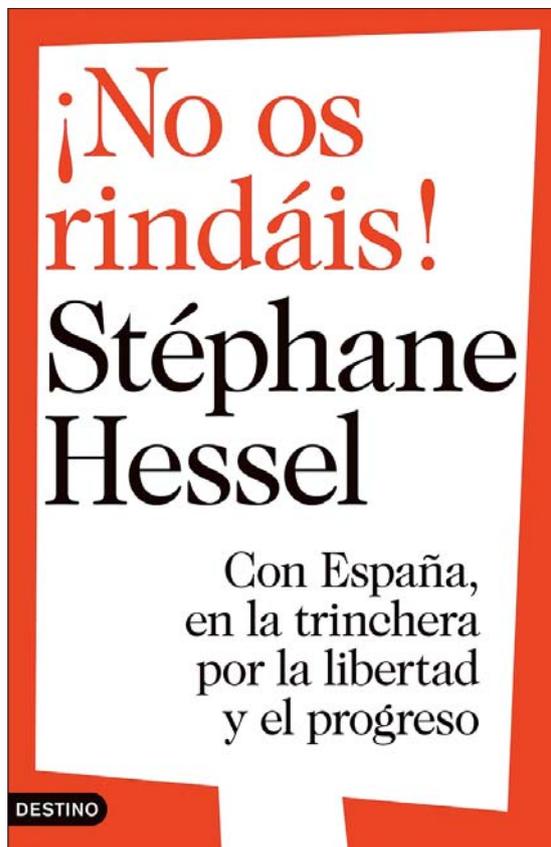
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Stéphane Hessel

With the crisis at its most acute phase and with apparently no hope of a resolution any time soon, with the future of Europe, its currency and political institutions committed to a path that would seem to have no short or mid-term solutions, Stéphane Hessel reflects on the situation and offers his proposals to keep going on without succumbing to the doomsayers or simply accepting a future being written by the new Gods of the 21st Century: the financial markets and their political agents in government.



© Ulf Andersen



Don't Give Up!

Destino / 64 pages / March 2013

Stéphane Hessel was born in Berlin in 1917 but has lived in Paris since he was seven years old. In 1939 he was mobilized just after entering university. After the war he became a diplomat and worked with the United Nations. In 1948 he was part of the team that

drew up the Universal Declaration of Human Rights. In 1977 he was appointed as the French ambassador to the UN in Geneva. A defender of the Palestinian cause, in recent years he travelled several times to Gaza to call attention to the situation.

“

Crisis is still the current buzzword and the issue demands thoughtful and respected proposals: Hessel continues to be an internationally respected and renowned voice.

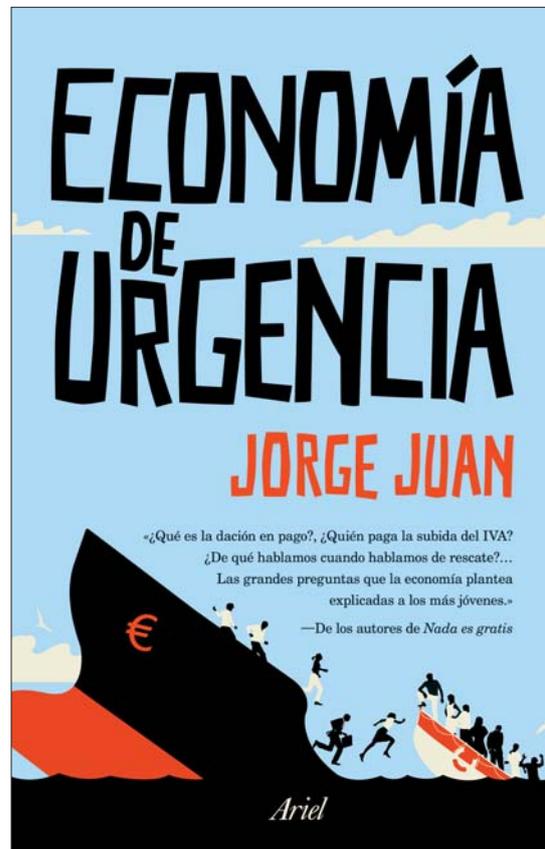
Rights of the book sold in Italy (Passigli Editori S.R.L), Korea (Munhak Segye-SA Publishing Co.) and Portugal (Santillana Editores, S.A).

”

Jorge Juan

This is an essential text that will answer all your questions about economy. From micro and macro theory to the causes and consequences of the current crisis. What does a 'bailout' actually mean? Who pays for the rise in VAT? Will we actually receive our pensions?

The Jorge Juan collective, a group of leading Spanish economists, is determined to answer these questions and explain the abstract concepts of economics.



Emergency Economics
Ariel / 192 pages / October 2013

Jorge Juan is the collective pseudonym of a group of six economists brought together by their research at FEDEA (Foundation for the Study of Applied Economics), a think tank that has spent twenty five years carrying out independent analyses and research proposals. They are

the authors of the blog *Nothing is Free* and its members include: Samuel Bentolila, Marco Celentani, Antonio Cabrales and Juan Rubio.

“

How can we find out what economists think? By asking them. The most urgent economic issues approached with rigor and simplicity.

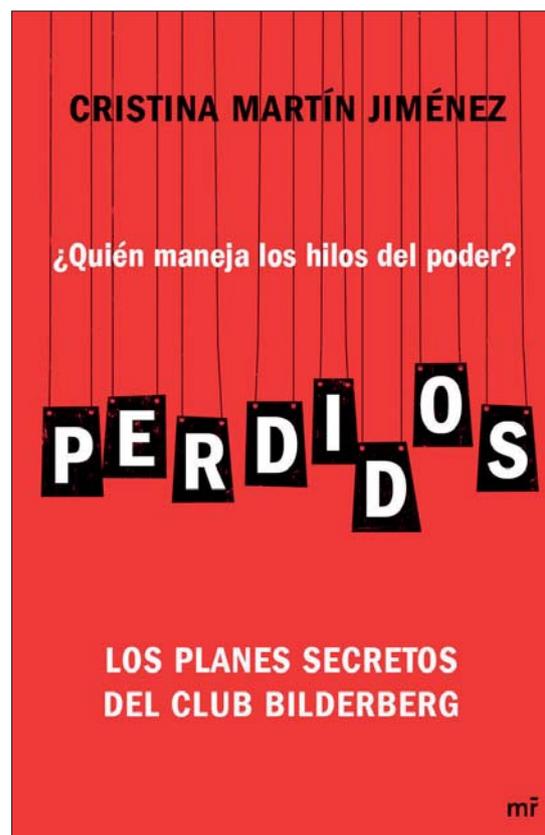
”



Cristina Martín Jiménez

While the world slept peacefully in the comforting embrace of luxuries, trips and houses made possible by bank credit or savings invested in trustworthy banks that promised enormous profits with no risk at all, the money disappeared. Something wasn't right. Is it really possible that such a large catastrophe could happen overnight? Has our money really disappeared? Is there an invisible, very-well organized hand that has created an artificial crisis with a specific and lucrative objective? Is this the crisis desired by David Rockefeller, the heart and soul of the Bilderberg Club?

Cristina Martín looks back on how we have got to where we are, the shady hands behind the world crisis and the interests they protect.



Lost

MR / 352 pages / September 2013

Cristina Martín is the first author in the world who dared to speak out about the Bilderberg Club. In fact, *El Club Bilderberg: los amos del mundo* (The Bilderberg Club, The Masters of the World) was the first book to be written about the controversial body at which the real governors of the globe

meet every year. It rapidly became a bestseller, published in Spain, Romania, Greece, the United States, Mexico, Colombia and many other countries.

“

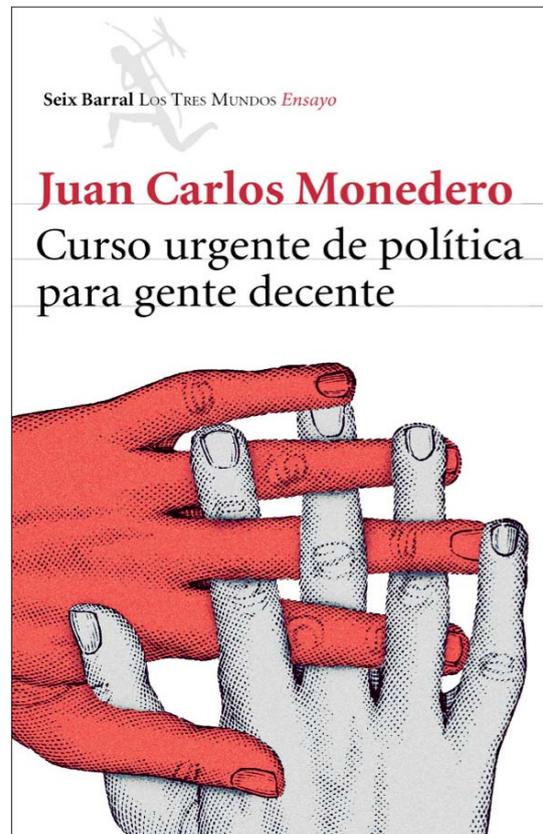
Who does really hold the power? The secret plans of the Bilderberg Club.

”

Juan Carlos Monedero

We live in world racked by social unrest; people are worried about the loss of their rights and feel an urge to change things. All this energy is not finding the right channels through which to focus on concrete actions and changes. *An Emergency Course in Politics for Decent People* is a tool for action that suggests practical tasks; everyday ways of channelling indignation and social unrest in the local sphere.

A course in politics is urgently needed if we are to achieve a decent life for everyone.



An Emergency Course in Politics for Decent People
Seix Barral / 200 pages / October 2013

Juan Carlos Monedero has a degree in Political Sciences and Sociology from the Universidad Complutense de Madrid, where he currently works. In addition to his academic activities, he has worked intensively as political consultant, an international observer of elections in

different countries and was head of the Spanish team of the European Central Bank for the study and monitoring of the effects of the implementation of the Euro in Spain.

“

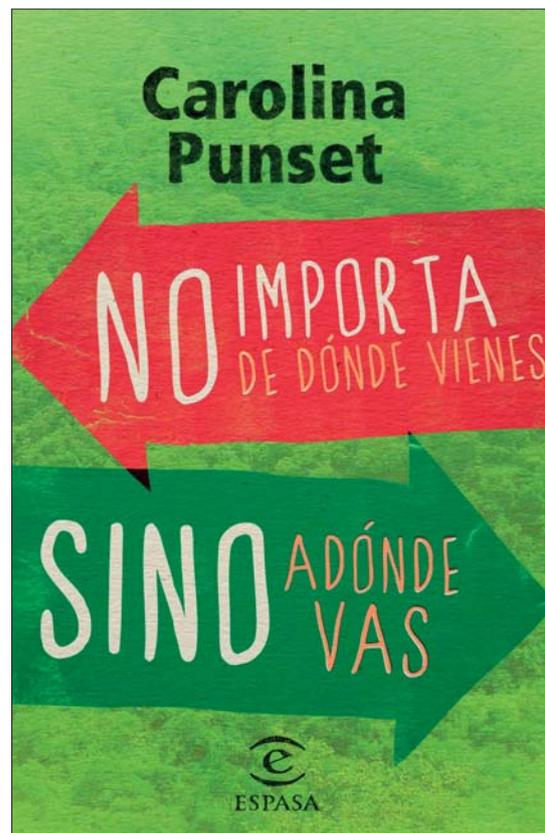
A call for dialogue about how to build a future that seems unimaginable to us right now. A tool for working real social change.

Includes concrete suggestions for tasks and actions with which to practice politics in the local sphere.

”

Carolina Punset

A responsible, ecological life can change society. In this book, Carolina Punset sets out her ecological life-philosophy, her determined but always open and tolerant outlook on environmentalism, and proposes a transition to an ecological society that will bury the vices that have been major factors in leading to the current crisis; excessive consumerism and unrestrained, irresponsible growth that fails to respect our surroundings, forever.



*It Doesn't Matter Where You Come From,
Just Where You're Going*
Espasa / 192 pages / September 2013

A qualified lawyer, **Carolina Punset** works in the area of environmental conservation and cooperative development. She has been active in politics since 2007, and is a councillor on Urbanism in the Municipality of Altea. She is a firm

defender of the idea that “ecology should be a central element of politics,” and is thus a member of the green movement.

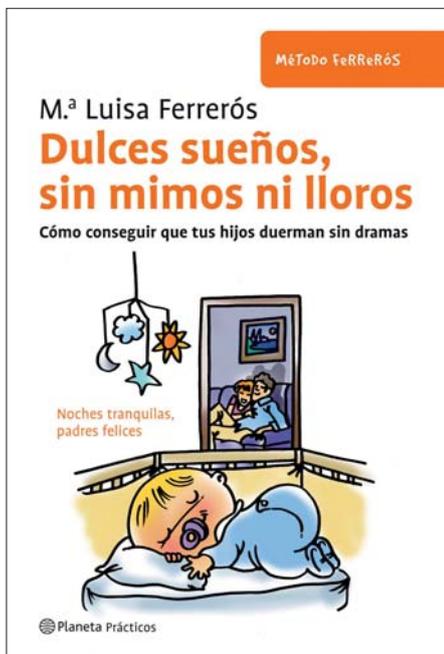
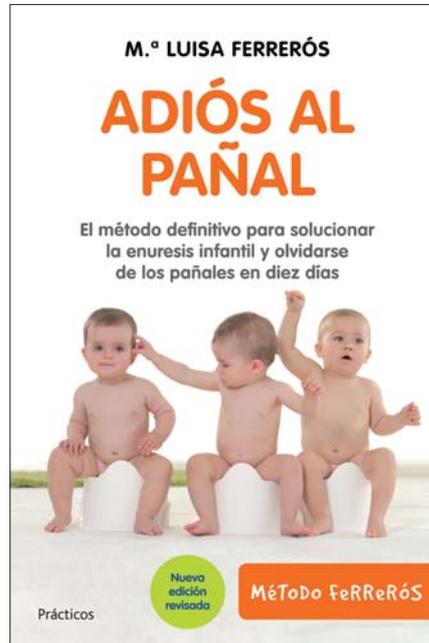
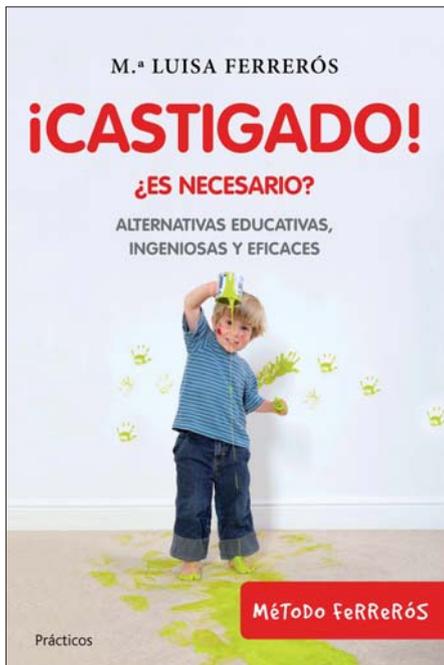
“

“The first thing we must demand is that the purpose of political activity be to make the citizenry happier.”

A new approach to ecology as a life-option, during a crisis that is forcing us to rethink our way of life.

”

M^a Luisa Ferrerós



The paediatric psychologist **M^a Luisa Ferrerós** studied at the Department of Psychology in Barcelona and later specialised in neuropsychology to take her Masters in sleep deprivation at the Institut Universitari Dexeus under Doctor Eduard Estivill. Currently,

she alternates her professional work as a psychologist in the team of specialist paediatrics at the BCM centre, with her own research into issues that affect children. She has given numerous conferences on her speciality in educational and childcare centres.

“

Dr Lluisa Ferrerós is the author of several books: *You're in Trouble!*, About effective educational solutions as opposed to “traditional” punishments.

Sweet Dreams, About how to get your children to sleep without dramas.

Goodbye to Diapers, About how to remove your baby's diapers in 10 days!.

Behave Yourself, A tailor-made method to understand and educate your children.

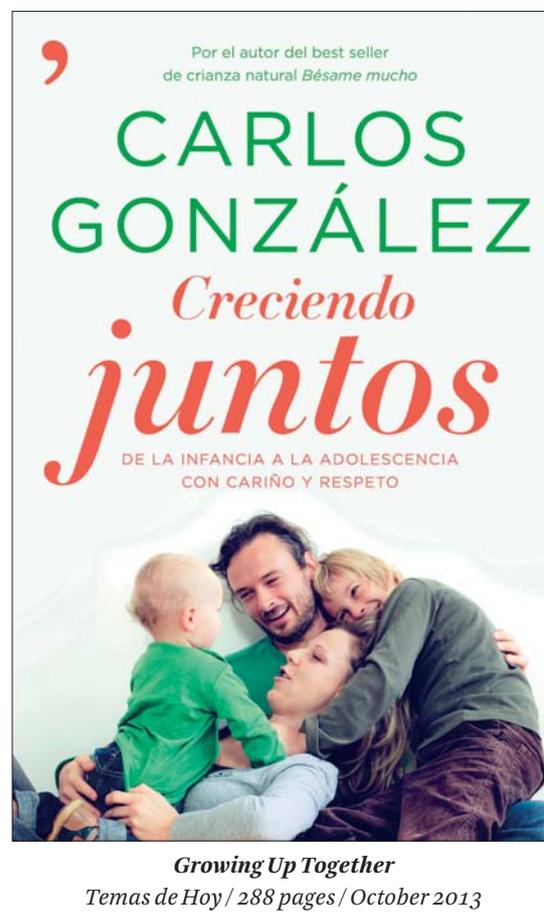
M^a Lluisa Ferrerós has been successfully translated into Catalan, Portuguese and Turkish.

”

Carlos González

Our child is growing up. Parents' first worries about breastfeeding or what bed the child should sleep in are a thing of the past. Now time has passed and maybe it's their disobedience, the way they push limits or their attitude towards their education that worry us the most now. These are some of the topics that Carlos González explores in this book about children and adolescents, addressing psychological and educational issues related to children more than a year old for the first time.

Issues such as authority, rewards and punishments, the worries of adolescent parents, boundaries, hyperactivity, etc. are all analyzed by the author of this complete, practical book.



Carlos González got his Medical degree by the Universidad Autónoma de Barcelona. He is the founder and president of the Catalan Association for Breastfeeding (ACPAM), he currently gives courses on breast feeding to medical professionals. He's one of the greatest

exponents in the Spanish speaking countries in not conductive methods.



The first book by Carlos González on child and adolescent psychology and education.

Other titles by the author:
In Defence of Vaccinations, Your Paediatrician and You, A Gift for Life, Kiss me, My Child Won't Eat

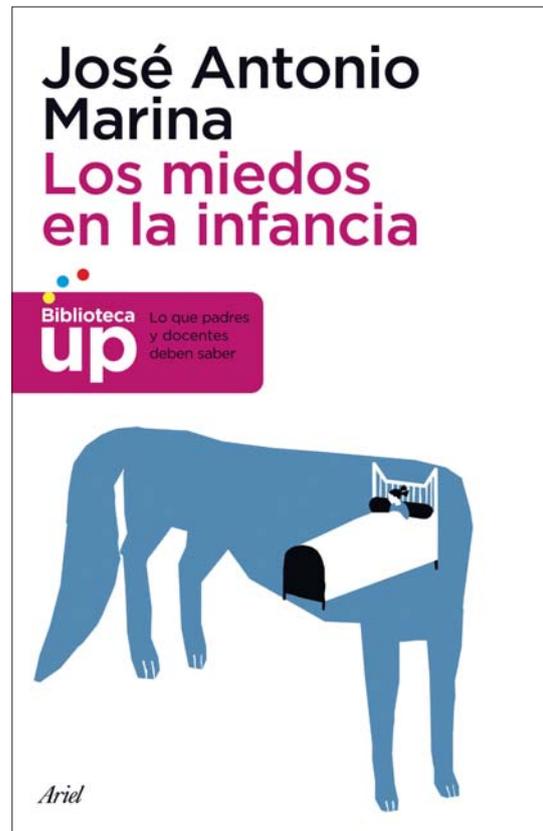
His books have been translated into Catalan, Italian, German, French, English, Polish, Portuguese, Serbian, Slovenian and Turkish.



José Antonio Marina

This book is for all the parents whose children can't stand being left alone and cling to them all day, and who can't find solutions to the problem. Why are they so afraid? We are often faced with children who irrationally and for no apparent reason don't want to be left alone, are afraid of the dark, terrified of strangers, find it hard to make friends, are excessively timid, have nightmares at night, will only go to sleep in their parents' bed, etc.

It is normal for children to experience fear but they should get over it as they grow and need to have confidence in themselves.



Childhood Fears

Ariel / 272 pages / October 2013

José Antonio Marina is a philosopher, writer and lecturer and regularly contributes to several different publications. His long career as a researcher has focused on human intelligence and feelings. If you would like to learn more about his projects, please visit www.joseantoniomarina.net.



Other titles in the collection:
The Education of Talent, The Child's Brain: a Great Opportunity, The Secrets to Motivation, Executive Intelligence, Couples School, Learning Creativity

José Antonio Marina's books have been translated into Italian, Portuguese and Russian.



Eugenia Silva

Eugenia Silva helps us to decide what we should be doing throughout the year, but you don't have to get obsessed with the details, the process should be fun! She recommends cities and places we shouldn't miss out on, advising how we should pack and what to wear. As if that weren't enough, or if we're not planning on travelling this year but do have some special occasions coming up, she also offers advice on how to dress for each of them. For every doubt you might have, Eugenia has a personal, original and very useful suggestion!



The Four Seasons of Eugenia Silva
Planeta / 208 pages / October 2013

Eugenia Silva is an internationally renowned Spanish model. She has a Law Degree from the Universidad Complutense de Madrid. She has been the image of Carolina Herrera and Oscar de la Renta.

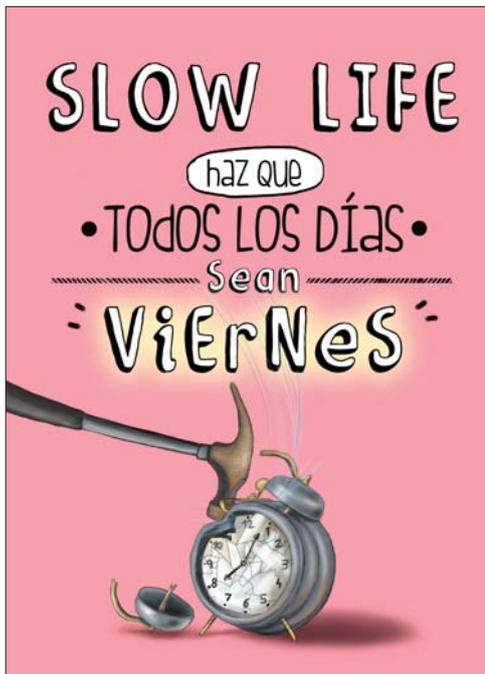
“

Eugenia Silva shares all her secrets about how best to enjoy each season of the year.

She currently has an international blog with Hello! Magazine “ALL ABOUT EU”, which can be read at *Hello UK* and *Hola México*, in which she shares her daily looks, favourite brands, beauty secrets, work and latest discoveries (shops, restaurants, places, etc.).

”

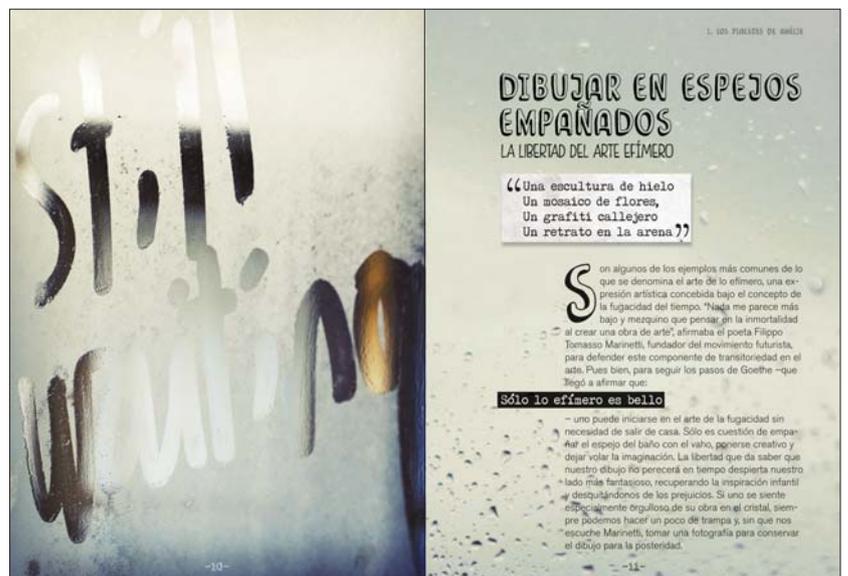
Slow Life



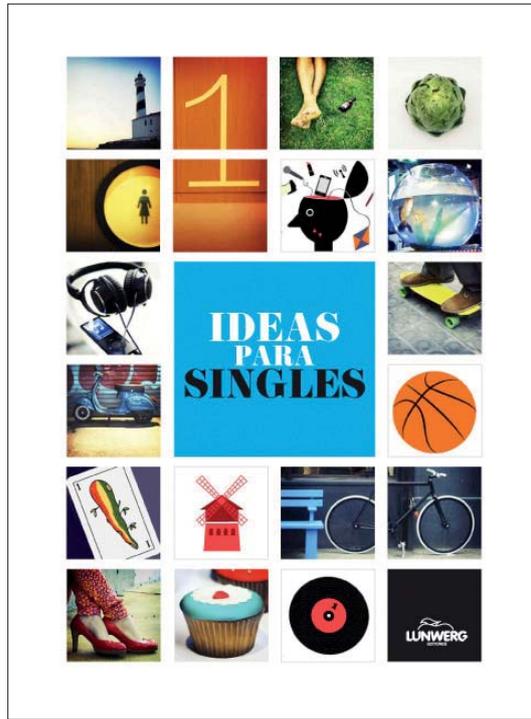
Lunwerg / 168 pages / Flexibook / 15 x 21 cm
 October 2013

A day without smiling is a day wasted. Agreeing wholeheartedly with Charlie Chaplin's maxim, this book proposes a Slow Life as the best way to confront difficulties in times of crisis. It shares the best kept secrets for relaxing in the city, advice on how to live more quietly, and suggests free activities to keep boredom at bay as well as many other original ideas. In this book, readers sick of everyday monotony will find hundreds of suggestions to help them wake up in a good mood every morning.

“
 A practical guide
 to facing up to
 times of crisis with
 a smile and living
 life by enjoying
 the little things all
 around us.
 ”



Ideas for Single People



Lunberg / 192 pages / Paperback with flaps / 15 x 21 cm / June 2013



A book of ideas to help you enjoy free time in your own way

Aimed at men and women of all ages who are single and want to enjoy new experiences.



Rather than 'care-free' bachelorhood, today being single is a state that describes men and women of all ages. A single person has the freedom to break with routine and enjoy free time in their own way. Whether alone, in the company of friends or with your children, there are an infinity of opportunities to get away from the daily grind. Take a shared road trip, learn a language through theatre, appreciate a painting or enjoy setting up a gastronomic society...

This guide offers hundreds of ideas that will help you to get in shape, and discover new hobbies, skills and places. Say goodbye to boredom!



TV Cocktails



Lunberg / 192 pages / Flexibook / 17 x 22 cm
June 2013

The best television series portray some of the best cocktails around. *Mad Men* introduced us to the old fashioned, *Sex and the City* showed us how chic a Cosmopolitan can be. But there's more: *Game of Thrones*, *The Walking Dead*, *Downton Abbey*, *Dexter*, *The Wire*, *The Sopranos*, *Big Bang Theory*, *Breaking Bad*, *Modern Family*, *Girls*... Here are 80 recipes with which you can celebrate your favourite series, primetime or any time!

Mariló García is a journalist and documentary maker. She has spent her professional career in the Prisa Group, coordinates the series section of *Cinemanía* and the supplement *On Madrid* in *El País* newspaper. She also writes for *TV Manía* (*La Vanguardia*) and at *HolaModa.com*. A publicist by training, **Alberto Garzón** has ended up in the world of illustration, where he

has worked for almost a decade for major magazines such as *Rolling Stone*, *Foreign Affairs Magazine*, *Baltimore Magazine*, *XL Semanal*, *OnMadrid*, and clients such as Renfe, Leroy Merlin, Pedro del Hierro, Canal Isabel II, Telepizza and Barceló Viajes, among many others.

“From *Mad Men* to *Desperate Housewives* via *Game of Thrones*, *How I met Your Mother* and *Friends*, in this book you'll find 80 cocktails taken from or inspired by internationally successful television series.”

<p>JUEGO DE TRONOS LEGEND OF THE DRAGON</p>  <p>INGREDIENTES</p> <ul style="list-style-type: none"> • 6 cl de vodka • 6 cl de limonada • 1,5 cl de zumo de marraquino • 1 limón <p>ELABORACIÓN</p> <p>En una coctelera, machaca el vodka y la limonada con hielo. Escurre y servir en una copa martini. Con una cuchara, colocar al fondo de la copa el zumo de marraquino. Añadir unas gotas de limón y decorar con limón.</p>  <p>26</p>	<p>THE HOLD STEADY: THE BEAR AND THE HUNTER Sorprendente final de episodio con un tema que se ha visto antes en el bosque (3 x 3).</p>  <p>Vino caliente, limonada con vainilla, comic de porcs, bebida verde a la menta, leche batida con miel... Un auténtico festín de hielo y fuego en Downton. La <i>Melrose</i> se merece una copa cargada en sus diálogos, aunque en <i>Tyrone</i> el que más fama tiene de empujar el codo a su llegada a Liverpool, cuando pide que le suban ocho barriles de cerveza a su habitación. «Pero ¿cómo puede beber un hombre de esa estatura?», se maravilla Catelyn Stark. Su posterior cara de gesto al beber de la jarra es un poema (1 x 1).</p> <p>PLAN B: Bono blanco. Por el fango frío de <i>Damerys</i>, por los Cammies Blancos y por la leche de antepaño, esta bebida épica actúa en el enfermo como la morfina.</p>  <p>27</p>
<p>CRÓNICAS VAMPÍRICAS VAMPIRE</p>  <p>INGREDIENTES</p> <ul style="list-style-type: none"> • 4,5 cl de vodka o vodka de frambuesa • 1,5 cl de licor de frambuesa • Zumo de frambuesa • Frambuesas • Menta/herbabuena <p>ELABORACIÓN</p> <p>En un vaso bajo con hielo, poner el vodka, el licor y el zumo de frambuesa, y agitar. Decorar con las frambuesas y la menta/herbabuena.</p>  <p>34</p>	<p>A Mystic Falls, en Virginia, llegan dos hermanos vampiros: el Duque de Damore y el aristócrata Stefan, quienes, además de peregrinar a la misma caba (Dharma), alternan el consumo de sangre con el de la barra de bar. En el <i>Bites</i>, una breva —también hay nombres libres— los invita a chupitos (1 x 1) y en una fiesta en la «Casa del crimen» buscan víctimas mientras sirven <i>Bloody Mary</i> gratis hasta medianoche (1 x 4). El ponche es rojo en el <i>Mystic Grill</i> (1 x 12), restaurante bar donde los charales, según el <i>Mel</i>, van a divertirse.</p> <p>PLAN B: <i>Red Death</i>. En «Gente ordinaria» (1 x 8), una escena muestra el modus operandi de estos Cain y Abel. Damon le dice a la camarera: «Dame un trago de tu mejor whisky, y a mi hermano, un trago de lo...»</p>  <p>THE RACONTEURS: CONSOLER OF THE LONELY La primera vez que Elena ve al solitario Stefan surge este significativo tema (2 x 5).</p>  <p>35</p>

I Do!

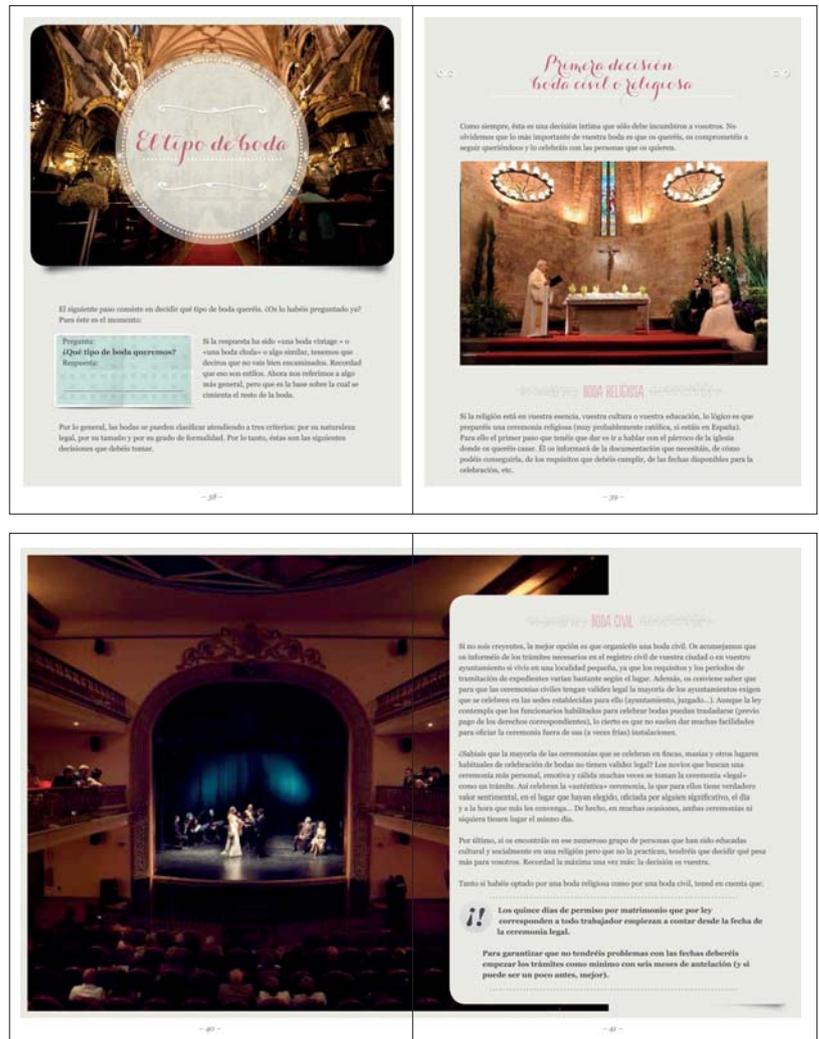


Planeta / 272 paperback with flaps / 17 x 22 cm
 September 2013

Everyone says that your wedding day should be the happiest of your life. *I Do!* is the first book on the market that can help you to design your wedding, not only ensuring that it will be happy but also special, fun, memorable and authentic.

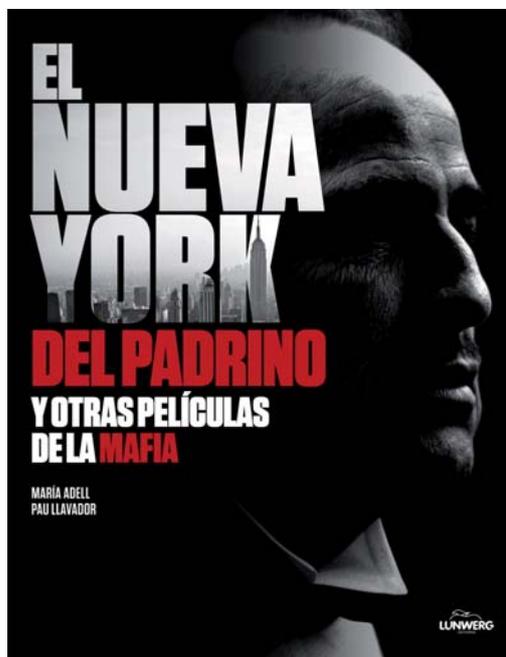
It offers brilliant ideas for making all the details original and expressive of who you are: from the design of the invitations to personal decorations, from the first photo to the last slice of cake, from the wedding dress to the first dance...

“
 The first guide to organizing and designing your wedding so that the happiest day of your life is everything you want it to be.
 ”
 The team of authors (www.bodasdeciento.com) are leading wedding planners in Spain.
 ”

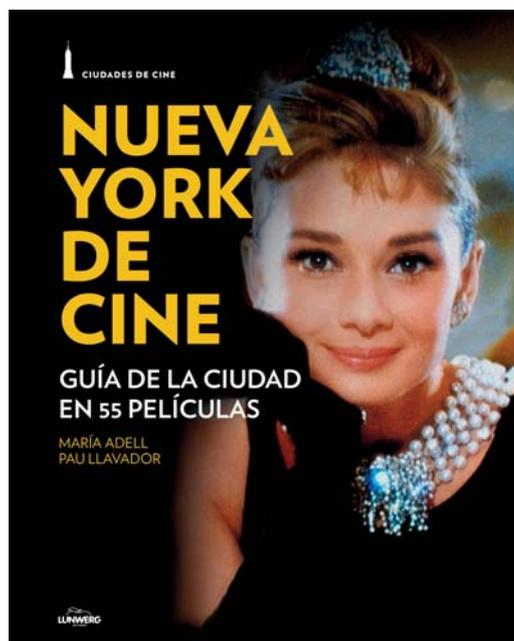


Cinema Cities

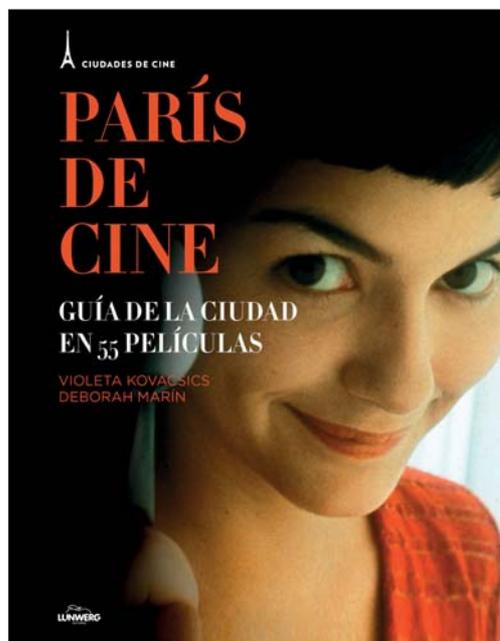
Organized by neighbourhood, each guide presents, in addition to other notable sites, locations from classic movies and more recent popular films: *from Love Story to Spiderman, Amélie and Midnight in Paris.*



*The New York of The
Godfather and other Mafia Movies*
Lunberg / 216 pages / Paperback with flaps /
17 x 21 cm / May 2012



New York
Lunberg / 216 pages Paperback with flaps /
17 x 21 cm / May 2013



Paris
Lunberg / 216 pages / Paperback with flaps /
17 x 21 cm / May 2013

“

A new way to discover legendary cities that receive millions of tourists every year.

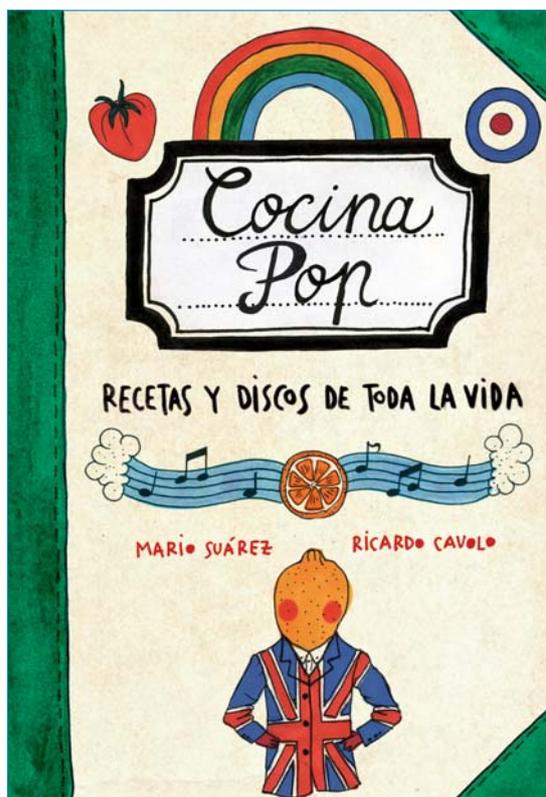
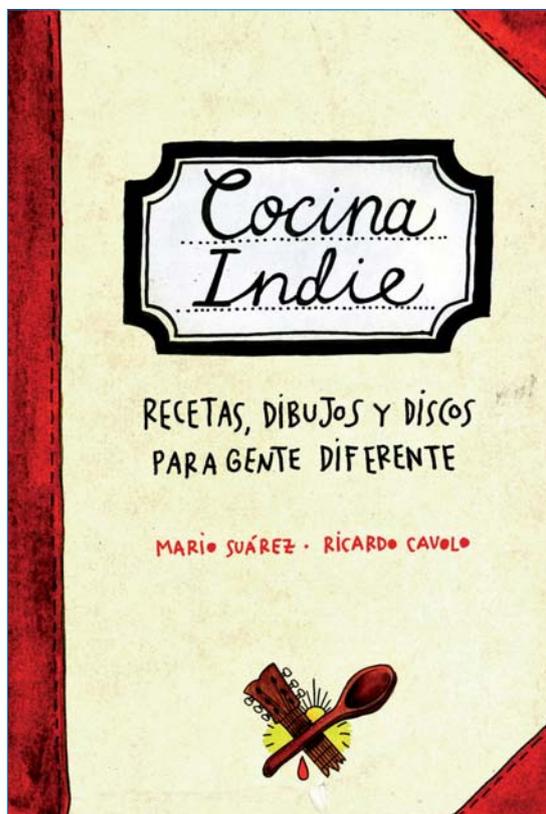
Titles in the series:
New York / Paris / The New York of The Godfather and Other Mafia Movies.

Coming soon:
Barcelona / Madrid.

”

Indie Cooking & Pop Cooking

The titles in this series present a combination of gastronomic and musical recommendations, including some of the most famous artists on the international scene, including Björk, Franz Ferdinand, Robbie Williams, Madonna, Lady Gaga, Dire Straits...



Lunberg / 224 pages / Flexibook / 15 x 21 cm
May 2013



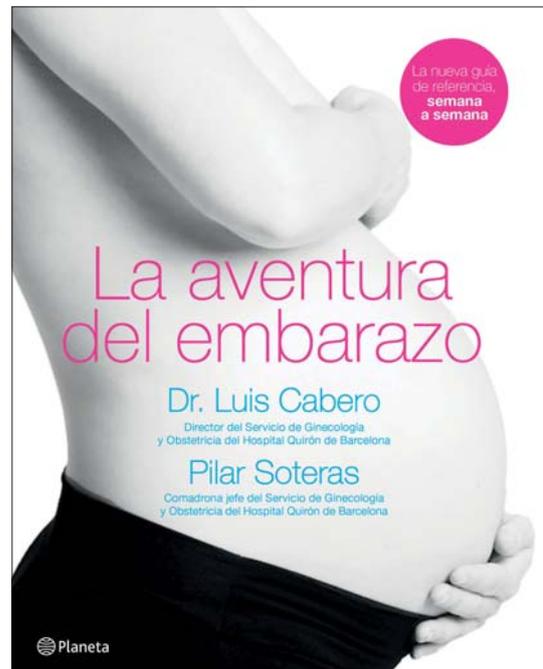
These titles constitute an union of four arts: everyday cooking, music, illustration and stories.

Forthcoming title:
Rock Cooking.



Luis Cabrero & Pilar Soterias

The Adventure of Pregnancy is a practical book that encompasses the entire gestation process: what you should know before you get pregnant, the necessary medical tests, monitoring every aspect of a pregnancy week by week, the growth of the foetus, the changes experienced by the mother, the feelings and emotions, warning signs, doctor's check-up and visit schedule, different types of birth, relaxation techniques, the first few hours of the life of the baby, breast-feeding and recovery techniques. This is an essential book that will tell you everything you need to know about the great adventure of pregnancy.



The Adventure of Pregnancy
Planeta / 450 pages / October 2013

Doctor **Luis Cabrero Roura** is the Head of the Obstetrics and Gynaecology Service at the Hospital Universitario Valle Hebrón de Barcelona and the Mother and Reproductive Health Unit at the Clínica Quirón, also in Barcelona. He is a permanent member of the International Academy of Perinatal Medicine, a member of the Executive

Committee of the European Board and College of Obstetrics and Gynaecology, and Fellow ad Aundem of the Royal College of Obstetrics and Gynaecology (United Kingdom). **Pilar Soterias Guasch** graduated as a midwife in the Faculty of Medicine of the University of Barcelona in 1979. She is currently responsible for the program

Care of Sexual and Reproductive Health (ASSIR) and a member of the Association of Midwives of Catalonia. Throughout her career she has helped deliver over 8,000 babies and works with Dr. Luis Cabrero since 1980.

“

The new illustrated reference guide that will accompany you week by week during your pregnancy and answer all your questions about this great adventure.

An attractively designed book, enhanced by colour illustrations, tables, key points, schedules, advice, etc.

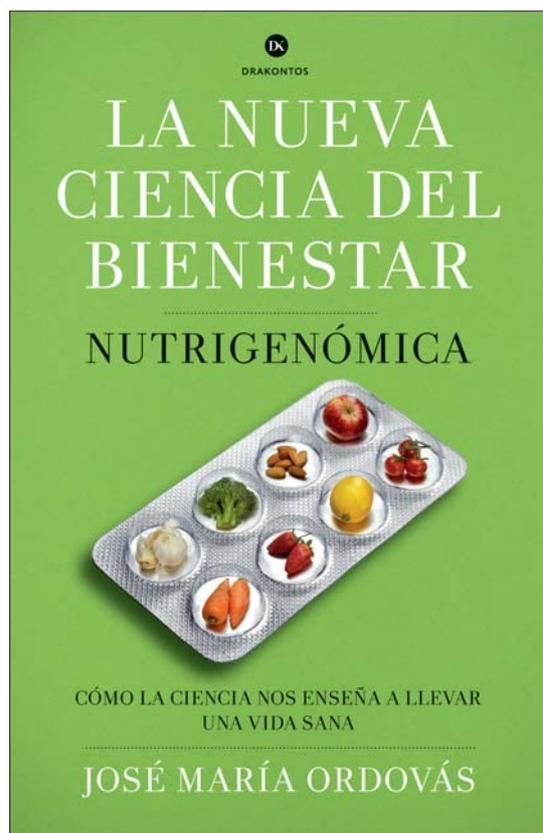
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José María Ordovás

In this book, José María Ordovás, a world authority in nutrition and leading expert in nutrigenomics, explains in a clear and accessible manner what this new discipline, the new food science, is. He doesn't just explain how it will improve our lives in the future but also, using current knowledge, gives us good advice for improving our quality of life immediately, warning us against fashionable diets, advertising and other siren songs that are often dangerous to our health.



© José María Pradera. Eumedial / Origen



The New Science of Wellbeing. Nutrigenomics
Planeta / 400 pages / September 2013

José María Ordovás is a professor of nutrition and a leading world specialist in nutrigenomics and nutrigenetics. He is the director of the Nutrition and Genetics Laboratory at the University of Tufts (Boston), scientific director of the Madrid Institute of Advanced

Studies (IMDEA) and a researcher at the National Centre for Cardiovascular Research (CNIC) in Spain.

“

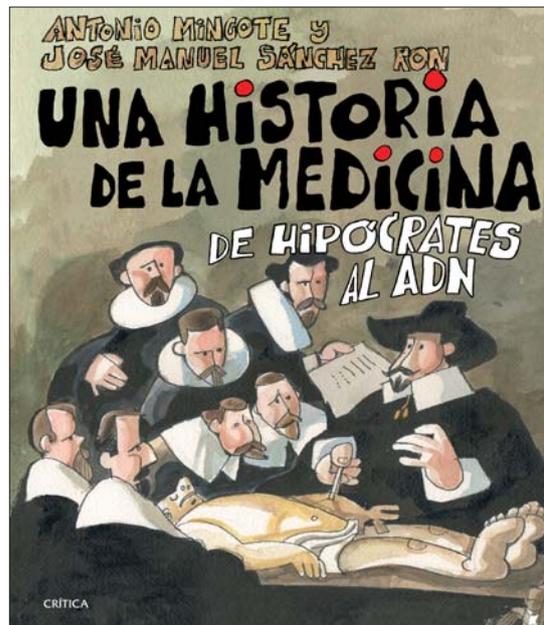
If you've never heard of the word 'nutrigenomics', you might think that it is something that doesn't affect you and has more to do with laboratory experiments than everyday life. Nothing could be further from the truth: as our life expectancy has increased greatly over recent decades, nutrigenomics will help us to live it better.

“Ordovás is a pioneer in establishing the foundations for preventative medicine in the near future.”
EDUARD PUNSET

”

Antonio Mingote & José Manuel Sánchez Ron

With its clear prose and wonderful illustrations, readers of this marvellous work will be able to get to grips with the main events of the history of medicine, from its birth in Ancient times to new medicine based on genetic techniques. On this journey they will be presented with episodes that everyone should be aware of, from the origins and effects of epidemics, the discovery of blood circulation and the first transfusions, the introduction of antiseptic and anaesthesia techniques, to the discovery of antibiotics, the development of genetics transplants and in vitro fertilization, gene therapies, cloning and stem cells.



A History of Medicine
Crítica / 240 pages / October 2013

Antonio Mingote is a draughtsman, writer and journalist who has won numerous prestigious awards; he was named Doctor Honoris Causa by the Universidad Alcalá de Henares, and his work is widely admired across the world.

José Manuel Sánchez Ron has a degree in Physical Sciences from the Universidad Complutense de Madrid and a Doctorate in Physics from the University of London. Since 1994 he has

been a Professor of the History of Science at the Department of Theoretical Physics at the Universidad Autónoma de Madrid.



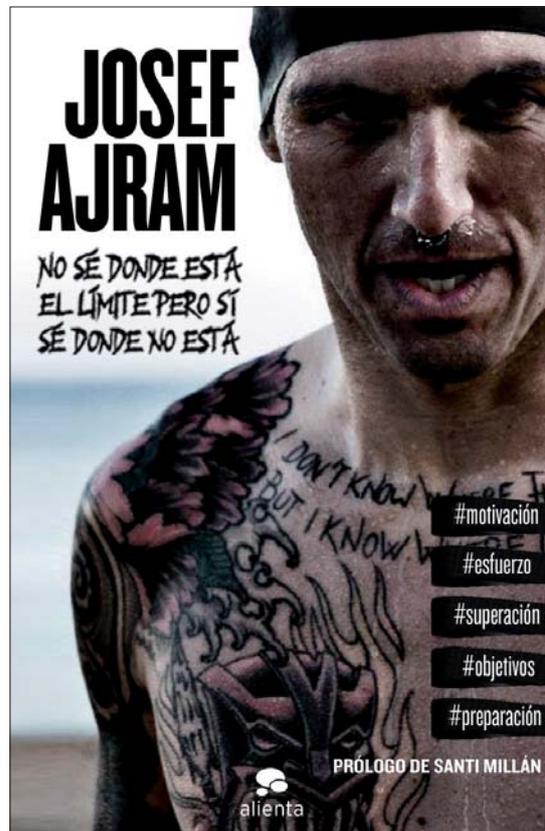
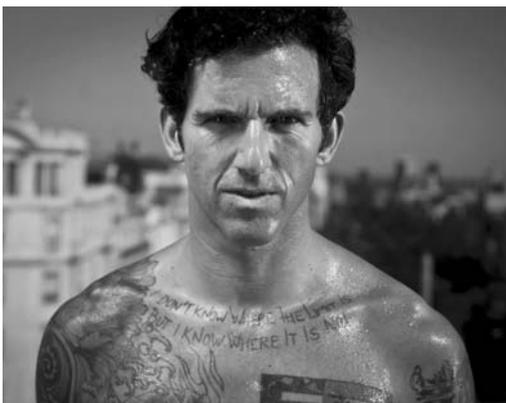
A History of Medicine is more than an educational history book, it is a wonderful tool that can guide you in the ever-changing, ever-relevant world of medicine.

Other titles by the same authors: *Long Live Science!* and *The World of Icarus*.



Josef Ajram

I Don't Know Where the Limit Is But I Know Where It Isn't is Josef Ajram's most personal book to date. In it he uses his own anecdotes and experiences to demonstrate the keys to outdoing yourself every day, explaining his idea of failure and success and conception of effort, amongst other subjects. Life, says Ajram, is short, "so instead of complaining you'd do better to get back up and try again with renewed effort."



I Don't Know Where the Limit is, But I Know Where It Isn't / Alienta / 240 pages / November 2012

I am Josef Ajram Tares, I was born in Barcelona on the 5th of April 1978 to a Syrian father and Spanish mother. I like a few things very intensely including the stock market, sports and travel. The key to the secret of my fortune is knowing what I wanted to do from when I was very little and what I didn't. I didn't

like to study, so I stopped as soon as I could. I liked numbers and in the stock market I found a unique place where the numbers dance their own dance and I've been there for almost a decade. My other passion is sport, which I have played since I was young.

“

40,000 copies sold in Spain since its publication in November 2012.

Josef Ashram is the face of Biotherm Homme and Red Bull.

”

Neus Arqués

In an increasingly competitive working environment, professionals must differentiate themselves in the eyes of the market. This edition of *So, What Brand are You?* applies marketing techniques to finding work positions. This expanded and updated version includes a discussion of the new opportunities offered by social networks. The author accompanies readers on their journey as they seek out their own brand, providing them with the tools to define, position, advertise and manage their personal brand and reputation.



© Amelia Gramados



So, What Brand Are You?
Alienta / 144 pages / January 2012

Neus Arqués is a writer, digital analyst and conference speaker. She specializes in the analysis of digital identities and the economic and social changes created by the internet. As a digital analyst she was included in the Ranking of the 40 most influential people on the internet. She is the

author of the manual *Learning Digital Communications* (Paidós 2006), co-author of *Visibility* (Gestión 2000, 2009) and has also published several novels.

“

14 key tips
for managing
your personal
reputation.

”

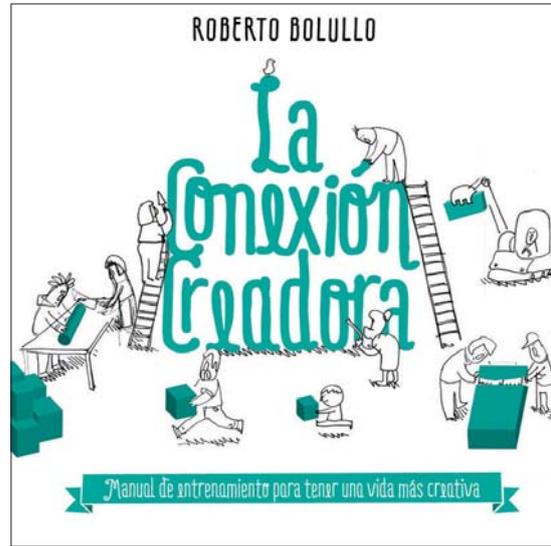
Roberto Bolullo

Today, a new wave of more aware and creative people are pooling their potential to create new realities. This phenomenon is working change not just for those people but also their environment, organizations and the world. This book proposes an original formula for developing your creative side through practical and artistic exercises in different formats. They are grouped into four programs that can be used independently of each other. This is an eminently practical book designed as though it were a sports training regime.

“
 The perfect training manual for a more creative life.

With an eminently practical focus and attractive design including illustrations and exercises.

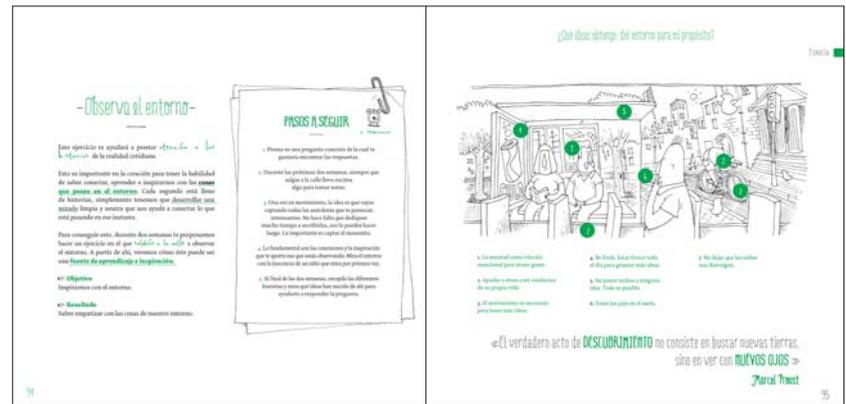
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The Creative Connection
 Gestión2000 / 230 pages / June 2012

Roberto Bolullo is a creative partner specialized in applied creativity and innovation at www.partnercreativo.com. He is trained in Industrial Design, has a Masters in Interactive Design, a Masters in

Strategic Management and Innovation and a Post-Graduate degree in Art-Therapy.



Carlos Domingo

Innovation is perceived by most people as being a mysterious science reserved for the privileged few. Many people think that innovators are born not made, that people like Edison, or more recently Steve Jobs, had innate talent and that only people like them can successfully innovate. However, innovation can be implemented systematically.

Things don't always work out as you expect, especially not when it comes to innovation, which by definition involves risk and uncertainty, but by following these basic principles and methodologies it is possible to avoid mistakes and systematically increase the probability of successfully implementing your innovation.



The Journey of Innovation
Gestión2000 / 250 pages / September 2013

Carlos Domingo is the director of product development and innovation, a member of the board at Telefónica Digital and President and Executive Director at Telefónica Research and Development. He has a doctorate in Computer Engineering from UPC and a Masters in Computer Engineering

from the Tokyo Institute of Technology, he has also taken postgraduate courses in business management at Stanford Graduate School of Business. With more than 15 years' experience in the world of ICTs, he has spent significant portions of his career in Japan and the United States.



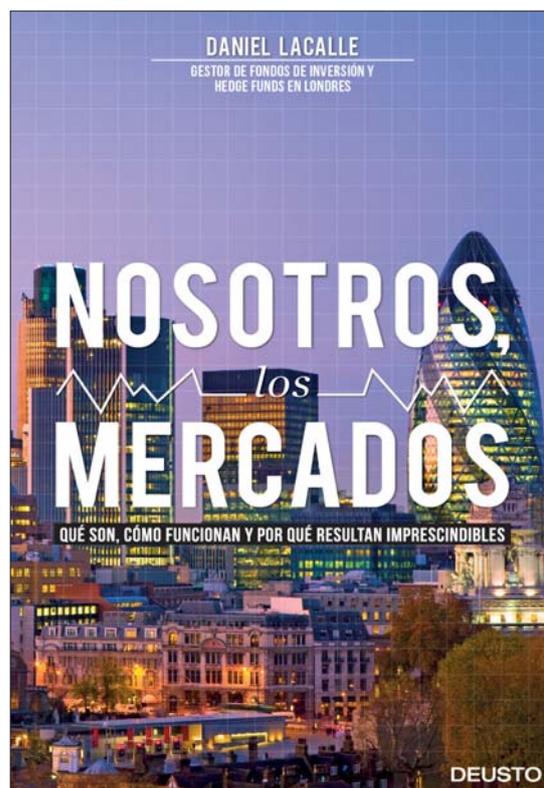
The definitive
guide to successful
innovation.



Daniel Lacalle

In these times of crisis, in which 'speculators' so often receive the blame in the media and political discourse, any attempt to bring financial markets closer to the general public becomes an endless series of denials and explanations.

In this book, the author passionately defends the honesty, seriousness and especially the essential and irreplaceable role that financial operators play in today's economy. Along the way he offers a diagnosis of the crisis that some people might not like but that offers a hopeful and trustworthy way out of our current problems.



We, The Markets

Deusto / 288 pages / March 2013

Daniel Lacalle (Madrid, 1967) is an economist and investment fund manager. His career managing portfolios and investment started with the hedge fund Citadel, in the United States and London, and continued with Ecofin Limited. He was voted one of the Top 3 managers in the Extel Survey, run by

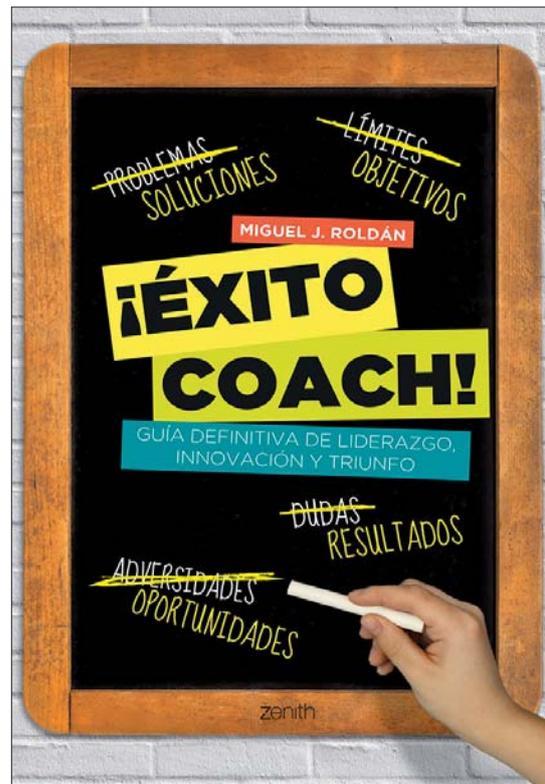
Thompson Reuters, five years in a row, in the general, oil and electrical categories. Daniel Lacalle writes a weekly column in *El Confidencial*, and regularly contributes to CNBC, *The Commentary* & *The Wall Street Journal*.

“
What the markets
are, how they work
and why they are
essential.
”

Miguel J. Roldán

Every day we are presented with hundreds of opportunities to improve our goals and overcome difficulties; but we don't always know what is the right direction to take.

This book offers a clear, dynamic and practical guide to transforming our problems into solutions and adversity into opportunities in order to achieve excellence.



Coaching Success!

Zenith / 288 pages / September 2013

Miguel J. Roldán (1960-2012) is one of the most influential coaches in Spain and Latin America. He was a member of the IAC (International Association of Coaching) and a partner president of The International School of Coaching (TISOC), the leading coaching school in Europe which focuses on training to

help individuals, teams and organizations to develop based on leadership and coaching.

“

The definitive guide to leadership, innovation and triumph: this is your moment. Now, you're the leader.

”

Alejandro Suárez Sánchez-Ocaña

Sergey Brin and Larry Page, two computer engineers from Stanford University, created the Google search engine in 1998. Today it is one of the most powerful and valuable companies in the world. The history of these two entrepreneurs is well known.

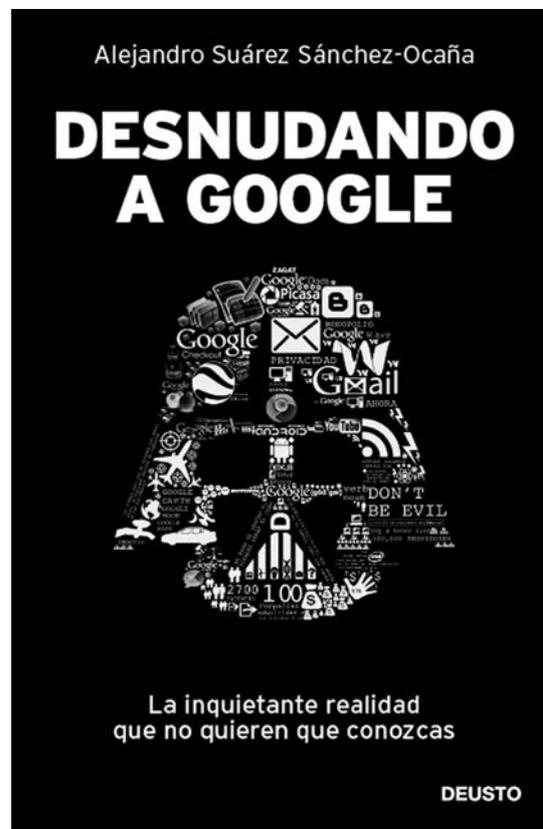
What is not so well known, however, is the hidden story behind the multinational: Privacy problems, accusations of monopolies, open conflicts with operators, etc. In this book Alejandro Suárez Sánchez-Ocaña uncovers every secret that Google doesn't want you to know.

“

Find out what Google doesn't want you to know.

10,000 copies of the book sold in Spain already.

”



Google Exposed

Deusto / 280 pages / January 2012



Alejandro Suárez Sánchez-Ocaña is an investor, entrepreneur and businessman in the new technology sector, vice-president of the AIEI (Association of Investors and Internet Entrepreneurs), executive director of the Publispain Group, the Ocio Networks Blog Network and the

Lazer Rede of Blogs in Brazil, president of the Inversora Foley and founding partner of Yes.fm, amongst other companies. Since he founded his first company in 1998, he has been a Business Angel, consultant and advisor for hedge funds in the main industrial sectors.

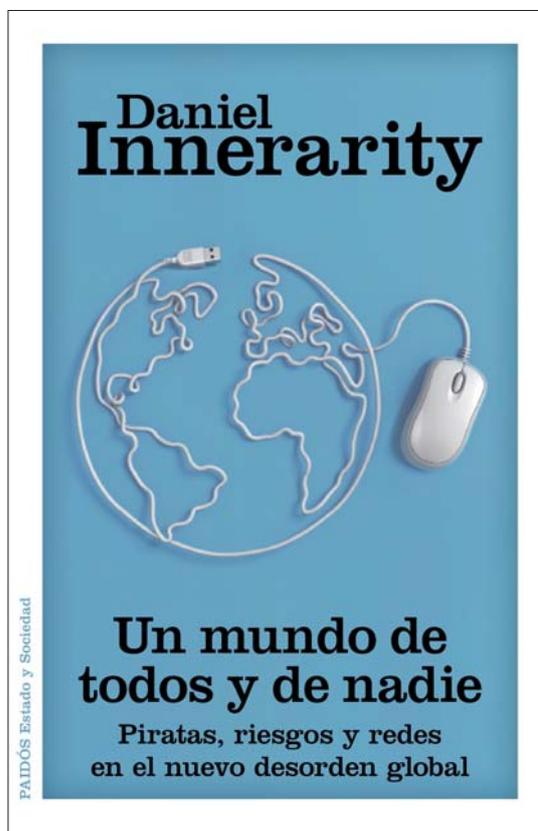
Daniel Innerarity

The contemporary world is full of paradoxes which can be mostly summarized by the phrase that it's a world of everybody and nobody. Issues that affect everyone but for which no-one wants to or can take responsibility proliferate.

In a world in which the economy to a great measure ignores international boundaries and interdependency makes our common vulnerability more acute, the only solution is to progress towards the denationalization of justice and global governance.



© R.C.C.



A World of Everybody and Nobody
Paidós / 195 pages / March 2013

Daniel Innerarity is a professor of political and social philosophy, an “Ikerbasque” researcher at the Universidad del País Vasco and a director of the Institute for Democratic Governance. His numerous works include *Ética de la hospitalidad*; *La transformación de la política* (winner of the

national non-fiction award); *La sociedad invisible*; *El futuro y sus enemigos* and, together with Javier Solana, he compiled the volume *La humanidad amenazada: gobernar los riesgos globales*. These last two works were published by Paidós.

“
Daniel Innerarity
has been published
in French, Italian,
English, and
Portuguese.
”

Fernando Savater

How can we find out how young people think? By asking them. This apparently simple answer conceals a great difficulty: you have to know how to ask. You have to know how to put yourself in the shoes of young people, to win their confidence; to listen but also to give advice, offer opinions and take positions... Fernando Savater held a series of meetings with young students and answered the questions they put to him.

This book represents Fernando Savater's newest contribution to his dialogue with young people about the moral issues that worry them the most.



Emergency Ethics
Ariel / 192 pages / September 2012

Fernando Savater is a Professor of Philosophy at the Universidad Complutense de Madrid. He is the author of numerous philosophical, literary and political essays as well as books and plays. Some of his books have been translated into over twenty languages. His works *Ética para Amador*, *Política para*

Amador and *Las preguntas de la vida* have managed to bring philosophy closer to young people and have become real bestsellers.



Rights sold to Italy, Greece and The Netherlands

The new challenges for ethics (capitalism, Internet privacy, copyright issues) presented via a series of questions students have asked Fernando.

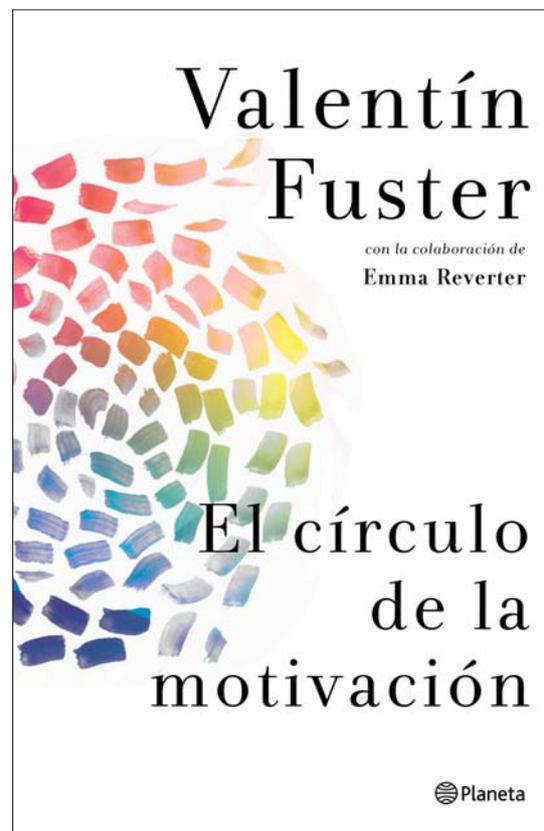
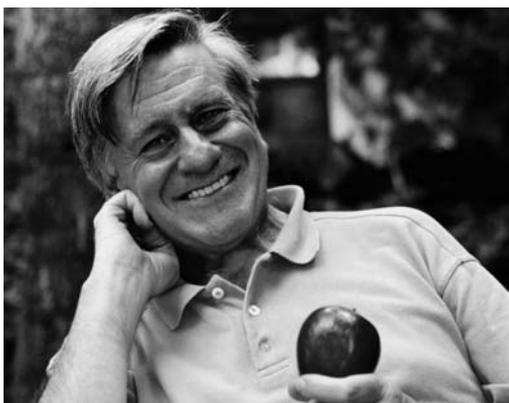
Savater is our best-selling and more international philosopher. He has been translated into Dutch, Chinese, German, French, Italian, Greek, Turkish, Portuguese, Danish, Romanian, Korean, Ukrainian and Catalan.

Other titles by the author:
Politics for My Son,
The Braveness of Choosing,
Philosophical Dictionary,
Life Eternal,
The Braveness of Educating,
Ethics for My Son,
and *The Questions of Life*.



Valentín Fuster

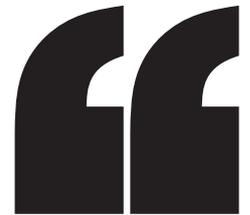
This new book by the scientist Valentín Fuster emphasizes the need to replace all the current pessimism and negativity with optimism and a positive outlook: one must always think positively in the knowledge that if we are going to overcome the crisis we will all have to keep moving forward, inch by inch and day by day.



The Circle of Motivation
Planeta / 220 pages / March 2013

The Cardiologist **Valentín Fuster** is the director of the Cardiovascular Institute of Mount Sinai Hospital in New York, President of the Scientific Committee of the Spanish National Centre of Cardiovascular Research and was previously President of the American Heart

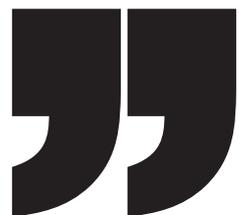
Association (AHA) and the World Heart Federation (WHF). He's the most renowned cardiologist and Spanish researcher in the world, rewarded with the Premio Principe de Asturias de Investigación.



A great manual on optimism. A guide to emphasizing the values that will enhance our future.

10,000 copies of the book sold in Spain.

Valentín Fuster is the author of several health books for adults and children that have been well received by the public. In total over 250,000 copies of his books have been sold and they have been published in the United States, China, Italy, Portugal, Brazil, Taiwan, Romania, Korea and Greece.



Joan Garriga

This book addresses diverse relationships with their own distinctive characteristics and approaches. It also explores the issues that generally make couples work or founder, and the ingredients that make it easier or more difficult to build a good relationship and maintain it. Furthermore, it offers tips so that everyone can find their own formula, model and way of living in a relationship.

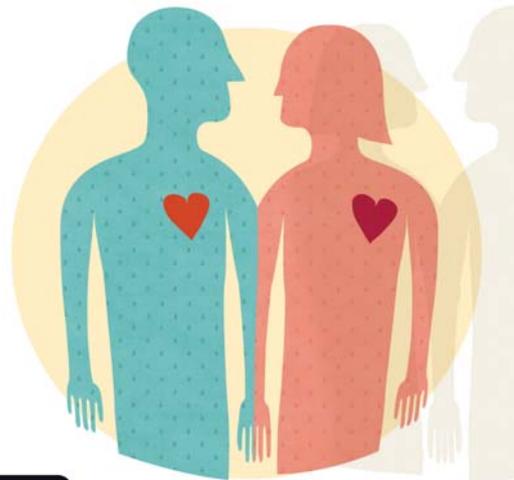
“

“I have good news: no-one can make you unhappy. And I have bad news: no-one can make you happy.”

”

El buen amor en la pareja Joan Garriga

Cuando uno y uno suman más que dos



A Guide to Good Love in a Relationship
Destino / 208 pages / March 2013



Joan Garriga (Lleida, 1957) has a degree in Psychology from the University of Barcelona. In 1986 he founded the Gestalt Institute in Barcelona, which he also directs, working as a therapist, trainer of family bonds, systematic coach, Gestalt Therapist and PNL.

Ciara Molina

Ciara Molina says that we are being educated in a culture of competition in which acquired knowledge is prized and revealing one's emotions is considered to be a weakness. Proper emotional management demands a change of attitude, requiring us to modify our beliefs and take a conscious decision to work psychological change with great will and effort in order to be happy. We must acknowledge that our expectations are often unrealistic and that this is why we feel frustrated.

In this book the author provides readers with the foundations with which we can improve how we manage our emotions, offering techniques for focusing on the positive aspects of everyday life.



Emotions Expressed, Emotions Overcome
Oniro / 200 pages / October 2013

Ciara Molina García received a degree in psychology from the Universidad de Barcelona in 2001, has a Masters in Human Resources Management and has been a specialist in Emotional Management since 2010. She received an "Honourable Mention" in the 1st Edition

of the Cofundación Jóvenes Psicólogos Emprendedores Prize in 2011 for her project "Emotional Psychology".



A guide to achieving psychological equilibrium by mastering our emotions.

Ciara Molina, the creator of the blog *Emotional Psychology*, which has over 1,200,000 followers, shares the keys to achieving psychological transformation through self-awareness and the proper expression of our emotions.



Elsa Punset

How can we improve our charisma? How can we make the best impression at a work interview? What is the most empathetic way to greet someone? How important are hugs to our relationships with other people? Why do we behave in one way and not in another, even though we know we're getting it wrong?

In this book, Elsa Punset provides an essential guide to understanding why we are the way we are, why we act the way we do and what we should know to better organize our emotional universe. Punset has taken emotions out of the academic field, saved them from cold dissection and delivered them into people's hands, to real life.



© AlexRio



A Backpack for the Universe
Destino / 300 pages / May 2012

Elsa Punset graduated in Philosophy and Literature and has a Masters in Humanities from Oxford University. She also has a Masters in Journalism from the Universidad Autónoma de Madrid, and studied musical composition at the Manhattan School of Music and Sound Engineering at the New

School in New York. She makes regular media appearances, holds conferences and works on the application of emotional intelligence in decision-making processes and education of children and adults. She also coordinates a pioneering social and emotional learning program.

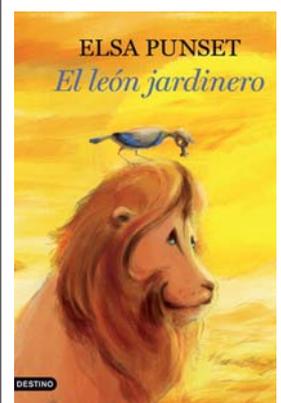
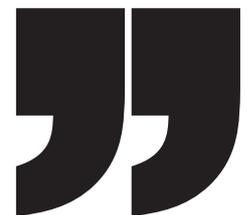


An indispensable guide to understanding other people and the successful management of the universe of emotions.

Over 150.000 copies sold in Spain

International rights sold in Belgium, France, Korea, Greece, Italy, Japan, Lithuania, Portugal, Rumania, Taiwan and Turkey.

Other titles by the autor: *The Lion Gardener* (Rights sold in Italy).

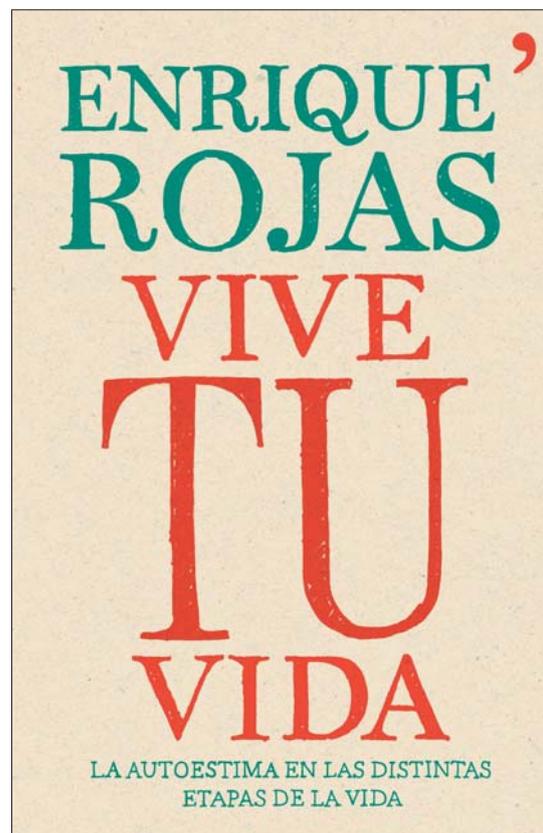


Enrique Rojas

Throughout our lives we are faced with all manner of problems that arise during the everyday task of existing. They are challenges that form part of our day to day life and we often ask ourselves how best to face them. *Live Your Life* will help to bolster your self-esteem and teach you how to face up to life's difficulties with your own talents. You shouldn't be looking for solutions elsewhere, but to be more yourself. Through 24 universal problems, you will learn to understand and separate your life from the obstacles that prevent you from living it to the full.



© Encuentra Martín



Live Your Life

Temas de Hoy / 224 pages / September 2013

Enrique Rojas is a Professor of Psychiatrist and Medical Psychology. He is the Director of the Spanish Institute of Psychiatric Research in Madrid and is a humanist psychiatrist who works on both clinical and psychological issues. He has taken part in numerous book fairs in

Europe and America, where his books have been very well received. His work has been translated into numerous languages.

“

The keys to cultivating your self-esteem in every stage of your life.

Enrique Rojas has been translated into Chinese, Dutch, Italian and Portuguese.

”

Juan Carlos Ortega

The Universe for Ulysses is the fascinating journey of a father and son as they discover the secrets of the universe. Starting with an idiosyncratic history of the cosmos, the book presents the thoughts of all the scientists who have made a contribution to our understanding of the principles that govern our universe. So, starting from zero readers will be able to explore complex questions such as the theory of relativity, quantum mechanics and the latest cosmological hypotheses.



The Universe for Ulysses
Planeta / 356 pages / September 2013



Juan Carlos Ortega was born in Barcelona in 1968. Although his professional career has focussed on humour, he has always been interested in scientific education. For five years he was head of the science section on program, on Radio National in Spain. The author of several

books, he currently presents a cultural education program on the La2 Spanish Television station; and he also appears in his role as a comedian on several radio programs.

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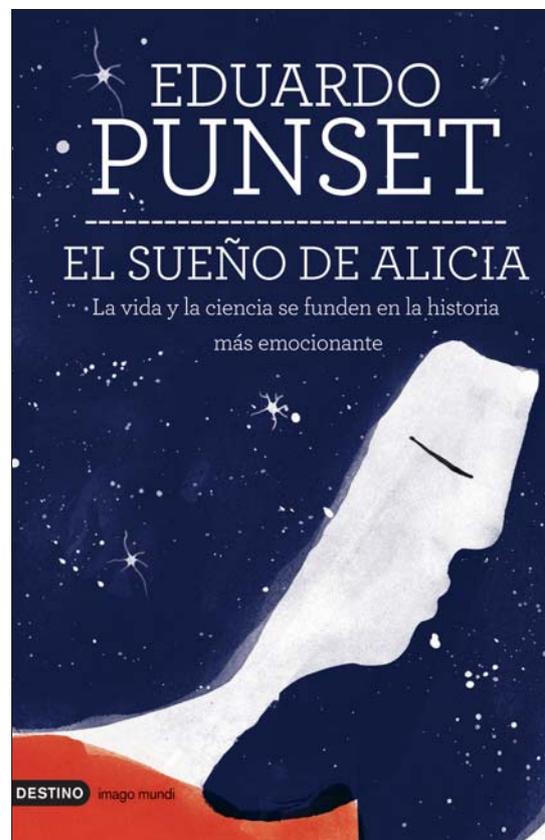
An ideal book for the whole family, to be enjoyed at leisure, looking at the stars and admiring the universe around us. What if you could find the whole universe in a book?

”

Eduard Punset

Alice's Dream, by Eduard Punset and his protagonist Alice, introduces us to the future of science and life, exploring the archaeology of emotions to see how humanity will develop over the next few decades.

Through Alice's story we will learn about the importance of emotions, the secret of how memory works, the most recent experiments into cerebral plasticity, parallel universes, space-time and the exciting new world of social networks.



Alice's Dream

Destino / 320 pages / September 2013

Eduard Punset was born in Barcelona in 1936. He is a lawyer and economist and played an important role in opening up Spain to the outside as Minister of European Community Relations. He has worked as a journalist for *The Economist* and the BBC and as a representative of the

International Monetary Fund in the Caribbean. He is a professor of Science, Technology and Sociology at IQS and he directs and presents the program *Redes* for TVE.



Eduard Punset explores the realms of science and human emotions through an exciting story that brings together life and the latest scientific advances.

Other titles by the author:

What is Going On Inside of Us, A Trip to Optimism, Excuses not to Think, A Trip to Emotions, A Trip to the Power of the Mind, A Trip to Love and A Trip to Happiness.

Eduard Punset has been translated into Catalan, Chinese, Croatian, English, Euskera, French, Hungarian, Italian, Korean, Portuguese and Turkish.





temas de hoy.



Seix Barral



Gestión 2000

DESTINO



DEUSTO

Ariel

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Planeta

