

MANN, IVANOV and FERBER
NEW TITLES

winter 2017/2018

BUSINESS HACKS FOR EVERY DAY: HOW TO SAVE YOUR TIME, MONEY AND EFFORTS

Igor Mann, Renat Shagabutdibov

164x210 mm • 304 p.

This book contains more than 240 tricks on HOW TO GET THINGS DONE IN BUSINESS quickly and efficiently – by automating, increasing productivity and organizing. It does not offer you any advanced techniques nor complicated methods (there are plenty books about them!), but very simple, clever and free-to-use tips that will allow you to accomplish your everyday tasks more easily and efficiently. It will be useful for any busy people – managers, business owners, entrepreneurs, students, etc.



Igor Mann is the № 1 Russian marketing expert with 20+ years of experience as CMO and Commercial Director, one of the founders of MANN, IVANOV and FERBER, entrepreneur, speaker, author of many books on marketing, leadership and others.



Renat Shagabutdinov is an amateur runner with no professional background, however with great experience in running.

He is the author of two books on personal efficiency.

Currently Renat is working as CEO's assistant at MANN, IVANOV and FERBER.

100% CHARGED: HOW TO HAVE ENOUGH ENERGY FOR ANYTHING, ANYTIME.

Renat Shagabutdibov, Eduard Bezuglov

140x206 mm • 384 p.

You don't have to be a professional athlete to keep yourself fit. You don't need a professional trainer to win a competition. You don't even need to participate in any competition! All you need is to know how to "refill" your own energy, so you have enough of it for all spheres of your life: work, family, trainings, free time, etc.



This book is a unique combination of the experience and professional wisdom of the two authors.



When Renat Shagabutdnov was 18, he was overweight and not able to run even 1000 meters. This is when he started doing some exercises sporadically.

A few years later, he ran his first 10 km competition. When he was 23, he ran his first Marathon.

Since then he has done 10 marathons in Europe, Ironman triathlon in France, ultramarathon in South Africa, and dozens of other competitions. He never had a professional trainer; he has been making his own choices (good or bad ones), taking his own risks, setting his own records and breaking them. He has learnt a lot, and he has a lot to share.



Eduard Bezuglov, oppositely, is a professional doctor.

He is the chief physician of Russian national football team.

He also runs MOSCOW SMART RECOVERY - one of the most well-known medical recovery centers for professional sportsmen and sports amateurs in Russia. He also an active runner and triathlete.

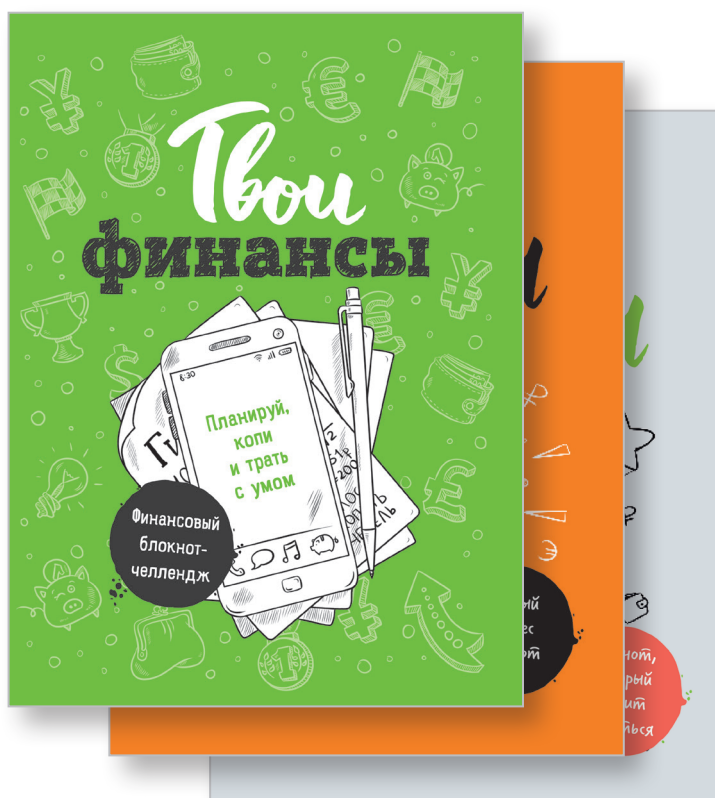
SIMPLE PRACTICE is a series of journals for teenagers that will prepare them for the adults' life and will teach them simple things like:

- How to make decisions
- How to face the future with no fear
- How to develop your own ideas
- How to start making our own money ASAP
- How to control your finances
- How to make social networks work for you
- .. And many more

140×190 mm • 160 p. • 12 years +

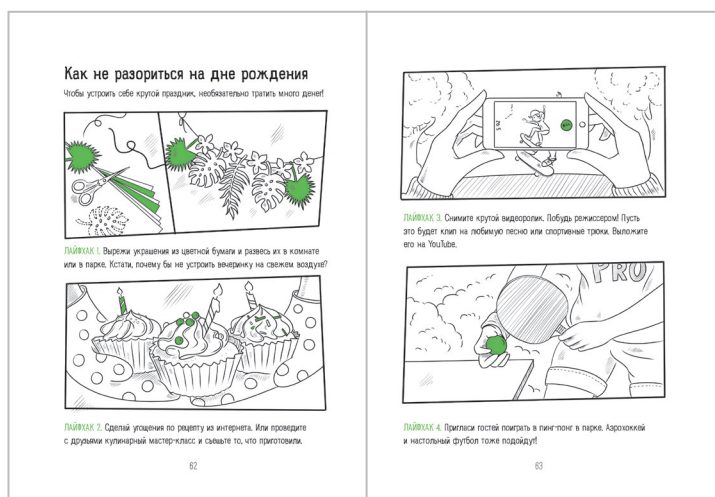
SIMPLE PRACTICE FOR TEENAGERS

These are not ordinary textbooks. Each title is a combination of smart tips, exercises and activities, so a reader can take up his/her own challenges and see his/her own progress. The format of the journal is very convenient, so you can take it with you, make notes and do exercises anytime anywhere. Each title is focused on a specific topic.



The first four titles in the series will be:

1. YOUR FINANCES: How to Plan, Save and Spend Money Wisely
— published in November 2017
2. YOU FUTURE JOB: How to Choose and Follow
— November 2018
3. YOU ARE AN ENTREPRENEUR:
Why It Is Never Early to Start
— winter 2018/2019
4. COMMUNICATIONS: How Always to Know What to Say, Anytime to Anyone.
— winter 2018/2019



This series of illustrated guides gives a child information on classical sports and arts. It is a great reading for those kids who have basic interest in the subject, as well as for those who think this could be their future profession.

For children of 5-7 year you can use it as read-aloud stories, while older kids can enjoy reading by themselves.

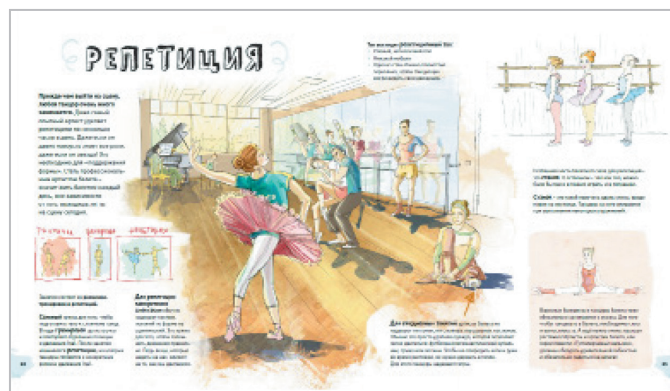
215×250 mm • 48 p. • 5 years +

WHAT ARE THE RULES? BALLET

This is the first title in the series.

In a very easy and understandable manner, it explains the origins of Ballet, its history, basic arms and legs positions, techniques, variations, and many more facts that a child might be curious about.

It also provides information about Russian Ballet in particular, with its legends such as Dyagilev, Chaikovsky, Vishneva etc.



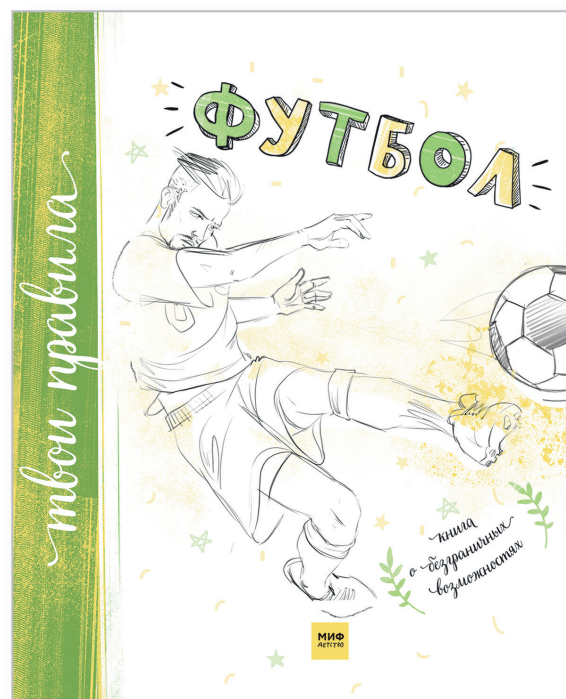
4000
COPIES SOLD
IN RUSSIA
IN LESS
THAN THREE
MONTHS



FOOTBALL

Second title in the series.

This book will tell a child about where football comes from, the rules to play, the team, the number of players, the goalkeeper's role, World Football Championship and European Championship, world-famous football players and much more.

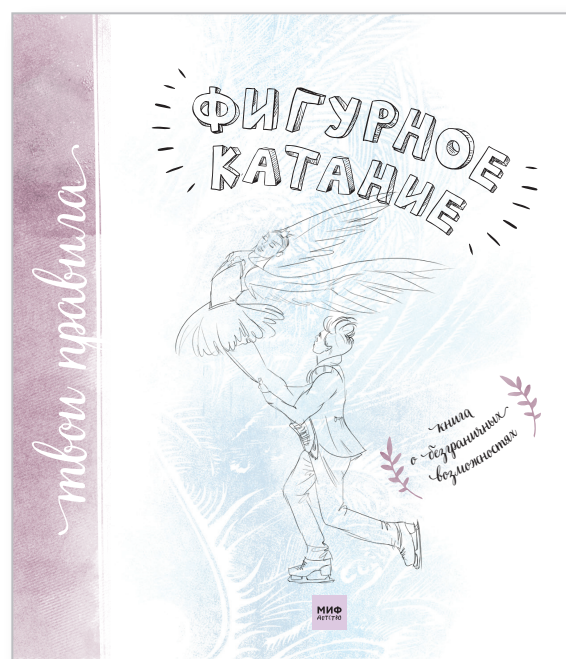


Planned publication —
February 2018

FIGURE SKATING

Third title in the series.

This beautiful book will tell a child about how ice-skating appeared, why ice-hockey is different from ice-skating, what the difference is between individual ice-skating and ice-skating in couples, why ice-skaters can fly, and many more.



Planned publication —
October 2018

THE FOX AND THE HARE. GRAPHIC NOVEL.

Igor Oleinikov

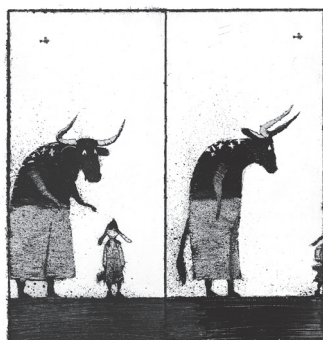
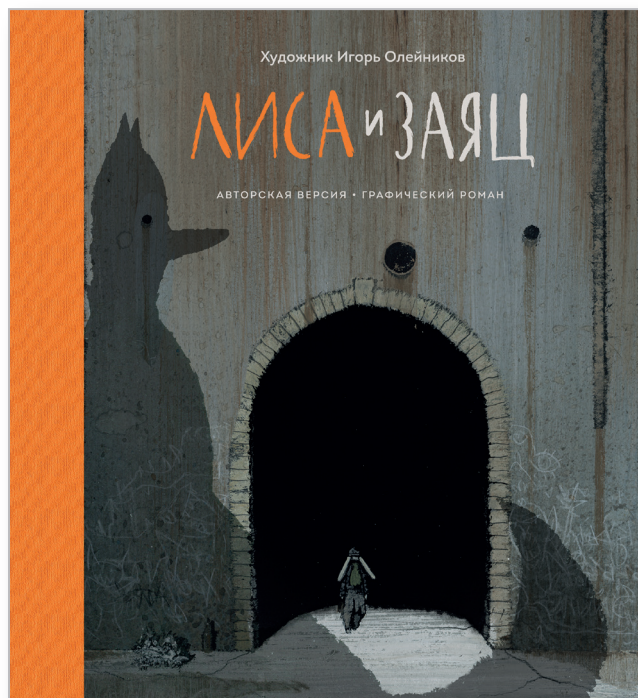
230x250 mm • 48 p • full-color

There was once a Fox and a Hare.
The Fox had a house made of ice,
and the Hare had a house made of wood.
Spring came and melted the Fox's house,
while the Hare's house stood firm and strong.
The insidious Fox decides to take over
the Little Hare's house....
A classical Russian folktale retold
by one of the most prominent modern artists,
in a form of a graphic novel.



Igor Oleinikov is a famous
Russian artist and animator.
He was the illustrator
for Russian editions of books
by such famous authors
as Lewis Carroll,

John Ronald Reuel Tolkien, Rudolf Erich Raspe,
Katrina Elizabeth "Kate" DiCamillo and others.
During USSR years, he was working
at Soyuzmultmilf – the legendary Russian
animation studio.

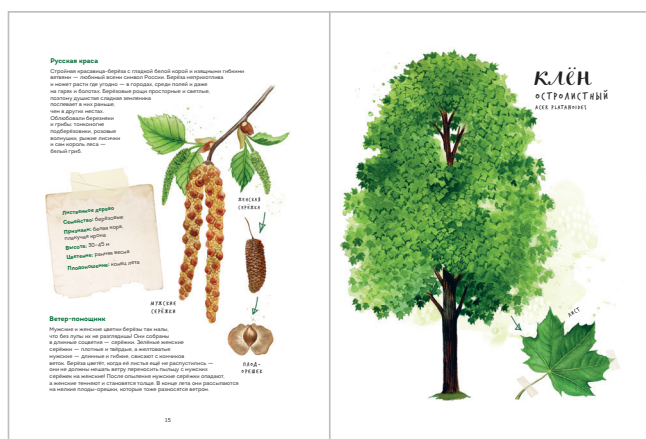


MY HERBARIUM: TREE LEAVES

Anna Vasilieva, Svetlana Vinnikova
240x310/463x310 mm • 80 p. • 6 years +

A combination of textbook and herbarium.
Written by the expert in botany,
it will offer you a guided journey
to the magic world of Nature!
Learn facts about trees and leaves,
enrich your understanding of their names,
species, characteristics, needs, etc.
Designed by the talented artist,
it will inspire you for creating
your own beautiful collection of leaves.

6500 COPIES
SOLD IN THE
FIRST THREE
MONTHS



Anna Vasilieva – Phd in botany,
professor of Biological Faculty of Moscow State University,
author of dozens of scientific articles.



Svetlana Vinnikova – member of ASBA American Society of Botanical Artists,
professor of botanical painting and illustration.



CHESS FOR KIDS

Ekaterina Volkova, Ekaterina Prudnikova

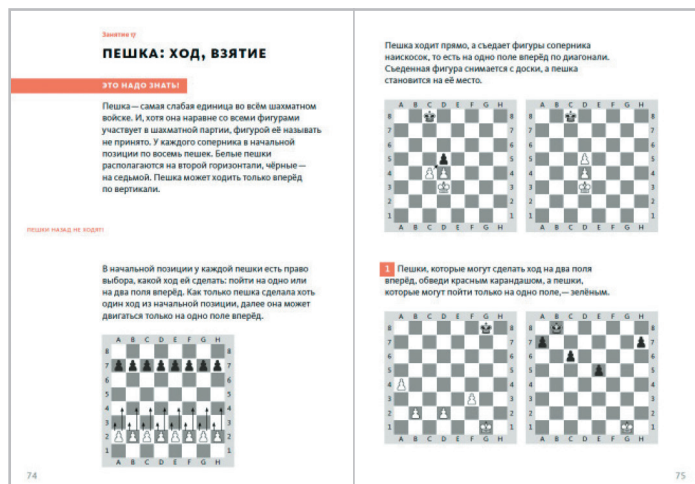
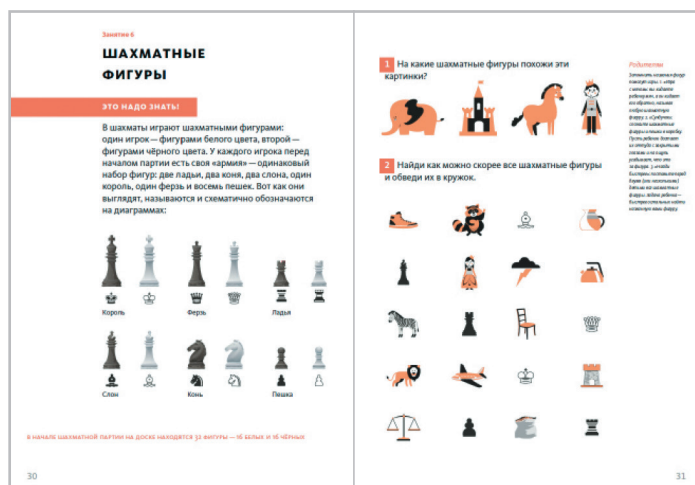
205×260 mm • 112 p. • 4 years +



Is chess only for adults? How old should you be to start playing? With this series, your child can start practising when he is only 4.

These workbooks are written by Ekaterina Volkova (FIDE Trainer, member of Moscow Chess Federation, candidate master of chess sports) and Ekaterina Prudnikova (FIDE Trainer, FIDE Candidate Master, candidate of pedagogics), founders of The State Chess Program for Russian schools.

Each workbook includes 25 lessons with lots-of-fun activities and simple theoretical explanations. A child will learn all chess pieces, how they move on a chess board, how to checkmate, how to use different combinations and – most important! – he will be able to play his first real chess game and win it!



LITTLE BOY WHY CALENDAR

300x300 mm • 30 p.

Spend 365 days with Little Boy Why!
Every month Little Boy Why will tell you something new: who invented scuba diving, how long it would take you to travel to the Moon, how big the Sun is, how many chemical reactions happen in your brain every second, how much oxygen a tree can produce, and many, many other facts.
Besides, every month you will have new activities to do: to name objects on the picture, to search and find, to detect an author's mistake, and others.
Beautifully illustrated, this calendar can be a child's best friend and teacher during the whole year.



BEST-SELLING
SERIES
MORE THAN
200 000
COPIES SOLD



Апрель							Это интересно!
ПОНЕДЕЛЬНИК	ВТОРНИК	СРЕДА	ЧЕТВЕРГ	ПЯТНИЦА	СУББОТА	ВОСКРЕСЕНЬЕ	
МАРТ 2018 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	27	28	29	30	31	01	<p>А ты знаешь, что первыми космонавтами были собаки? Это случилось в 1957 году.</p> <p>Если бы мы с тобой решили прогуляться до Луны пешком, то нам бы пришлось идти 9 лет без перерыва на еду и сон!</p> <p>Невероятно, но правда: Солнце такое большое, что если бы оно было помельче, то бы поглотили все планеты нашей системы.</p> <p>Оказывается, на Луне есть Мари Облаков, Залив Радости и Океан Бурь.</p> <p>Говорят, на Нептуне дует самый сильный ветер во всей Солнечной системе!</p> <p>Если бы мы сейчас попали на Луну, то увидели бы там следы Титуса Андроника и Лавина Сидерия, которые там побывали в 1969 году! А вот через несколько лет их следы скроются под космическим пылем.</p>
02	03	04	05	06	07	08	
09	10	11	12	13	14	15	<p>На первом полете космонавта Юрий Гагарин в космосе не было ни одной минуты, когда он не видел Землю.</p> <p>Вот почему на объектах нашей системы, особенно на Луне, так много следов человеческой деятельности.</p> <p>Вот почему на объектах нашей системы, особенно на Луне, так много следов человеческой деятельности.</p>
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	<p>Вот почему на объектах нашей системы, особенно на Луне, так много следов человеческой деятельности.</p> <p>Вот почему на объектах нашей системы, особенно на Луне, так много следов человеческой деятельности.</p>
30	01	02	03	04	05	06	
МАЙ 2018 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31							



NEW YEAR WITH LITTLE BOY WHY

205x260 mm • 48 p.

What do children know about Christmas and New Year?
Do they know how people celebrate in different countries?
Do they know where the tradition of giving presents come from?
Why is Christmas tree green and why is snow white?

In this book, kids will find answers to these and many other questions.

They will also find many games and activities with Little Boy Why, so they can spend winter holidays with lots of fun and learn new things.



BEST-SELLING
SERIES
MORE THAN
200 000
COPIES SOLD



MODELLING CLAY LABORATORY WITH LITTLE BOY WHY

205x260 mm • 80 p.



BEST-SELLING
SERIES
MORE THAN
200 000
COPIES SOLD

Little Boy Why is very curious, and he likes making things! He made out of modelling clay: a solar system, a space rocket, a plant cell, a brain, a skeleton, and other 35 objects. While he was making those things, he learnt a lot about human body, chemistry, physics, technology, botany, and many other things and sciences. In this book, Little Boy Why invites other kids to play and learn at the same time.

