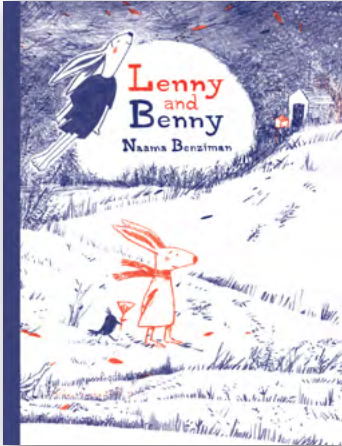


Book List 2023



Naama Benziman

Assia, the Hebrew word for Asia, is a vibrant independent literary agency founded in 2012 by Vered Nadav and Merav Shaul. Based in the Israeli metropolis of Tel Aviv, we represent select high-quality works of various genres such as fiction, non-fiction, children's literature, YA fiction and graphic novels by the finest and most au courant Israeli authors and illustrators. Among these works are leading bestsellers by award-winning writers and illustrators. Eager to bring talented forces from the Israeli literary scene to near and far cultures and languages, we have begun our journey in the Far East countries, where we were met with interest and success. Translation rights of titles we represent were sold to major publishers in China, Taiwan, Japan, Korea, India, Sri Lanka, Pakistan, and Singapore. Recently, we have expanded our activity to European and US markets.



Lenny & Benny

Naama Benziman

- **2022 Honorable Mention by 3X3 Magazin of Contemporary Illustration**
- **2021 Selected for the permanent collection at the Museum of Avant-Garde contemporary collection, Switzerland, and MA-g Awards**
- **2020 American Illustration Award of Excellence**
- **2020 Winner of Hiii Illustration competition, China**
- **2019-2020 Israel Museum Ben-Yitzhak Prize for Illustration - Silver Medal**
- **2020 Recommended for school's book list by The Ministry of Education**
- **2019 Merit Award by 3x3 Magazine of Contemporary Illustration**

Who of us has not experienced a sting of pain when we thought we were the best at something - and suddenly the crown was passed on to somebody else? Lenny was the forest jumping champion, until Benny arrived on the scene and beat him big time, and Lenny decided that his opponent cheated and called him a liar, and it turned into a terrible quarrel, and then Benny paid him back. How insulting and painful it is to have a friend "fire" you, and how easily the pain translates into anger and righteousness, feelings that are well reflected in the illustrations and text (partly illustrated itself). And on Benny birthday, the book's climax, a closed double-spread serves as the door to the house of the guest of honor, which opens into a huge double-spread filled with heartbreaking emotion.

Naama Benziman is an acclaimed illustrator, author, editor, curator and lecturer at Israel's most prestigious visual arts academies. Her artwork has been featured throughout Europe, North and South America, and Asia. She is an award-winning artist, and her children's books have been highly praised by critics. Winner of **the 2018 IBBY Honour Citation** - the prestigious **Andersen Children's books Honour List**.



"The book touches upon a true problem in the world of every child (and every childish adult) - the comparison made between them and other children - and describes it with precision and directness, without being coquettish or likeable, and without a single redundant word... The wonderful ending leaves much room for hope, as well as a license for patience and imagination. A great book for ages 3-6." - Atara Ofek, children's writer and editor

"This is an especially important story that discusses an issue which children's literature ignores completely, and while many are the stories that follow the failures of characters, this story illustrates to us that a successful child is as vulnerable as a failed child." - Dr. Shai Rodin



2019 | 32 pp. | Age 3-6 | English translation available | Rights Sold: **English (world), Chinese, Korean, Russian, Hebrew**
40,000 English edition copies sold in a pre-sale in the USA



The Birds' Bakery

Tammy Brown-Elkeles
Illustrations: Shira Korach

The Bird's Bakery features six-year-old Kai, who discovers his parents' bakery and café may have to close due to financial troubles. Kai is heartbroken, as the beloved bakery is his safe haven, there he helps his parents at the confectionery, every afternoon, after kindergarten. The bakery used to be bustling with customers clamoring for pastries and sweets. Now, for some unknown reason, it's empty - the only visitors are birds! But Kai's creative thinking and ingenuity lead to a fantastical plan for the bakery that could bring customers flocking back.

The Bird's Bakery is a flurry of fun with a powerful lesson: Little children can solve big problems, if adults let them spread their wings and fly. The book is, first and foremost, an entertaining story, but it also illustrates how every crisis offers potential for growth and opportunity. Facing the unknown can be scary, but if we take stock of everything around us, unexpected and unlikely answers often come. We just have to use our imaginations. The Birds' Bakery shows that everybody, including children, can change their reality. It also instills values such as kindness, generosity and an appreciation for nature, family, and strangers.

Tammy Brown-Elkeles is an author of children books, screenwriter and playwright. Her intelligent works have received extensive exposure in the media (TV, radio, blogs, magazines and newspapers). She frequently speaks about literature and books at schools and other venues, and has been teaching kids how to elaborate creative thinking.

Shira Korach is a talent illustrator, animator and designer. She illustrates children's books and were worked on several animation projects, as well as an instructor of animation and illustration at Minshar School of Art, Israel.

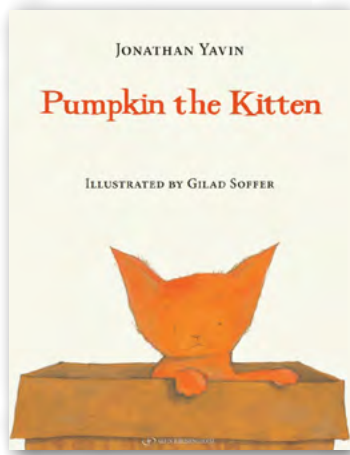


"Tammy Brown Elkeles's new book, The Birds' Bakery, tackles head-on the sensitive issue of a child's financial situation in a sensible and exceptional manner." - Dr. Shai Rudin, professor of children's and YA literature

"This book encapsulates a world of love, dreams and hope, where abundant creativity triumphs over material scarcity." - Sarit Peled, influential book blogger



2016 | 25 pp. | Age 4+ | Hebrew, English | Rights Sold: **Hebrew Bestseller**



Pumpkin the Kitten
Jonathan Yavin
Illustration: Gilad Soffer

- **Sold over 220,000 copies in Israel small market**
- **Recommended for school's book list by The Ministry of Education**
- **The Israeli Book Publishers Association's Platinum Medal for a bestselling book**

"All dogs bite!"

"I do not like broccoli!"

"I'm scared of rabbits!"

More than once we rush to formulate an opinion based on generalization, a rumor or a single experience. But is that always true?

Sometimes one attempt that did not go well makes us give up on new experiences, on new friends, and opportunities to expand our world.

The boy in the story does not like cats, he thinks he knows everything about them: they howl at night, they are unpredictable, and sometimes they even scratch. An encounter between a child and a little orange cat like a pumpkin manages to surprise the child and the readers. What did the red cat do to change the boy's mind? And how does anyone even change his mind?

Change of opinion requires courage, openness and faith in the good. This story exercises openness and bravery to know new friends and new experiences.

When a child changes his mind about something he deserves all the praise and the respect!

Jonathan Yavin, author and journalist, has published four adult novels, three youth novels, one writer's guide, and nine best-selling children's books. He received the Book Publishers Association's Platinum Prize for the Hebrew edition of *Pumpkin the Kitten* (sold over 220,000 copies) and the Prime Minister's Prize for for his second novel *House-Sitter*.

Gilad Soffer, illustrator and author of children books, has illustrated critically acclaimed books and won prizes, among them is Jonathan Yavin's *Oh, Brother* which won the Israel Museum's Ben Yitzhak Award for children's book illustration.



"The excellent illustration work in *Pumpkin the Kitten* wins the readers over immediately. The story is simple and not pretentious, pleasant and playful." - Yael Dar, Haaretz Book Review



2004 | 32 pp. | Age 4+ | English and Japanese translation available | Rights Sold: **English (World), Arabic, Hebrew**



A Night at the Playground

Jonathan Yavin
Illustration: Aviel Basil

Such a strange little boy he is, Ben Guggenheim.
He always wants things when it's not the right time!
Or wants what there is – but not straight away,
And what there is none of – he must have, today!
One evening near bedtime, it's already dark
He goes with his parents to play in the park!

Ben likes to do things his own way, and at his own convenience. His parents are nerds, who enforce and observe every rule. One late evening, his parents decide to comply with his wishes and take the boy to the playground, where shortly after he realizes that "to every thing there is a season, and a time to every purpose under the heaven" (Ecclesiastes ch.3). And so, a little flexibility helps young Ben's parents to resolve their impasse with their stubborn, high-spirited son, as all three learn from each other. This charmingly illustrated tale makes a perfect bedtime story for energetic kids everywhere.

Jonathan Yavin, author and journalist, has published four adult novels, three youth novels, one writer's guide, and nine best-selling children's books. He received the Book Publishers Association's Platinum Prize for the Hebrew edition of *Pumpkin the Kitten* (sold over 220,000 copies) and the Prime Minister's Prize for his second novel *House-Sitter*.

Aviel Basil has illustrated more than a dozen children's books and won, among other awards, the Israel Museum Silver Medal award for children book illustration for his first book. He illustrates for magazines, advertisement and worked on character and background designs for various apps and animations. His style is inspired by the 50's illustration and has become well-known for his bright and colorful palette.



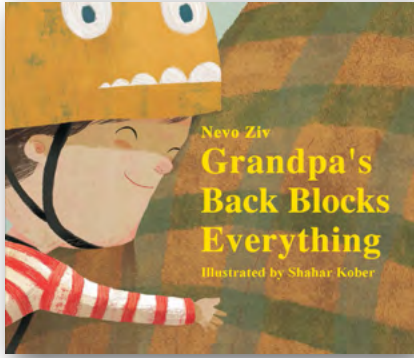
"A shaky book!" - Danny Nadnedany, Moznaim, journal

"Surprising plot twists!" - Glicha Medronsky, Galgalatz, radio

"Inspired by the holy scriptures..." - J. Dyson, The Sandbox, journal



2021 | 38 pp. | Age 4+ | English translation available | Rights Sold: **English (World), Hebrew**



Grandpa's Back Blocks Everything Nevo Ziv

Illustration: Shahar Kober

- **2020 Fine Books for Everyone Award by Taiwan Public Library**
- **2019 The Minister of Culture Prize for Outstanding Childre's Book**
- **2018 Hapinkas Prize Nomination for the short list of The Best Children's Book**
- **2017 IJungle Merit Medal, Illustration category – world competition**

Every little child who has ever ridden on a bicycle with an adult has faced the same problem: the adult sits in front and blocks everything ahead from the view of the child behind him. *In Grandpa's Back Blocks Everything*, the author describes this sweet-and-sour experience, telling the story of a grandson taken by his grandfather on a bike-ride through the city with great charm. On the one hand, the grandfather's familiar back provides a sense of security and confidence. On the other hand, it hides everything that interests the little child (cats, people, streetlights and roads). The world reveals itself from above, from below and from either side, but the curious child wants to see the complete picture, to see everything. This is an amusing and original story told from the unique point of view of a child. It explores inter-generational relationships and the love and adventure that comprises them.

Nevo Ziv is an author, a playwright and a journalist. *Grandpa's Back Blocks Everything* is part of the school book list in Israeli schools.

Shachar Kobar is an international illustrator and art director who has won numerous awards. His works are published in the US, UK, France, Germany, Australia, South Korea and Israel. His clients include: HarperCollins US, Scholastic Books US, Usborne Publishing UK, Egmont publishing UK, Little Tiger Press UK. Selected awards: Communication Arts Illustration Award of Excellence, 3x3 Magazine Book Show Merit Award, Sydney Taylor Honor Award, iJungle Merit Award.



"Every child will find himself in this book." - Ynet, website

"Shahar Kober's beautiful illustrations bring the child's point of view into life." - City Mouse, culture magazine

"The book is full of love for urban life, for bicycles, and for grandparents." - Haaretz, newspaper

"A stunning book that brings together grandparents and grandchildren, with unique illustrations from the point of view of a child." - TV Channel 10

"A perfect picture book. Nevo Ziv writes as if he has the soul of a child. Lingering over Shahar Kober's wonderful illustrations is a must." - Atara Ofek, children's writer and editor



2017 | 30 pp. | Age 4+ | English translation available | Rights Sold: **Chinese (Complex), Russian, Hebrew**



Aryeh Ben-Naim the 14th
Nevo Ziv
Illustration: Shachar Kobar

A wonderful and captivating children's book that deals a highly important issue occupying the minds of so many children: the need to be like everyone else.

Aryeh Ben-Naim doesn't like his name anymore.

All the kids around him have regular names, and only he has the name of an eighty-year-old grandfather. It isn't a nice feeling.

So his grandfather, whose name is also Aryeh Ben-Naim, takes him on a journey to acquaint him with his roots and all the Aryehs of the family: Aryeh Ben-Naim the ship captain, Aryeh Ben-Naim the boxer, and all the other Aryehs who kept his special name.

Nevo Ziv is an author, a playwright and a journalist. This is his third book.

Shachar Kobar is an international illustrator and art director who has won numerous awards. His works are published in the US, UK, France, Germany, Australia, South Korea and Israel. His clients include: HarperCollins US, Scholastic Books US, Usborne Publishing UK, Egmont publishing UK, Little Tiger Press UK. Selected awards: Communication Arts Illustration Award of Excellence, 3x3 Magazine Book Show Merit Award, Sydney Taylor Honor Award, iJungle Merit Award.



"A wonderful and captivating children's book that deals with a highly important issue occupying the minds of so many children: the need to be like everyone else. My daughter enjoyed the book immensely, loved Aryeh and identified with him. We loved Shachar Kobar's illustrations, which are colorful and dazzling [...] and I am certain that it will continue to accompany us along the way, as it is a book that I find important to read to my daughter." - Noa Holtzer, The Book Parliament

"The book is free-flowing and rhymed, and manages to elegantly tackle subjects such as being different and self-acceptance, as well as the importance of our family lineage. The illustrations by award-winning illustrator Shachar Kobar abound in humor and expression, and this book can easily join the excellent book collection he already boasts". - Maya Maytav, YNET

"The illustrations in the book are full of humor and complement the text wonderfully. It is a joy to read to children and adults alike". - Meira Barnea Goldberg, Mako



2020 | 48 pp. | Ages 3-7 | English translation available | Right sold: **Hebrew**
55,000 copies sold



When We Had Wings | When We Flew Away Tami Shem-Tov

Two volumes of an exceptional humanistic literary work about the world's first democratic orphanage.

***When We Had Wings* won Andersen Honor Citation 2014, Lea Goldberg Prize 2013, Dafdaf prize 2012, Israeli Public Libraries Prize, was chosen for the Israeli Ministry of Education recommended school book list, selected as most beloved book by students for 2014 and 2015, and became a bestseller.**

When We Had Wings is a novel for young readers based on true stories from the world's first democratic orphanage. The institute was founded in Warsaw, Poland, in 1912 by Janusz Korczak, a revolutionary pedagogue, pediatrician and writer who dedicated his life to children and their right to live in dignity. For thirty years, the institute, self-managed by the children, served as a loving home for hundreds. It had a court, a constitution and a newspaper, and provided a self-supporting system. The children enjoyed culture and sports, and all worked as cooks and cleaners. They called it a "Garden of Eden for kids". In the novel, the main character, Janek Wolff, is a street boy and thief who joins the orphanage. As was often the case, life there enabled him to find the strength to become a strong, honest and caring person. The novel ends before the beginning of World War II, as Korczak persuades Janek to leave Poland and save his life. Janusz Korczak was killed by the Nazis after refusing to abandon his children, who were sent to their death in concentration camps.
2012 | 203 pp. | Age 10-14 | English translation available | Rights Sold: **English (World), Japanese, Hebrew**

When We Flew Away continues the plots at the orphanage. It tells the story of Icho. Icho and Rosie couldn't stand each other at Janusz Korczak's orphanage, but now that the whole world was at war, they had to join forces in order to survive. With despair growing all around them, they won't lose hope thanks to the wonderful things they learned from Korczak, the educator who truly understood children. Where will the road take them on their dangerous escape journey from their homeland, and will they realize their dream of meeting their friend Janek on the shores of Tel Aviv?
2020 | 270 pp. | Age 10-14 | English sample | Rights Sold: **Hebrew**

Tami Shem-Tov is an award-winning author. She has written biographies, stories based on true events, and historical novels for children and young adults. Her books have won the Bialik Prize 2014, the Israeli Public Libraries Award 2014, the Prime Minister's Prize 2011, the German Children's Literature Award 2010, the Yad Vashem Prize 2007, and the Ze'ev Prize 2008; 1999. Her books were translated into six languages.



"An exceptional humanistic literary work. Shem-Tov shows how to tell a fascinating and sensitive story in a clear and simple way." - From the judges to the Leah Goldberg Prize for Children and Youth Literature

"Tami Shem-Tov is one of those authors whose writing punches the readers right in the stomach, and they find themselves thanking her for writing them such a wonderful book." - Prof. Miri Ben Baruch





Inventors and Discoverers series
Tami Shem-Tov
Illustration: Alina Gorban

Alexander Graham Bell
Albert Einstein
Sigmund Freud
Marie Curie

The story of great discoveries is the story of the scientists who discovered them. It is the story of the people who did the inconceivable, who saw first what others could not have even imagined. The series *Inventors and Discoverers* exposes children to the greatest scientists in history and their personal lives. It explains how scientists think, what questions they ask, and how they do their research and invent. It describes with clear explanations the scientists' interests and the nature of their experiments, explanations which enable children to understand and appreciate the importance of their achievements.

The stories invite readers to visit a world where people did not know how to fly, had no electricity to illuminate their houses, could not to speak to each other from a distance, and the mysteries of space and human beings, like many other secrets of nature, were not known to them. Children who read these stories will grasp, perhaps for the first time, the nature of scientific work, its implications for human lives, what it demands and what it affords. Illustrator Alina Gorban succeeded in presenting young readers with powerful and adorable figures, and offering them a simple and clear visual expression of scientific facts and processes.

Upcoming books in the series: Louis Pasteur (scientist), Johannes Gutenberg (inventor of the printing press) and other great inventors.

Tami Shem-Tov is an award-winning author. She has written biographies, stories based on true events, and historical novels for children and young adults. Her books have won the Andersen Honor Citation (2014), the Bialik Prize (2014), the Israeli Public Libraries Award (2014), the Lea Goldberg Prize (2013), the DafDaf Prize (2012), the Prime Minister's Prize (2011), the German Children's Literature Award (2010), the Yad Vashem Prize (2007), and the Ze'ev Prize for Children's Literature (1999, 2008). Her books were translated into six languages.

Alina Gorban is an illustrator. She has designed and illustrated children's books, as well as weekend newspaper comic columns and posters.



"Captivating, wonderfully written and most of all exciting.... beautiful books." - Mor Assael, Laisha, magazine



2016-2020 | Age 6+ | 48 pp. | English translation available | Rights Sold: **Hebrew (all volumes), Chinese (Simplified and Complex - Albert Einstein)**

THE MOST BORING BOOK IN THE WORLD

The Most Boring Book in The World Nana Ariel

"You get ideas from daydreaming. You get ideas from being bored", Neil Gaiman

"Boredom allows one to indulge in curiosity", Steve Jobs

The Most Boring Book In The World delves into one of children's (and adults') most interesting emotions: boredom. Staring, wondering, yawning, restlessly searching after something to do, resting, falling asleep. What happens to us when we get bored? Do we allow ourselves to be bored? And what happens

when the grudge against boredom turns into a creative search and discovery of the unexpected?

This is a book without pictures or conversations, only words and abstract shapes; a book that trusts the imagination, humor and curiosity of children. It doesn't ask readers to get carried away in a plot, but rather to constantly remember that they are reading a book: touching it, getting a closer look, looking at the margins, coming back to center, and imagining what is absent.

This is, perhaps, the book Alice's sister was reading – a book without any colorful and exciting adventures. But it was only through boredom that Wonderland opened up to her.

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, "and what is the use of a book," thought Alice, "without pictures or conversations?"

Alice in Wonderland

Dr. Nana Ariel is a writer, researcher and lecturer. She teaches rhetoric at Tel Aviv University and is a guest lecturer at Harvard University in the US.



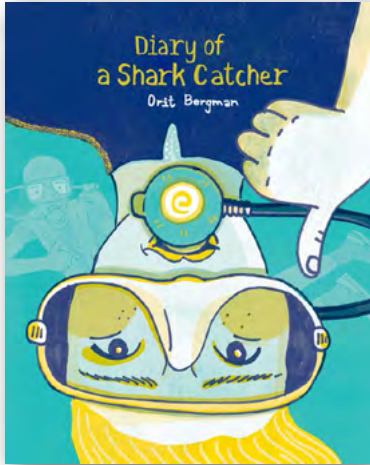
"*The Most Boring Book in the World*, which assumes that boredom can be a blessing, couldn't have appeared at a better time. This book, with a few words and shapes and no pictures or conversations, relies on the intelligence, humor and creativity of children. It is a wonderful response to the scene from Lewis Carroll's *Alice in Wonderland*." - Karmit Sapir Witz, Ma'arive

"The book actually says: 'embrace boredom'[...] It's a book without pictures or conversations that will blow your mind!" - Yuval Avivi and Maya Sela, Kan Tarbut

"It's the funniest book I've ever held. I found myself during the week just staring at it, and I'm not used to staring at books. You go into some kind of trance while reading it" - "Kids are amazed by this book. First they roll with laughter at the title and then they relax and start to figure it out. The book's grand Finale is wonderful and the writer should be congratulated if only for that" - This is Also Culture, Goel Pinto, Kan Tarbut



2020 | age 4+ | 60 pp. | English translation Available | Rights Sold: **Hebrew**



Diary of a Shark Catcher Orit Bergman

Stunning Interplay between text and illustrations.

- **2014 Israel Museum Award** for Illustration
- **2013 Dafdaf Prize** for extraordinary writing and illustration
- **2013 HaPinkas Medal** for exceptional illustration and design
- Israel's guest of honor at the **2014 Bologna Children Book Fair**
- Recommended for **school curriculums** by the **Israeli Ministry of Education**

Diary of a Shark Catcher is not just another diary for young readers. Through skilled and touching writing, it renders the internal world of a teenage girl, Gal, who runs away from her home in Jerusalem, aiming to solve the riddle of her father's disappearance. The story follows one pivotal and eventful summer in the life of Gal, who joins the scuba crew at the Underwater Observatory in the southern city of Eilat, where her father once worked and was last seen. As the only girl in the crew, she struggles to be accepted as an equal. Gal learns about the strange and wondrous world that lies underwater, befriends marine creatures and dives into the depths to capture sharks for the Observatory. Step by step, she uncovers the details of her father's story. The revelations will leave her frustrated and upset - but will also lead her to new insights that will change her life.

Orit Bergman writes and illustrates children's books, and teaches illustration at the prestigious Bezalel Academy of Arts & Design, Jerusalem. Her books are sold in France, China and Israel, and she frequently contributes illustrations to newspapers, magazines, advertisement campaigns, and exhibitions. Her work has won her many prizes and awards.



"The book's design is what enables all the details – text and illustrations – to come together into one tight and homogenous unit... a book of diversity and surprise." - Na'ama Tobias, HaPinkas, journal of children lit.

"The characters Bergman has created are well formed, the story is absorbing, and all of its parts converge to a successful and coherent end... the illustrations are as meaningful as the text in conveying the narrative." - Yotam Schwimmer, YNET, e-newspaper

"A gorgeous graphic novel. To me, this is a book for all ages." - Tal Goldstein, Megaphone, e-newspaper



2021 (first pub. 2013) | 141 pp. | Age 9-14 | English translation available | Rights Sold: **Chinese (Simplified), Hebrew**



The Magical Letter Elinor Milchan

A magical story based on the idea of "pay-it-forward"!

Time Out selection for Best 10 Children's Books at the 2018 Book Fair: "an innocent and joyful book."

As he discovers writing, Nitai decides to write a letter to his mother. His words are passed on from one person to another and magically touch them in a very meaningful way. The story is told from a unique point of view – that of the letter - and thus follows the letter's journey from one person to the next, intensifying the magical qualities of the story. The Magical Letter is a book for anyone who has ever had something to say, but never dared say it out loud. A story that inspires children to believe in the power of their own words, their importance and the impact they can have on others. Its powerful message will continue to emanate long after they have put it down.

This book is an open-ended invitation for teachers and parents to empower their children to express themselves and write their own letters. To communicate what is on their mind as well as in their hearts, knowing that whatever they write will be taken wholeheartedly and with rippling effects.



"A magical Book that touches the heart of children as well as adults... The book itself is a work of art that one cannot ignore." - Tamar Perlshtein, Makor Rishon, weekly newspaper

"A book that reflects on the power and beauty of kind words." - Sarit Flain, writer and teacher



2018 | 42 pp. | Age 5+ | English & French translation available | Rights Sold: **Hebrew**
62,000 copies sold



Greenlandic Tales

Henry Rink
Illustration: Oriane Shavit

Greenlandic Tales includes four stories drawn from the oral tradition of the Inuit of Greenland. These stories are hundreds of years old, and are rich in magic and enchantment. Each story reflects different facets of Inuit beliefs, values, traditions and ways of life as hunter-gatherers in the unique arctic environment. A brief introduction provides background on Inuit culture, and an illustrated dictionary explains terms that appear in the stories and their context within Inuit culture. The illustrations that accompany the stories, drawn by Oriane Shavit, are based on her research of visual aspects of Greenlandic Inuit culture, from clothing and hairstyles to instruments and art, as well as on the natural landscapes and animals found in the Greenlandic arctic.

The stories in this collection were first published in the nineteenth century by **Henry Rink**, in his book *Tales and Traditions of the Eskimo*. Rink, a Dane who lived in Greenland for many years, collected and translated these stories, first to Danish and later to English. His book is considered to be the first publication of Inuit tales. From among the approximately 150 stories found in Rink's collection, we selected four that would be suitable for children without any revision or alternation.



"Here is a wonderful reminder of the powerful magic of a faraway culture [...] This small and gentle book, magnificently crafted and designed, allows one to quietly dive into the frozen Inuit sea."
- Avivit Mishmari, Writing Erasing

"These stories are presented in a way that is faithful to their source, and there is much to be learned from them about the culture, rhythm, art and way of life of the Inuit." - Shira Elgazi, Sustainable Motherhood



2018 | Age 8+ | 72 pp. | English translation available | Rights Sold: **Hebrew**



Designing the Mind

Engineering Our Behavior and Feelings in the Digital World

Liraz Margalit

What do we know about the thin metal device that has been attached to us as if it was one of our own organs? Do we play with it, or does it play with us? In this book Dr. Liraz Margalit reveals what we do not know about it, or – more precisely – what Tech Giants do not want us to know about the smartphone and the hidden operations done by application developers, whose ultimate goal is clearly to trap us in it for their own

benefit. While most of us believe that we live in a world of endless options and free self-decisions, our choices are channeled by forces outside ourselves. Not only are our choices of what to eat, what to drink, which restaurant to choose or which vacation to book, are not spontaneously made in our consciousness, but neither are our cardinal life choices and decisions, such as our mate, profession, pension plan, financial investment tracks, and so forth.

The book's claim is that tech companies today have reached a point in history where they became most effective in controlling human brains. It surfaces the multitude manipulations and complex techniques of taking control over our consciousness. The author presents theoretical and research-based principles and explains the psychology behind the technology in clear language to a general readership; and, on the other hand, analyzes the user behavior and describes the elements that activate the brain's pleasure centers, sometimes to the point of acute addiction. The author also uncovers how certain popular apps and social networks are designed to trigger the users' most basic emotions to a point of total psychological dependence on them.

In *Designing the Mind* - written by someone who used to operate behind the scenes, working for the most influential companies in the world, advising them as to how to manipulate users – the author sharply points out the heavy price digital development exacts, particularly the emotional price, and openly criticizes this world where she was an active player previously.

Dr. Liraz Margalit is a social psychologist with a PhD. in psychology who specializes in game theory and behavioral economics. She lectures at the prestigious Herzliya Interdisciplinary Center, is a frequent media interviewee, and writes a popular column titled "Behind Online Behavior" in Psychology Today as well as another column in the business magazine CMSWire, which has twice awarded her "Writer of the Year," in 2017 and 2020.



"A groundbreaking book. It is an up-to-date and fascinating guide to the digital world [...] a wake-up call for anyone with a smartphone [...] as Dr. Margalit shows, in this world we are not the customers but the goods."
- Prof. Yoram Yovel, psychoanalyst, psychiatrist and brain researcher



2021 | 304 pp. | Hebrew, English sample | Rights Sold: **Chinese, Hebrew**



Reinventing Parenting Can we Raise our Kids to be Creative? Eyal Doron

It seems like every one of us parents is troubled by one concern: How to prepare our children for a world that is so uncertain and unpredictable.

The world has changed, it's about time our parenting changed along with it. Forget everything you read and heard about the "right" way of parenting.

There is a new model of parenting that invites us to discover our creativity & innovativeness and enable our children to dare & imagine.

Reinventing Parenting invites us to become the parents our children need us to be: Creative parents who inspire their children to be curious & resourceful. It deals with the most crucial topics, such as:

- Help your child develop their own vision in life
- Undermine rigid assumptions about what it means to be a "good" parent
- Stop fearing screen time and video games and turn them into a window of opportunity
- Bring the work problem-solving version of yourself into your home and family life
- What can we learn from the world's leading YouTubers
- Go from rule-based parenting to value-based parenting
- Don't be afraid to go against the tide - your gut instincts are still your children's greatest asset
- Turn your parenting into an enjoyable and guilt-free zone

Dr. Eyal Doron is a researcher, best-selling author, and corporate lecturer with expertise in developing creative thinking, creative strategy, and leadership. He is the Head of the Interdisciplinary Division of Psychology and Philosophy at the School of Psychology and Head of "Creativity in Action" Executive Program, at the IDC Herzliya. Dr. Doron has also developed the SEISEI method for enhancing creativity, recently announced as one of the 100 most innovative and inspiring educational methods in the world by "HundrED", in Helsinki, Finland.

Dr. Doron is a TED speaker, one of the most popular lecturers in Israel and a key-note speaker in conferences about the future of education, the workforce in the 21st century, and creative management. He is also a permanent guest in the local media and a leading public figure in the fields of creativity and innovation. He has created and presented several popular television shows on parenting & education in the 21st century for Israel's leading television channels.



"Enticing in style, provocative, and even amusing, this book is a timely reflection on how to move from the Prussian-Industrial model of education based on authority and control to the one where children own their learning process."

- Isaac Getz, Leadership Professor, ESCP Business School, author of *Freedom, Inc.* and *Leadership without Ego*

"Eyal Doron's prescription for the education of today is essential if we're to be prepared for the world of tomorrow. A must read for parents, teachers and all those concerned with the future of our global village." - Tal Ben-Shahar, Best-selling author of *Being Happy: You Don't Have to Be Perfect to Lead a Richer, Happier Life*



2019 | 202pp. | Hebrew, English | Rights Sold: **Chinese (Simplified), Chinese (Complex), Polish, Hebrew**



Naharin

Notes and conversations on his work

Gaby Aldor

Photo: Gadi Dagon

The first book about the groundbreaking and celebrated world of Israeli dancer Ohad Naharin!

Conversations with Ohad Naharin are intriguing and challenging. For years, Gaby Aldor has been following Naharin – choreographer, artist and artistic director of the BatSheva Dance Company – his work, his journeys with his company, and his development as a fascinating artist. Today, he is considered one of the most important dance artists in the world. He is the developer of GAGA – a movement language intended for both dancers and non-dancers, and his works are internationally renowned, quoted and appreciated. For his achievements, Naharin has been awarded the Israel Prize, the Emet Prize, the Bessie Prize in the US, and the French Legion of Honor, amongst others.

Gaby Aldor is a writer and editor of dance books, as well as a leading consultant, an expert of the Israeli dance scene with vast knowledge in the field.

The book includes photographs by photographer Gadi Dagon, who has been documenting Naharin and his work throughout the years.



"Surprisingly enough, this is the first book ever to deal with Ohad Naharin's work, the man who not only completely changed the landscape of Israeli dance, but is also considered one of the leading choreographers in the world... The book, like the image on the inner cover, refuses definitions, dotted with subtle humor... This book tries to do the unthinkable – to create words to dance to. There is something poetic and lyrical, observant, feathery in its touch, leaving breathing space for the readers." - Merav Yudelevich, Habama, website

"Aldor writes from the heart, with a sincerity and warmth that manage to bring the reader in while also challenging the theoretical dimensions of the book. Her style may seem impressionistic, but it suits her enigmatic subject and the mystery shrouding Naharin's works, which demand a sort of an endless search in the dark." - Elad Smorzik, Haaretz, newspaper



2017 | 318 pp. includes color pics | English sample | Rights Sold: **Polish, Hebrew**



Maqluba

Upside Down Love

Sari Bashi

- **2021 the Minister of Culture Prize for the best first book publication**

A powerful, sweeping, and intriguing love story between a man and a woman that the law has "brought together", but in the reality in which they live their love has been outlawed - and this law they have decided to break.

A compelling story rooted in the scene of the turbulent conflict between Israel and Palestine, which exposes its deep existential difficulties and ugly facets.

Authentic and unique voices tell the true story of Sari (the author) and Osama (who also brings his voice, but for security reasons stays in the shadow).

Maqluba is a love story, told in two voices, between Osama, a Palestinian professor who is trapped in the West Bank city of Ramallah and Sari, an Israeli-American lawyer and ultra-marathon runner, who represents him before the Israeli authorities, as he seeks to travel between Ramallah and the outside world.

Osama was born in Gaza and moved to the city of Ramallah 25 years ago. He is trapped in Ramallah, because the Israeli authorities deny his right to live in Ramallah and therefore will not allow him to return to home, should he leave the city. He longs to travel to conferences and to visit his mother, the sea, and the remnants of his childhood in the Jabalia Refugee Camp in the Gaza Strip.

Sari is an American-born human rights lawyer whose passion for freedom of movement leads her to cross the scarred and beautiful landscape of the West Bank and to take on the Israeli military authorities in court battles on behalf of Osama and others subject to travel restrictions.

The book reflects their attempt to find their place in Israeli society and Palestinian society and to find their way back to each other. Through Osama, Sari begins to learn Arabic, the mother tongue that her father cast aside after fleeing Iraq as a child. Through Sari, Osama gets a different view of the Israel he once knew, as a laborer on Israeli construction sites and a prisoner in Israeli military jails. The characters' attempt to maintain their relationship in nearly impossible circumstances exposes readers to the intimacy, alienation and domination that the half-century long military occupation of Palestine has created between Palestinians and Israelis.

Sari Bashi is a lawyer, consultant, writer and researcher, with expertise in international humanitarian law and human rights law, the Israeli-Palestinian conflict, the Palestinian economy and human rights movements around the world. She lectures in Israel and abroad, writes opinion articles, frequently interview in the media and writes a blog in Hebrew and English under a pen name in Haaretz daily newspaper. Sari is a long-distance runner and holds the Israeli record for women of 216 km ultra-marathon in 2012.

2021 | 317 pp. | English translation available | Rights Sold: **Hebrew**



Vicky Victoria Gai Ad

- **Shortlisted for the prestigious Sapir Prize 2021**

One day Vicky Manila leaves her parent's home and moves to Tel Aviv with her young son. Her presence incites souls and causes people to devote themselves to their emotions, a task which they usually prefer to avoid. But, the moment has come when it is impossible to hover above the puddles of pain; life defies this. For over 52 days in Tel Aviv, which is portrayed as the city of refuge, the plot intermingles and tells an extraordinary and universal story about human relations and self-deception.

Gai Ad is an Israeli prominent writer, known for her particular language and her unique way of building and shaping characters. She won The Israeli Prime minister prize for her first novel *7 Harimon Street*, longlisted for Sapir Prize 2013 for her second novel *The Gauchmans*, and shortlisted for Sapir Prize 2021 for her recent novel *Vicky Victoria*.



"*Vicky Victoria* is a story that deals with the daily magic of life, which is far from perfect or even whole. Ad knows how to lay all the puzzle-pieces of life one next to the other. She creates a fascinating and captivating picture with her heroes, who are all just simple people, each with his or her shortcomings. For all your lovers of realism and original literature, do yourself a favor and linger in a book store to look for this novel. You will thank me for it." - Orit Harel, Talking Critiques

"Ad understands people and observes them well both from the inside and out. One of her heroes believes: 'everyone has just one story to tell', but she proves, almost as in Robert Altman's exemplary movie *Short Cuts*, that even one such story can be told as if it were a thousand different ones. Each story is a priceless pearl in an attractive chain." - Yaron Fried, Ma'ariv

"*Vicky Victoria* is a sensitive, benevolent novel that serves as a microcosm of the world." - Rachel Faran, Books to be Read



2020 | 219 pp. | English sample available | Rights Sold: **Hebrew**



Protect the Song Bird

Poetic Testimony of Afghan Women

Tsila Zan-Bar Tsur

"Who sold you?"
 "Who could sell me? My father sold me.
 Not whole,
 In bits and pieces he sold me.
 My heart, my liver, my eyes,
 My mouth, my braids of black,
 Not for a high price. And
 My cunt he sold for
 Two sacks of ginger.
 No. I don't have children.
 I have no organs of my own
 I'm fixed.
 Will you be my daughter?"

Protect the Song Bird is a poignant testimony of Afghan women. It brings strong voices of suppressed women through authentic colors, tastes, spices and exotic fragrance of the Afghan intriguing culture. It expresses the cry froze in their throats for generations strongly and openly. They tell about their cruel destiny since childhood when they were forced to marry and leave their father's house at the age of 11-12; They describe the act of rape at the wedding night of 12 years old girls and their helplessness; and they reveal their subversive abilities to study under suppressive regime. It is painfully told and read, but no work tells it in such refine colors, pleasurable beauty, alongside deep sensitivity toward life next to nature, growing out of attentiveness to its inner beats.

The author herself is the child of Afghan Jews, and her poems are strongly influenced by her work as a researcher, by testimonies of her grandmother, her female family members and Afghan refugees women, some of whom were resistance poetesses belonging to the "Golden Needle" group – a code name for poetesses and female authors who founded a sewing school in which they were active in the underground during the rule of the Taliban in the period it was forbidden for women to leave the house or to study. They put sewing kits in their schoolbags, threads and fabrics, and under them they hid books of poetry, literary criticism and prose.

Dr. Tsila Zan-Bar Tsur researches the folklore of Afghan women and lectures in academia on folklore, gender and art in society. She has written books of prose and poetry and officiates at life-passage rituals for women in the spirit of the wisdom of Afghan women.



"This meeting, between the gentle poetry of women, based on restraint and wisdom, and systematic male violence, grants the book exceptional strength." – Eli Hirsh, Yediot Achronot, daily newspaper



2022 | 162 pp. | 62 Poems | English Sample | Rights Sold: **Hebrew**