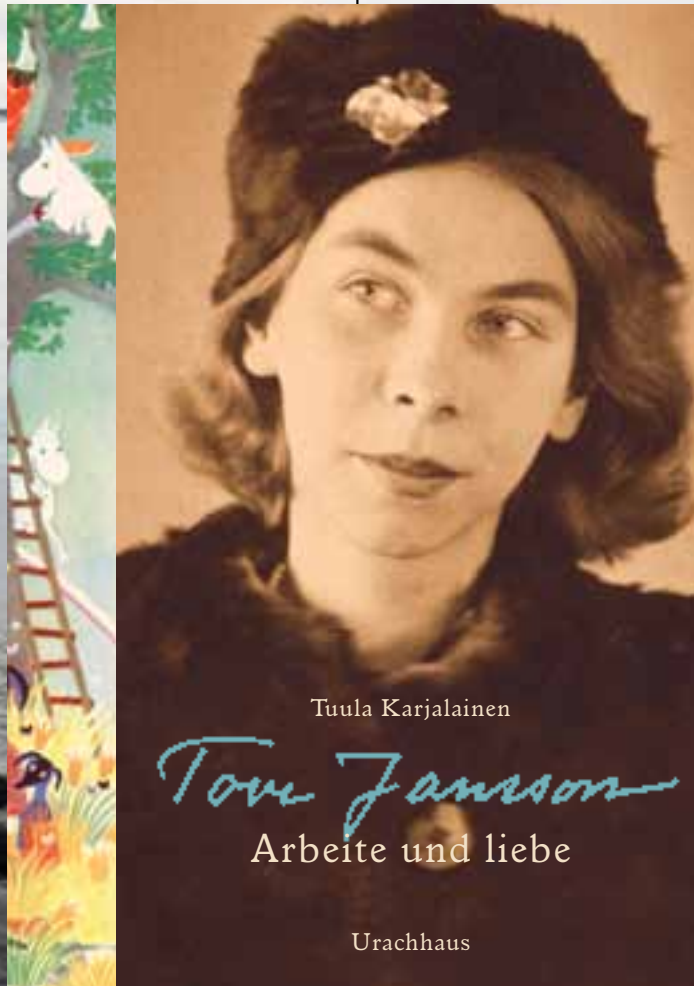


# ELINA AHLBACK LITERARY AGENCY

SPRING 2014 RIGHTS GUIDE  
NONFICTION



*Rights sold in 10 languages!*



## TUULA KARJALAINEN

Dr. Tuula Karjalainen (b. 1942) is a Finnish art historian and nonfiction writer who has worked, for example, as director of the Helsinki Art Museum and the Museum of Contemporary Art Kiasma in Helsinki. As the author of Tove Jansson's biography, Tuula Karjalainen has become an expert not only in Jansson's body of work but also in her several decades of personal correspondence and journals. The book has been awarded the 2014 Lauri Jäntti Prize, given annually to the author of an outstanding work of Finnish nonfiction, and been named one of 2013's most beautiful books by the Finnish Book Art Committee.

*Rights sold in 10 languages!*

*"All things are so very uncertain, and that's exactly what makes me feel reassured."*

- TOVE JANSSON,  
MOONINLAND MIDWINTER

Tove Jansson (1914–2001) led a long, colourful and productive life, contributing significantly to the political, social and cultural history of 20th century Finland.

© Moomin Characters



Photo © Tammi

“

*Karjalainen successfully analyzes [Tove Jansson's] artistic output within the framework of her private life and the trends of the era. At the same time she deepens the character of this grand Finnish cultural personality: known for her Moomin books and comics, Jansson was also a fierce participant in societal conversation through her work...this new biography is a stylish introduction to Tove Jansson's 100th anniversary year.*

- LAURI JÄNTTI PRIZE JURY

*One of the most beautiful Finnish books of the year!  
(The Finnish Book Art Committee)*



© Tammi 2013

### THE LIFE AND ART OF TOVE JANSSON

*(Tove Jansson – Tee työtä ja rakasta, Tammi 2013, 300 pp.)*

TOVE JANSSON IS world-famous for her books about Moominvalley and its residents, books that have been turned into comic strips, plays, movies, television series and even an opera. An industry has sprouted up around the world of the Moomins, and millions of children have grown up with the creatures of Moominvalley. Jansson was born during World War II, and the Moomins were

a way for her to take refuge in her imagination from the negativity surrounding her. She created a world that still brings comfort and shelter, but also excitement, to her readers. Moomin books have been translated into 43 languages.

“

*Tuula Karjalainen's biography of Tove Jansson resists the simple formula. Sure, the Moomins play a large role in the book, as they did in Jansson's life, but they never seem to be dominating it. Even after their success, Jansson continued to try perfecting her artistic expression, both as a visual artist and a writer.*

- SVENSKA DAGBLADET NEWSPAPER, SWEDEN

Jansson was one of Finland's best-known artists. She was versatile in her work as painter, author, illustrator, caricaturist, scriptwriter and lyricist, among other things. All of these art forms are encompassed by this new biography marking the 100<sup>th</sup> anniversary of Jansson's birth in 2014.

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### RIGHTS SOLD

THE LIFE AND ART OF TOVE JANSSON

Original publisher: FINLAND, Tammi (Finnish)

WORLD ENGLISH, Penguin  
CHINA, Shanghai Cai Qin Ren Culture Diffusion  
ESTONIA, Varrak  
FINLAND, Schildts & Söderströms (Swedish)  
GERMANY, Urachhaus  
JAPAN, Kawade Shobo Shinsha  
NORWAY, Heinesen  
RUSSIA, Ast  
SWEDEN, Norstedts

#### FORMAT

300 PAGES, 170 X 240 MM  
FOUR-COLOUR ILLUSTRATIONS,  
ABOUT 150 PICTURES

#### READING MATERIAL

SWEDISH EDITION  
ENGLISH SAMPLE  
GERMAN SAMPLE  
FINNISH EDITION



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FINLAND. COOL.  
FRANKFURT BOOK FAIR.  
GUEST OF HONOUR 2014.

*Award-winning journalist covers the former Soviet Union.*

## ANNA-LENA LAURÉN

Anna-Lena Laurén (b. 1976) is well-known for her personal approach and commitment in her writing. She writes in Swedish, and is immersed in issues surrounding Russia and the former Soviet Union. Lauren was given the Finland-Swedish journalist award, the Topelius Prize, in 2002, and the State Journalist Award in 2010 for news reporting. She was also one of three nominees for Journalist of the Year in the 2014 Suuri journalistipalkinto ("Great Journalism Prize") awards, established by Bonnier. Her works have been translated into Finnish, Russian, Norwegian and Ukrainian.

How has revolution changed Ukraine, Georgia and Kyrgyzstan?



### THE UNKNOWN PRICE OF FREEDOM

(*Frihetens pris är okänt, Schildts & Söderströms 2013, 213 pp.*)

ANALYSIS THAT HELPS SHED LIGHT ON THE SOCIETY FROM WHICH UKRAINE'S RECENT POLITICAL EVENTS SPRANG. Three former Soviet states - Ukraine, Georgia and Kyrgyzstan - embarked on a road towards democracy and freedom in the so-called Revolution of Roses, Orange Revolution and Tulip Revolution in 2003, 2004 and 2005. What has happened in the decade after these revolutions began? Anna-Lena Laurén has travelled around each country for several years in order to understand their problems, challenges, and advancements that have taken place. She has spoken with residents of Georgia's most remote mountain villages, miners in Donetsk and intellectuals in Bishkek. Her book depicts ethnic conflicts, corruption and poverty, but also resilience in harsh and unjust environments.



### SINCE I CAME TO MOSCOW

(*Sedan jag kom till Moskva, Schildts & Söderströms 2010, 154 pp.*)

LAURÉN DESCRIBES her life in Moscow as a foreign correspondent and a single young woman. She has a good job and many friends, and yet she describes a feeling of loneliness and emptiness that seemingly cannot be filled. With bravery and frankness she narrates her life, the people she meets, the social life of a pulsating metropolis, and her relationship with her parents and relatives back home in Finland.



Photo © Gena Portin

“*Laurén illuminates the political reality, economy and culture of Russia and its neighbours with style and expertise. As a writer she moves from small everyday observations to larger questions of her time. She narrates various events with an eye for detail, without sugar-coating or moralizing, and leaves it up to the reader to draw a conclusion....she is interested in people and cares about them, keeping a journalist's cynicism at bay.*

- SUOMEN KUVALEHTI JOURNALISM PRIZE JURY

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#### THE UNKNOWN PRICE OF FREEDOM

Original publisher: FINLAND, Schildts & Söderströms  
UKRAINE, Piramida

READING MATERIAL  
THE UNKNOWN PRICE OF FREEDOM  
SWEDISH EDITION, FINNISH EDITION  
ENGLISH SAMPLE

#### ALSO BY ANNA-LENA LAURÉN

*In the Mountains There Are No Masters (I bergen finns inga herrar, Schildts & Söderströms 2009)*  
*They're Not All There, Those Russians (De är inte kloka, de där ryssarna, Schildts & Söderströms 2008)*

*More than 75,000 copies sold!*

## KARI NARS



Photo © Niina Luoma

“*The book has credentials to entertain. This seems to have been Nars's intention... - [The book...] is an ABC on how to be smart when someone offers an easy way to get rich.*

- VALOR ECONÓMICO, BRAZIL

Dr. Kari Nars has had a long and distinguished career in various high banking positions in London, Washington and Paris, and as director of Finland's central bank and Ministry of Finance. He has published several books, and was chief editor and main writer of *Excellence in Debt Management* by Euromoney Books in London. His works include *Raha ja onni (Money and Happiness, Tammi 2006)* and his worldwide bestseller, *Swindling Billions (Kuinka miljoonia huijataan, Tammi 2009)*. The book is in its 6th edition in Finland.

A colourful history of the world's great money fraudsters and unscrupulous swindles.

*Rights sold in 7 languages!*

INTERNATIONAL BESTSELLER!

### SWINDLING BILLIONS

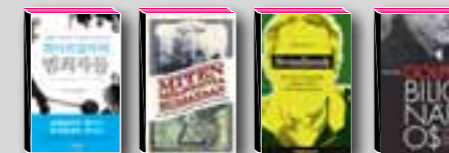
(*Miten miljoonia huijataan, Tammi 2009, 216 pp.*)

THROUGHOUT HISTORY, financial crooks have swindled billions from their gullible victims, and in recent years these sophisticated crimes seem to have spread like wildfire. Bernard Madoff's incredible 65-billion-dollar pyramid ruined thousands of Americans, including millionaire businessmen, Hollywood stars and cancer charities. Madoff is the symbol of the world's recent economic turmoil and the Criminal of the Century.



UK EDITION

IN SWINDLING BILLIONS, Nars examines ten of the world's most distinctive financial swindles. He reviews the nature and working methods of some of the great money fraudsters in history: what kinds of people were they, how did their thought processes work, how did they succeed in cheating thousands of wealthy people, and what kinds of people are most likely to fall victim to such scams? And do the culprits ever regret their nasty deeds?



SOUTH KOREA FINLAND HUNGARY BRAZIL

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Original publisher: FINLAND, Tammi  
WORLD ENGLISH, Marshall Cavendish  
BRAZIL / WORLD PORTUGUESE, Editora Gutenberg Ltda  
CHINESE (SIMPLIFIED), Law Press China  
GERMANY, Wiley-VCH,  
HUNGARY, HVG  
KOREA, Hanbit Biz  
ROMANIA, Hardcover & Paperback

READING MATERIAL  
ENGLISH EDITION  
GERMAN EDITION  
FINNISH EDITION

“*Rich booming economies are a hunting ground for conmen,' says Nars, with the same mixture of sadness and schadenfreude that permeates his book. But he also observes... that it's in downturns that fraudulent behaviour comes to light.*

- INDEPENDENT, IRELAND

FINLAND. COOL.  
FRANKFURT BOOK FAIR.  
GUEST OF HONOUR 2014.

## ROVIO VISIONS

## Read now what will be discussed tomorrow.

The brand new non-fiction book series *Rovio Visions* presents the reader with thought-provoking visions of today and tomorrow. The books in the series identify fresh, globally interesting topics and ideas, and bring them close to the reader. Who are the modern visionaries and how would the world change if we followed their view? Rovio Entertainment is a company known for doing things in a different way – now it's time to meet other pioneers.

### What really happened when Angry Birds shot to fame?

**FORMAT**  
CA. 200 PAGES  
180 X 200 MM.  
PDFS READY: 30.4.2014

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FINLAND

**READING MATERIAL**  
ENGLISH TEXT



#### PASCAL CLARYSSE **DISRUPTIVE MARKETING**

THIS STORY IS NOT JUST A STORY – IT'S A ROLLERCOASTER RIDE. THE DEFINITIVE ANALYSIS GOES THROUGH THE MARKETING AND BUSINESS DECISIONS THAT HELPED TO MAKE ANGRY BIRDS A SUPER BRAND.

In the beginning there was a small almost bankrupted game studio. What happened next is entertainment history. But what were the steps the Finland-based company Rovio decided to take when they first realized they might have a hit on their hands? How did they manage to play their cards so well? *Disruptive Marketing* tells the astonishing story of Angry Birds becoming an icon and a new kind of franchise for the 21<sup>st</sup> century. Pascal Clarysse gives the reader an in-depth analysis of the decisions behind the success. Through revealing insider interviews the book will dissect the key breakthrough moments of this build-up in a way that is memorable, fun – and pretty unbelievable.

PASCAL CLARYSSE is a writer and an economist with a strong background in start-up entrepreneurship and 15 years of experience in marketing, public relations and business development.



Photo © Suzanne Su



**FORMAT**  
200 PAGES  
180 X 200 MM.  
PDFS READY

**RIGHTS SOLD**  
FINLAND

**READING MATERIAL**  
ENGLISH TEXT

It's time to start a learning revolution.



**FORMAT** CA. 160 PAGES  
180 X 200 MM.  
PDFS READY: 30.4.2014

**READING MATERIAL**  
ENGLISH TEXT

“

*Women are consumers of all this technology, but you don't have women building it – why not?*

– ALICIA LIU, SOFTWARE ENGINEER, INTERVIEWED IN FUTUREMAKERS

#### LAURI JÄRVILEHTO **LEARNING AS FUN**

WHAT IF LEARNING WAS FUN? AND WHAT IF THERE WERE QUITE SIMPLE WAYS THROUGH WHICH LEARNING OUTCOMES COULD BE IMPROVED ALL OVER THE WORLD?

This fascinating book demonstrates how fun and play are, in fact, at the center of effective learning. Drawing from the fields of motivational and positive psychology, neuroscience and the philosophy of the mind, *Learning as Fun* shows that engagement, intrinsic motivation and flow are the key factors in creating durable learning experiences, specifically in acquiring new skills, knowledge and understanding. Which way should our understanding of learning move to in order to make learning fun and effective for everyone from 1 to 101?

LAURI JÄRVILEHTO, PhD, is the founder of the Academy of Philosophy in Helsinki, a research and education company that makes academic research intelligible for the general public. He has published two bestselling books popularizing research in the philosophy of the mind and motivational psychology.



Photo © Pertti Niemen

#### TUUTI PIIPPO **FUTUREMAKERS**

STORIES AND INSIGHTS OF PIONEERING GIRLS IN TECHNOLOGY  
HAVE YOU ALWAYS DREAMED OF WORKING IN TECH? THEN THIS BOOK IS FOR YOU. HAVE YOU ALWAYS HATED EVEN THE IDEA OF WORKING IN TECH? THEN THIS BOOK IS FOR YOU.

The question seems to be on everyone's lips: Why are there still so few women coding or working in the technology field? *Futuremakers* sets out to inspire girls both under and over 20 who are thinking about what to study and where to find their own path in life. Through insightful interviews with girl geeks who have created fun and fascinating things by using technology, *Futuremakers* paints a picture of a world where the technology we use every day is as much designed and built by women as it is by men. After meeting all these ladies, you realize that day may come sooner than you'd expect.

TUUTI PIIPPO is a Silicon Valley based author and journalist with several years of experience in telling stories with tools like writing, video interviews, photography and magazine design. Her first book *Kan-tapään kautta* (*Learn from Mistakes*) was published in Finland in 2012.



Photo © Timo Herrtu