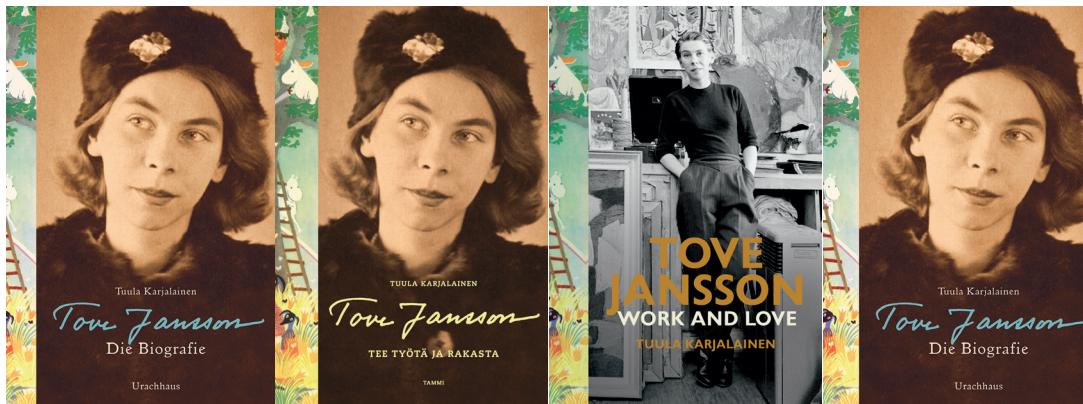


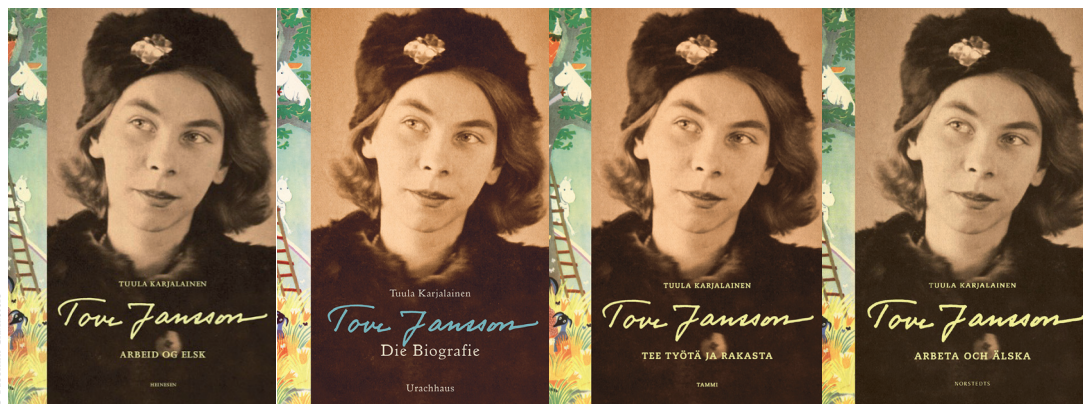
# ELINA AHLBACK LITERARY AGENCY



FRANKFURT 2014

## RIGHTS GUIDE

NONFICTION



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

2014 marks the 100th anniversary of Tove Jansson, the creator of the Moomins.

**THE NEW AND DEFINITIVE TOVE JANSSON BIOGRAPHY!**

## TUULA KARJALAINEN

Dr. Tuula Karjalainen (b. 1942) is a Finnish art historian and nonfiction writer who has worked 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.

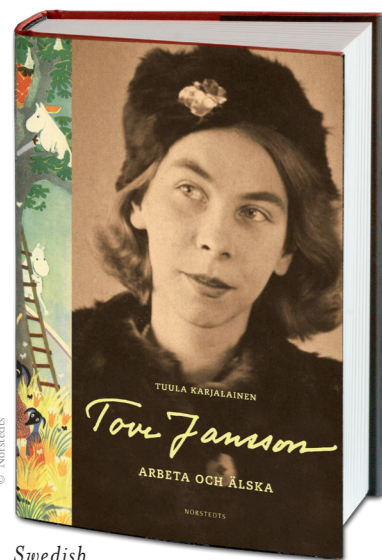


Photo © Tammi

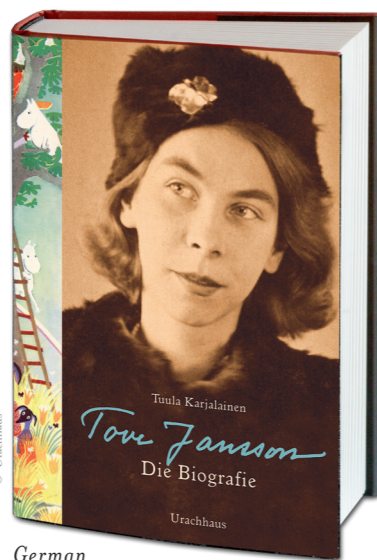
**TOVE JANSSON (1914-2001) LED A LONG, COLOURFUL AND PRODUCTIVE LIFE, CONTRIBUTING TO THE POLITICAL, SOCIAL AND CULTURAL HISTORY OF FINLAND**

**RIGHTS SOLD IN 10 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



Swedish



German



Norwegian

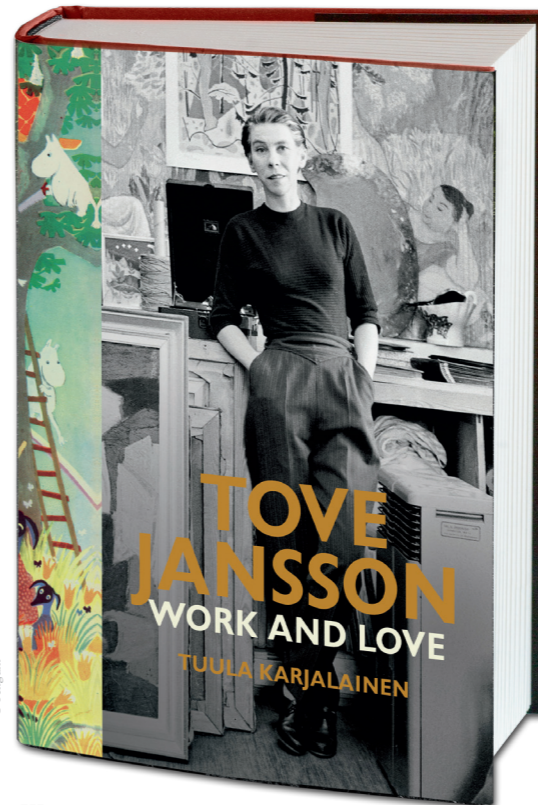
**WORLD ENGLISH PUBLICATION IN NOVEMBER 2014 BY PENGUIN!**

## TOVE JANSSON: WORK AND LOVE: A BIOGRAPHY

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

TOVE JANSSON IS world-famous for her books about Moominvalley and its residents. These warm and psychologically astute tales have been adapted into plays, movies, television series, an opera and even a theme park. An industry has sprouted up around the world of the Moomins, and millions of children have grown up with the creatures of Moominvalley. The books have been translated into 43 languages. However, the Moomins were just one element in the career of Jansson, who created a myriad works as an author, painter, illustrator, caricaturist, scriptwriter and lyricist, among other things. All of these art forms are encompassed in this biography marking the 100th anniversary of Jansson's birth in 2014.

**TENS OF THOUSANDS OF COPIES SOLD IN FINLAND AND SWEDEN!**



UK



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*“Karjalainen analyzes [Tove Jansson’s] artistic output within the framework of her private life and the trends of the era. She also 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

*“Reading this well-informed, enthralling book about Tove Jansson is a fascinating experience...the rich visuals are an added bonus.”*

– AFTONBLADET, SWEDEN

## RIGHTS SOLD

**Original publisher:**  
**FINLAND, Tammi (Finnish)**  
 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  
 WORLD ENGLISH, Penguin

## PRIZES

THE LAURI JÄNTTI PRIZE 2014  
 ONE OF THE MOST BEAUTIFUL FINNISH BOOKS OF 2013

## READING MATERIAL

ENGLISH EDITION  
 GERMAN EDITION  
 SWEDISH EDITION  
 FINNISH EDITION

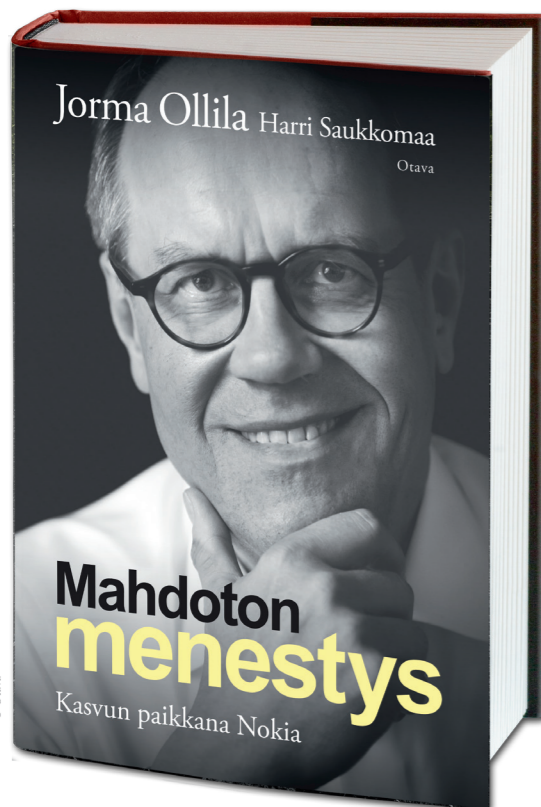
**FINLAND. COOL.  
 FRANKFURT BOOK FAIR.  
 GUEST OF HONOUR 2014.**

## JORMA OLLILA

Jorma Ollila became the pre-eminent European businessman of his generation during his time as CEO of Nokia Corporation from 1992 to 2006. Ollila currently works as Chairman of the Board of Directors at Royal Dutch Shell and at Outokumpu. He has master's degrees in economics from the London School of Economics, in engineering from the Helsinki University of Technology and in political science from the University of Helsinki. Co-author Harri Saukkomaa is a well-known media expert, entrepreneur and author of several nonfiction books.



## FINLAND'S BESTSELLING NARRATIVE NONFICTION BOOK IN 2013!



### AGAINST ALL ODDS: MY EMOTIONAL JOURNEY WITH NOKIA

(*Mahdoton menestys*, Otava 2013, 480 pp.)

JORMA OLLILA WAS PLANNING on becoming a physicist or economist, but instead joined a troubled technology company, Nokia, and turned it into the world's leading mobile phone manufacturer. The book narrates Ollila's personal journey starting from his childhood and through his years of leading Nokia. He also offers an insider's look into the company's recent difficulties.

OLLILA'S BOOK EXPLORES the political and economic background of the rise of Nokia; the nature of leadership; the importance of effective communication and the role of the media; the fine line between stratospheric success and catastrophic failure; the connections between business and society at large; the rise of China; and the human element of business, including encounters with figures such as Bill Gates and Steve Jobs.

## A FIRST-PERSON ACCOUNT OF THE RISE AND FALL OF NOKIA

*“Ollila prepared his autobiography for ten years. Journalist Harri Saukkomaa has turned it into an entertaining story in the strongest possible bestseller style. This biography is a meticulously polished diamond.*

– COLUMNIST UNTO HÄMÄLÄINEN, HELSINGIN SANOMAT NEWSPAPER, FINLAND

*“Clearly and flowingly written, [Against All Odds] is a story of how Jorma Ollila views Nokia....An overarching theme is his appreciation for hard work and learning, which he learned from home. He approaches knowledge and science with great humility.*

– HELSINGIN SANOMAT NEWSPAPER, FINLAND

## THE COMPANY THAT CREATED A GLOBAL MOBILE REVOLUTION

*“Ollila has a lot to say about leadership theories, personnel management, organizational structures and other things that had to do with developing Nokia into the kind of company it was in its heyday – known for its devoted employees and innovative products. This eloquent and concise book can be recommended for anyone interested in business leaders and biographies in general – but also for those interested in these topics on a theoretical level.*

– KIRJAMIELI LITERATURE BLOG, FINLAND

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Original publisher:  
FINLAND, Otava

### READING MATERIAL

FULL ENGLISH TEXT  
FINNISH EDITION  
ENGLISH SYNOPSIS

**SELECTED AS  
ONE OF 2013'S  
MOST FASCINATING  
BOOKS BY  
SUOMEN KUVALEHTI  
MAGAZINE!**

*“Ollila's biography paints a portrait of a hardworking and forward-looking man.*

– SUOMEN KUVALEHTI,  
FINLAND (“BOOKS OF THE  
YEAR 2013”)

**FINLAND. COOL.  
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GUEST OF HONOUR 2014.**

## ROVIO VISIONS THINK. AGAIN.

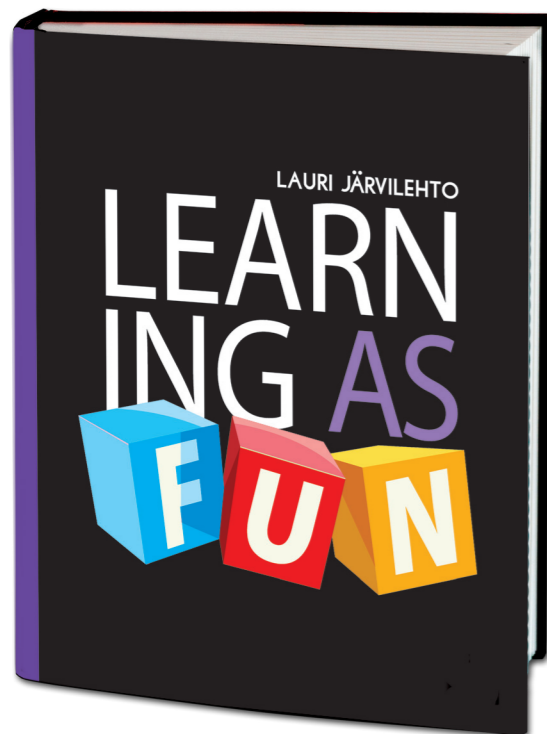
Created by Rovio Entertainment, this nonfiction series is a platform for unconventional minds. Anything is possible – all you need to do is dream big.

### WHAT IF ALL LEARNING COULD BE FUN?

“Dr. Järvillehto brings a fresh and sorely needed perspective to what ails educational systems today. He has a gift for engaging readers in the essential evidence supporting play-and-game-based learning, and for driving his points home with concrete and practical tips.” – DR. RANDA GROB-ZAKHARY, CHIEF EXECUTIVE OFFICER, THE LEGO FOUNDATION

“‘Fun’ is often a frivolous term, but Järvillehto shows that motivation and engagement are deep issues that affect not just whether people learn, but also how the learning process takes place.”

– OLIVER QUINLAN, PROGRAM MANAGER, DIGITAL EDUCATION, NESTA, AND AUTHOR OF *THE THINKING TEACHER*.



#### LEARNING AS FUN (Ca. 200 pp.)

By Lauri Järvillehto

THIS FASCINATING BOOK demonstrates how fun and play are at the center of effective learning. Drawing from the fields of motivational psychology and philosophy of the mind, *Learning as Fun* shows that motivation and flow are the key factors in creating durable learning experiences. How could we make learning fun and effective for everyone from age one to 101?

LAURI JÄRVILEHTO, PhD, is the founder of the Academy of Philosophy in Helsinki, an education company that makes academic research intelligible for the general public. He is the author of two bestselling books.



Photo © Petri Niemi

ANGRY BIRDS IS ONE OF THE MOST RECOGNIZED BRANDS OF OUR TIME. THE GAMES HAVE BEEN UPLOADED MORE THAN 2 BILLION TIMES ON ALL PLATFORMS.



#### DISRUPTIVE MARKETING: HOW ROVIO BUILT AN ENTERTAINMENT PHENOMENON WITH ANGRY BIRDS

(Ca. 200 pp.)

By Pascal Clarysse

ONCE THERE WAS a small, nearly bankrupt game studio in need of a hit. What happened next became entertainment history. *Disruptive Marketing* tells the amazing, never-before-shared story of how Angry Birds became a global icon and a new kind of franchise for the 21st century. Economist Pascal

Clarysse gives readers an in-depth analysis of the story behind the success, as well as revealing insider interviews that anyone with big dreams can learn a few tricks from.

PASCAL CLARYSSE is a writer and economist with a background in start-up entrepreneurship and a 15-year career in marketing, public relations, and business development.



Photo © Suzanne Su

### FUTUREMAKERS PAINTS A PICTURE OF A WORLD BUILT EQUALLY BY WOMEN AND MEN



#### FUTUREMAKERS: STORIES AND INSIGHTS OF PIONEERING GIRLS IN TECHNOLOGY (Ca. 160 pp.)

By Tuuti Piippo

WHY ARE THERE so few women coding and working in technology, even in 2014? *Futuremakers* sets out to inspire women of all ages who are thinking about how and where to find or change their paths in life.

TUUTI PIIPPO is a Silicon Valley-based author and journalist who tells stories through tools such as writing, video interviews, and magazine design. Her first book, *Kantapään kautta* (*Learn from Your Mistakes*), was published in Finland in 2012.



Photo © Timo Herrtu

#### RIGHTS SOLD

ROVIO VISIONS  
FINLAND (Learning as Fun & Disruptive Marketing)  
KOREA, Booksetong  
(Learning as Fun)  
RUSSIA, Azbooka-Atticus  
(Disruptive Marketing)

#### READING MATERIAL

FULL ENGLISH TEXT OF  
LEARNING AS FUN  
ENGLISH SAMPLES OF  
FUTUREMAKERS AND DISRUPTIVE  
MARKETING

“We need more role models for all the girl geeks out there. This is a book I definitely would have wanted to read when I was growing up.”

– LINDA LIUKAS, CO-FOUNDER OF RAILS GIRLS

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