

## Seoul International Book Fair 2020

### Non-Fiction Front List



**Eksmo**

Natalia Poleva

**Foreign Rights Sales**

**Eksmo Publishers**

Zorge street 1,

Moscow, 123308

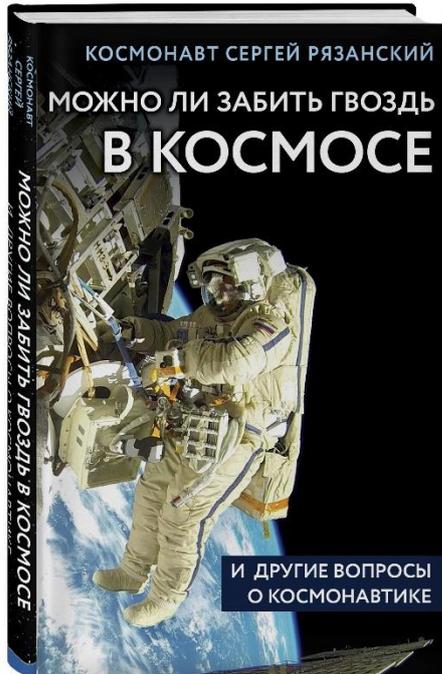
Russia

poleva.nal@eksmo.ru

+7 495 411 6886 ext. 1244

## Sergey Ryazanskiy

### ***How to Hammer a Nail in Space and Other Burning Questions on Humans in Space***



*Russian astronaut Sergey Ryazanskiy answers more than 200 questions about life of an astronaut, about the ISS and about space industry. The book can be equally interesting to a 6-year-old and to a 95-one. The questions are scientific, amusing, funny, some silly, some unexpected.*

Sergey Ryazanskiy shares cosmonauts' life details: from teeth brushing, gymnastics and meals to every day cleaning that is performed on International Space Station (ISS).

In this case, we would have a rare opportunity to get to know the heroic profession details from the first hands. The author answers questions like: How the preparation for the space flight is organized and how the flight itself is going. Will you be thrown to the opposite wall of the ISS if you sneeze? Is there any first contact protocol? What do cosmonauts do after their flights are over? Why fire flames look different in zero gravity conditions? How to rub your nose while in a spacesuit? Which food is

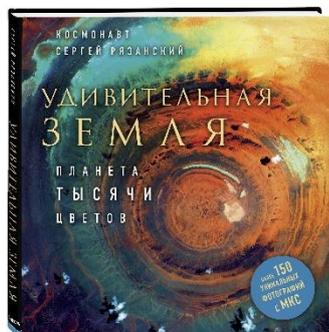
banned from the space? What is the baggage allowance for the cosmonaut? Why does your hair start growing on your heels while in space?

This book is highly recommended for adults, who like to stare at stars and to children, who are dreaming of becoming cosmonauts. Everyone who has good health can become a cosmonaut if they study hard.

256 pages, hard cover, 2019 English sample available



Russian cosmonaut Sergey Ryazanskiy is the first scientist in cosmonautics history that became the crew commander. He is biochemist and physiologist, completed two space missions, which included 4 space walks.



Earth Full of Wonders by Sergey Ryazansky  
(Rights sold: China)

**Igor Ryzov**

## ***Kremlin School of Negotiations***



*The famous Kremlin method of gaining, holding and managing attention in difficult negotiation situations. Proved by 20-year experience and supplied with interactive assignments, this system is applicable in business and in everyday life.*

### **Best Business Book of 2016 in Russian**

Andrey A. Gromyko, one of the outstanding diplomats and political leaders of the past century developed the famous Kremlin method of negotiation. The book describes five strong theoretical postulates applied to modern life and accompanied by explicit real-life examples and exercises.

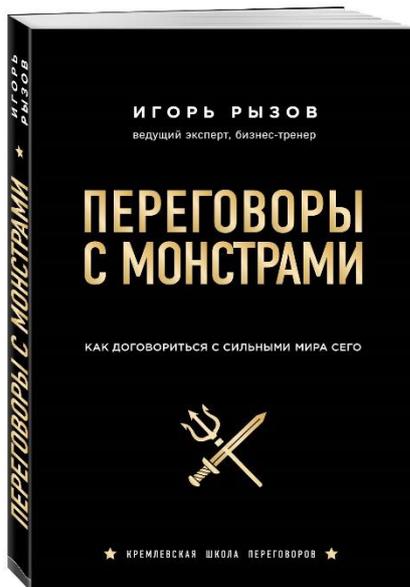
The book will teach you the basic tools of gaining, holding and managing attention in difficult negotiations and will become your negotiation tool, your personal arsenal of “battle techniques.”

**RIGHTS SOLD: Poland, Romania, China, Spain, Italy, UK, Czech Republic, Bulgaria, Serbia**

394 pages, hardcover, 2016, English text available

## ***How to Negotiate with Putin and Trump***

**Getting a Win Against Monsters-Movers and Shakers**



*A higher level of negotiations when you need to convince top “monsters”, who are hard to reach an agreement with on your terms. Negotiating tools are illustrated with up-to-date examples.*

“Monsters” are experienced managers, top public officials or business gurus who might be difficult to find a common language with. Such people surround each of us. In his new book, Igor Ryzov describes the techniques and scenarios that will help you get on an equal footing with these monsters, and achieve win win results.

The author illustrates the tools with examples from history and various political cases. For instance, the principle of “partial agreement” is illustrated by an example that comes from Vladimir Putin, who often has to answer difficult and tricky questions.

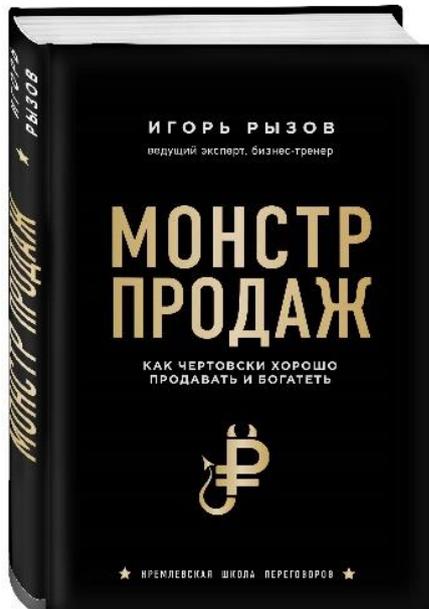
256 pages, hardcover, 2018 English sample available

**Rights sold: China, Poland**

NEW TITLE! July 2020

## ***Sales Monster***

**Sell everything to those who don't want anything**



- Sell in monstrous quantity

### **Sales guaranteed!**

A new title from a twice winner of “The Best Business Book in the Russian Language”, international coach with 20 years of experience, author of “Kremlin School of Negotiations” and “Negotiating With Movers and Shakers (Monsters)” – **Igor Ryzov**.

Sales Monster is a god of negotiations, so it's time to upgrade your skills and make your customers ever returning and your income ever growing.

You will learn:

- To outline and sell the value
- To easily cope with objections
- Effectively use deficiency principle
- Close tons of deals at any level



Igor Ryzov — master negotiator, business coach. Member of Jim Camp's effective negotiator team. Business technologies teacher since 2006. Author of open and corporate “Hard Negotiations” training sessions.

**Victor Orlovsky, Vladimir Korovkin**

## ***From Rhino To Unicorn***

**How to drive your business through transformations and avoid deadly traps**

Best practices from leading Russian experts: Victor Orlovsky - Executive Partner of Fort Ross Ventures

Vladimir Korovkin - Head of Innovations, International Management School "Skolkovo".



How do corporations (rhinoceroses) win over unicorns (startups worth over USD 1 billion) in the long-term competitive struggle?

This is a modern instructional manual written by reputable top managers who have managed such major companies as Sberbank, Walmart, IBM Global Business Services, and X5 Retail Group. The book provides simple step-by-step recommendations for pioneers of the digital era.

You will be able to:

- create a “roadmap” for digital transformation;
  - prepare the thinking of managers for the task and give them the necessary competencies;
  - select the right goal for your strategy;
  - avoid 30 traps when introducing innovations;
- develop your own unique technological solutions for transformation and master digitalization skills, using the experience of such leaders as AirBnB, Uber, Amazon, Google and others.

192 pages, 2020, full English text available

**Anna Bykova**

## ***Lazy Mom. How To Raise an Individual***



**Bestseller!**

**200 000 copies sold**

*What is the difference between a Lazy Mom and an idle mom? A Lazy Mom tries and does much more for her child than a mom who would rather do everything herself for her children (it is faster, after all), and give them everything they might want here and now.*

Lets give children (even the smallest ones) freedom to make choices and opportunity to be responsible for their choices.

“What is best for the child? What can help them develop?” We all want our children to grow up to be independent adults, and for that you must first and foremost give them freedom of choice. This book

will help you set everything in order.

- The book will tell you how to make your children independent, reflective, well -adapted to adult life, and how to avoid turning them into sissies.
- When you teach your child to be independent, you make life easier for both yourself and the child; you give the child an opportunity to do many things independently, and not be helpless and unsure of themselves.
- The Book for ‘lazy moms’ will give you many answers to popular things moms want to know, such as: “How to potty-train,” “How to teach a child to eat,” “How to listen and hear the first time around,” “How to fall asleep on his own,” “How to teach the child to play alone and clean up after playing”, etc.

This is not a book about and for those moms who watch their favorite TV show while their child is cutting something with a knife in the kitchen or setting the neighbor’s cat on fire. This is not a call for complete freedom, nor is it about spending time on your phone while your child is busy figuring out his problems.

This book is about adequate, interested, and reasonable moms who want their children to be independent, active, talented, and overall able.

And, (spoiler alert): this does not mean sacrificing yourself or your life!

272 pages, hard cover, 2016, English sample available

**Translations: Bulgarian, Georgian, Romanian, Vietnamese, Latvian, Estonian, Slovak, Czech, Serbian, Chinese, Mongolian, Azerbaijani, Armenian, Polish**

**Also in the “Lazy Mom” series:**

Lazy Mom Keeps Calm

Emotionally Smart

Lazy Mom Schoolchildren

Lazy Mom Workbook. Play and Learn



Anna Bykova lives in Ekaterinburg, Russia. Studied in Ural State Pedagogical University (teacher of maths), The Liberal Arts University (consulting psychologist), International Institute of Integrative Psychology (integrative psychologist, art therapist). Works as children's and family psychologist, an art therapist and a teacher of art therapy, lecturer of seminars, trainings, therapeutic groups for adults, teenagers and children.

Her parenting and also teaching approach went viral across Russia, Asia and Western Europe.

**Marina Melia**

## ***Successful Parents = Successful Kids?***

### **Simple Rules of Wise Parents**



*We all want our children to be successful, independent, and happy. So we actively help them to organize their lives, control their behavior, and keep nagging them and telling them how to behave. But our direct influence is very often useless.*

*Marina Melia is a psychologist with 40 years of experience who works and consults in France and Russia. She proposes a more effective approach: we should leave our children alone and focus instead on ourselves, our own words and deeds.*

The author examines particular examples from her practice of consulting families of top businesspersons and high-rank officials and provides algorithms for wise parents behavior that help solve unsolvable problems.

How do we establish borders?

How do you admonish your child without a brawl?

When is traveling bad for children?

How do you help your child in his or her conflict with a teacher?

Why is it harmful to be friends with your child?

What if you see your child's friend influences him badly?

What do you do when your child does not want anything?

This book is about setting boundaries. It's about freedom, fears, bullying, pocket money, immaturity, and much more. Most importantly, this book will remind us of parenting essence: our main task as parents is to serve as the best example to our children. We must never lose our composure, learn to hear out and listen to our children, never attempt to buy their affections, and never be an eternal critic, etc. The author's voice is very optimistic and makes you feel that all your parenting mistakes can be corrected – you only have to stop fighting with your own child. If you want to fight, fight for, not against him. Always remind yourself that our children are the reflection of ourselves.

208 pages, hardcover, 2019

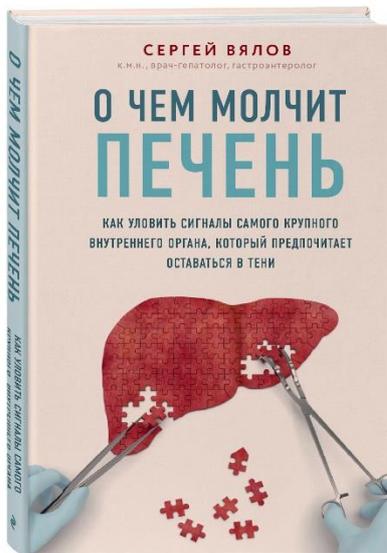
Rights Sold: Lithuania



Marina Melia was a psychologist in national sport teams, was the head of the laboratory of Professional Sport Psychology at the All-Union Research and Development Institute of Physical Education, then headed the Soviet-American ECOPSY Psychological Center and served as the General Director of RHR Int. Consulting Company. She has been providing psychological coaching and consultancy services to top Russian businessmen. She is regularly published in the leading business and psychology media, and is the author of business and parenting bestsellers.

**Sergey Vyalov**

***The Silence of the Liver***



**All you need to know to catch signals of the biggest and mostly silent organ!**

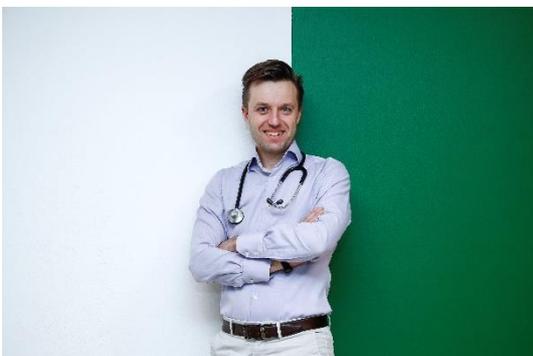
If you want to get an answer to the question: “How does this work?” or if you already have problems with your liver, this book will replace 200 books on alternative or conservative medicine, which pay almost no attention to the problem of how liver diseases initially appear. Doctor Vyalov:

- will share dozens of unknown facts about how your liver works,
- will help you deal with serious problems that affect our bodies.

This new understanding will help readers restore their impaired liver function, improve cholesterol level and liver function tests, reduce the effects of “weekends over a glass”, cure hepatitis, improve the quality of bile, get rid of parasites, and even increase your potency and increase the level of sex hormones in your body. Most importantly, you will be able to protect and restore your liver!

The first part of the book will describe the key notions behind the structure and function of your liver. In the second part, we will talk about the functioning of the liver during illnesses, study the mechanisms for disease development and discover ways to undo the damage. The third part of the book is a practical guide on checking the health of your liver, controlling its functions and diagnosing diseases. The fourth part is dedicated to a review of methods to restore the liver function and treat various conditions that affect the liver. The book indicates precisely what each method is for, and you will be able to select the most effective approach to treating your liver problems. The author presents an easy-to-read review of research on methods of treating the liver and various medications.

256 pages, 2020, English sample available



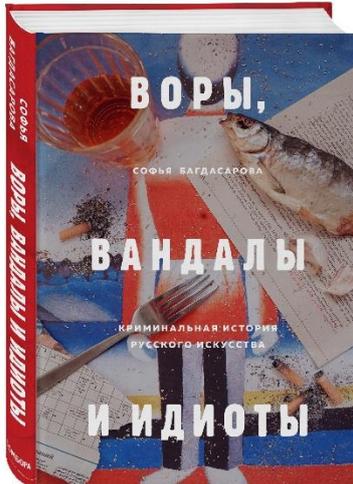
Sergey Vyalov, M.D., Ph.D., is a gastroenterologist and hepatologist, who ranks 12th in the Comcon research rating among expert physicians. He is an active member of AGA, UEG, EASL and participates in the European and American UEGW and DDW Congresses. He is the head of federal educational programs for physicians, author of the international course in Clinical Gastroenterology, author of the popular education course A Few Simple Rules for Your Digestion, and host of the patient program entitled Questions That Bug You, where every patient can

get a free answer to his or her questions. [www.vyalov.com](http://www.vyalov.com)

**Sophia Bagdasarova**

***Thieves, Vandals and Idiots: Criminal History of Art***

The Science Communicator (Prosvetitel) Non-Fiction Books Award 2020 – long list



*Breathtaking stories about the crimes in the world of art, ridiculously funny criminals, details on the dark side of an antique business.*

One picked off 602 diamonds from icons and went into hiding behind the iconostasis for three days, only to fell on top of policeman's heads (literally) due to hunger, thirst, and exhaustion.

Another in broad daylight came into Hermitage, cut the canvas of a painting out of its frame, fold it several times and... later dropped it off to a famous politician.

All of the crimes, fraud schemes and vandal acts, described in this book took place in real life at some point in history, which only makes it

harder to believe in those stories. Besides some adventurous criminal (yet humorous) stories, described in the book, it also includes journalist's reports on the craziest Russian crimes. You will also find some anonymous insider interviews from the representatives of the modern art market, that shed a light on some amazing details of the dark side of an antique business.

232 pages, 2019, full-color, English sample available



Sophia Bagdasarova is a Russian historian of art, journalist, and art blogger. She has been professionally involved in culture journalism for more than 10 years (RIA Novosti, Vash Dosug, Russia Today, Vokrug Sveta, Kultura.RF, Nozh, Kulturomania, and others). Since November 2018, she has been a member of the editorial board of the Russian version of The Art Newspaper. Her book 'Disgusting Art' was listed in the long list for the Prosvetitel Prize in 2018 (an award for science communicators).

"The author is deliberately comical, but it is obvious that she likes her subject, and, most importantly, knows it well. Reading the book will help you keep your cool among the indignant cries of disgruntled compatriots, and feel confident as you walk the rooms of European museums."

*Literary critic Mikhail Vizel (GodLiteraturey.rf)*

## Olga Abramova

### *Pastels*



Olga Abramova has been painting for over 20 years, but her special love and passion is pastel. Olga is famous for her unique techniques, when she mixes pastel with other art media. It is natural that such an outstanding painter has been recognized worldwide. More than **50 international exhibitions** speak better than words, when it comes to artist. More about Olga is here <https://olgaabramova.art/en/about/>

Eksmo has published her book on pastel techniques, which is a brilliant guide for beginners and a point of discovery for advanced artists.

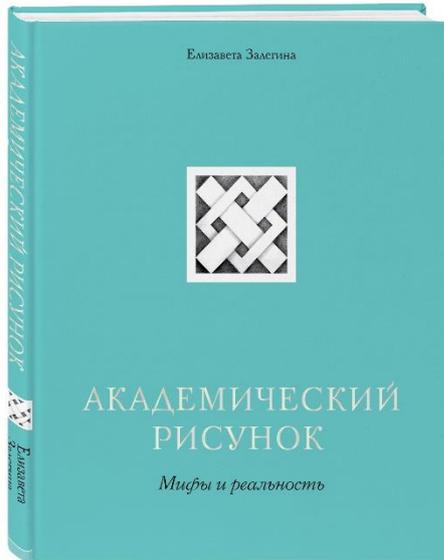
There are many art materials in the world that can make the creative process truly unforgettable. However, what could be more tender than pastels? Draw with your hands, touching textured surface by fingertips, creating the transition of the form, only by drawing a finger along the edge of the object. Can you imagine this?

You will learn what types of pastels exist, how to choose a palette, paper and what other materials can be combined with pastels. How to create unusual elements and work on textures.

128 pages, 2020

**Elizaveta Zalegina**

***Academic Drawing  
Myths vs. reality***



Elizaveta Zalegina –graphic artist, since 1998 she is a member of Russian Artistic Society and she’s been teaching academic drawing for over 20 years.

Key selling points:

- It is hard to become an artist – MYTH!
- Examples of masters of the past and the present illustrate what can be made simpler;
- How to update ancient drawing techniques.

[academic drawing made simple]

This book will help to distinguish working rules of academic drawing from outdated myths through a number of students’ works of the present and master’s works of the past.

The author presents drawing grammar rules in a simple and applicable way, so that everybody can learn these rules easy.

136 pages, 2019

**Karina Kino**

## ***How to Start Painting***

**School of great Russian designers. First steps**



*You admire the masterpieces of Aivazovsky, Shishkin, Kuindji and feel quite inspired to follow that path, but every time you are one-on-one with a blank canvas or at least a sketchpad, you got stuck. A familiar feeling? This book will eliminate the fear of the blank canvas, will make you start painting, improve your skills, and, moreover, will help you find your winning painting technique.*

Stop mulling around various success scenarios in your head and panicking before taking a decisive step forward? Get inspired by watercolors of the artist whose style has won over thousands of thousands of hearts. Inside you will find numerous exercises created by the author that will help you unleash your creative potential. The famous artist has provided unique illustrations and a guide to the boundless world of art. What materials can you use in your creative work? Where should you seek inspiration?

How can you max out your social network account? What mistakes do amateur artists frequently make? Answers to this and many other questions can be found in this unique book by Karina Kino.

192 page, full color, 2019

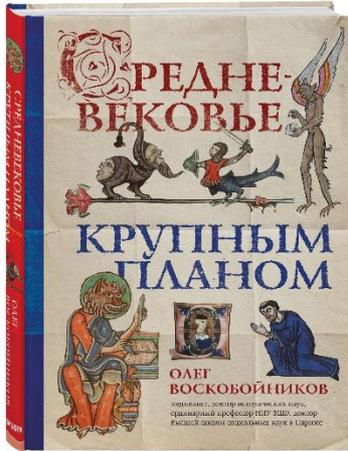


Karina Kino is a talented Moscow artist, mother and primary school teacher at the Green School of Gorky Park. Karina also paints watercolor worlds, filled with funny animals, exotic plants and beautiful flowers, and publishes a series of inspiring albums for those in search for art ideas. Visit <http://karinakino.ru/> to see her website.

**Oleg Voskoboynikov**

***Middle Ages Zoomed In***

**The Science Communicator (Prosvetitel) Non-Fiction Books Award 2020 – long list**



“Unlike his predecessors, Oleg Voskoboynikov focuses not on visual images but on the people of this era: his book is first and foremost an immersion into the daily life of Europe in the V–XV centuries. Marriage and family life in different classes of society, religion in the life of laypeople and clergy, attitude to authorities, everyday life and ownership – all these issues are described by Voskoboynikov seemingly too simplistically, yet behind this simplicity the reader can see the colossal experience of the author as a researcher and professor.”

*Galina Yuzefovich, literary critic*

This book will allow you to look at the world through the eyes of someone living in the Middle Ages, and discover for yourself a radically new perception of life, God, war, and time. The story is told in simple and understandable language. This is not the linear historical narrative to which we have become accustomed; instead, it provides the reader with an opportunity to look at the era through different lenses and to see how simple daily routines can have a bearing on history. The book has been split into several chapters, each of which briefly describes one aspect or another of life in the Middle Ages, including:

- family, relatives, getting married
- daily routines, perception of time, work
- relationship with the authorities, classes in society
- laws and the court system
- fighting wars, reasons for wars
- courtly love
- chivalry
- differences between urban and rural life, city life, perception of cities
- religion, attitude to God and heresy

240 pages, full color insert, 2020, English sample available



Oleg Voskoboynikov is a specialist in medieval history, translator, doctor of history, full professor at the National Research University Higher School of Economics (HSE). He holds a PhD from the Ecole des hautes études en sciences sociales (Paris). Oleg has extensive international academic experience holding positions and doing research projects at EHESS, Ecole pratique des hautes études, Warburg Institute (London), Institute for Advanced Study (Princeton), and the former Max Planck Institute für Geschichte (Göttingen). He was sometimes invited for special lectures at the

universities of Warsaw, Louvain-la-Neuve, Cologne, Frankfurt, Lausanne, Florence etc.