

EAT

BIS Publishers
Fall 2019

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HEART

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Dear reader,

We are happy to announce that we are teaming up with Chronicle Books to bring our list to you. We are very excited about this and look forward to this new co-operation!

For those not yet familiar with BIS Publishers, we are an Amsterdam-based publisher, creating outstanding books for students, professionals, change makers and creative minds. Our authors write about topics that activate people worldwide to change their perspective or approach, about subjects that are relevant, informative, cutting edge and contemporary, and which will also broaden your scope.

Alongside we have many other smart, helpful, funny, interesting, inspirational and beautiful books and games on our list.

Creativity is the thread that links all of our books and products. But what is creativity? What is creative thinking? It's thinking about new things or thinking in new ways. That is who we are, that is BIS Publishers.

For all our (new) titles, please read on or browse www.bispublishers.com for the comprehensive overview.

We invite you to stay connected via our social networks; like, share and spread the word! If you have a good idea for a new project, don't hesitate to contact us. We would love to hear from you!

The BIS Publishers team,

Bionda Dias
Bionda@bispublishers.com

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**New titles
fall 2019**

Robot Memory game

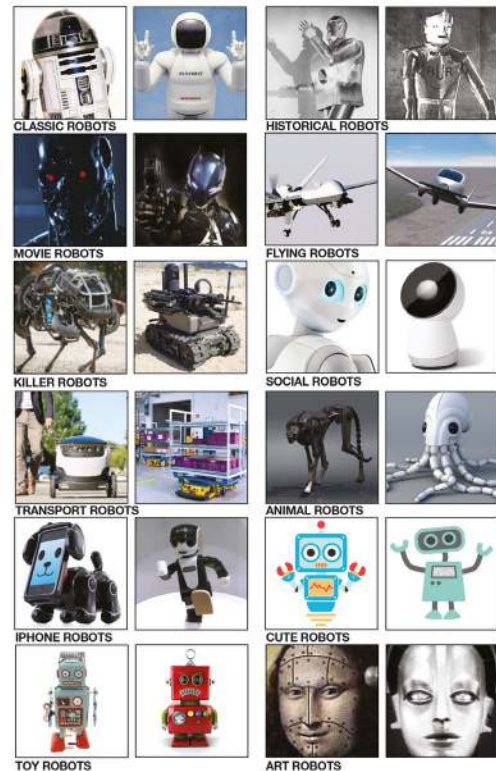
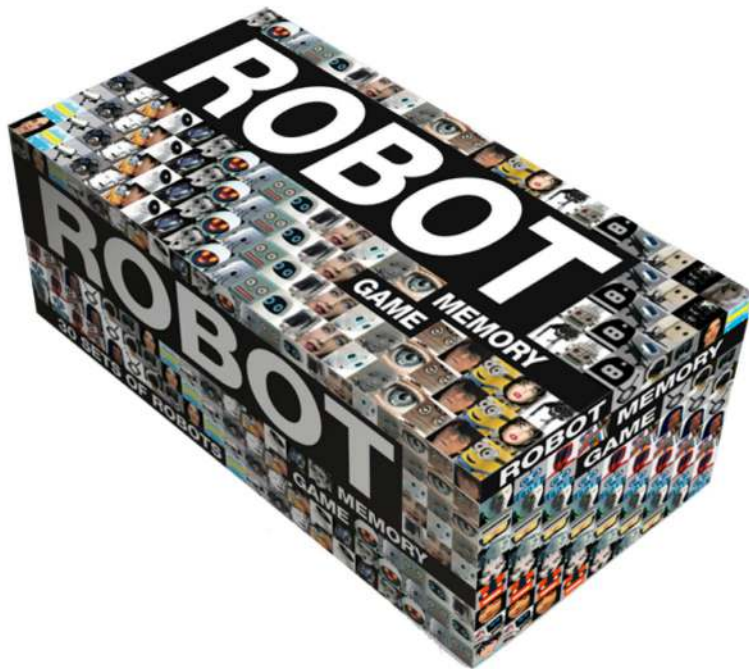
Match the robots within a category - can you match the two self-driving robots, the clone robots or the kiss robots? The *Robot Memory Game* presents many different robots that we have already come across in daily life. From recognisable robots to hidden robots or help-robots to self-reliant robots.

All robot domains have a description to explain the robot, based on the latest developments and the reason they exist. The introduction positions the robot in our human environment. All memory sets contain two different examples.

This educational game will transport you to the techno-future of humanity.

“Discover that robots will neither kill nor replace but move you. What dominates, is our emotional response, our disgust and curiosity, passion to play with these clumsy monsters.”

- Geert Lovink, theorist, activist and net critic



Related

Save the Humans!, page 48

Author

Mieke Gerritzen is founder of NL.Design, an Amsterdam-based design company that produces designs for all media. Mieke has taught multimedia design at the Sandberg Institute and the Rietveld Academy. She has designed books, catalogues and posters and was the director of the Graphic Design Museum in Breda.

Info

September 2019
2 x 30 cards
5 ½ x 2 ¾ x 2 ¼ inches
boxed set | \$ 19.99
978 90 6369 525 5



9 789063 695255

• Fun memory game with all types of (world-famous) robots: social robots, historical robots, illustrated robots

• Train your memory and your knowledge of robots!

The Empathy Game

Start Conversations with a Throw of the Dice

Do you want to go beyond small talk with colleagues, friends, family, or strangers? This is your game to truly connect with people.

Imagine a red car, I'll do the same. Now describe it to me. No red car would ever be the same. No thought, or story ever is. We listen. We might smile. We nod. But, do we really understand each other? The human mind predicts and assumes to make sense of the world, and to understand people. There's often more to discover than we assume to know.

The Empathy Game connects the dots. It encourages people to share, listen, and engage with stories beyond their own frame of reference. There's more to discover and learn. Let's play.

"The Empathy Game connects us to the core of the human experience: listening, tuning into each other's worlds, and imagining the surreal."

- Carola Verschoor,
Innovation expert and
author of *Change Ahead*



Author

Saskia H. Herrmann is a service designer at Saftladen Studio. She is also researcher & partnerships at Inclusion Lab Amsterdam.

Jorik Elferink is a process designer & personal coach at Unfold. He is also a coach & mentor at Fundamentals Academy.

Info

September 2019
3 x 50 cards
4 7/8 x 5 7/8 x 1 2/8 inches
boxed set + 2 dice
\$ 24.99
978 90 6369 524 8



9 789063 695248 >

- Facilitates the exploration of each other's memories, assumptions, and imagination through playfully engaging with each other's stories, and sensory experiences

- Low-threshold tool to forge connections for people, and in work teams

Connecting

Harnessing Your Emotions to Enhance your Creativity

We are happier when we are more creative but are we more creative when we are happy? The longstanding view in psychology is that positive emotions are conducive to creativity. However, new studies have shown it is not the type of emotion, but the intensity with which we experience it that is the real driver of our creativity.

All of our emotions offer creative gifts, provided we experience them with depth and understanding. So how can we cultivate our creativity to live a more emotionally rewarding life? Drawing on insights from neuroscience and psychology, *Connecting* will explore seven paradoxical aspects of our emotional experiences that fuel our creativity. The visually immersive nature of *Connecting* enables you to get in touch with your creative powers and gives you the experience, simply by reading it, of experiencing your emotions with intensity.

“A combination of arresting visuals and storytelling provides an intellectual and heartfelt experience.”

- Dr Jennifer Gippel,
Australian National
University



Related

Creativity +, page 34

The Secret of the Highly Creative Thinker, page 41

Author

Paulina Larocca is the published BIS author of Creativity+. She is a teacher of creative problem solving and has a Master's in Science in Creativity.

Tony Ibbotson is creative director and the founder of The Creative Method design agency, which was established in 2005 and is now recognised as one of Sydney's best design agencies.

Info

August 2019
160 pages
7 ½ x 7 ½ inches
paperback with flaps
\$ 24.99
978 90 6369 526 2



9 789063 695262 >

- Information and ideas about the latest thinking on creativity and how to produce ideas
- Drawing on insights from neuroscience and psychology
- Provides more structure in a creative process

The Secret of the Highly Creative Thinker

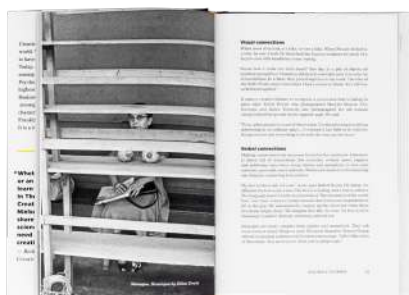
How to Make Connections Others Don't

Supported by the latest neuroscience, this book gives you hands-on advice on how to enhance your own creativity. An inspiring combination of theory, techniques, anecdotes and exercises to help you access better ideas and bigger breakthroughs.

People who are good at creating ideas are good at seeing connections. Could teaching people to see connections be a way to help them be more creative? Over the years, there's a need for a book on creativity that complements the teaching of the creative process and tools and gives you a practical approach to how to enhance your innate ability to think creatively. This book as an opportunity to dispel the myth that creative talent is something possessed by a gifted minority. It's a chance to give others the knowledge, techniques, and training they need to enhance their own innate creativity and lead the way to fun, fulfillment, invention, innovation, and change.

**"Love the book.
Terrific work. An
excellent idea and a great
contribution to our field.
It was such a pleasure
to read."**

- Dr. Gerard Puccio,
Director of the
International Center for
Studies in Creativity



Connecting, page 8



Creativity +, page 34

Related

Author

Dorte Nielsen is a creativity expert, author, keynote speaker, and the founder of FourSight Denmark. Dorte is the head of the department and the program director of Creative Communication, a BA education for Art Directors and conceptual thinkers at the Danish School of Media and Journalism.

Sarah Thurber is managing partner of the FourSight company in the USA. A leader in innovation and creativity, Sarah specializes in developing research-based tools to enhance innovation and team performance.

Info

September 2019
192 pages
9 7/8 x 6 1/8 inches
paperback
\$ 19.99
978 90 6369 532 3



9 789063 695323 >

- The science, technique, and tools of $1 + 1 = 3$

- Hands-on advice supported by the latest neuroscience on building your innate creativity

- High profile American and Danish authors

Pitching Ideas

Make People Fall in Love with your Ideas

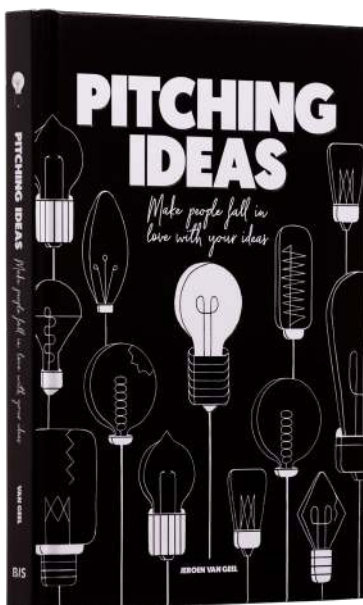
We are good at designing beautiful products and we offer good services. We always know exactly what the user wants and we know dozens of methodologies. However, if we have to convince our customers and colleagues, we find it to be rather difficult.

For one reason or another, pitching ideas is one of the most undervalued practices in the creative field. From convincing a colleague to opt for a certain methodology to persuading a customer to go for a certain concept. You can have the best ideas in the world, but if you are not able to bring them across, they will never become reality.

In this book the author will take you inside of the heads of the people you have to convince. *Pitching Ideas* will help you to find the essence of the idea you want to get across and will explain how you can really convince the right people in the end.

“Pitching Ideas provides a bulletproof framework and approach to pitching for all aspects of your life, professional and private alike!”

- Philip Battin,
Design Strategy
Lead at Google



Author

Jeroen van Geel has many years of experience in the field as an innovator, designer and strategist. He is an international speaker and writer on the field of UX, design and and has a great interest in the world of brand personality. He has helped push forward many design projects, ranging from the award winning smart projector Beam to the innovative automated border control systems at Schiphol Airport. His goal is to return a bit of wonder into the world, even if it is just for himself.

Info

July 2019
128 pages
8 7/8 x 5 1/2 inches
paperback
\$ 19.99
978 90 6369 529 3



- Easy to read with practical tips and real examples, based on many years of experience

- Finds the essence of the idea you want to get across and convince the right people

- Structured as both a complete story and practical book

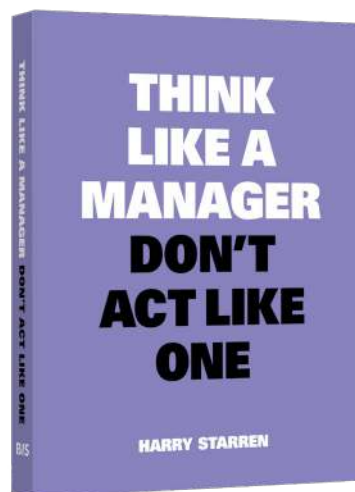
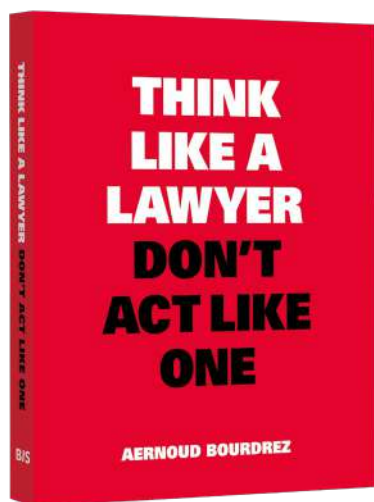
Think Like a Lawyer / Think Like a Manager, Don't Act Like One

Think like a Lawyer, Don't Act Like One provides 75 strategies to solve conflicts. It can be used when dealing with grumpy police officers, angry neighbours, unwilling debtors, failing clients, nasty lawyers and other conflict seekers. Each strategy is thoroughly tested and can be used at the kitchen table, on the street and in the boardroom. This is a complete and tested ready to use guide to prevent and solve conflicts.

Think Like a Manager, Don't Act Like One offers 75 successful approaches to help you foresee or manage unpredictable situations. These 75 perspectives will add to your confusion – but also your understanding. This collection of approaches may well irritate you from time to time, and possibly inspire you, but really it should make you think. It probably wouldn't be sensible to follow every one of them, but they might give you some fresh ideas. Because those who keep doing what they've always done achieve the results they've always achieved.

“Eager to be more John F Kennedy than David Brent? This quirky management title can help. *Think Like a Manager* offers 75 successful approaches to help you manage unpredictable situations.”

- New Design Magazine



Related

'Think Like A...' series page 21

Author

Aernoud Bourdreuz is a copyright lawyer and negotiator. Now acts on behalf of visual artists, photographers, designers and architects. He has successfully negotiated in conflicts across more than 40 countries.

Harry Starren is the former CEO of de Baak VNO-NCW, the premier leadership development institute in the Netherlands. He is a recognized expert on leadership and entrepreneurship and widely acclaimed as a publicist, lecturer and facilitator.

Info

Think Like a Lawyer
November 2019
160 pages
7 1/4 x 5 1/4 inches
paperback | \$ 16.99
978 90 6369 535 4



Think Like a Manager
November 2019
160 pages
7 1/4 x 5 1/4 inches
paperback | \$ 16.99
978 90 6369 536 1



- Informative, accessible, sincere and humorous
- Authors have high profiles in The Netherlands
- Series sold over 94.000 copies

Hidden Persuasion

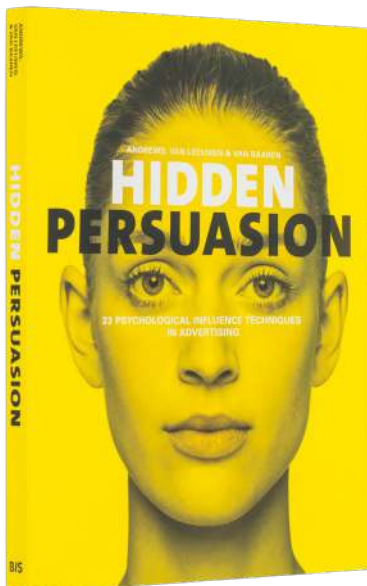
33 Psychological Influence Techniques in Advertising

Hidden Persuasion analyzes advertising beyond the persuasive power of the imagery itself. It explains the psychology behind 33 effective influence techniques in visual persuasion and how to apply them. The techniques range from influencing essentials to more obscure and insidious ones. The reader will gain deep insights into how visual means are constructed to influence behavior and decisionmaking on an unconscious level.

All techniques are supported by rich visual references and additional information on the psychology of behavior change. This publication is not just an eye-opener for professionals and students in the communications and design field, but also for anybody who wants to understand how our behavior is influenced unconsciously by advertising, social campaigns and governmental messages. The book is co-authored by leading figures in social influence and visual persuasion.

“These hidden persuasions are a driving force behind advertising, and they’re way more common than you might think.”

- Wired.com



Related

Different Brains
Different Approaches,
page 40

Marc Andrews is a psychologist, art director and designer. Since 2008, he has been a partner of andrews:degen (andrewsdegen.com), a creative agency for visual communication in Amsterdam.

Dr. Matthijs van Leeuwen is an assistant professor of Social Influence and Persuasion at the Radboud University of Nijmegen. As a teacher, he lectures and instructs graduates and research masters students in the real-life application of scientifically validated influence techniques.

Prof. dr. Rick van Baaren is professor of Behavioural change and Society at Radboud University Nijmegen. His work has been featured in the New York Times, the Discovery Channel and Die Welt, among others.

Info

July 2019
192 pages
9 x 6 1/2 inches
paperback with flaps
\$ 24.99
978 90 6369 531 6



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• Explains the psychology behind 33 effective influence techniques in visual persuasion

• Gives deep insights into how to influence behavior and decision-making on an unconscious level.

• Hardcover edition sold over 11.000 copies

24 Innovations in Digital Communication

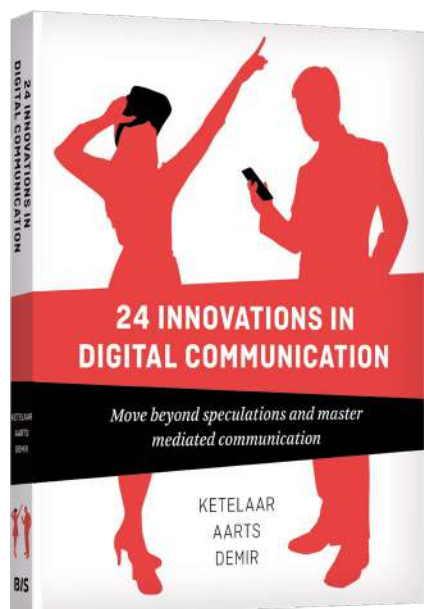
Move Beyond Speculations and Master Mediated Communication

24 Innovations in Digital Communication describes, criticises and evaluates 24 digital innovations that are used in media and communication. Innovations that are not hypes, but that were implemented to achieve permanent changes in media and communication. The innovations are supported by testimonials of professionals in the field and the scientific foundation of their mechanism of action. The impact and professional, scientific and social challenges that accompany these innovations these innovations are discussed.

Reading this book will render deep insights into how innovative digital media can be used to influence buying behaviour and decision making. This book answers questions such as “How do I create a strong brand story?,” “How can we use VR in our communication?,” “How do consumers process emotional stories?” and “Is persuasion profiling unethical?.” The answers to these questions are not only based on the authors’ knowledge and research, but each innovation is also discussed by top experts on that specific innovation.

“Science and practice need each other to grow. This book brings both perspectives together and gives you an allround scope of relevant innovations.”

- Bob Cialdini



Related

The Digital Metrics Field Guide, page 40

Author

Dr. Paul E. Ketelaar is a senior assistant professor in Communication at the Behavioural Science Institute (BSI), department of Communication and Media, at the Radboud University of Nijmegen, the Netherlands.

Sanne Demir works as a brand and communication strategist at one of Netherlands' top advertising agencies, N=5, in Amsterdam.

Jan Aarts works as a researcher at DVJ Insights, a research agency in Utrecht.

Info

October 2019
208 pages
9 7/8 x 7 7/8 inches
paperback | \$ 45.00
978 90 6369 518 7



- Extensive overview of all major media innovations
- Exploring the current and future mediascape
- Providing information on how to apply these innovations

Sketching / Sketching the Basics

Drawing Techniques for Product Designers

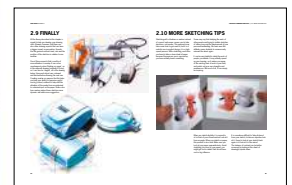
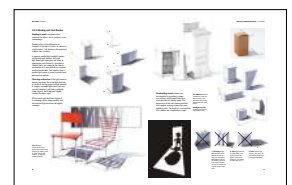
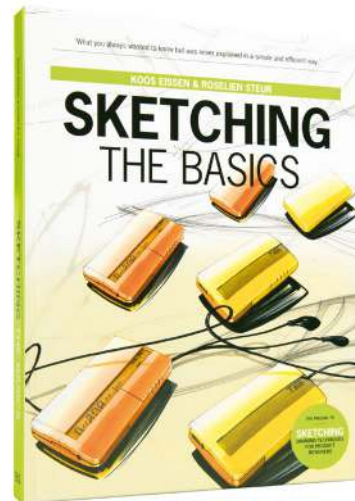
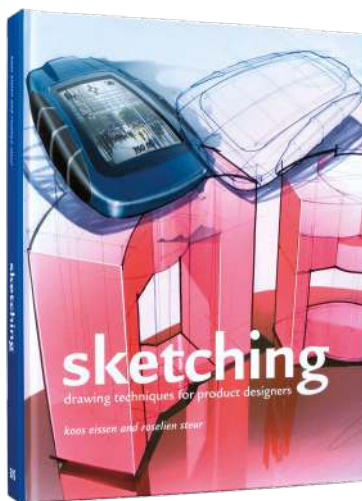
Sketching is an incredibly broad and practical survey of sketching techniques for product designers. It goes without saying that the book is suited for the classroom, but every design studio will also find this manual an asset.

Sketching the Basics explains the rudiments of learning to draw, using step-by-step illustrations, examples, and strategies. You will learn to use and master the different techniques and also how to apply sketches in the design process.

Sketching the Basics can be seen as the prequel to *Sketching* as it is more targeted at the novice designer. *The Basics* explains the essential techniques and effects more in detail, taking the reader by the hand and guiding him step-by-step through all the various aspects of drawing that novice designers come up against.

“The best sketching book I have ever seen.”

- Luigi Colani



Related

Author

Koos Eissen is an associate professor at Delft University of Technology in the Netherlands, where he is responsible for the freehand and digital drawing classes at the Faculty of Industrial Design Engineering.

Roselien Steur lectures at the Royal Academy of Arts in The Hague and specialises in design sketching workshops for professionals.

Info

Sketching
November 2019
256 pages
11 1/8 x 8 5/8 inches
paperback | \$ 29.99
978 90 6369 533 0



Sketching the Basics
November 2019
204 pages
11 1/8 x 8 5/8 inches
paperback | \$ 29.99
978 90 6369 534 7



- Hardcover editions sold over 175.000 copies
- Internationally leading designers from various cultures around the world contributed
- Shows drawings that have proven to be important in the decision-making

Products that Last

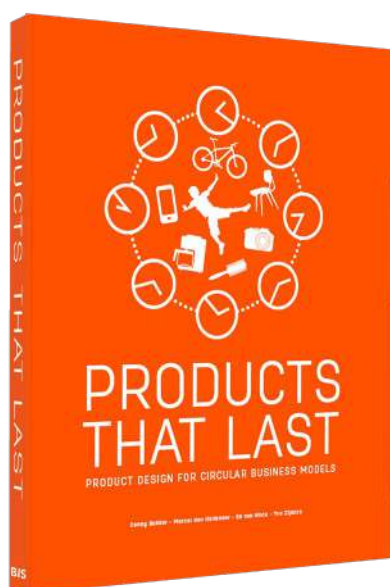
Product Design for Circular Business Models

Products that Last starts where most books on product development end. It contains new examples and insights from recent publications. From the perspective of designers and entrepreneurs, once a product has been designed, produced and sold, it disappears beyond the newness horizon. They are little aware of the opportunities that exist in the next product universe, where money is made from products in use, as well as from a product's afterlife. These opportunities clearly exist, otherwise they would not be providing an income for so many people. However, to be recognised as segments of a circle of continuous value creation, they need reframing.

The book offers readers an innovative and practical methodology to unravel a product's afterlife and systematically evaluate it for new opportunities. It introduces business models that enable us to benefit from the opportunities offered by a much longer product life.

"Full of detailed, truly novel information that you cannot find anywhere else."

- Austin, Amazon reviewer



Related

Products that Flow,
page 43

Sustainist Design
Guide, page 43

Author

Dr. Conny Bakker is associate professor at the TU Delft, faculty of Industrial Design Engineering. She coordinates and teaches several courses in Sustainable Design and Circular Product Design.

Marcel den Hollander is a Senior Researcher and PhD researcher at TU Delft Industrial Design Engineering. He is mainly focussed on Product Design & Business Models for the Circular Economy.

Ed van Hinte was trained as an industrial designer. He is now a freelance writer, editor, curator and teacher.

Info

October 2019
112 pages
10 3/8 x 7 7/8 inches
paperback otabind
\$ 45.00
978 90 6369 522 4



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- Authors developed a massive open online course (Circular Economy: an introduction) which builds on the book. (25,000 learners)

- Introduces business models that enable a longer product life and reduce material and energy consumption

Bestselling series

day-to-day
BUSINESS

me



day-to-day
BUSINESS

we



day-to-day
BUSINESS

us





LET'S
DO VISUAL



Image taken from 'Visual Doing'
978 90 6369 499 9
\$24.99

The Secret of the Highly Creative Thinker
 Creative Thinker's / Little Creative Thinker's Exercise Book
 The Divergent and Convergent Thinking Notebook
 Little Creative Thinker's Dominoes



People who are good at creating ideas are good at seeing connections. Could teaching people to see connections be a way to help them be more creative? Supported by the latest neuroscience, this series of books gives you hands-on advice and a practical approach on how to enhance your own creativity.

The first book of this serie is a combination of theory, techniques, anecdotes and exercises. The exercise books are filled with hands-on exercises and the domino game is a wonderful simple children's game that's all about matching the bricks with the same pattern, a shape or a concept.

"After this training it is easier to come up with fresh ideas, novel concepts, breakthrough thinking, and innovative solutions to draw upon when you are faced with challenges that call for new thinking, whether that be in business or in life."

- New Design magazine

Info

The Secret of the Highly Creative Thinker
 Authors: Dorte Nielsen and Sarah Thurber | 176 pages | 9 3/8 x 6 1/8 inches | paperback | \$ 35.00 | 978 90 6369 532 3

Creative Thinker's Exercise Book
 Authors: Dorte Nielsen and Katrine Granholm | 112 pages | 9 3/8 x 7 7/8 inches | paperback | \$ 19.99 | 978 90 6369 438 8

Little Creative Thinker's Exercise Book
 Authors: Dorte Nielsen and Katrine Granholm | 112 pages | 9 1/8 x 6 3/8 inches | paperback | \$ 17.99 | 978 90 6369 491 3

Little Creative Thinker's Connection Dominoes
 Authors: Dorte Nielsen and Katrine Granholm | 28 cards | box: 4 3/8 x 4 3/8 x 2 3/8 inches | \$ 17.99 | 978 90 6369 513 2 | Age: 4 years +

The Divergent and Convergent Thinking Notebooks
 Authors: Dorte Nielsen | 152 pages | 9 7/8 x 4 7/8 inches | \$ 17.99 | 978 90 6369 439 5



Author

Dorte is a creativity expert, author, keynote speaker and the founder of Creative Thinker and the Center for Creative Thinking in Copenhagen. Dorte also founded Creative Communication, an award-winning BA education programme for Art Directors and Conceptual Thinkers. Sarah Thurber is managing partner of the FourSight company in the USA. A leader in innovation and creativity, Sarah specializes in developing research-based tools to enhance innovation and team performance. Katrine Granholm is an award-winning Creative Director, Art Director and Digital Concept Developer. She is a renowned lecturer in digital tools and concepts in further education.

- High profile American and Danish authors
- Little Creative Thinker's Exercise book will be used in Danish primary education
- Series sold for over 37.000 copies

Visual Thinking / Visual Thinking Workbook / Visual Doing / Visual Doing Workbook



Visual thinking and drawing are both becoming increasingly important in today's business settings. A picture really can tell a thousand words. *Visual Thinking* provides you the skills to develop your own style and teaches you how to generate change by integrating visual communication. *Visual Doing* leads you through a new range of exercises, techniques and subjects which will help you to tell your own visual story by looking at these subjects from different perspectives: 'me as an individual', 'we as a team' and 'us as a company'. The workbooks are great tools to help you kick-start your visual journey and gain the confidence to produce amazing, compelling drawings.

"Visual Thinking is a very practical and approachable guide to improving anybody's skills for visual communication at the office. It's simple and very effective."

- The Clerkenwell Post - Montse Prats (Founder of Magma Books)

Info

Visual Thinking

Author: Willemien Brand
144 pages | 9 7/8 x 8 3/8 inches | paperback with flaps | \$ 24.99 | 978 90 6369 453 1



9 789063 694531 >

Visual Thinking Workbook

Author: Willemien Brand
32 pages | 8 3/8 x 11 3/8 inches | paperback with flaps | \$ 12.99 | 978 90 6369 511 8



9 789063 695118 >

Visual Doing

Author: Willemien Brand
144 pages | 9 7/8 x 8 3/8 inches | paperback with flaps | \$ 24.99 | 978 90 6369 499 9 |



9 789063 694999 >

Visual Doing Workbook

Author: Willemien Brand
32 pages | 8 3/8 x 11 3/8 inches | paperback with flaps | \$ 12.99 | 978 90 6369 500 2



9 789063 695002 >

Author

Willemien Brand has turned her passion for drawing and design into her life's work. She graduated with distinction from the prestigious Design Academy in Eindhoven and enjoyed an award-winning career as an industrial designer with ATAG Keukentechniek before setting up the successful design studios Buro BRAND and BRAND Business.

- Perfect for companies that want to develop their corporate communication

- Crammed with tons of visual exercises

- Series sold for over 50.000 copies

Don't Read this Book / To Don't List / Don't Do This Game



As creative people, we have ideas. Bad, good, weird, clever, and even brilliant ideas. But most of them (even the great ideas) never see the light of day. Why? If you ask a creative person, the answer will always revolve around time. *Don't Read This Book* focuses on how to make choices about everything you do in your daily creative practice and life. The book follows the 'To Don'tList' method: When you say 'no' to one to-do, task, or project, you have more time to execute another one. *Don't Do This Game* will get you out of your comfort zone. It stimulates creativity through limitations. *To Don't List* gives you the gift of simplicity: Just make a list for your life/work/project/year/month/day and throw out everything after the 3rd item.

**"Bold and inviting.
It makes you want to
highlight and sketch. Go
ahead!"**

- Communicatie
Magazine

Info

Don't Read This Book

Author: Donald Roos
160 pages | 8 7/8 x 5 1/2
inches | paperback |
\$ 16.99 |
978 90 6369 423 4



9 789063 694234 >

Don't/Do This - Game

Author: Donald Roos
156 cards |
7 x 3 3/8 x 7/8 inches |
\$ 19.99 |
978 90 6369 484 5



9 789063 694845 >

To Don't List

Author: Donald Roos
200 pages |
5 1/2 x 3 1/4 inches |
calendar block | \$ 12.99 |
978 90 6369 505 7



9 789063 695057 >

Author

Donald Roos is an independent typographic designer, entrepreneur, and former teacher at the Royal Academy of Art in the Netherlands. In his daily life as a designer he creates movie titles for motion pictures and television. He also designs complex interfaces.

• **Stimulates creativity
through limitation**

• **To Don't—Family
(11.000 cps sold)**

• **ToDon'tList
iPhone app available**

Think Lika a... Lawyer / Manager / Artist / Designer, Don't Act Like One



This series gives you 75 inspiring, educational and sometimes hilarious insights into the adventurous minds of lawyers, managers, artists and designers. The insights give every professional tools to apply in their own life; when you're dealing with grumpy police officers, angry neighbours, unwilling debtors, failing clients, nasty lawyers and other conflict seekers. Or learn from approaches to help you foresee or manage unpredictable situations. Or take a fresh look at art and let it inspire you when answering fundamental questions. Or learn from the inimitable reasons the designers have for designing their creations or just enjoy the explanations about designs around us.

"Filled with sage advice, great pictures and an entertaining read -I highly recommend it!"

- Ron Galella

Info

Think Like a Lawyer, Don't Act Like One

Author: Aernoud Bourdreuz | 160 pages | 7 1/8 x 5 1/2 inches | paperback with flaps | \$ 14.99 | 978 90 6369 535 4



9 789063 695354 >

Think Like a Manager, Don't Act Like One

Author: Harry Starren | 160 pages | 7 1/8 x 5 1/2 inches | paperback with flaps | \$ 14.99 | 978 90 6369 536 1



9 789063 695361 >

Think Like an Artist, Don't Act Like One

Author: Koos de Wilt | 160 pages | 7 1/8 x 5 1/2 inches | paperback with flaps | \$ 14.99 | 978 90 6369 468 5



9 789063 694685 >

Think Like A Designer, Don't Act Like One

Author: Jeroen van Erp | 160 pages | 7 1/8 x 5 1/2 inches | paperback with flaps | \$ 14.99 | 978 90 6369 485 2



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Author

Aernoud Bourdreuz is a copyright lawyer and negotiator. Now acts on behalf of visual artists, photographers, designers and architects.

Harry Starren is the former CEO of de Baak VNO-NCW, the premier leadership development institute in the Netherlands.

Koos de Wilt is writer and art historian working on the interface of culture and business.

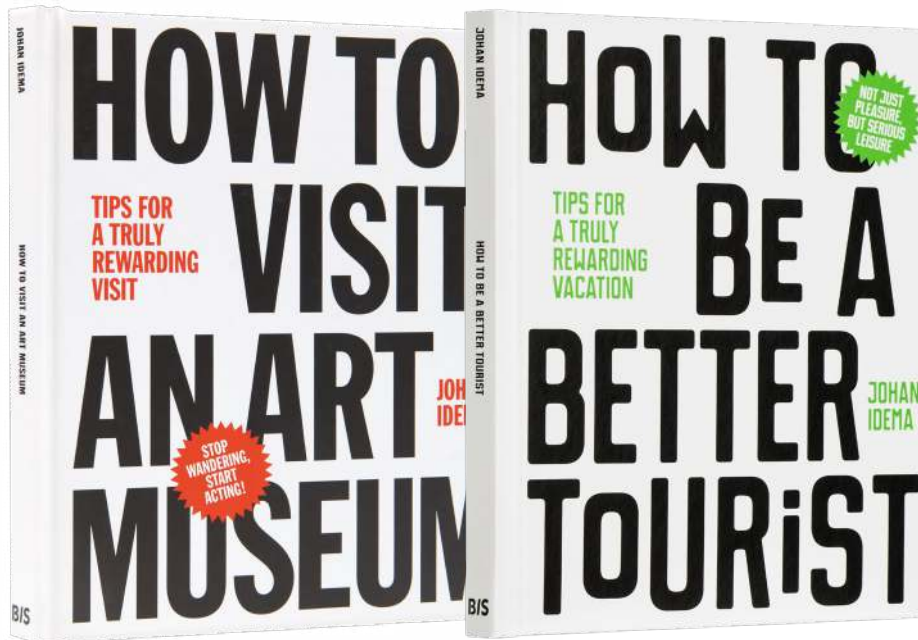
Jeroen van Erp is a designer, professor and author. He cofounded strategic design agency Fabrique.

- Series sold over 94.000 copies

- Authors have high profiles in The Netherlands

- Beautiful images in each chapter that enhance the impact of the text

How to Visit an Art Museum / How to Be a Better Tourist



How to Visit an Art Museum offers fresh perspectives on how to behave once inside the museum. Whether first-timer or frequent visitor, it shows you the sense and nonsense of museum etiquette. This book encourages you to look outside the box and tackle the challenges that art presents to us by taking things into your own hands.

How to be a Better Tourist helps you get the most out of your stay without damaging the soul of your destination. Because, ultimately, an imaginatively considered vacation is a genuinely rewarding experience.

“Idema challenges us to shape our own view, rather than to necessarily agree with him. After all, sparking the right questions is much more inspiring than providing clear-cut answers.”

- Wim Pijbes, General Director
Rijksmuseum

Info

How to Visit an Art Museum

Author: Johan Idema
128 pages |
6 ½ x 4 ¾ inches |
hardcover | \$ 17.99 |
978 90 6369 355 8



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How to Be a Better Tourist

Author: Johan Idema
144 pages |
6 ½ x 4 ¾ inches |
hardcover | \$ 17.99 |
978 90 63 69 493 7



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Author

Johan Idema is a passionate promoter of innovation in the art world. He works as a consultant, writer, and cultural entrepreneur. He specialises in creative concept development, business planning and innovation management.

- Series sold over 22.000 copies
- Has been translated in many different languages
- Highly visual book with lots of inspiration and quotes

Don't Eat The Yellow Snow / Don't Talk Just Kiss / Free Your Mind / Eat Your Heart Out



When times are particularly difficult, and you are likely to slip into despair, some of the greatest pop songs can provide true comfort to make it through the pain. The problem with advice in general is that we often don't take it. The great thing about advice songs is that you can kick back and listen to someone else coach you through a tough situation while rocking out at the same time.

These wonderful books lists 250 of the best pop songs and the best love advice songs for those times that solid life or love advice is needed. The best 20 pieces of advice have been collected in the postcard blocks.

"This book contains 250 musical advices. It is fascinating how the melodies form in the head as soon as you read the advice. A beautiful produced little book that is simply fun to read."

- Novum magazine

Info

Don't Eat the Yellow Snow

Author: Marcus Kraft
512 pages |
7 ½ x 5 ½ inches |
hardcover | \$ 19.99 |
978 90 6369 288 9



9 789063 692889 >

Don't Talk Just Kiss

Author: Marcus Kraft
512 pages |
7 ½ x 5 ½ inches |
hardcover | \$ 19.99 |
978 90 6369 452 4



9 789063 694524 >

Free Your Mind Postcard Block

Author: Marcus Kraft
20 postcards in a book |
6 ½ x 4 ½ inches |
\$ 9.99 |
978 90 6369 507 1



9 789063 695071 >

Eat Your Heart Out Postcard Block

Author: Marcus Kraft
20 postcards in a book |
6 ½ x 4 ½ inches |
\$ 9.99 |
978 90 6369 508 8



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Author

Marcus Kraft is an art director, graphic designer, typographer and owner of Studio Marcus Kraft, based in Zurich, Switzerland. His work has been awarded international prizes and it has been frequently exhibited and published. Marcus is also the founder and curator of Tableau Zurich, a public art space in Zurich.

- Beautiful produced books
- Very popular in concept stores and featured in stylish blogs
- Series sold over 43.000 copies

This is my ... New York / Berlin / London / Paris



This is the first DIY city guide series on the market, kicking off with four very popular destinations: New York City, London, Paris, and Berlin. These guides are colouring and creative activity books, travel notebooks, and city guides in one. Each book contains beautiful illustrations of the city for you to colour in or finish, inspirational to-do lists, and fun facts about the city. But it also leaves plenty of space for your own stories, drawings, pictures, tickets, notes, and tips. With this journal you create your own city guide full of memories and tips about your trip, to cherish as a keepsake of your trip to the city and to inspire friends to go there, too.

“So far nobody had come to the idea to apply this successful principle in the travel book market. These new city guides are the next style of trendy activity books, where the reader contributes to the content”

- Page-online.de

Info

This is my New York

Author: Petra de Hamer
128 pages |
9 ¾ x 6 ¾ inches |
paperback | \$ 16.99 |
978 90 6369 420 3



9 789063 694203 >

This is my Berlin

Author: Petra de Hamer
128 pages |
9 ¾ x 6 ¾ inches |
paperback | \$ 16.99 |
978 90 6369 396 1



9 789063 693961 >

This is my London

Author: Petra de Hamer
128 pages |
9 ¾ x 6 ¾ inches |
paperback | \$ 16.99 |
978 90 6369 395 4



9 789063 693954 >

This is my Paris

Author: Petra de Hamer
128 pages |
9 ¾ x 6 ¾ inches |
paperback | \$ 16.99 |
978 90 6369 394 7



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Author

Petra de Hamer is working as a culinary writer and photographer. She wrote articles and interviews for several magazines and newspapers in the Netherlands and Belgium. She also made a lot of cookbooks and travel guides.

- Series sold over 20.000 copies
- Very popular in gift stores
- First travel guides created with the successful DIY principle

Once Upon a Time I.. Was / Went / Wanted To Be



These guided diaries help you create your own autobiography; help you find out who you are and what you want to be; help you to explore a city or country. By means of questions and space for pictures, little drawings, lists of your favorite things, your memories and more.

These diaries are very nicely styled and have an attractive fresh design, which sets it apart from the ordinary, mainstream look most of these diaries usually have.

Info

Once Upon a Time I Was...

Author: Lavinia Bakker |
144 pages |
8 5/8 x 6 1/2 inches |
paperback | \$ 16.99 |
978 90 6369 421 0



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Once Upon a Time I Wanted to Be...

Author: Lavinia Baker |
144 pages |
8 5/8 x 6 1/2 inches |
paperback | \$ 16.99 |
978 90 6369 419 7



9 789063 694197 >

Once Upon a Time I Went To...

Author: Lavinia Bakker |
144 pages |
8 5/8 x 6 1/2 inches |
paperback | \$ 16.99 |
978 90 6369 454 8



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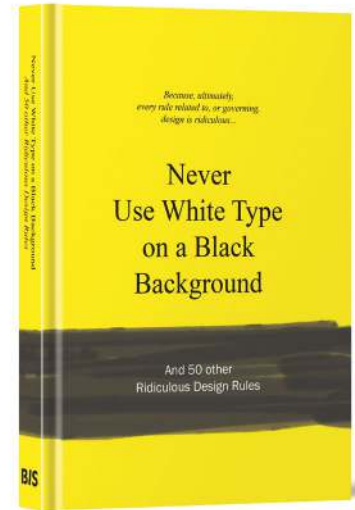
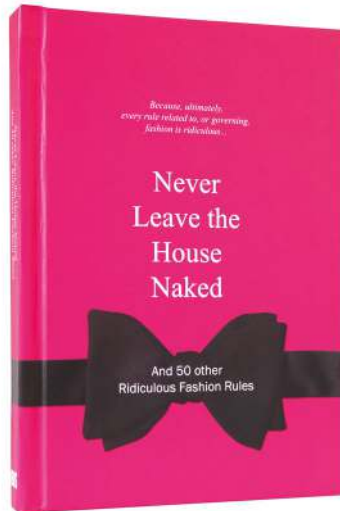
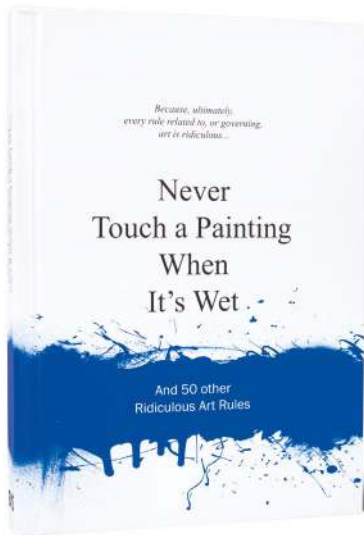
Author

Lavinia Bakker is an author and business owner from Amsterdam. She has two great passions in her life: animals and fashion. Lavinia and her twin sister Abigail combined these two passions with Geitenwollenshirts (eco t-shirts), Real Fake (an animal friendly fashion label). She is also the owner of a concept store based in Amsterdam.

• **Series sold over 26.000 copies**

• **Lots of space for pictures, little drawings, lists of your favorite things, memories and more**

**Never Touch a Painting When it's Wet /
Never Leave the House Naked /
Never Use White Type on a Black Background /
Never Use More Than Two Different Typefaces**



These funny and educational books show ridiculous rules in creative sectors. They are perfect gifts for creative people and those who love creative work. Rules tend to have a life of their own: over time their meaning changes or the rule is adopted by a whole new group of followers. This evolution is reflected in these books by quotes that accompany each rule and that are courtesy of designers, architects, fashion designers, artists, typographers and other creatives. For each of the 51 rules covered in each book, Van Gaalen refers to quotes by famous fellow creators, who either think there is something to the rule or have made a personal variation on it.

“A new book makes design platitudes up into full-spread graphics accompanied by a series of quotes that show how the saying was revised, rethought and, in some cases, rejected over time. The result is a smallscale oral history of each rule.”

- Fast Company

Info

Never Touch a Painting When it's Wet

160 pages |
6 7/8 x 4 3/8 inches |
hardcover | \$ 14.99 |
978 90 6369 280 3



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Never Leave the House Naked

160 pages |
6 7/8 x 4 3/8 inches |
hardcover | \$ 14.99 |
978 90 6369 214 8



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Never Use White Type on a Black Background

160 pages |
6 7/8 x 4 3/8 inches |
hardcover | \$ 14.99 |
978 90 6369 207 0

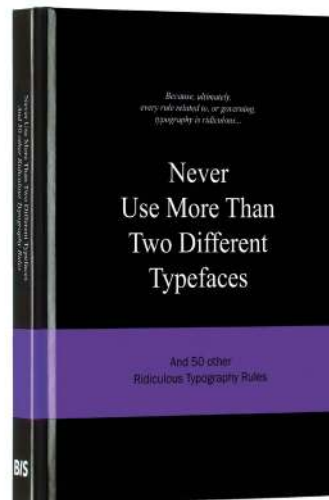
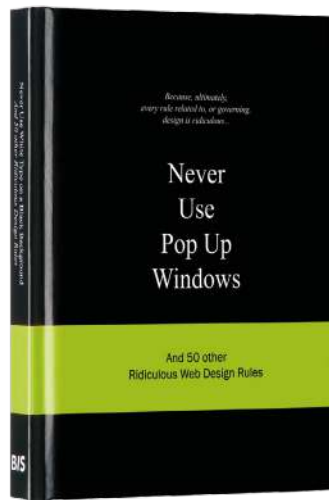
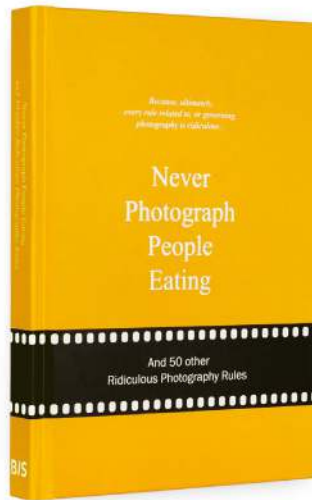
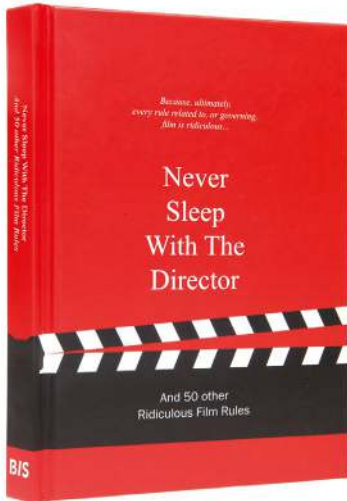


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Author

After receiving her MA and MPhil in English, American Studies and Cultural Analysis, Anneloes van Gaalen started writing for a wide variety of international publications including Wired Magazine, Dazed & Confused, ID Magazine and Surface. She has worked as editor-in-chief of LE COOL magazine Amsterdam. She has also given lectures and moderated debates for Humanity House, Harper's Bazaar Network Academy and Pecha Kucha.

Never Sleep with the Director / Never Photograph People Eating / Never Use Pop Up Windows



Info

Never Sleep with the Director

160 pages |
6 7/8 x 4 3/8 inches |
hardcover | \$ 14.99
978 90 6369 276 6



Never Photograph People Eating

144 pages |
6 7/8 x 4 3/8 inches |
hardcover | \$ 14.99 |
978 90 6369 277 3



Never Use Pop Up Windows

160 pages |
6 7/8 x 4 3/8 inches |
hardcover | \$ 14.99 |
978 90 6369 217 9



Never Use White Type on a Black Background

160 pages |
6 7/8 x 4 3/8 inches |
hardcover | \$ 14.99 |
978 90 6369 207 0



Still life photography

Depicting the beauty of inanimate objects. Flowers and food are the traditional subjects.

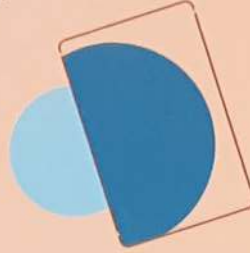


> Arrange household elements in a beautiful composition.

You will then evoke the enchantment of small things. The picture is eye-catching and timeless.

Intimacy

Closeness, proximity, connection with theme.



> Frame a desk, a wardrobe, a car interior, consider personal objects or capture a family moment.

You can draw attention to familiar moments and feelings.

Repetition

The duplication of elements.

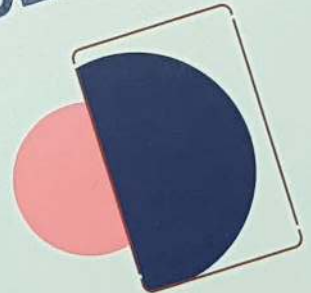


> Look for patterns on walls, surfaces or in nature.

It creates a sense of rhythm.

A GAME TO TRAIN YOUR EYE AND IMPROVE YOUR SKILLS

MY PHOTOGRAPHY TOOLBOX

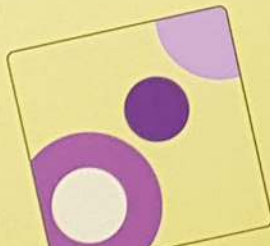


Play, Create and Learn!

the visual and tactile
of surfaces and capture
You can emphasize details that
the eye often doesn't see.

Diagonal composition

Diagonal imaginary or physical lines connect opposite corners of the image.



Highlighted titles



subject
elements around it.

> Shoot through windows, doorways, fences, overlapping branches, or over shoulders, between heads, etc.
You can create structure, add depth and enhance the visual experience.

Fashion photography

Devoted to showing garments and accessories for commercial purposes.

> Experiment with the model, the space and the background, try original positions and gestures.
You will then enhance how the clothing looks and how it's worn.

Rule of thirds

Imagine two vertical and two horizontal lines dividing the image into nine parts.

> Position the subject along the intersections and observe how the elements are emphasized.
It adds balance, asymmetry and interest. It is visually pleasing.



Contrast

Clear differences of colour or tone. Opposite colours accentuate one another.

> Combine colour contrast with a low tone and discover the improvement.
It's eye-catching, adds dimension and makes the image engaging.

Colour

Colour lends mood and meaning - depending on culture and circumstances.

subtle colour

Image taken from 'My Photography Toolbox'
978 90 63 69 504 0
\$ 19.99

Dilemmarama The Game



Getting an electric shock every time you laugh out loud, or washing your mouth with soap every time you swear? In this game there is only one real rule: you **HAVE** to choose! *Dilemmarama's* absurd dilemmas have been moulded into a fun social card game that will not only make you laugh, but will also cause heated debates and duels.



Authors: Dilemma op Dinsdag | 64 cards in a box | 5 7/8 x 4 3/8 x 1 7/8 inches | 978 90 6369 424 1 | \$ 19.99 |

Mozaa



Mozaa is a colourful combination of domino and mosaic. It is the edge-matching game that brings out the artist in you. Take a playing card from the stack and place it next to the cards on the table, in such a way that the colours on the edges match. Whatever strategy you choose, and whether you win or lose, the end result will always be a different and beautiful mosaic pattern.



Author: Renske Solkesz | 64 cards in a box | 4 5/8 x 4 5/8 x 1 3/8 inches | 978 90 6369 296 4 | \$ 19.99 |

Linjaa



Create the longest line, flip your opponent's plan or just enjoy the puzzle: it's up to you to choose a winning strategy. Each card in the game is unique, so it's not easy to form the longest line. Win or lose, you always create a compelling pattern with *Linjaa*.



Authors: Renske Solkesz | 80 cards in a box | 4 5/8 x 4 5/8 x 1 3/8 inches | 978 90 6369 503 3 | \$ 19.99 |

My Photography Toolbox



This is the perfect game for those who take pictures regularly and creative social media users who would love to improve their skills. Enables you to apply the 'tools' that smartphones or digital cameras can't provide, like soul. The game is divided into five categories to coach you on the secrets of visual language.



Authors: Rosa Pons-Cerdà and Lenno Verhoog | 72 cards in a box | 5 7/8 x 4 5/8 x 1 7/8 inches | 978 90 6369 504 0 | \$ 19.99 |

Old Masters Memory Game



Old Masters Memory Game collects the most famous and beloved portrait painters from the 16th and 17th centuries in one game that is fun to play, educational, and a feast for the eyes. The task, as always, is to collect two cards that make one set: in this case, two portrait paintings by the same painter.



Author: Mieke Gerritzen |
2 x 30 cards in a box | 5 7/8 x 2 7/8 x 2 1/8 inches |
978 90 6369 386 2 | \$ 19.99

Optical Illusions Game



The goal of the game is to collect four cards that form one optical illusion. The player who collects the most optical illusions wins the game. For this game he has selected a broad range of mindboggling illusions from the famous classical ones to new illusions created by contemporary designers and artists.



Author: Paul M. Baars | 20 optical illusions |
80 cards in a box | 5 7/8 x 5 7/8 x 1 1/8 inches |
978 90 6369 388 6 | \$ 19.99

Collage Memory Game



Collage Memory Game offers a stunning look at contemporary collage work from 30 artists and features a breathtaking mix of techniques. The styles range from wildly playful and colorful to vintage looking collages.



Author: Anja Brunt |
2 x 30 cards in a box | 5 7/8 x 2 7/8 x 2 1/8 inches |
boxed set | 978 90 6369 466 1 | \$ 19.99

You Are What You Eat Memory Game



The task of this game is to find sets of corresponding cards, and correctly matching a food to its effect on our body. Examples include cola and burping, garlic and bad breath, pepper and sneezing, spinach and physical strength and so on. Beautifully photographed and enhanced with funny illustrations.



Author: Marije Vogelzang |
2 x 25 cards in a box | 5 7/8 x 2 7/8 x 2 1/8 inches |
978 90 6369 272 8 | \$ 19.99

This is a Good Guide - for a Sustainable Lifestyle



Would you like to live a bit more consciously, but don't know how? And rather not put much time, money or effort into it? Then this is the book for you. It's filled with practical and positive tips regarding fashion, beauty, food, home, work and leisure, and shows that stylish and sustainable go very well together.



Author: Marieke Eyskoot | 280 pages | 9 3/4 x 7 inches | hardcover | 978 90 6369 492 0 | \$ 35.00

Creative Personal Branding



In this innovative book the author shares his unique personal coaching method designed to develop creative thinking and innovation. The method, while it originated as a career management tool, it can be used by anyone who wishes to explore what they have to offer the world.



Author: Jürgen Salenbacher | 228 pages | 8 1/2 x 5 1/4 inches | paperback | 978 90 6369 315 2 | \$ 19.99

Your Work and Your Life



A lot of people regard their professional life as a 'different' life than their private life. But don't we all have one life? Of which work is an integral part? This book shows you how you can use your full potential and that of your (work) environment in three easy steps.



Author: Krist Pauwels | 128 pages | 7 1/2 x 5 1/2 inches | hardcover | 978 90 6369 469 2 | \$ 16.99

The Art of Parenting



A must-have for soon-to-be or new parents! The early years of parenting are graphically pictured in humorous one-page illustrations that everyone will recognize. In a straightforward and simplistic manner, Drew de Soto captures the funny, smelly and sometimes difficult moments with new-borns and toddlers.



Author: Drew de Soto | 64 pages | 6 1/2 x 5 1/2 inches | hardcover | 978 90 6369 480 7 | \$ 9.99

The Book of Do-ness

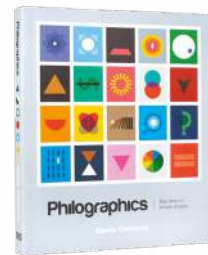


We're spending so many hours a day watching TV, gaming and scrolling through timelines on social media. We've almost forgotten what it's like to actually DO things. This book is a very funny, practical and (un)useful guide for all the people out there who have the urge to spend less time being digital but who need a little nudge in the right direction.



Author: Sara van de Ven | 240 pages | 5 7/8 x 5 5/8 inches | hardcover | 978 90 6369 451 7 | \$ 19.99

Philographics

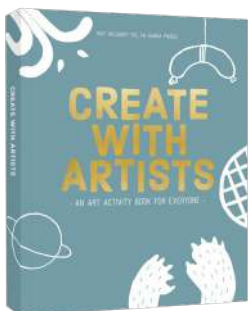


Philographics is all about explaining big ideas in simple shapes, merging the world of philosophy and graphic design. 95 designs, each depicting a different ism, using a unique combination of geometric shapes, colors and a short definition of the theory.



Author: Genis Carreras | 208 pages | 7 7/8 x 6 5/8 inches | paperback | 978 90 6369 341 1 | \$ 24.99

Create with Artists



Boost your creativity with tips from some of the world's top artists and designers like Viktor&Rolf, Marlene Dumas, Rop van Mierlo and Rineke Dijkstra. This book is packed with original workshops that offer all kinds of creative challenges.



Authors: Rixt Hulshoff Pol and Hanna Pilsen | 120 pages | 9 7/8 x 7 7/8 inches | hardcover | 978 90 6369 416 6 | \$ 19.99

Trashures



Rubbish rocks! For whoever has an eye for it, there is beauty in everything; from rubbish to plain useless stuff. This book features fifteen international artists from various countries, who work with rubbish. It showcases some of their projects, and gives the reader step-by-step instructions to make their own artwork in the spirit of the artists.



Authors: Anja Brunt and Tineke Meirink | 80 pages | 11 7/8 x 8 3/8 inches | paperback with flaps | 978 90 6369 425 8 | \$ 16.99

Creativity +



Creativity+ gives you the keys to unlock your curiosity, questioning skills and creative forces. It is more than a toolkit to help you achieve your aims. It is a philosophy for infusing creative thinking in all aspects of your life, supported by practical tools to bring your ideas to fruition.



Author: Paulina Larocca |
60 pages | 3 7/8 x 7 7/8 inches |
978 90 6369 488 3 | \$ 19.99

Creativity Works!



Scientists say half the work we do could soon be done by robots and creativity is the number one skill that keeps you relevant on the job market. Even if science is wrong, it's still great fun to develop yourself creatively. In this book you'll practice basic skills to become creative and learn how a smart creative process can be designed and executed.



Authors: Joris van Dooren and Coen Luitjen |
160 pages | 6 1/2 x 6 1/2 inches | paperback |
978 90 6369 506 4 | \$ 19.99

Not Invented Here



The potential of ideas and approaches from other areas is tremendous, still only very few organisations apply cross-industry innovation strategies in any kind of structured way. *Not Invented Here* provides you with cross-industry innovation strategies and tools to increase your match sensitivity' and see the opportunities available to you.



Authors: Ramon Vullings and Marc Heleven |
220 pages | 5 7/8 x 5 7/8 inches | paperback with
flaps | 978 90 6369 379 4 | \$ 16.99

Inspiration for Innovation



Inspiration for Innovation helps you to become a successful innovator. It offers practical insights, tips and tools and teaches you how to innovate. With 101 columns, this book inspires, confronts and surprises everyone who is looking for more inspiration on this topic.



Author: Gijs van Wulfen |
224 pages | 6 1/2 x 6 1/2 inches | paperback |
978 90 6369 496 8 | \$ 19.99

Design.Think.Make. Break.Repeat.



This handbook documents sixty methods used in design innovation projects leading to the design of new products or services. It brings together methods, tools and case studies that involve multiple design disciplines and perspectives – from product and service design to interaction and user experience design.



Author: Martin Tomitsch, Cara Wrigley and Madeleine Borthwick et. al. | 208 pages | paperback | 9 x 7 7/8 inches | 978 90 6369 479 1 | \$ 45.00

Convivial Toolbox



This book introduces an emerging domain of design research that is of immense interest today, not only to the academic design research community but also to design practitioners and to those in the business community charged with the development of human-centred products, systems, services and/or environments.



Authors: Elizabeth Sanders and Pieter Jan Stappers | 312 pages | 9 1/8 x 7 5/8 inches | paperback with flaps | 978 90 6369 284 1 | \$ 49.99

This Human



This Human is a great book about the person who is doing the designing and for people who are passionate and determined to have a positive impact with their work. This book helps these people to learn more about themselves and how to think and be in their practice of design.



Author: Melis Senova | 208 pages | 9 x 7 7/8 inches | paperback | 978 90 6369 460 9 | \$ 45.00

Notes on Design

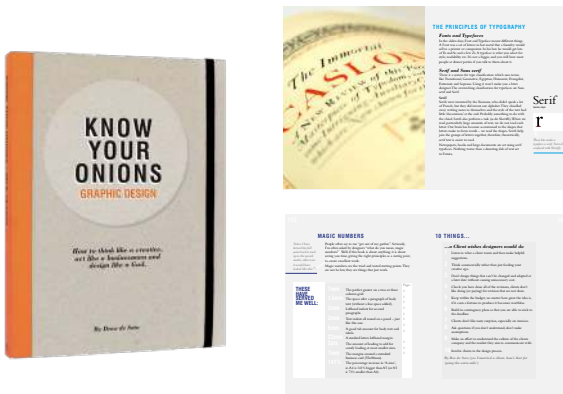


For designers, and beyond! These 185 mini-essays together create a panoramic overview of what designers do, and how creative practice works. Each one-page note thoroughly reflects on a design practice, showing professionals what they can learn from expert designers for innovating in their own field.



Author: Kees Dorst | 208 pages | 8 3/8 x 5 1/2 inches | paperback | 978 90 6369 465 4 | \$ 19.99

Know Your Onions: Graphic Design



This book is practical and immediate, without being condescending or overly technical. It is like having a graphic design mentor who will help you come up with ideas, develop your concepts, and implement them in a way that is engaging and humorous. It gives readers the experience and ability that normally comes from years of on-the-job training.



Author: Drew de Soto | 186 pages | 5 7/8 x 4 5/8 inches | paperback with elastic band | 978 90 6369 258 2 | \$ 19.99

Food Futures



Food designer Chloé Rutzerveld questions and explores new food production technologies and translates multidisciplinary research into future food scenarios. This book explains her thoughts, process and work, which is often described as provocative, cheeky and playful - inspiring and involving consumers in the discussion about potential food futures.



Author: Chloé Rutzerveld | 120 pages | 9 x 7 1/2 inches | paperback with flaps | 978 90 6369 517 0 | \$ 35.00

Products that Flow



This gloriously illustrated book offers a range of business opportunities and design strategies to deal with products in a more sustainable way. It contains circular business models and design strategies to inspire designers, marketers and business developers.



Authors: Siem Haffmans, Marjolein van Gelder, Ed van Hinte and Yvo Zijlstra | 128 pages | 10 x 5 1/2 inches | flexicover | 978 90 6369 498 2 | \$ 45.00

The Politics of Design



Many designs that appear in today's society will circulate and encounter audiences of many different cultures and languages. *The Politics of Design* enhances your visual literacy for communication beyond borders and cultures.



Author: Ruben Pater | 92 pages | 7 3/8 x 4 1/2 inches | paperback | 978 90 6369 422 7 | \$ 16.99

Thinking in Services



This book reveals the surprising design of services—their internal structure or ‘DNA’—through simple diagrams. It introduces a language and format for describing the concept of a service with clarity and depth. And, it provides the principles for implementing strategy through design.



Author: Majid Iqbal | 240 pages | 9 x 6 ½ inches | paperback with flaps | 978 90 6369 489 0 | \$ 45.00

Brand the Change

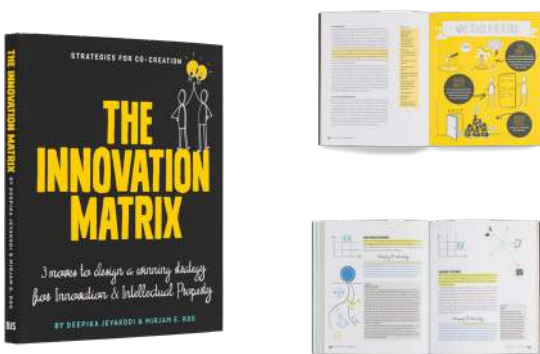


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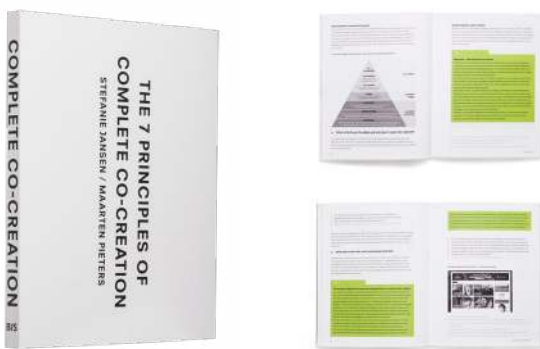


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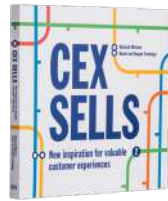
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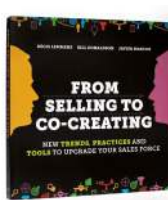
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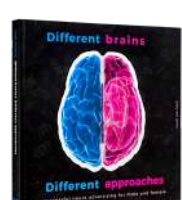
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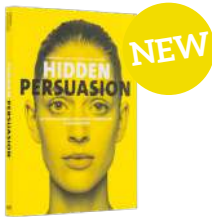
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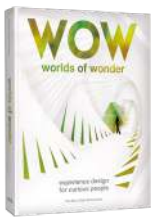
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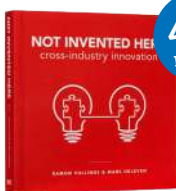
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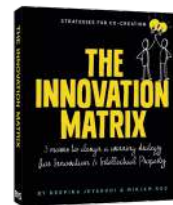
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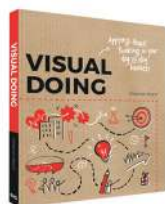
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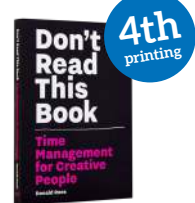
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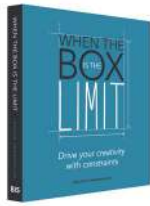
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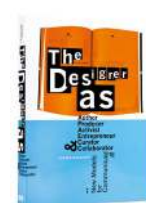
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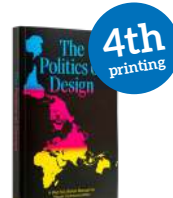
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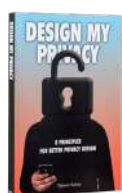
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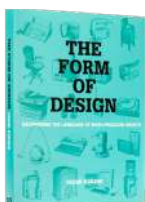
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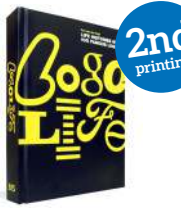
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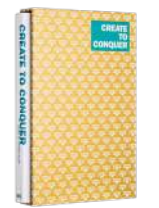


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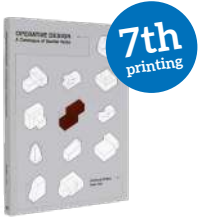
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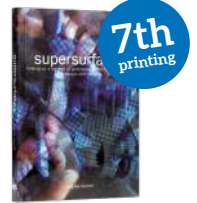
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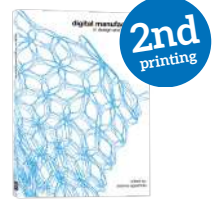
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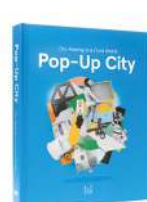
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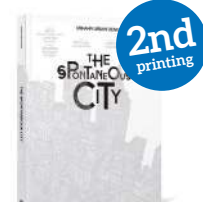
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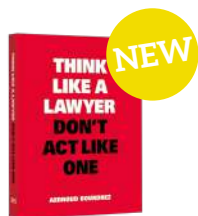
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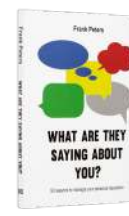


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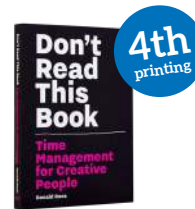


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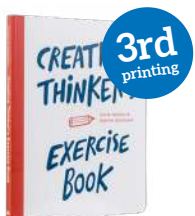
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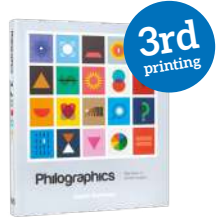
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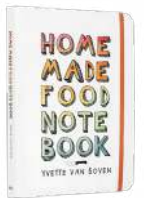
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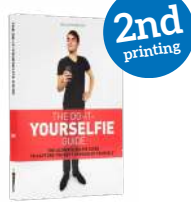
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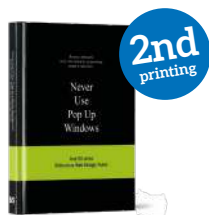
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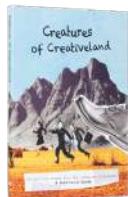
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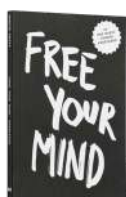
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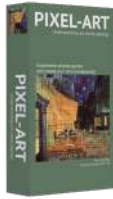
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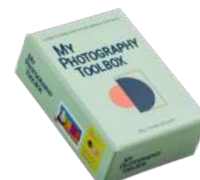
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