



## Penguins, Penguins, Everywhere!

By Bob Barner

Chronicle Books. Board book. Book Condition: new. BRAND NEW, *Penguins, Penguins, Everywhere!*, Bob Barner, SALES HANDLE: Introduces the wonders of the natural world to babies and toddlers with bright, friendly colors and simple, rhyming text. HOW WILL THIS TITLE BE DISTINCTIVE: Unique nonfiction and nature-based content for a young age group. SPEAK TO THE EXISTING TREND/DEFINE CONSUMER: Lap-size board books are gaining popularity, particularly in large trade accounts like Barnes 'n Noble. QUANTIFY VALUE: We have experienced price resistance for the hardcover edition--the lap-size board book format and lower price point creates an opportunity for this book to gain traction in the trade market. NOTABLE AUTHORS OR CONTRIBUTORS TO PROJECT: Bob Barner is an eager self-promoter and has a great platform in the educational market. This book will keep him in the minds of consumers in between picture books (a new picture book is in the works for spring 11!). RELEVANT SALES COMPARISONS OR SALES INFO: Many of Bob Barner's backlist titles continue to sell steadily. His books have sold a gross total of more than 300,000 copies!.

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### Reviews

*The publication is simple in go through preferable to fully grasp. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Mrs. Josiane Collins**

*It is simple in go through preferable to comprehend. It is full of wisdom and knowledge It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Leif Predovic**