

The death of forests

Francisco Lloret

Forests around the world are collapsing. Some of them are primary, of incalculable value. It is a current phenomenon, very serious and still little known.

The book delves into the main risks forests are facing nowadays: deforestation, pests, fires, climate change, the human factor, etc.

It is also an excellent informative work on the functioning of forests. What is a forest? How does it work? What is it made of? How does it develop?

Francisco Lloret is Professor of Ecology at the University of Barcelona.

#divulgation #ecology #forests #sustainability



June 1st

Ecology | 21,90 € | 272 pp. | 140 x 213 mm|

ISBN 978-84-18741-35-7

The death of forests

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For some years now, there have been episodes of sudden and widespread tree death in forests around the world. In many cases, climate change and droughts play an important role, but they are not the only cause, as they are combined with the history of human exploitation and the proliferation of pests and increasingly destructive fires.

In this book, Professor Francisco Lloret travels through some of the most important forests of North America, Patagonia, Europe and Africa to show us, with luminous clarity and rigor, the processes that are causing their collapse. A phenomenon that gives us the opportunity to learn more about the functioning of forests, their complex internal dynamics, their growth patterns, their distribution around the world, their role in biodiversity and the transformations they undergo, whether naturally or as a result of human activity.

The death of forests is an exciting and innovative read, which helps us understand the *raison d'être* of forests and the rationale we need to conserve them.

Francisco Lloret is Professor of Ecology at the Universidad Autónoma de Barcelona and researcher at CREAM (Center for Ecological Research and Forestry Applications). His research is focused on the study of the structure, functioning and dynamics of forests his research focuses on the study of the structure, functioning and dynamics of forests in relation to different sources of human disturbance. He has participated in several environmental projects for the improvement of forest resilience and the monitoring of a climate vulnerability warning system in mountain forests. He has been president of the Spanish Association of Terrestrial Ecology and writes the blog «Festina Lente», where he shares his ideas, concerns and hopes about the environment and human beings.

The creative self

Carlos García-Delgado

How does the process by which new ideas come to our mind works? Can we stimulate it in any way? Is the creative ability an exclusive faculty of human beings? Why has the understanding of the creative act always been surrounded by uncertainties?

García-Delgado analyzes with great originality the physiological foundations of creativity, linked to memory and consciousness, and proposes practical exercises to stimulate this process in the reader.

The author holds a PhD in Industrial Engineering from the Universitat Politècnica de Catalunya and is an architect.

June 8th

Essay | 21,90 € | 272 pp. | 140 x 213 mm

#creativity #consciousness #art #science #innovation | ISBN 978-84-18741-47-0



The creative self

Carlos García-Delgado

The creative capacity is something so common that all of us make use of it every day and at every moment. However, the creative process has been reluctant to find a rational explanation beyond the myths, beliefs or taboos that have encouraged it for centuries. In *The creative self*, Carlos García-Delgado provides an innovative explanation of the act of creation, which involves all the material parts of our organism and is based on the role played by consciousness and memory. To this end, the author develops with great clarity and scientific rigor two fundamental theories that had not been formulated until today: the kinetic theory of memory (the data contained in memory are not static, but combine on their own without the intervention of the will) and the cybernetic theory of creativity (memory and consciousness act as two poles of a self-regulated or cybernetic system).

A profoundly original and enlightening book that will change our way of understanding the phenomenon of human creativity, extensible to all living beings, to cells and even to all the material particles of our universe.

Carlos García-Delgado holds a PhD in Industrial Engineering and is an architect by the UPC. He has won several awards in architecture and urban planning; he was part of the drafting team of the Olympic Ring and the Olympic Stadium in Barcelona. With his doctoral thesis, *Teoría de la invención*, which is the subject of this volume, he was a finalist for the Anagrama Essay Prize. He is also the author of the books *Arquitectura tradicional de la Isla de Mallorca*, *Así fue, relatos de lo inverosímil*, *La casa popular mallorquina*, *Las raíces de Palma* and *Radiografía de bolsillo del independentismo catalán*. Guy de Forestier is his pseudonym in the best sellers *Queridos mallorquines* and *Queridos catalanes*, where he explores the features of these two nations.

All the coaching tools you need to build a meaningful future

Carole Viaene My ideal job and how to find it

Carole Viaene, career coach at Esade, shares the best executive coaching tools to successfully achieve a balance between personal life and professional development.

An original and entertaining read, with practical exercises that appeal to introspection and inspiring testimonies from students, entrepreneurs and executives.

The world is experiencing a full transformation towards a more sustainable, blue, green, circular and inclusive model, including our work and our professional career. In this new scene the ideal job has changed. Obtaining lots of power and money in a very short term is no longer a priority, whereas matters such as identity, our desires, self-care, and positive impact on the world are gaining importance.

This book is the perfect guide to search and find a great job today, to improve your current professional position, and to think about your career in the long term. For this, the author offers us her experience as an elite coach: real testimonies of students, executives and entrepreneurs and, above all, a lot of reflections, exercises and tools to help us define our own path.

Carole Viaene is a *career coach* at the prestigious Esade Business School, where she works with big worldwide companies, in undergraduate, master and MBA for executives studies.

"A fresh and suggestive book with a clear message: you should combine being useful to others with doing something good and healthy for yourself."

Koldo Echebarria, general manager of Esade

"This masterpiece comes at the right time to find the perfect match between profession, vocation, passion and the mission to create a better world."

Jonathan Escobar, CEO of ActioGlobal

Coaching | €19.90 | 216 pages | 140 x 213 mm
Paperback flap edition | ISBN 978-84-18741-05-0

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Carole Viaene's life was a roller coaster for many years, without clear future work prospects and, ironically, she found her vocation in career counselling. She tried more than fifteen jobs, changed her degree thrice (Journalism, Education and Human Resources) and moved from her native Belgium to Spain to find her true calling. Currently, Carole belongs to the Esade Careers team, where she works alongside Fortune 500 companies and future leaders. She is a Certified Professional Coach by the International Coach Federation. Through this book she describes herself as a 'career activist', with a focus on health, climate change and a new regenerative circular economy.

All the coaching tools you need to build a meaningful future

Reviews

“Carole Viaene's book is a perfect, and much needed, manual to explore one's career in front of the blank space of our future.”

Albert Bosch, entrepreneur and leadership expert

“There is a new wave and Carole Viaene is leading it. Her speech is full of hope for a future in which our work does not exhaust us, but rather replenishes us and contributes to our entire social ecosystem.”

Marnie McLain, operation strategist in Google [X]

“Carole draws for us a pathway not to get lost and to do what we love. Sow today the person you want to be tomorrow!”

Jaume Gurt, author and CEO of Global Future of Work Foundation

“Doubts about your carrier and an existential crisis? *My ideal job and how to find it* is the perfect book to reflect on and to find your own answers.”

Magali de Jaegher, technological programs' manager in Veepee-Privalia

“In the nearest future, we will have to resolve unknown problems, use technologies that have not yet been invented and train for jobs that do not yet exist. Throughout our existence, not only will we have to reinvent our lives, careers and jobs, but also ourselves, and several times. Carole Viaene's book anticipates this situation in an original way, not offering answers (now impossible to know), but asking the best questions to accompany the journey of our personal adventure.”

Àngel Castiñeira, Society, Politics and Sustainability lecturer at Esade

“It is time to reinvent everything, and in particular our work. As someone without a formal career, I feel ill-prepared to advise, but I usually say: “Find something you like and give it everything you have to offer.” It worked for me. But now, luckily, when anyone is looking for advice I can point Carole Viaene!”

John Elkington, global authority on corporate responsibility and founder of Volans

“Carole Viaene points that we have to imagine our desired professional future if we are to create it, and this is perhaps the most important message for anyone who is about to redefine their professional profile. She has also compiled many of the most inspiring quotes to encourage each of us to become aware of our own potential!”

Mike Rosenberg, Management Practice lecturer at IESE Business School

“If you are not fully enjoying your current job, reinvent your career and imagine something you have never imagined before, but promise to do only what you enjoy!”

Gunter Pauli, author of *The Blue Economy* and Club of Rome member

“Carole's book is a call to action: to mobilize towards careers that, apart from enriching us, are good for our planet. With humour and authenticity, she invites us to plunge into vulnerability and to challenge limiting beliefs, in order to discover fulfilling careers hatched with a larger purpose.”

Elizabeth Kalnin, talent and development advisor at Adevinta

Vampire: a dream of pleasure and happiness. Never reflected in mirrors before, now it reflects our world's evolution.

David Remartínez The pop history of vampires

Immortal, bloodthirsty and... tender? From the most terrifying creature, the vampire turned into a pop icon that embodies the aspirations and disputes of virtual community, from neoliberalism to digital sex.

In this revealing, fresh and fun essay, David Remartínez, journalist and expert in digital communication, updates this ancient myth. Cannot be missed by fans of popular culture and the vampire genre!

The 21st century vampires are no longer what they were. Dracula has been overtaken by troubled teens, like the *Twilight* ones. The contemporary vampire has buried the middle-aged count, and now it displays youth, pleasure, love and femininity. Through his ability to adapt to our frenetic times, the monster has assumed the incongruities of humans, while the world, drowned in economic crises, political conflicts, social networks and pandemics, became "vampirish".

This book analyses the myth's metamorphosis from the Transylvanian legend to its reinterpretation in the cinema. In the past, children were afraid of vampires; today they want to be one. In a pursuit of youth and happiness, adults find here a refuge from precarious jobs, toxic relationships and mega corporations that suck our blood on a daily basis.

David Remartínez, journalist and aspiring vampire, offers a surprising insight through the most influential films, series, books and comics of the genre. In this journey he is aided by nine essential creatures, from Count Draco of Sesame Street to the current female vampires, who gave the threatening fangs another meaning.



David Remartínez (Zaragoza, 1971) is a journalist and a writer, although deep down he conceives both dedications as the same. He has always wanted to be a vampire, but in the meantime he has made a living working in newspapers (*El Comercio*, *El Diario Montañés*), magazines (*Vanity Fair*) and on radio and television (*Cope*, *Antena 3*), and he specialized in digital communication. As a writer, he jumps between topics without rhyme nor reason, tackling those he is passionate about with character and dedication. He has published essays on politics (*Gabinism told to our children*), gastronomy (*Fucking gastronomy*) and consumption (*Monkey see, monkey do.*), and is currently writing for *El Comidista* and the *Repsol Guide*, because frankly, food and drinks are what drive him crazy. He anxiously awaits his first feast of blood.

Essay | €19.90 | 280 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-17623-89-0

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#business #management #strategy #leadership

«The best book on disruptive innovation ever written in our country».

Telmo Pérez, CIO from Acciona

Ivan Bofarull

Moonshot Thinking

Ivan Bofarull is Chief Innovation Officer from Esade, professor and one of the leading experts on innovation in Spain. He gives courses and conferences in numerous companies.

This book explains how to transform the wave of disruptive innovation coming from Silicon Valley into a growth opportunity for organizations, using theoretical lessons and practical methodology.

Moonshot Thinking has been awarded the prize Best Innovation Book 2021 of the SDLI Innovation Agency.

Disruption is the new normal. This should not be a headache or a cause for panic for your company, but the impulse needed to embark on an exciting journey of transformation.

In this book, Ivan Bofarull, Chief Innovation Officer from Esade, proposes three key lessons to achieve it:

- Adopt a truly entrepreneurial mindset thanks to moonshot thinking, the mental model that puts exponential improvements (10x) before incremental improvements (+10%).
- Be an expert on disruption: understand what it really means, what signals it gives off, how we can anticipate it, what we can learn from the successes and failures of different companies, etc.
- Design a systematic model of disruptive innovation for your company, the moonshot innovation, which uses moonshot thinking as a catalyst and consists of three phases: anticipation, launch and landing.

Three key lessons that will help you anticipate, stand out from the competition and lead the transformation.

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CHAPTER SUMMARY AVAILABLE HERE:

<https://www.dropbox.com/s/fcsoiytrt7ip1x/Chapter%20summary%20Moonshot%20Thinking.pdf?dl=0>

Business | 19,90 euros | 272 pages | 140 x 213 mm
Softcover with flaps | ISBN 978-84-17623-46-3
Published in June 2020



Ivan Bofarull is Chief Innovation Officer from Esade and professor of innovation in corporate programs at the same school. In recent years, he has designed and taught disruptive innovation programs for companies and entrepreneurs in Europe and Silicon Valley, in collaboration with Singularity University. He has also been co-director for several years of the Challenge for Business Innovation of eBullifoundation and Esade.

Previously, he was a consultant for global strategy at Georgetown University, first full time and then as a visitor. Ivan Bofarull is a regular speaker on disruptive innovation and the future of education, both in companies and at global events: Mobile World Congress - 4YFN, World Open Innovation Conference, TEDx, Lego Education, MIT Solve, DayOne Innovation Summit, among others. He has been chosen by *Forbes* magazine as one of the top forty futurists in Spain.

#history #popculture #power #conspiracy #humor

Terraplanism, Illuminati, ufology or how paranoia has become the perfect tool to think the world

Noel Ceballos Conspiranoid Thinking

An essential book to understand the long paranoid history of distrust in the system; from the time of the French Revolution —the ground zero of conspiracy theories— to the pandemic negationism.

Noel Ceballos is a culture editor at *GQ* magazine and author of the book *Internet Safari*, published by Blackie Books. He is an expert on classic cinema, Victorian literature and pop culture. He has more than 23,000 followers on his twitter account.

Where does conspiranoid thinking come from? Why are so many people convinced that a small and powerful group of people is secretly running the world against the interests of ordinary people? Which reasons do we have to believe that civilization as we know it is on the verge of collapse and that a new world order is coming? Is Bill Gates to blame for everything that is happening on our planet?

For Noel Ceballos, conspiracy is a paranoid framework with which to confront an increasingly complex and chaotic world. A magic formula with which to rearrange the daily cacophony of information until a satisfactory narrative is found. But today's conspiracy theories are not new, but more updates of elaborate falseness or crude lies —with the appearance of truth— that have been circulating in Western societies for centuries.

From the French Revolution to the coronavirus, passing through the Illuminati, UFOs, the assassination of JFK, terraplanism, MK-Ultra, climate change, Facebook, 5G or the dark shadow of anti-Semitism, this book travels from the past to the present to create a sort of Unified Conspiracy Theory, always under the premise that we can discover a lot about a society if we take a look at its worst nightmares.

«An exciting reading, extraordinarily well-researched and entertaining, so erudite you'd almost think it was written by one of the Lone Shooters».

Pedro Vallín

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CHAPTER SUMMARY AVAILABLE HERE:
<https://www.dropbox.com/s/wibzshvb7q84k9e/Chapter%20Summary%20Conspiranoid%20Thinking.pdf?dl=0>

Essay | 19, 90euros | 264 pages | 140 x 213 mm Softcover with flaps | ISBN 978-84-17623-94-4
Published in June 2021



Noel Ceballos (Madrid, 1985) is the culture editor of *GQ* magazine. He has written media such as *Fotogramas*, *SModa*, MTV or *El Confidencial*, in addition to have been working as a scriptwriter for TCM, Calle 13 or Paramount Channel.

He has also collaborated in campaigns with Netflix and Amazon Prime Video. He is the author of the essay *Internet Safari. Una expedición al lado salvaje de tu vida digital* (2015) and two novels, *La Escuela Nocturna* (2014) and *Los Cinco Superdetectives* (2018), the second of them written together with El Hematocrítico, his partner and companion in the project Los Hermanos Podcast.

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A story of overcoming the shock of the unplanned irruption of autism in family life

Gemma Vilanova The unexpected son

The unexpected son is the testimony of a mother who invites us to look with different eyes to understand others and accept their differences.

A book to be moved, to laugh, to cry, to reflect on motherhood and fatherhood and to understand the daily life of people who live with autism. People we know, but whom we dare not ask.

I am a mother with a singular and unique child. A different child. An unexpected child, like so many others, who beyond the label of disorder, disease or condition, is out of what is considered normal.

This book is the chronicle of the first ten years of life of my son Josep, diagnosed with autism spectrum disorder. A journey that begins with the first suspicions that something is wrong, the confirmation of the diagnosis and the abyss of facing a daunting future full of uncertainties. Through surprising and sometimes funny stories, some of them disturbing and sometimes crude, the story progresses until the moment that Josep becomes a fundamental piece to find happiness again.

My testimony pretends to be an example of the struggle to live in a world with less prejudices, in a society that is more comprehensive and respectful of differences. With it I invite you to meditate about motherhood, parenthood and the most intimate fears about the singularities of our children, beyond autism. I invite you to be brave and embrace difference.

"In this long-distance race, which is not a sprint, parents of children with autism must use superpowers: super-patience, imagination (a lot of it), reaction capacity, ability to observe and a great sense of humor. Gemma uses them with Josep to make him happy in spite of everything. Pay attention and read".

Miguel Gallardo, author of *Maria y yo*.

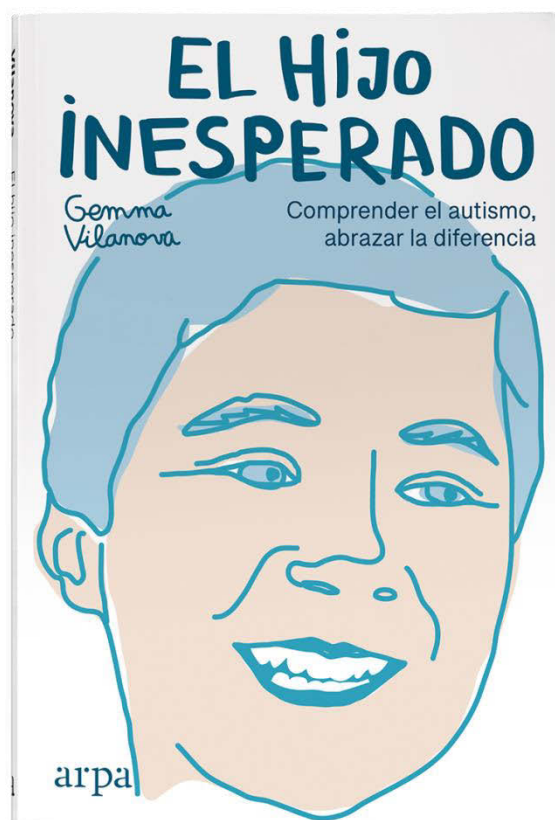
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CHAPTER SUMMARY AVAILABLE HERE:

<https://www.dropbox.com/s/zv39ud3os8811p2/The%20Unexpected%20Son-%20Chapter%20Summary.pdf?dl=0>

Personal development | 17,90 euros | 208 pages | 140 x 213 mm
Softcover with flaps | ISBN 978-84-18741-02-9
Published in July 2021



Gemma Vilanova Porqueres (Barcelona, 1973) is the mother of three children. A graduate and MBA from Esade, she has worked on consulting projects for large multinationals and at the Edad&Vida Foundation as technical director. A lover of words, a few years ago she decided to undertake her most personal project to date: to tell the story of her son Josep, who has an autism spectrum disorder. Since then she has not stopped writing articles on autism to make known the reality of those affected, with a very personal approach, avoiding conventionalisms and practical advice. She is the author of the blog "El fill inesperat", in *Diari Ara*, and is currently immersed in several writing projects.

A succession of crises has tottered our confidence in liberal democracy and has cleared the way to authoritarian populisms

José María Lassalle The wounded liberalism

Will technology help us to be freer or will it subdue us to more control and subordination? At the halfway point of the pandemic, liberalism and its current challenges constitute a political reflection more alive and necessary than ever.

José María Lassalle is one of the most influential liberal thinkers in Spain, his latest book, *Ciberleviatán* (Arpa, 2019), has sold more than 4.000 copies.

January 6, 2021: a populist tsunami hits the US Capitol Hill. The silhouette of a human buffalo presiding over the House of Representatives confirms that liberal democracy is in danger. This image is the consequence of others that a profoundly illiberal 21st century has brought. The Boeing crashing into the Twin Towers; the Lehman Brothers executives leaving the offices with their boxes and deserted streets because the curfew decreed with the pandemic. Three successive crises that make us feel deprived of security, prosperity, health and confidence in progress.

The impotence of liberalism in the face of the challenges of the century makes it appear wounded in the face of populism while authoritarian nostalgia grows in democracies. Faced with this adverse situation for freedom, José María Lassalle proposes a renewed and critical liberalism that rejects the selfish individualism of a neoliberal ideology hybridized with fascism, as embodied by Trump and the alternative right emerged from the Tea Party.

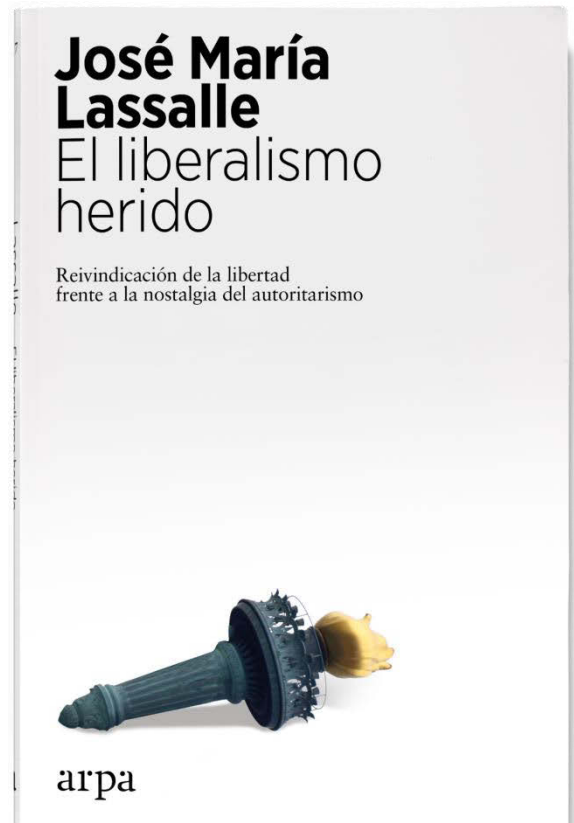
The liberalism of the 21st century must be a new collaborative humanism, open to alliances with those who want a hospitable and generous democracy that fights against the hated and the polarization propagated by the Reactionary International. It also defends a technological humanism that prevents the neoliberal authoritarianism of Silicon Valley from materializing in the West a Cyberleviathan based on the Biggest Data unleashed by covid-19. A digital humanism that helps to ethically designs a Cyberdemocracy.

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CHAPTER SUMMARY AVAILABLE HERE:

<https://www.dropbox.com/s/a4eq4faqecch3by/Chapter%20Summary%20The%20Wounded%20Liberalism.pdf?dl=0>



José María Lassalle (Santander, 1966) is a doctor of Law. He began his career as a researcher and professor at the University of Cantabria and the University Carlos III of Madrid. He was a scientific coordinator in the Hispanics and Ibero-Americans Studies Centre of the Carolina Foundation, and later he became the director of this institution.

In 2011 he was appointed Secretary of State for Culture and in 2016 for the Digital Agenda. In July 2018 he left politics. At present, he is a consultant, a professor of Philosophy of Law in ICADE and he leads the Technological Humanism Forum in Esade. Furthermore, he is vocal of the Board of the Economic's Circle of Barcelona and employer of the National Library of Spain. He is the author of many essays, like *Liberales* (2011), *Contra el populismo* (2017) o *Ciberleviatán* (2019). He writes regularly in *El País* and *La Vanguardia* and collaborates with RNE and Cadena SER.

Looking after, being caring and being conscientious about the things that are really worth it for the benefit of everybody is the step that must be taken to change the world.

Victoria Camps

Take care, take care of ourselves

Victoria Camps is a reference in the field of philosophy and dissemination in the Spanish language. Her last two titles, published with Arpa, have garnered great success in both Spain and Latin America: *Praise of Doubt* (14,000 copies sold) and *The Pursuit of Happiness* (12,000 copies sold).

During the pandemic, the value of care, both individual and collective, has become evident in a society that had relegated this function to a few specialized trades. Victoria Camps defends in this book its importance, as essential as justice.

«Take care, take care of ourselves», has been the all-pervasive maxim throughout the containment by covid-19, and remains so as long as the threat of contagion continues. For some time, care has been paving the way as an essential provision for the improvement of individual and collective well-being. This value, as its promoter Carol Gilligan said, is as essential as justice, which has remained invisible for centuries because its natural space was that of domestic life where women ruled. Care was always necessary, because want is an aspect of the human condition.

Neither the advances in medicine nor the professionalization of many services fully cover an obligation that no one should be exempt from. Nothing would have made it as clear as the pandemic that has come upon us. Ignorance, uncertainty, the scarcity of preventive measures and the unsuspected dimensions of the catastrophe have focused on this indispensable imperative: to take care of ourselves by taking care of others.

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CHAPTER SUMMARY AVAILABLE HERE:

<https://www.dropbox.com/s/dnqp76bw1zkmg3b/Chapter%20summary%20Take%20Care.pdf?dl=0>



Victoria Camps is a Professor of Moral and Political Philosophy at the Universitat Autònoma of Barcelona. She has been an independent senator for the Socialist Party, advisor to the Audiovisual Council of Catalonia and president of the Spanish Bioethics Committee. At present she is the president of Fundació Víctor Grífols i Lucas. Her publications include *Elogio de la duda* (Arpa, 2016), *La imaginación ética*, *Virtudes públicas* (Arpa, 2019), *El siglo de las mujeres*, *El gobierno de las emociones* and *Breve historia de la ética*. In 2008 she was awarded with the Menéndez Pelayo International Prize and in 2012 she won the National Essay Prize.

#essay #ethics #philosophy #respect

An intelligent and accessible essay with which to learn to doubt and defeat the "unbearable lightness" of certain discourses

Victoria Camps Praise of Doubt

More than 14,000 copies sold.

In *Praise of Doubt* is a journey through the changes of the history of doubt, designed for a wide audience.

The author is a reference in moral philosophy, has taught at university for 30 years and is currently a member of the State Council of the Government of Spain.

It was Bertrand Russell who said that philosophy is an exercise of scepticism. Learning to doubt implies distancing oneself from the given and questioning clichés and prejudices, questioning the unquestionable. Not to simply reject it, but to examine it, analyse it, reason about it, and finally decide.

Praise of Doubt covers the changes of doubt throughout the history of thought - Plato, Aristotle, Descartes, Spinoza, Hume, Montaigne, Nietzsche, Wittgenstein, Russel, Rawls and a long list of men who doubted will speak to us from its pages - and does so in a way that is reachable to a wide audience, without giving up any of the rigour and depth of those who have taught at university for 30 years.

Victoria Camps is Professor of Moral and Political Philosophy at the Autonomous University of Barcelona. She has been an independent senator for the Socialist Party, advisor to the Audiovisual Council of Catalonia and president of the Spanish Bioethics Committee.

She is currently President of the Víctor Grífols i Lucas Foundation. Her publications include *Praise of Doubt* (Arpa, 2016), *La imaginación ética*, *Virtudes públicas* (Arpa, 2019), *El siglo de las mujeres*, *El gobierno de las emociones* and *Breve historia de la ética*.

In 2008 she was awarded the Menéndez Pelayo International Prize and in 2012 the National Essay Prize.



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Philosophy | 16,90 euros | 180 pages | 140 x 213 mm

Paperback with flaps | ISBN 978-84-16601-10-3

Published in May 2016

#happiness #ethics #philosophy #dissemination

The history of happiness over thousands of years of thought: a philosophical alternative to the umpteenth self-help bestseller

Victoria Camps The Pursuit of Happiness

More than 12,000 sold copies.

Victoria Camps argues that thousands of years of history of thought should be much more useful for thinking about happiness than any self-help bestseller.

The author is a reference in the field of philosophical dissemination. Her latest book, *Elogio de la duda* (Arpa, 2016) has sold 14,000 copies.

Asking about the nature of happiness is equivalent to questioning the meaning and purpose of our own existence. Happiness is a search throughout one's life; unhappiness, on the other hand, is the abandonment of the desire to continue living. More than a goal, happiness is a state of mind, the yearning for a full life.

It is not the object of philosophy to determine what it is to be happy, but philosophers and thinkers, from Aristotle to Aldous Huxley, have reflected throughout history on this essential question: what are the limitations of those who aspire to be happy; what value friendship, love, desire or freedom have in the attainment of happiness; how the individual and the group relate to each other on this path. The lesson to be learnt from these philosophers is that happiness is indeed the greatest good, but a good that requires effort, patience, perseverance and time.

The Pursuit of Happiness does not contain recipes for achieving fulfillment, but there are plenty of reasons not to cease to the discouragement of an existence that is paradoxical, contingent and limited, but at the same time could be rich and hopeful.

Victoria Camps is a Professor of Moral and Political Philosophy at the Autonomous University of Barcelona. She has been an independent senator for the Socialist Party, advisor to the Audiovisual Council of Catalonia and president of the Spanish Bioethics Committee.

At present she is the president of Fundación Víctor Grífols i Lucas. Its publications include *Elogio de la duda* (Arpa, 2016), *La imaginación ética*, *Virtudes públicas* (Arpa, 2019), *El siglo de las mujeres*, *El gobierno de las emociones* and *Breve historia de la ética*.

In 2008 she was awarded with the Menéndez Pelayo International Prize and in 2012 she won the National Essay Prize.

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Philosophy | 17,90 euros | 176 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-17623-03-6

Published in February 2019



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A therapist proposes effective and simple solutions to get our children to listen to us and respect us

Maribel Martínez

How Many Times Do I Have to Tell You?

Effective and simple solutions to get our children to listen to us and respect us

More than 6,000 copies sold.

A practical guide to deal with the ordinary problems of raising our children on a day-to-day basis using Strategic Briefing Family Therapy (BSFT).

Maribel Martínez is a psychologist and therapist with more than 20 years of professional practice. She is a pioneer in BSFT in Spain and the author of *Niños sin miedos (Children without Fears)*. She collaborates with different written press in Spain.

BSFT is a psychotherapeutic model developed by Giorgio Nardone that aims to solve and prevent complex problems in a simple way and in a short time, without exploring the causes in the past.

How many times do we repeat the same things to our children without achieving our goals? How many times do we have to prove that it doesn't work to reject it as a solution and do something different?

Psychologist Maribel Martínez, an expert in strategic short therapy, proposes effective and simple guidelines to ensure that our children listen to us, respect us and do as they're told in normal, everyday situations that all parents face on a daily basis:

- Values: respect to parents and brothers or sisters
- Self autonomy: dressing, studying, eating, sleeping
- Responsibility: punctuality, homework, collaboration at home
- Frustration tolerance: tantrums, irascibility, limits, fears
- The use of technology: mobile, consoles, computer, tablets

In each chapter, as in professional practice, we start with a specific case, looking at how the problem has been created and what attempts at solution have been made without satisfactory results. It then specifies the actual objective to be achieved and provides practical strategies for parents to solve the conflict effectively.

SELECTED SPANISH PRESS REVIEWS AVAILABLE ON ARPAEDITORES.COM

World Rights available

Parenting | 17,90 euros | 208 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-17623-12-8

Published in June 2019



Maribel Martínez is a psychologist specializing in strategic brief therapy, a trend that she pioneered in Spain. She has been working as a psychotherapist since 2001 and is co-director of the Centre de Terapia Breve Sentirse Bien in Barcelona. She has taught in various educational institutions and has collaborated in La Vanguardia, Ara and El Confidencial as well as in radio and television. She is co-author of the books *Niños sin miedo* and *Conducir sin miedo* (Tibidabo).

#self-development #nonviolent communication #relationships #conflict

A handful book to learn the basics of Nonviolent Communication (NVC) and to ease the way we relate

Pilar de la Torre Fundamentals and Practices of Nonviolent Communication

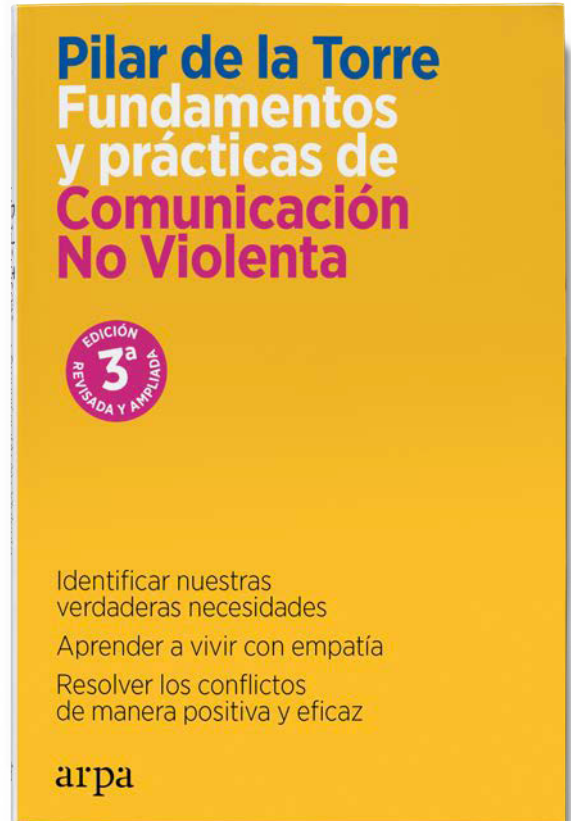
The first practical CNVC (Nonviolent Communication) manual in Spanish, written by the undoubted reference in this field in the Spanish-speaking world.

Pilar de la Torre has been giving courses and training on the CNV for more than 20 years. She has an extensive network of followers, students and alumni.

Nonviolent Communication is a simple but surprisingly powerful practice. It is based on the idea that human beings share universal needs that govern our behaviour, and that violence is a resource that we use, erroneously, to satisfy them. If we know how to identify our needs, the needs of others and the feelings that go with them, we can achieve authentic communication and more harmonious relationships.

How do we express our feelings in the face of conflict? What needs give rise to these emotions? What do we expect from ourselves and from others? How do those around us really feel? By identifying needs and using listening and expression techniques, the CNV generates environments of empathy and sincerity that are beneficial in bringing us closer to each other and turning our relationships into those we truly desire, both at home and at work.

Pilar de la Torre, an indisputable reference in the field of the CNV, brings together twenty years of experience in this book, the first practical manual in Spanish, which presents the basic notions of this trend and proposes a great variety of practical cases for its integration into our daily lives.



Pilar de la Torre has a degree in Psychology from the Universidad Complutense de Madrid and is a certified Gestalt psychotherapist by the Madrid School of Gestalt Therapy, the École Parisienne de Gestalt and the Institut Belge de Gestalt-Thérapie. She has more than thirty years of experience in psychotherapy, personal accompaniment and training and team management.

De la Torre trained in Nonviolent Communication with Marshall Rosenberg at the Center for Nonviolent Communication, and for the last twenty years has given courses, seminars and workshops that have allowed him to spread this practice and consolidate it as the reference in this field in the Spanish-speaking world.

World Rights available. Sold to China (Beijing Huazhang)

Self-development | 17,90 euros | 208 pages | 140 x 213 mm
Paperback with flaps | 978-84-16601-81-3

Published in July 2018

SELECTED SPANISH PRESS REVIEWS AVAILBLE ON ARPAEDITORES.COM

#psychology #psychoanalysis #perversion #narcissism #liberation

The book that wicked narcissists don't want you to read: Who are they? How do they act? How do you get rid of them?

Jean-Charles Bouchoux The Wicked Narcissist

More than 16,000 copies sold. More than 200,000 copies sold in French.

Consolidated as a reference book for the treatment of toxic and undesirable relationships.

The perverse narcissist uses the family, professional or sentimental bond to subdue the other. They need this proximity to exert their influence and does not allow their victim to move away from them. They are cold, does not know guilt and does not hesitate to blame others. They can be jealous and unfaithful. They cannot bear to be the target of criticism, but they criticise incessantly. In order to grow, they feed on the image of their victim: the more they despise the victim, the stronger they feel. If they feel anguish, they quickly make the other person experience the same emotion.

Through the description of these mechanisms and many more, we will see how the perverse narcissist makes others carry what should be their anger, their fears and their guilt. In other words, their own madness.

In this book, a best-seller in France and other countries, Jean-Charles Bouchoux analyses the origins of perversion and offers solutions for victims to counteract the attempts to control and manipulate "their" pervers.

Jean-Charles Bouchoux, psychoanalyst and psychotherapist, is one of the most recognised international voices in the field of treatment of narcissistic perversion.

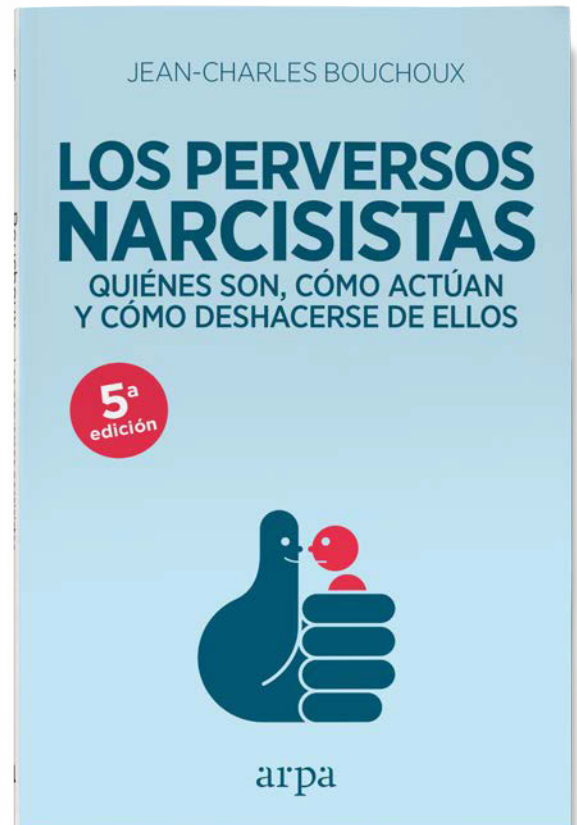
Juan-Charles Bouchoux is a psychoanalyst, psychotherapist and writer. For ten years he has been training other therapists, psychoanalysts and publics confronted with the helping relationship. He also supervises various non-profit organisations, such as associations of help and management of guardianships and kindergartens.

He is the author of several books and lectures all over Europe. His book *The Wicked Narcissists* has sold more than 15,000 copies in Spain and America since its publication, and has captivated more than 250,000 readers in France, consolidating him as one of the most respected international voices in the field of treatment of narcissistic perversion.

World Rights available. Rights sold to Eyrolles (French)

Psychology | 17,90 euros | 256 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-16601-22-6

Published in September 2016



SELECTED SPANISH PRESS REVIEWS AVAILBLE ON ARPAEDITORES.COM

#psychology #psychoanalysis #meditation #pain #self-improvement

An inspiring work on the capacity of meditation and psychoanalysis to transform pain into wisdom

Jean-Charles Bouchoux Following Buda and Freud Steps

Written by the author of *Los perversos narcisistas*, a reference work for the treatment of toxic and undesirable relationships.

The book deals with a subject of general and continual interest from a theoretical and practical perspective. It includes testimonies and dialogues and proposes practical tools for meditation and introspection.

Suffering and anger, as well as fear and anguish, are often seen as brakes on the path of our personal evolution and development. However, these emotions can become springboards that help us to grow and improve. To this end, Jean-Charles Bouchoux draws on two disciplines which, although coming from very different contexts, he considers complementary: meditation and psychoanalysis.

The first part of the book goes through the history and theory of both traditions to learn about the many aspects they have in common. The second part, full of patient testimonies and reflections by the author and therapist, addresses how we can apply these techniques of meditation and psychoanalysis in a concrete way to reverse our negative emotions and accelerate our healing and strengthen our personal and spiritual development.

Jean-Charles Bouchoux is a psychoanalyst, psychotherapist and author of *Los perversos narcisistas*, a book whose success has established him as one of the most respected international voices in the treatment of narcissistic perversion.

Juan-Charles Bouchoux is a psychoanalyst, psychotherapist and writer. For years he has been training other therapists, psychoanalysts and publics confronted with the helping relationship. He also supervises various non-profit organisations, such as associations of help and management of guardianships and kindergartens.

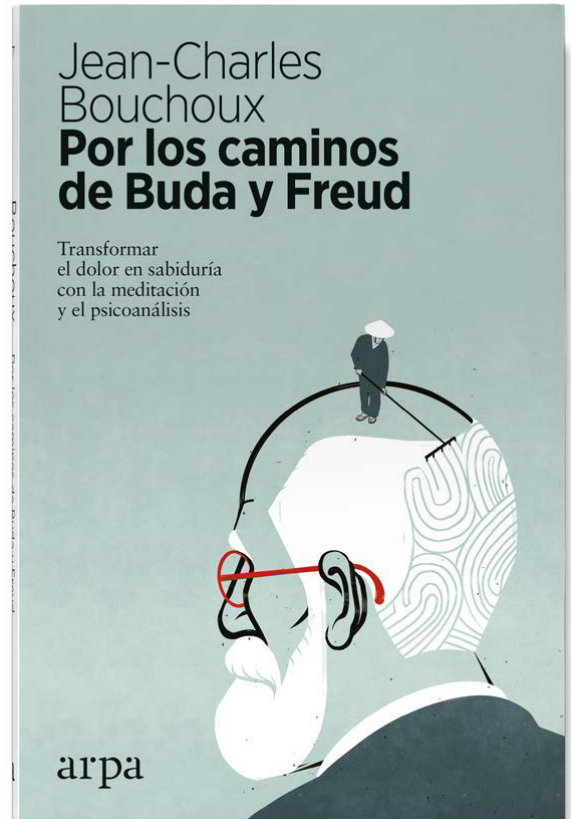
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SELECTED SPANISH PRESS REVIEWS AVAILBLE ON ARPAEDITORES.COM

World Rights available

Psychology | 17,90 euros | 176 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-16601-61-5

Published in March 2018



How is the world built?

Enrique Gracián Building the World

A great book of scientific dissemination, written by one of the most prestigious Spanish scientific essayists.

Enrique Gracián was the scriptwriter of *Redes*, the now legendary programme by Eduardo Punset at TVE. He is the author of *Los números primos* (RBA) with more than 300,000 sold copies and translated into 14 languages.

***Building the World* is a surprisingly original book, suitable for readers of almost all ages, especially for teachers and students.**

We have developed an amazing ability to build technological devices that have determined our way of life. We have developed a deep understanding of the world around us while at the same time we have become increasingly ignorant of our own inner nature. A crossroads from which it will be difficult to emerge if we do not manage to establish a clear and precise relationship between what is material and what is not.

Enrique Gracián analyses these questions from the concept of construction, which is treated as a game with well-defined rules in which the way of joining the pieces and the final objective are involved. With this starting point, together with an extraordinary scientific dissemination work, the author of *Building the World* manages to turn the reader into the companion of a journey that starts with the elementary particles, continues with the elements of the periodic table, the planets, the stars and the galaxies, and ends in our inner world, where emotions, dreams, memory or beliefs reside.

A surprising journey in which the reader will discover that the dark matter of the universe and our unconscious have unsuspected things in common, that our sense of loneliness responds to a physical reality or that the gravitational fields that govern the planets have clear parallels in our human relationships. The clearness, sharpness and clarity of the narrative makes it possible for anyone, even without previous knowledge, to approach its reading.

SELECTED SPANISH PRESS REVIEWS AVAILABLE ON ARPAEDITORES.COM

World Rights available. Rights to Rusia (Portal) and China (Dook Media)

Scientific dissemination | 19,90 euros | 376 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-17623-50-0

Published in September 2020



Enrique Gracián, graduated in Mathematics from the University of Barcelona, Gracián has a long history of teaching in various academic fields, an activity from which he derived a clear vocation to spread science, which he left behind in his contributions to the science supplements of *La Vanguardia* and *El País*, as well as in other popular science publications. He was the assistant director of *Redes* at TVE. He is also the creator of SANGAKOO method (an innovative system for the didactics of Mathematics) and the BOURBAKI project (mathematical method for the treatment of information in business organisations).

His publications include Von Neumann and Hooke's biographies, as well as the popular mathematical books *El Infinito, un descubrimiento sin fin* and *Los números primos, el largo camino hacia el infinito* (translated into 14 languages, and more than 300,000 sold copies).

#parenting #philosophy #pedagogy #thought #children

The ideal tool for parents and educators to develop children's philosophical intelligence

Jordi Nomen The Philosopher Child

More than 16,000 copies sold.

The author is one of the brains behind the pedagogical proposal of the prestigious Sadako school in Barcelona, which was awarded the Ensenyament Prize in 2015.

Jordi Nomen has written a pioneering book in Spanish on a very popular topic in the United States.

Children are great little philosophers with an extraordinary capacity for wonder and an almost limitless curiosity, two philosophical qualities par excellence.

The fundamental proposal of *The Philosopher Child* consists in asking families and educators some of the great questions that the history of Western philosophy has bequeathed to us allowing children to discover their philosophical condition and placing it at the service of personal and social development that will turn them into active and committed citizens.

The second part of the book is a brief pedagogical and practical exploration based on eleven questions, the legacy of eleven philosophers of the Western tradition, which allow the introduction of criticism, creativity, play and dialogue in the education of children.

Jordi Nomen (1965) is a professor of Philosophy and Social Sciences and head of the Humanities department at the Sadako School in Barcelona, recognised as one of the most influential and innovative educational centres in Spain. He has a degree in Contemporary History from the University of Barcelona and a postgraduate degree in Active Citizenship from the same university and a Master's degree in Philosophy from the University of Girona.

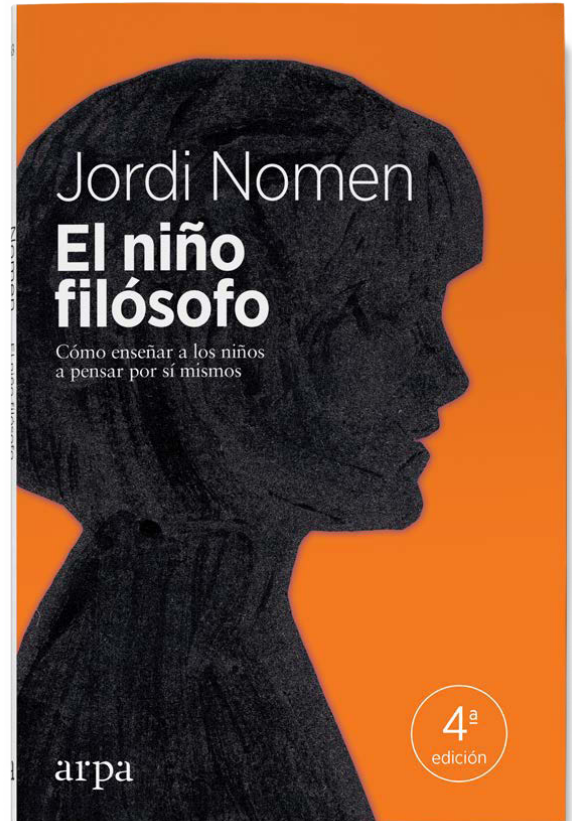
He was awarded the EDU21 prize in 2009 and the Arnau de Vilanova prize in 2011. His book *The Philosopher Child* (Arpa, 2018) obtained critical and public success and has become a reference work in the field of philosophical dissemination and pedagogy.

SELECTED SPANISH PRESS REVIEWS AVAILBLE ON ARPAEDITORES.COM

World Rights available. Rights sold to Beijing United (Chinese), Desclée de Brouwer (French), Ibrahim (Persian) and Salani (Italian)

Education | 17,90 euros | 208 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-16601-67-7

Published in February 2018



#philosophy #critical thinking #education #knowledge

A different and handful manual of philosophy: the great themes of the history of thought in 351 key concepts

Carlos Goñi What Philosophy Is About

The first edition of *What Philosophy is about* sold more than 5,000 copies.

This new edition includes a new section: Ask yourself! a guide of practical questions to stimulate philosophical activity thought for primary and secondary schools, where the book has been very well received.

The author has an extensive teaching experience and his books are widely used as working tools in the educational community.

Philosophy. from lat. *philosophía*, and gr. φιλοσοφία *philosophía*.

f. The study of the fundamental nature of knowledge, reality, and existence, especially when considered as an academic discipline.

But, what is philosophy really about? There is a middle ground between the dictionary definition, which clarifies little or nothing and an academic study of the book. This is a much more pleasant way of disseminating information.

Carlos Goñi, writer and professor, disaggregates the history of philosophy into five major parts - knowledge, reality, the human being, human action and society - and 351 key concepts, accompanying them with more than one hundred fragments of the history of thought and literature that illuminates his theory. With this original structure, this book covers, in a clear and didactic way, the fundamental themes of philosophy, its theoretical and practical implications as well as the currents and movements to which it has given rise.

In a turbulent, impatient and superficial age, *What philosophy Is About* becomes a useful tool to when noise gets loud facing the chaos of networks and the post-truth that will satisfy all the readers eager to know.

Carlos Goñi is a Doctor of Philosophy from the University of Barcelona. He combines his teaching activity with writing. His work covers a range of subjects such as philosophy, ancient history, mythology and education, and different genres: essays, novels and self-help books.

His publications include *El filósofo impertinente*, *Cuéntame un mito*, *Las narices de los filósofos*, *Una de romanos* and *El caballero enamorado*. He has been awarded with the Premio de Filosofía Arnau de Vilanova (2005) and the Ensayo Becerro de Bengoa (2010).

World Rights available

Philosophy | 20 euros | 400 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-16601-37-0

Published in January 2018



#history #culture #psychology #art #literature

A multidisciplinary story of anguish, melancholy, boredom and depression, from Gilgamesh to Cyrano

Xavier Roca-Ferrer The Anxious Monkey

Anxiety and depression are not the "plagues of the 21st century": they have thousands of years of history!

An iconoclastic and highly multidisciplinary essay that completely rewrites the history of the most common mental illnesses of the present.

Roca-Ferrer is a reference of academical essay in Spain, as well as an author and translator of classic texts.

How would the Western culture be if all the works that melancholy has inspired disappeared?

A feeling has accompanied us throughout history and has greatly influenced the way we see the world, read it and feel it. The Greeks called it "melancholy", the Romantics, "existential anguish", and psychiatrists and psychologists today often call it "anxiety".

In the face of this inescapable discomfort of living, some are driven to immediate satisfaction, a few accept it as a curse and a third group tries to seal a pact with their particular demon through art.

From medieval *accidie* to modern depression, passing through existentialism, nihilism, negative philosophy and the culture of suicide, *The Anxious Monkey* tackles the phenomenon of melancholy and anguish from the confluence of numerous disciplines, such as philosophy, psychology, medicine, literature and the plastic arts. By the end of the investigation we are hearten to think that without this "invisible worm" that Blake spoke of, perhaps we would have never known happiness.

World Rights available

History | 21,90 euros | 464 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-17623-34-0

Published in January 2020



Xavier Roca-Ferrer (Barcelona, 1949) is a writer, editor and translator. His numerous novels and collections of stories include *El cas Petrescu*, *Els dimonis familiars*, *Les raons de Venus* and *El cap de Penteu*, which won the Josep Pla Prize in 1993. He is also the author of the essay *Historia del ateísmo femenino en Occidente* (Arpa, 2018).

He has translated into Catalan and Spanish some masterpieces from German, French, English and Latin. He is a good *connoisseur* and admirer of classical Japanese and Chinese literature being the author of the first complete translation into Spanish of Murasaki Shikibu's *The Novel of Genji*. In Arpa, he has published annotated translations of *Consideraciones sobre la Revolución francesa*, *Madame de Staël*, *Las guerras privadas del clan Bonaparte*, *Madame de Rémusat* and *El Cantar de los Nibelungos*.

#philosophy #pedagogy #dissemination #humanities

In Gaarder, Savater or Alain de Botton same vein, Rivera is committed to bringing philosophy into the daily lives of young people.

Juan Antonio Rivera **Philosophy and Camelia**

A fascinating story about the initiation of a young woman into the knowledge of philosophy, written by the author of *Lo que Sócrates diría a Woody Allen* (Espasa Essay Prize 2003).

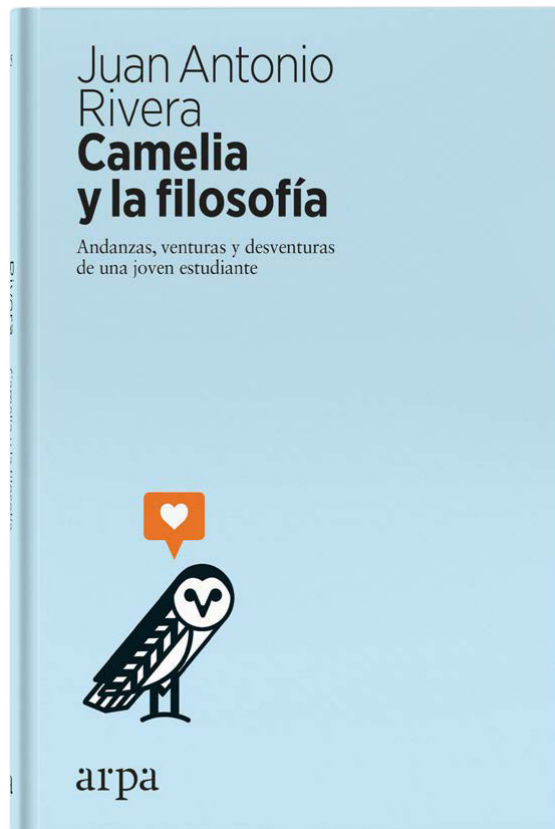
A magnificent fictional essay that deals with topics such as fate, happiness, evolutionary intelligence, will and love, using philosophy, but also physics, biology, economics and psychology.

Camelia is a teenager who, like so many others, is concerned about her physical appearance, but even more so about the development of her intelligence. Luckily for her, in philosophy classes she calms her desire and appeases her appetite for knowledge.

She begins a peculiar correspondence with her philosophy professor in which the questions that interest or amaze her, or even some of which she knew nothing about until then, appear: happiness and the role that fate plays in it, the lack of will and the things that cannot be achieved no matter how much will she puts in, moral taste and self-care, evolutionary intelligence and the importance of rationality in individual and collective life, the sources of motivation, free will and other metaphysical puzzles.

Cam talks about all these things in the letters she writes to her teacher, but also, increasingly, about some of her personal problems and a convoluted past that she cannot shake off and that haunts her even in the classroom.

In this way, the plot opens up, a hybrid between essay and novel fiction, in which the former never loses its limelight without denying its place and part to the latter.



Juan Antonio Rivera, secondary school Philosophy teacher, he obtained his degree from the Universidad Complutense de Madrid. He is a regular contributor to the magazine *Claves de razón práctica* and has also written in the magazines *Isegoría*, *Cuadernos del Sur*, *Revista de Occidente*, *La Página*, *Fetasa*, *Ágora*, *Er*, *Alfa* and *Revista de libros*. He is also the author of opinion articles that have appeared in the newspapers *La Gaceta de Canarias* and *El País*. He has published four books: *El gobierno de la fortuna* (Crítica, 2000), *Lo que Sócrates diría a Woody Allen* (Espasa Essay Prize, 2003), *Menos utopía y más libertad* (Tusquets Editores, 2005, Libre Empresa Prize, 2006) and *Carta abierta de Woody Allen a Platón* (Espasa Calpe, 2006).

World Rights available. Right sold to Hainan (China)

Philosophy | 18,90 euros | 362 pages | 140 x 213 mm
Hardback | ISBN 978-84-16601-24-0

Published in October 2016

We recovered a small classic of children's literature in Spanish

Victoria Bermejo y Miguel Gallardo Tales to Tell in 1 minute

Wonderful short stories for young and old about everyday life, told with humour and sensitivity.

More than 45,000 copies sold since its first edition in 2001 recovered by Arpa in 2018.

A little classic of children's literature in Spanish.

Gallardo is the author and illustrator of *María y yo*, a highly successful comic about the author's relationship with his autistic daughter, which was later made into a film.

Stories to tell in 1 minute is the book of the moment. For many reasons: 1. It has come the time to regain the pleasure of storytelling. 2. It contains capsules of literature that reflect today's world with cunning, humor and integrity. 3. They are short stories so people won't have an excuse not to read them. 4. Hilarious. 5. Bermejo + Gallardo, no more words needed. 6. It is perfect for stressed parents, lazy children, teenagers, executives in need of a break, compulsive accountants, fine gift-givers, subway readers, professors and nannies, aliens and, above all, you, who have it in your hands.

Victoria Bermejo is a writer and a researcher. She has published books, written TV and film scripts, directed documentaries, worked in the world of comics and with artists. She makes her own photo series in which she analyses daily life and cities from their leftovers. She gives literary workshops and adores her friends. She believes that life is pure curiosity and making continuous associations of ideas. That's why she can't stop telling stories.

Miguel Gallardo is a cartoonist, screenwriter, illustrator and swimmer. His illustrations have been published in La Vanguardia, The New Yorker and the Marist Alumni Magazine. He has won three prizes from the Saló del Còmic, a Serra d'Or, three Apic prizes, a National Còmic Prize, a Gràffica for his entire career and a medal for attendance and punctuality. Unlike Victoria, he believes that life is pure curiosity.

World Rights available

Children | 19,90 euros | 220 pages | 140 x 213 mm
Hardback | ISBN 978-84-16601-44-8

Published in September 2017



Can one become addicted to personal growth? When does therapy stop being the solution and become the problem?

Josep Darnés The Therapy Bubble

How did I fell into therapies and self-development's trap

An innovative treatment of books on personal growth, which there are no precedents in the Spanish language.

A book to understand the origin and success of the recent wave of personal development, therapies, psychology, coaching and spirituality.

Aimed at those who attend personal and professional growth therapies and courses.

Our society has been psychologised from top to bottom and emotional well-being has become a widespread obsession. Fewer and fewer people have tried meditation, mindfulness, coaching, antidepressants or positive thinking. At the same time, uncertainty is also growing around the guarantees of all these tools.

This book is not written by a therapist, psychologist, doctor or guru, but, from the other side; a client, patient, student, disciple and compulsive reader of self-help books. Josep Darnés started in therapy after an anxiety crisis and got hooked. Over the course of fifteen years he tried out all the self-knowledge and personal development treatments available to him - more than fifty!

Confused by the result of so many and so varied efforts, he decided to turn to the narration of his extensive experience in this book, with which he intends to connect with other therapies supporters who may have felt the same saturation. *The Therapy Bubble* is a personal story that provides a critical and enjoyable counterpoint to the maelstrom of publications in the field of personal development, a field that is growing rapidly and freely and which holds in its hands something as important as our happiness.

Josep Darnés (Figueres, 1976) is a civil engineer and holds a Master's degree in Digital Business from ESADE. He has projected public works, directed video clips, lived in several countries and has been addicted to self-help, therapies and personal growth. After more than a decade of attending countless treatments and workshops of all kinds, pursuing enlightenment and even training to be a therapist and coach, he decided to write this book to tell his personal vision of this booming phenomenon. Although they seem surreal, all the experiences narrated in the book are real.

World Rights available

Psychology | 17,90 euros | 240 pages | 140 x 213 mm
Paperback with flaps | 978-84-16601-87-5

Published in October 2018



#sugar #health #well-being #manual #dissemination

A useful instruction manual for dealing with the harmful effects of one of the great poisons of the 21st century

Miguel Ángel Almodóvar Sugar

The first book in Spanish that tackles on one of the main health concerns of many people in a practical and informative way.

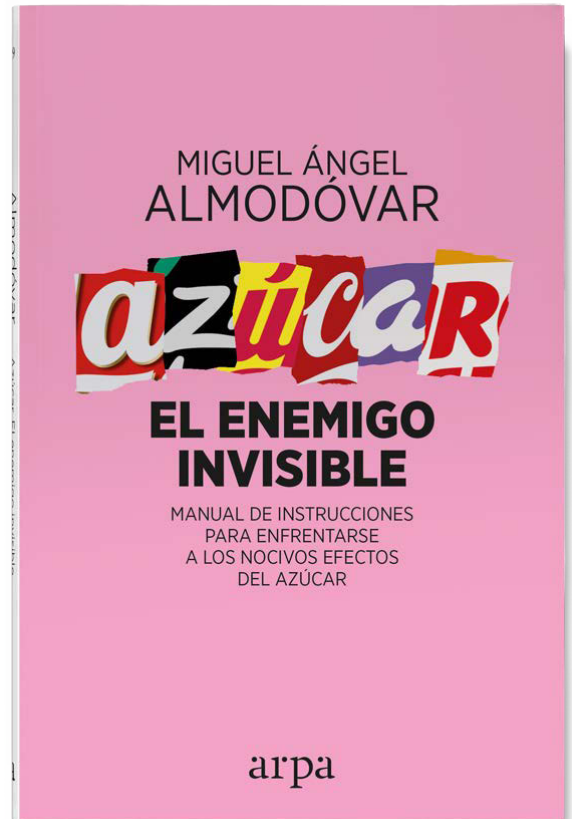
Almodóvar is the author of more than twenty books, some of them very successful: *El segundo cerebro* (Paidós), *Cómo curan los alimentos* (RBA Libros) or *El arte del Gin Tonic* (Anaya).

In a few years, sugar has gone from being considered a luxurious, kind and healthy food, a generous donor of energy and happiness, to becoming a poison, an addictive toxic and an adjuvant to an extensive list of diseases such as obesity, diabetes, metabolic syndrome, cardiovascular problems, degenerative diseases and cancer.

How could such a change have occurred? What exactly does sugar do to our health? What diseases does it generate or encourage? And above all, what can we do to get things back on track, to avoid the risks of excessive sugar consumption and, ultimately, to eat better?

In this book, Miguel Ángel Almodóvar, researcher and disseminator specialising in health and food - which, as he says, are one and the same thing - deals with all these questions and many others in a synthetic, practical and accessible way and signs, in short, a useful manual for everyday use to avoid the risks involved in excessive sugar consumption.

Miguel Ángel Almodóvar Martín (Madrid, 1950) is a sociologist, journalist and disseminator specialising in nutrition and gastronomy. For two decades he has been one of the most popular faces on television, collaborating and directing programmes on different networks. He has published 17 books and currently collaborates in different media. He is also a researcher at the Centre for Energy, Environmental and Technological Research (CIEMAT), a professor of sociology in the Criminology Degree at the Camilo José Cela University (UCJC) and Secretary General of the Interdisciplinary Commission on the Assassination of General Prim.



World Rights available

Health | 16,90 euros | 272 pages | 140 x 213 mm
Paperback with flaps | ISBN 978-84-16601-56-1

Published in December 2017

#history #biology #disease #insects

The incredible story of two insects that have killed more humans than all the wars combined

Xavier Sistach History of Flies and Mosquitoes

A unique book to understand the historical scope of pandemics such as cholera, dysentery, malaria or the coronavirus itself. A work of great thematic originality and informative rigor.

Malaria, dengue fever, malaria, etc., are completely current diseases, and knowing their past, present and future will interest both fans of the history of medicine and enthusiasts of general history.

Flies and mosquitoes have lived with us since the dawn of humanity. Despite their tiny size and apparent harmlessness, their role as transmitters of terrible infectious diseases has shaped the course of history on many occasions.

History, medicine, biology and entomology combine in this book to divulge the natural history of these insects, full of events and curiosities: how they were seen by ancient civilisations; the epidemics of great historical repercussion, such as yellow fever in Cadiz and Barcelona or malaria during the Second World War in the South Pacific; the medical peculiarities of these diseases and the ancient and modern remedies to deal with them; the spectacular scientific discoveries of the pathogen and the transmitter in the 19th century; the hardships and setbacks suffered by western man in the scientific and military explorations of Africa or during the construction of the Panama Canal.

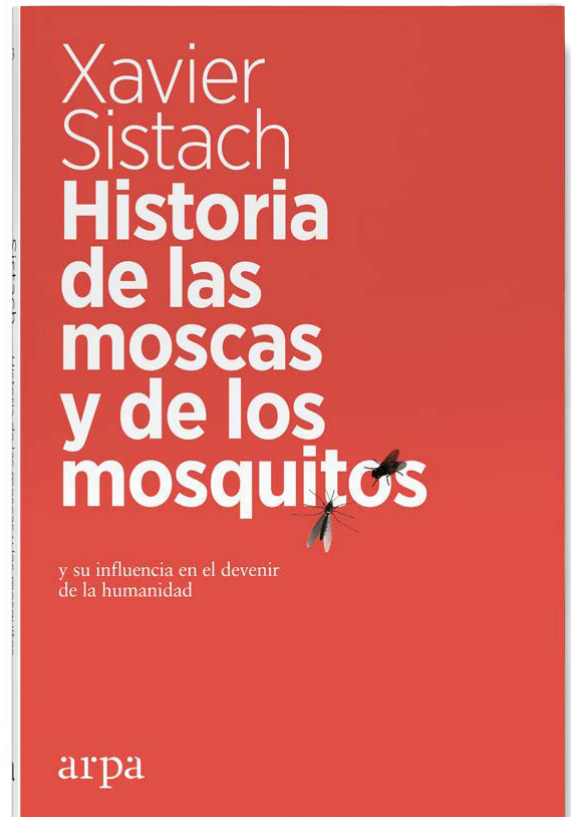
But diseases caused by flies and mosquitoes (dysentery, typhoid, malaria, yellow fever, dengue, etc.) are not a thing of the past or remote territories. In an interconnected world like ours, they also challenge our present.

Xavier Sistach (1962) is a specialist in ancient natural history of insects. He has dedicated more than forty years to the study of entomology, which has led him to travel all over the world. He is the author of the popular works *Bandas, enjambres y devastación. Las plagas de langosta a través de la historia* and *Insectos y hecatombes y de la comedia negra Siete crímenes por cópula*. He collaborates with the Museum of Zoology in Barcelona and is a member of the Catalan Institute of Natural History.

World Rights available

History | 19,90 euros | 400 pages | 140 x 213 mm |
Paperback with flaps | ISBN 978-84-16601-76-9

Published in June 2018



#thinking #humour #cinema #guilty pleasure

Why you should love American films (and mistrust auteur cinema) if you are cultivated and leftist

Pedro Vallín Shame on Godard!

More than 8,000 copies sold. One of the most celebrated books in the field of cinema in Spain in 2019.

Do you feel guilty when you like a blockbuster? Do you punish yourself watching auteur cinema? Don't worry. Pedro Vallín is here to heal you.

Pedro Vallín ha escrito un libro herético y blasfematorio. Un libro que defiende el carácter emancipatorio del cine *made in Hollywood* y condena el alma burguesa e autoindulgente del cine de autor europeo.

Pedro Vallín es uno de los periodistas políticas y culturales más influyentes de España. Es especialmente influyente en la esfera Twitter, donde tiene más de 60.000 seguidores.

Sharp-tongued cultural critics have claimed for decades that an undercover mass indoctrination is behind Hollywood cinema. A subliminal perversion that alienates viewers and inoculates them with the dominant ideology. Such a vision of commercial cinema assumes that people are all stupid. That they always sell it out and they even laugh in the process.

In his heretical essay, Pedro Vallín defends that neither all American superheroes are advocates of the private property nor all European auteur cinema push you to progressivism. And in case we find any general patterns, those are the opposite - cinema made in Hollywood tends to be liberating and European productions are self-indulgent and bourgeois.

Shame on Godard! Is an irreverent book with the aim to stir you. The author not only shames on Jean-Luc Godard, but also on the condescending elitism of the European cinema establishment, on the dogmas that relate American to right-wing politics and on the so-called "guilty pleasure". Because it is absurd to feel like an ally of US imperialism for enjoying popcorn movies (or feeling a better person for falling asleep with bad indie films).

In short, Pedro Vallín wants to make a call for enjoying cinema, humour and independent thinking. In other words, he is signing his death sentence as a prestigious cultural critic.

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Pedro Vallín (Colunga, Asturias, 1971) is a journalist. Through his versatile career he has covered almost all topics, from local affairs to politics, for La Nueva España, El Comercio y Metro among others. He was behind the creation of Premios Feroz (the Spanish-cinema Globe Awards) and is currently a contributor to La Vanguardia una licenciada forma de crónica política en la que el procés es Godzilla y las cloacas del Estado, una tragedia de Sófocles. He's very active on Twitter, where he has more than 40K followers.

Shame on Godard! is his first book.