



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

This is an awesome publication i have at any time read. Of course, it is play, still an interesting and amazing literature. You will like just how the author write this book.

-- **Prof. Herta Mann**

Thorough guide! Its this sort of excellent read. It is really simplified but unexpected situations in the 50 % in the book. You are going to like just how the blogger create this publication.

-- **Prof. Lela Steuber**