

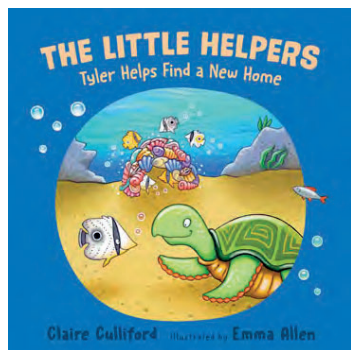
UNIVERSITY OF BUCKINGHAM PRESS



TYLER HELPS FIND A NEW HOME

15 April 2021

CLAIRE CULLIFORD - ILLUSTRATIONS BY EMMA ALLEN



Tyler is a thoughtful little turtle who likes playing with his friends in the sea. When he finds out that his friend Finn the butterfly fish has a problem he wants to help. But just what can a turtle do for a fish?

Tyler Helps Find a New Home is part of the *Little Helpers* series, written to support the United Nations' Sustainable Development Goals. With fantastic, colourful animal characters, the stories show children how helping each other and their environment can be lots of fun!

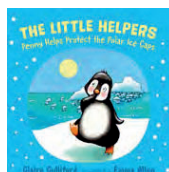
ISBN (Paperback): 9781800316423
 ISBN (Ebook): 9781800316430
 Price: £5.99 (Paperback) £3.99 (Ebook)
 Extent: 16 pages
 Format: 220 x 220 mm
 Rights Held: World
 Translation Rights: Yes

Part of The *Little Helpers* Series

Other titles in the series:



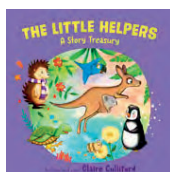
Bella Helps Increase Pollination



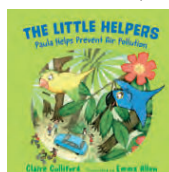
Penny Helps Protect the Polar Ice Caps



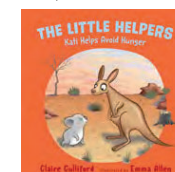
Hector Helps Clean Up the Park



A Story Treasury



Paula Helps Prevent Air Pollution



Kati Helps Avoid Hunger

Key Selling Points:

- A fun and accessible way for children to learn about the environment
- Featuring beautiful full-colour illustrations by Emma Allen

Target Market:

Children aged 3–7, parents and teachers

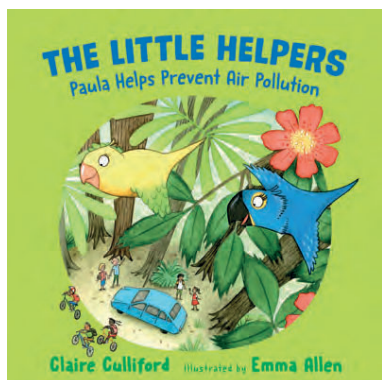
The Author:

Claire Culliford was born in Haverfordwest, Wales. For almost twenty years she was a teacher and translator. Her *The Little Helpers* series raises awareness among children of global environmental and social issues and enjoyable, creative ways of resolving them. The first three books in the series have been translated into over 20 languages. Claire tours the world using the books to educate children whilst having lots of fun!

PAULA HELPS PREVENT AIR POLLUTION

15 April 2021

CLAIRE CULLIFORD - ILLUSTRATIONS BY EMMA ALLEN



Paula is an adventurous little parrot who likes flying among the trees in the rainforest. When she discovers that the way some of the visitors come to the forest is making her and her friends sick, she wants to help. But what can a parrot do to prevent air pollution?

Paula Helps Prevent Air Pollution is part of the *Little Helpers* series, written to support the United Nations' Sustainable Development Goals. With fantastic, colourful animal characters, the stories show children how helping each other and their environment can be lots of fun!

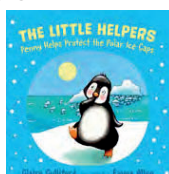
ISBN (Paperback): 9781800316447
 ISBN (Ebook): 9781800316454
 Price: £5.99 (Paperback) £3.99 (Ebook)
 Extent: 16 pages
 Format: 220 x 220 mm
 Rights Held: World
 Translation Rights: Yes

Part of The *Little Helpers* Series

Other titles in the series:



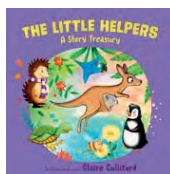
Bella Helps Increase Pollination



Penny Helps Protect the Polar Ice Caps



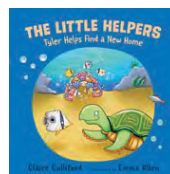
Hector Helps Clean Up the Park



A Story Treasury



Kati Helps Avoid Hunger



Tyler Helps Find a New Home

Key Selling Points:

- A fun and accessible way for children to learn about the environment
- Featuring beautiful full-colour illustrations by Emma Allen

Target Market:

Children aged 3–7, parents and teachers

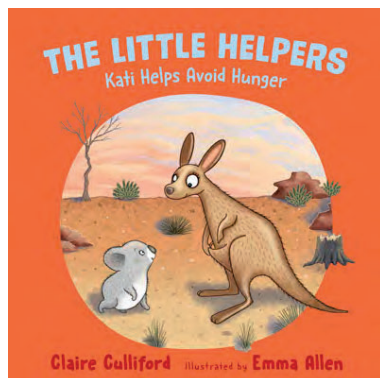
The Author:

Claire Culliford was born in Haverfordwest, Wales. For almost twenty years she was a teacher and translator. Her *The Little Helpers* series raises awareness among children of global environmental and social issues and enjoyable, creative ways of resolving them. The first three books in the series have been translated into over 20 languages. Claire tours the world using the books to educate children whilst having lots of fun!

KATI HELPS AVOID HUNGER

15 April 2021

CLAIRE CULLIFORD - ILLUSTRATIONS BY EMMA ALLEN



Kati is a kangaroo and she enjoys hopping around the Australian woodland. Kati has a koala friend called Keli. Kati is shocked to hear that Keli is running out of eucalyptus leaves to eat. What can a kangaroo do to help? Brave Kati has an idea to help her friend find the food he needs.

Kati Helps Avoid Hunger is part of the *Little Helpers* series, written to support the United Nations' Sustainable Development Goals. With fantastic, colourful animal characters, the stories show children how helping each other and their environment can be lots of fun!

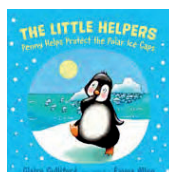
ISBN (Paperback): 9781800315600
 ISBN (Ebook): 9781800315617
 Price: £5.99 (Paperback) £3.99 (Ebook)
 Extent: 16 pages
 Format: 220 x 220 mm
 Rights Held: World
 Translation Rights: Yes

Part of The *Little Helpers* Series

Other titles in the series:



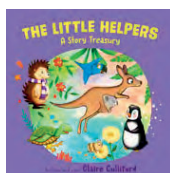
Bella Helps Increase Pollination



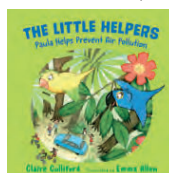
Penny Helps Protect the Polar Ice Caps



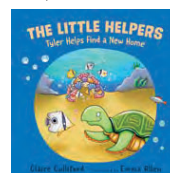
Hector Helps Clean Up the Park



A Story Treasury



Paula Helps Prevent Air Pollution



Tyler Helps Find a New Home

Key Selling Points:

- A fun and accessible way for children to learn about the environment
- Featuring beautiful full-colour illustrations by Emma Allen

Target Market:

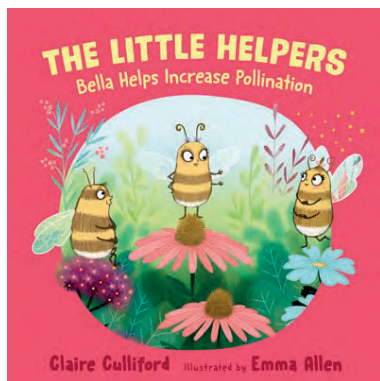
Children aged 3–7, parents and teachers

The Author:

Claire Culliford was born in Haverfordwest, Wales. For almost twenty years she was a teacher and translator. Her *The Little Helpers* series raises awareness among children of global environmental and social issues and enjoyable, creative ways of resolving them. The first three books in the series have been translated into over 20 languages. Claire tours the world using the books to educate children whilst having lots of fun!

BELLA HELPS INCREASE POLLINATION 17 May 2021

CLAIRE CULLIFORD - ILLUSTRATIONS BY EMMA ALLEN



Bella is a bee. Bella's grandma, Bonnie, is a queen bee. Bella notices there aren't as many flowers in the garden as there used to be and the ones which are there are dry and wrinkled containing very little nectar. How can Bella help the flowers grow? What can she do to make more honey?

Bella Helps Increase Pollination is part of the *Little Helpers* series, written to support the United Nations' Sustainable Development Goals. With fantastic, colourful animal characters, the stories show children how helping each other and their environment can be lots of fun!

ISBN (Paperback): 9781800315563

ISBN (Ebook): 9781800315570

Price: £5.99 (Paperback) £3.99 (Ebook)

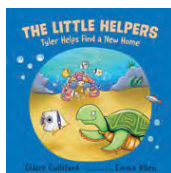
Extent: 16 pages

Format: 220 x 220 mm

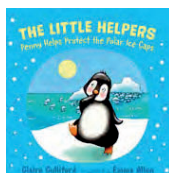
Rights Held: World

Translation Rights: Yes

Other titles in the series:



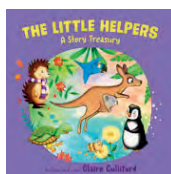
Tyler Helps Find a New Home



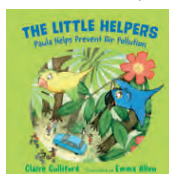
Penny Helps Protect the Polar Ice Caps



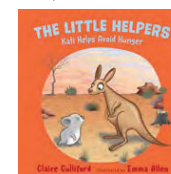
Hector Helps Clean Up the Park



A Story Treasury



Paula Helps Prevent Air Pollution



Kati Helps Avoid Hunger

Part of The *Little Helpers* Series

Key Selling Points:

- A fun and accessible way for children to learn about the environment
- Featuring beautiful full-colour illustrations by Emma Allen

Target Market:

Children aged 3–7, parents and teachers

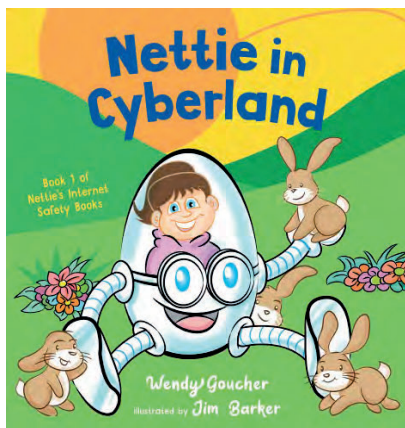
The Author:

Claire Culliford was born in Haverfordwest, Wales. For almost twenty years she was a teacher and translator. Her *The Little Helpers* series raises awareness among children of global environmental and social issues and enjoyable, creative ways of resolving them. The first three books in the series have been translated into over 20 languages. Claire tours the world using the books to educate children whilst having lots of fun!

WHICH ONE IS NETTIE?

20 July 2021

WENDY GOUCHER



Holding image: Nettie in Cyberland

ISBN (Paperback): 9781800316218

ISBN (Ebook): 9781800316225

Price: £6.99 (Paperback) £4.99 (Ebook)

Extent: 32 pages

Format: 220 x 220 mm

Rights Held: World

In her second adventure in Cyberland with her friend Webby, Nettie is shocked to discover Charlie the dog pretending to be her after she had left her device unattended.

Using the story of Nettie and Webby, adults can introduce cybersecurity to young children and start the conversation about going password security.

Relevant links are included at the end of the book to help parents and carers further their understanding of risk and protection on the Internet.

PRAISE FOR *NETTIE IN CYBERLAND*:

"A delightful book that communicates essential online safety principles in an engaging way."

Professor Karen Renaud, Abertay University

"Finally, an essential and engaging book for introducing the significance of cybersecurity to young children."

Richard Hollis, Director, Risk Factory

"As a long-time advocate for instructing children about Internet safety and the concepts of cyber security, it was a pleasure to introduce Nettie and Webby to my own children. I look forward to their further adventures!"

Becky Pinkard, CISO, Aldermore Bank PLC

"Nettie's creator is not only a globally recognised cybersecurity practitioner, specialising in security awareness and education, but also spent part of her life as a teacher and understands that little ones need to learn about the world, be careful but not be scared of what can be a great learning tool."

Jo Stewart-Rattray, Global Board Director, ISACA

Cybersecurity explained to children

Key Selling Points:

- An invaluable resource for schools and parents for teaching online security
- With full-colour illustrations by Jim Barker

Target Market:

- Children aged 5+, parents and teachers

The Author:

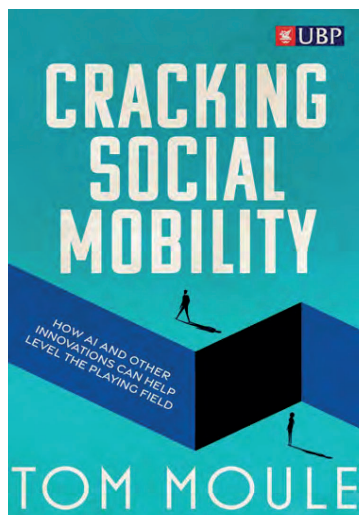
Wendy Goucher is a Information Security and Risk Consultant at Goucher Consulting. She worked and helped produced the curriculum, and much of the material for teaching security awareness in school to children aged between 5 and 18, for the UAE. Her other works include *Information Security Auditor: Careers in Information Security* (BCS Guides to IT Roles) 2015 and she co-authored *The CIO's Guide to Information Security Incident Management* in 2018.

CRACKING SOCIAL MOBILITY

3 August 2021

HOW AI AND OTHER INNOVATIONS CAN HELP LEVEL THE PLAYING FIELD

TOM MOULE



ISBN (Paperback): 9781800315624
 ISBN (Ebook): 9781800315631
 Price: £14.99 (Paperback) £9.99 (Ebook)
 Extent: 288 pages
 Format: 152 x 229 mm
 Rights Held: World English

In the UK and most countries today, a person's life chances are unfairly influenced by their socio-economic circumstances at birth. This has led to societal divides that have become wider and more pronounced as a result of the Covid-19 pandemic. There is now heightened awareness that the current state of affairs is unacceptable. Innovative approaches are urgently needed in order to combat social immobility.

Drawing upon the latest research, **this book** explores the factors that contribute to social immobility, and puts forward focused, innovative solutions. The book impresses upon readers that social mobility is a societal goal worth striving towards, and that societies can take strides in the right direction by harnessing the power of digital innovation. From democratizing the private tuition sector and enhancing the effectiveness of teaching and learning, to supporting inclusive recruitment practices, technologies can help to level the playing field. A heartfelt call to action, this book explores how this can be achieved.

Key Selling Points:

- Essential reading for those interested in social policy around technology, social mobility and education.
- Very topical in light of the Covid-19 pandemic and its technological consequences

Comparison authors:

The Myth of Meritocracy by James Bloodworth, *Social Mobility and Its Enemies* by Lee Elliot Major and Stephen Machin and *The Fourth Education Revolution Education Reconsidered* by Anthony Seldon

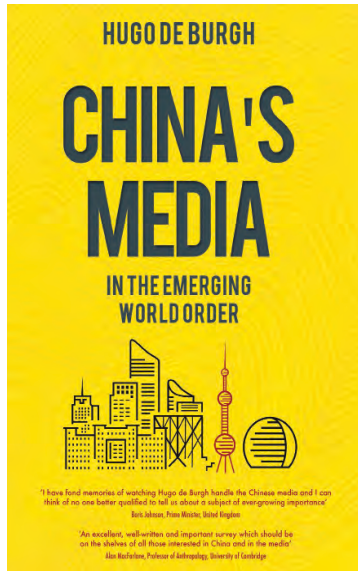
The author:

As the Executive Lead of the Institute for Ethical AI in Education (which is based at the University of Buckingham), Tom Moule is an authority on the societal and ethical impacts of artificial intelligence in education. In his role he has worked closely with numerous influencers from the technology and education sectors, the media, and policy and government. Prior to this, he worked as a teacher, primarily in schools in deprived areas, and was also employed by a leading education technology company.

CHINA'S MEDIA

HUGO DE BURGH

28 March 2020



ISBN (Paperback): 9781789550931
ISBN (Ebook): 9781789550948
Price: £20 (Paperback), £13.99 (Ebook)
Extent: 256 pages
Format: 155 X 234mm
Markets: World
Translation rights: Yes

China is challenging the mighty behemoths, Google and Facebook, and creating alternative New Media; 750 million people are on its Social Mediascape and there are a billion mobile phones deploying the innovative apps with which Chinese conduct their lives. Though late starters, already four of the world's leading New Media companies are Chinese.

China's old media television, newspapers, radio compete with the established powers, long thought unassailable, such as CNN and BBC. Produced in many languages on every continent, they are re-defining the agenda and telling the story China's way. News and documentary are being followed by entertainment. The world's biggest manufacturer of TV drama is now making its stories for export. *China's Media* tells you why and how; it investigates the Chinese media, their strengths and weaknesses, and how they are different. Abjuring the customary casual writing of China's media as 'propaganda', this book takes them seriously.

"I can think of no one better qualified to tell us about a subject of ever-growing importance"

Boris Johnson, UK Prime Minister

A balanced overview of the media in China

Key Selling Points:

- An in-depth study of an often misunderstood topic in the West
- A must-read for anyone with a professional or personal interest in the Chinese media landscape

Comparison Title:

Investigative Journalism and China, Friend or Foe by Hugo de Burgh

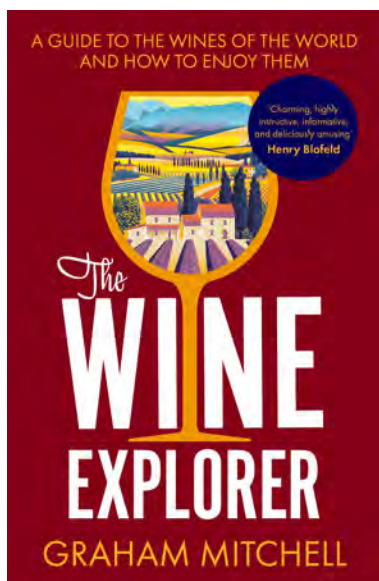
Author:

Hugo de Burgh is Professor of Journalism at the University of Westminster, where he set up the China Media Centre in 2005. He is also Professor in the School of Media & Communications at Tsinghua University. Previously he was a journalist and television producer for Scottish Television, BBC and (the UK's) Channel 4. He has published books on British investigative journalism, Chinese journalism, the professional formation of journalists around the world and on environment journalism.

THE WINE EXPLORER

GRAHAM MITCHELL

15 JUNE 2020



ISBN (Paperback): 9781789559378
ISBN (Ebook): 9781789559361
Price: £12.99 (Paperback), £7.99 (Ebook)
Extent: 150 pages
Format: 152 X 229mm
Markets: World
Translation rights: Yes
Genre: Travel/Wine

A unique book that gives a very personal account of the adventures that befall a wine merchant and after dinner speaker in pursuit of the nest wines and extraordinary stories from vineyards on the beaten track.

Graham Mitchell takes a look behind the labels to uncork the mysteries of wine, he will take you on a tour of vineyards from France, Argentina, South Africa, Australia and New Zealand. This is a journey of discovery, learning the characteristics, history, geological factors behind that bottle of wine on your kitchen table. He explains the varieties and differences of the wine produced and the people who run the vineyards some of whom are larger than life characters. Full of entertaining information this intoxicating blend of humour, experience, anecdote and authority.

Foreword by Henry Blofeld

"Graham is a top-end expert at it all. He gives us the flavour of the wine and, just as important, the flavour of the country."



An insightful guide into the world of wine

Key Selling Points:

- Entertaining and informative book on wine
- Will appeal to wine enthusiasts and fans of travel and humour

Comparison Authors:

Bill Bryson

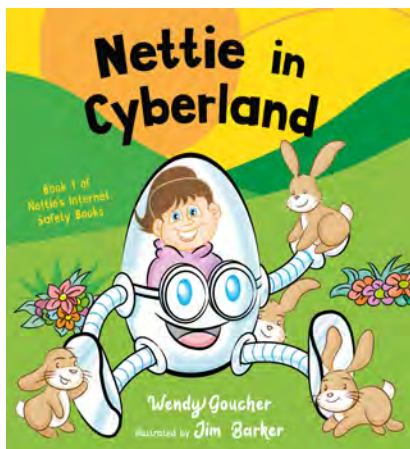
Author:

Graham Mitchell has been buying and selling wine for twenty years as a professional wine merchant. He travels the world searching for the best wines, those with attitude and soul. A Director of El Vino Company for six years, Graham subsequently set up his own wine business. His passion for wine and wit led to a wine slot on BBC radio for eight years and much lecturing and writing about wine in the press, as well as after-dinner speaking. Graham lives with his wife Nicola, four children Ned, Harry, Ella and Bea and Clemmie the dog in tranquil Warwickshire.

NETTIE IN CYBERLAND

WENDY GOUCHER

13 July 2020



ISBN (Paperback): 9781800319844
ISBN (Ebook): 9781800319851
Price: £6.99 (Paperback), £4.99 (Ebook)
Extent: 24 pages
Format: 203 X 254mm
Market: World
Translation rights: Yes
Genre: Education/Cyber/Technology/Children

This book is designed to introduce cybersecurity to children using analogy. The book highlights situations that a child might find themselves in whilst browsing on the Internet. In each scenario, there is a break in the story for the reader and the child to discuss the story and what they might learn from it.

Relevant links are included at the end of each book to help parents and carers further their understanding of risk and protection on the Internet.

With illustrations by Jim Barker



Cybersecurity explained to children

Key Selling Points:

- An invaluable resource for schools and parents for teaching online security
- With full-colour illustrations

Comparison Title:

Chicken Clicking by Jeanne Willis

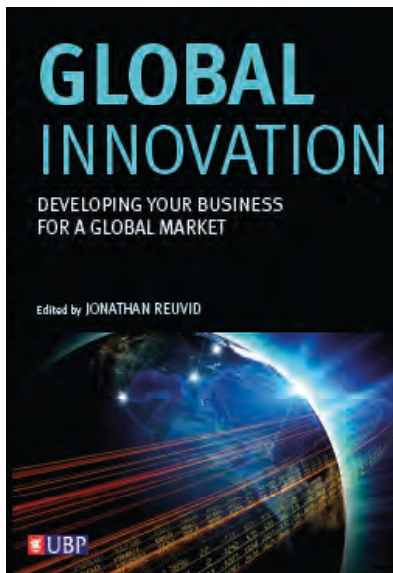
Author:

Wendy Goucher is an Information Security and Risk Consultant at Goucher Consulting. She worked and helped produce the curriculum, and much of the material for teaching security awareness in school to children aged between 5 and 18, for the UAE. Her other works include *Information Security Auditor: Careers in Information Security* (BCS Guides to IT Roles) 2015 and she co-authored *The CIO's Guide to Information Security Incident Management* in 2018.

GLOBAL INNOVATION

JONATHAN REUVID (ED.)

30 JULY 2020



ISBN (Paperback): 9781787198609
ISBN (Ebook): 9781787198593
Price: £29.99 (Paperback), £19.99 (Ebook)
Extent: 288 pages
Format: 152 X 229 mm
Markets: World
Translation rights: Yes

Globalisation is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology.

This title is an essential guide for business to expand their goods, services, process and IP's into the global market.

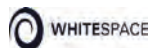
Including contributions from:

Duncan Brock (CIPS)

Marcus Dolman (Rolls-Royce)

Dr Barbara Ghinelli (Harwell Science and Innovation Campus)

Dr Mark Graves (engineer, patent attorney and investor)



Increasing Export Business for a Global Market

Key Selling Points:

- Chapters written by expert individuals and corporate contributors
- Published in association with the World Intellectual Property Office

Comparison Title:

International Trade: An Essential Guide to the Principles and Practice of Export by Jonathan Reuvid

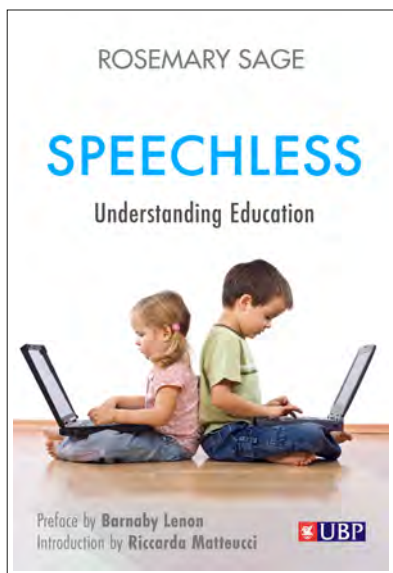
Author:

Jonathan Reuvid has edited ten editions of Managing Business Risk in association with the Institute of Risk Management (IRM), eight editions of Personal Wealth Management with the Institute of Directors (IoD) and eight editions of Investors' Guide to the United Kingdom. An Oxford MA, Jonathan was formerly an economist with the French national oil company, Total, and later Director of European Operations for a US Fortune 500 precision components manufacturer.

SPEECHLESS

DR ROSEMARY SAGE

18 AUGUST 2020



Children find face-to-face conversation too much effort preferring to watch YouTube, an Ofcom Report (2019) claims. The media watchdog says that 4-16-year-olds would rather watch screens alone than meet up with friends or pursue sports and hobbies, as these are more effort than they feel like expending. Are you speechless! We should all be shocked, reflecting on the consequences for both the individual and society's mental and physical health as well as sense of well-being.

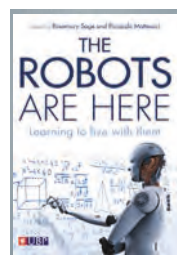
The book unpicks the issues surrounding educational problems that are continuing challenges in schools and colleges, suggesting that a different approach to assessing and teaching is needed to develop relevant learning and achievements.

"This book is an energised, wide-ranging, intelligent, humorous and human journey. It sweeps over time, history and a vast array of cultures, societies, studies and ideas in order to provide the reader with a rich but readable response to the challenges that educators, parents and young people face today and in the future."

Susan James, Deputy Head at Cheadle Hume School.

ISBN (Paperback): 9781789559330
ISBN (Ebook): 9781789559323
Price: £19.99 (Paperback), £9.99 (Ebook)
Extent: 256 pages
Format: 152 X 234mm
Market: World
Translation rights: Yes
Genre: Education

Other books by the author: The Robots Are Here (2019)



Discussing the major issues that underpin education

Key Selling Points:

- suitable for students at all levels in education and for policy makers and those interested in the learning debate
- will be a major textbook for the Practitioner Doctorate at Buckingham

Comparison Title:

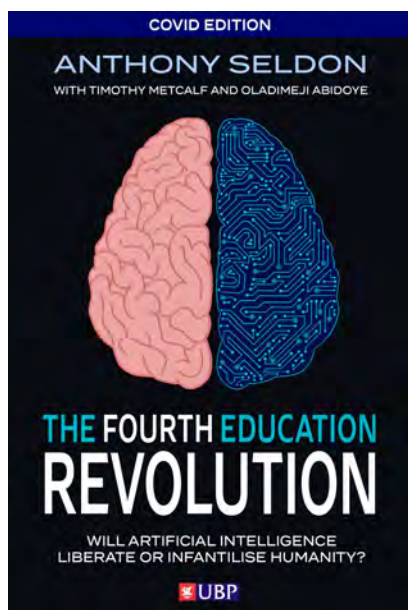
Paradoxes in Education: Learning in a Plural Society by Rosemary Sage (ed.)

Author:

Professor Dr. Rosemary Sage is a qualified speech and language pathologist, psychologist and teacher, as well as former Dean at the College of Teachers. Head of Department and Professor of Communication Sciences at Liverpool Hope and a visiting Professor in Cuba and Japan. Presently, she leads the Practitioner Doctorate at University of Buckingham. She has published 23 books and over 150 refereed papers in journals and has been lead speaker at many international conferences on Language, Education and Employment.

THE FOURTH EDUCATION REVOLUTION

ANTHONY SELDON



ISBN (Paperback): 9781800318243

ISBN (Ebook): 9781800318250

Price: £14.99 (Paperback) £9.99

(Ebook) Extent: 370 pp.

Format: 152 x 229mm

Rights Held: World

The use of AI promises an altogether new way of educating, offering learners from all backgrounds widespread access to personalised tuition and digital educational materials from across the world. Educational institutions across the world have been impacted by the COVID-19 pandemic and many have migrated, at least temporarily, to online platforms. The debate about how to deliver knowledge has never been more relevant.

Many countries have an excellent education system with their schools and universities – excellent, but tailored to the twentieth century. The mass teaching methods of the third revolution era have failed to conquer enduring problems of inequity and lack of individualised learning. AI is disrupting the way we live, work and interact with the environment, and we cannot stop it changing our schools and universities. But we have time – albeit not for long – to shape this revolution. It will not be a panacea, and if we are not quick, it will start to replace what makes us human – being creative, having beliefs, and loving others.

This book, presented in considerably updated and extended second edition, is a call to educators everywhere to open their eyes to what is coming. If we do so, then the future will be shaped by us for the common interests of humanity – but if we don't, then it will be imposed, and we will all lose.

Key Selling Points:

- Essential reading by influential scholar and commentator with high media visibility
- Second edition updated with topical information such as the effect on education of the COVID-19 pandemic

Target Market:

- General contemporary education and pedagogic readership

Author:

Currently Vice-Chancellor of Buckingham University, Sir Anthony Seldon is the former head of one of the UK's leading independent schools. He is regarded as one of the most authoritative high-profile commentators on education, and his views are frequently sought by the government and political parties. A champion of digital learning and of bridging the divide between state and independent sectors, he is also a pre-eminent political writer and contemporary historian, having written seminal biographies of five recent Prime Ministers.

HECTOR HELPS CLEAN UP THE PARK

CLAIRE CULLIFORD



Hector is a kind little hedgehog who likes playing with his friends in the park. When he sees the old park keeper has a problem he wants to help. But what can a hedgehog do for a human being?

Hector Helps Clean Up the Park is the first in a series of children's picture books written in accordance with a number of the United Nations' Sustainable Development Goals. With fantastic, colourful animal characters, the stories show children how helping each other and their environment can be lots of fun! The books are suitable for use at home or in the classroom and include questions for discussion on the topics raised – a useful supplement for teachers.

ISBN (Paperback): 9781800318595

ISBN (Ebook): 9781800318601

Price: £5.99 (Paperback) £3.99

(Ebook) Extent: 16 pages

Format: 220 x 220 mm

Rights Held: World

Translation Rights: Yes

Part of *The Little Helpers Series*

Key Selling Points:

- A fun and accessible way for children to learn about the environment
-
- Featuring beautiful full-colour illustrations by Emma Allen printed on FSC-certified paper

Target Market:

- Children aged 3–7, parents and teachers

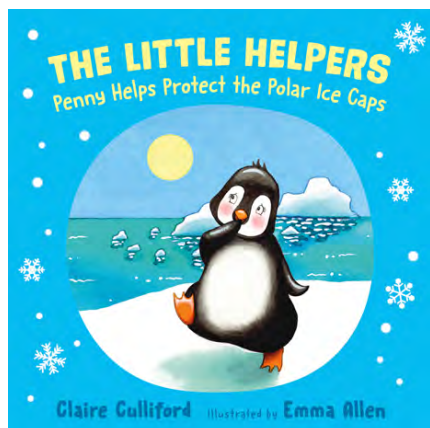
Author:

Claire Culliford was born in Haverfordwest, Wales. For almost twenty years she was a teacher and translator. Her *The Little Helpers* series raises awareness among children of global environmental and social issues and enjoyable, creative ways of resolving them. The first three books in the series have been translated into over 20 languages. Claire tours the world using the books to educate children whilst having lots of fun!

1 NOVEMBER 2020

PENNY HELPS PROTECT THE POLAR ICE CAPS

CLAIRE CULLIFORD



Penny is a positive little penguin who likes sliding along the ice caps into the sea. When she finds out that the ice caps are in danger because of climate change, she wants to help. But just what can a penguin do to stop the ice caps melting?

Penny Helps Protect the Polar Ice Caps is part of a series of children's picture books written in accordance with a number of the United Nations' Sustainable Development Goals. With fantastic, colourful animal characters, the stories show children how helping each other and their environment can be lots of fun! The books are suitable for use at home or in the classroom and include questions for discussion on the topics raised – a useful supplement for teachers and parents.

ISBN (Paperback): 9781800318618 ISBN
(Ebook): 9781800318625
Price: £5.99 (Paperback) £3.99 (Ebook)
Extent: 16 pages
Format: 220 x 220 mm
Rights Held: World
Translation Rights: Yes

OTHER TITLE



Key Selling Points:

- A fun and accessible way for children to learn about the environment
- Featuring beautiful full-colour illustrations by Emma Allen printed on FSC-certified paper

Target Market:

- Children aged 3–7, parents and teachers

Author:

Claire Culliford was born in Haverfordwest, Wales. For almost twenty years she was a teacher and translator. Her The Little Helpers series raises awareness among children of global environmental and social issues and enjoyable, creative ways of resolving them. The first three books in the series have been translated into over 20 languages. Claire tours the world using the books to educate children whilst having lots of fun!