



Foreign Rights Non-Fiction Catalogue

ANAYA
MULTIMEDIA

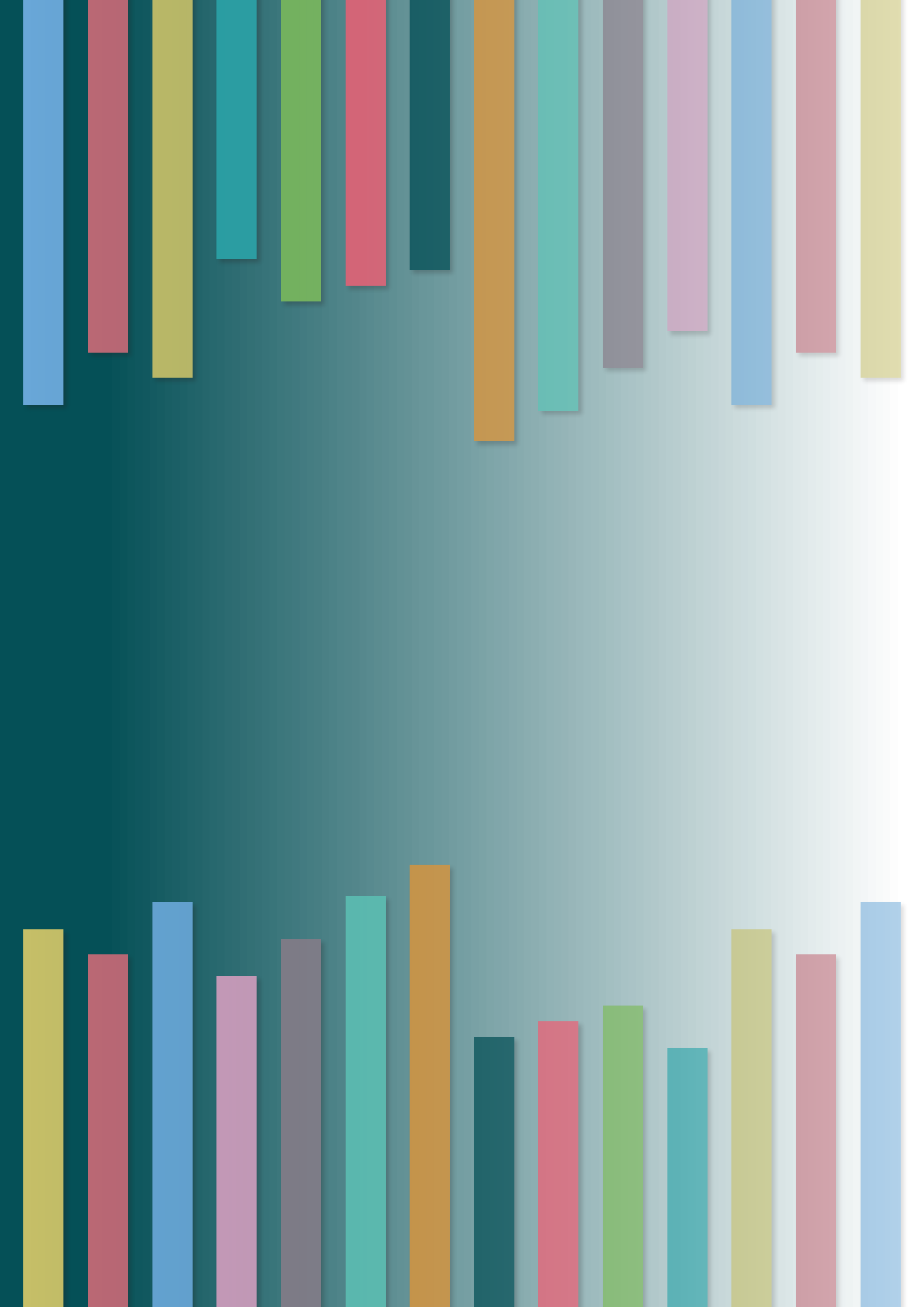
**ANAYA
TOURING**

kitaeru

OBERON

photo
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KITAERU

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OBERON

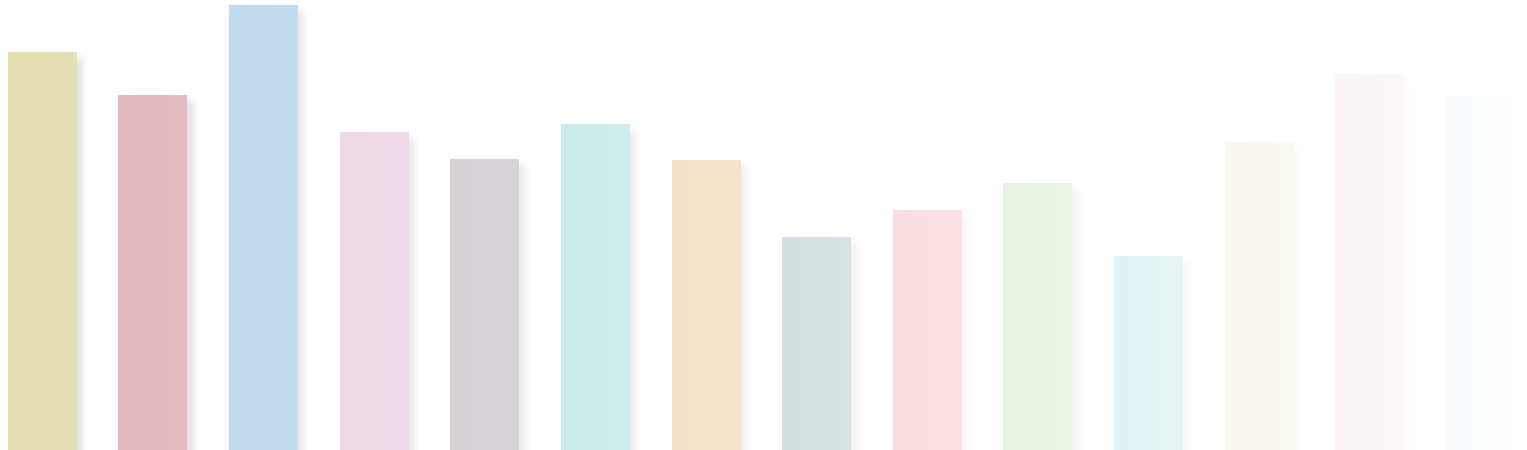
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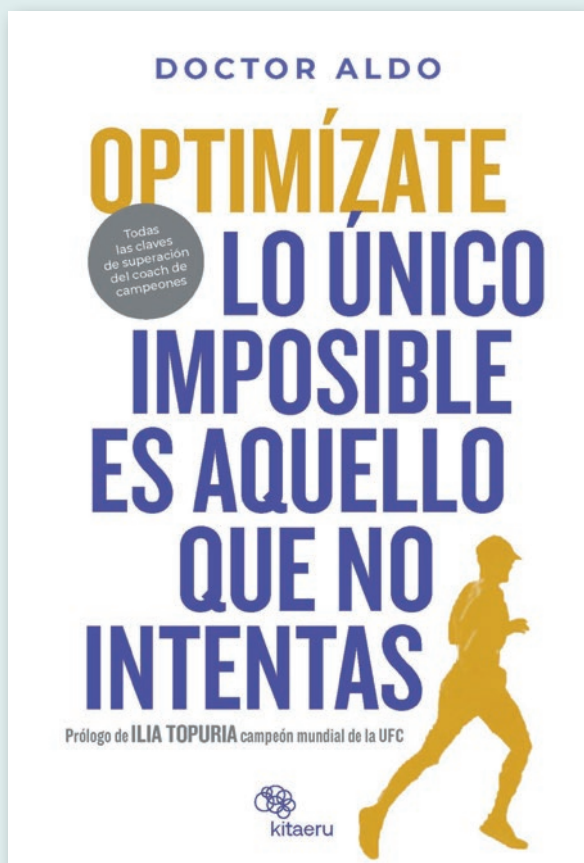
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OPTIMIZE YOURSELF

The only impossible thing is what you don't try

Foreword by Ilia Topuria, UFC World Champion

by Doctor Aldo

ISBN: 978-84-10428-01-0

PUBLICATION DATE: November, 2024

FORMAT: 15.5 x 23 cm.

PAGES: 208

BINDING: Paperback

PRICE: 18.95 €

The first book by Doctor Aldo, physical trainer of sports stars such as UFC World Champion Ilia Topuria, Olympian José Quiles or soccer legend Raúl Albiol.

A text that is based on examples of those who, in the face of different adversities, grew and managed to improve themselves. Thanks to Dr. Aldo's recommendations and guidelines, we learn that any of us, regardless of gender, physical condition or age, are capable of finding the necessary motivation to change our lifestyle, our way of exercising and even our diet and our concentration. With Doctor Aldo, with his help, with confidence and optimism it is possible to achieve a goal, pursue a dream and reach high personal, work or sporting heights.



All the keys to optimize oneself by the sports coach of champions.



DOCTOR ALDO is a teacher, coach and physical trainer. He graduated in Psychopedagogy and Physical Activity and Sports Sciences and has a double PhD in Health Sciences and Sports Sciences. In addition, among many other studies and courses that complete his training, he has two master's degrees in High Performance Sports.

He has been a Physical Education teacher since 2003 and a university professor in numerous courses and master degrees. In 2004 he began working as a physical trainer for athletes whom he has helped to reach the highest levels in their disciplines.

Although he has participated in several collective works and countless specialized publications, *Optimízate* is his first book.



THE POWER TO HEAL YOUR CHILDHOOD

How to hack your past to create a better future

by Aguamarina Aguamarina

ISBN: 978-84-415-4965-4

PUBLICATION DATE: March, 2024

FORMAT: 15 x 23 cm.

PAGES: 216

BINDING: Paperback

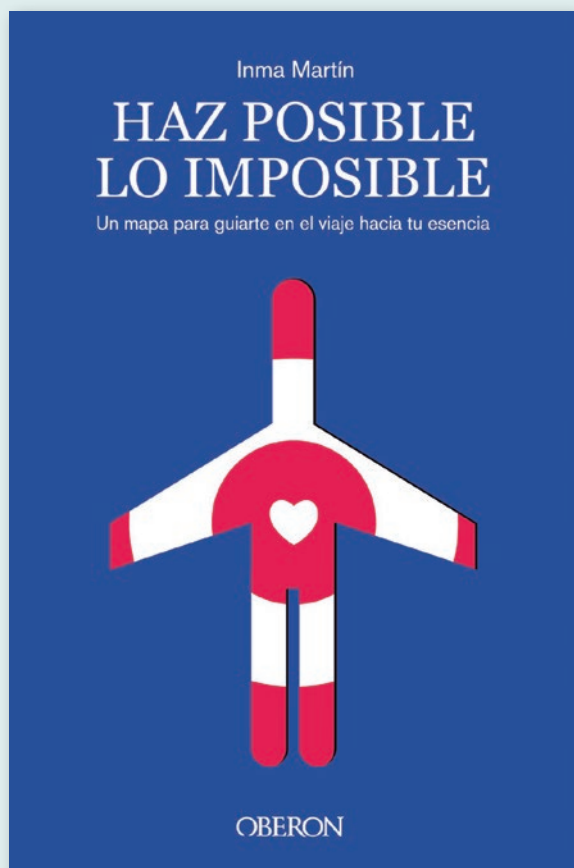
PRICE: 18.95 €

When you realise that your inner child pulls the strings of who you are as an adult, you can begin to live the life you've always wanted. With a unique blend of ancient wisdom and modern psychology, through guided and practical hands-on exercises, this book takes you through a process of understanding and self-healing. It will allow you to free yourself from past guilt, resentment, and pain. You will begin to shine with the feeling that your life will improve, and you will have more reasons to be grateful. The sense of emptiness that you try to fill with material things will disappear, simply by prioritising healing from childhood memories.

Table of Contents

BEFORE YOU BEGIN. I believe in me, believe in you. This book works like this. How to use this book and why you shouldn't share it. An unexpected gift. PART ONE: I see my childhood; I see my truth. What you need is not love. Unveiling Pandora. Think in terms of energy. Your needs, your rights. Tell me what your moon is, and I'll tell you what you missed. The mitosis of being (you are light, but also darkness). PART TWO: Let's talk about mom and dad. Why your parents are like gods. Fusion is the issue. Your mother didn't want to hurt you, but she couldn't do anything else. Looking for Dad. Dad, where are you? Words are like the scarlet letter; they mark you forever. How to get rid of parental influence. PART THREE: Can You Grow Without Pain? Wounds always leave a scar. "But my childhood wasn't traumatic", Pinocchio said. The seven generations before you and the karmic legacy. How to discover the truth. Your emotions speak to your childhood, not to you. (...)

AGUAMARINA AGUAMARINA is a woman, mother, psychologist, and holistic therapist. After working in public education for fifteen years, she found a way to take her unique perspective from working with children to offer a transformative path for understanding ourselves better. Her approach seeks healing from the obstacles that keep us from creating a conscious and meaningful life and achieving our full potential. She offers online courses and trainings that foster evolution and growth through holistic methods. The powerful tools she uses are based on integrative psychology, energy coaching and aromatherapy. Aguamarina lives in Mallorca with her family and writes every day in her daily newsletter. You can find her on institutoaguamarina.com



MAKE THE IMPOSSIBLE POSSIBLE

A map to guide you on your journey to your true self

by *Inma Martín*

ISBN: 978-84-415-5051-3

PUBLICATION DATE: September, 2024

FORMAT: 15 x 23 cm.

PAGES: 216

BINDING: Paperback

PRICE: 18.95 €

This book will accompany you on your life's journey and provide a sense of stability and safety. Let yourself be moved by life; laugh, cry, overcome, love, move forward and enjoy it. It is not about what happens to you, but your ability to respond to it. Emotional balance is the basis for our health, for personal and professional success.

What will you gain from reading this book?

- Maximum personal potential.
- AUTONOMY, being your own leader. Taking the reins.
- Dependence vs. responsibility. Fullness of being. EMOTIONAL BALANCE.
- Transformational experience. An experiential journey to your true self in four steps.



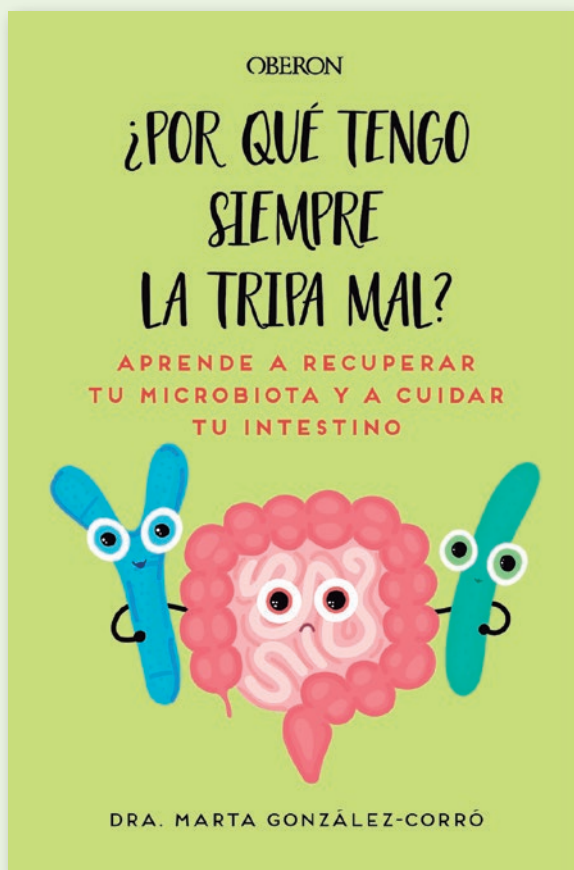
A book for taking control of your life and achieving your goals, while enjoying yourself in the process.

Reconnect with yourself and learn what makes you you.



INMA MARTÍN has been a high performance executive coach since 2008 by the ICF (International Coach Federation), as well as an economist and entrepreneur. She has built her career in the Netherlands, Singapore and Spain.

She has a master's degree in Human Resources Management from IE Business School and has more than 15 years of outstanding work focused on helping people achieve their goals. She is a pioneer in the work of focusing on emotions to achieve goals, with transformational results in from individuals and groups.



WHY DO I ALWAYS HAVE A BAD STOMACH?

Learn how to restore your microbiota and take care of your intestine

by Marta González-Corró

ISBN: 978-84-415-5077-3

PUBLICATION DATE: October, 2024

FORMAT: 15 x 23 cm.

PAGES: 200

BINDING: Paperback

PRICE: 19.95 €

Other books with similar themes:

The Important Thing is in the Microbiota

ISBN: 978-84-415-4984-5

Microbiota and Conscious Eating

ISBN: 978-84-415-4542-7

Are you tired of having heavy digestion, stomach pain, constipation or chronic diarrhea? Is your social life limited because everything is bad for you and you don't know what to eat? In this book, the author immerses us in the exciting world of gut microbiota, exploring how the trillions of microorganisms that live with us can influence our health in ways we never imagined. From digestion to mood, your gut microbiota plays a crucial role in your health. However, when this delicate balance is disturbed, there can be digestive, neurological, metabolic and psychiatric problems... which can affect your quality of life. Through a simple and easy to understand narrative, you will learn how to care for and nourish your microbiota to improve your digestive health and overall well-being.



Did you know that inside you is an ecosystem of trillions of microorganisms that work tirelessly to keep your body in balance?

Take control of your health!



MARTA GONZÁLEZ-CORRÓ is a doctor with a passion for life and a restless, non-conformist mind that has led her to continue exploring and studying since she graduated. She also has a postgraduate degree in psychoneuroendocrineimmunology and has four masters degrees: Nutrition and Human Nutrition, Sports Nutrition, Vegetarian and Vegan and Obesity and Eating Disorders. She is a Neurolinguistic Programming teacher at the Gestalt Institute, and a coach at the European School of Coaching and the School of Structural Coaching. She leads several trainings and webinars on microbiota and other disciplines aimed at both health professionals and the general public.



OBERON



EAT AND BE HAPPY!

Nutrition and Mental Health

by *Ramón de Cangas Morán*

ISBN: 978-84-415-4921-0

PUBLICATION DATE: January, 2024

FORMAT: 15 x 23 cm.

PAGES: 200

BINDING: Paperback

PRICE: 18.95 €

In recent decades there have been major changes in the way we eat, and neither our body nor our gut microbiota have adapted. One effect is the significant increase in mental health-related problems, such as depression or anxiety, but there has also been a significant increase in adverse reactions to food. The European Academy of Allergology and Immunology estimates the prevalence of food intolerances and allergies in adults is above 30% of the population worldwide, and between 10-15% in the Mediterranean region. Anxiety, depression, and certain gastrointestinal conditions, such as irritable bowel syndrome, are present in between 44 and 84% of adults. Alterations in the shared gut microbiota have also been identified in these disorders. The way we eat is a determining factor in disorders related to mental health, and it affects different body axes through different mechanisms of action. Nutritional psychiatry is a term that has been used in scientific articles. This scientific evidence is clear and tells us how we should eat to prevent and treat this type of problem.

RAMÓN DE CANGAS MORÁN Dietitian-nutritionist from the University of Navarra, health biologist from the University of Oviedo, specialist in food biotechnology from the University of Cantabria, Master in Sport Nutrition from the NASM and honorary doctorate in Health Sciences. In addition, he holds a PhD in functional and molecular biology from the University of Oviedo and is currently concluding his second doctorate, in this case in food science, at the Institute of Pharmacy and Food of the University of Havana. Full Member of the Spanish Academy of Human Nutrition and Dietetics, president of *Alimenta Tu Salud* Foundation and director of Nutrigroup by Ramón De Cangas clinics and consultations in Oviedo, Gijón, Avilés, Madrid, Barcelona and Puebla (Mexico). Among other institutional and academic occupations, he carries out research work in the field of novel food development and gut microbiota through different projects. He has received various professional distinctions and numerous awards at international conferences to the best speaker and the best work. He has published 11 books and is an associate and graduate professor at several universities.

Table of Contents

1. Introduction. 2. The microbiota. 3. Nutritional psychiatry? 4. What's going on? Hypothesis of the microbiota and gut- brain axis. 5. The vagus nerve. 6. Depression and diet. 7. Prebiotics, probiotics and depression. 8. Nutrition, depression, and evolution. 9. Immune system-microbiota- brain axis. 10. Modulate the immune system through breathing (seen as nutrition)? 11. Muscle-brain axis. 12. Supplements, bioactive substances, etc. in depression. 13. Dietary patterns and depression. 14. Drugs and drug- nutrient-microbiota interaction in depression. 15. Sports in depression. 16. New technologies, depression, and microbiota. 17. Some Psychological Aspects. 18. Sample.



KNOWING IS CARING

Your health is in your hands

by Carlos Carrera

ISBN: 978-84-415-5079-7

PUBLICATION DATE: November, 2024

FORMAT: 15.5 x 23 cm.

PAGES: 200

BINDING: Paperback

PRICE: 18.95 €

How much do you know about health? In a world where health information is abundant but very confusing, *Knowing is Caring* is presented as the essential guide for every citizen seeking to understand and improve their wellbeing.

With a clear focus, this book empowers you to make the right decisions about your health and interaction with the healthcare system. From how to treat a minor injury at home to how to properly use the services offered by the healthcare system, from nutrition principles to preparing for medical tests, this handbook covers all the fundamentals that every citizen should know.

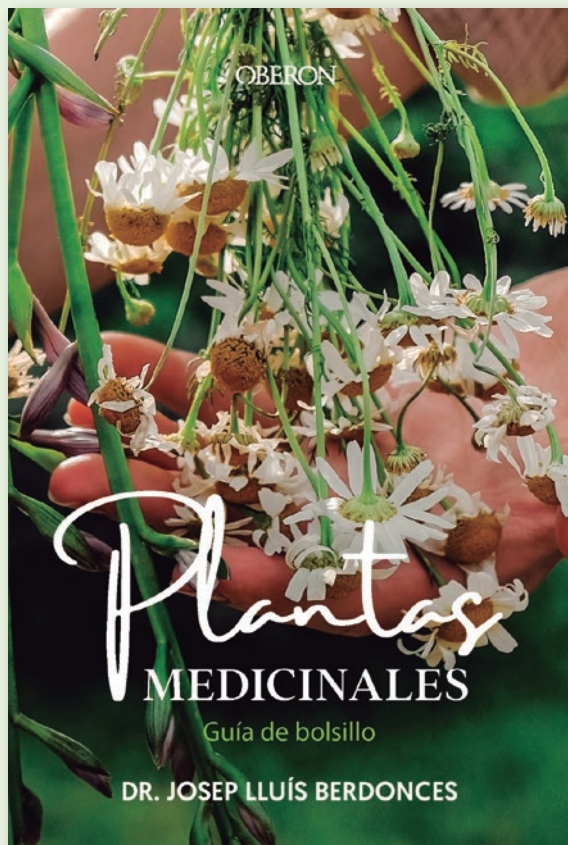
It is not just a book; it is a life tool that will enable you to collaborate more effectively with healthcare professionals and take an active role in your wellbeing. Written in accessible language with practical advice, *Knowing is Caring* is the investment you need for a more healthy and mindful life.

Take the first step towards greater autonomy and knowledge about your health.

CARLOS CARRERA a graduate in Nursing from the University of Salamanca and with an Official Master's Degree in Critical Care from the University of Jaén, is an outstanding health professional with a solid academic background and varied clinical experience.

From his beginnings as a lifeguard to his current specialisation in Haematology, Carlos has worked in different areas such as Mental Health, Radiodiagnosis and Primary Care.

He has participated in important haematological studies during the COVID-19 pandemic and is the author of the influential e-book 'Manual de supervivencia en Rayos'.



MEDICINAL PLANTS

Pocket Guide

by Josep Lluís Berdonces Serra

ISBN: 978-84-415-4946-3

PUBLICATION DATE: February, 2024

FORMAT: 12 x 18 cm.

PAGES: 272

BINDING: Paperback

PRICE: 20.50 €

Table of Contents

- Introduction.
- Dictionary of plants.
- Alphabetical index.

This practical guide to medicinal plants will help you to identify them and use them in a practical way.

Phytotherapy derives from the terms *phytos* (plant) and *therapeia* (treatment), which means to treat ailments with medicinal plants.

Phytotherapy is humanity's first medicine, and a source of useful and up-to-date remedies that offer us health solutions to everyday health problems.

250 plants described and illustrated with full-colour photographs, showing directions, preparation methods, presentations and other curiosities, all in a pocket-sized how-to.

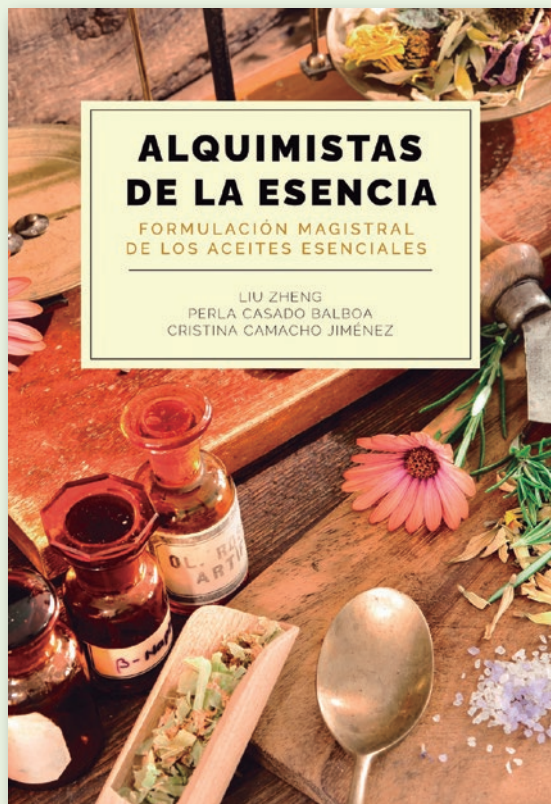
JOSEP LLUÍS BERDONCES SERRA is a doctor, primary care physician and specialist in medicinal plants from the University of Montpellier.

Author of numerous works on plants, health and natural life, he practices in Barcelona as a naturopathic doctor.

He also collaborates with several magazines, radio and television programs. As a lecturer and teacher, he served as the director of the master's program in naturopathic medicine at the University of Barcelona as a lecturer and teacher from 1995 and 2005.

He is the author of the famous "Great Encyclopedia of Medicinal plants", a classic on the subject.





ALCHEMISTS OF ESSENCE

Master formulation
of essential oils

*by Liu Zheng, Perla Casado Balboa
and Cristina Camacho Jiménez*

ISBN: 978-84-415-5059-9

PUBLICATION DATE: October, 2024

FORMAT: 12 x 18 cm.

PAGES: 280

BINDING: Paperback

PRICE: 18.95 €

**This volume focuses on the cure
of daily pathologies thanks
to essential oils.**

“Essence”, a beautiful word, is defined as ‘that which constitutes the nature of things, that which is permanent and unchanging in them’, and according to its Latin etymology, “essentia”, where ‘esse’ means ‘to be’. And, to take it even further, in Chinese, the word “jing” is used to refer to the concentrated and the refined, the precise and the meticulous, the marvelous and the extraordinary; it is also the word for animal sperm and plant pollen, the substance where the genetic information of a being is stored. This is how educational and fun this book is, allowing us to explore the extraordinary world of essential oils, one of the wonders that Mother Nature offers us. And we will do so with one eye on the West (on the modern, the scientific and the biochemical) and the other, with an Eastern perspective (on the traditional, the empirical and the bioenergetic). If you wish to enjoy a complete immersion experience, this work brings together the dual East-West vision to offer an explanation of something integral and indivisible, such as the intrinsic nature of the human being himself, holistic and integral.



**It is a journey to the heart of plants,
the most essential medicine. Liu
Zheng is the author of six books
under the Oberon imprint, including
Traditional Chinese Medicine, which
has sold more than 11,000 copies.**



LIU ZHENG is an active researcher and promotor of traditional Chinese medicine, director of the prestigious Clinic of Integrative Medicine and Acupuncture MEDIZEN (Madrid) and the main teacher of postgraduate programs of Acupuncture in various academic institutions of Health Sciences. He currently holds the position of president of the Association of Health Acupuncturists (AAS).

PERLA CASADO BALBOA has a Pharmacy degree from the Complutense University of Madrid and completed her training with a master's degree in Integrative Chinese Medicine. She has studied essential oils at the COFM under the guidance of great masters such as Alfredo Quevedo and Laura Mestres. In 2014 she trained as a naturopath and currently has her own a practice.

CRISTINA CAMACHO JIMÉNEZ advanced technician in Acupuncture and Traditional Chinese Medicine by the School of Traditional Chinese Medicine in collaboration with the European TCM Foundation and the TCM Universities of Beijing and Yunnan. Expert in clinical acupuncture and specialized in acupuncture applied to gynecology and obstetrics by Campus Acupuncture School. She has a degree in Holistic Pain Treatment.

Egos, heridas y medicina china

BEATRIZ LÓPEZ GARRIDO



OBERON

EGOS, WOUNDS, AND CHINESE MEDICINE

by Beatriz López Garrido

ISBN: 978-84-415-4840-4

PUBLICATION DATE: April, 2024

FORMAT: 15 x 23 cm.

PAGES: 216

BINDING: Paperback

PRICE: 18.95 €

Have you ever wondered why you repeat the same stories and mistakes over and over again? Have you noticed that we all carry a burden that we are constantly tested to overcome? We all have soul-searching to do.

What differentiates us from one another are the trajectories we follow, which are individual and non-transferable. With the book *Chinese Medicine and Emotional Management*, we saw the physical, mental and emotional spheres that characterize us in a holistic way. Now, in *Egos, Wounds and Chinese Medicine*, we approach the spiritual sphere that we are all destined to work through.

Let this work show you the way by merging the wisdom of the five elements of traditional Chinese medicine (TCM), primary wounds along with their masks identified by Lise Bourbeau, and the egos to which we are all subjected.

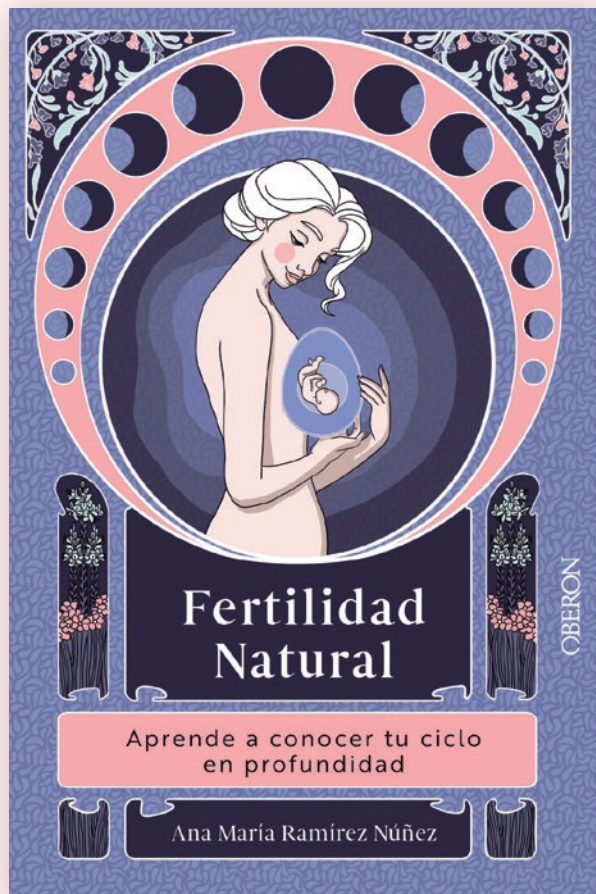
Discovering the elements of TCM will help you identify your most prevalent wounds, masks and egos. In this way, you will be able to increase your awareness, free yourself from all the weight that devitalizes you and learn how to avoid repeating the same mistakes.

This book is for those people who are willing to free themselves from everything that holds them back. It is written for those who want to be healed, even if it stings at first. It is exclusively for those who are committed to living a fully authentic life.

BEATRIZ LÓPEZ GARRIDO is a midwife with a doctorate specializing in traditional Chinese medicine. She has more than 20 years of experience in healthcare, combining her integrative vision of Western medicine with traditional Chinese medicine to care for her patients. She is the author of the books *Chinese Medicine and Maternity* (together with Professor Liu Zheng) and *Chinese Medicine and Emotional Management* (with a second edition and more than 3000 copies sold).

Table of Contents

Forewords. Introduction. Chapter 1. A world of energy. The origin of the universe. The polarity of the human being. Chapter 2. Eastern wisdom. The five elements of Chinese medicine. The water element. The wood element. The fire element. The earth element. The metal element. Relationship of the five elements. Diagnostic tools. What element characterizes me? Chapter 3. The five wounds and their masks. What are the five wounds? The five masks. Wounds and the five elements. The humiliation of the water element. Betrayal of the wood element. The injustice of the element of fire. The abandonment of the earth element. The rejection of the metal element. Chapter 4. Egos. Egos are warrior goblins. Egos and the five elements. The lust and laziness of the water element. The wrath of the wood element. The arrogance of the fire element. The gluttony and greed of the earth element. The envy of the metal element. Relations of egos to each other. Chapter 5. Travel guides. (...)



NATURAL FERTILITY

Learn how to know your cycle in depth

by Ana María Ramírez Núñez

ISBN: 978-84-415-5029-2

PUBLICATION DATE: June, 2024

FORMAT: 15 x 23 cm.

PAGES: 224

BINDING: Paperback

PRICE: 18.95 €

Have you ever wondered if your periods are normal? What are the factors that cause you to have premenstrual syndrome? What can you do if you find that your cycles are not normal, or you have doubts? Are you trying to get pregnant and want to know more about fertility? Do you want to learn the basics of cycle observation methods? When I was in high school, sex education only emphasized contraception. No one had really explained to me what my cycle consisted of or what my fertile period was like. What about you? I am sure that if I went to a class now and asked, “do you know how to recognise a normal period? What are its characteristics? How do you know you are in your fertile period?” not many people would answer.

That’s a shame. For education to be complete and unbiased, you also need to talk about fertility and how it changes throughout life. In this book you will find all the information you need to understand and learn simply how to observe menstrual cycle markers, and what to do when something worries you.

ANA MARÍA RAMÍREZ NÚÑEZ is a midwife, Creighton Model instructor and international breastfeeding consultant (IBCLC). With more than 10 years of experience in teaching natural methods or, as she defines them, methods of observation of the menstrual cycle, she accompanies women and couples from all over the world on the path of self-knowledge of their own fertility.

She was born in Cadiz on 14 January, 1990. Although she lived in San Fernando until she was 21 years old, she went to Italy and married her husband with whom she has 4 children. She currently lives in the south of France. Since she was a child, she was passionate about women’s health and felt that her profession had to be related to that sisterhood, the generosity among women.

That is why she decided to become a midwife, which she considers more a vocation than a profession. It was in Rome in 2013 that she learned about Naprotechnology and the Creighton Model, as well as Reproductive Restorative Medicine. From that moment on, she decided to train as an instructor and has not stopped working side by side with women and couples in the search for pregnancy and a healthy menstrual cycle.

Table of Contents

1. Premise.
2. Why another book on menstrual cycle and natural fertility?
3. Review of anatomy and physiology to understand the MOCs (Methods of Observing the Menstrual Cycle).
4. What a normal menstrual cycle looks like.
5. Fertility recognition methods. LAM method or lactation-induced amenorrhea.
6. What are the most frequent cycle alterations. Premenstrual syndrome?. Polycystic ovary syndrome. Endometriosis.
7. Lifestyle and menstrual cycle.
8. Naprotechnology: a new vision on reproductive health.



100 SENSORY SUGGESTIONS TO STIMULATE YOUR BABY

by Judit González Martín

ISBN: 978-84-415-5031-5

PUBLICATION DATE: June, 2024

FORMAT: 19 x 23 cm.

PAGES: 208

BINDING: Paperback

PRICE: 22.95 €

When I became a mother, I was fascinated by watching my baby. The minutes went by watching how he moved, stared at things, listened to sounds, and how he reacted to his surroundings. He seemed so vulnerable, so fragile, so dependent on our care, our love and affection...

I wanted to be the best mother for him, and I asked myself how I could help support his development. I was sure this would help him in life. You can read an endless number of books, look through various information on the internet and social networks... but little is organised, affordable and, above all, practical for everyday use. The idea of this book is to bring to any mother, father, aunt, uncle, grandmother, grandfather, older sister or brother, simple ideas that allow them to support the baby in their development, stimulate them and bring the world closer to them so that we can discover it together. Will you join us on this unforgettable adventure?

I am **JUDIT GONZÁLEZ MARTÍN**, a mother, pedagogic therapist (PT), and a primary education teacher. I am a restless person who is fascinated by learning, but without any pressure, and only for what interests me. I always wanted to be a teacher and, since 2011, I have been one in public schools. I am passionate about my work as a PT, and I consider it a gift to learn from children every day. I firmly believe that we have the best job in the world, as well as a privileged position to support children with respect and affection. I share on social networks about motherhood, educational reviews, simple proposals, DIY and much more at @mami_ternura.





POSITIVE ADOLESCENCE

Definitive guide for parents
in supporting their children

by *Diana Jiménez Carretero*

ISBN: 978-84-415-5077-3

PUBLICATION DATE: October, 2024

FORMAT: 15 x 23 cm.

PAGES: 200

BINDING: Paperback

PRICE: 18.95 €

Positive Adolescence is the bedside manual for those parents who feared this stage in life, and could not wait for it to end once they were in it, as well as others who wished to better understand adolescence.

A book that will guide and support you away from the dread and longing for this time to end, and into enjoying this pivotal moment.

Throughout its pages you will understand your role as an adult accompanying the teenager, the physical, behavioral and mental changes that occur, and find resources, tools and strategies to put into practice, knowing that there is still so much more to gain than there is to. There are many false myths about adolescence, and as you read this book you will see how these myths are falling away, giving way to new ideas about adolescence.



**Adolescence is difficult,
but so is parenting a teenager
With good information,
we can enjoy the journey**



DIANA JIMÉNEZ CARRETERO is a licensed psychologist and psychotherapist, educational neuropsychologist, Adlerian counselor, trainer of educators and certified educator of Positive Discipline in all areas (early childhood, family, classroom, couples and company) and is, above all, MOTHER of a large family Founder of *Infancia, Adolescencia y Pareja en Positivo* ("Positive Childhood, Adolescence and Parenting"), she has more than 20 years of experience working as a psychologist and teacher specialized in the phases of early childhood and youth, helping families and teaching professionals with workshops and trainings.

Speaker, lecturer and writer of several books and a short story, she participates in internationally prestigious online and in-person conferences.



CAFÉ SENSIBLE

The method for evaluating coffee using your 7 senses

by Kim Ossenblok

ISBN: 978-84-415-4927-2

PUBLICATION DATE: September, 2024

FORMAT: 19 x 23 cm.

PAGES: 240

BINDING: Paperback with flaps

PRICE: 25.95 €

*Author of the illustrated book ¡Al grano!,
bestseller about coffee that has sold
more than 15,000 copies.*

ISBN: 978-84-415-4007-1

The specialty coffee sector is growing exponentially. What we pay for a good cup of coffee has multiplied in very little time, but what adds value to coffee? What is the difference between a conventional coffee and a certified or specialty coffee? ¿Why do we pay more for its origin, history, certifications, medals, processes, safety and durability? There are two ways to analyse and enjoy coffee: from the left hemisphere —rational— and from the right hemisphere —from the senses—. When we drink coffee in a mindful way, we decide to unite the two hemispheres and connect with the seven senses: Hearing, to listen to its history; sight, to see physical aspects; smell,, to sniff its fragrances; taste, to savor its profile; touch, to feel its texture; proprioception, to locate ourselves; and interoception, to express its effects. Hearing and sight represent conventional coffee and the certificate. In conjunction with smell, taste and touch define specialty coffee. With the addition of proprioception and interoception, these define the sensitive coffee. The development of your sensibility is key to recognizing the value of your coffee, to enjoy it and give it and give it added value, adjusted to the needs of each market; respecting its development time in all phases from seed to cup. Through this book, Kim will accompany you on this sensory journey, enhancing your sensibility to come into direct contact with a new paradigm of coffee.

KIM OSSENBLOK is a iconic figure in the world of coffee. As Founder of the Estudio de Café Online with more than 4500 students, she has left an indelible mark on the industry. Winning third place in the World Coffee Cupping Championship in 2012, she demonstrated acute sensory dexterity. Her passion for coffee has no limits, and as a fervent promoter of #CaféSensible, she shares her love for this delicious beverage in a passionate and unique way. A true master, both in tasting and in words, Kim Ossenblok disseminates coffee culture through social networks and her YouTube channel, where she has reached the milestone of 100,000 subscribers.





GOURMET VEGAN COOKING

Updated soft cover edition

by *Iosune Robles López*
and *Alberto Aragón Mora*

ISBN: 978-84-415-5081-0

PUBLICATION DATE: November, 2024

FORMAT: 20 x 23 cm.

PAGES: 224

BINDING: Paperback

PRICE: 19.95 €

This book aims to show that preparing delicious, healthy and gourmet vegan dishes (without animal products) is both possible and very easy. And that vegan cooking is for everyone: vegans, vegetarians, intolerant, allergic or those who for health reasons just want to incorporate more plant-based dishes to their diet.

Eating vegan does not have to be boring and we do not have to give up our favourite dishes or compromise flavor. We can make a 100% vegetable version of any recipe we like, achieve a balanced and healthy diet at any age and prepare dishes both for every day and special occasions, giving them a refined and exclusive look with their presentation or certain ingredients.



Updated edition, relaunched for Christmas

Appetizers, main dishes, desserts, drinks... all gourmet, all vegan!



IOSUNE ROBLES (Pamplona, 1986) y **ALBERTO ARAGÓN** (Sevilla, 1989) created Danza de Fogones ("Dance of the Stove") in 2013 and it is currently one of the most popular vegan cooking blogs on the internet in Spanish. In 2014 they decided to start Simple Vegan Blog, which became one of the benchmark vegan recipe blogs in the United States. Thanks to these two projects they have been able to fulfill their dream of making a living from doing what they love and teaching thousands of people to eat healthier by including more plant-based dishes in their diet. Iosune is in charge of creating the recipes and running the social networks.

She is passionate about nutrition and health, which has led her to train as a Health Coach or health mentor at the prestigious Institute for Integrative Nutrition in New York. Alberto is the photographer and stylist, and is in charge of the technical side, thanks to his training as a web programmer.





PLANT KILLERS DON'T EXIST

Encyclopedia of care of 50 houseplants genera and species

by Natalia Sáez Achaerandio

ISBN: 978-84-415-4988-3

PUBLICATION DATE: April, 2024

FORMAT: 19 x 23 cm.

PAGES: 256

BINDING: Paperback

PRICE: 21.95 €

Plant killers don't exist: the problem is that we don't have enough information to keep them alive successfully. Plants have different needs for watering, light, humidity... And when you acquire one, they are often unknown. "When should I water?", "Where do I put it?", "What do these yellow leaves mean?". These are frequent questions that assail us when plants arrive home without instructions – which is most common. In this book, Natalia Sáez Achaerandio, architect, landscaper and Instagram content creator about plants (En Abril Hojas Mil), has compiled all her experiences on plant care. This green encyclopedia details the needs of the 50 most popular genera and species of the moment. You will be able to check the needs of watering, light, humidity, temperature, types of substrates, common pests and many more aspects of each plant. You will also be able to access audiovisual material on their propagation and see examples of different species. A very practical reference manual written simply and pleasantly.

NATALIA SÁEZ ACHAERANDIO (Madrid, 1986)

is an architect and former "plant killer". In 2015, she decided to pursue a Master's Degree in Digital Business. At the same time, seduced by new decoration trends, she set out to learn how to grow plants. Her new hobby caught on quickly, as she found many fascinating plants that she didn't know. But she also found a lot of information that was both contradictory and complex. After reading countless books, articles and making a few mistakes, in 2017 she decided to start writing 'En Abril Hojas Mil' ("In April Thousand Leaves"), a blog about plant care designed especially for beginners and inexperienced people. She gives tips based on her own experience and tells them in a simple and intimate way, just as she would have liked to learn. From the blog came an Instagram profile with the same name, Youtube, Pinterest and TikTok channels, collaborations with RNE, as well as workshops and online classes. She is currently finishing a Master's Degree in Gardening and Landscaping, and has managed to mix her great passions: the decoration of both indoor and outdoor spaces with plants and digital communication.





PLANTS AND CATS

A short guide to coexistence

by Marta Rosique

ISBN: 978-84-415-5060-5

PUBLICATION DATE: September, 2024

FORMAT: 19.5 x 23 cm.

PAGES: 192

BINDING: Paperback

PRICE: 19.95 €

Let's face it. Even if your intentions are good, your cat could care less about how much care you took planting beet sprouts or that variegated monstera that you worked so hard to get. But don't give up; getting cats and plants to cohabit without harming each other is easier than it may seem. In this book, Marta Rosique, founder of Plantea en Verde, a feline lover who is passionate about plant care, shares her simple and entertaining secrets to achieving peaceful coexistence between cats and plants in any home. From choosing non-toxic plants to create a pet-friendly jungle and creating enriching spaces that will keep your felines happy and busy, to tips and care guides to keep your plants in the best shape. It is the perfect book if, like the author, you need strategies to reconcile two passions that, at first glance, seem at odds: a love of cats and an interest in plants.



A survival manual for matching plants with cats in the most effective way possible

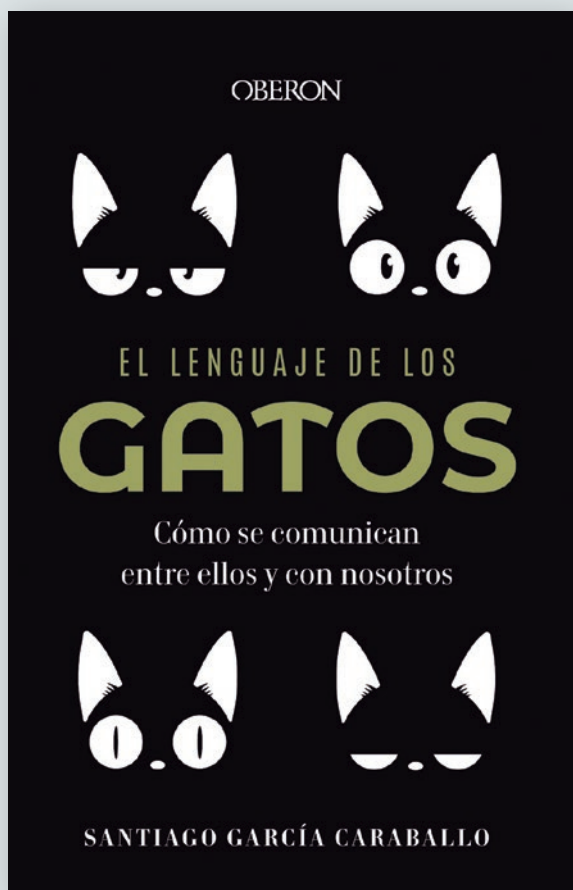
Fool-proof care and cat-friendly plants



MARTA ROSIQUE is an environmentalist specialized in environmental education and dedicated to teaching and sharing botanical content.. Her goal is to help make having a garden or taking care of plants an easy, beautiful and fun experience. To this end, she gives

talks and workshops, creates illustrations and infographics, records videos, writes and creates educational material of all kinds for brands and individuals to help spur the gardener's eye and fill green spaces. However, she has always lived with companions who have hindered her work: her cats. They have taught her the hard way how to establish a peaceful and safe coexistence for everyone living in the house. Her blog *Plantea en Verde* has more than 80,000 monthly visits, and more than 5,000 students have gone through her online school. She also talks about plants on Instagram and Youtube, with communities of over 100,000 and 70,000 respectively.





LANGUAGE OF CATS

How they communicate with each other and with us

by Santiago García Caraballo

ISBN: 978-84-415-4922-7

PUBLICATION DATE: January, 2024

FORMAT: 15 x 23 cm.

PAGES: 168

BINDING: Paperback

PRICE: 18.95 €

It is a fact that cats communicate with each other, but can we understand them? Do we know when they are communicating with us and what are they trying to tell us? Santiago García Caraballo, a veterinarian specialising in cats, introduces us to the communicative world of felines. In this book, he reveals how cats use their olfactory language (urine marking, pheromone usefulness), tactile language (kneading, allomarking), visual language (tail raised) and vocal language (the 12 most common sounds). Feline lovers and connoisseurs alike will reaffirm or discover that cats are very communicative and "talkative". Because cats do talk, they tell us a lot of things that we must learn how to interpret.

Table of Contents

Introduction. Introduction to the first edition. Chapter 1. Communication between animals: 'I communicate, therefore I am'. Chapter 2. Some characteristics of felines. A non-aggression pact. Chapter 3. Is the cat really a solitary animal? Chapter 4. Laneotenization. How to transform a beast into a cute kitten? Chapter 5. Language of cats. Chapter 6. The relationship with the human being. Glossary. Bibliography.

SANTIAGO GARCÍA CARABALLO graduated from Veterinary Medicine in 1980. He has experience as a veterinarian in various centres throughout Spain. In 1995, he co-founded the Centro Veterinario Gattos, specialised in feline behaviour and pathology. He collaborates in radio and television programs (*Como el perro y el gato* with Carlos Rodríguez) as well as gives talks throughout Spain about feline behaviour. He has also written several books on the subject, *Language of Cats*, *Happy Cats*, *Happy Owners*, *What's Wrong with My Cat?*, plus another on *Alternative Therapies for Pets*.





YOU WERE THE FASTEST SPERMATOZOON

And other myths of science

by Marta Hallo

ISBN: 978-84-415-5056-8

PUBLICATION DATE: September 5th, 2024

FORMAT: 15 x 23 cm.

PAGES: 256

BINDING: Paperback

PRICE: 19.95 €

From the time we begin to understand our surroundings until we reach adulthood, we form concepts in our heads about what the world is like.. Sometimes because of what we are taught, others because of what we have heard, and others because we simply draw our own conclusions and over time these ideas become absolute truths. With this book, the reader will be able to break through many scientific hoaxes through a simple, fun and very entertaining dialogue. The author invites us to have a good time and, at the same time, to break the schemes established in our heads.

The book is aimed at a young adult audience with little to no background in its subjects, and an interest in science and its popularisation.



**Discover the truth behind
the scientific hoaxes.**

**In a clear and entertaining
style, she breaks the myths
and offers a deeper and more
enjoyable understanding
of the universe.**



MARTA ALONSO (Barcelona, 1989), known on social networks as @marta.hallo is a scientific content creator, graduate in nursing with a specialty as a midwife.

She has achieved success in her networks thanks to her clear and authentic way of explaining the world around us.

More than one and a half million followers support her efforts to critically and forcefully show the reality beyond the chaotic world of informative inputs with which the internet bombards us.



THE DOSE MAKES THE MEDICATION... OR THE POISON

The most surprising
pharmaceutical curiosities

by *Elena Monje García*
and *Beatriz Monje García*

ISBN: 978-84-415-5055-1

PUBLICATION DATE: September, 2024

FORMAT: 15 x 23 cm.

PAGES: 192

BINDING: Paperback

PRICE: 19.95 €

Why do witches fly with brooms? Where does pepper spray come from? What does it mean to get laid? Where does the expression 'fuck a blind man' come from? What does popper have to do with Alfred Nobel?

This book will answer many questions you may never have asked yourself, as well as explain some colloquial expressions you use in your everyday life.

Pharmacy science doesn't have to be boring if it is told with everyday examples. All medications can be poisons or drugs depending on their dosage. Here you will find many historical anecdotes related to the world of medicine that you can share when hanging out with friends.

ELENA MONJE GARCÍA better known on social networks as @inFARMArte, is a community pharmacist with a degree in Public Health.

She completed a master's degree in business administration with a specialisation in Digital Marketing in order to train in health communication.

She currently combines her work behind the counter with her work on social networks, where she has more than 950,000 followers on Tiktok and 250,000 on Instagram. She also produces a podcast on health entitled 'No hay remedio' (There is no remedy) together with pharmacists Álvaro Fernández and Guillermo Martín.

BEATRIZ MONJE GARCÍA graduated with a degree in Pharmacy Studies from the University of Salamanca and trained as a specialist in Hospital Pharmacy at the Hospital General Universitario Gregorio Marañón.

She holds a diploma in Public Health and completed a master's degree in health communication technologies at the Escuela Nacional de Sanidad, Instituto de Salud Carlos III. Since 2017, she has been deputy pharmacist in charge of preparing chemotherapies and intravenous mixtures in the Pharmacy Service of the Hospital Universitario del Henares (Coslada).



FROM CAVES TO VILLAS

Discover how our ancestors
lived from prehistory
to antiquity

by José Antonio Cabezas Vígara

ISBN: 978-84-415-5054-4

PUBLICATION DATE: September, 2024

FORMAT: 15 x 23 cm.

PAGES: 280

BINDING: Paperback

PRICE: 18.95 €

This exciting book takes us on a journey through history to explore how homes have evolved over time. From Palaeolithic caves to the opulent palaces of ancient Mesopotamia, Egypt, Greece and Rome, each chapter leads us to discover the various types of dwellings that have existed in the past and how they reflected the beliefs, needs and lifestyles of different societies.

Through a captivating narrative we enter the gloom of the Altamira cave – where our ancestors left more than their footprints on the rock walls – and explore the prehistoric Russian steppe, where dwellings were built from the bones and skins of mammoths. We also travel to the Scottish settlement of Skara Brae, where ancient stone houses thousands of years old were discovered, and visit Celtiberian Numantia, a fortress that resisted Roman rule.

We also explore Sennacherib's palace in Nineveh, a masterpiece of Assyrian architecture, and enter Egypt's workers' villages, such as El Lahun, Deir el-Medina and the working-class neighbourhood of Giza, where ancient Egyptians built their humble homes. In China, we discover the sihéyuàn, a traditional dwelling that reflected the principles of Taoist philosophy and feng shui, while in Minoan Crete we explore the palace of Knossos and in Greece the 'good luck village' of Olinto.

We continue our journey to ancient Republican Rome, where we visit the house of Livia in the Eternal City and the luxurious villa of the Mysteries in Pompeii. We explore Qart Hadasht, where the Carthaginian Asdrubal the Beautiful built a peculiar triangular palace. And finally, in the times of the Roman Empire, we penetrate the Garden Houses of a large insula in the port city of Ostia and the luxurious villa of Jupiter on the island of Capri.

With a perfect combination of historical rigour and entertainment, this book is a must-read for anyone interested in discovering the secrets of the homes of the past and how they have influenced our modern lives. Start this exciting journey through time and discover how our ancestors lived and built their homes over the centuries.

JOSÉ ANTONIO CABEZAS VÍGARA, born on 18 March 1980 in Llerena (Badajoz), is a prolific historian and writer from Extremadura. He graduated in History from the University of Seville in 2005, specialising in Prehistory and Archaeology, and has devoted his career to historical research and publication. He is the author of the books *En busca del fuego* and *En busca del agua*, as well as a series of four works on the historical Jesus of Nazareth. In addition, as a history enthusiast, he runs the digital magazine *Antrophistoria*, an invaluable resource for lovers of historical knowledge.



PHILOSOPHY FOR THE AWAKENED

80 Topics for critical thinking

by Paloma Hernández García

ISBN: 978-84-415-5052-0

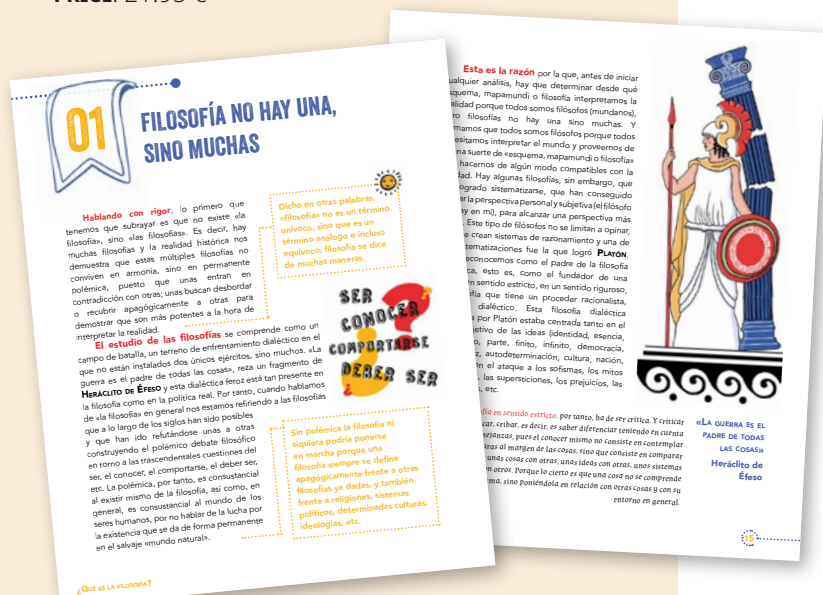
PUBLICATION DATE: September, 2024

FORMAT: 19 x 22.50 cm.

PAGES: 216

BINDING: Paperback

PRICE: 21.95 €



Are we all philosophers? What is the purpose of philosophy? What is science? Can we speak of a “unified science”? What is political power? Can we define the idea of Freedom? What is bioethics about? Do chimpanzees make policy? Is totalitarianism possible in politics? Do natural rights exist? Is religion the “opium of the people”? What are the divine?

Ideas are the main subject of philosophy. In this book someteremos a crítica 80 grandes temas del presente y lo haremos a través de un proceso dialéctico que implicará trituración y destrucción para, a partir de lo destruido, proceder a la redefinición y reclasificación de las ideas implicadas. we will critique 80 major contemporary themes through a dialectical process that will involve deconstruction in order to redefine and reclassify the ideas in question. Will you join us?



The 80 most important
questions in philosophy, now
available to everyone
Ontology, gnoseology, ethics,
politics, religion...



PALOMA HERNÁNDEZ GARCÍA (Madrid, 1977) has a degree in Fine Arts specializing in Painting (University of Salamanca, 2000), A Master's Degree in Digital Production (Valencia Polytechnic University, 2012) and a Master's Degree in Advanced Studies in Philosophy (University of Salamanca, 2019). She is the author of the book *Arte, propaganda y política. Ideologías disolventes en la práctica artística contemporánea en España* (“Art, Propaganda and Politics: Dissolving Ideologies in Contemporary Artistic Practice in Spain”) (Sekotia, 2021).

She is currently working as a research associate at the Gustavo Bueno Foundation. Her YouTube channel, popularly known as «Fortunata y Jacinta», is focused on political philosophy and the philosophy of history and, since September of 2018, offers analysis on political, social, artistic, religious, scientific, etc. phenomena of our evolving present.



PASTIMES BOOK N° 3

Once Again, the Best Games
and Challenges to Have Fun

by Brush Willis

ISBN: 978-84-415-5014-8
PUBLICATION DATE: May, 2024

FORMAT: 21 x 26 cm.
PAGES: 120
BINDING: Paperback
PRICE: 15.95 €

Once again, Brush has racked his brain to create and illustrate a new arsenal of great games, puzzles and challenges designed to make you forget your cell phone and train your mind in a fun way. Without having to be an expert in anything, you will be able to have fun with this new release if you like some movies, series, and music. Take it with you on vacation, to the beach, to the mountains to relax or while you go to work on the train or bus. Pastimes of all levels, a book recommended for people from 13 to 101 years.

BRUSH WILLIS is a left-handed creative born in Castellón, and is a lover of beaches, mountains and sports. He studied graphic design when there were no computers, and his mind is restlessly creative; he still hasn't found an off button. Since 2017 he has published several books, created original diaries, and designed and sold fun sportswear, among many other things. Pastimes and riddles - well bathed with his acid humor and often without filters - have always been his hallmark on Instagram, where he has collaborated with major brands nationwide. After a great reception of the previous editions, this third installment has new puzzles, novelties and the classics that are so popular, such as his crimes, Who's Who, or small escape rooms.



Other notebooks by the same author:

Escape brush book
ISBN: 978-84-415-4392-8

Pastimes Book n° 1
ISBN: 978-84-415-4558-8

Pastimes Book n° 2
ISBN: 978-84-415-4772-8

BRAIN TRAINING

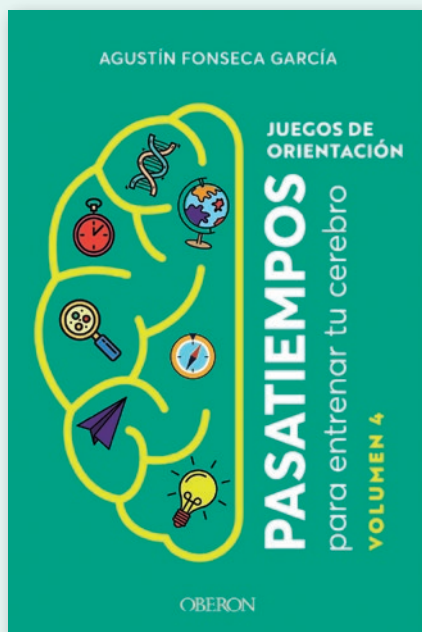
by Agustín Fonseca García



Escape Games. Vol. 3

ISBN: 978-84-415-4991-3

PUBLICATION DATE: April, 2024



Orientation Games. Vol. 4

ISBN: 978-84-415-4992-0

PUBLICATION DATE: April, 2024

FORMAT: 15 x 23 cm. PAGES: 176

BINDING: Paperback PRICE: 11.50 €

In **Escape Games**, the objective is to put your brain to work with one goal: find the key to get out of the room. The so-called 'escape rooms' are a popular form of entertainment usually made up of several rooms decorated according to the environment to recreate, where participants are locked in by a door that can only be accessed to leave if the right combination is found for its opening. Players, who usually work in groups, must figure out this combination through tests to resolve inside the rooms. In this book, we have thought of something similar: each chapter refers to a topic with the description of a related environment and several puzzles and activities that will allow you to find the final exit key through a total of 24 rooms and more than 120 puzzles that will test your ability to escape.

Orientation is more important than you might think, and it brings together several abilities such as attention, sensory interpretation, learning, and even creativity. One of the most interesting abilities of our brain is spatial orientation, which allows us to establish a relationship between ourselves and our surrounding environment. It is not always physical, but something much more subtle that establishes contact between our mind and how we interpret what is happening around us. In this book you will be able to improve your perception skills while combining putting your imagination into action to where the two meet. To do this, you'll navigate original mazes of questions, look at 3D views of simple objects, identify aerial photographs, search for redundant letters or icons, and even discover ghosts hidden among clues. In total, you have more than 100 interconnected activities at your disposal that will help you discover what is hidden in plain sight.

AGUSTÍN FONSECA GARCÍA is an architect who combines his profession with the creation of games and hobbies. He has been developing brain teasers for 40 years and empowering the minds of all those who follow his ideas and developments in books and publications, media and online. He is a pioneer in organising scavenger hunts since 1992, when he designed *El juego más difícil del verano*, ("The Most Difficult Summer Game") for *El País Semanal*, which had thousands of players. He has published numerous books of brain teasers and has developed a new platform design that emulates a sticker album. This allows users to create scavenger hunts, both in-person and online, that are very original and effective, as well as ideal for testing those who dare to do them. A recent example of this idea is "Biblio. Retos", an online activity by ijLAB to promote reading and the use of libraries, perfectly adapted for any age and very effective for young people. It is also worth mentioning his promotional gymkhanas of cities, such as the one referring to the "Passages of Light" in Madrid, or "Challenges on the Camino", a different way of doing the Camino de Santiago virtually, which is available to any ePilgrim who dares to get their "eCompostela". He also publishes his hobbies in newspapers such as *La Voz de Galicia* or *El País*.



100 STORIES OF REAL MADRID LEGENDS

by Guillermo González Robles

ISBN: 978-84-415-4881-7

PUBLICATION DATE: April, 2024

FORMAT: 21 x 27 cm.

PAGES: 216

BINDING: Paperback

PRICE: 23.99 €

100 Stories of Real Madrid Legends is a review of the path that one of the best clubs in the world has travelled through its protagonists. A journey that begins in a fashion store and continues in Santiago Bernabéu, with an epic story built from footballers, coaches, presidents, fans, etc. These are not profiles summarized in matches, goals or trophies; they are feats, anecdotes, stories, memories, moments... These are reasons that, in whatever way large or small, make the 100 chosen responsible for Real Madrid's category. Some of the stories will help us look back, such as that of 'El Capricho' by the Padrós brothers, founders of the club in 1902. Others will resolve doubts such as Benzema's bandage, where an injury became a demonstration of commitment. And many of them will reflect the purest feeling towards the club, like Juanito. Real Madrid has been built on them. The weight of a club sculpted by 100legends with chisel and hammer.

GUILLERMO GONZÁLEZ ROBLES, also known as Guille Glez on his social networks, studied Journalism at the Universidad Complutense de Madrid. He developed his career in traditional media such as Marca and Eurosport. His main platform were the YouTube channels Champions and Football Talks, media that also bore fruit with other books such as *Las 100 mejores historia del fútbol* ("The 100 Best Football Stories") or *Las 100 personas que cambiaron la historia del fútbol* ("The 100 People Who Changed the History of Football"), both of which he co-authored. A Madridista by birth and a Romanista by choice, he talks about his passions on his social networks, which also include journalism and football stories.

Other titles:

The 100 People Who Changed Football

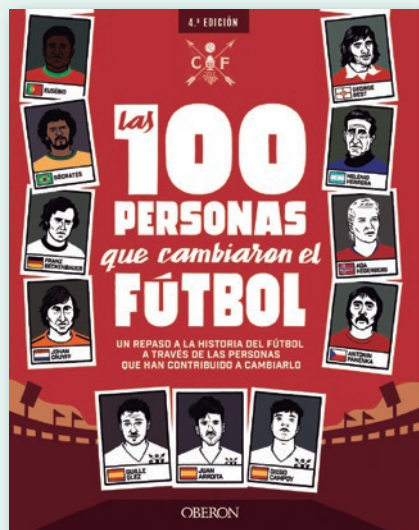
ISBN: 978-84-415-4233-4

The 100 People Who Changed the History of the World Cup

ISBN: 978-84-415-4662-2

The 100 Best Stories in Football

ISBN: 978-84-415-3893-1





PRACTICAL COURSE FOR WORDPRESS

WordPress is an essential tool for every digital marketing professional.

by *Álvaro Fontela*

ISBN: 978-84-415-5061-2

PUBLICATION DATE: September, 2024

FORMAT: 17,5 x 22 cm.

PAGES: 312

BINDING: Paperback

PRICE: 26.50 €

WordPress is not only another option for making websites; it is the most widely used CMS (content management system) in the world that dominates its competition in the market.

Although it appeared in 2004, we can say that the last 10 years have been decisive, as it became the most widely used solution in the world for creating websites.

The fact that it is the most widely used CMS is a competitive advantage, as the user community is very large and active, so there are many solutions and developments that arise and allow us to implement functions and designs on our websites without needing to know how to program.

With Álvaro Fontela you will discover everything you need to know to start working with WordPress, using popular plugins and the most used pagebuilder in the world: Elementor.

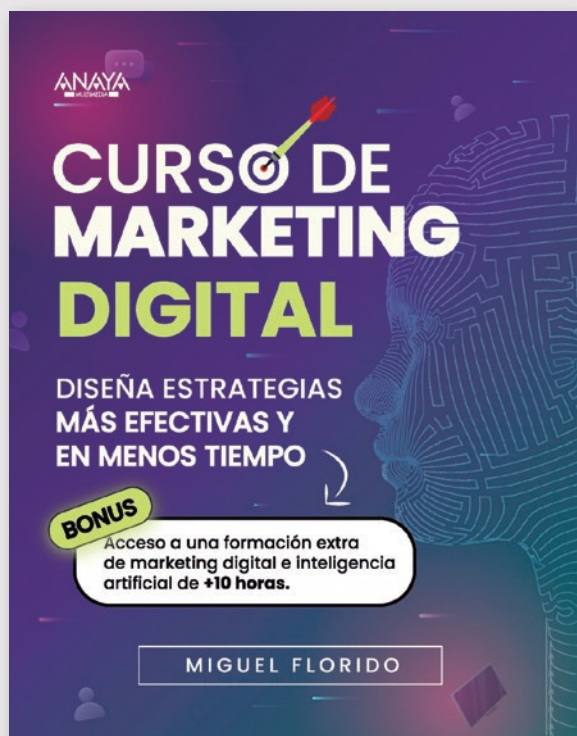
In this course you will learn its optimal and efficient use practically and step by step, so you can take your blog, your business or your website to the next level, and open up an immense, unimaginable world of possibilities with WordPress.



Álvaro Fontela is one of the leading WPO (Web Performance Optimization) experts for WordPress and is well-known in the Spain and Latin America sector.



ÁLVARO FONTELA. WordPress consultant specialising in WPO, and CEO and co-founder of Raiola Networks, one of the leading Spanish hosting providers with numerous operations in Spain and Latin America. Álvaro started working with WordPress in 2009. Since 2012 he has been a WordPress consultant, and specialises in troubleshooting and implementing nocode or lowcode solutions using WordPress. Since 2014 he has combined his work at Raiola Networks with his work as a WordPress and WPO consultant. Speaker and promoter of numerous digital marketing conferences around the world, and expert teacher in WordPress, WooCommerce, automations and WPO in various masters and business schools.



DIGITAL MARKETING COURSE

Design more effective strategies in less time

by Miguel Florido

ISBN: 978-84-415-5057-5

PUBLICATION DATE: October, 2024

FORMAT: 19 x 24 cm.

PAGES: 328

BINDING: Paperback

PRICE: 26.50 €

BONUS: Access to an extra 10+ hours of video training. Free tools and resources.

This Digital Marketing Course (with updated video lessons) teaches you the basics of strategic marketing management. Marketing changes at breakneck speed. Every day, week or month new features are added and it is almost impossible to have a resource that captures all these changes. That's why this handbook takes a completely different approach. Here you will find a guide to the basics when designing any marketing strategy. You will learn a methodology from experience and with real examples that you will be able to apply to any project right away. You will have access to documents, prompts and templates that will allow you to generate endless content ideas, and you will be able to measure whether or not your marketing strategy is working. You will also get access to a 10+ hour video course on how to harness

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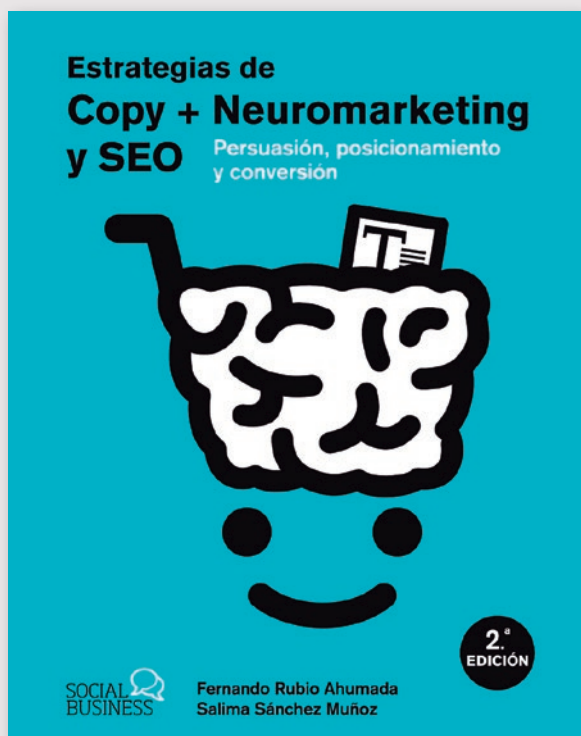
An update of the author's bestseller.

”

MIGUEL FLORIDO. Director of the Marketing and Web school. Digital marketing trainer and consultant. Author of *Curso de Marketing Digital* ('Digital Marketing Course'), *Curso de Community Manager* ('Community Manager Course') and co-author of *Curso especialista publicidad digital y embudos de venta* ('Specialised Course in Digital Advertising and Sales Channels'). He discovered his passion for training at the age of 34 and since then he has been working on what he is most enthusiastic about. He has teaching and giving lectures all over the world for more than 10 years. You can follow him on www.marketingandweb.es or on his social media networks.



Other books by the same author



COPY + NEUROMARKETING AND SEO STRATEGIES

Persuasion, Positioning
and Conversion

*by Salima Sánchez Muñoz
and Fernando Rubio Ahumada*

ISBN: 978-84-415-4793-3

PUBLICATION DATE: May, 2024

FORMAT: 15 x 23 cm.

PAGES: 400

BINDING: Paperback

PRICE: 26.95 €

Digital marketing is one field that has undergone the greatest transformation, placing the consumer at the centre of the strategy, in order to understand what they like, what colours lead them to click on a button, what terms and formulas prompt them to engage in an action and, in short, to know how their brain works when it comes to making a purchase. All of these changes have been made possible by disciplines such as copywriting and neuromarketing. In addition, understanding search engine positioning and how they carry out their searches is essential to ensure searches further align with brand objectives; in other words, understanding how the mechanisms of consumer needs work, and how Google and other search engines work for technology to create a meeting point. This book teaches what these disciplines are and how to use them, as they have begun to take off in recent years and become the key to distinguishing ourselves from the competition, and to creating an effective digital marketing strategy. All this is laid out in a practical way, with scientific studies and examples so that you can see how they are currently being used. In addition, experts specialised in different topics have collaborated to teach you about each area through practical case studies. We invite you to immerse yourself in the brain of your consumer to get to know their needs, while you learn how indexers and search engines work so you get the most out of them and make your texts and content visible. In this way, you will be able to develop strategies that will make your brand grow by persuading, positioning and generating conversions.

SALIMA SÁNCHEZ MUÑOZ. Clinical psychologist with a master's degree in digital marketing, specialising in copywriting and neuromarketing. She has been writing digital content for many years in collaboration with clients and big brands such as Audiense or Telefónica Marketing Digital de Aula CM. She also creates content on copywriting, digital marketing, neuroscience and neuromarketing on her own blog and on various social networks such as YouTube, TikTok and Instagram. She also provides training to companies and has been a speaker for brands such as Banco Santander, Fundación Mapfre and Procter & Gamble.

FERNANDO RUBIO AHUMADA. Marketer, photographer and teacher with more than twelve years of experience specialising in social media, web analytics, content marketing, SEO and social media strategies. He has worked in content creation and training at Universidad Camilo José Cela, Universidad Internacional de la Rioja and Escuela de Comunicación y Marketing Digital - Aula CM.



MARKETING FOR ENTREPRENEURS

A step-by-step guide to launch your project

by Tristán Elósegui Figueroa

ISBN: 978-84-415-4620-2

PUBLICATION DATE: January, 2024

FORMAT: 15 x 23 cm.

PAGES: 296

BINDING: Paperback

PRICE: 22.95 €



This is a book that presents the reality of marketing and business management and optimisation for entrepreneurs, freelancers and SMEs. There are manuals with methodologies, guides to optimise marketing channels, use of tools, etc., but in this book, in addition to teaching theory, you will put it into practice, learn about the real problems that arise on a day-to-day basis and their solutions, and you will have the chance for the book's author to review how you have applied the methodology to your case. When it comes to undertaking or making the most of marketing in a company, in addition to situations that are inherent to marketing, we find ourselves faced with other issues that we cannot solve and thus prevent us from making progress. These are the kind of things that we only know how to identify and solve based on experience. I would like you to join me on the journey of defining, implementing and optimising a marketing and business strategy through the eyes of its stakeholders, that is, through your eyes. To do this, we will see step by step the methodology, obstacles or challenges that companies face in each phase and their solutions. We will analyse these complications as told by company and/or marketing managers and how they solved them in each case. These are all real cases that I have dealt with in my marketing mentoring sessions and that, together with my clients, we have managed to solve. With this book you will not only learn how to define and implement a marketing strategy, but you will also find the inspiration to approach your project from your company's brand purpose and from your personal motivations. When you finish reading it, you will know everything you need. You will be one step away from success. You just have to get going.

TRISTÁN ELÓSEGUI FIGUEROA es mentor de marketing y negocio para pymes y Tristán Elósegui is a marketing and business mentor for subject matter experts and entrepreneurs, guiding them to take advantage of digital marketing, defining and implementing strategy, scaling business and, in short, solving the daily challenges of marketing. He is also a digital marketing consultant for large companies with whom he develops projects for SEO, digital analytics, UX, paid traffic, etc. He has more than 20 years of experience in digital marketing in various companies and sectors, in Spain, Latin America and Europe. He has been named one of the 15 most influential people in Spanish-speaking digital marketing and one of the top 30 influencers in entrepreneurship and leadership. He has been an international speaker and professor since 2010 (Spain, Mexico, Colombia, Chile, Peru, Argentina and Paraguay), as well as the author of five books. The latest of these is 'Mejor que ventas, consigue clientes' (Better than Sales, get Customers). His blog about digital marketing, tristanelosegui.com, has won awards every year since its launch in 2009.



ANATOMY OF A PHOTO

Advice and Anecdotes
of the Great Masters

by Tino Soriano

ISBN: 978-84-415-5062-9

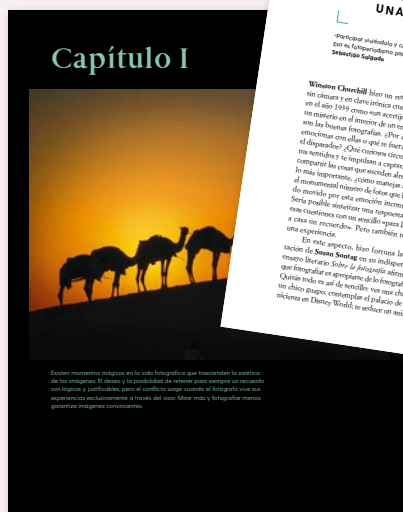
PUBLICATION DATE: October, 2024

FORMAT: 19 x 24 cm.

PAGES: 240

BINDING: Paperback

PRICE: 29.95 €



In the same way that Robert Capa provided a narrative thread throughout the celebrated book *Ayúdame a mirar* ('Help Me Look'), Cartier-Bresson often intervenes in the second part, *Anatomy of a Photo*, also based on the teachings of the great masters of photography, but this time focusing on the practical aspects. You will find numerous examples, especially in the second part, which provide a visual methodology aimed at helping the reader learn the most fundamental aspects behind good photographs from images and teaching captions. Narrated at times biographically and sharing the strategy that has allowed Tino Soriano to make a living from travel photography and photojournalistic reports, *Anatomy of a Photo* talks about how to approach people, touches on the fundamental techniques for taking portraits, social reportage, composition, colour, architecture, landscape, travel photography and ends with some practical criteria for choosing the best photographs. If *Ayúdame a mirar* was the bible of graphic reporting, *Anatomy of a Photo* is a philosophical-practical compendium that summarises the author's experience after four decades in the field.

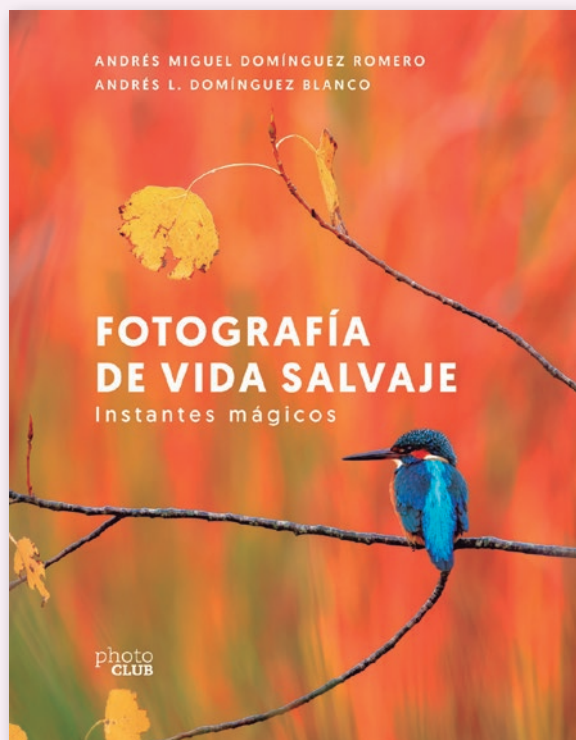


Photography has not changed
since its origin except in its
technical aspects, which for me
are not important.

HENRI CARTIER-BRESSON



TINO SORIANO. Awarded by Unesco and the World Health Organization. He has also received the prestigious Lente de Plata Mexicano. He holds five Fotopres awards, as well as titles such as Spanish Photographer of the Year, The Essence of Humanity and a World Press Photo in the Art category. In 2024 he received the Miravisions Award. In 2023, the Col·legi de Periodistes de Girona awarded him the Carles Rahola Communication Prize. In 2018, the Generalitat de Catalunya awarded him the National Communication Prize in the Press category and a year earlier he was awarded the Piedad Isla National Prize. He has also been awarded the Imagen-2015 Prize by the Spanish Geographical Society. He is the author of numerous books on photojournalism and photography. *Foto a Foto*, *Los secretos de la fotografía de viajes*, *Ayúdame a mirar*, *Fotografía con una sonrisa*, *BanyoleSpeculum*, *CurArte*, *Los colores y tú* e *Instituto Mental* - 1980 have been his latest works. He has collaborated with magazines and media all over the world in his three decades working as a professional reporter, notably *VIAJAR*, *El País Semanal* and *National Geographic*, among many others. He also teaches photographic workshops and has led photographic trips in different countries around the world.



WILDLIFE PHOTOGRAPHY

Magic moments

*by Andrés Miguel Domínguez Romero
and Andrés L. Domínguez Blanco*

ISBN: 978-84-415-5027-8

PUBLICATION DATE: October, 2024

FORMAT: 18.5 x 24 cm.

PAGES: 304

BINDING: Paperback

PRICE: 30.95 €



In addition to quick decision-making, one must consider the elements of composition to achieve a good image, although most of the time the situation calls for you to take risks and rely on your experience. This book covers the journey of father and son and their dedication to nature photography from its beginnings to the present day, as well as the evolution of techniques and how they are applied in the natural environment. Here you will witness how the father passes on his knowledge to his son, to continue showing the beauty of the natural world and contribute to the conservation of the environment. It's a journey through personal relationships from the start of different projects to the hard work of creating stunning images. You will see how they adapt to the weather conditions at every moment to make the best decisions, and how they instantly apply their knowledge to capture scenes that may never be repeated. The authors show the emotion experienced at every moment.



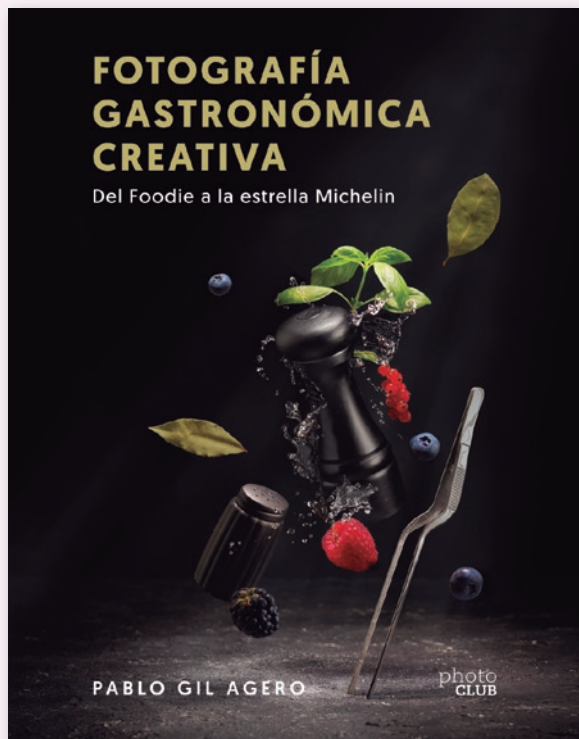
Getting close to nature is in demand. This book tells the story of the wildlife photography adventures of Andrés Miguel Domínguez and his son Andrés Domínguez Blanco and how they have achieved memorable images. They are two Spanish photographers who have won the most awards in international photography competitions.



ANDRÉS MIGUEL DOMÍNGUEZ ROMERO.

He has always been attracted by animal life, especially ornithology. He learned botany during his studies in Forestry Engineering, although he now works as a teacher in secondary education. He has been a self-taught nature photographer for thirty years. He collaborates with several international photographic agencies, such as Nature Picture Library (UK). He has won numerous awards in international photography competitions and has been published in dozens of well-known nature books and magazines, including NATIONAL GEOGRAPHIC.

ANDRÉS L. DOMÍNGUEZ BLANCO. Since he was very young he liked to observe the small animals that lived in his surroundings, especially amphibians and reptiles. He is currently in the 4th year of ESO and whenever his studies allow him to do so, he dedicates himself to observing and photographing the wildlife around him. He has been using a telephoto lens for more than five years to photograph wildlife. He has won top prizes in the most prestigious international photography competitions.



CREATIVE GASTRONOMIC PHOTOGRAPHY

From foodie to Michelin Star

by Pablo Gil

ISBN: 978-84-415-4789-6

PUBLICATION DATE: May, 2024

FORMAT: 18.5 x 24 cm.

PAGES: 320

BINDING: Paperback

PRICE: 30.95 €

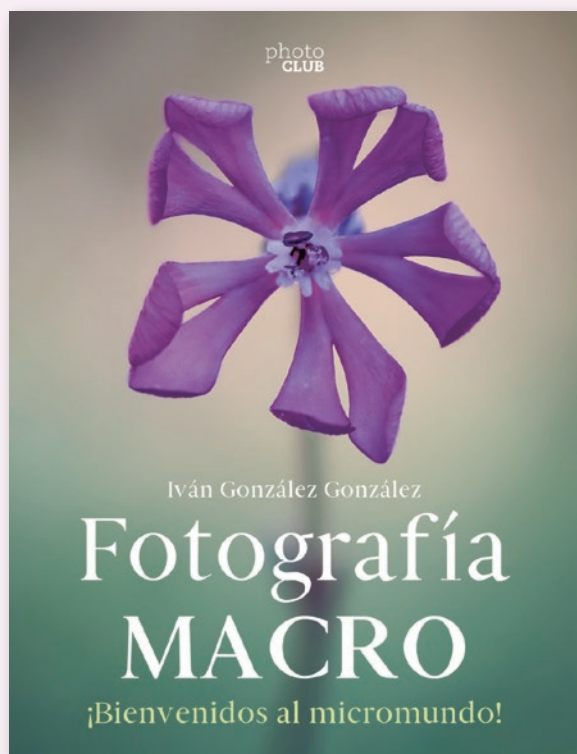
The bombardment of food photography is constant and ever-changing. The gastronomic image has many aims and objectives, but if there is one thing that is essential, it is learning to differentiate ourselves from others. In this global world, marked by exponential competition, we must always give an extra twist to our ideas, and create something different rather than settle for what others are doing. To do this, it is very healthy to look beyond mainstream social networks. Dive into this book and I will tell you absolutely everything about this beautiful profession. This book goes through, side by side, the most prominent types of food photography on the market, some so simple that you can execute them with a simple mobile phone. Its pages reveal many of the techniques, styles, tips and practices to tackle all types of shoots, large and small. But most importantly, it demonstrates the importance of creativity and art as a value, beyond any current ephemeral trends.

PABLO GIL is a photographer and director of photography specialising in product and gastronomic images with 25 years of experience in the audiovisual sector. Trained at the N.A.D. in Montreal and the EFTI International Centre of Photography and Film, since 2011 he has run his own audiovisual production company, Kamándula Producciones. Pablo has photographed Michelin-starred dishes and handled campaigns with advertising agencies, multinational firms, media and large food companies. Since 2014, he has conducted workshops for professional and amateur photographers. He has also been an official trainer for Capture One Pro (2017), SONY Europe Imaging Ambassador (since 2018), Profoto Legend (2019) and teacher of product speciality ("TooManyFlash" School, Madrid). Author of the book: "Fotografía de Producto y Publicitaria" ("Product and Advertising Photography").



reflector básico, con el que proyectamos una luz dura y directa sobre el postre y su base de atrezzo aportada por el restaurante. Esta luz genera ya unos brillos interesantes sobre los arcos de chocolate y la zona alta de la esfera citrica, dando volumen y resaltando texturas. Pensamos que la sombra generada con esta luz sería un elemento muy característico, al formar parte de la composición y, además, romper la monotonía sobre la plancha blanca y circular bajo el postre. Esta sombra la medimos y ajustamos desplazando la luz principal hasta que quedó perfectamente dentro de la base. No sería interesante si esta sombra, por ejemplo, se escapara por fuera de la misma base. Añadimos un segundo punto de luz, un flash Profoto A1X con un tubo de abeja como modificador. La idea con este flash es poder aportar brillos puntuales en zonas muy delimitadas, por lo que lo orientamos de contraluz lateral y vemos cómo brota un brillo muy evidente en uno de los aros de chocolate, además de aportar volúmenes y cierta transparencia en la cubierta del postre. Evitamos a toda costa que esta segunda luz proyecte una sombra, porque no nos gusta bajo ningún concepto que en fotografía gastronómica se solapen las sombras, queda antinatural y da una sensación artificial poco apetecible.

FIGURA 6.30. Circus Cake. Chef Paco Roncero, Restaurante La Terraza del Casino.



MACRO PHOTOGRAPHY

Welcome to the microworld

by Iván González González

ISBN: 978-84-415-4618-9

PUBLICATION DATE: March, 2023

FORMAT: 18.5 x 24 cm.

PAGES: 320

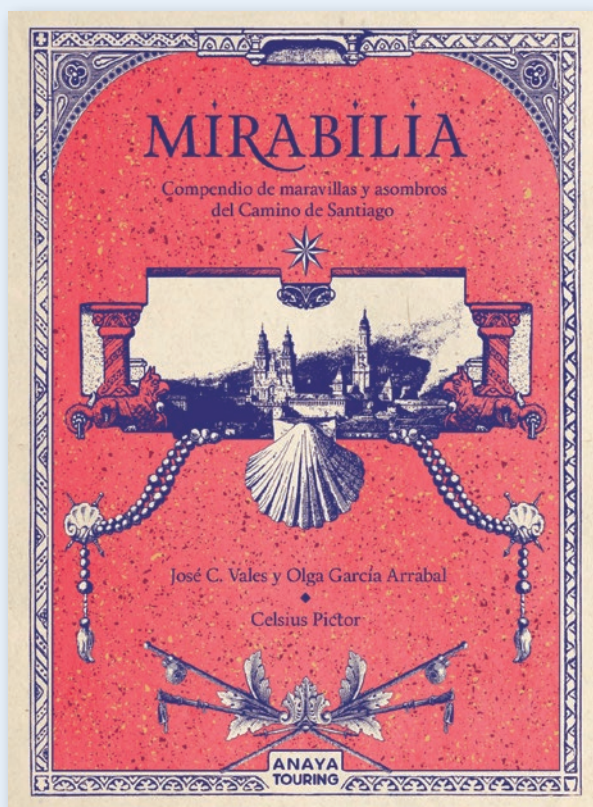
BINDING: Paperback

PRICE: 29.95 €

Macro photography has always been considered one of the most difficult disciplines to practice, perhaps because of its seasonality, the need for good photographic preparation or the lack of a real macro lens. However, when you finish this volume, you will realise that, between some basic principles along with your camera and any lens you have at home, you can become a true macro photographer, no matter what time of the year. In these pages you will review all the basic concepts to master macro photography in a simple way: you will learn how to set up your camera and how to choose the best lens for each situation; you will discover a simple way to add light to your scene or how to modify it, as well as how to increase the depth of field by means of the focus stacking technique. It also explains how to plan your outings and identify the species of organisms you will be photographing. In short, you will find many ideas for practising macro photography in a different way. Have you ever thought of applying ultraviolet light to your subjects or freezing a soap bubble? When you finish this book, you will love this discipline and you will be ready to discover the micro-world around you.

IVÁN GONZÁLEZ GONZÁLEZ is a photographer and forestry engineer specialising in the conservation of photogenetic resources. His speciality is macro and extreme macro photography of plants and insects, but he enjoys leading training and workshops where he mixes his other two passions: nature and photography. In addition, in 2022 he was appointed OM SYSTEM ambassador for the OM SYSTEM photographic brand. He is the creator of the RicePod, a special tool to support your camera and take pictures in ways traditional tripods do not allow.





MIRABILIA

Compendium of wonders and marvels of the Camino de Santiago

by Olga García Arrabal, José C. Vales and Celsius Pictor

ISBN: 978-84-9158-425-4

PUBLICATION DATE: September, 2021

FORMAT: 16 x 21 cm.

PAGES: 144

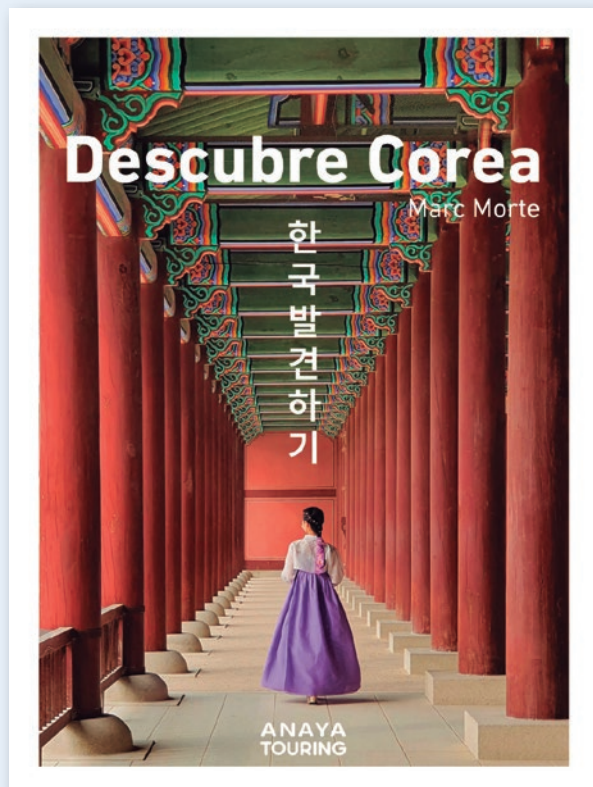
BINDING: Hardback

PRICE: 23.95 €

A compendium of wonders and marvels, lists and quotations, legends and traditions, adventures and news facts, statistics and curiosities, myths and narratives related to the Camino de Santiago: the itinerary, the towns, its history, its characters and its culture. From a chronological point of view, the themes of Mirabilia range from the life of St. James in Palestine and his mythical burial in Galicia to the present day: legends, local mythology, quotations and bibliographical references, hagiographies, virgins, apparitions, demons, pilgrim statistics, miracles and portents, ghosts, horror and supernatural stories, wars, combats, deeds of arms and chivalry, travels, picaresque adventures, crimes and misdemeanours, curious news and extravagant data related to artists, writers, architects, musicians, books, buildings, cruises, statues, famous characters, kings and princes; toponymy, towns and villages, landscape, orography, flora and fauna, climate and gastronomy.

OLGA GARCÍA ARRABAL graduated in Hispanic Philology (specialising in Spanish Language) from the University of Barcelona and later studied in Madrid for a postgraduate degree in Advanced Publishing Studies. Her professional career began in a magazine publishing house and later evolved towards the book sector, first as a proofreader of travel guides for El País-Aguilar - work she still performs today for Desnivel, Trotamundos and Anaya Touring - and then for publishing houses specialising in narrative and essays - among others, Espasa, Martínez Roca, Impedimenta and Destino. She currently combines this work with translation into Spanish of some of the great names in contemporary Catalan narrative, such as Albert Villaró, Gaspar Hernández, Empar Moliner, Jordi Nopca and Xavier Bosch. In 2018 she walked the Camino de Santiago for the first time.





DISCOVER KOREA

by Marc Morte

ISBN: 978-84-9158-771-2

PUBLICATION DATE: March, 2024

FORMAT: 17 x 23 cm.

PAGES: 248

BINDING: Hardback

PRICE: 25.95 €

Korea is one of just a few divided countries that exist today. This small nation has been subject to the geopolitical ups and downs of its powerful neighbours for centuries. The first major battle in the Cold War between the United States and the Soviet Union was fought as part of the Korean War (1950-1953), which left the devastated country torn apart. Not even the fall of the communist bloc in the early 1990s put an end to this painful division. Discover Korea aims to introduce the two Koreas through their most iconic places. Walking through the main cities and monuments of the Korean peninsula, we will learn about the history and culture shared by both countries, but also the social organisation and customs of South and North Koreans. It is impossible to understand South Korea without understanding North Korea, and vice versa. As such, this is not an ordinary travel guide, but a book that aims to showcase the main attractions of the Korean peninsula while delving into the past and present of a largely unknown but truly seductive region that attracts numerous visitors every year. This book is the ideal companion both for those preparing a trip to South (or North) Korea and for those who simply want to learn more about two countries that are as little known as they are fascinating.

MARC MORTE Writer and travel guide born in Barcelona. For more than twenty years he has toured the Middle East, the territories of the former Soviet Union and the countries of East Asia. For ten years he lived in Istanbul. He has published countless articles in Spanish magazines such as Altair, National Geographic Viajes or El Periódico, among others. He is also the author of a novel about the Armenian genocide, The Children of Ararat, and two travel books: Lost Dreams on the Silk Road and Caucasus Among Legends and Kalashnikov. With Anaya Touring he has published a wide variety of travel guides, including those of Moscow, Japan, the Trans-Siberian or the Baltic countries. His latest books are Secret Japan and Secret Turkey.



Other books:

Discover the American West

ISBN: 978-84-9158-847-4

Discover Spain with no Limits

ISBN: 978-84-9158-655-5



DOG TRIP

Camino de Santiago with a dog (The French way)

by Mercè Jiménez García

ISBN: 978-84-9158-729-3

PUBLICATION DATE: November, 2024

FORMAT: 19 x 23 cm.

PAGES: 264

BINDING: Paperback

PRICE: 21.95 €

In this guide to do the French Way of Saint James with your dog, you will find all the information you need to plan and successfully complete this adventure with your furry friend. It includes: a list of dog friendly accommodation (where you can sleep with your dog in the same room), bars and restaurants where dogs are welcome, preparation and planning tips, map and description of each stage in doggy key, mini-guides of the most important cities and a list of veterinary clinics. In addition, the author tells first-person anecdotes of when she made this adventure with her canine companion Futt, and you will have access to all the videos she made during the trip through practical QR codes. This book will accompany you from the moment you decide to do the Camino de Santiago with your dog until you enter with your furry companion in the Praza do Obradoiro with the sound of bagpipes in the background.

MERCÈ JIMÉNEZ GARCÍA. Born in Sant Feliu de Llobregat (Barcelona), Mercè has a degree in Audiovisual Communication and a master's degree in Communication and Advertising Management. She has worked in communication departments and digital marketing agencies. Mercè Jiménez García is the founder of turismocanino.es, a website specialising in dog-friendly tourism content, and author of the books Buen Camino Perregrino (2019) and Dog Trip: Pateando el norte de España con tu perro (2022). Since she created her social media profile in 2016, the Canine Tourism community has grown to over 40,000 followers. Its aim has always been to give visibility to dog-friendly travel so that more and more families are encouraged to travel with their pets and new destinations opt for dog-friendly services. The website turismocanino.es and the travel guide Buen Camino Perregrino were winners of the TravelGuau Awards 2018 and 2019, both in the category of Best Pet-Friendly Media. In 2022, Dog Trip: Pateando el norte de España con tu perro was a finalist in the same category.

Other books
by the same author





MOTORHOME ROUTES IN SPAIN

CAMPER TRIP

by Loli Beltrán and Conrado Rodríguez

ISBN: 978-84-9158-729-3

PUBLICATION DATE: November, 2024

FORMAT: 19 x 23 cm.

PAGES: 264

BINDING: Paperback

PRICE: 24.95 €

Camper Trip: Motorhome Routes in Spain proposes twenty-one carefully chosen routes to get to know some of the most beautiful corners of our geography. Routes full of practical information for the user and the most interesting activities to do at any given moment. In addition to tips and tidbits to make the most of each stop on the journey. The traveller will also be able to find the information they need to travel with confidence, including car parks for camper vans and safety tips. *Camper Trip. Motorhome Routes in Spain* is not only a guide to travelling by motorhome, it is also a basic manual for making the most of the possibilities of travelling with these vehicles.



Highlights of this edition include:

- Updated and more detailed maps.
- Replacement of less interesting routes with new ones, covering areas not previously visited.
- Changes and updates to all GPS references.



LOLI BELTRÁN and **CONRADO RODRÍGUEZ** are editors of On Road Magazine, the first Spanish magazine specialising in Itinerant Tourism, created in 2011, with its own content and with the firm conviction that there is no better way to discover the world than on board a motorhome or campervan.

Other titles
with similar themes



ANAYA
TOURING



ROAD TRIPS THROUGH SPAIN

by Francesc Ribes Gegúndez

ISBN: 978-84-9158-495-7

PUBLICATION DATE: November, 2022

FORMAT: 18 x 26.5 cm.

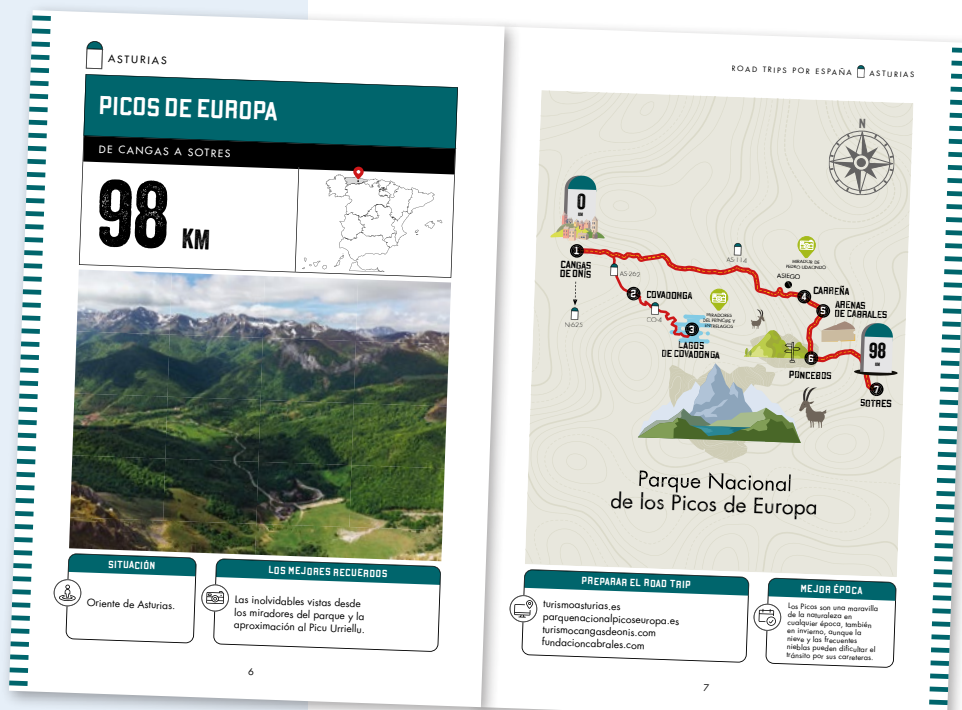
PAGES: 256

BINDING: Paperback

PRICE: 29.95 €

Autumn opens the doors for us to travel the streets of Spain after months of confinement and restrictions. Our varied nature, our delicious gastronomy, our coasts and mountains, and our rich cultural heritage await us to be enjoyed through a series of routes that cross the country from north to south and from east to west: Las Alpujarras, Picos de Europa, Sobrarbe and Ordesa, the Route of Don Quijote, Ruta de los Arribes, la Vall de Boí, the Ebro Delta, El Maestrazgo, Ribeira Sacra, El Camino Francés, from Portugalete to Zarautz... Activities in nature, in the countryside, cultural tours and visits to small towns, with endless illustrative photographs, not to mention corresponding reference maps and a selection of gastronomic recommendations, accommodation and local products...

FRANCESC RIBES (1964) is a journalist, editor and translator. He has written books such as *Rutas por los Vinos de España* ('Spanish Wine Routes', *El País-Aguilar*), *Guía de los Hoteles del Vino en España* ('Guide to Wine Hotels in Spain', Anaya Touring); he has developed recipe books with prestigious chefs and has collaborated as author and editor in all the editions of *Guía del Turismo del Vino en España* ('Guide to Wine Tourism in Spain') and *Guía del Turismo Gastronómico en España* ('Guide to Gastronomic Tourism in Spain'), both published by Anaya Touring. He has also translated and edited numerous travel guides for Trotamundos Routard, and works regularly for publishers such as Anaya Touring and Desnivel. *Rutas para descubrir la España vacía* ('Routes to Discover Spain Untouched') and *Paseos entre viñedos* ('Walks Among Vineyards') are his latest books.





LANDSCAPE DRAWING COURSE

by Pablo Rubén López Sanz

ISBN: 978-84-9158-622-7

PUBLICATION DATE: April, 2024

FORMAT: 21.5 x 28 cm.

PAGES: 136

BINDING: Paperback

PRICE: 22.95 €

Other titles with similar themes



Landscape Drawing Course. 'The best advice I can give you is very simple: draw, draw, draw'. (Pablo Rubén López Sanz) A graduate in Fine Arts and an international icon of plein air watercolour, Pablo Rubén López is a member of the three most important watercolour associations in the United States. His more than 400 national and international art awards attest to him as a national and international leading figure in this painting technique.

After more than twenty years teaching drawing and painting, Pablo Rubén states: 'Getting the hand to reproduce what our eyes see requires a lot of practice and technical knowledge to avoid mistakes'.

In this book, the author approaches drawing from the theme of landscape, although much of the theory described is applicable to other types of subjects, such as portraits, figures or still lifes.

Pablo Rubén analyses all the elements, forms, rules and distinct variations that can be found in landscapes; he provides guidelines, practical advice and technical indications that will help us to make our drawings, identify errors and be able to establish an order following the geometric rules of perspective in the case of line drawings.

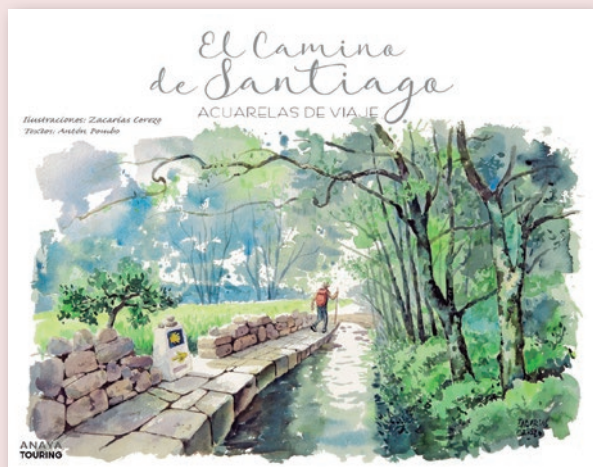
The reader will be able to see throughout the chapters that it is possible to learn to plan, fit, measure, proportion and, in short, to draw a large number of elements and place them in a specific landscape.

All the author's illustrations are made by hand, without using templates, projection methods or digital image processing, such that many of the drawings contain imperfections or inaccuracies, the result of freehand drawing to obtain natural results.

PABLO RUBÉN LÓPEZ SANZ has been dedicated to plein air painting for more than twenty years, taking part in competitions and giving landscape courses all over the world. For the last fifteen years he has concentrated exclusively on watercolour painting, for which he is an international icon.

His works have been exhibited in more than twenty countries. In his career he has received more than four hundred national and international awards, especially those for plein air painting.

Among all these awards we can highlight those received at the American Watercolor Society of New York, the San Diego Watercolor Society, the Biennial of Watercolour of Slovenia, Slies- d-Béarn (France), St. Petersburg Art Bridge...With Anaya Touring he has published Lisbon and Florence, and Watercolour Course Through Landscape.



THE CAMINO DE SANTIAGO

Watercolour travels

by *Antón Pombo Rodríguez*
and *Zacarías Cerezo Ortín*

ISBN: 978-84-9158-355-4

PUBLICATION DATE: September, 2024

FORMAT: 29 x 22 cm.

PAGES: 216

BINDING: Hardback

PRICE: 27.50 €

Other titles:



The routes to Santiago de Compostela have multiplied in recent decades, and the 'major' routes (French, Northern, Primitive, Silver, Portuguese, etc.) have been joined by competitors... Despite the current welter of routes, nobody disputes the primacy of the French Way, that "Jacobean highway" on which the four major routes from France lead, and were already recorded in Book V of the Codex Calixtinus back in the 12th century. Our Way of St. James begins its journey with these words by travel writer Antón Pombo, who together with the painter Zacarías Cerezo -both unrepentant pilgrims- interprets, through their eyes and words, the keys to this symbolic itinerary that we describe from the south of France to Galician lands towards the west: scenery and landscapes of transcendental significance, from the Pyrenean passes of Somport or the Col de Bentartea and the Col de Lepoeder to their encounter with the end of the world in Atlantic waters. In the Gallic lands, Zacarías Cerezo's gaze lingers on the bucolic landscapes of the Pyrenean valley of Aspe and the beech forests that lead to the high pastures of Somport or the beautiful historic square of Saint-Jean-Pied-de-Port in Lower Navarre. Once the Pyrenean stages have been completed, his watercolours delicately capture the landmarks and the most outstanding villages of the two routes that give rise in Spain to the Aragonese Way with its entrance through Somport and the Navarrese Way through Roncesvalles. From Puente la Reina - where the Navarrese and Aragonese branches meet - our pilgrimage heads towards the Ebro valley and the vineyards of La Rioja to Santo Domingo de la Calzada, before entering the cereal plains of Castile and León and its valuable artistic heritage, the Tierra de Campos, the villages of Maragato and El Bierzo - the gateway to Galicia - where our steps will lead us to Compostela, Fisterra and Muxía on the Costa da Morte.

ZACARÍAS CEREZO ORTÍN was born next to the Jerónimos Monastery in Guadalupe (Murcia), a factor that was decisive in awakening his artistic sensitivity, which he channelled through the practice of painting. He has been painting since his adolescence, learning from both the classics and the avant-garde artists of the 20th century. After trying out different techniques, he discovered that watercolour is the technique with which he best expresses himself. He likes to go out to paint unencumbered by equipment, and watercolour makes it easier for him to do so. He takes advantage of the transparency, freshness and spontaneity of this technique to capture the play of light and shadow in the landscape like the impressionist painters. Zacarías Cerezo has a prolific career in exhibitions, mostly in his home town, but he has also presented his work in Madrid and Barcelona. He has a room named after him where his watercolours are permanently exhibited in the Museo del Risorgimento in the Italian town of Santa Maria Capua Vetere.



57 CITIES TO DISCOVER SPAIN

ISBN: 978-84-9158-724-8

PUBLICATION DATE: April, 2024

FORMAT: 17.5 x 22.5 cm.

PAGES: 392

BINDING: Paperback

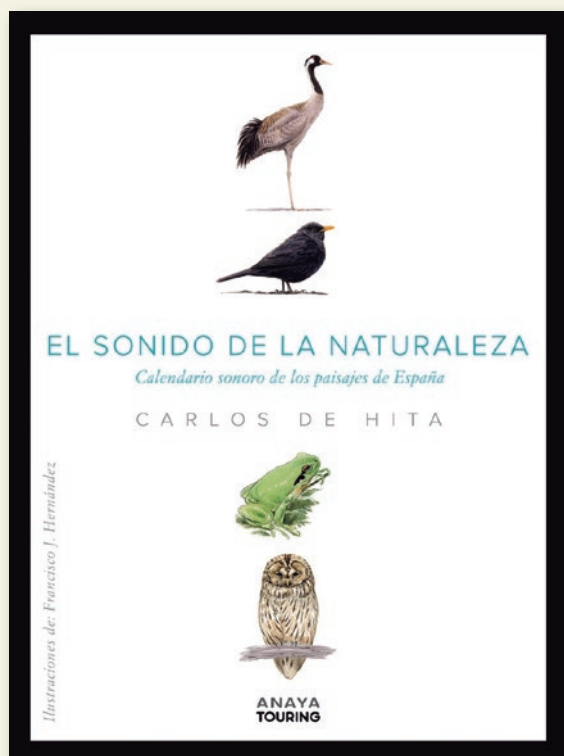
PRICE: 26.50 €

From Vigo to Santa Cruz de Tenerife, by way of Madrid, Barcelona, Valencia, Zaragoza, San Sebastián, Segovia, Toledo and the capitals of Andalusia, we embark on a journey divided into 57 stages that will take us to the most beautiful and dynamic cities in Spain.

All of them have a place in this guide, which serves as an inspiration and incentive to plan getaways or enjoy them on the ground.

Accompanied by a careful selection of photographs and a map, our authors, experts in their history and monuments, provide practical advice and recommendations, anecdotes and curiosities, as well as sections on gastronomy, shopping and a calendar of festivals, cultural events and fiestas to enjoy all year round in the 57 main cities of Spain.





THE SOUND OF NATURE

Sound calendar of the landscapes of Spain

by Carlos de Hita Moreno

ISBN: 978-84-9158-410-0

PUBLICATION DATE: June, 2021

FORMAT: 17 x 23 cm.

PAGES: 192

BINDING: Paperback

PRICE: 23.50 €



The Sound of Nature: Sound Calendar of the Landscapes of Spain. Upon opening the pages of this book you will hear the voices of nature. Through them you will be able to explore the beauty and diversity of the sound landscapes that spread through our forests, rivers and fields. At any time of day, throughout the four seasons.

For years, Carlos de Hita has been listening, microphone in hand, and now offers us a double story: the literary one, often written in the field, and the sonorous one, in which it is no longer he, but nature itself that tells its own story with its own voices. The songs of the birds, the intemperate croaking of the amphibians, the howling of the wolf...

Always against a backdrop of winter silence, the stridency of insects on spring days, the rumble of the storm on summer afternoons that gives way to autumn. THE sum of it all is a double calendar, a literary and sonorous journey through a selection of those moments in which the great concert of nature expresses itself most clearly.

CARLOS DE HITA MORENO is a specialist in recording the sound of nature and the soundscape, an area he began to specialise in more than thirty years ago. He is a screenwriter for documentaries and has been collaborating for years with Cadena SER. He works with sound on all kinds of media.

Sometimes as a complement to the image, other times as an independent narrative element. Among the former, he has participated in the recording and editing of ambient soundtracks for documentaries and feature films. Among the second group, sound on its own, he has published several collections of records on natural soundscapes, Spanish national parks and some bird song identification guides.

He has set up sound installations and collaborated in exhibitions, museums and nature interpretation centres. He is the author of several nature travel guides and of the book *Viaje visual y sonoro por los bosques de España* ('Visual and Audio Journey Through the Forests of Spain'), published by Anaya Touring.

In 2016 he received the 11th BBVA Foundation Award for the Spreading of Knowledge and Awareness of Biodiversity in Spain. He has lived next to the Valsáin forest for more than twenty years.

By the same author:

Sounds of the World

ISBN: 978-84-9158-443-8



MY MOUNTAINS

by Sebastián Álvaro

ISBN: 978-84-9158-848-1

PUBLICATION DATE: october, 2024

FORMAT: 19 x 23 cm.

PAGES: 288

BINDING: Paperback

PRICE: 23.95 €

The author of this book is a leader in mountaineering and adventure in Spain. He has spent three quarters of his life climbing hundreds of mountains in the six continents, some in the most remote places on Earth, in very rugged, difficult and challenging expeditions. But he has also climbed simpler and more accessible ones, in places close to home, to which he always returns. This book is the result of that passion. Through the most fascinating mountains he has known, such as K2, Cerro Torre or Chogolisa, he tells an intimate and moving story that will keep the reader in suspense, a life at the edge of the impossible that has led him to write his most personal book to date.



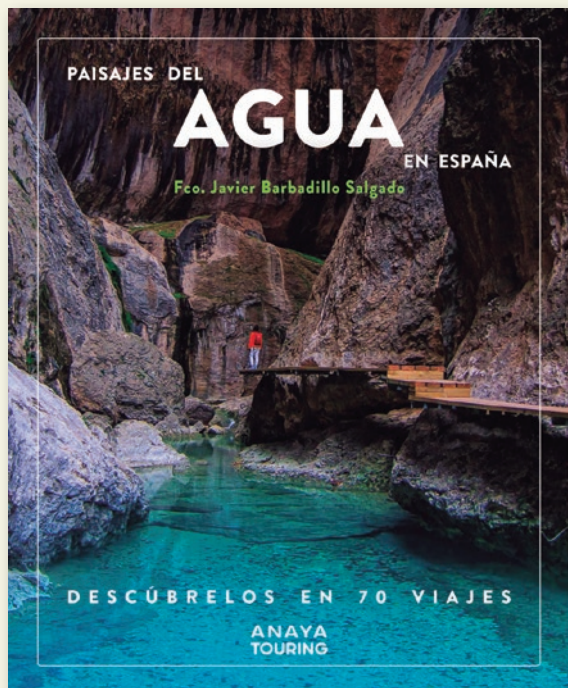
The most personal book from one of the greatest names in mountaineering in our country. With the programme *al filo de lo imposible*, he took his passion for the mountains to all spanish homes.



SEBASTIÁN ÁLVARO (1950, Madrid). Journalist, writer and mountaineer. For thirty years, he has been the greatest head of high-risk adventure expeditions. Under his direction, the TVE programme *Al filo de lo imposible* won numerous national and international awards and became a benchmark for modern adventure.

He is the author of numerous books, including *El sentimiento de la montaña: Doscientos años de soledad* (2010), *El libro de los hielos* (2007) and *Everest 1924: The Enigma of Irvine and Mallory* (2021).

He gives conferences in Spain, USA, China and South America, specialised courses in universities and collaborates with the most prestigious media organisations. He currently continues to carry out and lead adventure expeditions, while promoting an aid and cooperation project in the Pakistani Karakorum.



WATER LANDSCAPES IN SPAIN

Discover Them Through
70 Trips

by *Francisco Javier Barbadillo Salgado*

ISBN: 978-84-9158-720-0

PUBLICATION DATE: September, 2024

FORMAT: 19 x 23,50 cm.

PAGES: 248

BINDING: Paperback

PRICE: 24.95 €

A travel guide to all the autonomous communities of Spain, with 70 suggestions for discovering accessible places where water is both an obvious feature and a hidden treasure. The reader will find routes through surprising destinations to admire the diversity of shapes, reliefs and landscapes generated by fresh water. In its pages it explains why to go and how to get to places with an aquatic, different and distant imprint. It provides the keys to understanding these water wonders, as well as their legends and curiosities. And, of course, human uses and exploitation of water, whether sustainable or not, are detailed. From wells and springs to rivers, lakes and lagoons. The same for waterfalls, cascades and geysers as for underground water. Plunged in ravines, gorges, gullies, cliffs, canyons, escarpments, banks, ravines and wadis or arriving at the waters of the coast. Next to catchments, reservoirs, irrigation or extractions. Between sources of energy, communication and transport. Enjoy the aquatic surroundings or comforted by a landscape of water and rock.



The naturalist and environmental journalist proposes 70 captivating aquatic landscapes of Spain with a detailed and fascinating travel guide



FRANCISCO JAVIER BARBADILLO SALGADO.

Naturalist specialising in flora and landscape interpretation, he has worked as an expert in communication and outreach and as an advertising creator. He was editor-collaborator of the magazines *Vida silvestre*, *La Revista* (Sunday magazine of the newspaper *El Mundo*), *Biológica*, *Natura* and *Turismo Rural*. In the prestigious magazine *Quercus*, the foremost Spanish environmental publication, he has published numerous articles and edited several sections, including the monthly section on landscape, to which he has been contributing for the last five years. He has also collaborated with Anaya, contributing chapters on landscape interpretation for their ecoguides. He has participated in the writing of 14 books on nature, is co-author of the book *Andanzas del Guadarrama. 100 años de cambios en la Sierra* (Ediciones La Librería) and author of the field guides *Flores del Pirineo* and *Árboles y arbustos del Pirineo* (Editorial Pirineo), as well as having published a *Manual para observar e interpretar paisajes* (Tundra). He was the scientific curator of the exhibition *BIODIVERSITY. En la variedad está el Mediterráneo* of *Caja Mediterráneo*; creative director and communication advisor for the exhibition *Un futuro en tus manos* (Red Española Reservas de Biosfera) and has developed communication work for public bodies (CENEAM, TRAGSA, Ministry of the Environment) and NGOs (WWF, COMADEN, Amigos de la Tierra).



VAMPIRE ROUTES

by Sergio Moreno Ramos

ISBN: 978-84-9158-775-0

PUBLICATION DATE: November, 2024

FORMAT: 19 x 23.5 cm.

PAGES: 160

BINDING: Paperback

PRICE: 22.95 €

By the same author



Why are we fascinated by vampires? Perhaps because they are the most human of all the monsters that inhabit our nightmares? Perhaps because they are repulsive but at the same time irresistibly attractive? Or because deep down we wish we could be like them to enjoy their dark privileges?

Sergio Ramos describes a journey through the vampire territories of world cinema and literature: from the castles of Transylvania and Slovakia, to Whitby Abbey in Yorkshire, the decadent mansions of French Louisiana, the streets of New Orleans, the Forks of Twilight, post-revolutionary Paris, the New York of the 1980s, icy Stockholm or the Casbah of Tangiers, passing through the Californian Santa Cruz, as well as other fictional geographies of places that never existed but are very similar to others that do exist.



**An essential tool for
an in-depth understanding of the
intricacies of real and fictional
vampire scenarios.**

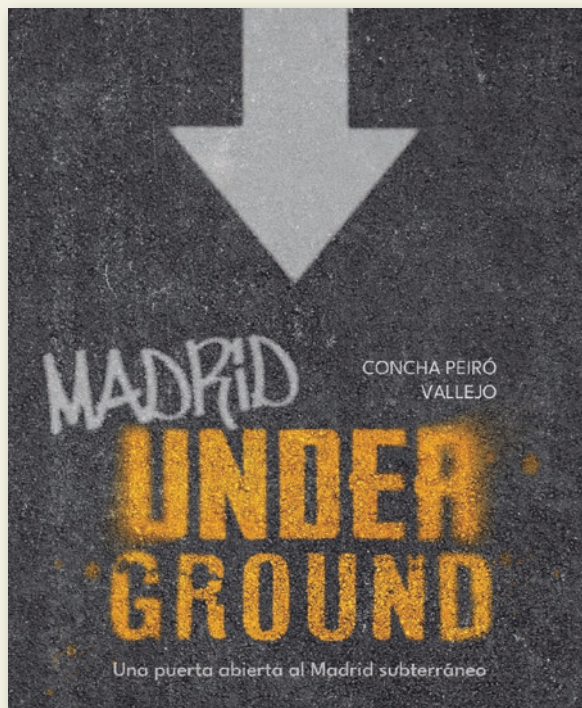


SERGIO MORENO RAMOS. With a degree in Art History and a Master's degree in Literary Studies from the Complutense University of Madrid, he has taught Spanish at various universities and schools in Spain. Interested in the intermediate processes between the different arts, especially between literature and film, he is the author of specialised studies on the subject (Brecht/Von Trier. El distanciamiento en Manderlay), as well as articles, screenplays, novels and fiction stories. He is the author of Metro Trips (Anaya Touring), which describes some of the most beautiful metro stations in the world.

Cuando un viajero investigador de vampiros visita Nueva Orleans uno de los puntos clave que debe visitar es la mansión de Anne Rice, la casa donde vivió desde 1989 hasta que, en 2004, se mudó a California para vivir con su hijo Edward Rice. Pero se encuentra en 1239 First St, en el elegante distrito del Garden District, cerca del cementerio de Lafayette Place que dice que la escritora no fue enterrada en este último cementerio, sino en el de Metairie. Juntos a los muros de San Rocco y su hijo, un museo de estilo neoclásico que los fans de todo el mundo visitan para presenciar sus rituales y poder sentir la fuerza.

El edificio fue diseñado por los arquitectos James Calhoun y Charles Fries por encargo del comerciante Albert Hamilton Howard en 1855. Si el lugar se acerca hasta hace tranquilo punto de partida un hermoso de luz comparado con lo que puede encontrar en Bourbon Street con territorial una construcción de estilo neoclásico, hay dos pisos, con paredes que decoran vitrales, elegantes columnas jónicas y corintias. La decoración presenta tejados de carácter ornamental y la verja está rodeada con motivos que imitan un roble, por eso se conoce a la mansión como roble. El complejo también cuenta con una casa para huéspedes y una sala para el personal.

Como todas las mansiones del Garden District tiene un enorme y elegante jardín, y como casi todos los edificios emblemáticos de la ciudad también tiene fama de casa embrujada al señor Howard se suicidó después de un año en el porche de la casa dos años después de entrar a vivir en ella. Los vecinos dicen que en las noches más oscuras cuando la luna se oculta, una neblina blanca se extiende únicamente por esa zona de la calle. Anne Rice decidió convertir su casa en el escenario de una de sus novelas, Lo hijo de los Brinkley (1993). En realidad, cualquier cosa puede imaginarse a Lestat, Louis y Claudia conversando en elos amplios salones y esperando la noche para hacer de las suyas. Después de años a la verja (no todo el mundo desea vivir en una casa embrujada), la mansión se vendió en 2010 por 2.500.000 dólares.



MADRID UNDERGROUND

An open door to the underground Madrid.

by Concha Peiró Vallejo

ISBN: 978-84-9158-773-6

PUBLICATION DATE: November, 2024

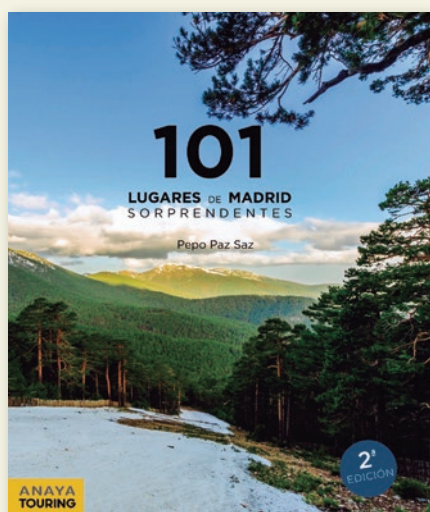
FORMAT: 19 x 23.5 cm.

PAGES: 248

BINDING: Paperback

PRICE: 23.95 €

Other title with similar themes



**ANAYA
TOURING**

Although many readers know an alternative or 'underground' side of Madrid, in this case Concha Peiró describes a Madrid that is literally 'under the ground': an alternative Madrid to the others, the Madrid of parks, fountains and rooftops or the one sheltered by the skies of Velázquez, a different Madrid that hides an infinite number of secrets and mysteries beneath its surface, from the tunnels of Tormentas to the basements of the Teatro Real, the Jorissen mine or the subsoil of the Santiago Bernabéu.



An indispensable tool for discovering the monumental, artistic and archaeological heritage of Madrid, the second most visited city in Spain by Spanish travellers.

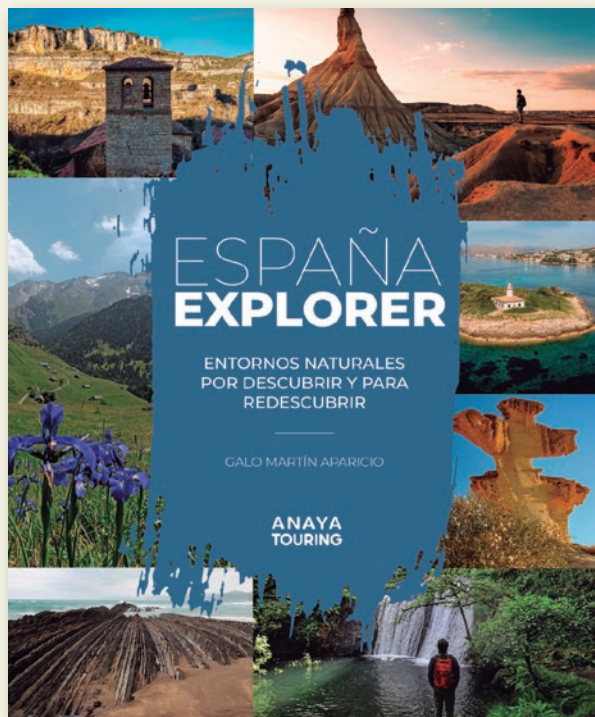
An alternative to more traditional tourist itineraries.



CONCHA PEIRÓ VALLEJO. Born in Madrid, she is a university professor in the field of pharmacology. She comes from a family accustomed to travelling and lived most of her childhood and adolescence in France.

She combines her work in the field of education and research with her passion for travel, art and culture. She is the creator and editor of the travel and photography blog Aetheria Travels (aetheriatravels.com), which won the Trotamundos 2022 Award for the best travel article in the Spain Travel Bloggers community and the Best Travel Blog in 2023.

She is also a regular contributor to Yukali Página Literaria (yukalipaginaliteraria.com) with the fixed section 'Imagen y Palabra' (Image and Word), which combines a travel photograph with a literary text.



SPAIN EXPLORER

Natural environments to be discovered and rediscovered

by Galo Martín Aparicio

ISBN: 978-84-9158-608-1

PUBLICATION DATE: September, 2023

FORMAT: 19 x 23,5 cm.

PAGES: 240

BINDING: Paperback

PRICE: 25.95 €

Other title with similar themes



In the country with the greatest and richest biodiversity in Western Europe, lovers of nature tourism will find in Spain Explorer inspirational reasons to enjoy experiences related to ecotourism, rural tourism, adventure tourism, blue tourism, ornithological tourism, ichthyotourism...

Surfing, diving, star gazing, geological outings, forest baths, routes on foot, by 4 x 4 or boat, canyoning, bird watching and sea watching, horse riding or cycling, and of course recommendations on where to eat and sleep.

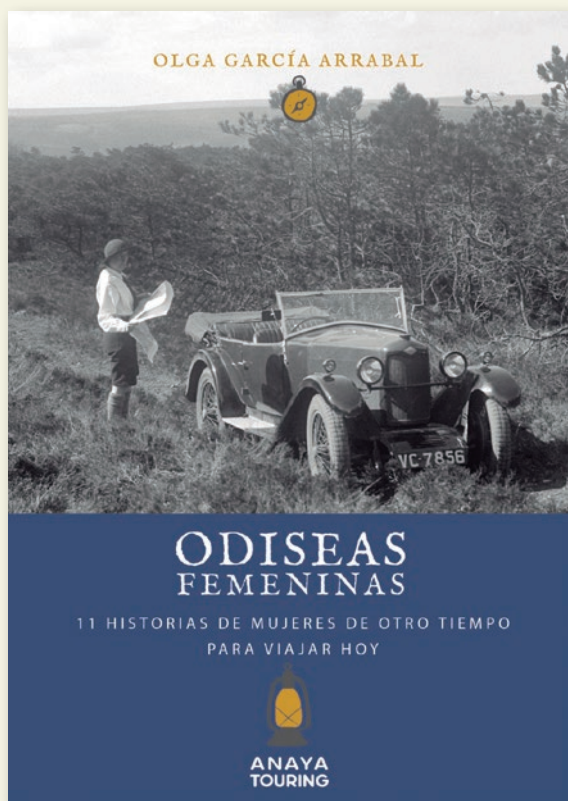
GALO MARTÍN APARICIO. Graduate in History and Master's Degree in Book Publishing. From January 2009 to October 2011 he lived in China –one year in Beijing and two in Shanghai– during which time he travelled around the vast Asian country, as well as Hong Kong, Macao, Taiwan, Thailand, Malaysia, Singapore and South Korea.

At that time he began to collaborate with the publishing house Anaya Touring in the production of travel guides on Asian destinations, and then continued with other European destinations: Belgium, Prague, Vienna, Budapest, and Latin American destinations, such as Peru.

He writes about travel and other topics –culture, society, sports and interviews– in the written press in various Spanish and Latin American media.

He is currently working on new projects and seeking new destinations.





FEMININE ODYSSEYS

11 Women's stories from
the past for today's travels

by Olga García Arrabal

ISBN: 978-84-9158-383-7

PUBLICATION DATE: November, 2021

FORMAT: 15.4 x 22 cm.

PAGES: 192

BINDING: Paperback

PRICE: 21.95 €

Although women have been travelling for centuries, history has not always given them the leading role they were entitled to.

Since Egeria, the first recorded writer-traveller who set out from Hispania in the 4th century, there have been many women such as Ida Pfeiffer, Alexandra David-Néel, and the British orientalist Sophie Lane, who documented the gender segregation of Egyptian society in the mid-19th century.

Emilia Serrano de Wilson, Beryl Markham, Constance Gordon-Cumming, Isabella Bird, Mary Wortley Montagu and Elizabeth Taylor have travelled into jungles, deserts, mountains and oceans, braving dangers and facing the technical difficulties and cultural constraints of each era.

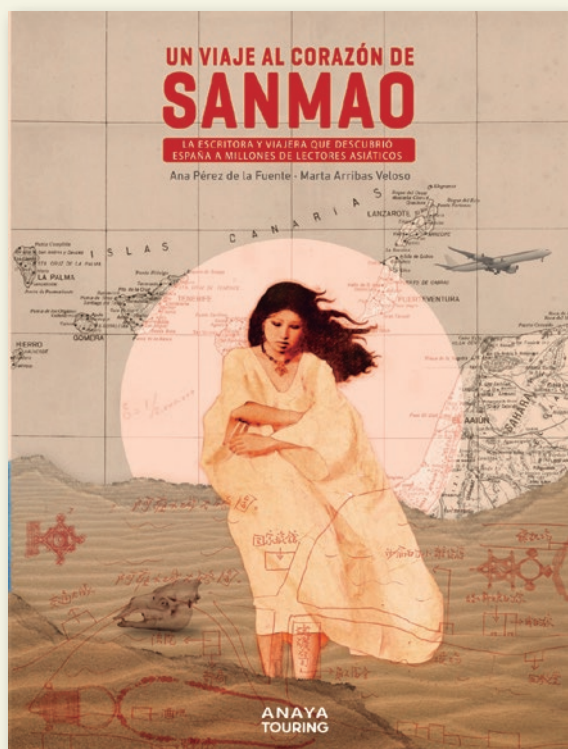
This book tells the story of these pioneering women through their own words, and offers you the chance to discover the same destinations with the comforts of the 21st century.

OLGA GARCÍA ARRABAL graduated in Hispanic Philology (specialising in Spanish Language) from the University of Barcelona and later studied in Madrid for a postgraduate degree in Advanced Publishing Studies.

Her professional career began in a magazine publishing house and later evolved towards the book sector, first as a proofreader of travel guides for El País-Aguilar - work she still performs today for Desnivel, Trotamundos and Anaya Touring - and then for publishing houses specialising in narrative and essays - among others, Espasa, Martínez Roca, Impedimenta and Destino.

She currently combines this work with translation into Spanish of some of the great names in contemporary Catalan narrative, such as Albert Villaró, Gaspar Hernández, Empar Moliner, Jordi Nopca and Xavier Bosch.

In 2018 she walked the Camino de Santiago for the first time.



A JOURNEY INTO THE HEART OF SANMAO

by *Ana Pérez de la Fuente*
and *Marta Arribas Veloso*,

ISBN: 978-84-9158-444-5

PUBLICATION DATE: October, 2024

FORMAT: 17 x 23 cm.

PAGES: 232

BINDING: Paperback

PRICE: 21.95 €



Madrid, late 1960s. After a long flight from Taipei, a young woman lands at Barajas airport. She leaves her home for the first time and does not know that Spain will change her life forever. In our country she will find love and also the inspiration to write some stories that will make her the most famous writer in Asia. In Madrid Sanmao will meet José María Quero, a scuba diver with whom she will live a romantic and tragic love story. With him she will travel to El Aaiún, the former capital of the Spanish Sahara, an exotic place where she will write about her daily experiences with a large dose of humour. *Diarios del Sáhara* ('Journals from the Sahara') and later *Diarios de Canarias* ('Journals from the Canary Islands') were bestsellers in Taiwan and China, places that at the time banned their citizens from travelling. Sanmao became an icon of the free and independent woman traveller who created an image of Spain and its culture for a whole generation of readers who now travel to our country in search of the writer's traces. A journey to the heart of Sanmao invites us to get to know this essentially free woman and to travel through the physical and emotional landscapes of her legendary life in which love, adventure, literature and tragedy are inseparable. Welcome to Sanmao territory!

ANA PÉREZ DE LA FUENTE and **MARTA ARRIBAS VELOSO**, graduates in information

sciences, have formed a creative tandem as directors and screenwriters of documentary films since 2005. They are the authors of *San Mao: The Desert Bride*, released in cinemas all over Spain and selected in several film festivals such as Hotdocs (Toronto), Malaga Festival 2020, Guanzhou Film Festival (China), Cinemaespaña Toulouse, among others. Their documentary films such as the multi-awarded *El tren de la memoria* (Jury Award Malaga Festival 2005), *Cómicos* (nominated for the Goya Awards 2009), *Héroes sin armas* (2010), *Un sitio donde quedarse* (2013) or *Carmen Laforet, la chica rara* (2015) have been screened at multiple national and international film festivals and have won several awards. Their works have appeared in Spanish film exhibitions such as the Lincoln Center in New York, the MOMA Museum and have been presented in Cervantes Institutes all over the world. They have also won several awards throughout their long career making documentaries for different TV channels ("*Documentos TV*", Televisión Española, "*Crónica de una generación*", Antena 3).



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www.anayamultimedia.es

