

# GRADA PUBLISHING



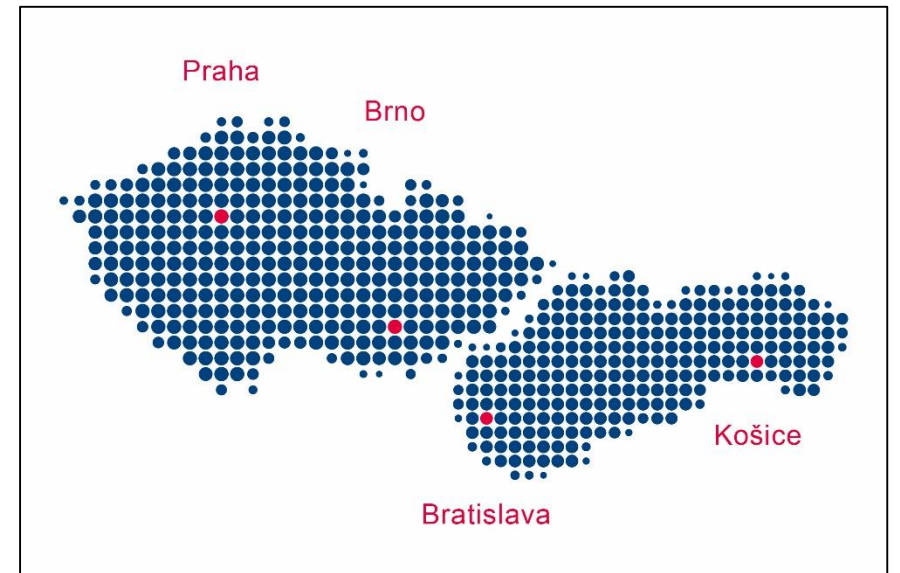
# GRADA PUBLISHING

- One of the biggest publishers in the Czech Republic with an annual production of around 400 new book titles.
- Since founded in 1991, more than 9000 book titles have been published in a total print run of 20 million copies.
- The most prominent Czech publishing house in the sector of non-fiction literature.
- 20–25 % of production consists of translated literature
- Four brands for four key areas – fiction, professional and popular educational titles, children’s literature and personal growth and spirituality
- Cooperate with an excellent quality of the printing partners
- Award recipients for our books as well as our economic results

# GRADA PUBLISHING

## Publishing house staff:

- 80 employees in two Czech and two Slovakian branches
- 800 permanent external partners – graphic designers, editors, translators
- Thousands of authors from the Czech Republic, Slovakia and abroad



# GRADA PUBLISHING

## Our four brands focus on the following:

- GRADA – Non-fiction
- COSMOPOLIS – Fiction
- BAMBOOK – Children's Literature
- ALFERIA – Self-help and Personal Growth



# GRADA PUBLISHING

## List of global partners:

- Bloomsbury Publishing
- HarperCollins Publishers
- John Wiley & Sons
- McGraw-Hill Education
- Pearson Education
- Oxford University Press
- Kosmos Verlag
- Georg Thieme Verlag
- Penguin Random House
- Macmillan Publishers
- Hachette Book Group
- GU Verlag
- Langenscheidt
- Haufe-Lexware
- Octopus Publishing Group
- Quarto Publishing Group

And many more

# GRADA



- Grada is the core brand of our publishing house.
- Books with the Grada's logo have been available in bookshops since 1991, when the brand started to expand from the computing sphere to a wider variety of areas of human interest.
- Books published under the Grada brand are of a professional and popular educational scope.

# GRADA



## The key areas of professional titles by Grada:

- Medicine and nursing
- Business, economics and finance
- Law, taxes and accountancy
- Languages
- Psychology and pedagogy
- Building and architecture
- Technology, cars and computers
- Cookbooks and gastronomy
- Personal development, body and mind and spirituality
- Parenting
- Sports, health and lifestyle
- History, military and sciences
- Etc.



# GRADA – Non-fiction for professionals

Due to our cooperation with the most important and prestigious universities, nearly all professionals in the Czech Republic are studying with our books.

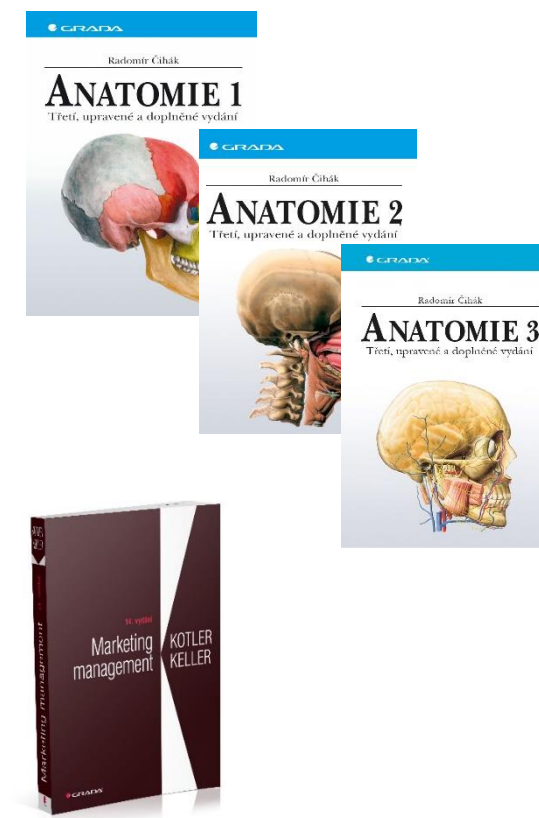
**For example:**

## Medical literature

- Title: Anatomy - One of the most complex medical textbooks that has been used by generations of Czech doctors throughout their studies.

## Marketing and management

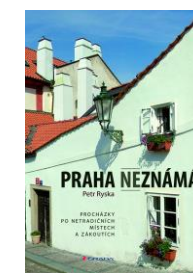
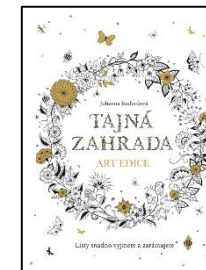
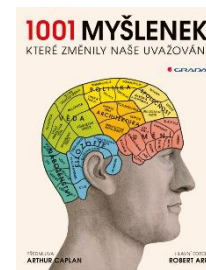
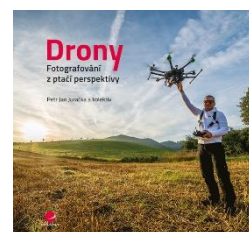
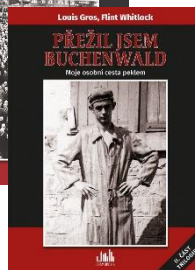
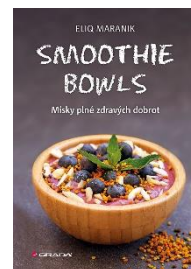
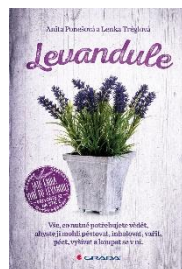
- Title: Marketing management - An essential book for a number of managers and marketing specialists. The 14th edition of the most famous textbook of marketing management, the so-called “bible of marketing”.





# GRADA - Popular non-fiction

Several of the most successful books in the Czech Republic:



# COSMOPOLIS

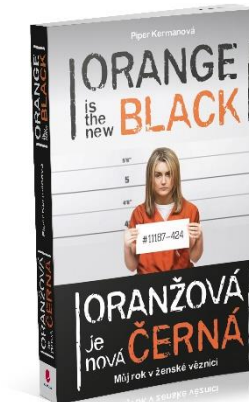
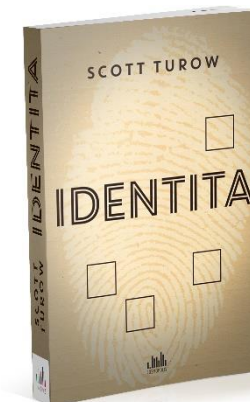
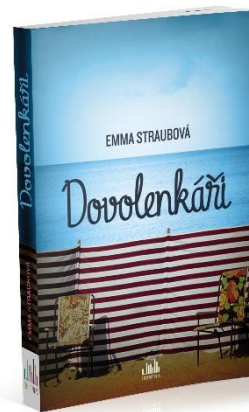
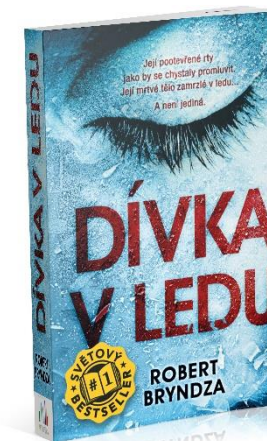


- The COSMOPOLIS brand offers a broad range of quality fiction by Czech and foreign authors.
- Among the COSMOPOLIS titles you can find bestselling books with millions of copies sold worldwide, as well as debut novels by Czech authors.
- Genres – Crime fiction, romance novels, erotic novels, humour, memoirs, non-fiction
- Among others, we represent Robert Bryndza, Zdeněk Svěrák and Pavel Kantorek.

# COSMOPOLIS

Cosmopolis is a proud publisher of:

- **Robert Bryndza** – A new literary star with more than 2,000,000 copies of *The Girl in the Ice* sold.
- **Scott Turow**
- **Emma Straub**
- **Kathryn Hughes**
- **Piper Kerman**
- **Phillip Margolin**
- or **Alastair Campbell**



# COSMOPOLIS

Several Czech authors we cooperate with include:

- **Zdeněk Svěrák** – One of the most famous and popular Czech authors, screenplay writers and actors. Academy Award winner for Best Foreign Language Film (1997, Kolja)
- **Vadim Petrov** – One of the founders of the new post-communistic Secret Services. (Mr. Clinton met Vadim Petrov during his State Visit in 1994)
- **Milan Syruček** – Respected journalist, Foreign Policy Advisor of former Czech president, Václav Havel.
- **Václav Klaus** – Former Czech president.



# BAMBOOK



- Grada has been publishing books for children of all ages since 2010. This field has become one of the priorities of our publishing house.
- We offer our customers the best work of Czech authors and illustrators in addition to interesting international.
- Our Grada Children's Book Club has special offers for pre-schools and primary schools.
- Editions are prepared by experts, child psychologists and teachers.

# BAMBOOK

We cover ages from pre-school to young adult.

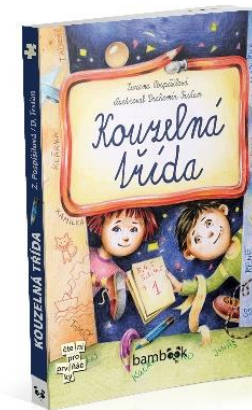
## Examples of successful books:

### First reading: **Magic Classroom**

- Zuzana Pospíšilová is the most successful author of children's books in the Czech Republic. She has written over 80 titles.

### Children's fiction: **King Charles IV**

- Books by Veronika Válková with the main heroine, Bára, are very popular among children. She helps them learn about and understand Czech history through engaging stories.



# ALFERIA



- ALFERIA self-help books bring an alternative approach to human health, personal development, body and mind.
- The ALFERIA brand focuses on careers, relationships, sexuality, healthy lifestyles and nutrition, but also spirituality and alternative religions.

# ALFERIA

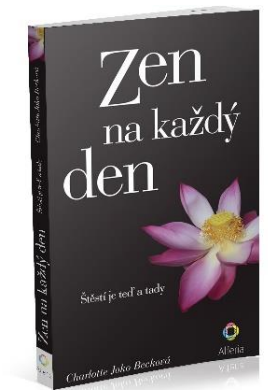
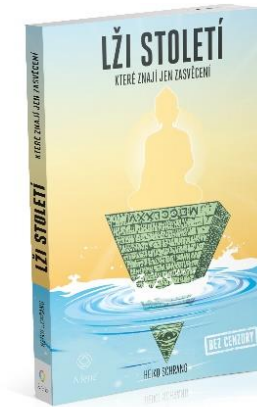
## Examples of successful books:

Self development and alternative approach: **Lies of the Century (Die Jahrhundertlüge)**

- A controversial title that gained vast media attention. It reveals lies and myths of our society and is a must-have for all fans of conspiracy theories.

Self development and alternative approach: **Everyday Zen**

- Readers often claim that this is the very first book which really showed them how to live more easily in today's complicated modern world.





# Distribution

- Customers can purchase titles of the GRADA publishing house in almost every bookshop in Czech Republic or Slovakia, or online at [www.grada.cz](http://www.grada.cz), [www.grada.sk](http://www.grada.sk) and other partners.
- Thanks to our own distribution network, we are able to build healthy, long-term partnerships with booksellers.
- Additionally, all titles have been converted into e-books. This ensures their availability even when the print copies are sold out. We are currently leading the Czech market in the number of published e-books.
- Our customers can become members of the GRADA Book Club where they receive benefits for regular purchases of our titles.
- Grada releases and distributes a book catalogue, children's book catalogue (for members of GRADA Children's Book Club) and recently a new fiction catalogue to its customers.

# BOOKPORT



- The Bookport application is a unique project in terms of education in the 21st century.
- A modern online library provides access to three thousand e-books
- Unlimited access to books for universities, various companies and individuals, research and leisure time.



BOOKPORT

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