



TRENDS AND TITLES IN
children's books

Trends and Titles in Children's Books

Presented by: **Baker & Taylor**



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Welcome!

Thank you for joining us!



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Introductions

Diane Mangan

Divisional Merchandising Director
Children's and Small Press
Baker & Taylor

Our Special Guests and Co-Presenters include:

Emily Brenner

Vice President and Publishing Director
HarperCollins Children's Books

JoAnn Jonas, MLIS

Youth Materials Librarian
San Diego County Library

Sarah Ketchersid

Executive Editor
Candlewick Press



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Emily Brenner

Emily Brenner is Vice President and Publishing Director of three imprints at HarperCollins Children's Books: Picture Books, HarperFestival, and I Can Read books. Notable successes from the three groups include Mercer Mayer's Little Critter series, Biscuit novelty titles by Alyssa Capucilli and Pat Schories, and coming soon, An Awesome Book by Dallas Clayton.

Previous to her eleven year tenure at Harper, Emily worked at Barnes and Noble both as a children's department salesperson in the Doubleday bookstore in Manhattan, and later as Picture Book, Holiday Book and Non-book buyer for the Barnes & Noble chain.



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JoAnn Jonas

JoAnn Jonas is an MLIS Librarian, with a specialization in Youth Services, including materials selection of all juvenile materials and youth programming.

She has worked at The New York Public Library, Central Children's Room as well as serving as the Director of the Early Childhood Resource and Information Center for NYPL. She has also been head of Youth Services at Carlsbad Public Library and Chula Vista Public Library in CA. She is currently working as the Youth Materials Librarian for San Diego County Library.



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Sarah Ketchersid

Sarah Ketchersid is an Executive Editor at Candlewick Press where she edits picture books, chapter books, middle grade and YA fiction, as well as select novelty titles.

Some of the books she has edited include *A Visitor for Bear* by Bonny Becker, illustrated by Kady MacDonald Denton; *Interrupting Chicken* by David Ezra Stein; *Library Lion* by Michelle Knudsen, illustrated by Kevin Hawkes; *Those Shoes* by Maribeth Boelts, illustrated by Noah Z. Jones; *Bears on Chairs* by Shirley Parenteau, illustrated by David Walker; *The Dragon of Trelia* by Michelle Knudsen, the *Ology* series, and many others.



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Webinar Agenda

- Trends in picture books, board books and concept books
- Library perspective on keeping up with trends and important new children's titles
- Overview of new and forthcoming titles
- Growth and impact of ebooks for these readers
- Other new and forthcoming titles of note
- Q & A Session



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Trends in picture books, board books and concepts books—HarperCollins

- Character based, unique, humorous
- Wide appeal year round
- Increase in self-published titles like *An Awesome Book* by Dallas Clayton
- Most popular board books offer some sort of twist on the familiar
- Government requirements for testing on products for children under age three present some production issues and challenges for publishers



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CHILDREN'S BOOKS

Trends in picture books, board books and concepts books—Candlewick

- Classic, true story books
- Strong characters
- Books that are a physical object of beauty
- Best-selling board books are those with really distinctive artwork and a likeable, memorable baby character
 - Leslie Patricelli's *Big Little* and *Quiet Loud*



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The librarian and patron point of view

- This age group represents a high growth area in library usage and programming
- Huge demand for board books
- What is most needed?
 - Interactive elements
 - Baby sign language, Baby yoga
 - Multi-cultural, bilingual or in languages other than English



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Opportunities to connect with libraries

How to find out about new titles:

- Samples from publishers
- Publisher's web sites
- Conferences
- Reviews and lists in Publisher's Weekly, Booklist
- Blogs (Early Word, Shelf Awareness)
- Bookstores



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Opportunities to connect with libraries

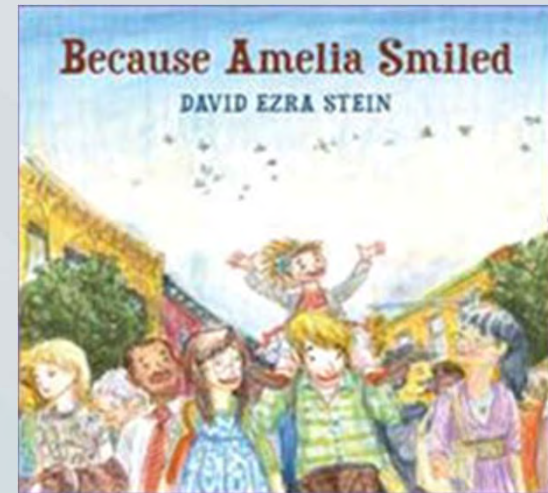
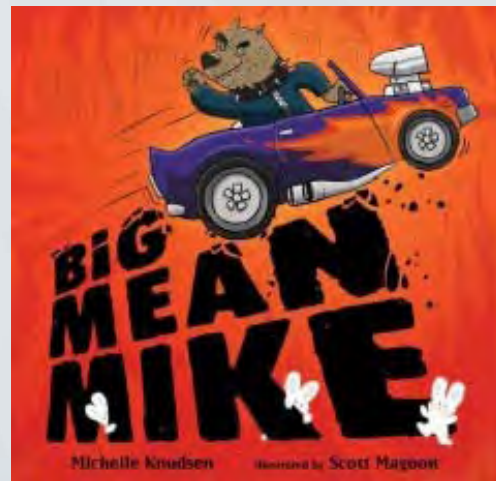
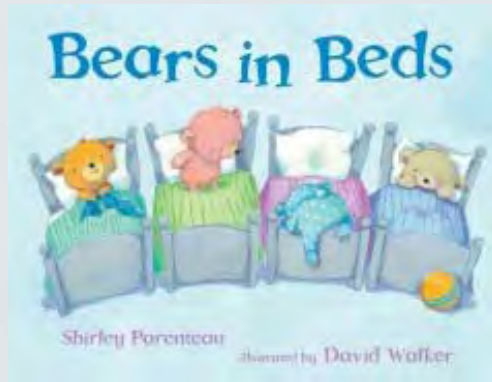
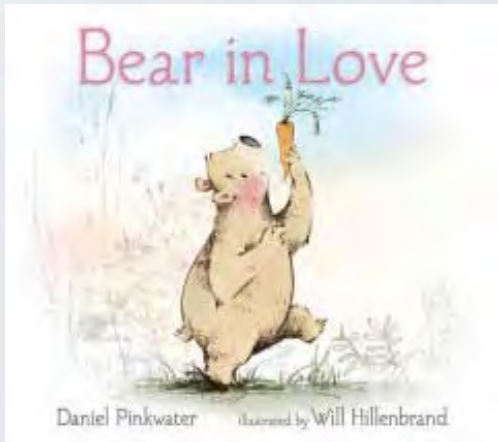
What would be helpful:

- Separate board books from picture books in lists and catalogs
- See more reviews for board books in particular, publisher's alerts
- Good finds get published on websites so more libraries and patrons can find out about them



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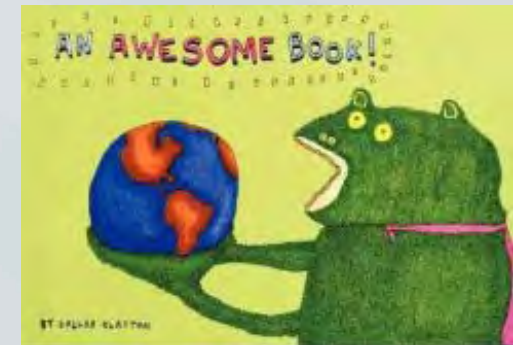
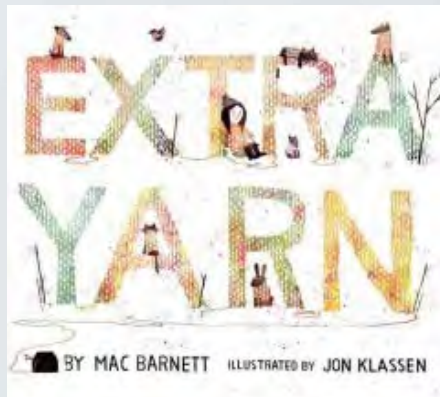
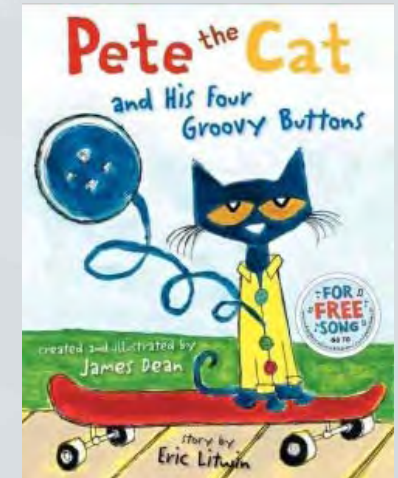
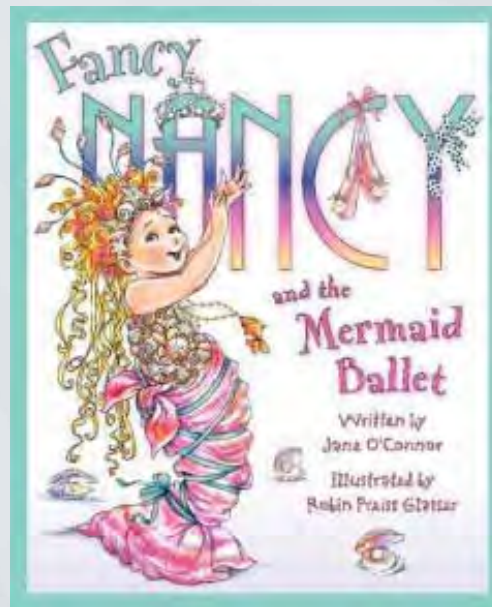
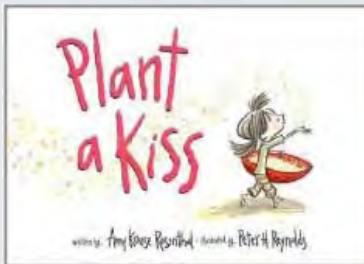
New and Forthcoming from Candlewick Press





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CHILDREN'S BOOKS

New and Forthcoming from HarperCollins





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Growth and impact of ebooks

- Will begin to see more ebooks for this age range over the next few years
- An explosion of content for this age range on e-readers
- “e” versions of print books as well as ebooks specifically designed for digital delivery.



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Growth and impact of ebooks

- Patrons are asking for digital versions of titles for this age range
- Content for early readers/children's materials must have color and audio
- "E" versions of print books that are only available as an application (Free or paid) cannot be circulated or used by libraries
- Picture books and board books are still popular gifts and will remain popular in print for this reason



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Every Child Ready to Read and Library Programming

Working with parents and kids to help develop language & pre-reading skills from birth to age five by:

- Talking
- Singing
- Reading
- Writing
- Playing



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Baker & Taylor's Commitment

- Expert Children's buying and inventory team
- Dedicated Collection Development and Sales Consultant support for library customers
- Variety of customized information and programs available for library and retail customers
- High degree of data integrity ensures customers can choose product with confidence



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Resources for Libraries

Candlewick Press Resources

[http://www.candlewick.com/authill.asp?b=Author
&pg=1&m=actlist&a=&id=0&pix=n](http://www.candlewick.com/authill.asp?b=Author&pg=1&m=actlist&a=&id=0&pix=n)

HarperCollins site for Teachers & Librarians

<http://www.harpercollinschildrens.com/Teachers/>

San Diego County Library (Booklists)

[http://nextreads.com/display2.aspx?SID=6d1c71
3f-3a20-445d-987f-77255c13db94&N=242237](http://nextreads.com/display2.aspx?SID=6d1c713f-3a20-445d-987f-77255c13db94&N=242237)

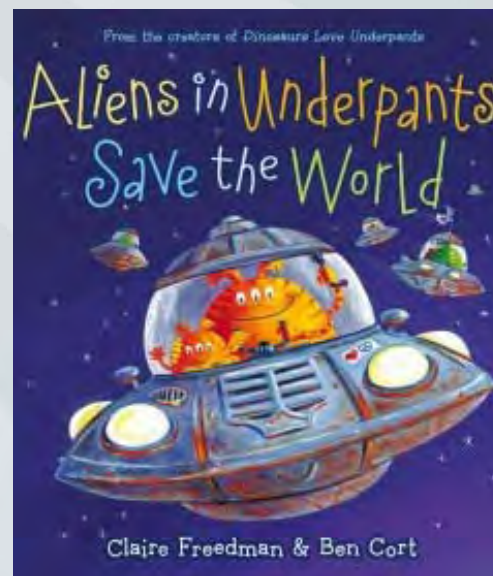
Multnomah County Public Library (Booklists)

[http://www.multcolib.org/birthtosix/booklists/bklist
s.html](http://www.multcolib.org/birthtosix/booklists/bklists.html)



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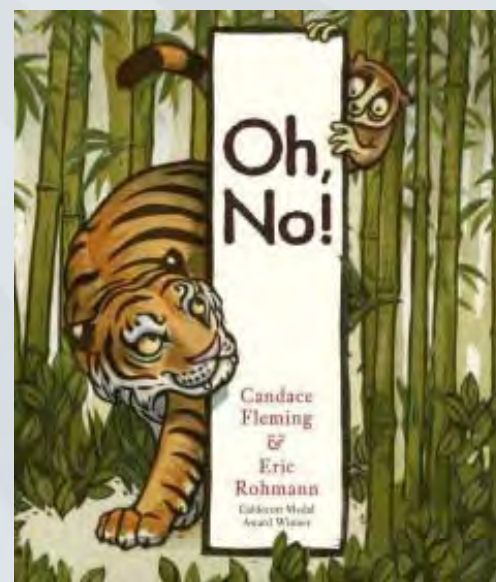
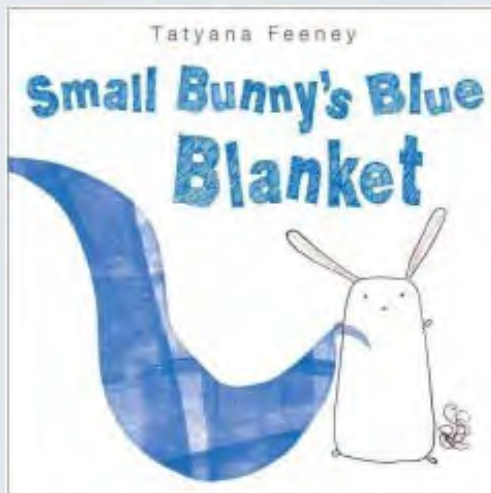
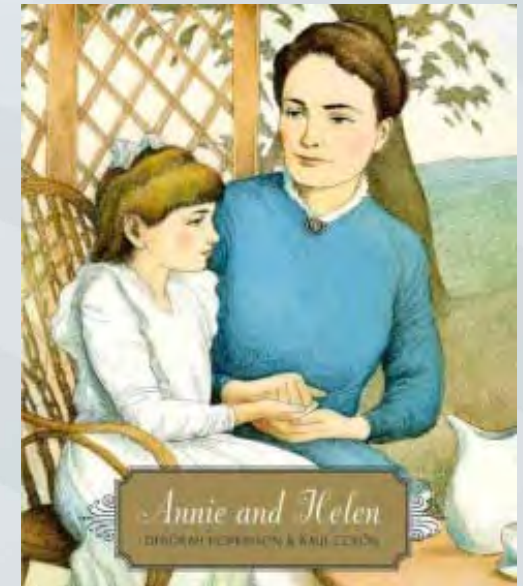
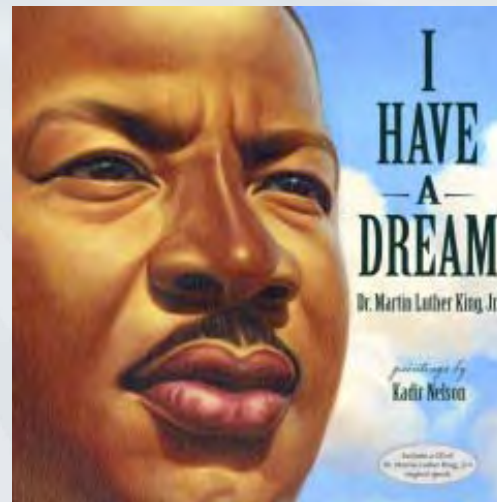
Titles of Note from Simon & Schuster





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Titles of Note from Random House Children's Books





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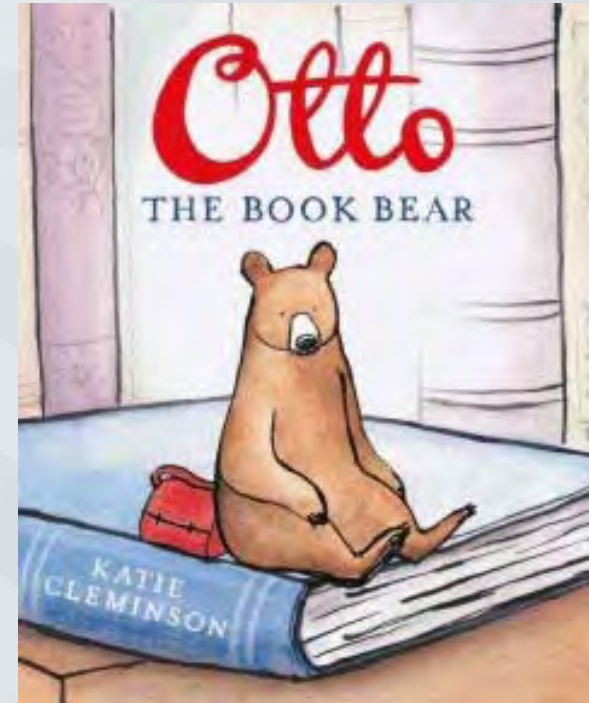
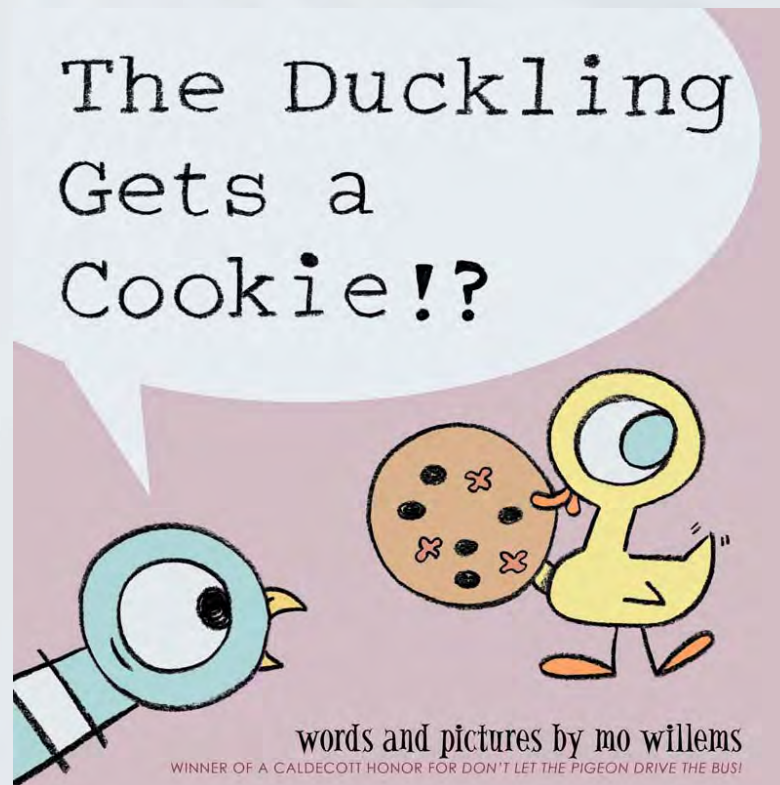
Titles of note from Penguin Young Readers Group





Titles of Note from Hyperion

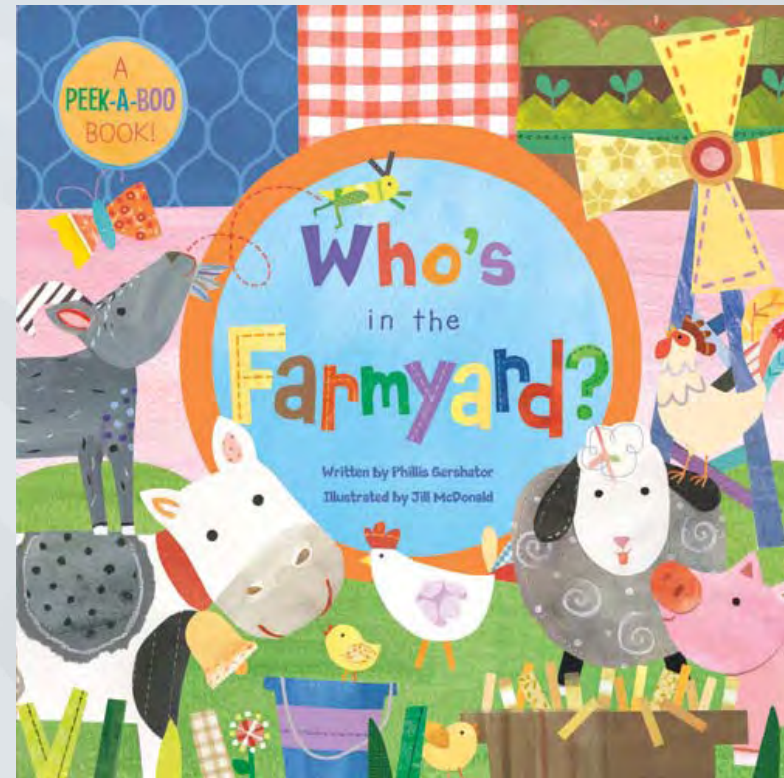
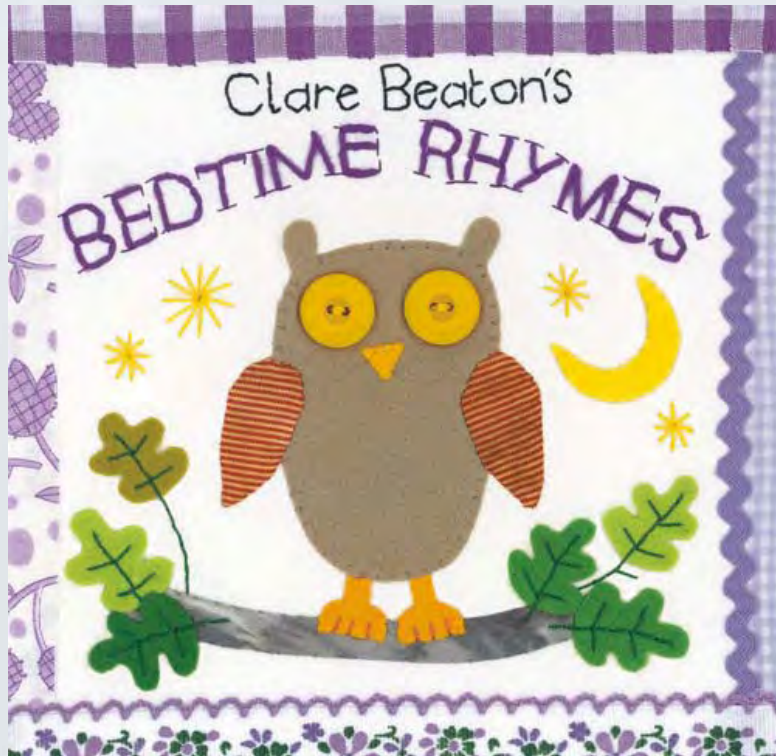
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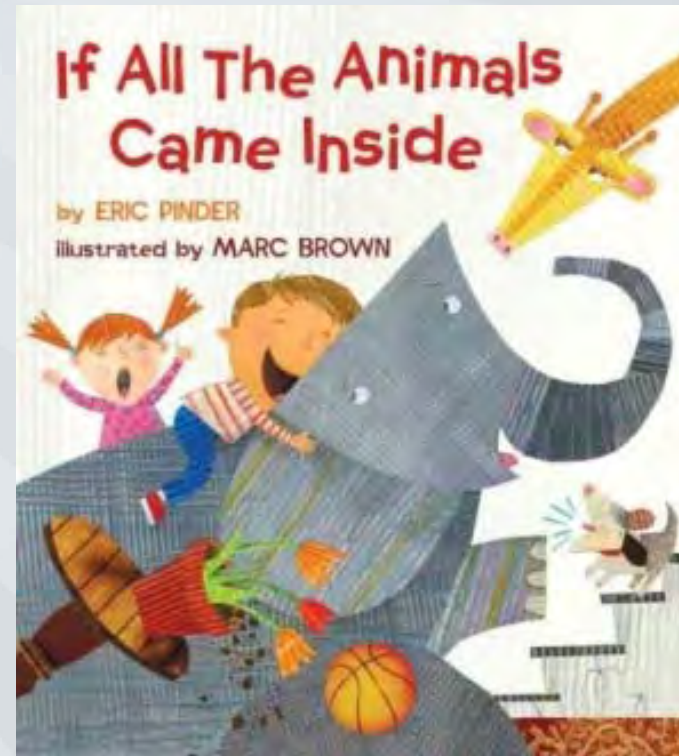
Titles of Note from Barefoot Books





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Titles of Note from Little, Brown and Company





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HYPERION

