# Knowledge for small and grown-up explorers

# since 1961

S

## **FOREIGN RIGHTS CATALOGUE**

TESSLOFF



# **MANY PEOPLE THINK BOOKS CAN NOT CHANGE THE WORLD.**

I know it better.



hat drives us humans? How could we invent computers, bicycles, cameras and many other essential things?

It's obvious! It is the human thirst for discovery, our very own curiosity, which lives in each of us and drives us forward every day.

It was this curiosity that prompted publisher Ragnar Tessloff to launch the first WAS IST WAS books in Germany 60 years ago. His publishing approach of introducing children to factual knowledge in a playful way and at eye level, and encouraging their curiosity still motivates us today. Because our curiosity is also boundless!

We, that is the people behind WAS IST WAS: authors, illustrators, editors and all other publishing staff. Our motivation is to convey expert knowledge with ease and big fun. Because children are curious all by themselves, they ask questions all the time - we want to answer them simply and easy to understand and open up new horizons with our books.

And: our success proves us right! Today WAS IST WAS has a firm place on the bookshelves and in the hearts of curious children (and parents) all over the world.

60 years of WAS IST WAS - for us a great opportunity to give you a comprehensive overview of the variety of products and the power of the brand WAS IST WAS.

Well? Have you also been gripped by the desire to discover? Then dive into our new WAS IST WAS foreign rights catalogue and into the fascinating world of knowledge.

Have fun discovering! And don't forget: Stay curious!

All the best Your Tessloff Foreign Rights Team

Helga

Bettina





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60 YEARS OF WAS IST WAS	2
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# WAS

# since 1961

# Simpler and therefore better

Inspired by this motto founder Ragnar Tessloff published the first WAS IST WAS book on the German market in 1961 - 60 years ago.

# The motivation of WAS IST WAS:

- Introducing children to knowledge at eye level
- Encouraging children in their curiosity
- Making children strong and competent for the
- small and big challenges of the world

# From EXPERTS for DISCOVERERS:

WAS IST WAS delivers knowledge at the highest level: scientifically sound, at the latest state of research, high quality and always with fun. Made for all curious minds and adventurers.



# WAS IST WAS today:

- 🔴 The international knowledge brand 🥚 More than 45 languages

# What our licensees are saying:

### MIZAN PUBLISHING, INDONESIA

What makes WAS IST WAS successful on the Indonesian children's book market?

Sari Meutia, CEO: Indonesia is a large country with a big number of population but a small number of scientists. With WAS IST WAS, we hope to inspire many Indonesian children to study science and become scientists in the future.

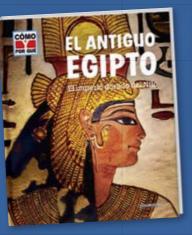


Chen Lin, Editor in Chief: Every WAS IST WAS author can bend down and stand side by side with children. Science can be experienced through feelings, gentle knowledge transfer and warmth.

## TESSLOFF ES BABILON, HUNGARY

What makes WAS IST WAS successful in the Hungarian book market?

Eva Babai, CEO: The books move with the times and are always up to date. Furthermore WAS IST WAS is also available for kindergarten and pre-school children. That's why we are very pleased to be the market leader in the children's non-fiction segment in Hungary with WAS IST WAS.



## PANAMERICANA, COLUMBIA

What makes WAS IST WAS successful in the Columbian book market?

Cesar Alberto Cardozo Tovar, Editor in Chief: The authors and information in the books, the photos and especially the new layout are very appealing for young readers. Also the different topics this series covers. The readers find topics like ancient cultures, animals, robotics and much more in the same series.



#### **DOLPHIN MEDIA, CHINA**

What do you appreciate most about WAS IST WAS?





WAS

IST WAS

BAND 144



DER MARS

Aufbruch zum

# For all who want to know more

- > Knowledge conveyed by brief informative texts and first-class photographs
- > Funny extras enhance understanding
- > Excellent infographics explain complex issues





144 The Mars. Departure to the Red Planet By Dr. Manfred Baur

Entertaining inside information provide a lot of fun .



Large, impressive photos



1 Our Earth. The Blue Planet by Karl Urban

3 Energy. Driving our World by Dr. Laura Hennemann

🗰 ENERG



8 Microscopes. Everything Hidden from the Eve by Dr. Manfred Baur





19 Bees and Wasps. Liquid Gold and Painful Stings by Alexandra Rigos



27 Horses. Bold Foals and Wild Mustangs by Silke Behling



Survival Artists on Six Legs by Alexandra Rigos







16 Planets & Space Travel. Expedition into Space by Dr. Manfred Baur

WAS



Liners by Karin Finan



Each title: HC, 48 pp, 23 x 28 cm • With numerous photos, illustrations and infographics • 8+







6 The Stars. Miracles of Space by Dr. Manfred Baur



7 The Weather. Sun, Wind and Rain by Karsten Schwanke





13 Wild Animals. Untamed Wilderness by Christine Paxmann



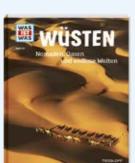
15 Dinosaurs. The Giant Lizards by Dr. Manfred Baur



20 Reptiles and



21 The Moon. Mysterious and Mighty by Dr. Manfred Baur



34 Deserts. Nomads, Oases and Endless Dunes by Alexandra Werdes



24 Electricity. Megavolts & Superconductors by Dr. Laura Hennemann



35 Inventions. Genius and Inspiration by Dr. Manfred Baur



36 Polar Regions. Living in Icy Environments by Dr. Manfred Baur



40 Birds. Acrobats of the Skies by Alexandra Werdes

DER MENSCHLICHI

ORPER

50 The Human Body.

A Miracle of Nature

by Sabrina Rachlé



41 Fish. Magic Waterworld by Nicolai Schirawski

53 Cars.

Turbo Stars

AUTOS



**INDIANER** 

42 Indians.

by Karin Finan

54 Railroads.

Headed for the Future

by Dr. Bernd Flessner

America

WAS

The Natives of North

**DR. MANFRED BAUR** 

- Discovered his favourite animal, the tardigrade, through WAS IST WAS
- Loves his two children, dinos, tardigrades, penguins, black holes, volcanoes and all his readers
- Is a documentary filmmaker, science journalist and author and has never stopped being curious



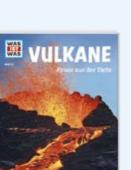
43 Butterflies. Magical and Colorful by Nicole Röndigs

WAS



45 Minerals and Rocks. **Glittering Treasures** by Karin Finan





Fire from the Depths by Dr. Manfred Baur



68 Nature. Exploring and Protecting by Annette Hackbarth



WAS NAW

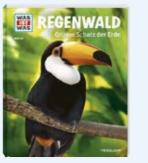
OSSILIEN



70 Ancient Egypt. Golden Empire on the Nile by Sabrina Rachlé



74 The Forces of Nature Powerful & Unpredictable by Dr. Manfred Baur



90 The Rainforest. The Earth's Green Treasure by Alexandra Werdes



102 The Universe. Secrets of Outer Space by Dr. Manfred Baur



81 The Seven Wonders of the World. Treasures of Antiquity by Christine Paxmann

HAL

85 Whales and Dolphins. The Gentle Giants by Dr. Manfred Baur

71 Pirates.

by Karin Finan



RELI

95 Sharks. In the Realm of the Swift Hunters by Dr. Manfred Baur



The Territory of the Grey

Hunters

by Till Meyer

105 Religions. What we believe by Martina Gorgas



58 Vikings. Men of the North by Dr. Andrea Schaller



Horsepower, Hybrid and

by Dr. Bernd Flessner

59 Cats. Agile Hunters on Velvet Paws by Jutta Aurahs



64 The Ancient Greeks. Gods, Heroes, Poets by Claire Singer



55 Ancient Rome.

Empire of Antiquity



57 Volcanoes.







Terror of the Seas



72 Pets. Our Dearest Friends by Annette Hackbarth



73 Spiders. Hunters Hanging by a Thread by Alexandra Rigos





86 Elephants. The Grey Giants by Andrea Weller-Essers





88 Knights. Tournaments and Noble Ladies by Dr. Andrea Schaller



98 Criminalistics. Tracing the Perpetrator by Dr. Bernd Flessner





106 Castles. Witnesses of the Middle Ages by Dr. Andrea Schaller



113 Europe. People, Countries and Culture by Andrea Weller-Essers



114 The Fire Service. **Rescuers in Action** by Karin Finan



120 The Police. Patrols, Detectives, Special Units by Karin Finan



133 Secrets of the Deep Sea. Life in Eternal Darkness by Dr. Manfred Baur



138 The Stone Age. When Fire was Tamed by Dr. Andrea Schaller



115 Bears Grizzly, Panda, Polar Bears by Alexandra Mayer

SCHLANGEN

121 Snakes.

134 Forest.

More than just Trees

by Annette Hackbarth

Hunters with a Sixth Sense

by Nicolai Schirawski



125 Climate

135 Robots.

Helpers

Masterminds and Strong

by Dr. Bernd Flessner

OBOTER



116 Music. The Wonderful World of Sounds by Christine Peham & Laurence Traiger



126 Germany. Ice Ages and Climate Change Exploring Land and People by Dr. Manfred Baur by Andrea Weller-Essers

WAS WAS



117 On the Farm. Animals, Plants and Machines by Annette Hackbarth



118 The Middle Ages. Of Emperors, Nobles and Peasants by Dr. Andrea Schaller



132 Fashion. Attire and Attraction by Christine Paxmann



136 Ants and Termites. **Busy Builders** by Alexandra Rigos

137 Dance. Always in Step

by Christine Paxmann

**DR. ANDREA SCHALLER** 

- Knows that the pen is mightier than the sword
- Loves history and writes herself preferably about the Middle Ages or the Stone Age
- Can think best while swimming or brushing her teeth

# TAUCHEN

139 Diving. The Fascinating World Underwater by Dr. Florian Huber & Uli Kunz



140 Our Future. Everything in Flux by Dr. Bernd Flessner

141 Archeology. Treasures of the Past by Dr. Andrea Schaller

WAS



144 The Mars. Departure to the Red Planet by Dr. Manfred Baur



145 Lost Treasures.\* From Atlantis to Titanic by Dr. Florian Huber

#### **DR. FLORIAN HUBER**

- Works as an underwater archaeologist and research diver
- Has already experienced a tsunami under water (fortunately nothing happened to him!)
- Has been to over 100 countries through his expeditions

# **Knowledge in detail**



**Discover History** 





A comprehensive overview on most popular topics

Discover Technology

> Exciting facts and impressive photos

Each title: HC, 48 pp, 23 x 28 cm • With numerous photos, illustrations and infographics • 8+







142 Renewable Raw Materials. Into the Future with Plant Power

by Alexandra Werdes



143 Oceans. Exploring and Protecting the Sea by Dr. Florian Huber & Uli Kunz

Rights sold to: P.R. China, Hungary, Indonesia, Russia, Slovenia, Taiwan, Vietnam



More to come ...





**Discover the Universe** 



**Discover Wildlife** 





IST WAS

GE

Ingenious Minds ... and Their Ideas

by Andrea Weller-Essers

KÖPFE

.. und ihre Ideen!

TESSLOFF



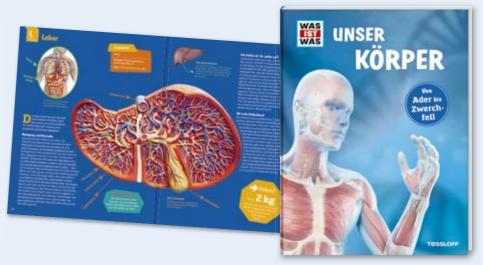
## Who invented it?

- Ingenious personalities from the world of chemistry, biology, physics, music, medicine and culture
- > Why are there so few famous female inventors in history?
- > Exciting extra knowledge on the fields of bionics, aviation, space, robotics and genetics



# lt's a Miracle!

- Over 50 body parts in great detail
- Exciting insights into how the body works
- Over 500 brilliant photos and illustrations



## **Fresh and Green!**

- Colourful and surprising insights into the world of plants
- Over 160 species of plants, with great photos and exciting extra knowledge



## **Just Amazing!**

- Over 700 photos, close-up shots and detailed views
- Packed with short, informative animal facts



## ANDREA WELLER-ESSERS

- Mostly writes for children and young people. But sometimes also for curious adults
- Finds it exciting how laptops, computers and smartphones can be used to better understand the world (or math and languages)
- Almost became a teacher for German and Philosophy but changed her mind at the last minute and became an author

## can l lang

The best questions are still asked by children! They may sound simple, but they're often tricky – and make many adults sweat



Our Body by Andrea Weller-Essers

The World of Plants by Dr. Manfred Baur

Ingenious Animals ... and Their Tricks by Andrea Weller-Essers



World Atlas by Dr. Manfred Baur HC, 232 pp, 26.8 x 31 cm, 8+



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**The International Space Station** by Dr. Manfred Baur HC, 96 pp, 23 x 28 cm, 8+





The Book by Dr. Bernd Flessner HC, 64 pp, 23 x 28 cm, 8+



- More than 80 physical and political high-quality maps
- All about continents and regions with their climates, cultures, peoples and economies

## **Discover Space!**

- Everything about the ISS and life in space
- See our home planet from a whole new angle

## The Wonder of Life!

- An inside into the history of life on earth and the immeasurable diversity of species
- With spectacular images and incredible facts



## From Idea to Book!

- > Explains how a book is made
- Fascinating knowledge about one of the greatest cultural assets of mankind

## Wild and Beautiful!

- Information on 128 horse breeds
- Interesting facts about care, riding, history and horse breeding





**Evolution** by Dr. Manfred Baur



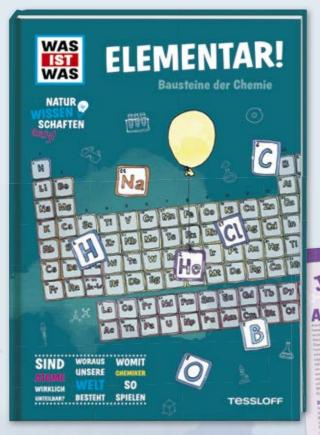
Horses & Ponies by Silke Behling



**NATURAL SCIENCES** 

**BOOK SERIES** 

# Science? Ingeniously simple!



Natural Sciences easy! Chemistry\* Elementary! The Components of Chemistry



#### > What are elements, atoms and

**other particles?** What kind of laws do chemical reactions follow? Whether it's the structure of the periodic table, a look over the shoulders of famous scientists or insights into atomic models: With the help of entertaining texts and numerous illustrations, photos and information graphics, readers easily learn the basics of chemistry.



NEW SEPTEMBER 2022 Vol. 2 Chemistry in Daily Life

#### How were viruses discovered? How do they spread? What can we do against dangerous viruses? Exciting and descriptive, this book shows that viruses are as old as life on earth. They "hijack" cells of living beings, which can lead to diseases. But not all viruses are dangerous!



How did Einstein work and where can we use his insights in our everyday lives? Vividly and almost without formulae, but with a clear layout, easy-to-understand illustrations and exciting stories, this somewhat different physics book explains everything about gravity and what Einstein's Theory of Relativity is all about.



Complex information in a fun way



Natural Sciences easy! Biology The Cell. Element of Life



Descriptive graphics > What is a cell? How do cells feed, grow and multiply? How does a cell know what to do and where does it get its energy? Scientifically sound, yet entertaining, the book presents everything young readers need to know about the elements of life!

**March 2022** 

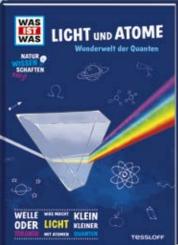
## > What is light and what are

**quanta?** What are atoms made of? Welcome to the world of molecules, atoms and light. In an entertaining way, this unique physics book introduces readers to the mutability of quantum objects. After a brief introduction to the most important basics, the book explains Quantum Physics just for everyone.

**Further titles in 2023:** Mathematics Vol. 1 and Vol. 2 Natural Sciences easy! Biology Me and the Virus. Exploring the Masters of Transformation

Natural Sciences easy! Physics Einstein's Universe. Theory of Relativity. Ingeniously simple!





Natural Sciences easy! Physics Light and Atoms. Wonderland of the Quanta



**FIRST READING BOOK SERIES** 



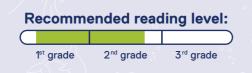


> Easy reading start with extra-large fonts, simple sentence structures and very short lines

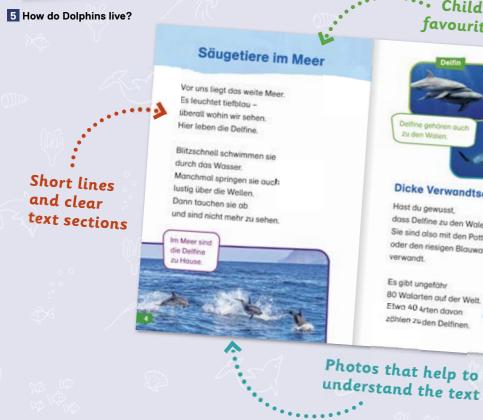
become readers!

> With a reading quiz after each chapter

**How children** 



••• Children can explore their favourite topic independently!

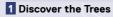




Hast du gewusst, dass Delfine zu den Walen gehören? Sie sind also mit den Pottwalen oder den riesigen Blauwalen verwandt.

Es gibt ungefähr 80 Walarten auf der Welt. Etwa 40 Arten davon zöhlen zu den Delfinen.



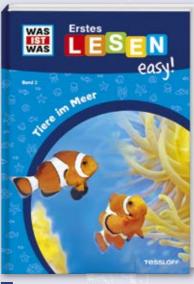




4 Discover Space



Each title: HC, 48 pp, 17.5 x 24.5 cm, 4c, 6+







#### WAS IST WAS FIRST READING EASY 19



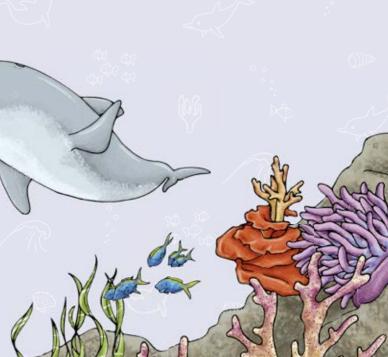
**3** How does the Honeybee live?



6 Come with us to the Horses



7 How do our Birds Live?\*



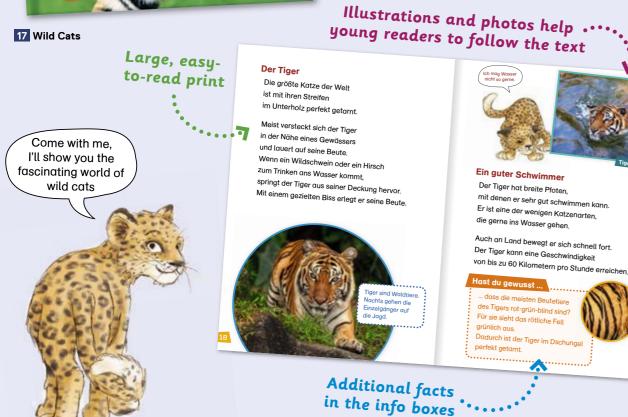


# The knowledge series for first readers



- Top 25 *"FIRST* **READING**" Bestseller!
- Improving reading skills with favourite topics
- > Factual information and reading fun
- > With a reading quiz after each chapter









6 Forest

11 Insects





3 Volcanoes



2 Planets



7 Horses and Ponys

12 Oceans



8 The Weather

13 Dinosaurs



18 Birds of Prey\*

## AUTHOR: CHRISTINA BRAUN

- Likes most to write about animals, plants, habitats, because that's when you notice that everything on Earth is connected, and that everyone is dependent on everyone else
- . Loves reading up on new things and then explaining them to others
- Was inspired to new books by a night in an igloo or a trip up on top of a glacier







9 Polar Regions



14 Our Body



5 Bees



10 Our Earth



15 Rainforest



19 Knights and Castles\*







Sticker Book

WAS USI WAS

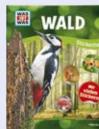
Space

#### **STICKER BOOKS**



ERDE







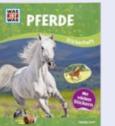


Always good entertainment



With up to **250 stickers** 

Sticker Book. History\*



Sticker Book Horses

**TIERE** 



Sticker Book. Native Birds



Sticker Book Plants



Sticker Atlas. (48 pp) Europe

Sticker Atlas. (48 pp) The Earth

Also available: Flags, Germany



Sticker Atlas.

Animals



NATUR

Quiz ?

# **Tickle your brain!**

> Over 100 questions from easy to difficult > Knowledge "to go"



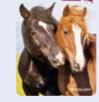
Football



Germany







Horses\*

Also available: Animals, Cars. Countries of the World, Dinosaurs, The Earth, Earth Records, Europe, Fire Brigade, Discover History, The Human Body, Knights and Castles, Nature and Animals, Ancient Rome, The Sea, Space, Wildlife Records



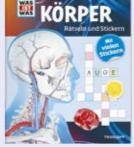
**PUZZLES AND STICKERS** 

# **Knowledge sticker fun**

- > A perfect mix of fun and interesting facts
- > Exciting logic puzzles, mazes, quizzes and much more
- > With helpful solutions







The Human Body

Fire Brigade



1.1.1

Europe





Knights

Nature

Space

Nature



Each title: SC, 24 pp, 23 x 27.7 cm + Full-color illustrations, with 2 sticker pages + 8+





Castles

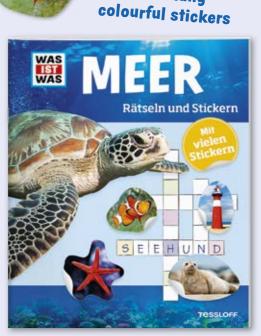
FUSSBALL

With many









The Sea

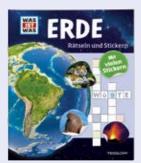




Dinosaurs



Germany

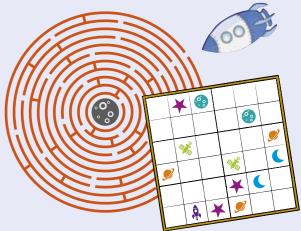


The Earth



```
Horses
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### **BOOK SERIES**

# Junior



- > For first time readers and for reading together
- > Written and designed by highly experienced authors and illustrators



covering all important facts

1 Miles

Feuerwehr





2 Building Site

3 Dinosaurs

Dinosaurier

4 Fire Brigade



5 Horses and Ponies





6 Knight's Castle

WAS

11 Airport

18 Weather



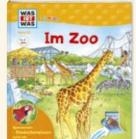
12 Forest

13 Space

WAS

8 Football







25 School is Starting



28 Road Traffic



33 Insects



30 Dinosaurs and Prehistoric Mammals



34 Bees, Wasps & **Bumble Bees** 

35 Ballet



WAS

29 Clocks and Time

Bienen, Wespen

WAS



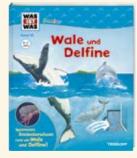


9 Police





15 Post Service



26 Whales and Dolphins







31 Germany



37 Christmas



10 Our Earth



17 The Sea



27 Harbour



32 Technology at Home



Experimente



WAS IST WAS

1

Experiments

# Want to explore some more?



Haustiere

- > Large, detailed illustrations and exciting questions make curious
- > Numerous shaped discovery flaps provide surprises
- > Amazing facts and ideas for joining in ensure that knowledge is fun

Each title: HC, with flaps, 26 pp, 23.7 x 27.7 cm, 4c, 4+



**ACTIVITY BOOKS** 

Meine liebsten

Haustiere

Each title: SC, 24 pp, 23 x 27.7 cm, 4c, 4+

WAS IST WAS

E.

My favourite Pets



**Discover Nature** 

My Favourite Pets

WAS





WAS

Do you know Our Plants?







Horses and Ponies

Our Plants

WAS

Dinosaurier und Tiere au Urzeit

Dinosaurs and

Football

**Prehistoric Mammals** 

Fußball



Discover the World (32 pp) Technology at Home





Europe



Football from A-Z (32 pp)

WAS

Our Earth

**Unsere Erde** 

Forest





Insects

WAS

Police

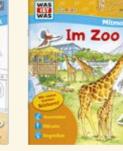
Technik

a zu Hause

**Knight's Castle** 



School is Starting





Zoo



- > Great mix of colouring, puzzles and stickers
- > Stickers are reusable









**Building Site** 





**Building SiteDinosaurs** 

Weltatlas





Farm





Germany



Fire Brigade



Holidays



Pirates



Space

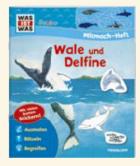








The Sea



Wales and Dolphins





**Discover Nature** 





WAS

INDER-GARTEN



**BOOK SERIES** 

# Let's be curious!

- **>** Favourite topics provide answers to many children's questions
- > The cheerful design and numerous flaps invite to look very closely and to discover many details
- Simple experiments and craft ideas encourage to explore further







1 The Seasons of the Year 2 The Forest

**3** The Knight's Castle



6 The Petting Zoo

8 Time



11 Garbage Collection

WAS Im Zoo

12 At the Zoo





18 Dinosaurs

13 Christmas



22 Come to the Beach











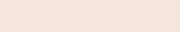


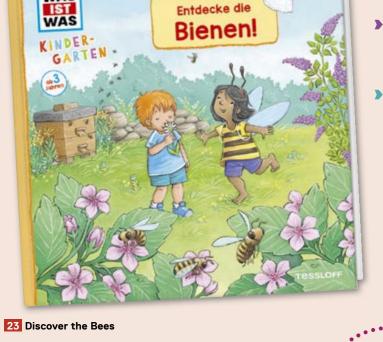


21 At the Airport





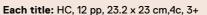




Band 23



With search games, ..... craft ideas and experiments















Dinosqurier



Bauernhof

9 Railway

4 The Farm



14 The Weather



19 In the Garden



5 By the Water



10 Pony Farm



15 Building Site



20 Big Vehicles





# Puzzle fun on favourite topics

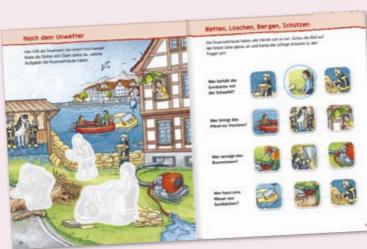


> Learning in a playful way

WAS

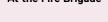
- > Colouring, puzzle and sticker fun
- > With answers at the end of the book

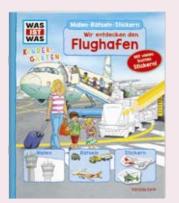




Weihnachte

Müllabfuhr





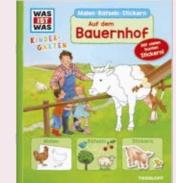
At the Airport

WAS

In the Forest



At the Building Site



On the Farm





Garbage Collection



WAS IST WAS

In the Garden



Dinosaurie

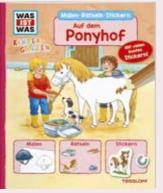






At the Kindergarten

At the Knight's Castle



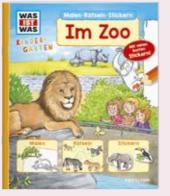


Travelling by Railway

At the Pony Farm

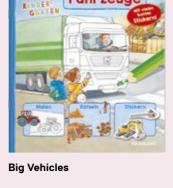


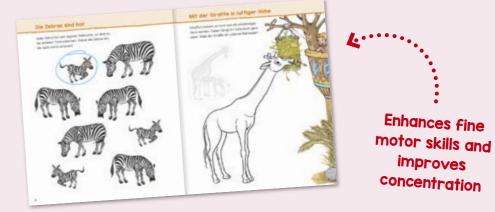
WAS Fahrzeug



The Seasons of the Year

At the Zoo







Police



The Petting Zoo

WAS

**Road Traffic** 



Time



WAS MAS Wetter

By the Water

The Weather

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What happens at Night?



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Wolves

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TZEN VERS





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NDER EVOLUTIO

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Mars/ **Comets and Asteroids** 



World Religions/ The Bible



The Stars/ Time





Our Body/ The Brain



Gladiators/ The Teutons



Penguins/ Zoo Animals



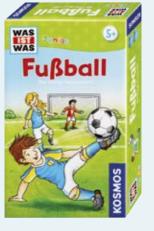
Fascinating Sharks/ **Coral Reefs** 



Wizards and Witches/ Phenomena

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# BOOKii

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