

# Quick Reads

## Pick up a book today

Ian Rankin, Kate Mosse, Dragons' Den, Gervase Phinn, John Boyne and more



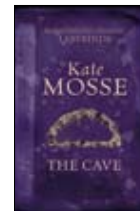
**A Cool Head**  
**Ian Rankin**  
Orion  
ISBN: 978 0 7528 8449 3

Gravy was having a normal day until his friend Benji turned up with a bullet in his chest . . . The stunning new crime thriller by the number 1 bestselling author.



**Dragons' Den: Your road to success**  
**Duncan Bannatyne, Deborah Meaden, Peter Jones, Theo Paphitis and James Caan**  
Collins  
ISBN: 978 0 00 729933 1

How to make the best of your life from the Dragons' Den team, who went from nothing to the very top.



**The Cave**  
**Kate Mosse**  
Orion  
ISBN: 978 0 7528 8450 9

When Frederick decides to investigate a 600-year-old mystery, he is making a decision he will regret for the rest of his life. . . A remarkable new novel from the number 1 bestselling author.



**The Dare**  
**John Boyne**  
Black Swan  
ISBN: 978 0 55277 529 8

A poignant and deeply moving story about how one moment can change a family forever, from the bestselling author of *The Boy in the Striped Pyjamas*.



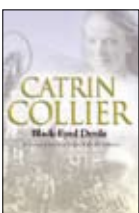
**All These Lonely People**  
**Gervase Phinn**  
Penguin Paperbacks  
ISBN: 978 0 141 03992 3

Father McKenzie sees the good in everyone. But will his advice win the day? A characteristically funny and heart-warming story from the bestselling author.



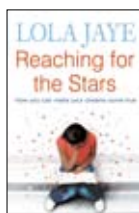
**The Tannery**  
**Sherrie Hewson**  
Pan  
ISBN: 978 0330464345

The powerful and moving story of one family struggling to survive the war years from *Coronation Street* star Sherrie Hewson.



**Black-Eyed Devils**  
**Catrin Collier**  
Accent Press  
ISBN: 978 1906373610

Tonypandy in 1911 is a dangerous place for Irish workers brought in to replace the striking miners. Can Amy and Tom's love survive across the cultural divide?



**Reaching for the Stars:**  
**How you can make your dreams come true**  
**Lola Jaye**  
Harper  
ISBN: 978 0 00 729718 4

Lola Jaye dreamed of being a writer. Now she helps others to reach for their dreams in this inspirational guide.



**101 Ways to get your Child to Read**  
**Patience Thomson**  
Foreword by Michael Morpurgo  
Barrington Stoke  
ISBN: 978 1 84299 671 3

How to get your child reading if they can't, or won't read.



**Doctor Who: The Sontaran Games**  
**Jacqueline Rayner**  
BBC Books  
ISBN: 978 1 846 07643 5

Can even a Time Lord survive the Sontarans' lethal version of the Globe Games? The new, breathtaking Doctor Who adventure.

# Books that Change Lives

## Quick Reads impact

- In a major new impact evaluation of the Quick Reads initiative, we received extraordinary, heartwarming results
- In a survey of over 30,000 people, 94% said Quick Reads had a positive impact on their lives
- 79% felt more confident; 83% said their family life had improved; 57% said their job prospects had improved
- 89% said they were now more likely to read other books
- Figures suggest that Quick Reads has reached millions of new and avid readers alike
- Quick Reads are unquestionably transforming lives

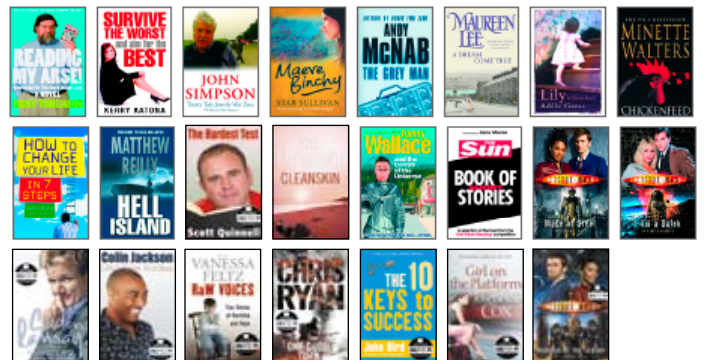
## Increased promotional backing

- House of Commons reception
- All-party parliamentary committee to carry Quick Reads into constituencies
- Major PR campaign – national, regional and specialist TV, radio and press coverage
- Radio advertising campaign
- Third-party promotions
- Digital promotions and downloads
- Work with employers, to include McDonalds, Boots, Toyota, First Bus, Remploy, Royal Mail, Argos, the Home Office and the Rugby Football league
- Major outreach campaign to 38,000 practitioners who work with new readers, encouraging them to visit book retailers to purchase Quick Reads
- High-profile activity with our wide range of partners, including BBC RaW, DIUS, Arts Council England and Business in the Community

## • High-impact POS



## Backlist available



## Backlist available

Star Sullivan 978 0 7528 7954 3; The Grey Man 978 0 552 15598 4; Girl on the Platform 978 0 00 727008 8; A Dream Come True 978 0 7528 8239 0; One Good Turn 978 0 099 52234 8; Reading My Arse! 978 0 7515 3953 0; Humble Pie 978 0 00 727096 5; Cleanskin 978 0 00 721672 7; Chickenfeed 978 0 330 44031 8; Lily 978 0 7528 8224 6; Twenty Tales from the War Zone 978 0 330 44999 1; Life's New Hurdles 978 1 90612593 6; Survive the Worst and Aim for the Best 978 0 0919 1754 8; The Hardest Test 978 1 90612595 0; Hell Island 978 0 330 44232 9; How to Change Your Life in 7 Steps 978 0 091 90703 7; The 10 Keys to Success 978 0 091 923600; Danny Wallace and the Centre of the Universe 978 0 0919 0894 2; RaW Voices of Hardship and Hope 978 1 846 07446 2; The Sun Book of Short Stories 978 0 553 818826; Made of Steel 978 1 846 07204 8; I am a Dalek 978 0 563 48648 0; Revenge of the Judoon 978 1 846 07372 4



Quick Reads is a World Book Day initiative.

Quick Reads   
Easy to pick up, hard to put down