

meetingminds teams up with International Titles at Frankfurt Book Fair

meetingminds has teamed up with International Titles, who will represent their books in foreign rights discussions at the Frankfurt Book Fair 2007.

London, UK – September 15th, 2007 – For the Frankfurt Book Fair 2007, meetingminds has joined forces with International Titles, to provide their books with a dedicated foreign rights approach at the year's most important book fair.

meetingminds is a fairly young publishing company, but is already striking a chord in the business arena with works like *Viral Change: the alternative to slow, painful and unsuccessful management of change in organisations* and *New Leaders Wanted: Now Hiring! 12 kinds of people you must find, seduce, hire and create a job for*.

These thought-provoking works are both from the hand of Leandro Herrero, an organisational consultant and CEO of The Chalfont Project Ltd. "*The traditional approach to business challenges is very often not successful. With my books and my consulting approach, I aim to provide solutions that work and will continue to work. I'm therefore thrilled that now other routes are being explored to offer my books to an increasing number of people.*"

"*Seen the success of 'Viral Change' and the interest we received from various parties with regard to available rights for our books, we felt the time was right for us to take pro-active steps and venture out into the foreign rights area,*" managing editor, Ellen Muyzers, said. "*We contacted International Titles and decided that the Frankfurt Book Fair would be the logical and vital first step in that process.*"

Interested parties can view meetingminds' books and discuss available rights at the International Titles stand which is 8.0 L966. Please contact International Titles before the event to set up an appointment to avoid disappointment at the event.

meetingminds is dedicated to publishing works that provide a fresh, relevant and thought-provoking take on existing management issues in organisations, such as leadership, behavioural change and so much more. All meetingminds books are available at www.amazon.co.uk, www.amazon.com, www.barnesandnoble.com, www.meetingminds.com and many other (online) bookshops and outlets.

International Titles is a literary agency representing all genres for the buying and selling of rights and is based in Austin, TX (USA) (www.internationaltitles.com)

The Frankfurt Book Fair 2007 takes place from Wednesday October 10th until Sunday October 14th at the Messegelände, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany. Tickets are still available – both for trade visitors and the general public – and can be purchased at the door or online at www.book-fair.com.