How did the notion for IT'S A BOOK come to you? How did the characters first appear to you in your imagination?

Today's kids are so smart and tech savvy. I see the little guys on their laptops and I'm blown away. I'm sure in the future everything will be digital and kids will rarely encounter a traditional book. I thought this conflict would make a funny premise for a picture book. I originally envisioned the lead character as a goofy-looking kid, but I thought that might be perceived as making fun of kids so I took a cue from Aesop and made the characters animals.

Text courtesy of Macmillan Children's Publishing Group.
Especially when IT'S A BOOK starts showing up on a bunch of Best of the Year lists. Including mine.” —Richie's Picks. I hope IT'S A BOOK is a huge, huge success, and not just as a children's book.” —Irma Wolfson, Book Buyer, Fontainebleau Hotel. “A spirited parable that should be required reading for every youngsters likely to find piles of shiny new gadgets under the tree this year.” Book packaging — (or book producing) is a publishing activity in which a publishing company outsources the myriad tasks involved in putting together a book writing, researching, editing, illustrating, and even printing to an outside company called a book…” … Wikipedia. This is a good guide for a sustainable lifestyle. It's as simple as that. Would you like to live a bit more consciously, but don't know how? And rather not put much time, money or effort into…