

## Citation metadata

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## Main content

Article Preview :

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.

Reviews

Perhaps our minds might stretch back far enough to remember a time before e-readers, computers, iPads and WiFi? It's a Book provides a playful and lighthearted story with a subversive twist.

Imagine this scenario--Monkey is sitting quietly reading the classic (which we later find out is *Treasure Island*) when his tech-savvy friend Donkey asks him what it is. Monkey tells him 'it's a book'. Donkey becomes quite puzzled and quizzes him on the purpose of the book, the conventions of the book and the maintenance of the book. In doing so, he makes constant comparison between gadgetry and affordances of the computer (like ... does it scroll down? do you blog with it? can it text? Tweet? Do you need a password .). Monkey patiently answers all his questions to reveal a unique and humorous conversation. In a moment of frustration (after the twelfth question!), Monkey becomes irritated with Donkey and puts the book in Donkey's...

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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 youngster 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...