

Swing!: A Scanimation Picture Book

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Published last fall, Gallop! introduced the amazing technology called Scanimation and took the children's book world by storm. It became an instant bestseller-#1 on The New York Times children's list.

Now Swing! does for kids what Gallop! does for animals—a boy rides a bike, a girl kicks her soccer ball, a swimmer cuts through the water, and a skater pirouettes on ice. The effect is joyous, magical, mesmerizing, and taps into the the endless fascination that children find in watching other children. The second book created by Rufus Butler Seder, the inventor, artist, and filmmaker who developed Scanimation out of his obsession with antique optical toys and other pre-motion-picture illusions, Swing! uses "persistence of vision" and a patented state-of-the-art multiphase animation process to create astonishment. There is nothing else like this unique, patented technology that literally inspires wonder.

The images burst with activity, and adding greatly is a happy, rhyming text that captures in words the pure energy of the figures in motion. You can't put it down.

Rufus Butler Seder is an optical genius whose first significant invention was Lifetiles, glass-walled murals that appear to come to life when the viewer walks by. He's installed them at the Smithsonian, SeaWorld, Union Station, and other museums, aquariums, train stations, and ocean liners around the world. Next came Scanimation, and his company EyeThink, Inc., a business that produces a line of toys and gifts using technologies he's invented. Mr. Seder lives in Boston, Massachusetts.

Starred Review. Admirers of Gallop! which last year introduced Seder's astonishing Scanimation technology, won't want to miss this sports-themed follow-up. Open the die-cut cover and see a baseball player swing his bat at a ball, then watch as the ball zooms ever-larger to fit the acetate window showcasing all this action. Yes, there's motion on each of these spreads, or the illusion of motion, as hidden engineering triggers codes on the b&w Scanimation images. As in the previous title, colored fonts and multicolored borders offset the severity of the b&w pictures and generate reader participation: Can you ride a bicycle?/ spin! vrim! vroom! On other spreads, child athletes perform soccer drills, run, cartwheel, twirl on ice skates, shoot hoops, swim and lead cheers—it's all jaw-dropping, even if the novelty technology has yet to find its most imaginative application. Ages 3-up. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Other Books

Value Investing: Beat The Market in Five Minutes!, Warren Buffett, investor legendaris dan salah satu orang terkaya di dunia, dalam seminarnya di tahun 1984 di kampus Columbia Business School, Amerika Serikat, memaparkan tentang kinerja investasi dari tujuh investor saham penganut metode value investing, termasuk dirinya sendiri, yang kesemuanya sukses menghasilkan persentase keuntungan yang secara signifikan di atas rata-rata pasar. Menurut Buffett, ketujuh investor tersebut memiliki gaya investasinya masing-masing yang berbeda satu sama lain, termasuk pilihan sahamnya juga berbeda-beda. Tapi pertanyaannya kemudian, bagaimana kita tahu sebuah saham itu bagus atau jelek? Dan bagaimana caranya untuk menilai apakah harganya mahal, wajar, atau murah? Nah, di buku Value Investing: Beat the Market in Five Minutes! ini, kita akan menjawab semua pertanyaan tersebut secara lugas dan lengkap namun mudah untuk dipahami, berdasarkan pengalaman penulis sebagai value investor itu sendiri. Yup, jadi buku ini tidak

sekadar memaparkan teori tentang value investing, melainkan juga contoh-contoh penerapannya dalam berinvestasi di saham. Fakta menariknya adalah, ketika nanti Anda sudah menguasai dan mampu mempraktikkan metode value investing ini dengan baik, maka anda hanya akan perlu bekerja kurang dari 5 menit saja setiap harinya, tapi hasil profi tnya tetap akan luar biasa!

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