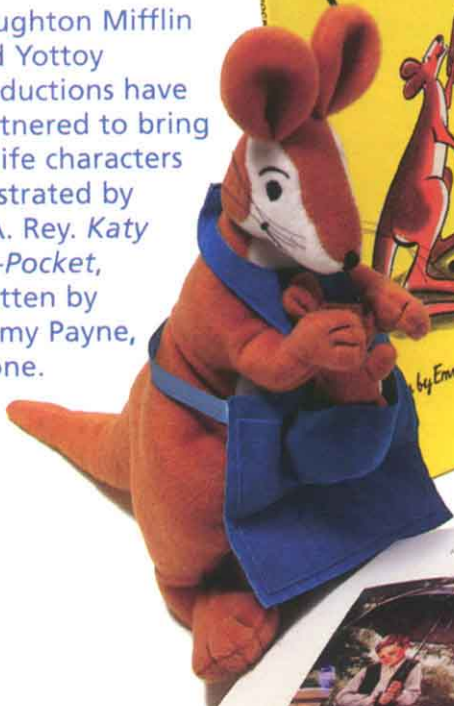


# Bound for success

With today's emphasis on building minds, parents consider a well-stocked bookcase a top priority—even in the nursery. In a world that has become “geek chic,” books are now mainstream lifestyle items. Meeting the book demand in both classic and innovative ways, book publishers and manufac-

turers alike are offering an array of products diverse enough to suit the clientele of most retailers. While some titles extend the reading experience to play activity through accessories, others invite participation or look to enhance learning and broaden the reader's knowledge.

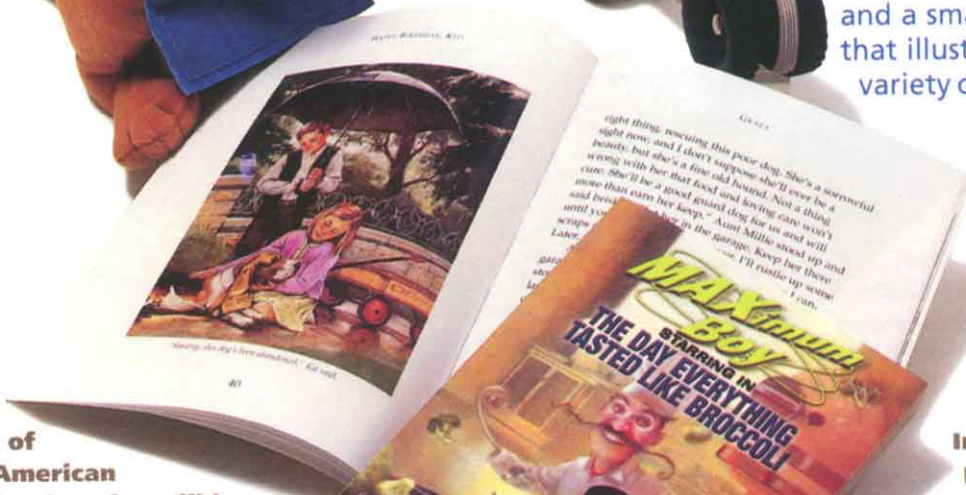
Houghton Mifflin and Yottoy Productions have partnered to bring to life characters illustrated by H.A. Rey. *Katy No-Pocket*, written by Emmy Payne, is one.



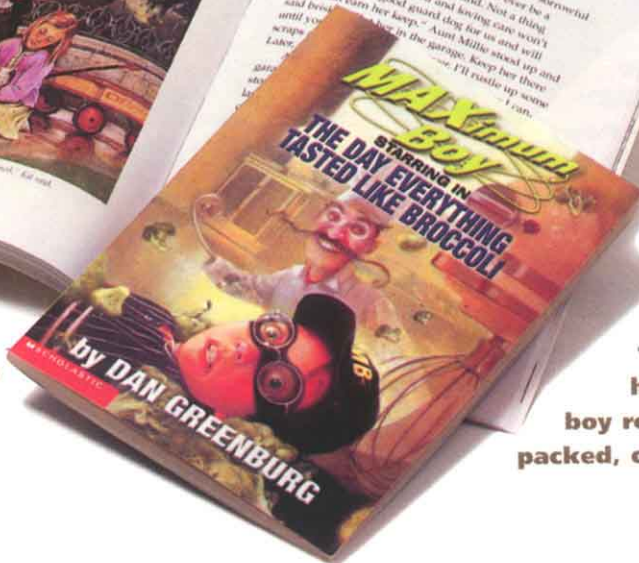
Each book in the Matchbox Book collection from Pleasant Company Publications includes “driving lessons,” tips for parents on using the story to teach shape and pattern recognition.



This book on wheels by U.K. publisher Dorling Kindersley is both a toy and a small volume that illustrates a variety of motorcycles.



Fans of the American Girl book series will be happy to know that teen heroine Kit Kittredge, who toils through the Great Depression, will return in September.



In Scholastic's Maximum Boy series a nerdy, 11-year-old super hero takes tween boy readers on action-packed, comedic journeys.

PHOTOGRAPHY BY AMY THOMAS

