

# What's so Special about Usborne Books?

*Usborne books engage, educate & entertain!*

**Peter Usborne feels that, as a children's book publisher, his most important role is to persuade his young audience that reading & learning are both useful and fun. Usborne books use humor, puzzles & questions, surprise & step-by-step illustrations, flaps & vivid color to appeal to children while feeding and exciting their minds.**

**Nonfiction books which merely explain are doing only half the job; if a book fails to make its subject attractive and interesting to the reader, chances are that the explanation will fail. Usborne Books are designed graphically to draw readers in, to make them want to learn more about the material and to help them remember it forever.**

**The magic of Usborne Books is that they make reading and learning enjoyable, not a boring or intimidating experience. Peter Usborne set out to break down a child's resistance to reading and learning at home. These books are so well formatted that children absorb and recall more of the vast amount of information presented.**

**Usborne Books are appealing & lavishly illustrated. They incorporate activities & puzzles to challenge a child's observation and intelligence. Their superb printing quality, exceptionally well-produced graphics, high ratio of pictures to text, and unique detail set Usborne Books apart from anything yet produced, truly appealing to all ages.**

Usborne's unique features include:

1. Step-by-step instructions make projects more achievable on their own.
2. Explorations of "Hows and Whys" build critical thinking skills.
3. Cut-away illustrations help entice children's natural curiosity.
4. Double page illustrations & colorful pages capture their attention.
5. Flaps, slots, questions & puzzles add interactivity for fun & information retention.
6. Projects, experiments & activities add "hands on" for tactile learners.
7. Straightforward, easy to understand text consistently positioned with pictures & illustrations strengthen reading comprehension.
8. Charming illustrations by Stephen Cartwright with a "find-the-duck" theme build visual discrimination skills.
9. Researched & recommended safe "Internet Links" and free downloadable illustrations turn the books into limitless resources.

**Usborne Books are fun & fascinating,  
helping make the successful reading & learning experience  
more achievable!**