The Incredibles Official Handbook for Young Supers
by Media Lab Books

Revised description TK ASAP

Author Bio

The editors at Media Lab Books publish branded children's books that cover a wide variety of categories and topics including general interest, coloring books, history, games, activity books and reference guides. Our brand partners include Disney, WEE, Nickelodeon, DreamWorks, Mother Goose Club, Wild Kratts, Jack Hanna, and many others.

Media Lab Books
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Notes

Promotion
Featured in Disney Group full page ads appearing in all Fall 2018 Topix special edition children's bookazines (160,000 copies per issue)
Featured in Disney Group ad in Library Journal, School Library Journal and Shelf Awareness
Publicity campaign to all major media as well as Disney-centric bloggers, mommy bloggers, parenting blogs, YouTube channels, websites, etc.
Big Hero 6 Super-Brain Science Book of Why
More Than 500 Questions, Answers and Fascinating Facts to Power Up Your Thinking!
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DuckTales Adventurer's Guide
Explorer Skills and Outdoor Activities for Daring Kids
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In this fun, fascinating and full-color guide, the fan-favorite heroes of Big Hero 6 introduce young readers to the most fascinating, unusual and downright mind-boggling concepts from science, technology, engineering and math - and of the critical thinking skills they'll need to become super-brain superheroes in their own right!

Jam-packed with answers to hundreds of fascinating why” questions that are sure to keep kids turning pages for hours, this book leverages the STEM backgrounds of the Big Hero 6 characters to make every question and concept relevant to today’s kids. They’ll learn why robots will soon develop AI (whether we want them to or not), why our fingertips wrinkle when they get wet, why the sun is able to eject solar flares into space when there’s no oxygen to feed them, why water sometimes runs uphill, and much, much more.

While there are other books for children that try to answer the question "why?,” the Big Hero 6 Super-Brain Science Book of Why is the only one completely devoted to STEM topics, which are a huge focus of children’s education today. What’s more, this book also introduces kids to the concept of "critical thinking," with sidebars and callouts throughout, challenging readers to understand how the scientists arrived at the conclusions to these STEM-based questions.

With publication timed to coincide with the second season of this hit Disney cartoon, this book will help keep young kids educated and entertained year round.

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