

» to be puzzled  
in Askestads company  
is a peculiar experience ...«

ASKESTAD 1(2)  
SEE ALSO NEXT PAGE



Einar Askestad

With eight published books since 1997 Einar Askestad has developed a voice of his own, unique in Sweden. An authorship with a persistent seriousness and a drastic, playful black humour.

Born in northern Sweden, brought up in Portugal, back to Sweden as a teenager. »A trauma I'm still working on ...«

The books include short stories, aphorisms, essays, poetry. His return lately to the genre of short stories has been longed for by many.

Received the prize to »young promising authors« by the Swedish Academy 2001.



*Frånfällan*  
(The fall away)  
Short stories,  
black humour.  
160 pp,  
(2010)

Short stories



*Kvinnohistorier* (Women stories)  
Psychologically condensed  
short stories, 160 pp  
(2009)



Short stories



*1:1*  
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(2004)



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Short stories, poetry,  
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(2003)



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(Ögon för paradiset)  
Prose, 96 pp  
(2001)



*On holy ground* (På helig mark)  
Numbered paragraphs, almost  
aphorism-like, 112 pp  
(1999)



*It resemble nothing* (Det liknar ingenting)  
Psychologically condensed short stories, 128 pp  
The authors acclaimed debute.  
(1997)

Short stories

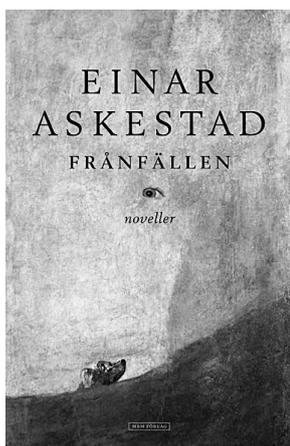
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» an all through mature  
authorship with a masterly  
diction and style «



*Frånfällan* (The fall away) – short stories

Maybe it's Einar Askestad's expressional ease that makes the short stories stand out so seemingly simple – and easy for us to recognize our own lives in: the problems of the stiffened relationship, the agony in the self-reflection, the longing for something else before it's too late.

But behind these commonplacenesses there is an abyss. With gallows humor and playful seriousness Askestad plumbs in this darkness that seems to have no end.



Einar Askestad debuted in 1997 with the short story collection »It resembles nothing« which received great acclaim. Since then he has published several books, all written with his characteristic acuity, linguistic awareness and drastic humor. His return to the genre of short stories is appreciated, and is at a time when collections of short stories are becoming increasingly popular.

*Frånfällan* (The fall away)

Short stories, with black humour,  
about, in short, death ...

160 pp  
(2010)

Short stories

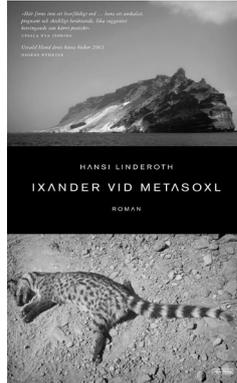
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» an ancient  
science fiction novel ...«



Hansi Linderoth  
**IXANDER AT METASOXL**

Inspired by a myth saying that Aristotle tried to persuade Alexander the Great to invade an island in the Indian Ocean, finally using just one argument: since the island has been sighted, it must be incorporated in Alexander's state.

Novel, 112 pp (Ixander vid Metasoxl).

*Ixander at Metasoxl* is set in a fictive historical time that resembles Alexander the Great's 300 BC. With a harsh and poetic voice, Linderoth tells a story about an impossible invasion that is an allegory over the blindness of scientific rationality, and the power of love.

Hansi Linderoth was born 1966 and lives in Uppsala. *Ixander at Metasoxl* (2003, paperback edition 2005) is his first book.

He is a computer programmer and filmmaker, with long experience from productions for stage, screen and the web.

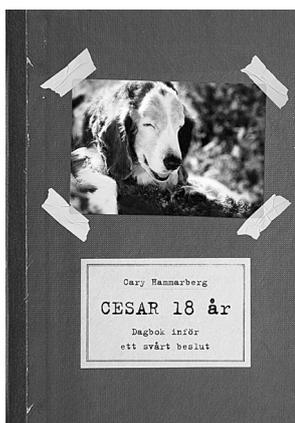
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# » when is ›the end‹? – on the aging dog by a medical doctor ‹‹



## *Cesar 18 år (Cesar, 18 years)*

Cary Hammarberg is a doctor (surgeon) who has lived with dogs his entire life. Cesar was a Welsh Springer Spaniel that became very old – for a dog. And this is a moment that every dog-owner will have to face: when the decision about the old friend has to be made. When is it all »at the end«?

The book is a richly illustrated (the authors own authentic photos) diary, following Cesar's last five months until the end is inevitable. *Cesar, 18 years* will be helpful for dog-owners with aging dogs, and those on the eve of separating from the old friend.

In Sweden this is the only available book covering this topic only.

## *Cesar 18 år (Cesar, 18 years)*

The authors diary on the dogs last five months, illustrated with many home-style photographs, scrap-book like.

168 pp  
(2010)

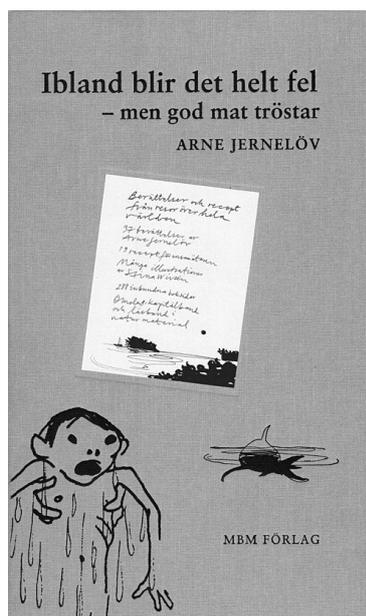
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» stories from strange places  
and encounters – and recipes for  
the courageous ... «



Stories: Arne Jernelöv  
Illustrations: Stina Wirsén  
**MISTAKES COME EASILY  
– BUT A GOOD MEAL IS  
COMFORTING**

(Ofta blir det helt fel  
– men god mat tröstar  
Händelser och matrecept  
från världens alla hörn)

April 2008

*Amuzing, thought-provoking,  
entertaining ...*

Arne Jernelövs stories from his many travels  
all over the world will stay in your mind  
long after you have put the book away.  
Or after you have made a meal using one of  
the many recipes in the book – this is also  
a cookbok. Sometimes for the brave ...

Professor Arne Jernelöv is an environmental  
researcher with many international missions  
for among others the UN since 35 years.

The illustrations are made by Stina Wirsén,  
appreciated for illustrations in major news-  
papers and many books.



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» a true story  
of a silent conversation  
and an impossible choice «



220 pages (approx.)  
November 2009

Arne Jernelöv

**The summer with Gabriella  
in the park**

(Sommaren med Gabriella i parken)

Gabriella is now five years old. She was born with, among other things, »Ondine's Curse« – not being able to breath during sleep.

One year old the doctors start to talk about the possibility to shut off the respirator.

It is early summer. I decide to bring Gabriella to the hospital park every day to »talk with« her about the abyss-like choice we have to make.

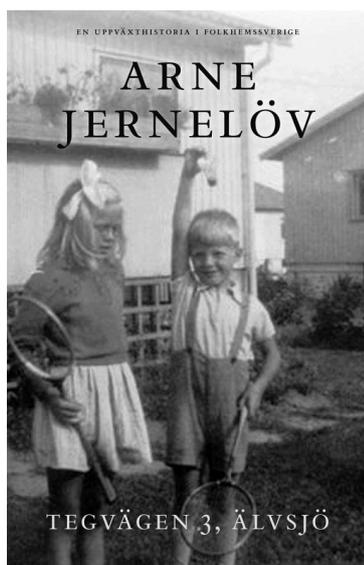
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» the growing up  
in the Swedish Welfare State  
and the start of a long climb  
up the social ladder «



220 pages (approx.)  
September 2009

Arne Jernelöv  
**Tegvägen 3, Älvsjö, Sweden**  
(Tegvägen 3, Älvsjö)

A story from a time when a World War had ended, in a country that had been outside the war and in a time when increasing welfare was something everyone took for granted.

Älvsjö, a suburb to an expanding Stockholm, with a program of self-built small houses by worker families, was a part of the Swedish Welfare State.

»Tegvägen« is also a story – if you choose to read the book that way – of young love, and the start of a long climb up the social ladder.

Professor Arne Jernelöv is an environmental researcher with many international missions for among others the UN since 35 years.

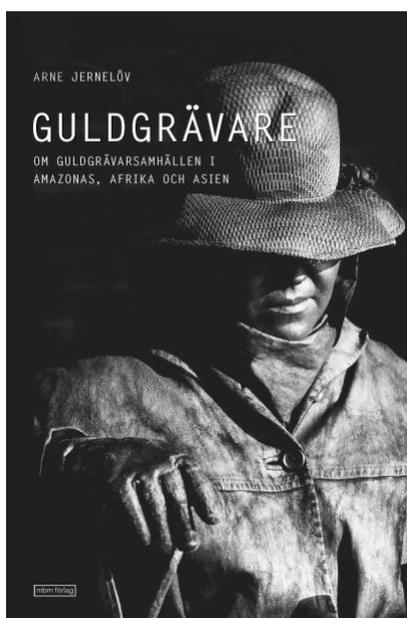
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» a first hand story  
from the hard and dangerous life  
of golddiggers in our time «



240 pages, illustrated with  
maps and photographs,  
September 2006

Arne Jernelöv

**GOLDDIGGERS**

(Guldgrävare: Om nutida guldgrävar-  
samhällen i Amazonas, Afrika och Asien)

Stories from a reality we don't very often get access to: the life in golddiggers societies in Amazonas, Africa and Asia.

In the jungle of Amazonas, among the »garimperos«; in Africa societies of only women, in Asia hardworking large families.

Professor Arne Jernelöv is an environment researcher that has, on missions from UN, visited many of the places around the world where environmental mercury disasters have occurred. Golddiggers have started to use the ancient technique to extract gold by »boiling« it with mercury.

The golddiggers poison themselves, the local populations and the environment, while trying to create a better life for themselves, beyond poverty.

They and their struggling are the subjects of this book. There is also a finishing chapter on the environmental influence of mercury, and references for further studies.

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# » the beauty of Islam ... «

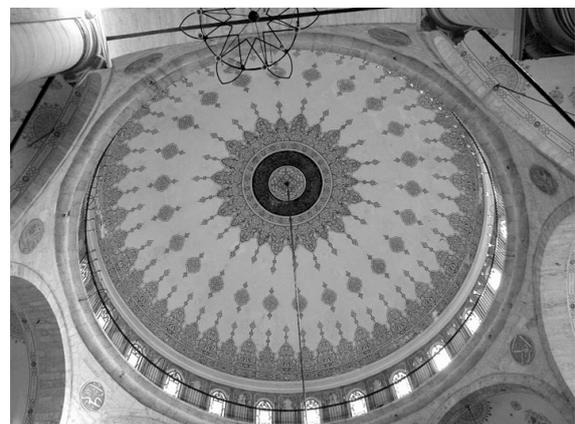


Linnea Sellersjö  
**THE ARCHITECTURE OF BEAUTY**  
(Skönhetens arkitektur: Islam)

A photobook with pictures by the artist and photographer Linnea Sellersjö. She has spent four years photographing the form of Islam, the architecture, the cultural tradition that reveals itself in the structures built by man's hand. But the subject here is also to show that beauty can build bridges between people and cultures, that beauty is universal.

A large number of pictures are organized in thematic chapters such as »water«, »light« and »geometry«.

The preface is written by Professor Johan Mårtelius at the School of Architecture in Stockholm.



128 pages (prel.), full page photographs,  
Publ. date: 2011

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» lose weight by eating  
tasty dishes, even if you  
happen to be in a wheelchair ...«



Annika Unnbom and Annika Jacobson

**SIT DOWN AND ENJOY!**

(Sitt ner och njut! Ät gott och gå ner i vikt.  
Kokbok för dig som har svårt att röra på dig)

Overweight often becomes a problem if you can not actively move your body; it's a real problem for many disabled. The co-author Annika Jacobson is almost paralyzed, in this book does she share with us the recipes that helped her get back in shape.

Full page photographs by Per Bredberg, introduction on nutrition by Riita Saarimaa.



Approx. 156 pp, over 50 dishes,  
full page photos in colour,  
autumn 2006

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»You have cancer«.

It happens to a large number of people every day. What do you do now? From where do you get your strength? Does anger help? Is there room for humour in all the blackness? Seven different individuals, some more famous than the others, all well now, tell about their thoughts, strategies and behaviours.



The interviews are made by the journalist Evelyn Pesikan, who has 25 years experience from the field of health.

The seven portraits are taken by the recognized photographer Jacob Forsell. Drawings by the artist Joanna Andreasson.

Interviews, 96 pp. Published 2004.

Title: *One-zero to life* (Ett-noll till livet).

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# » successfull entrepreneurship doesn't come by mere chance ...«



208 pp, illustrated with  
graphs and portraits,  
Published spring 2006.

Ola Ahlvarsson

## MISSION POSSIBLE

Ola Ahlvarsson co-founded and grew Boxman, Europe's largest online music store and spearheaded the international development. Ola has a strong entrepreneurial background and prior to Boxman he, among other things, started and developed a small fast food chain, led a small consulting firm supporting small to medium size companies in business development, and co-founded a web agency and content site. The Wall Street Journal has named him »Top Ten Leading European Internet Entrepreneurs 1999«, and similar recognition has been given by Business Week (Jan 2000) and Financial Times (May 2000) and other leading international publications. Ola Ahlvarsson has three times been invited to the World Economic Forum in Davos where he has been elected »Global Leader for Tomorrow«.

Apart from being a frequent speaker of international conferences and a renowned thought leader in his field, Ola Ahlvarsson holds three world championship medals in martial arts, the latest a gold medal from the Kick Boxing World championships in Dubrownik -97.

The hour of information is gone and the hour of story telling has just begun. If you cannot touch my brain you won't get my business. Paradoxical the importance of realism also increases, as the future of society heads towards becoming more and more unreal and sci fi. Does anyone really, really want this? Everything can be made, it's said. Is it realistic that this would be part of future consumption? The change in the relationship between buyer and seller has developed so fundamentally and future companies unable to realize this will build short term sales rather than long term relationships. Prosumers and conductors blur the traditional definitions and new technology enables new formats.

In our time it's the entrepreneurs that are the true heroes. This book focus on who these remarkable entrepreneurs are, what rules they abide by and how they have and will prosper in the future.

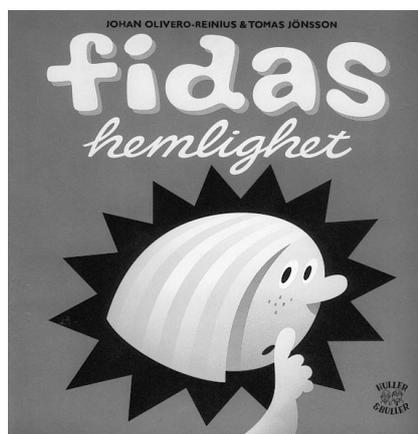
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»NB – It's ABSOLUTELY FORBIDDEN  
to read this book and then TELL  
about Fida's secret to someone  
who hasn't read the book ... «

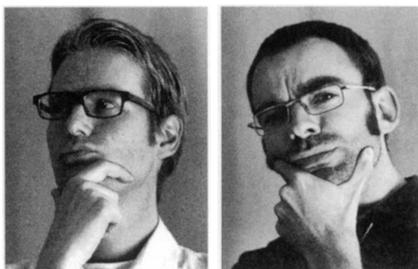


Johan Olivero-Reinius (text)  
Tomas Jönsson (illustrations)  
FIDA'S SECRET  
(FIDAS HEMLIGHET)

Fida's Secret is a childrens book  
(ages 4-7) with 24 fullpage illu-  
strations in a clear and action-  
filled manner.

24 pages.

First published in Sweden 2001.



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