SALES ARGUMENTS FOR THE TEAM

Volume 01 in the Sales Conversation

Der kleine Carl im Rauch der Husaren

In One Sentence

A high-quality historical children's book that tells the beginning of Carl Stülpner's life story and opens a series planned across 24 volumes.

Why Customers Choose It

- A well-known figure from the Ore Mountains is retold for children.
- The story shows courage, family and mutual support without explaining these values like a textbook.
- Historical background and an engaging story are directly interwoven.
- The large hardcover format, thread-sewn binding and substantial paper make the volume a distinctive gift.
- Volume 01 is the entry point into a chronological series and creates a natural reason for follow-up purchases.

Who You Can Recommend the Book To

Families	for shared reading and conversations about courage and solidarity
Children	for readers who enjoy adventure, animals and stories rooted in real history
Grandparents	to pass the history of the Ore Mountains on to the next generation
Schools and libraries	as a child-friendly introduction to regional history and historical learning
Visitors to the Ore Mountains	as a meaningful, high-quality keepsake

Three Suggested Recommendation Lines

"If you are looking for a children's book that combines regional history with a genuinely engaging story, this is the opening volume of an exceptional series."

"The volume does not focus on the poacher Carl would later become, but on the beginning: his family, his home and the experiences that would shape him."

"The book is ideal for reading together, while its format and production also make it a distinctive gift."

Key Facts

Read-aloud 4–10 years · Independent reading 7–11 years · A4 hardcover · Thread-sewn binding · ISBN 978-3-907886-01-4 · DE €19.90 · AT €20.90 · CH CHF 24.90