Volume 02 – Sales Arguments for Booksellers

Quick guidance for recommendations, customer conversations and sales.

The one-sentence recommendation

A historical children's adventure about Carl Stülpner during the hunger years in the Ore Mountains – engagingly told, carefully contextualised and full of themes families can continue discussing after the story ends.

Why Volume 02?

- It shows the next important stage in young Carl's development.
- The historical food and price crisis becomes tangible from a child's point of view.
- Adventure and regional history work together without turning the book into a textbook.
- Helping, sharing, scarcity and fairness create conversation beyond the historical plot.
- The Ore Mountains are not merely a backdrop; landscape, work and living conditions shape the story.

Who to recommend it to

Families	For shared reading and conversations about history, helping others and fairness.
Children approx. 7–11	For independent readers who enjoy adventure connected with real history.
Read-aloud approx. 4–10	For shared reading with natural opportunities for discussion.
Ore Mountains / Saxony	For customers interested in the region and as a high-quality gift with a strong sense of place.
History-minded families	For readers who value transparent historical context.
Schools / education	Also supported by separate teaching material and the online historical timeline.

If the customer does not know Volume 01

Volume 02 works as a self-contained adventure. Readers who want to follow Carl's development from the beginning can start with Volume 01, "Der kleine Carl im Rauch der Husaren".

If the customer already owns Volume 01

Volume 02 shows how Carl's childhood, after wartime, is shaped by a new crisis. Individual adventures therefore build step by step into a coherent life story.

Three short recommendation lines

- "If you are looking for a children's book rooted in real regional history, Volume 02 is a strong entry point."

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- "The series does not merely explain what happened – it shows what that world may have felt like to a child."
- "Volume 02 combines adventure with a historical question children immediately understand: what happens when there is suddenly not enough for everyone?"

Selling the series forward

Volume 02 forms part of a 24-volume children's life story. Volume 03 takes Carl to forester Müller and the Greifensteine. Use the existing "24-Volume Series Overview" for the full series; it should not be duplicated for each volume.

Quick facts

Title	Winter der Teuerung – Carl und der Schweinetrog-Pirat
Volume	02
ISBN	978-3-907886-02-1
Format	A4 hardcover · thread-sewn
Audience	Read-aloud 4–10 · independent reading 7–11
DE / AT / CH	€19.90 · €20.90 · CHF 24.90
Publisher	intersaxonia

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