



NEEM TREE
PRESS



NEEM TREE PRESS

Neem Tree Press is a young publishing house producing books that change and broaden perspectives. Our books provoke both thoughtful discussion on sensitive issues and a thirst in the reader to explore further the ideas or cultures they encounter through our books' characters and their milieus, whether near or far. We are global: our authors range from Germany, Palestine, Spain, Turkey, UAE, UK and US.

Our Neem Tree Press collection focuses on commercial non-fiction, literary and historic fiction, both translated and in English. Our Seven Seas Press collection focuses on MG/YA novels that showcase diverse cultures and protagonists.

The neem, declared by the United Nations as the 'tree for the 21st century' is a hardy, drought resistant tree that thrives in poor soil conditions and has many medicinal properties. It provides generous shade and oxygen to those who rest under it, as well as producing pesticides to keep plants healthy in its vicinity. We aim to follow in the footsteps of our namesake, providing much food for thought through our lists.

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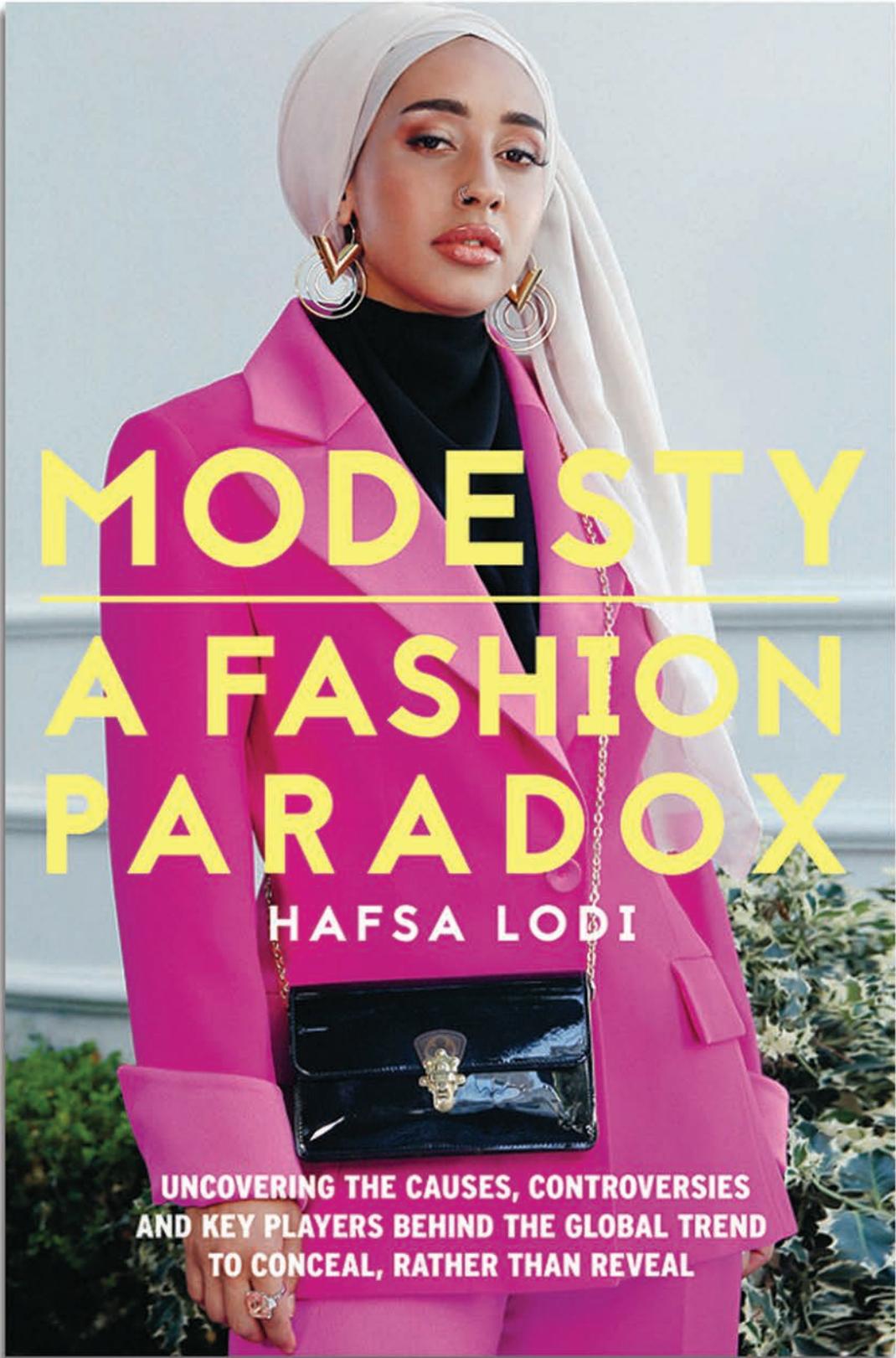


Neem Tree Press Collection:

Commercial Non-Fiction

Literary Fiction

Historic Fiction /
Historic Fiction In Translation



MODESTY A FASHION PARADOX

HAFSA LODI

UNCOVERING THE CAUSES, CONTROVERSIES
AND KEY PLAYERS BEHIND THE GLOBAL TREND
TO CONCEAL, RATHER THAN REVEAL

Modest fashion's appearance at high-profile fashion shows, on celebrities and in the headlines of fashion publications and news outlets, has shown that the movement is hugely relevant to consumers. This is particularly true for millennials attracted to the feminist influences behind concealing your body, following faith-based dress codes, or attuned to social media, where more and more modest fashion bloggers are using imagery to inspire their followers. The movement can credit European high fashion houses, like Gucci, for making conservative dresses and layering "in style" and "on trend," and subsequent Western labels like DKNY, H&M and Mango for dabbling in the realm of modest wear, but it is the newly emerging group of faith-influenced fashion brands who are driving the revolution, along with a new crop of fashion bloggers merging faith with fashion.

This book speaks about the forces that have helped shape the industry into a significant retail sector, while also exploring the controversies that lie at the heart of the movement.

Royal Format / Hardback
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294 pages

19 March 2020

£TBD / \$TBD

Royal Format / Paperback

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eBook / Epub, Mobi, PDF

978-1-911107-27-9

£TBD / \$TBD

Market General/Trade
Subject JFCK – Fashion & society
JFCA – Popular culture

All rights available

#modestfashion #hijab
#feminism #islamaphobia
#muslimillennials
#GenerationM #burkini

MODESTY

A FASHION PARADOX

Hafsa Lodi

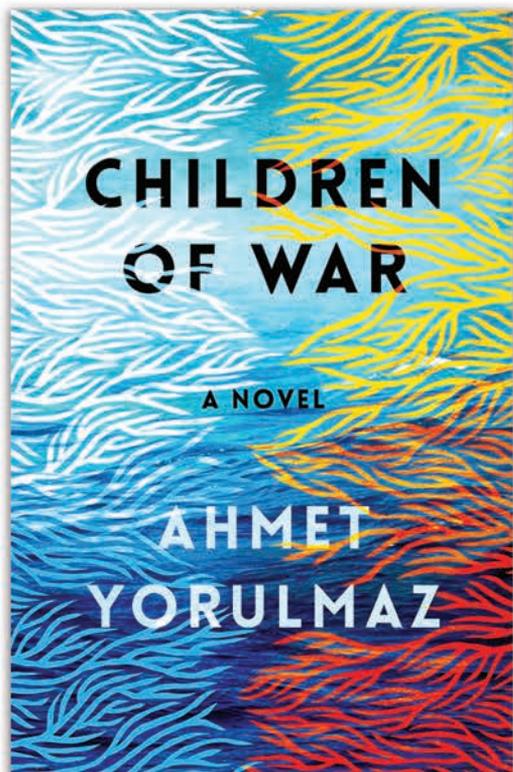
Modest fashion is a growing, global \$250+ billion market: What do we mean by modest fashion? What are the politics of covering up (think burkini ban)? Why have major fashion labels and high street brands like Gucci and H&M embraced this sector? Who are the personalities and GenerationM driving this industry? Is there any focus on sustainability in modest fashion? Can covering-up be empowering? And if it covers the skin, but is flamboyant, designed to attract attention, and promoted on social media, can fashion be truly modest?

Features interviews with high profile models, business women and academics, including: Mariah Idrissi, Halima Aden, Melanie Elturk, Dian Pelangi, Faiza Bouguessa

Hafsa Lodi is an American journalist who has been covering fashion in the Middle East for the past decade. She moved to the United Arab Emirates at 14. She has a BA in journalism from the Ryerson School of Journalism in Toronto and an MA in Islamic Law from the School of Oriental and African Studies in London. The relationships between religion, culture and modernity have always fascinated Hafsa, who covered topics like honour killings in Canada's South Asian communities, the use of DNA evidence in rape cases in Pakistan and the industrialization of the Holy city of Makkah, before turning to the fashion journalism beat. She writes for The National newspaper and fashion magazines, Mojeh and Vogue India.



Hafsa Lodi, author of *Modesty: A Fashion Paradox*



CHILDREN OF WAR

Ahmet Yorulmaz

Translated by Paula Darwish

Based on 3 diaries left by a Cretan refugee in Ayvalik in Turkey, this novel by Ahmet Yorulmaz is the first of a trilogy. It is one of very few Turkish novels ever written about the population exchanges between Greece and Turkey in 1923, during which about 1.8 million people were 'exchanged' almost solely on the basis of their religion. This all but emptied the new Turkey of its Christian Greek population, which dated back to about 20 BC, and emptied Crete of its Muslim inhabitants. Most deportees did not speak the language of their new country and had no roots there whatsoever.

This powerful novel drawn from the diary of a refugee family evokes the beauty, complexity and trauma of Crete's past and weaves it into a moving tale of an ordinary man living through extraordinary times.

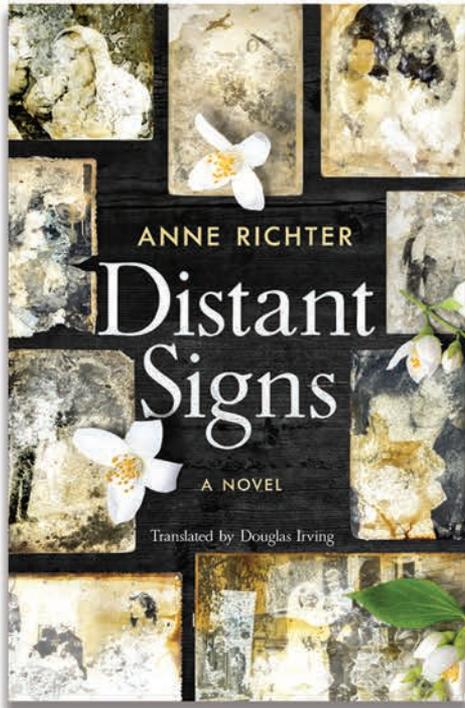
B Format / Paperback
978-1-911107-29-3
164 pages
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eBook / Epub, Mobi, PDF
978-1-911107-30-9
£9.99 / \$9.99

Market General/Trade
Subject FV – Historical fiction
FIC014040 – FICTION / Historical / WW I

Rights World (English)



Ahmet Yorulmaz was a Turkish a journalist, author and translator. He was born in Ayvalik to a family of Cretan Turks deported to mainland Turkey as part of the Greek-Turkish population exchange decreed in the Treaty of Lausanne. He was fluent in modern Greek and translated novels and poems from contemporary Greek literature to Turkish. Most of his original works were written with the aim of making people learn about Ayvalık, the city where he grew up. He dedicated himself to Greek-Turkish friendship and rapprochement.



DISTANT SIGNS

Anne Richter

Translated by Douglas Irving

In 1960s East Germany, Margret, a professor's daughter from the city, meets and marries Hans, from a small village in the Thuringian forest. The couple struggle to contend with their different backgrounds, and the emotional scars they bear from childhood in the aftermath of war. As East German history gradually unravels, with collision of the personal and political, their two families' hidden truths are quietly revealed. An exquisitely written novel with strongly etched characters that stay with you long after the book is finished.

November 2019 will mark the 30th anniversary of the fall of the Berlin Wall, pertinent as we witness literal and legal walls going up around the world.

We bring you a book by an author who was born and lived in the GDR and was 16 in 1989.

Anne Richter was born in 1973 in Jena, in the former German Democratic Republic. Her degree in Romance languages and English included study periods in England, Italy and France. In 2011, Anne was nominated for the Ingeborg Bachmann Prize, a highly regarded German-language literary award. Her debut novel, *Distant Signs*, was published in Germany in 2013. Anne is currently writing her second novel.

...a compelling, quiet and finely crafted novel. I was totally committed to both Hans and Margret.

Anne Cater,
Random Things Through My Letterbox

Royal Format / Hardback
978-1-911107-08-8
240 pages

UK 21 February 2019 / US 7 November 2019
£14.99 / \$20.99

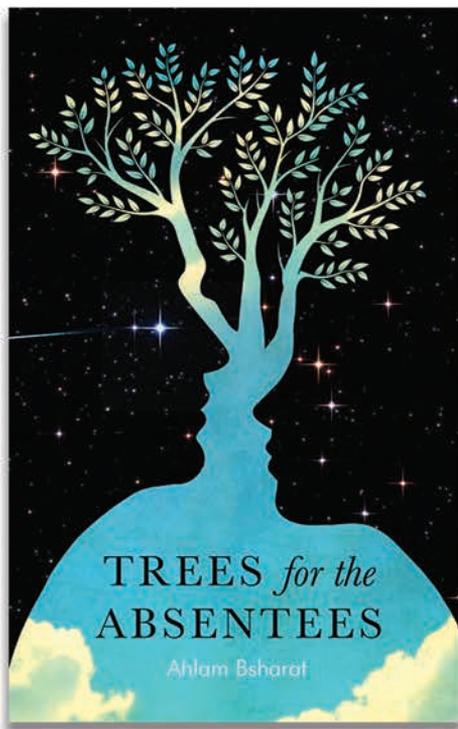
Demy Format / Paperback
978-1-911107-09-5
£9.99 / \$12.99

eBook / Epub, Mobi, PDF
978-1-911107-16-3
£8.99 / \$9.99

Market General/Trade
Subject FV/FT – Historical fiction/Sagas
FIC014000 – FICTION / Historical

Rights World (English)





TREES FOR THE ABSENTEES

Ahlam Bsharat

Translated by Ruth Ahmedzai Kemp
and Sue Copeland

Young love, meddling aunts, heart-to-hearts with friends real and imagined, Philistia's world is that of an ordinary student. Except in Palestine, and with your father in jail, nothing is ordinary. With trees uprooted around her, she seeks a place of refuge, somewhere she can plant a memory for the ones she's lost, for the people who are vanishing.

A most ordinary, magical,
devastating story.

Dr Nora Parr

Shortlisted for Etisalat Award for
Arabic Fiction 2013

A Format / Paperback
978-1-911107-23-1
96 pages
12 September 2019
£8.99 / \$9.99
EBook / Epub, Mobi, PDF
978-1-911107-24-8
£8.99 / \$9.99

Market
General/Trade

FA – Modern & contemporary fiction
(post c 1945)
FIC061000 – FICTION / Magical Realism

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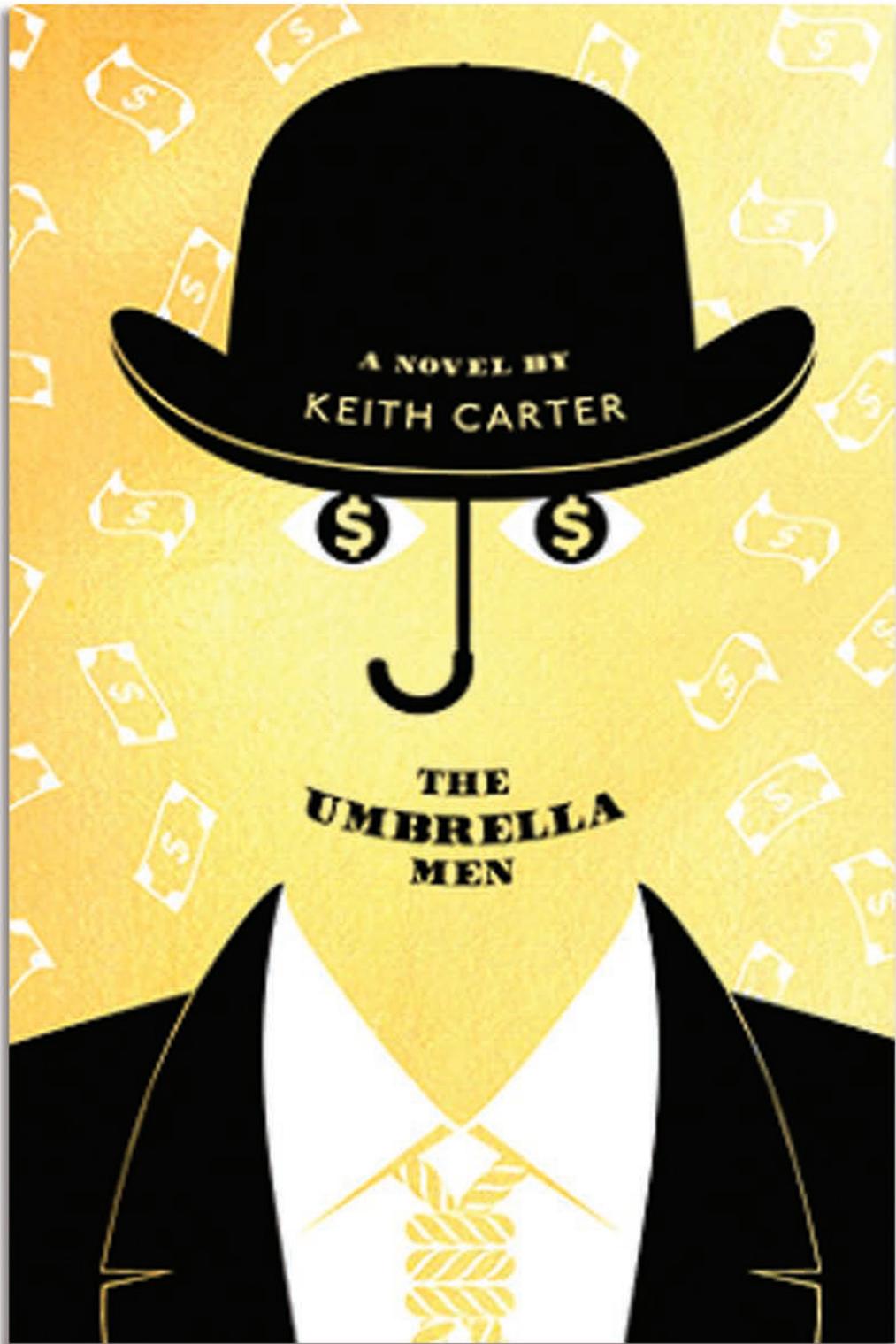
Ahlam Bsharat is a Palestinian writer who grew up in a village in Northern Palestine and completed her MA in Arabic Literature at An-Najah National University in Nablus. Besides poetry, picture books, short stories, novels, and memoirs, she has written a number of television and radio scripts. Her books have received many awards and recommendations. *Ismee Alharakee Farasha* (translated into the English as *Code Name: Butterfly*) was included in the IBBY Honor List for 2012, a biennial selection of outstanding, recently published books from more than seventy countries. *Ismee Alharakee Farasha* and *Ashjaar lil-Naas al-Ghaa'ibeen*, (translated into the English as *Trees for the Absentees*), **were both runners up for the Etisalat Award For Arabic Children's Literature in 2013**. *Code Name: Butterfly* was also **shortlisted for the UK based Palestine Book Awards in 2017**. Ahlam has been active in numerous cultural forums, and has led creative writing workshops for children and adults in Europe and Dubai.

Elegant insight into life under the
current occupation.

Mike Scott-Baumann

06 Fiction





The Umbrella Men by Keith Carter

THE UMBRELLA MEN

Keith Carter

Carter has written an involving and provocative novel... Humorous, acerbic and keenly observed, the financial crisis is properly skewered...The Umbrella Men couldn't be more topical; the financial crisis, ecological concerns, capitalism, greed, regulation and the devastating effect on people of the financial meltdown.

Paul Burke NB Magazine Review

Royal Format / Hardback
978-1-911107-05-7
451 pages
4 April 2019
£14.99 / \$20.99
Royal Format / Paperback
3 October 2019
978-1-911107-10-1
£9.99 / \$14.99
EBook / Epub, Mobi, PDF
978-1-911107-11-8
£8.99 / \$9.99

Market General/Trade
Subject FA – Modern & contemporary fiction
FIC031000 – FICTION / Thrillers / General

All Rights Available

Finance, environmentalism, rare-earth mining and human frailties collide in a complex of flawed motives. We follow Peter Mount, the self-made Chief Executive of a London-based rare-earth mining company as he and his business are buffeted by crisis-torn Royal Bank of Scotland and by his own actions, real and imagined. Meanwhile in Oregon, Amy Tate and her group of local environmental activists do their contradictory part to undermine a component of the green economy, unwittingly super-charged by the Chinese state. The repercussions of events in pristine Oregon are felt in the corporate and financial corridors of New York and London with drastic consequences. This is a deeply involving novel about the current workings of capitalism, miscommunication, causes and unexpected effects, love and survival.

A witty, globally-scoped exposé of corporate greed and environmentalism told through an absorbing character-rich tale.

Liz Robinson LoveReading, UK

Born in Scotland, he read Economics at Cambridge, taking a First in 1981 when he was elected a Scholar. He worked as an investment banker before going straight and running a small pharmaceutical company. Now a writer and business consultant he enjoys travel, politics and economics, reading and writing, languages, music and meals with family and friends. Keith suffered a spinal cord injury in March 2018 and since rides a wheelchair.

Hugely entertaining and enlightening.

*Book Riot:
Excellent Books Out in the UK*

08 Fiction





Seven Seas Collection

Middle Grade and Young Adult fiction with
diverse settings and protagonists

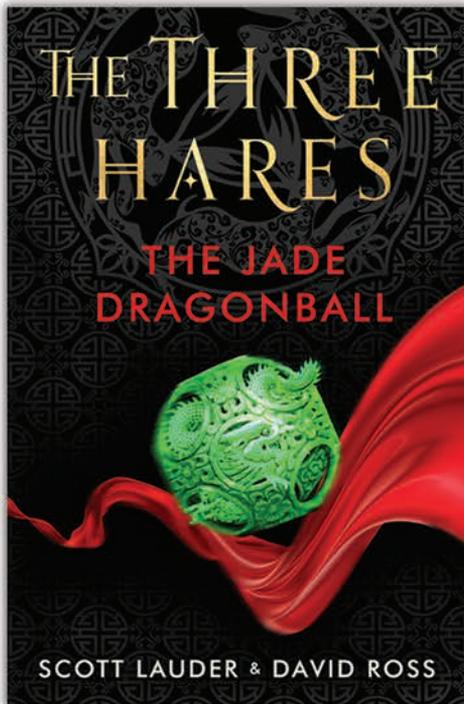
The Three Hares Series

Scott Lauder & David Ross

Across the ancient Silk Road — from Kaifeng, the capital of the Northern Song Dynasty, to Byzantium, the greatest city of its age, to the British Isles and their Viking-ravaged coastal settlements — silk has travelled and with it has gone murder, espionage, and intrigue.

Sara Livingston in Beijing, Sanjeev Roy in New York, and Salma Mansour in London are just three ordinary teenagers who do ordinary things, such as eat pizza and laugh with their friends. Some say art is an adventure, but for these three, it's a perilous trial pitting their wits against a formidable and violent foe escaped from his thousand-year imprisonment and bent on revenge. Follow Sara, Sanjeev, and Salma...to where the road leads them.





THE JADE DRAGONBALL

Sara Livingstone's school trip to the Beijing Palace Museum takes a terrifying turn when an encounter with the ancient Qingming Scroll thrusts her a thousand years into China's past. With secrets in the shadows and danger around every corner, Sara must take her place in a cosmic battle and find the courage to face an unworldly ancient magic.

Such a fun read - for middle school, young adults, adults, everyone! The plot blends Chinese history, stuff about the Silk Road, and art.

Goodreads Review

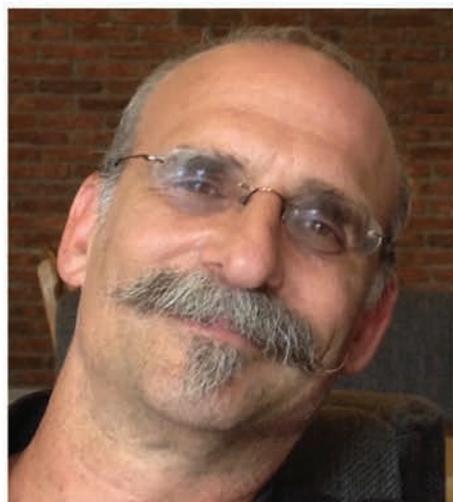
B Format / Paperback
978-1-911107-17-0
256 pages
5 September 2019
£10.99 / \$12.99
eBook / Epub, Mobi, PDF
978-1-911107-04-0
£9.99 / \$9.99

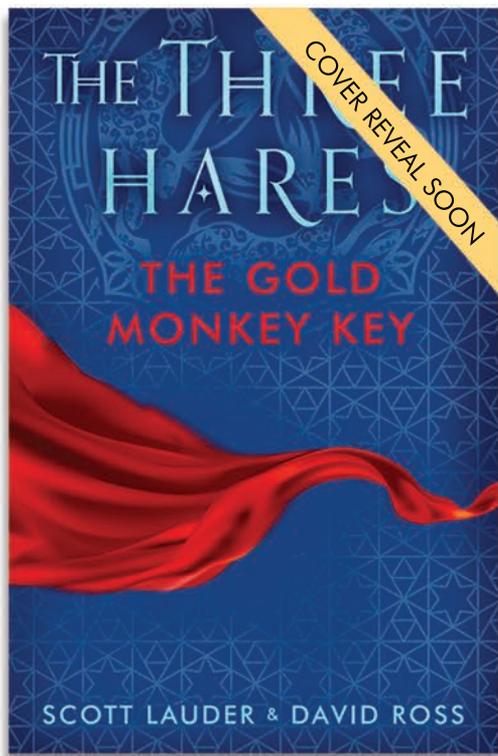
Market General/Trade
Subject YFC - Adventure stories
JUV001000 - JUVENILE FICTION

All Rights Available

Dr Scott Lauder was born in Ayrshire, Scotland. Having taught in Greece, Japan, and England, he now lives with his wife and four cats in the UAE where he teaches English. In his free time, he enjoys hiking and drinking good coffee. His other books include *The Right Thing*, *A Single Shot*, and *The Boy-King Tutankhamun*.

Dr David Scott Ross has traveled and taught throughout Asia since he first moved there in 1987. He currently teaches in upstate NY, where he lives with his wife and two sons. When David is not writing or teaching, he dreams about becoming a chef, a rock star, maybe an actor, but probably not all at once. At present, he is wrapping up two projects: *Pastimes*, encounters with a Stone Age people, and *Dim*, a detective novel.





THE GOLD MONKEY KEY

Sanjeev's dog Jigsaw is missing in the middle of winter in New Jersey. But this tragedy is dwarfed by what happens to him in the Metropolitan Museum of Art. Has he really entered the 6th Century and become the slave to monks traveling the Silk Road to Byzantium - and might they just be murderers? Trouble is even if he figures out how to get out of this, he's got other problems: someone, or something, is coming after him. Part of the answer might be Sara, a girl who contacts him on the net and keeps talking about the Immortals. But who or what are The Three Hares and how can they stop the darkness about to engulf the world?

B Format/Paperback

978-1-911107-07-1

Summer 2020

£10.99/\$12.99

eBook/Epub,Mobi,PDF

978-1-911107-12-5

£9.99/\$9.99

Market General/Trade

Subject YFC - Adventure stories
(Children's / Teenage)

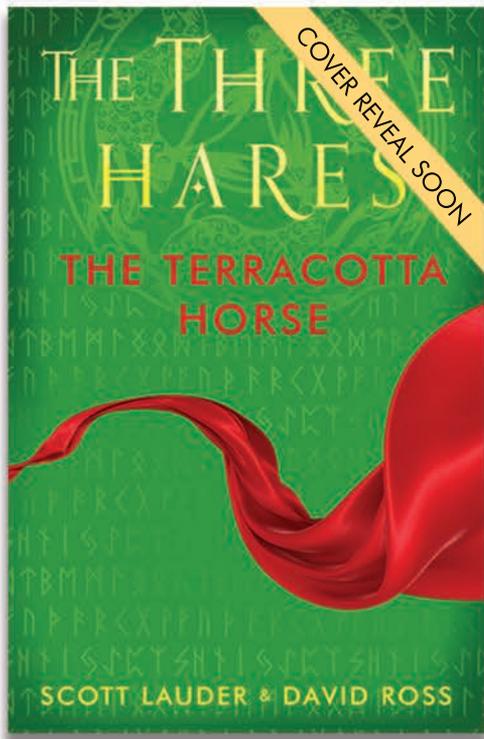
JUV001000 - JUVENILE FICTION / Action &
Adventure / General

All Rights Available

MG to YA readers seeking a quest fantasy that is a serious notch above other genre reads will appreciate the depth, insights, action, and surprising twists and turns that make *The Three Hares: The Jade Dragonball* a standout production.

*D. Donovan, Senior Reviewer,
Midwest Book Review*

A vibrant blend of fantasy and thriller receive the right combination of action, Chinese cultural insights, and imagination.



THE TERRACOTTA HORSE

Salma Mansour is a black belt in taekwondo, which is fortunate because that skill - and hopefully a good bit of luck - is what's going to keep her alive. One second, she's in the British Museum, the next a thousand years away in a battle between the Saxons and Vikings. And she's supposed to help? Things momentarily brighten when she encounters Sara and Sanjeev, who seem to understand. They don't have much time to plan though; without warning, all three are transported to Xi'an, stronghold of Chan, a wealthy gang leader bent on immortality. Chan has kidnapped world famous geneticist Lin Dan and assembled fragments of an ancient magic. Chan will stop at nothing to fulfil his dream... even if it means releasing forces far beyond his control. The Three Hares must work together to defeat Chan and the power that controls him ... or else.

B Format/Paperback
978-1-911107-19-4
Autumn 2020
£10.99/\$12.99
eBook/Epub,Mobi,PDF
978-1-911107-20-0
£9.99/\$9.99

Market General/Trade
Subject YFC – Adventure stories (Children's / Teenage)
JUV001000 – JUVENILE FICTION / Action & Adventure / General

All Rights Available

As Shan Wu and Sara stumble into quests involving dragons, powerful elixirs, mercurial mountains and different peoples, Sara finds that Shan Wu's influence holds the power to endanger her life wherever she is in her world. Sara is facing powers she'd never imagined, and is entering into a war she never wanted.

Action is fast-paced, cross-cultural encounters are realistic and nicely drawn, and *The Three Hares: The Jade Dragonball* holds the added attraction of making a potentially complex story line a compelling investigation of other cultures. Sara's quest to find the other two Hares to bring these mysterious forces to life makes for a vivid, engrossing read that nicely sets the stage for more.

The values contained in the pages – of love for the outdoors, animals and plants, friendship, family, being in touch with your emotions – make the world a better place. If you believe that the best hope we have for a safe, peaceful planet is to teach children to love the environment and one another, then I recommend that you read *Toletis* with the children in your life.

Green World Magazine

21.0 x 16.3cm / Paperback
978-1-911107-14-9

162 pages

19 October 2017

£9.99 / \$11.99

The Adventures of Toletis, Amenophis and Friends

eBook / epub, Mobi, PDF

978-1-911107-15-6

£8.99 / \$9.99

Market General/Trade

Subject YFH – Fantasy & magical realism

YXZG – Children's / Teenage social issues:

Environment & green issues

All Rights Available

[Elena Hormiga](#) is an illustrator with a sense of humour. Her fun pictures are imbued with irony and metaphor. She studied and worked as an engineer and later turned to illustration. She currently works creating images for stories, articles and posters.



TOLETIS

Rafa Ruiz

Illustrated by Elena Hormiga

Translated by Ben Dawlatly

The trees and grass are disappearing to make way for a new section of road. Toletis, his dog Amenophis, friends Claudia and Tutan are on a mission to find ingenious ways of replacing them and turning their little valley town, set deep in the mountains, lusciously green again. The odds are stacked against them. Can they succeed... with some very unusual help?

This is one of the most beautiful books I have ever read. It shows the love of nature and what we are doing to destroy it...it also shows how we could easily repair the damage with love and consideration.

[@lelbudge](#) – *Orland Books Review*

[Rafa Ruiz](#) is a journalist and author who has a staunch commitment to culture, art and the environment, and the majority of his career has been focused on these three topics. He is also one of the partner-founders of the Press Association for Environmental Information (APIA).

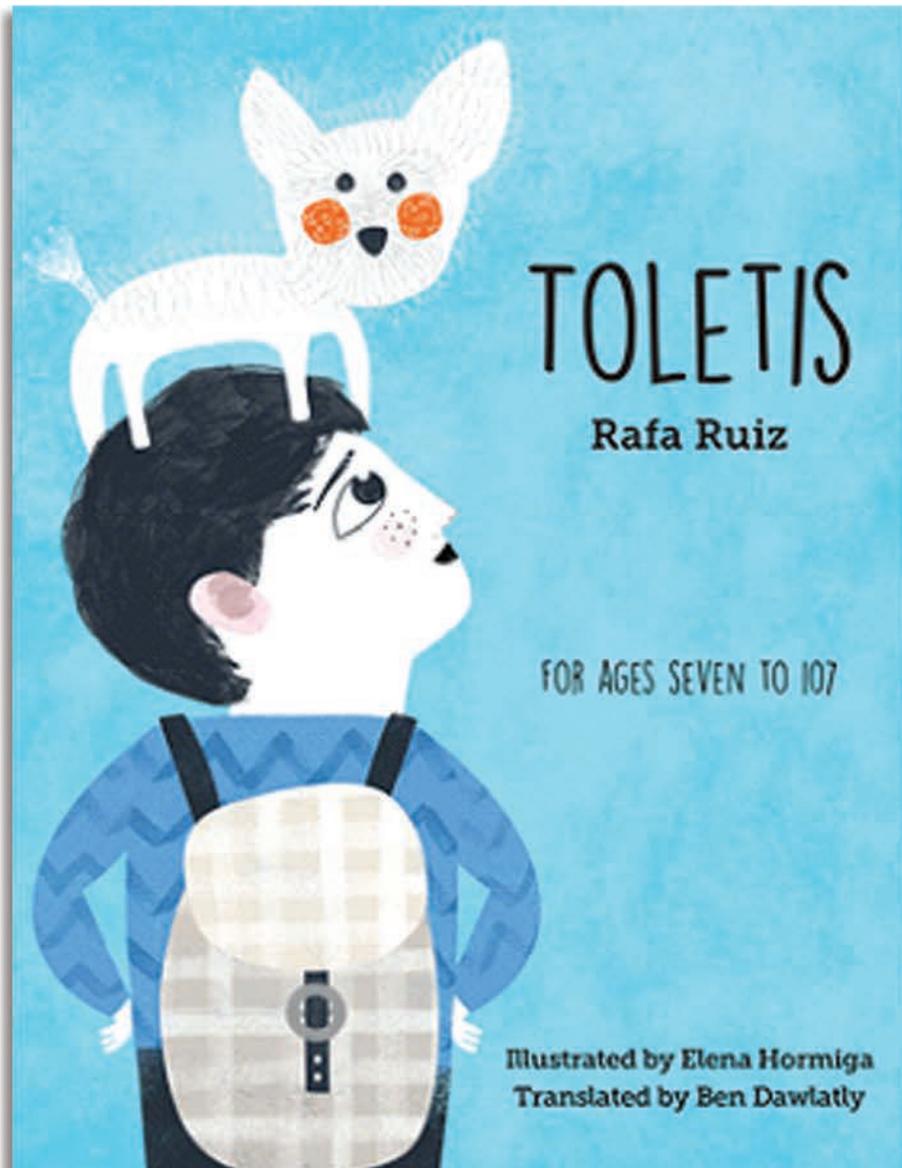


A delightful book full of wisdom and love for the natural world and beautifully enhanced by the striking illustrations.

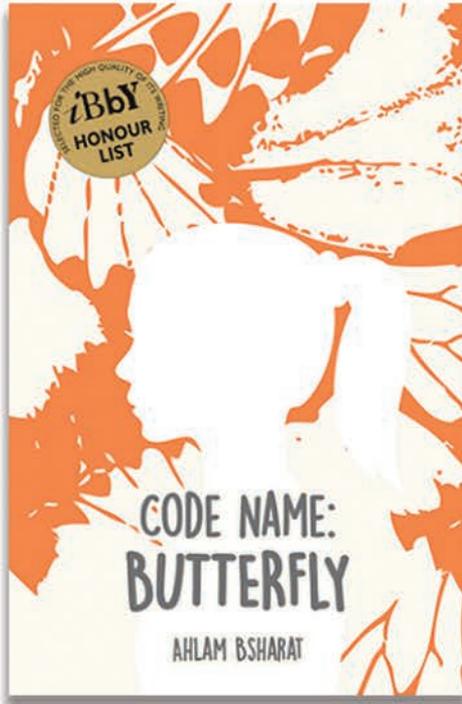
Joy Court, Lovereading4kids.co.uk

A book to inspire everyone at every milestone in their lives.

@Lou_Bookmark Book Marks and Stages Review



Toletis is a re-wilder and eco-activist:
a child for our times.



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£6.99 / \$7.55
Arabic

B Format / Paperback
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£8.99 / \$9.99

Market Young Adult Fiction

Subject YXZW – Children's / Teenage social
issues: War & conflict issues
YAF011000 – YA FICTION / Coming of Age

All Rights Available

CODE NAME: BUTTERFLY ISMEE ALHARAKEE FARASHA

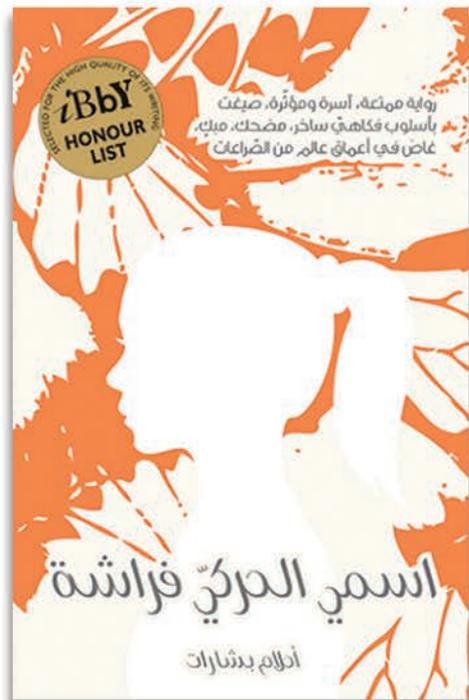
Ahlam Bsharat

Translated by Nancy Roberts

With irony and poignant teenage idealism, Butterfly draws us into her world of adult hypocrisy, sibling rivalries, girlfriends' power plays, unrequited love...not to mention the political tension of life under occupation. As she observes her fragile environment with all its conflicts, Butterfly is compelled to question everything around her. Is her father a collaborator for the occupiers? Will Nizar ever give her the sign she's waiting for? How will her friendship with the activist Mays and the airhead Haya survive the unpredictable storms ahead? And why is 'honour' such a dangerous word, anyway?

Shortlisted for the Palestine Book
Awards 2017

Shortlisted for Etisalat Award for
Arabic Children's Literature 2013



15 Fiction



