

**BIEF**

WORLD BOOK FAIRS 2022 24 PUBLISHERS' CATALOGS

2022

# FOIRES DU MONDE\*

\* WORLD BOOK FAIRS 2022 • SEMESTER 2  
GÖTEBORG • GUADALAJARA • SHARJAH

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**Adverbum**



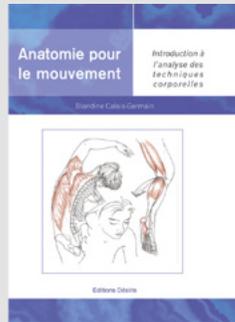
- › Anatomy for Movement
- › Anatomy for Yoga
- › Artificial Intelligence: Reality and Myth
- › Correcting Posture and Joint Instability
- › The Great Treatise on Tea

**Adverbum**



# Adverbum

Science & Technology,  
Medicine



**BLANDINE CALAIS-GERMAIN**

*A reference book for 30 years.  
A must-have! Translated  
into 15 languages.*

› ANATOMIE POUR LE MOUVEMENT :  
INTRODUCTION À L'ANALYSE DES TECHNIQUES  
CORPORELLES. NOUVELLE ÉDITION  
REVUE ET CORRIGÉE.

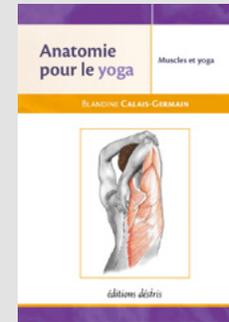
## ANATOMY FOR MOVEMENT

INTRODUCTION TO THE ANALYSIS  
OF BODY TECHNIQUES  
(NEW REVISED EDITION)

Anatomy is of interest to anyone practicing a body technique: martial arts, dance, gymnastics, physiotherapy, psychomotricity, sports, theater, yoga. Drawing essentially on "volume" illustrations, this book presents a lively overview of the bones, joints, and muscles directly related to movement. A fundamental book and a complete guide for easily acquiring the knowledge of anatomy that is essential to all physical practices.

DÉSIRIS | 9782907653015 | 2013 | 304 PAGES | 17 X 24 CM | 29.50 €

Science & Technology,  
Medicine



**BLANDINE CALAIS-GERMAIN**

*A guide for a more  
enlightened experience,  
which will help the reader  
to better understand  
and practice yoga.*

› ANATOMIE POUR LE YOGA : MUSCLES ET YOGA

## ANATOMY FOR YOGA

THE MUSCLES IN YOGA

From one yoga pose to the next, the muscles guide the bones, hold the joints, protect the nerves... This book provides a comprehensive tour of the various roles that muscles play in yoga. Through cards and examples, which focus on a situation involving one or more muscles, it proposes to differentiate and understand these different roles. A guide for a more enlightened experience, which will help the reader to better understand and practice yoga.

DÉSIRIS | 9782364031531 | 2017 | 224 PAGES | 17 X 24 CM | 24.50 €



# Adverbum

Humanities & Essays



**ALAIN BRETTO**

*An original approach to understanding this intelligence that is now part of our reality.*

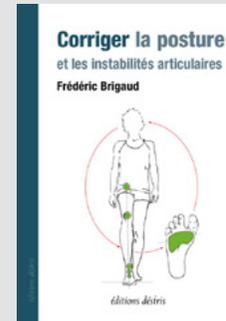
› INTELLIGENCE ARTIFICIELLE :  
LA RÉALITÉ & LE MYTHE :  
ÉBAUCHE D'UNE THÉORIE GÉNÉRALE  
DE L'INTELLIGENCE ARTIFICIELLE

## ARTIFICIAL INTELLIGENCE: REALITY AND MYTH AN OUTLINE OF A GENERAL ARTIFICIAL INTELLIGENCE THEORY

This essay is at the crossroads between philosophy, the history of computation, and science. It addresses the foundations (data, information) and the superstructure (algorithmic computation) while shedding objective light on the realities of artificial intelligence. This approach enables the lay reader to demystify artificial intelligence and analyze its societal implications. The more informed reader will discover the outline of a general theory of artificial intelligence based on data and calculation.

DÉSIRIS | 9782364032002 | 2021 | 126 PAGES | 14 X 22 CM | 10.00 €

Science & Technology,  
Medicine



**FRÉDÉRIC BRIGAUD**

*Optimize body dynamics and aim for maximum potential.*

› CORRIGER LA POSTURE  
ET LES INSTABILITÉS ARTICULAIRES

## CORRECTING POSTURE AND JOINT INSTABILITY

The body allows for a thousand ways of achieving a single action, but there is no guarantee that we will automatically adopt the most appropriate and efficient one. By zeroing in on the technical aspect, we address posture, correct joint instability, and rebalance the body to prevent non-traumatic injuries to the osteoarticular system. A problem with posture or joint instability should be seen as an automatized technical default that can be corrected.

DÉSIRIS | 9782364031623 | 2019 | 272 PAGES | 17 X 24 CM | 29.50 €



# Adverbum

Lifestyle, Leisure, Well-Being



**MIREILLE GAYET**

*Tea: a word rich in meaning  
that inspires the imagination!*

↳ LE GRAND TRAITÉ DU THÉ

## THE GREAT TREATISE ON TEA

Tea: a word rich in meaning that inspires the imagination! The story of these little leaves is presented here, following their journey from China and neighboring countries all the way to the West and beyond. Appreciated or defamed according to the period; pure, blended, or flavored; linked from its origins to Buddhism, tea continues to be associated with nature, calm, and serenity, even becoming the object of ceremony. Tea is present on tables around the world, from the wealthiest to the more modest.

LE SUREAU | 9782364021853 | 2021 | 248 PAGES | 19 X 27 CM | 29.50 €