



Meditation guru to Bluebird

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'The go-to-guide for years to come'

Bluebird UK and William Morrow US are to publish *The M Word: Meditation for Busy Minds* by Emily Fletcher. Carole Tonkinson at Bluebird pre-empted UK and Commonwealth rights (exc Canada) from Kate McLennan at Abner Stein, on behalf of Cassie Hanjian at Waxman Leavell.

The M Word (2019 in the UK) is billed as destigmatising meditation for the average person. Tonkinson said: "*The M Word* is an entertaining window into meditation with the potential to become the go-to-guide for years to come." Fletcher is the founder of Ziva Meditation and has worked with corporations including Google and Barclays Bank.

Source article: <https://www.bookbrunch.co.uk/page/article-detail/meditation-guru-to-bluebird>