

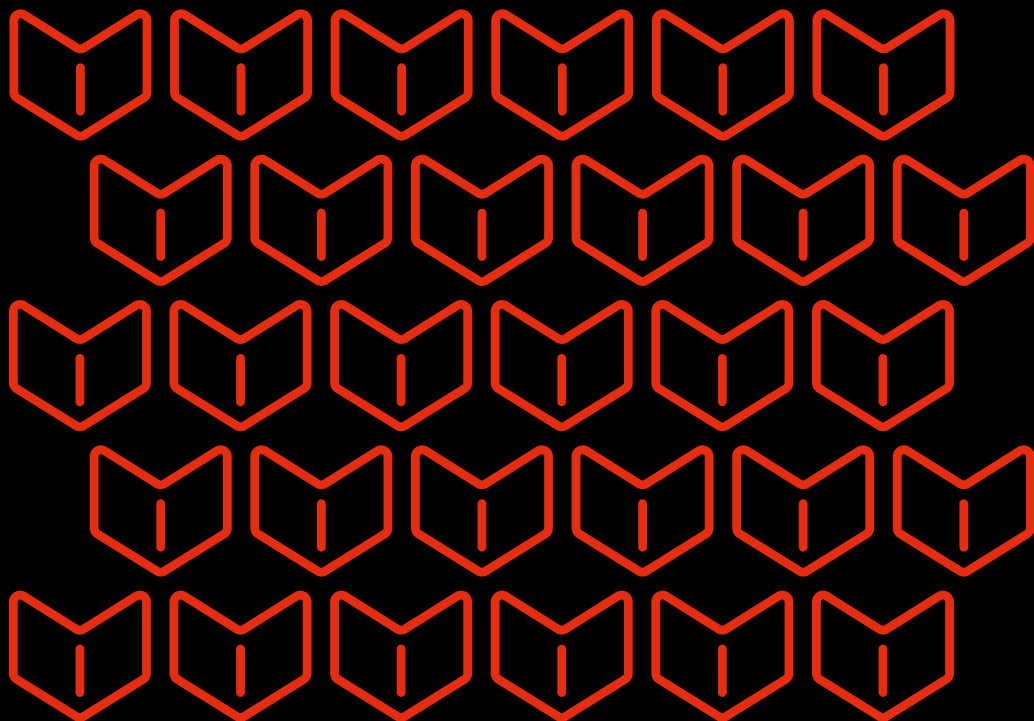


NASH FORMAT PUBLISHERS



TRANSLATION RIGHTS GUIDE

FRANKFURT · 2022





NASH FORMAT PUBLISHERS

Nash Format Publishers is a Ukrainian publishing company established in Kyiv in 2006. We focus on nonfiction in fields ranging from business and economics to psychology and personal development, biographies, and memoirs. We also have a robust fiction series. Our publishing house has brought more than 300 translations to the Ukrainian readers, including works by Nobel Prize laureates, The New York Times Bestsellers, and The Economist Bestsellers. We published Ukrainian editions of Nassim Nicholas Taleb, Jordan Peterson, Francis Fukuyama, Niall Ferguson, Richard Thaler, Ayn Rand, and others.

Since 2019, Nash Format Publishers began a vibrant series of Ukrainian non-fiction. We already have several bestselling authors, and are always on the lookout for unique new voices and stories.

Publishing both printed books and ebooks, Nash Format has set up an extensive distribution network. It includes more than 800 sales points alongside our online store, nashformat.ua, which ships worldwide.

According to Forbes Ukraine, Nash Format Publishers was the 7th on the list of the 20 best Ukrainian publishing companies in 2015. In 2021 Nash Format won the prize from The Association of Ukrainian Entrepreneurs for its project *Army is Reading*.

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THE AGE OF THE RED ANTS



Novel

TANIA PIANKOVA

Pages: 256

Published: 2022

The novel won the third prize in the *Coronation of the Word* competition in 2021

Rights sold:

Germany (HarperCollins Deutschland)

Poland (Wydawnictwo Mova)

About the book:

In spring of 1933 the famine in Machukhy came to its climax. The first case of cannibalism, lynch law, malnutrition-related mental disorders. The village lives in degradation. People are desperate, and they lose their humanity, they are ready to eat everything to survive.

And here are two stranger women, two victims of their time, two opposite sides of the great darkness, called hunger, are at arm's length... Young Yavdokha, madness-like insight — and Solya, the holy blindness. One is killed by hunger — the other one is saved. One is promised to have eternal night — the other one is given hope for a happy renewal. And they do not know yet that they go towards each other. They go in order eventually to hug one another and to build a fragile bridge over the insatiable anthill of their torturers...

Who is it for:

For everyone who wants to get to know Ukrainian historical literature, learn more about the act of genocide of the Ukrainian people — the Holodomor of 1933.

Why this book:

This is the profound psychological novel about one of the most difficult pages of the Ukrainian history — the Holodomor of 1933. Different human destinies are subtly shown against the background of the tragedy — the fates of both the victims and the executioners.

About the author:

TANIA PIANKOVA is a poetess and novelist. She wrote three poetry collections and novels *Rabbit queen*, *Sun in the hem* and *The sins of the other people*. Co-founder and creative director of the *Potion* literary agency. She organizes festivals, creative literary and artistic events, performances, theater literary readings. Together with the poet Vasyl Kuzan, she founded the *Series of Bright Literature*, which has already published an almanac of women's poetry *Mint* and an almanac of men's poetry *Ginger*.



Excerpts:

There's barely any snow this winter; winds sweep over Poltava and bring rain. The drizzle makes it hard for me to breathe. I'm feverish with anxiety. I shiver. The nasty drizzle outside lulls me to sleep, but I don't have the time to doze off: there's noise outside our gate, and I can hear Oleksii's voice. I sit up with a start.

He dashes gaily into the room with the joy he rarely shows these days. His unshaven face seems to light up as his mouth sucks in air and a vein pulses at his temple.

"Our wandering days are over, Solia," my husband yells from the door, stirring up the stale calmness inside my walls. "I got a promotion, Solia! At long last! I waited so long, I worked so hard! It finally happened! They trust me! Oh, how they trust me! It's a dream, a fairytale!"

I freeze in surprise, awaiting an explanation. He almost dances on the spot.

"Get packing, Solia! We have to leave today! Right now! We cannot waste a minute!"

I listen as the world around me sways. Fear of the unknown forces me to clasp the bedpost with my weak hand.

"Where to?" And that's all I can force myself to say. I'm lost and disoriented, and I don't know what to do. Without waiting for more questions, he sits down at the side of my bed and cradles my palm in his. I grow warmer with his touch as blood rushes to my face and spreads with light tickling. I take a sniff to check if I smell of sweat. I don't want to make it unpleasant for my husband now.

"I'm in charge of kolkhozes outside Poltava now. The kulaks will finally be wiped out as a class. Postyshev himself had signed the order yesterday. We have to leave now!"

"What?" Anxiety crashes over me from every side. "Leave? And what about me?"

He doesn't understand me at first, and when he does, his eyes fly wide open in surprise. He laughs raucously.

"Babe, I gave you a fright, didn't I? You feared that your hubby might leave you? No, no, take it easy. I'm not leaving you here. As Marx put it, a family is a cell of society! You'll come with me. We are leaving tonight for Machekhi," he said, pronouncing the village name in a Russian manner. He threw back the blanket and gave my buttock a playful

slap. My skin jiggled like jelly. “Not far from there, in that Machekhi place, there’s a sanatorium. The name’s Komsomolets. It was some sort of a poorhouse way back when, but it’s all renovated now. We’ll stay there for the time being. Clean air, the best doctors, peace for your heart. They’ll have you back in shape in no time! You’ll be a doll again!”

The word “doll” makes me seethe with rage. I haven’t heard that word from him in a while. Not since we were young, not since he must have still loved me. And now he brings it back, probably to celebrate the occasion. Why can’t he talk like a normal human being? I rage silently. We’ve spent so many years in Poltava, and yet my husband... Oh well, never mind. Kharkiv won’t be wiped from his mind. I get up from my bed and squeeze my swollen feet into house slippers. Filia playfully chews on their green tassels. I chase the puppy away so that I won’t step on it, and start packing the bed linen.

APRICOT BOOKSTORE



Novel

ORESTA OSIICHUK

Pages: 240

Published: 2021

The book was long-listed for the Espresso Awards. Readers' Choice 2021 in the category *Adult Literature*.

Prize winner of the competition organized by the Nash Format Publishers

Rights sold:
Poland (Wydawnictwo Kobiece)

About the book:

Due to poverty, Maria Farinyak is forced to give her nine-year-old son Mykhailo to the relatives of her late husband: Nuncle Stefan, the owner of a bookstore, and Auntie Kasia, a strict woman who is not happy to have someone else's child in the house. Thus begins the story of Mis'ko Farinyak, a boy of the early twentieth century, which is strangely intertwined with the story of Mykhailo Farinyak, a man of the early XXI century.

Who is it for:

For a wide range of readers, all connoisseurs of family sagas and modern Ukrainian prose.

Why this book:

This is a story of children's friendship and unchildlike betrayals, family skeletons in the closet and love which saves lives over the centuries and mysteriously unites two namesakes unrelated by blood.

About the author:

ORESTA OSIICHUK is a Ukrainian writer, author of the series of novels *AIHO*, winner of the first prize in the international competition *The Coronation of the Word* and the *Best Debut* award of the “Barabuka” portal, winner of the All-European Convention *Eurocon*.



Review:

Great novel! Excellent, cool, professional work! I read this text with great pleasure. Lively, bright, juicy language; expressive authorial style; wonderful heroes (I am especially enamored of Rat and Spider!); incredibly intriguing, very poignant and realistic plot; a whole harmony of different senses that the reader will deeply experience together with the characters.

Ivan Andrusiak, writer

Excerpt:

Our dining room smelled of snow, Christmas and a fir tree. Mesmerized, I watched the Christmas tree that appeared in the middle of the room as if willed into life by a wizard, and felt my head spin from holiday fragrances.

“Misko!” thundered a voice from the heaven of our kitchen. “Come help me bring out the decorations.”

That sure ripped me out of my reverie.

“Oh... I’m coming!”

My aunt and me brought the sacks and boxes that smelled of last year’s straw, dust and mice out into the living room. That smell seemed sweeter to me than the most expensive perfume: I have never had a fir tree, never mind store-bought decorations. All mom and me could afford were the tiny stars and angels she made of straw. And, of course, mom’s favorite spiders, also made of straw. I would lie on my back and watch mom hang the intricate lacework woven of hundreds of thin straws from the ceiling. The spiders swayed from the smallest draught, wiping away my anxieties and our troubles. I knew that mom would reverentially take down the straw guardian spider before next Christmas and burn it along with our every woe.

“Misko,” aunt said, dragging me forcibly out of my thoughts yet again, “look at me, you rascal. If you break a single toy, I will send you to spend the winter in the attic with the mice. Is that clear?”

I nodded hastily, afraid to even imagine myself in the mouse kingdom.

Aunt cautiously moved aside the straw and started to pull out the toys one by one.

They were so pretty!

My heart melted every time a new toy appeared in my aunt's hands.

"Will you keep sitting like a statue, or will you help?"

I finally found the courage to dip my hands into the cold straw. My fingers disappeared in the depths of this wonder-filled ocean, and then clasped my first treasure.

It was a bird, small, semi-translucent, with a delicate-looking pin affixed to its feet. I held it in my hands and looked at it in wonder. Touched by the warmth of the room and of my hands, its glass body grew shady. I feared that the mist would destroy the bird's delicate shine, but once I dragged a finger along the sweaty glass, I gave a blissful sigh. The bird became even prettier. Its black beady eyes peered into mine, and the inner bird in me responded in a song. I was certain that I could really hear the singing escape me and roll across the living room in a swarm of golden butterflies. I threw back my head and smiled blissfully. The world was so beautiful, so joyful and filled with light! As I held the glass bird in my hands, feeling its cold body grow warmer and seemingly softer, I felt like it would really fly off if I let it go.

* * *

It's dark and quiet.

The village seems drunk on the poppy brew they used to give to babies to make them sleep. Nothing moves around here.

We leave Lebedka's starving house empty-handed. We are disgusted and ashamed, but what of it? A starving man would even steal from God, and the Lord sees that. He punishes us and freezes our feet in their tracks. Our whole bodies hurt, our bones ache, our legs and arms barely bend. We shamle home, gathering the last shreds of strength to drag along the kindling. The sack has suddenly become as heavy as all the sins in the world. Hunger whines in my belly, gnawing at me, torturing and sapping my strength. If not for its incessant whining though, I would probably have long dropped to the ground next to Varvara. Hunger is the only thing that forces me to get out of bed every morning and to go looking for that slice of bread that shines upon our dreams like the sun in the white skies.

LETTERS TO FRODA



Short Stories

OLENA MAKARCHUK

Pages: 320

Published: 2021

About the book:

Texts by Olena Makarchuk are a concentrate of experiences and the most unexpected life situations. These are stories about feelings, friendship, destroyed lives, the war in the East, the occupation of Crimea, betrayals of the loved ones, of the mothers, of the homeland. In these stories sunflowers bloom above Ilovaisk, love sometimes is literally blind, the referendum makes the brothers enemies, and women write very intimate letters to the goddess of love Froda. This is a territory where imperfect heroes and heroines deceive themselves and others, have no thought of fidelity, break and are broken, wear masks to hide their nature. Here rudeness intersect with tenderness, cynicism with sinful romance, suffering with joy, hopelessness with hope for the best.

Who is it for:

For a wide range of readers, who appreciate modern Ukrainian literature and short prose.

About the author:

OLENA MAKARCHUK is a Ukrainian writer. She lives in Sumy. Olena translates poems and prose texts from Crimean Tatar, Belarusian, Russian languages. She became finalist of the short prose competition *I can't help but love you...* from the *Coronation of the Word* (twice), of the international competition *WorkStory*, winner of the *Ukrainian Code* from the *Colosseum of the Pen*, winner of the short prose competition named after Ivan Chendei. Compiler of the collections *Write about the war*, *War has crept into the children's world*, *We became adults too early*, etc.



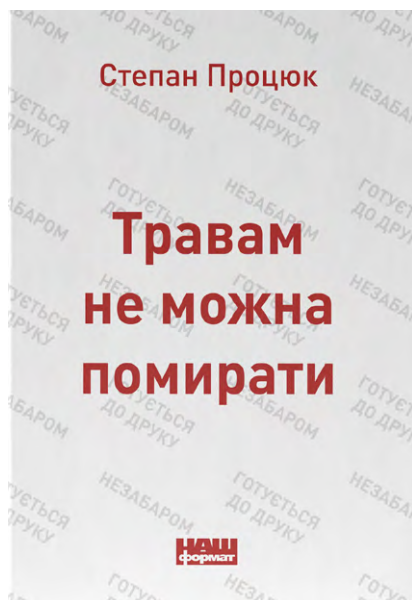
Excerpts:

"Mom, I've got the draft notice." Five years after the war, we still remember the occupation and another (!) Famine of 1946. They are in the city now. It's easier here. What a guy I've raised: he is tall just like his father, although he looks like Oksana. Well, he'll join the army. Fortunately, the war is over... Rare letters from Volhynia... In the latter one he even boasted that he would bring the bride from there, and suddenly... That man in uniform who came to Yavdokha one black morning and told her about death of her Vasylo... And you can't even look at his body (he said something about a fight with some bandits, that they had to step back, and when they came back...). Yavdoshka neither heard nor understood anything of that. It seemed that her life stopped when she was less than forty.

But the unpredictable thing happened. Denis stopped appearing online. One day passed. Two days. Friends feel themselves a bit surprised and anxious. Discussion in the comments: what have people heard, who received the last (the latter!) message, who was calling him and why he doesn't answer the phone. On the third day, one of the volunteers posted on his page. In the best traditions of "all is lost" and of ancient folk lamentations: the desperate "Oh My Goodness", "oh, I can't believe it!", "oh, they killed him", "oh, you don't cry over somebody else's children, but when it comes to your own." Lina understood from that stream of words: Denys and two of his fellows had disappeared.

...A small village was under fire. A shell hit the barn. The old grandmother was wiping her eyes with the edge of her handkerchief, looking at the mutilated body of the goat. Since then, Roman perceived the phrase "blood and milk" only in this negative sense. A small goat was standing nearby and bleating. Here it is! A kid! Polina's eyes look the same! They are confused, frightened and childishly naive. Comparing human eyes and goat eyes may seem ugly, but that case came to my mind. War. I woke up, and I could not fall to sleep again. I watched the morning slowly creeping into the window, the voices in the corridor becoming louder, and the hospital reviving.

GRASSES MUST NOT DIE



Novel

STEPAN PROTSIUK

Pages: coming soon

Published: 2022

The novel won *The Best Book of Pre-Carpathia – 2017* in the category *Prose* and was included in the top ten Ukrainian fiction books according to book bloggers. Based on the novel, a short film *70's* was made, directed by Taras Benyuk.

About the book:

The 1970s are the era of arrests, trials, self-immolations... With two decades left to live, Soviet power seems powerful, so few believe in the prospect of its fall. Dissenters become victims of Kagebist provocations and punitive psychiatry. The characters in the novel of the famous Ukrainian novelist are completely different: different vision of themselves, different willpower, and some of the characters are also on different sides of the barricades. Stepan Protsyuk's characters are prefabricated, generalized. But the methods and practices to which the Bolshevik regime resorted, destroying the human person, are shown with documentary concreteness.

Who is it for:

For a wide range of readers, all lovers of Ukrainian fiction, in particular historical novel.

Why this book:

This socio-psychological novel is an artistic reflection on the resistance movement in the USSR and the Ukrainian Union of Writers' collaboration with the Soviet authorities, and the use of repressive psychiatry in the 1970s.

About the author:

STEPAN PROTSIUK is a contemporary Ukrainian writer, winner of many literary awards. He is the author of 30 books for adults and children with 100,000 copies published, which brought him the Golden Writer of Ukraine award. His works have been translated into several foreign languages. He runs the YouTube channel "Writer about writers" and is a PEN Club member.



Excerpts:

The light bulb shone mercilessly. It looked into my eyes, echoing the doctor's diagnoses:

— You, young man, as I see it, have acute Russian language psychosis.

The light crawled into Maksym's soul, burning it with some unnatural and unfair fire. Maksym remembered how the investigator leaned across the table to him and then half whispered half shrieked:

— You would have been better off stealing than getting fucked on the language!

After May 22, Maksym was detained a few days later... on the street. They put him in Volodymyrska Street and accused him of anti-Soviet agitation and propaganda. Several investigators worked with him, as if one was tired of such a terrible enemy that eats Soviet children and drinks lunches and dinners with the blood of the builders of communism.

The second investigator booted theoretically, practically without looking at the guy:

— Russification is the meanest fiction of hostile propaganda. And you, Tomilenko, are hooked by ideological saboteurs! Where do you see oppression of the Ukrainian language?

Maxim wanted to spit in this mean, already with signs of the first fattening, face:

— Everywhere! Hear, everywhere! Go out on any street in Kyiv! Where will you hear Ukrainian? Where?

The investigator shook his head sadly and playfully, though not switching to Russian like the others:

— This is the voluntary choice of Soviet citizens, Tomilenko, you see? Voluntary!

— What kind of voluntary choice is it? — Maxim still argued at first, being ignorant and naive. — Everything is being done for russification! And so mean under the guise of "voluntary" choice among other things!

The investigator, calmly listening to Maksym's cries in the wilderness, pressed other hooks:

— Maksym, you're a smart guy. You need to study. The Ukrainian language is not threatened by anything. And you are threatened with imprisonment. Where did they incite you? Where are they now, where are you? Ah, ah, ah! By the way, who are they? What was their last name?

Maksym was silent.

They said they had to put him in a psychiatric Pavlov hospital. The specialists there, they said, would establish the diagnosis, although our psychologists think that you, boy, have acute psychosis on the basis of the Ukrainian language.

They brought him there. They put him in an isolation room with a bright light over his head.

Wild female howls could be heard from somewhere:

Even Ukrainian sounded within these walls, because it was no longer necessary to be embarrassed — the limit of shame had been crossed. The song sounded kind of coquettish, but such crazy coquettishness and animalistic dreams made Maksym want to crawl under the covers and not show his face for a long time:

*When I was young, and even better,
I was chasing a bull near Tarascha.*

He is here... it is not even known whether it is a few days... Time begins to lose its clear outlines, merging with space into one light above his head — a light bulb.

But they constantly give him some "injections". Those shots are so strange. Instead of blissful calmness spreading through the body, after a short (or long? He couldn't figure out how time passed there...) period of time, such... anxiety... fear came to the brain. It seemed to Maksym that the light bulb above his head was going to crumble to pieces. And each piece would dig into his head... He constantly asked to turn off that light bulb.

— It is not supposed to be turned off, — each time an indifferent voice answered.

Men's voices, by which one could immediately guess the level of intelligence, mostly consisted of amazing swearing. Sometimes mischievous folklore sounded, glorifying the kindness of the Russian man to all living and non-living beings:

*An axe from the village of U-uevo is floating down the river,
Let it float, you iron-headed cunt!*

Although once Maksym heard such despair in a broken voice that his blood run cold. And then the voices disappeared, falling into some abysses from which there is no way home... The light bulb attached to the low ceiling dried his brain.

So a week passed... maybe three weeks... no, probably a month or two... or six months, who knows... Time blurred... lost its clear contours...

Maksym was forgetting his sister... forgetting his mother... forgetting everything and everything... it was getting so warm, so good...

The light bulb was hitting his eyes and face like a Nazi spotlight. Maksym suddenly remembered the acute psychosis on the basis of the Ukrainian language, which for some reason they want to pin on him. He still didn't fully understand, why all this? Why was he here? Preliminarily, for some kind of diagnosis... between the headache-stricken unfortunates.

Suddenly a fierce rage ran through his brain. To kill and smash! To destroy and tear to pieces! Maksym rushed to the light bulb with his fists. He began pounding on it. There was total darkness in the tiny isolator.

Suddenly he heard (as if through a blanket... somewhere far, far away) shouts. Someone was bursting into his room, screaming:

— What have you done, you bastard!? Now you're finished!

Maksym heard someone hitting him — in the face, under his chest, at his feet... how they were stringing him up... There was no more scary light bulb. All around was suddenly covered by darkness...

FINGERS SLIPPING THROUGH SAND



Novel

STEPAN PROTSIUK

Pages: 224

Published: 2020

The book was included in the list of the best Ukrainian books of 2020 in the category *Fiction. Ukrainian prose* by members of PEN Ukraine. The book was long-listed for the Espresso Awards. Readers' Choice 2021 in the category *Literature for Adults* and the Lviv UNESCO City of Literature Award. Also shortlisted for the All-Ukrainian Book of the Year Rating-2021 in the category *Fiction. Contemporary Ukrainian prose / essay / drama*.

About the book:

Life is "a scenario chosen among many neglected or rejected ones." What does the boy named Soso choose: the priesthood or tyranny? What will composer Fedir choose: lifelong love or marriage to an unloved woman for the sake of his career? How will an honored artist end up in a psychiatric hospital? Will student Ivan renounce the idea of a united Ukraine and what will his nationalist friend Mykyta choose?

Against the backdrop of the Soviet Ukraine in the 1950s and the cult of Stalin, the dramas of people who make their choices in the world of pain and suffering unfold. Everything passes, only the thirst for life "sometimes has a chance to withstand all the fingers of change and the sand of renunciation ..."

Who is it for:

For a wide range of readers, all connoisseurs of Ukrainian fiction, historical and love novels.

Why this book:

The novel strikes relevant chords in the symphony of the eternal struggle of Ukraine for a dignified and independent existence. Then and now there were and there are people who face a choice between a "comfortable" life and justice, who are compliant and resilient. Read about this in the new book by Stepan Protsiuk.

About the author:

STEPAN PROTSIUK is a contemporary Ukrainian writer, winner of many literary awards. He is the author of 30 books for adults and children with 100,000 copies published, which brought him the Golden Writer of Ukraine award. His works have been translated into several foreign languages. He runs the YouTube channel *Writer about writers* and is a PEN Club member.

**Excerpt:**

Stalin was dying in agony. He did not think he could die, and he did not believe too much in his own decay. However, he did not really believe in the sincerity of masses glorifying his name. But it was impossible otherwise, because they — without ruthless discipline! without hierarchy! without fear! — will not maintain control of the great power.

He paced the room of his Kuntsevo dacha. Vlasik was arrested, fuck him. Yes, Vlasik was faithful to him like a dog. Not a big deal, you can always find a greater devotee. The only thing Stalin could not stand was the separation from his housewife Valia Istomina.

Valia isn't Vlasik, nor is she the new head of his security Novik. Valya is silent, humble and also devoted. She comforts him during long winter nights, which only get colder every year. Valya can be stroked, and sometimes even... A predatory, almost boyish smile ran across the leader's face. He is getting older. He is already over seventy. He thought that Valya, who had been to Kolyma on his order, might be forgotten or replaced with a similar type — there are millions of them, those silent and devoted Russian women. But... He stood firm. However, one particularly long autumn night...

He remembered his Nadiezda. He did not want her dead. He didn't want her to shoot herself. She framed him. And Vasily and Svetlana lost their mother. He cried at

his wife's funeral from helplessness. Not a single tear of the leader appeared in Soviet newspapers. The great Stalin, the great Generalissimo, and the friend of every Soviet man must never, nowhere, show petty-bourgeois sentimentality.

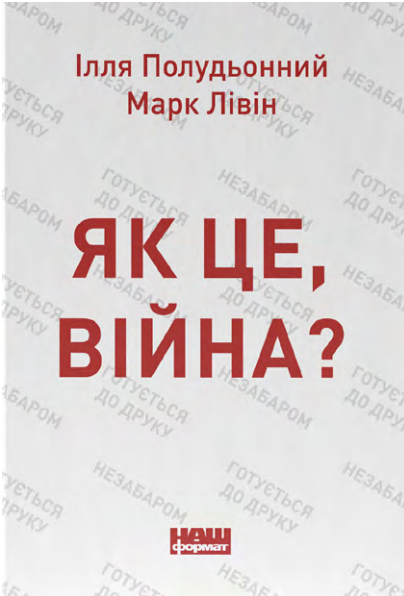
But there was no sentimentality. It vanished when he was still young. According to his non-partisan biographers, it disappeared when his first wife died and at the funeral he rushed to the grave for her. If he knew love for a woman, it was Kateryna Svanidze, who suddenly contracted tuberculosis, leaving behind her son Yakov. After Soso Dzhu-gashvili was pulled out of his wife's grave, Joseph Stalin was born. He never felt pity or sympathy. Especially for men. Especially for those taller than him. Especially for the gifted and dangerous.

Tukhachevsky, they said, shouted "Long live Stalin!" before the shooting in the attempt to move him to pity. He did not fall into this trap of Marshal Tukhachevsky. What a handsome man, a clever man, a Don Juan – all in one person! Stalin turned a blind eye on his adulteries, saying in denunciations that "we must be jealous." But the marshal was loved by the soldiers. He knew several foreign languages and was very educated, unlike the old Budiony-style soldiers. Stalin once thought that Tukhachevsky could be his real competitor. Fear, like an ugly rat, ran across the shoulders of the great generalissimo.

The next morning, he spinned Tukhachevsky's personal file. He is no longer a marshal, not a charismatic and still young commander, but a very ordinary enemy of the people, who must be destroyed — as a typhoid louse! as a cadaveric infection! as the most disgusting thing!

The leader did not trust anyone and did not love anyone. He called his alcoholic son Vasily an idiot. He has not seen his grandchildren in recent years, not even his daughter's children. Sometimes Svetlana Alliluyeva (Stalin did not like this, somewhat religious, maiden name of his wife) had the idea that the father had not forgiven her betrayal with other men. Unspoken complexes and suspicions, contempt and hatred filled the whole being of the short man, who was inexorably getting old.

WHAT DO YOU MEAN, A WAR?



ILLIA POLUDONNYI
MARK LIVIN

Pages: coming soon

Published: 2023

About the book:

To record, name, and explain what was/is still happening to people from a psychological and social perspective — that is the focus of the book *What Do You Mean, a War?* Here you will find personal stories of the authors (psychotherapist and publisher/media editor) during this timeline moment, their observations based on psychological theory. Mini-stories of the people will complement the material, becoming a kind of illustration of the events.

This book that is being written during the active phase of the war, so the authors can not determine exactly where and at what point we are on this schedule.

Who is it for:

Each of us has probably wondered, "What is war like?" It is very difficult to accept the new reality, in which enemy missiles are every day aimed at kindergartens, schools, hospitals and ordinary civilian apartment buildings. So our brain uses many defense mechanisms, trying to keep the psyche from

the shocking danger. The authors talk about all these defense mechanisms, taking as a basis the structure of the phases of disasters Diane Meyers & Leonard Zunin.

Why this book:

It was important for the authors to describe the experience of today's full-scale war in Ukraine from the inside, from the point of view of the civilian population. And most importantly, to do it fresh, which is why they began writing this book two months after the start of full-scale hostilities. As specialists working with the topics of practical psychology and media, as insiders of traumatic experience, Illia Poludonnyi and Mark Livin tried to record their observations and the dynamics of what has been happening so far around the war in Ukraine and explain it all from a psychological perspective.

About the author:

ILLIA POLUDONNYI is a psychologist, gestalt therapist, and co-founder of the online psychotherapy service TreatField.com. Co-author of the popular Ukrainian podcast about psychology *In Simple Words*.



MARK LIVIN is a journalist, writer and teacher of storytelling. Publisher of *The Village Ukraine*. TEDx conferences speaker. Co-author of the popular Ukrainian podcast about psychology *In Simple Words*.



IN SIMPLE WORDS

HOW TO UNDERSTAND YOUR EMOTIONS



MARK LIVIN
ILLIA POLUDONNYI

Pages: 264
Published: 2020

National bestseller

More than 20,000 copies sold

Based on the most popular Ukrainian podcast — #1 in Apple Podcasts (2021)

About the book:

Mind: Everything is OK! You've got a job, a roof over your head, food and friends.

Emotions: Well, it feels so sad.

If you had a similar experience and could not make sense of it, this book is for you. Journalist Mark Livin and psychotherapist Illia Poludonnyi talk about emotions and feelings in simple words. They teach how to decipher messages that come to our private chats with ourselves ("You've been sad lately. Pay attention to this!" or "You seem to be jealous of a friend who found a new job. Maybe it's time for you to change something too?") The book consists of 20 chapters. Each one is dedicated to a particular feeling or emotion: anger, envy, resentment, shame, loneliness, and so on. The authors explain theory in layman's terms, illustrate topics with examples from their own lives, share exercises to work on.

Who is it for:

For a wide range of readers, anyone who wants to understand themselves better and to learn to adapt quickly to life situations.

Why this book:

The authors explain theory in layman's terms, illustrate topics with examples from their own lives, share exercises to work on. The book is based on the most popular Ukrainian psychology podcast *In Simple Words*.

About the authors:

MARK LIVIN — journalist and author, teacher of storytelling, co-author and co-host of the popular psychology podcast *In Simple Words*. Publisher of *The Village Ukraine* and *Inspired*. TEDx conference speaker.



ILLIA POLUDONNYI — psychologist, gestalt therapist, co-founder of the online psychotherapeutic assistance platform *Treat-Field*. Co-hosts podcast *In Simple Words* with Mark Livin.



Review:

"I'm just a difficult person" — it is much easier to cover up your problems with this phrase and continue to poison the lives of your loved ones with toxicity and passive aggression. But if that is not an option for you, then read Mark and Illia: they explain in simple words how to understand yourself.

Andrii Bashtovyi, Editor-in-Chief, *The Village Ukraine*

Excerpts:

Should you ever express anger?

Back in the 1990s, Israeli scientist Jora Keynan and his team conducted an experiment involving 134 people. In the process, scientists confirmed the hypothesis: the intensity of anger correlates negatively with malaise, while the frequency of anger correlates positively. This means that getting angry — even very angry — is not bad but even good for your health, while being angry or enraged a lot of the time is really bad. So, the first form of dealing with anger is not an internal prohibition ("Well, I shouldn't get angry, I'm not angry") but saying to yourself, "Okay, I'm angry, why?" And likewise, instead of stopping others from showing anger, it is more effective to say, "I see that you are angry. Would you like to tell me why?"

Why feeling envy is not bad

Envy is often connected with our deep psychological needs of love, power, fame. Imagine an individual logging on his social network. He sees posts in which others demonstrate their achievements, and for some reason starts getting angry and goes on to write unpleasant comments or mutter under his breath, “You aren’t that cool.” Doing all that instead of admitting that he is envious and he also wants to brag about something and get support. The role of envy is to help formulate a need. Mostly it is behavior and actions, not feelings, that make people immoral. Envy accumulates energy for action through arousal. A person may want something but not understand it, not connect with the need or not admit the desire, pushing it into the subconscious. Accordingly, envy is a beacon to follow in the process of self-discovery and learning about your desires.

How to deal with resentment?

The first stage is to realize your own anger. Many people get angry without even realizing it. And, accordingly, they hide their own insult as an illegal resident who will sooner or later be caught red-handed. This is often because in their childhood they were just not allowed to get angry, so the feeling simply failed to integrate into their lives.

The second stage is to report the insult. Say (directly or to yourself for a start) what really hurt you and try to understand why it happened.

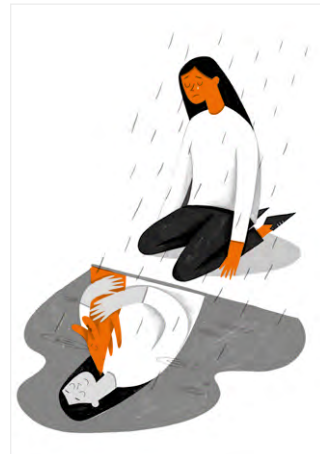
The third stage is to learn to speak directly about what you don’t like and to set boundaries. In our context of “keeping the door open” this can be a problem, so in addition to the ability to speak directly, you need to be patient.



Envy



Boredom



Grief and Loss

Interior illustrations (by Albina Kolesnichenko)

IN SIMPLE WORDS

HOW TO UNDERSTAND YOUR BEHAVIOR



MARK LIVIN
ILLIA POLUDONNYI

Pages: 264
Published: 2022

The first book sold more than 20,000 copies

Based on the most popular Ukrainian podcast — #1 in Apple Podcasts (2021)

About the book:

"I don't care how is he doing and who is he going around with!" In fact, you secretly check his social networks. Hello, objection! "Men can't cry," the father tells his son. His father used to repeat him these words again and again. Introjection, is that you? "A colleague writes in the business chat and never uses smileys. He is definitely angry with me for something!" It seems that the projection has joined the chat.

From this book, you will learn about many ways, which we use to "protect" ourselves from circumstances, among them denial, projection, idealization, removal, control and so on. They will help to understand ourselves and our behavior better: for example, they will explain our response to losses, our worrying because of our next speech, how we cope with bitterness or how we build boundaries. This topic is difficult, but Mark and Illia present the main ideas in layman's terms, refer to the big heads from Freud to Hollis, illustrate the topics with life stories and modern examples. Also, they add exercises and titles of films and books, that help to understand the topic better, to each section.

Who is it for:

For a wide range of readers who desire self-knowledge. And for those who want to understand how the protective mechanisms of the psyche work and how to respond to their own actions in certain life circumstances.

Why this book:

In simple words. How to understand your emotions has become an absolute bestseller of Nash Format Publishers. More than 20,000 copies of the book were printed. In the second part, *In Simple Words. How to Understand Your Behavior*, Mark Livin and Illia Poludonnyi discuss the ways to adapt a person to different situations. The book will help you to understand yourself and others. You can read the latter book without reference to the first one. But together they certainly are more efficient.

About the authors:

MARK LIVIN — journalist and author, teacher of storytelling, co-author and co-host of the popular psychology podcast *In Simple Words*. Publisher of *The Village Ukraine*. TEDx conference speaker.



ILLIA POLUDONNYI — psychologist, gestalt therapist, co-founder of the online psychotherapeutic assistance platform *Treat-Field*. Co-hosts podcast *In Simple Words* with Mark Livin.



Excerpts:

The harmful introjects

There are also many harmful introjects that limit a person and his behavior and harm others. One of them says, for example, that men should hide their emotions, and that women must serve the needs of men. Of course, this can happen if somebody deliberately decided to do that instead of following stereotypical social expectations (“I want to behave like this. I have personal reasons to think so”).

This becomes a real problem when the introject comes into conflict with the outside world. It results in a statement or belief with a minus sign, which is obviously harmful. For example, a girl was brought up in a family where her father was unfaithful to her mother. The mother could encourage this adultery, saying: “Men are goats.” So the daughter grows up with the idea that all men are unfaithful. Building healthy relationship becomes extremely difficult then.

Humor matters

Humor helps to cope with difficult experiences. People can tell about their pain using not their suffering or horror, but the scheme of narcissistic repulsion of reality — through jokes. People can laugh at the situation in the country instead of worrying about it.

It must also be added that humor can be used as a mechanism of denial and exclusion, when a person's "armor" is impenetrable. Probably you have a friend who is making fun of everything; it seems even impossible to discuss anything with him seriously (especially when it comes to him). In this case, we recommend reading chapters about objections and dismissals.

The idealization of relations

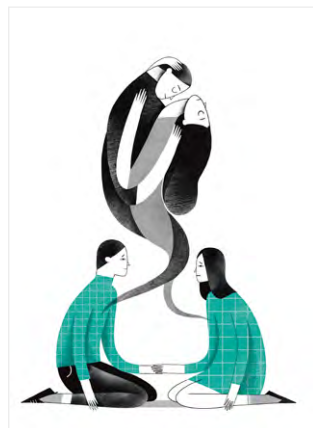
When two people just get to know each other and had no time yet to study each other well, they tend to idealization. They want to believe that this is the partner they need. They say, why start doing something you don't believe in? Psychotherapists often say that real relationships begin with disappointment, that is, with a meeting with reality. But we should not forget: before it happens, people must become perfect for each other. Because you can't be disappointed with what you did not consider "the best and the sweetest to your heart."



Projection



Humor



Sexualization

Interior illustrations (by Albina Kolesnichenko)

SHADT SIDE OF "HISTORY REWRITING"



VOLODYMYR VIATROVYCH

Pages: 528

Published: 2021

The book became the winner of the All-Ukrainian Book of the Year Rating-2021 in the category *The Past. Popular editions/historical journalism*. The book also became bestseller at Book Forum 2021.

About the book:

Historian Volodymyr Viatrovych has collected a number of his own publications – from the early 2000s to the present – and supplemented them with a contemporary narrative. These are articles, columns, and interviews on national identity, the Holodomor, the struggle for independence and the "people of will", the Orange Revolution and Euromaidan, materials classified as "top secret" that once became "top non-secret". Much of this history was carefully researched by the author, and some of the history he himself helped to create.

This is a book about the past – the authors', the Ukrainians', the past as a whole, about history as a history and a story, about the collective and the personal.

Who is it for:

For a wide readership of all those who want to form their own view of Ukrainian history and rethink both collective memory and events of the recent past.

Why this book:

This book is not about rewriting history. It is about Ukrainians' attempts to write the history of their own state. To free ourselves from the captivity of "big brother" thoughts and to achieve real independence, when you can tell your story in the first person. As the history of Ukraine, not the history of Russia, Poland, or anyone else in our land.

About the author:

VOLODYMYR VIATROVYCH (PhD), a historian, best-selling non-fiction author of *Ukraine. KGB secret files history*. As the Director of the Security Service of Ukraine Archives in 2008–2010, he opened the KGB archives to the public. As the Director of the Ukrainian Institute of National Remembrance (2014–2019) Viatrovych initiated the decommunization package of laws that started open access to the all Soviet archives 1917–1991.



Dr. Volodymyr Viatrovych is the author of 9 books and co-author of 8 books. His books are translated to English, Polish, and Czech. Ukrainian media named Viatrovych as "KGB archives hacker".

Dr. Viatrovych gave lectures at the National University of Kyiv-Mohyla Academy and Ukrainian Catholic University. He was a senior visiting scholar at Harvard Ukrainian Research Institute in 2010–2011. Viatrovych is a co-founder of The Lontsky Prison National Memorial Museum in Lviv at the site of the previous KGB and Gestapo prison. Currently Dr. Viatrovych is a Member of Parliament of Ukraine.

Review:

The book perfectly captures the tensions *що* Ukraine undergoing the transformation of historical memory. On the one hand, it is time for independent people to look at their history with their own eyes and not with the eyes of their enslavers. Only in this way will they assert their subjectivity. On the other hand, a democratic Ukraine must not resort to methods of force that the communist regime used to exterminate the manifestations of Ukrainian identity. Volodymyr Viatrovych has chosen the important mission of facilitating the former without resorting to the latter.

Myroslav Marynovych, pro-rector of the Ukrainian Catholic University, Gulag prisoner (1977-1987)

It is a remarkably fascinating read – a running history in fluent, its raw, red-hot magma, carefully recorded “from within” by a researcher and participant, to whom Ukraine owes several successful reforms of the past decade. The author has every right to say of himself, in the words of Shevchenko: “The history of my life is part of the history of my homeland.

Oksana Zabuzhko, writer, Shevchenko Prize laureate

Excerpts:

About the members of the OUN and the UPA

Historians like to give generalized names to certain periods of the past, a set of events or groups of people. This way one can immediately emphasize their (periods, events, people) defining characteristic, something that makes them unique, distinguishes them from others, and unites them. I have called the participants of the liberation movements OUN and UPA “People of Freedom/Will”. The second word consists of the two meanings provided in our language. Will — as an inner core, inflexibility, purposefulness. And freedom, personal and collective, national. After all, the slogan of their lives was “Freedom or Death.” And they proved that for them these were not just pathetic words.

Why didn't the Orange Revolution bring the expected results?

Between 2005 and 2010, we all failed to seize unique opportunities, unused by the authorities and citizens. We weren't ready. It seems that just as in 1918, Ukraine knew how to conquer the state, but did not know how to build it. Ukrainians were great opponents of power — rebels, dissidents, able to fight it, but not able to take advantage of it. On the one hand, there were no people qualified for government positions (our youth organizations even in the independent Ukraine prepared forest guerrillas, but not the employees necessary for the country), on the other hand, the community absolutely did not accept “our people” in power. For the Ukrainians, power has always been alien. So, when “ours” showed up, we did not know at all how to treat them. Some, as usual, saw the government as enemies and considered those who had gone into public service as almost traitors. Others betrayed the other extreme — they were afraid to say anything critical about “ours” and turned a blind eye to the way they were confidently becoming similar to their yesterday's opponents.

UKRAINE

KGB SECRET FILES HISTORY



VOLODYMYR VIATROVYCH

Pages: 512

First published: 2012

Updated edition: 2021

16 position of Top 30 prominent books of 30 years of Ukrainian Independence (Project of the Ukrainian Book Institute and Ministry of Culture of Ukraine).

Up to 100,000 copies sold in Ukraine since its first publication in 2012.

Rights sold:

Czech Republic (NAKLADATELSTVÍ ACADEMIA)

About the book:

The unknown and classified KGB history of the largest country in Europe — Ukraine — is not only the history of people but also of deeds. They have answers to many questions. The most important of which — why did a war begin again in Europe? Why is it so important for Russia to conquer Ukraine? Why are Ukrainians putting up such a powerful resistance?

Historian Volodymyr Viatrovych, who previously declassified the secret archives of the Soviet special services from the Cheka to the KGB, talks about the history of Ukraine, the USSR and Eastern Europe from 1918 to 1991.

The reader, along with various heroes and traitors, those who thought they were in control of events, and those who thought they had no power over them, will once again play out the nearly century-old chess game between the Ukrainian liberation movement and the creators of the "prison of nations." Described in reports and recreated by a historian, this work looks at cunning special operations, deadly moves, information wars and complex games among several players that are all an attempt to find an answer to the question: what creates our destiny — human will or circumstances?

Who is it for:

For a wide range of readers, all those who want to form their own view of the history of Ukraine as a result of the open Soviet archives 1917–1991 and their explanation by the author.

Why this book:

Volodymyr Viatrovych is a historian who offers a fresh and unorthodox view on the history of Central Europe during WWII and Soviet Union collapse. Nowadays he describes Russian aggression.

About the author:

VOLODYMYR VIATROVYCH (PhD), a historian, best-selling non-fiction author of "Ukraine. KGB secret files history". As the Director of the Security Service of Ukraine Archives in 2008–2010, he opened the KGB archives to the public. As the Director of the Ukrainian Institute of National Remembrance (2014–2019) Viatrovych initiated the decommunization package of laws that started open access to the all Soviet archives 1917–1991.



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STEPAN BANDERA

THE LEADER OF THE UKRAINIAN IDEA



МЬКОЛА ПОСІВНИЧ

Pages: coming soon

Published: 2023

About the book:

Stepan Bandera — who is he, this faithful son of the Ukrainian land, and why the discussion about this bright and extraordinary personality will not cease for a long time? What makes this not very tall and not at all stocky man a Symbol, a Flag, a Legend? Why is he, a prisoner of Hitler's concentration camps, called an enemy by some tribunes and a Leader and hero by others? To understand this, we must begin by overcoming the stereotypes established through 70 years of powerful Soviet propaganda. Based on reliable facts, interesting and unknown to the general public materials, the author tells the biography of the OUN* leader without artificially created myths: his views, ideals he was guided by and, in the end, what kind of person he was.

* The Organization of Ukrainian Nationalists is a social and political movement founded in 1929, which aimed to establish the Ukrainian state.

Who is it for:

For a wide range of readers, all those who want to plunge into the life atmosphere of the generation that fought for independence of Ukraine in the mid-twentieth century. For those who seek to form their own attitude to its heroes and, above all, to the outstanding personality of Stepan Bandera.

Why this book:

This book is the newest and most comprehensive study of Stepan Bandera's life. The author is a recognized scholar and perhaps the most respected expert on this topic in Ukraine. The book is based on numerous documents and testimonies, including authentic memoirs of Stepan Bandera himself. It contains many illustrative materials, as well as a media appendix.

About the author:

MYKOLA POSIVNYCH — PhD in History, researcher at the Department of Modern History of the Institute of Ukrainian Studies of the National Academy of Sciences of Ukraine and President of the UPA Chronicle Foundation. He studies the nationalist movement. Author of 6 monographs, 6 brochures and more than 140 articles, compiler and editor of 16 books.



Excerpts:

*Stepan Bandera's entry to "Plast"** and activities in this organisation*

Because of a serious illness (rheumatism of knee joints) Stepan Bandera was not admitted to "Plast" for two years. There were times when the boy could not walk at all. And only through an extraordinary effort he overcame the pain and passed the physical exercises necessary for admission. On October 1, 1922, Bandera was assigned to the "Wolf" circle of the Fifth Plast Hut of Prince Yaroslav Osmomysl in Stryi. The task of "Plast", according to Bandera, was to nurture the spirit of brotherhood among its members and educate them according to the scouting program. The main activities were trips and camps that took place in Stryi town and the Carpathians. Stepan Bandera took his first Plast oath on February 26, 1923, after six months of preparation and fulfilling the requirements of the first Plast test.

** Plast is a Ukrainian national scouting organization established in 1911, which brought up a whole generation of fighters for Ukrainian independence.

"Rediscovery" of Stepan Bandera

Stepan Bandera as a historical figure was formed thanks to one of the most successful Ukrainian social projects — the OUN. Its main aims were the restoration of independence and people's awareness of the need for their own state, the lack of which was the main reason for the defeat of the liberation struggle in 1917–1921. However, the figure of Bandera is still mythologized. In Eastern Ukraine, not to mention Russia, Poland and Israel, Bandera is known only as a fanatical terrorist who used all methods to achieve his goals, and this has little to do with his real activities and political views. For almost thirty years Stepan Bandera was an active participant and conductor of the liberation movement, the founder of a number of political-ideological, strategic and tactical principles of the national liberation struggle. He fully devoted his life, talent and work to the ideals of the struggle for the liberation of Ukraine.

ROMAN SHUKHEVYCH

THE LIFE OF A LEGEND



OLESIA ISAYUK

Pages: coming soon

Published: 2022

About the book:

Roman Shukhevych was the Chief Commander of the UPA* in 1943–1950. He is not only one of the most prominent figures in the history of the struggle for Ukrainian independence, but also a bright representative of the true Ukrainian elite: he came from a respected family, was brilliantly educated, seriously engaged in sports, music, and eventually became a successful businessman.

Roman Shukhevych was a principled enemy of the "red empire". A flexible tactician and insightful strategist, he began to do what only now, in the context of another Russian aggression against Ukraine, has become obvious to many intellectuals, politicians and diplomats.

The book traces the dramatic life of Roman Shukhevych, revealing for us, first of all, an extremely interesting and powerful personality.

* UPA — Ukrainian Insurgent Army, a military-political formation that operated in Ukraine in 1942–1960.

Who is it for:

For a wide range of readers, all those who want to plunge into the life atmosphere of the generation that fought for Ukraine's independence in the mid-twentieth century and for those readers who want to form their own attitude to its heroes and, in particular, to the legendary personality of Roman Shukhevych.

Why this book:

This is the most complete and first popular science biography of Roman Shukhevych. The book is based solely on sources, evidence and research, little known to the general public, and memoirs of contemporaries. It is illustrated with unique photographs. The author, who has been studying this topic for many years, pays special attention to refuting the myths of Soviet propaganda and argumentatively proves their falsity.

About the author:

OLEZIA ISAYUK is a historian, PhD in humanities. She is a researcher at the Center for Liberation Movement Studies and the National Museum-Memorial *Prison on Łącki* (former KGB and Gestapo prison). She is the author of several articles and a series of texts on the understanding of coloniality in Ukrainian literature. Isayuk researches the period of Nazi occupation in Ukraine, in particular the issue of Nazi repression against participants of the liberation movement.



Excerpts:

On Roman Shukhevych's love of order

The same people who respected Roman Shukhevich for his democracy and simple behavior were the first “victims” of his exactingness... Order and neatness he demanded from everyone — from the rank-and-file insurgent to himself. Working with documents, he paid attention not only to the “ideological component”, but also to minor flaws (once he sent the author of an article to the dictionary to clarify the spelling of the word “periphery?”).

On the training of officers

Roman Shukhevych's merit was the rotation of battalion fighters in the position of commander under training conditions. He understood that the main problem of the future Ukrainian army would be a shortage of professional officers, so he made sure to prepare his subordinates for the officer role as much as possible.

THE LAST COMMANDER OF THE UPA

LIFE AND STRUGGLE OF VASYL KUK



ALINA PONYPALIAK

Pages: 256

Published: 2021

The book was long-listed for the Espresso Readers' Choice Awards-2021 in the category *Adult Literature*. Also the book was shortlisted for the All-Ukrainian Rating Book of the Year 2021 in the category *The Past. Biographies/Memoirs*.

About the book:

There are great heroes of the epoch, and there are great heroes of several epochs. Such a person was the last commander of the Ukrainian Insurgent Army Vasyl Kuk. He was born before World War I, lived through the hard times of World War II, the flowering and winding up of the UPA, was captured by the Soviets and, together with Ukraine, received the coveted freedom in 1991.

How did his family predicament affect his views? When did he become interested in the idea of armed struggle? How did he survive the deaths of his brothers Ilko and Illari, executed for Ukrainian statehood? How did he build an OUN network in Dnipropetrovsk and stay in the underground in Volynia and Galicia? How did he continue his quiet struggle in 1970–1980 and got a second wind after independence? Historian Alina Ponypaliak answers all these questions.

Who is it for:

For a wide readership, for all those who want to immerse themselves in the atmosphere of life of the generation fighting for Ukrainian independence in the mid-20th century and to debunk the myths and secrets surrounding the last commander of the UPA.

Why this book:

The author researched archival data and memories of people who personally knew Vasyl Kuk, talked to relatives, visited the place where he was born, lived and worked. All this helped to show who was Kuk and how he fought for Ukrainian independence.

About the author:

ALINA PONYPALIAK is a doctoral candidate in history, a researcher of the Ukrainian liberation movement, a scholar at the National Museum of History of Ukraine, and a co-facilitator of the *Turn Off Russia* initiative.



Review:

This biography of Vasyl Kuk is not the first book by Ukrainian historians about him and probably not the last. But it is definitely the most complete, written using the largest array of sources. The author not only took advantage of the open access to KGB archives as part of the decommunization, but also carefully worked with private documents of the general and his family.

Volodymyr Viatrovych, historian

Vasyl Kuk is one of the most interesting historical characters of the "war after the war". A man who knew everyone and everything about the underground. He came out alive from the KGB and defeated the Red Moscow. Survived to the independence of Ukraine, which, although it did not become the USSR in its Bandera version, but respects the heroics of the liberation struggle. And "Glory to Ukraine! (Slava Ukraini)" is now our slogan.

Vakhtang Kipiani,

editor-in-chief of the online media Historical Truth

Excerpts:

On the tragic fate of the Kuk family

The history of Vasyl Kuk and his family is in many respects indicative and unique for that time. All the children of Stepan Matviyevych and Paraskovia Fedorivna were members or sympathizers of the OUN. The younger brother Illari Kuk was executed by the Polish authorities in 1938 for his activity in the OUN and his involvement in the Jasinski case. Fylymon and Ivan, who belonged to the Youth of the OUN, were arrested by the Soviet regime in 1940 and sentenced to eight years in prison camps. Sister Eva also belonged to the OUN and was the wife of an OUN man, “Medved”, who was killed in 1945 in Stryj region, and she herself died of heart disease in 1946. In 1954 Vasyl Kuk also fell into the hands of the occupants. Unfortunately, the tragedy of the Kuk family was not isolated. If we recollect family stories of other OUN and UPA figures such as Stepan Bandera, his brothers Bohdan, Olexander and Vasyl were tortured by the occupants and his sisters were exiled to Siberia. Even Stepan Bandera’s father, the Greek-Catholic priest Andrew, was shot by the NKVD.

On Vasyl Kuk's love of study

Vasyl loved gymnasium very much. In these walls he was very native: the majority of the students there were Ukrainians. The teachers were also Ukrainians, most of them had gone through the First World War and fought for Ukrainian statehood in 1917–1921. And Vasyl also loved the gymnasium for the fact that there were bookcases in every class. Vasyl treated books with great respect — not because they costed a lot, but because he considered them a treasury of knowledge. He greedily picked up everything he could get his hands on and grasped every word. Poverty motivated him to learn: to become a man and get away from the field and the poor land, he had to try very hard. His father’s words were also an incentive: “What can I give you, children, except knowledge, which is not carried in a heavy bag over your shoulders?”

THE POINT OF NO RETURN



Memoirs

DMYTRO VERBYCH

Pages: 192

Published: 2020

The book was long-listed for the BBC Book of the Year Award-2020 and the Espresso Readers' Choice Award-2020 in the *Adult Literature* category. It was also shortlisted for the All-Ukrainian Book of the Year Rating-2020 in the category *Horizons. Journalism / Modern Memoirs*.

About the book:

This story is about modern Ukrainian knights with different lifestyles: a vegetarian who traded diesel in Nigeria, a free-fight trainer, a traveler, and many others. In the blink of an eye, however, there came a point of no return for them. Life could no longer be as it had been before. A war had broken out.

Who is it for:

For a wide range of readers, for all who want to know more about the war in eastern Ukraine.

Why this book:

In this book, Volunteer Battalion fighter Dmytro Verbych tells about the active phase of combat operations in Donbas in 2014-2015. He talks frankly about the many faces of the enemies at the frontline: separatists, Russian special forces, extreme cold, hunger, and dirt. About how the first volunteers went to the war with nothing but knives. About how to make decisions on which not only your life depends.

About the author:

DMYTRO VERBYCH is a social activist, soldier-volunteer, and defender of Donetsk airport. He graduated as a political scientist and worked as a journalist, but gave up his job to travel. He is the author and presenter of a video project about travel *By Azimuth*. Currently, he is fighting in the Armed Forces of Ukraine.



Review:

It's a story about irreversibility. The story of how once you set foot on a minefield, you can't go back. And the lives of your fellows depend on that one step you take. I hope that this book will become a personal point of no return for each reader.

Valerii Ananiev, war in Donbas veteran,
author of the bestseller *Footprints on the Road*

"The Point of No Return" is not about the facade of war. It is a book about war as it is: full of disorder, treason, looting, drunkenness, filth and stench. Because war is, above all, chaos, not a game of chess. Olexiy Golobuckij, political analyst

Artem Polezhaka, Ukrainian poet

The author with the words of truth on paper reminds the simple thing: you consist exactly of what you believe in, how and what for you live.

Valerii Chobotar, war in Donbas veteran,
free-fight trainer, military psychologist

Excerpts:

About the enemy attack

And Hollywood began. The passage was on fire, the APC was on fire, mines exploded around us. Separatists periodically started the running fire. Chub and another fighter moved forward rolling on the ground. One soldier took cover and started responding to enemy fire, the other ran to the next cover through a space saturated with missiles fells and bullets. So they reached the outermost burned-out APC. Five men fell out of the cellar, dragging one already asphyxiated soldier and a machine gun. For a moment there emerged a question: should they take the body or the precious weapon? The soldiers

took the body. Thinking back on it, Chub many times regretted that he did not take a machine gun on his neck — he would have pulled it.

About the war routine

Days passed for days, merging into a continuous stream. Sometimes soldiers called family or friends. One could leave to visit the neighboring positions. Tea, coffee, expired chocolates, canned goods, Jin Ling cigarettes in bulk in boxes. Tankers, paratroopers, volunteers — people were consumed in their new roles, getting used to the new reality and feeling comfortable in it. Humans have a high ability to adapt. At first it seems as if you are in hell. Subsequently, you begin to like that hell.

SKOROPADSKY AND THE CRIMEA

FROM CONFRONTATION TO INCORPORATION



SERHII HROMENKO

Pages: 352

Published: 2021

The book was shortlisted for the All-Ukrainian Book of the Year Rating-2021 in the category *The Past. Popular editions/historical journalism*. Also long-listed for the Espresso Readers' Choice Award 2021 in the category *Literature for Adults*.

About the book:

Whose Crimea is now and who should it belong to in the future? What should be the status of the peninsula: an independent state, a member of a union or a subject of a federation, an autonomy or a region under a foreign protectorate? Who should have the right to govern Crimea – the ethnic majority or the indigenous peoples? How should Ukraine deal with the peninsula – should it give it the widest powers or introduce direct administration from Kyiv, persuade the Crimeans with a kind word or impose a ruthless economic blockade?

No, these questions are not from the 2014 agenda after the Russian annexation of Crimea – Ukraine was facing them a century ago.

Who is it for:

For a wide readership, history lovers, anyone who wants to explore the international disputes over the status of Crimea and attempts to solve the problem of its belonging, as well as learn the course of Crimean-Ukrainian relations, which fluctuated from an uncompromising economic struggle (even with shooting at the border) to negotiations on the rights of the new region within Ukraine.

Why this book:

This book tells how the Ukrainian state and the international community responded to the challenges in the Crimea at the end of World War I.

About the author:

SERHII HROMENKO is a Crimean citizen, PhD in history, and a columnist for Krym.Realia (Radio Liberty). Winner of the V International Jerzy Giedroyc Competition (2011) and a finalist of the All-Ukrainian Book of the Year Rating-2019. The author of six books about the Crimea peninsula. And the Crimea is Ukraine!



Review:

The book not only details the portraits of Sulkevych and Skoropadsky, but also returns to the stained-glass window of our history the outlines of the present, not disfigured by Russian ideologues of the Crimea during the first liberation struggles. It is not only about the past, but also about the future, in which Ukraine and Crimea should make no more mistakes.

Vitalii Haidukevych,
journalist, Channel 5 anchor

The book provides much thought-provoking material. The events of Crimea more than a hundred years ago are instructive as an example of the uneasy combination of aspirations and clashing interests of many historical actors — Ukrainians, Crimean Tatars, Russian Whites and Reds, Germans, etc. The pull of the Ukrainian state to the Black Sea was not dotted with thorns. But we were irresistibly drawn there because our lands, people and navy were there.

Vakhtang Kipiani,
editor-in-chief of the online media Historical Truth

Excerpts:*On the first waves of red terror in the Crimea*

The shootings of the Black Sea Fleet officers by Sevastopol sailors on December 28-30 (15-17), 1917, can be considered a kind of “rehearsal” of the pogroms. At that time, under the guise of revenge for the persecution after the suppression of the 1905 revolution, the ship crews of the destroyers Hajibey and Fidonisi killed more than 30 of their commanders, and 128 officers in total were killed in the city. These events were then dubbed the “Bartholomew Nights”. After that, the Sevastopol VRK decided: searches and arrests could be carried out only with warrants, and the cases should be considered by the investigation commissions and be considered at public meetings of the Revolutionary Tribunal.

On Skoropadsky's position on the Crimea

In early June [1918] Hetman Skoropadsky, in an interview with a correspondent of an Austrian publication, noted: “First of all, we need an alliance with the Crimea; the Black Sea is the way for Ukraine to gain access to the seas. We need a navy for our trade and for our positioning as a state, so we need harbors that can only be found in Crimea”.

And on June 12, the Ukrainian State Foreign Ministry sent a note to the Austro-Hungarian ambassador Josef Forgach emphasizing the need to incorporate Crimea into Ukraine, given its close economic, political and ethnographic ties. Even then, the peninsula was supposed to retain its autonomous status.

NAVAL POWER AND ITS LIMITS



MAKSYM PALAMARCHUK

Pages: 200

Published: 2019

About the book:

For centuries, the sea was a battlefield of the great powers. Maritime nations—the Netherlands, the UK, the USA, and Japan—vied for control over the sea. Becoming the most powerful maritime nation meant control over trade, money flow and world politics. How did the greatest fleets emerge? How did the naval forces change in the 21st century?

Who is it for:

For readers with an interest in military history, military science, navy history, and political studies.

Why this book:

The book explores the rules governing a military engagement at sea, and the naval strategies of the dominant maritime nations and their rivals. It covers the period from the first capitalist revolution (it's no coincidence that it took place in the late 16th century in the Netherlands, which had strong sea trade since the feudal era) to the present.

About the author:

Maksym Palamarchuk holds a PhD in political sciences. He was an analyst at the National Institute for Strategic Studies and at the National Security and Defence Council of Ukraine. He published many articles on national security, popular studies on different state strategies in conflicts, as well as analyses of the development of and challenges faced by the Ukrainian Navy.



Excerpts:

On becoming the "master of the seas"

As history demonstrates, there's only one tried and true method for gaining the status of the topmost maritime power: you build the strongest fleet in the world, and you forge an alliance with your predecessor. The dominant sea state depletes its resources in the standoff with several contenders vying for the title. Worn down, the "master of the seas" chooses one of the contenders as its ally, in essence appointing its own successor.

The choice tends to fall on the closest, most relatable, and thus easily predictable partner. The Dutch chose not the autocratic Catholic France, but the protestant Britain, where the parliament limited the monarch's power. In WW II, the UK chose an alliance with its democratic "colonial cousins," the Americans, over negotiating with the Nazi Germany.

Obviously, the successful contender for the status of the "master of the seas" is driven by the same logic in choosing an alliance with a similar partner. In this sense, England's "split" in the 17th century is a very indicative example: loyal to the Catholic Church, an aspiring autocrat Charles II chose an alliance with Louis XIV, which the parliament opposed. The parliament eventually found protection from absolutist aspirations of the Catholic King James II in an alliance with the Dutch Republic.

And yet, the workable method of accruing power gradually is not for authoritarian leaders. Used to the obedience of their subjects, they mistake the master of the sea's choice to prioritize economic interests for a sign of weakness. As the result, they try to win dominance by military means time and time again, making up for their smaller navies with inventive strategies.

On naval warfare

In land warfare, the chances of victory are defined by the army's size, provisions and equipment. In naval warfare, the results depend on the number and technical specifications of the ships (or, more recently, jets). On land, the weaker side may turn the tide with a smart choice of defensible grounds, fortifications or guerrilla warfare. In the sea, the advantage in quality or quantity can be overcome only in exceedingly rare cases. A talented admiral of the weaker fleet may snatch victory from the jaws of defeat by taking out the stronger opponent unit by unit, creating temporary advantage in numbers or, at the very least, equilibrium of strength.

37 BUDDHIST THINGS

HOW TO SURVIVE TROUBLED TIMES (UPDATED)



OLHA KORNYUSHYNA

Pages: 288

Published: 2022

Together with readers, the book has already been to bomb shelters, temporarily occupied territories, and abroad. A previous edition of the book won the Book of Chebookfest – 2021 award in the category *Motivational and Business Literature*.

About the book:

Most Ukrainians, despite the experience of 2014, did not believe that a full-scale military invasion by the Russian Federation would begin. Their minds refused to accept reality, but they needed to react to the situation immediately. A person caught off guard is not always able to pull together. We often need some kind of support – a human, a pet, or a book.

Olha Kornyushyna's book can provide that support, because it is not about Buddhism as a religion that has the answers to everything. It is about how Buddhist practices change our condition and help us in times of confusion. How to handle our emotions and become calmer? How to deal with loss and not cling to the past? Why does helping others make us feel better? Scientist and coach Olha Kornyushyna discusses these questions. She offers 37 steps that can change our psychological state and attitude towards life.

The author has adapted these steps for our difficult present, supplemented each section of the book with insights into the classic steps of mind training and exercises that can be useful precisely in the period of experiencing extraordinary challenges. The additions are based on Olha Kornyushyna's

personal experience during her stay in the combat zone of the Kyiv region in late February and early March 2022.

Who is it for:

This book is for anyone who has been through difficult times and is looking for effective methods for navigating that path. It can become the first psychological help for those who now need support.

Why this book:

As a scholar Olha Kornyshyna explores similarities in the modern science and Buddhist methods of mind training. And as a coach, she offers exercises that will help qualitatively work through each step and get on the path of balance, harmony, and tranquility. Exercises presented in the expanded edition offer specific advice tailored to the conditions of war and the extreme level of crisis that readers may now be experiencing.

About the author:

OLHA KORNYUSHYNA is a scientist, translator, and coach. She received her PhD in chemistry from the University of Utah. Since 2004 she has been practicing Tibetan Buddhism. Olha administers the Garchen Rinpoche Buddhist Center in Kiev. She had great career from chemistry lab worker, PhD thesis author, project and research work manager in a manufacturing company to HR specialist and coach.



Excerpts:

The Enabling Environment — Place

One of the very first losses in war is the loss of our sense of security. It can also be difficult for us to assess whether or not our usual safe places really remain safe. At the beginning of the full-scale invasion of the Kyiv region by Russian Federation troops, many people I know went to their summer homes or to the country houses of their parents and friends. These places had always been safe for them and gave them a sense of security. Unfortunately, in the new reality that changed all too quickly, it was these places that became deadly in the first weeks of the war. With the lack of information and the general absurdity of the situation, which was completely outside any usual notions of reality, it was very easy to make a wrong decision. It could be said that attachment to our former safe havens played a cruel trick on many of us. Favorable places turned into bad places surprisingly quickly.

When we managed to escape from such a bad place at the beginning of March 2022, I could explore how the level of anxious emotions changed and clarity of perception returned depending on the degree of physical safety of the environment. However, my confidence in my mind training methods during that period was completely unshakeable, and it opened up access to my inner safety space. It was there that I found the source of resource and confidence.

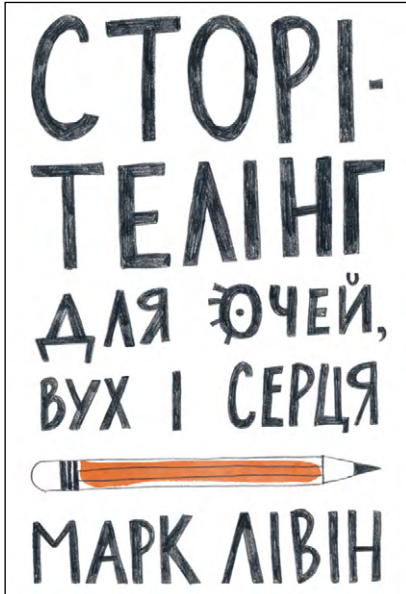
A special exercise for those who were forced to move to another city or country during the war

Objective: To explore your circle of communication in your new environment.

Exploring my social circle:

- Would I become connected with the people around me if I had a normal life?
- If yes, would I communicate with them as much and as openly?
- Do I now communicate with people who share my values and outlook on life?

STORYTELLING FOR EYES, EARS AND HEARTS



MARK LIVIN

Pages: 184

Published: 2019

About the book:

You can tell anything as a story. No matter what you are writing about, information will become more interesting and vibrant if you frame it as a narrative. It is stories rather than dry facts that help you to emotionally engage and persuade the audience.

Who is it for:

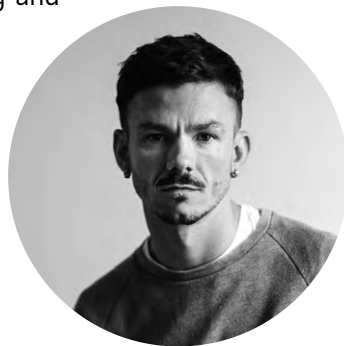
The book is geared towards a wide readership of everybody who wants to learn storytelling, be it for writing a novel or a short story, creating a striking description of a product or a service, or just publishing an interesting post on Facebook.

Why this book:

In this book, Mark Livin teaches his readers to hear and see stories, expand their understanding of texts, and write engagingly. He includes conversations with acclaimed Ukrainian writers, PR specialists and journalists who describe their approaches to storytelling and writing.

About the author:

MARK LIVIN — journalist and author, teacher of storytelling, co-author and co-host of the popular psychology podcast *In Simple Words*. Publisher of *The Village Ukraine*. TEDx conference speaker.



Excerpts:

On storytelling

At the most basic level, storytelling is a way of conveying information through pictures. The logic of constructing a story is as follows: you begin by generalizing your message to yourself (for example, “happiness is a choice”). Then you find facts or pictures to support your claim.

* * *

People have been telling stories for all sorts of reasons: to entertain, to process experience, to socialize, etc. Narratives accumulated our knowledge about ourselves. Gossip, a quintessential sign of interest in the other, had played a prominent role in the process. “I know that you know that I know...” The protagonist of *Big Bang Theory*, Sheldon Cooper, joked that “I’m no stranger to mimetic epidemiology. At Johnson Elementary school, the phrase ‘Shelly Cooper’s a smelly pooper’ spread like wildfire.” The Israeli historian Yuval Noah Harari explored gossip as a foundation stone of the contemporary world in his book *Sapiens*. According to him, a group could interact based on interpersonal relations and assumptions alone, making knowledge and secrets exchanged between group members a prized possession, only until it reached the size of approximately 150. Sociology describes this phenomenon as “the Dunbar’s number”: a person can maintain an average of 150 stable social ties. Despite that, history had made a “quantum leap,” and the number of people a person had to interact with to increase and amass resources had risen. Interpersonal relations no longer sufficed, so “grand stories” explaining the world and telling one how to deal with it had to step in and provide social cohesion.

On the difference between a good and a bad story

A good story lets the audience follow one strong claim (or plot) from beginning to end by combining arguments of varying depth and occasionally bringing it to the forefront. In a bad story, the main idea gets bogged down in unclear arguments as the narrative plods ahead. Don't forget Wittgenstein's doctrine, use words to put pictures of objects from their reality in the minds of your audience.

Для чого історіям цінності?



Люди розповідали історії з різною метою — щоб розважитися, заспокоїти досвід, соціалізуватися тощо. Ці оповіді накопичували знання про нас. І значну роль у цьому процесі відіграють півтисяч років записані в одній книжці історії. «Я знаю, що ти знаєш, що я знаю...». Герой «Теорії великого вибуху» Шелдон Купер жартував про це: «Ще в початковій школі Льюїс Фрайкс: «Шелдон Купер — смеральчий фuffa» поширювалися швидше за вірус поліомиїту».

Про теорію півтож як одну з основ сучасного світу розповідає ізраїльський науковець Ювад Ной Харарі у книжці «Повидна розумна». На його думку, група зі трьох осіб могла взаємодіяти лише на основі міжособистісних стосунків і здогадок одне про одного. Цивілізація була знання і тасмичі, якими обмінювалися люди. Соціологія пояснює це явище «числом Данбара»²² — теорією, за якою людина

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Що спільного в автора та будівельника?



Я багато років працюю у творчому середовищі і чути немаю різних варіантів, чому людям важко працювати з історіями. Вони ставлять три найпоширеніші питання:

1. Вісвітність натхнення: «Про що писати?».
2. Проблема білого аркуша: «С ідея, але коли пишу, все зникає».
3. Непевненість у собі: «Чому це взагалі має когось цікавити?».

Можливо, ці проблеми навіли поп-культурою, яка романтизує досвід автора. Кожна, хто не розібрався, як усе це працює, бачить перед очима картинку з різних фільмів чи книжок: автори сидять за столом у задимленій кімнаті, часом зриваються на різні, щоб походити, а тоді різко сідують і нервово стукотять по клавіатурі (чи по друкарській машині), подекуди загинаючи все це

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Сильний герой — сильний текст



Людина — головний інформаційний центр будь-якої історії. Створюючи історію, потрібно спілкуватися з людьми, які володіють потрібними знаннями. Щоб дістати з них сильну історію, треба емоційно «уважувати» всі інтелектуальні й емоційні навіжки. Підготуватися до розмови і сприймати досвід без упередження й оцінних суджень (більше про це ми говорили в розділі про активне слухання). Я неодноразово чула від авторів, які працюють з інтерв'ю, щось на зразок: «Та вона (він) не говорить зовсім» або «Він (вона) говорить так, що нічого не розбереш».

Незважаючи на те, що автор і герой за законодавством є співаторами історії, слабка інтерв'ю — проблема автора (завжди). І тільки з розумінням цього починаються сильні історії. Помилка можна припуститися, коли обираєш героя, коли готовишся до розмови і безпосередньо коли спілкуєшся з ге-

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Interior illustrations (by Margarita Winkler)

POLITICIANS NEVER LIE

10 LAWS OF INTERACTION BETWEEN POLITICIANS AND VOTERS



VADYM DENYSENKO
YURIY VYSHNEVSKYI

Pages: 296

Published: 2020

The book was shortlisted for the All-Ukrainian Book of the Year Rating-2020 in the category *Sofia. Political Science / Sociology / Cultural Studies*. Also long-listed and awarded by the expert jury of the Espresso Readers' Choice Award 2021 in the category *Literature for Adults*.

About the book:

Why did Churchill lose the election in July 1945, two months after defeating Germany? Why has the Duda era lasted so long in Poland, and the Orban era in Hungary? Why was Poroshenko defeated in the spring of 2019, and why did Zelenskyi end up in the presidency?

There are many such questions, and the answers can be sought in a multitude of coincidences. However, the answer to all these victories and defeats is in the laws of political science, which apply in politics with the same inevitable force as physical laws in nature.

Who is it for:

For a wide readership, for anyone who wants to understand the behavior of politicians and learn how to make the right choices.

Why this book:

This book is about the ten laws of political science, with vivid examples from the world and Ukrainian recent history. The authors tried to satisfy the curiosity of those who want to understand how the world of politics works and why it seems so strange.

About the author:

VADYM DENYSENKO is a journalist (since 1996), political scientist, and PhD in philology. He is the co-founder and editor-in-chief of Espresso TV Channel. In 2014, he founded the Center for the Study of Russia and the Occupied Territories, which was the first to calculate how much Russia spends on the maintenance of the "LDPR" proxy regimes. In 2014-2019, he was a people's deputy. Denysenko developed governmental PR campaigns in 2017-2019.



YURI VYSHNEVSKYI has worked as a political journalist since 1993. He has written for a number of newspapers, and since 2014 he has been the chief political columnist for Dilovala Stolytsia. He is the co-author of three studies on the situation after the occupation of Donbas.



Review:

The authors had the intellectual impudence to set the goal of finding the laws to which the world of politics obeys. There are ten such laws in the book. And they are enough to see the world of politics with new eyes.

Olexii Koshel,

head of the Committee of Voters of Ukraine

The book formulates ten laws of interaction between politicians and voters. I was most struck by the last, tenth law: "Populism breeds primitivism, and primitivism breeds aggression or a desire to surrender". This is what happens when not only populists, but populist-primitivists come to power.

Olexii Holobutskii, political analyst

Excerpts:

On the "short memory" of voters

In the memory of voters, the entire activity of a politician during his whole cadence is erased, except for one acute, peak moment. And even if that moment is fixed as a very negative one, it can be leveled out by the final positive actions before the election: some handouts, or populist promises, or simply a successful change of the views. Of course, this is very bad news for voters: it turns out that it is in their genes to be cheated by politicians time and again. It is also bad news for honest politicians: honesty is punished by electoral defeat.

Why politicians fail to keep promises

The reasons why people go into politics are somewhat different from the reasons why these people, once they become politicians, stay there. There are several reasons to go into politics, and they are well known: lust for power, desire to do something useful, money and fame (desire for worship). Once in real politics and beginning to acquire what they came for, politicians fall into several serious biases. And the first is the bias of memory. A politician most often forgets the root causes of his election and keeps adapting his values and motives to the system around him. At some point he no longer truly understands why his actions are not appreciated by the voters. Or, on the contrary, when he receives approving comments, he becomes even more convinced of his continuing rightness.

IN FOR THE BIG CATCH

NO-HOLDS-BARRED STORIES FROM
A UKRAINIAN BUSINESSMAN



DMYTRO TOMCHUK

Pages: 384

Published: 2019

About the book:

Doing business in post-Soviet countries is no walk in the park. Emerging right when the old economic ties were broken and the new ones were forged, local businesses came of age in tumultuous times. It's little wonder that the lessons local business taught us were both hard and one-of-a-kind. In the book, the investor Dmytro Tomchuk shares his observations from decades in the business, from the 1990s to this day. How do you make your money work for you? Can you trust your partners? When do you need a discussion, and when it's time to take matters into your own hands? Last not least, given the scope of the challenges, is developing your own business worth it?

Who is it for:

For everybody with an interest in entrepreneurship, current or aspiring business owners, and those interested in the history and psychology of post-Soviet business life.

Why this book:

Brimming with humour, self-deprecating and unflinching, this book is an honest account about doing business in a post-Soviet country, and about the life around us.

About the author:

Dmytro Tomchuk was born in a small Ukrainian town and started his career as a small retailer, selling all sorts of wares, from newspapers to furniture. Later he created his own companies in engineering and food industries. Not an easy time for entrepreneurs in Ukraine by any stretch, those years still offered unique lessons about team management, decision-making and business choices.



Excerpts:

Mobsters

Mobsters tore into our office once. That was back in the noughties, in the simpler times when the grass was greener. None of this funny business you see these days. Nobody used to put on airs. Now, in our digital era, telling who's on whose side, and whom they represent, has become a hopeless muddle. You may never know whose guys broke into your office. It's not unlikely that you'll never get to find anything out for sure. Back in the day though things were more authentic, honest and accessible to your average Joe. Anyway, these guys pull out the guns and destroy all the equipment in the office with some panache, without ever laying a hand on any of the people. The people they threatened verbally. This is why now I take everything with a grain of salt. So, they list their threats and rattle off the sums. Which, again, so far so good, let's get the ball rolling. The simplicity of the post-Soviet life definitely had its good sides: if the opponents came after you, they came after you, here they are, guns out, without masquerading themselves as state officials or your colleagues. They walk in and smash your copier, for example. That's for starters. And when they leave, they leave: they get into their cars and drive off. Not what you get these days. The next day, another team shows up with words of sympathy. They liked us, and wanted to help. Nice guys, real kind-hearted. They offered to deal with all that mess. They'll sort this out and make sure that it never happened again. Great guys! Long story short, they offer protection and rattle off another list of sums. Our spirits soared: glory to our liberators! You do what you gotta do to make it work. And the best part of the story I didn't find out until later: the teams were one and the same

guys. The fighters just took on different roles. One hell of a case for doing business in the services sector, innit. You didn't have a problem? Nevermind, we'll create a problem and get it sorted for you each month! Despite the bleakness of the situation, I was stunned with how beautifully they've played us. And these were the guys who've probably never heard of marketing or creating new customer needs that can be met with your product and bring in profits. You didn't have those needs, obviously, but now you do, and company X is happy to help you! People often say, "oh, the 1990s were dumb, it was all Soviet through and through!" But it wasn't that simple.

\$100

We set out on an important business trip to the city of Zaporizhia on a wintery day. After a long search, we, the two beginner entrepreneurs, have finally located the rare hardware integral to our production line, and it turned out that it was right next door. Zaporizhia is 80 kilometers out from Dnipropetrovsk. This minor excursion aside, our to-do list for the day was jam-packed. If only. After a thaw, a cold spell came in that night, turning all highways into Olympics-worthy ice arenas: good for a hockey match, perfect for speed skating. You could push our beauty of a car, an antiquated green Zhiguli, with your hand, and it would keep sliding ahead, even on the parking brake. So what do we do? We decided to go! Once we got to the highway, it turned out that our car was the only one in sight: nobody else risked crossing the distance between the cities on this sort of road. Our car skidded and whirled like a hockey puck, but we got to Zaporizhia and bought our hardware. Our profit from this mad dash equalled \$100. Would I risk my life for a hundred bucks now? Would I risk crashing on an ice-covered highway? Would I risk anything of value—my health, my family, Sashka, Hosha? No? It's not that simple. Yes? Unlikely. Business is seldom black-and-white. As Americans put it, it depends. Everything depends on everything else. \$100 do not have a set value in business. Their value may decrease or increase, depending on the situation. That's the thing about business: you never know what will happen in a moment. Doing business is always a step into the unknown.

About money

One entrepreneur once said, "Watching your money is a sign of stinginess." He didn't know that meanness is not counting small change. Watching your money comes naturally to the rich, even when the sums are relatively small. Here's the reasoning behind this habit: in business, every penny counts; even small change should work for you instead of going to waste. Sooner or later you develop a mind-set where you treat large and small expenditures equally seriously, focusing not on the amount of money spent, but on the very fact of expenses. Hence the desire to optimize your expenses, which an untrained eye might mistake for meanness. Nevertheless, the algorithm doesn't change, no matter how many digits there are on the invoice.



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