

# PRESS RELEASE

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**Everyone's got one.  
Want to find out how yours works?  
Then OPEN ME UP!**

Looking for a body book that's guaranteed to exercise your brain cells and tickle your funny bone? Allow DK to present **Open Me Up** - the biggest and best body book ever.

**Open Me Up** takes you on a full-throttle tour of the human body, giving you the lowdown on everything from cells and senses to brain structure and body systems. But that's not all... the book will also whisk you through the history of medicine and body science from Hippocrates to the Human Genome Project. Add to the mix some fascinating facts on topics such as left-handedness, memory tricks, and what sensory skills are needed to be a professional food taster, and your brain cells had better warm up for a full aerobic workout!

Quirky illustrations of the human body appear throughout - where else are you going to find the digestive system modelled out of balloons, dinosaurs checking out a human skeleton in a museum, or a cartoon strip telling the story of the discovery of penicillin? And that's just for starters. You'll also be able to pick your white blood cell warrior in a video game battle against pesky pathogens, as well as checking out a social networking profile for the heart. Each and every topic in the book is approached in a unique way, with a fresh new design.

**Open Me Up** is a comprehensive, irreverent and witty guide to the human body, which not only provides solid, core reference information but also a unique learning experience.

**Open Me Up** (1<sup>st</sup> October/£17.99) is a totally fresh way to bone up on the human body

For review copies and further information, please contact Serena Stent on 020 7010 3553, or by email, [serena.stent@uk.dk.com](mailto:serena.stent@uk.dk.com)



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