

BUCAY

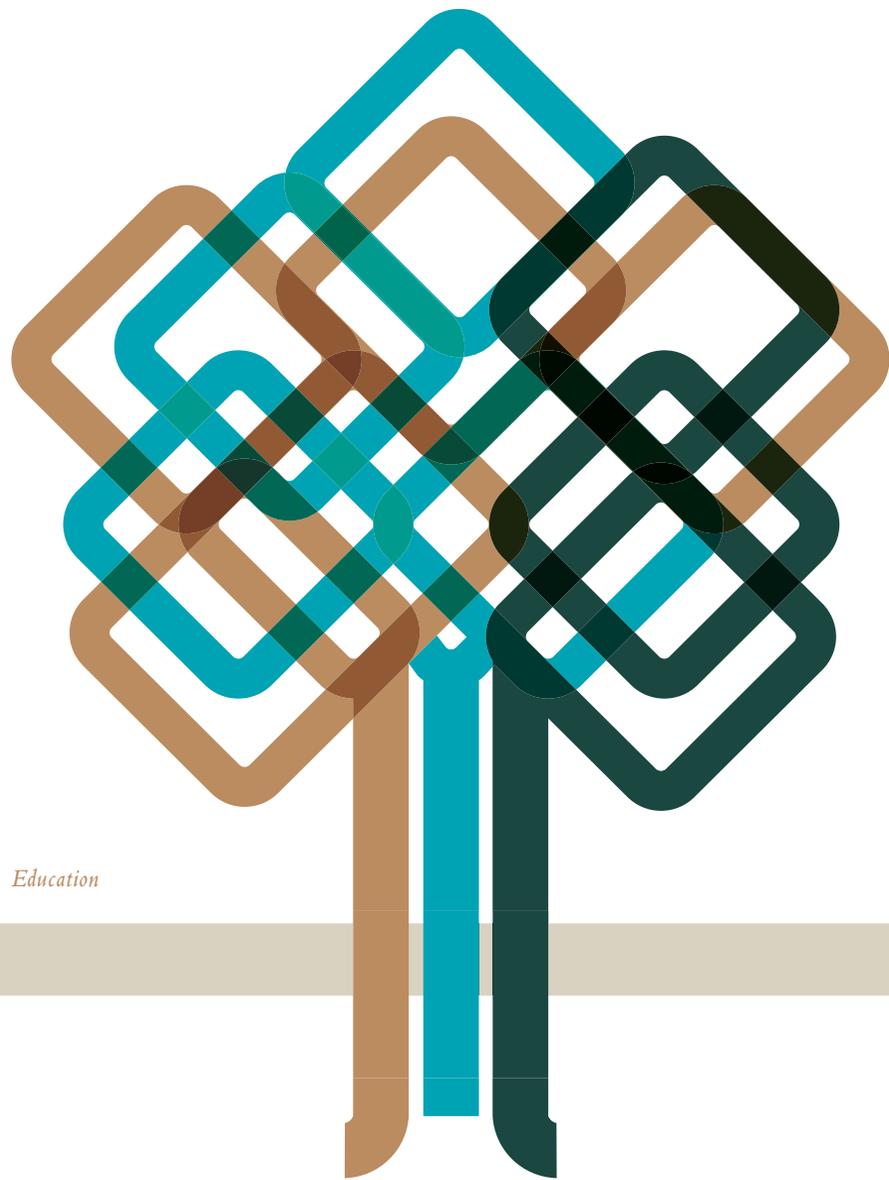
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*„Nobody can do for you what
you can do for yourself“*

Life



Education

Origin

A THERAPIST'S LIFE

Jorge Bucay is, in the true sense of the word, a born storyteller. His worldwide success is the result of a mixture of the most diverse cultural influences, of entrepreneurial knowledge and, last but not least, of hard and consistent work. His books reflect an exceptional wisdom, acquired through his studies of the narrative traditions of the local cultural heritage of the world, through experience and his lifelong work with his patients.



Dr. Bucay was born into a family of Arabian and Jewish traditions, with his great-great-grandfather from Damascus and his great-grandfather, Elias Bucay, raising fifteen children in Syria. Two of them later emigrated to Argentina, the rest of the family either moved to the United States and Egypt or stayed in Syria. Jorge's grandfather was born in Argentina. He married a Jewish woman so Bucay's father was raised in a family that combined both traditions, Sephardic and Muslim. In 1949, Jorge was born in the barrio Floresta, Buenos Aires, into a mostly christian neighborhood. He has two brothers, Joshua (who later emigrated to the United States) and Félix.



Jorge studies medicine and receives his promotion in 1973. He works throughout his education, at school and in university, selling and reselling nearly everything, from comic strips to socks and dictionaries, from health insurances to chemical products. At this time, he also works at the Teatro Colón in Buenos Aires, as a taxidriver and as an entertainer for children at parties where he performs magical tricks. He will later use these skills in his conferences and in the presentations of his books.

He marries at the age of twenty-five and, in 1976 and 1977, becomes father of two children, Demián and Claudia. He works at hospitals and specializes in psychotherapy. But his work as a therapist doesn't pay for a living with a family of four. As a consequence, in 1978 he decides to open a store for sports articles that he runs, together with his partner, for two years. But, though the sales are going well, he later abandons the enterprise in order to return to a job where he is more in contact with his education: He becomes head of staff in the chemical branch where he works for several years.



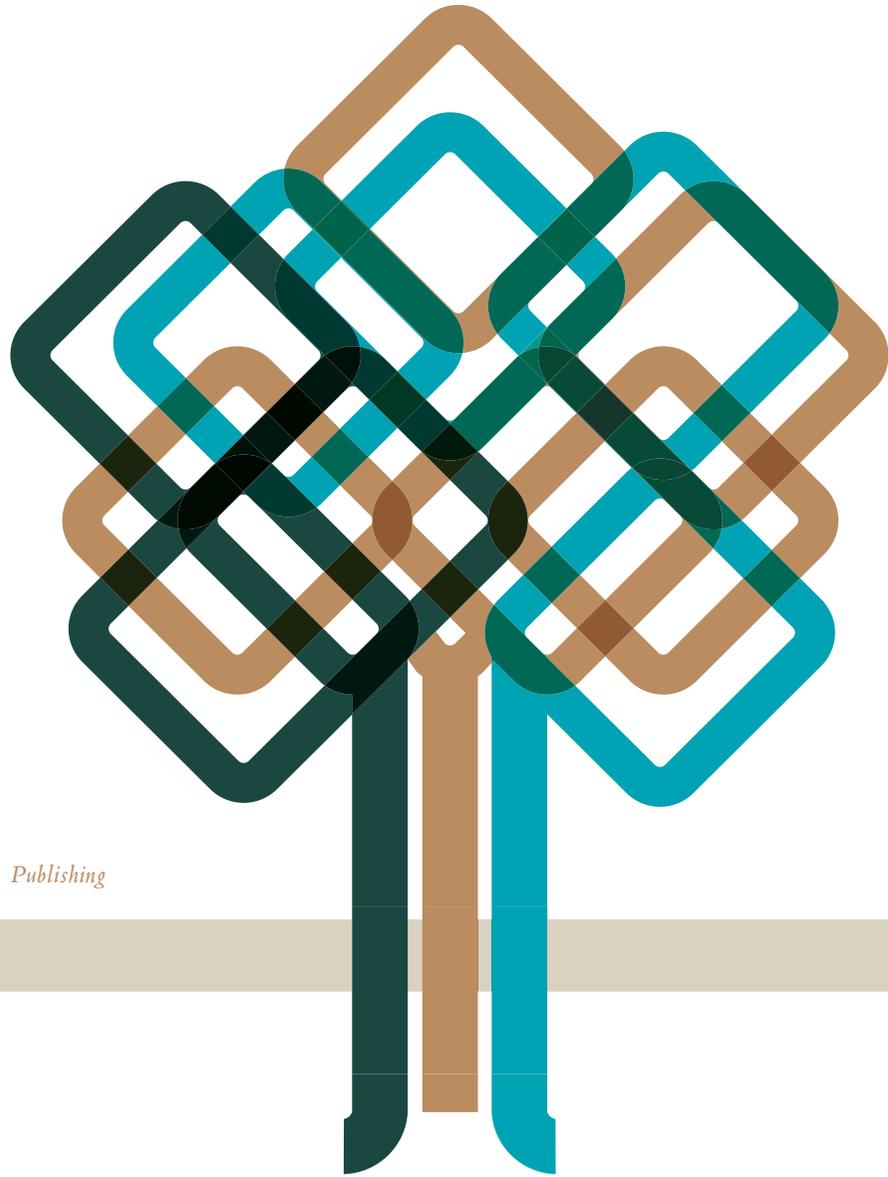


However, his true vocation is to work as a therapist. Ten years of his life, from the early seventies to the early eighties, he dedicates to the elaboration of his method that, especially in the field of Gestalt Therapy, owes a lot to his most important academic teachers, Adriana Schnaake and Zulema Saslavsky.



In 1982, Bucay starts attending groups of up to twelve patients in Buenos Aires. He works with the classical Freudian method but soon exposes himself to criticism from his fellow therapists as he combines it with Gestalt Therapy and favors interacting with his patients. In this period of his life, he also starts to use stories in his sessions, giving one of them away to each patient at the end of the treatment. This method becomes rather popular and his patients start to collect the stories and turn them into a small fotocopy reader that they hand back to their therapist as a gift, asking him why he doesn't publish them.

International Success



A PUBLISHING LIFE

Publishing

Self-Publishing



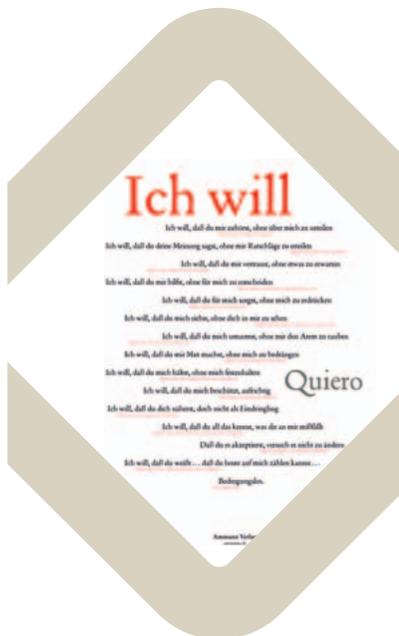
Jorge follows his patients' advice and publishes his first book „Cartas para Claudia“ at the end of 1982. He pays five thousand pesos, the equivalent of US-\$ 5.000, for a print run of 750 copies that he gives away to friends and colleagues and sells through bookstores. Bucay visits these bookstores personally in order to place his product. In the course of three months the books have earned their money back and, in his study, Jorge receives a phone call from the person who will become his life-long Argentine publisher, Miguel Lambré.



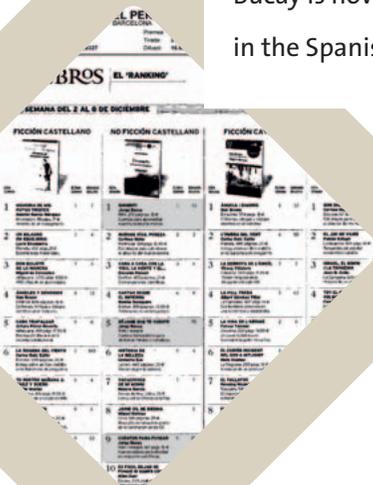
Lambré offers Jorge a proper deal for the publication of his works and soon afterwards „Déjame que te cuente – The stories that changed my life“ and „Cuentos para pensar“ are published at Editorial del Nuevo Extremo, the publishing house Lambré has recently launched.

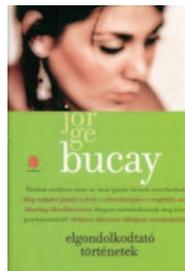
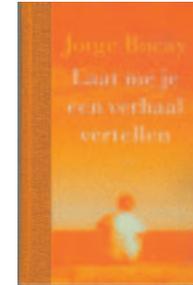


The success of his books is not immediate. The print runs are small and the first five thousand copies take quite a long time to sell. But gradually and constantly, in more than twenty years, sales are growing into an overwhelming total of more than five million copies sold all over Southamerica. From that point on, all of Bucay's books turn into steady bestsellers. A cooperation between Del Nuevo Extremo with the Spanish publishing house RBA adds more potential to the already amazing sales in Southamerica. And the success goes on. Bucay is now one of the most popular writers in the Spanish speaking world.



In 2002, the first edition on the Spanish market comes out and in less than a year the hard-cover sales add up to nearly half a million copies. From there on, going hand in hand with the cooperation with RBA and UnderCover Literary Agents, that establishes in 2003, Jorge's books start to spread internationally. Portugal and France publish „Déjame que te cuente“ in 2004, the German publisher Ammann adds himself to the list in 2005.







Egon Ammann never regretted his move: Sales in Germany grow to more than a hundred thousand copies in Hardcover in the first three years. After Ammann closes his publishing house in 2010, the German Fischer Verlag, that has already published the massmarket paperback editions of three of Bucay's books, „Déjame que te cuente“, „Cuentos para pensar“ and „Amarse con los ojos abiertos“, takes over and publishes, as their first hardcover edition, the illustrated story for children „El elefante encadenado“ in late 2010. In October 2011, Fischer launches the German translation of „Las tres preguntas“ in Hardcover, with a first print run of fifty thousand copies.



But this is just the beginning: Since ten years, Bucay has started to travel and promote his books throughout the world, in Italy, France, Germany, Finland, Greece, Bulgaria, Croatia, the Czech Republic and Israel. His success in countries like Bulgaria is so overwhelming that the president invites him to a reception. TV-channels all over the country are cuing in order to get an interview and he becomes the head of a campaign for the spreading of literacy amongst young Bulgarians.





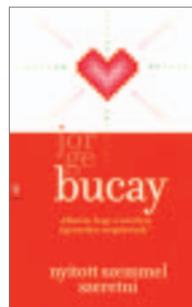
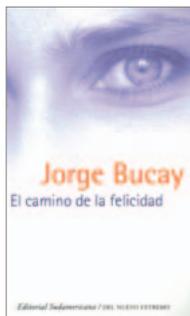
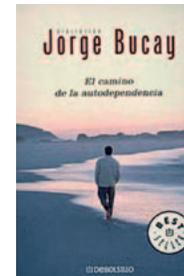
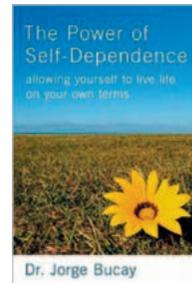
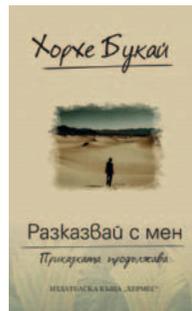
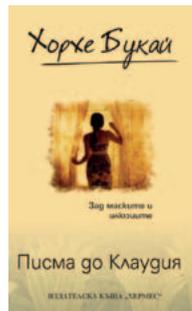
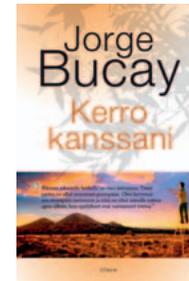
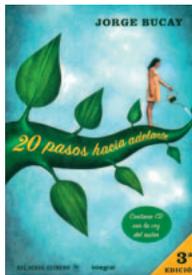
Though the promotional efforts and Bucay's diplomatic obligations are constantly growing, Jorge never stops to produce new books and ideas (such as the interactive audio-game based on his stories, available on CD in Spanish) and becomes internationally recognized as a true threshold of the narrative wisdom of the cultural heritage of the world.



He finally returns back to his origins, both Jewish and Muslim, and combines them with the Christian culture that he has been raised in at school and in university in Argentina. He publishes eighteen books in thirty years, one more successful than the other. Books that motivate and help to increase your personality, spreading one important message:

Nobody else can do for you what you can do for yourself





Today, Jorge Bucay lives in a remote village, at the seaside in southern Spain, where money is a means rarely needed. He has abandoned television and dedicates his time exclusively to reading and writing – and to visiting his friends and family all over the planet. His is now grandfather of four and enjoys his time with them just as much as travelling and writing.





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