

# Inc. 5000

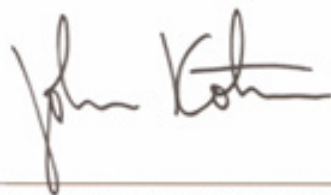
## 2007 HONOREE

### TOP COMPANIES IN MEDIA

## BAREFOOT BOOKS

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INC. 5,000 COMPANY



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JOHN KOTEN, CEO AND EDITOR IN CHIEF, INC. MAGAZINE

**WHAT IT DOES:** Founded in England 15 years ago, this children's publisher focuses on teaching children about values and cultures from around the world.

**WHY IT'S GROWING:** CEO Nancy Traversy, a mother of four, thinks today's multicultural society encourages children to read and learn about others.

**WHAT'S NOTEWORTHY:** Traversy has pulled her books from chains like Barnes & Noble and Borders, preferring to sell through independent stores she believes "really care about books."