

crowN
FALL '04



crisp air, colorful leaves. In autumn we turn from summer games to the serious stuff of life—school and jobs. It's the season when we share celebrations with family and friends. The time when stores begin to fill with shoppers looking for gifts, for books about the issues of the day, for a cookbook with that divine recipe guaranteed to bring contented smiles. And as the days grow shorter, a good novel casts its own warm glow and returns us to the heart of who we are.

In this spirit of return and celebration I share with you the Crown Publishing Group's Fall 2004 list, among the widest-ranging and richest we've ever assembled—as you'll see in the pages of this and our Three Rivers Press catalog. It features the return of eleven *New York Times* bestselling authors, including Chris Bohjalian, Larry Bossidy and Ram Charan, Jill Conner Browne, Ann Coulter, Deepak Chopra, Kyan Douglas (of Fab Five fame), Ina Garten, *The Onion*, and Suzanne Somers. Not only are they all homegrown Crown talents, but virtually each of them has placed a book on the *New York Times* list (and many others) within the last twelve months. Their books matter to readers today.

In addition to these returning authors, we're equally excited about many new, celebrated additions to the Crown Group ranks, including bestselling authors Bob Greene and Rosabeth Moss Kanter, supermodel Heidi Klum, radio host Michael Medved, *Trading Spaces* star Doug Wilson, Hollywood biographer Marc Eliot, and *New York Times* writer Warren St. John.

While our eyes are on the future, I want to take one quick peek at the recent past. Last year we published a record-breaking 26 *New York Times* bestsellers—including three that hit number one. This was made possible through the combined excellence of our authors, our publishing programs, and, most importantly, you, our colleagues in the bookselling ranks. To each of you we extend our thanks for these successes...

And best wishes for a fabulous fall! I hope that as you read these pages, you'll encounter old friends and discover many new ones. It is what makes this business of publishing such a joy after all.

With thanks,



Jenny Frost

President & Publisher, The Crown Publishing Group



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clarkson potter/publishers & potter style

FALL '04



The Experts' Guide to
100 Things
Everyone Should Know How to Do



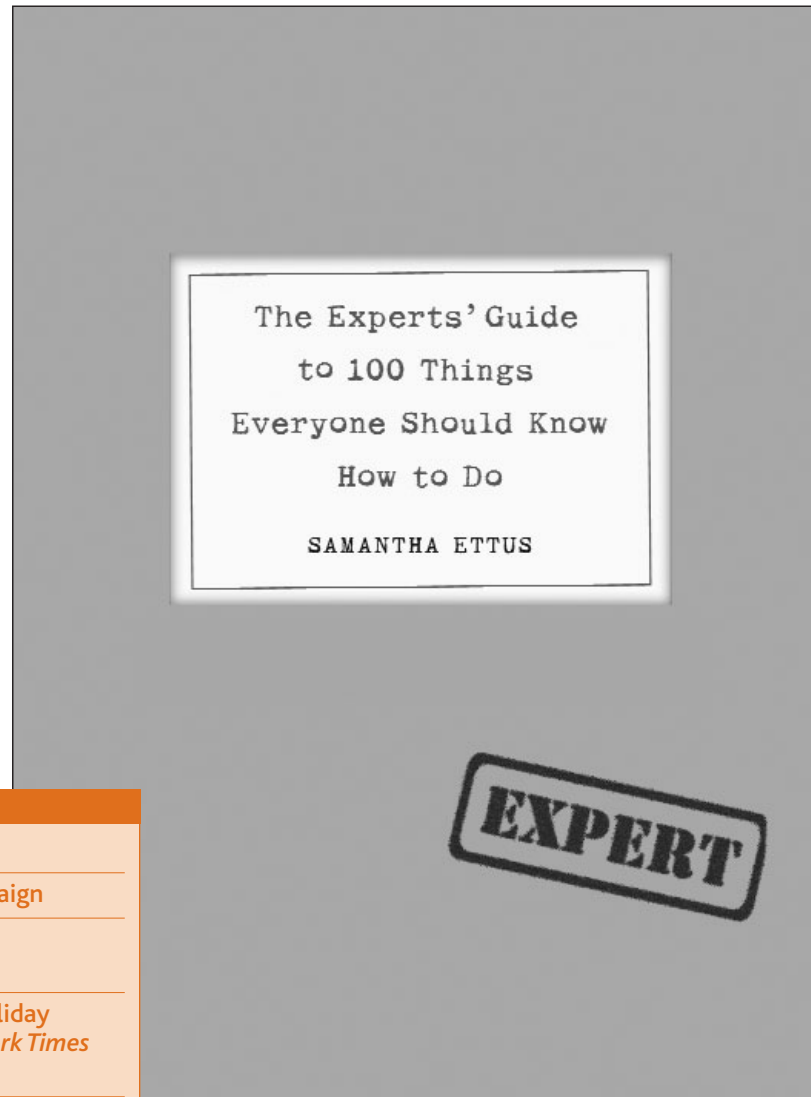
We could all use a Cliffs Notes for life, and now it's here! Like a practical version of *Schott's Original Miscellany*, in 100 original essays the world's leading experts offer their unparalleled insights on how to perform everyday tasks—from remembering names to ironing a shirt.

Wouldn't life be more enjoyable if you could do everything better? Now you can, with must-have advice from famous experts (like **Donald Trump**, who offers tips on negotiating) and their lesser-known counterparts (like the head groundskeeper at Fenway Park, who reveals the best way to mow a lawn). Here, for example, is advice from **Mrs. Fields** on baking cookies, **Letitia Baldrige** (Jackie O.'s social secretary) on shaking hands, and superstar chef **Bobby Flay** on barbecuing. **Suze Orman**, **Jennifer Capriati**, and **Larry King** weigh in on saving money, mastering tennis, and listening. Even **Holiday Inn's Housekeeper of the Year** shares how to make a bed. This indispensable guide brings together the best of the best to offer the world's most valuable advice.

Has there ever been a more useful and entertaining book?

As founder and president of the talent and brand management firm EMM, **SAMANTHA ETTUS** develops and hones personality-driven brands. Samantha is a sought-after speaker and has appeared in a number of national media outlets, including Fox News, ESPN, the *New York Times*, *Chicago Tribune*, and *USA Today*.

by **SAMANTHA ETTUS**

**MARKETING**

National Publicity

National Radio Campaign

Author Interviews
out of New YorkIncluded in Potter Holiday
Advertising in *New York Times*
*Book Review*Viral E-Mail Campaign
using excerpts from the book

Free Freight



Reference—Basic Skills (REF003000)

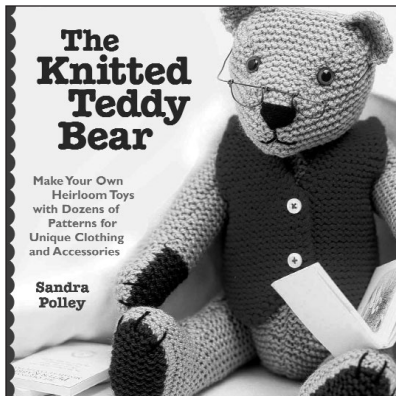
5 1/8 x 7; 320 pages

Clarkson Potter/Publishers

1-4000-5256-4. \$19.95 hardcover (Canada: \$27.95)

EAN Code 9781400052561

On Sale 9/21/04



MARKETING

National Publicity

Free Freight

THE KNITTED TEDDY BEAR

Make Your Own Heirloom Toys
with Dozens of Patterns for Unique
Clothing and Accessories

By Sandra Polley

With patterns for 12 different teddy bears and dozens of accessories, The Knitted Teddy Bear presents easy-to-follow directions for creating the perfect heirloom.

From a classic jointed long-arm bear to a tiny bear that stands just four inches tall, *The Knitted Teddy Bear* has a pattern that suits any child, new mom, toy enthusiast, or avid knitter. As the perfect gift or collectible, these sweet bears are bound to stay in the family for generations.

The bears, however, are just the beginning. *The Knitted Teddy Bear* also contains plenty of patterns for outfits and accessories that add even more charm and character. Hats, scarves, jackets, overalls, sweaters, pants, and dresses make these fashionable bears adaptable for any member of the family, and to any home or season.

Step-by-step knitting and finishing instructions, lists of yarns along with acceptable substitutes, diagrams, suggestions for stuffings and trim, plus more than 50 full-color photographs make the patterns simple to follow, yet substantive for even advanced knitters.

SANDRA POLLEY runs a successful business selling her knitted patterns and kits worldwide. Her teddy bear patterns have recently been featured in the UK's *Woman's Weekly* magazine. Sandra lives in Leicestershire, England.



Crafts & Hobbies—Knitting (CRA015000)

50 full-color photographs and line drawings

8½ x 8½; 96 pages

Clarkson Potter/Publishers

1-4000-5437-0. \$19.95 paper (Canada: \$27.95)

EAN Code 9781400054374

On Sale 9/7/04

DAY OF THE DACHSHUND

By Jim Dratfield

The author of Pug Shots and Potter's own Quotable Equine and Underdogs offers an irresistible photo-and-quip look at a breed that inspires fanaticism in its owners and a ready smile in everyone else.

What breed is sillier than the dachshund? None. With their low, elongated bodies, soulful eyes, and truly ridiculous proportions, dachshunds always look like they're telling a joke. Their owners get the joke, so they do things like organize everything from the annual Dachshund Parade in New York's Washington Square Park to the Weenie Run in Memphis, where hundreds of dachshunds show up to rejoice in their dachshundhood. *Day of the Dachshund* is for this crowd. In a gift-friendly little hardcover format—a bit more horizontal than usual, for obvious reasons—Jim Dratfield combines 60 great photographs with delightfully clever quips to celebrate the endless charm of this unlikely breed.

JIM DRATFIELD is the photographer-owner of Petography, a pet-photography firm whose clients include Jennifer Aniston, Henry Kissinger, Oscar de la Renta, and Len Riggio. Petography and the author's previous books have been featured on *20/20*, *Access Hollywood*, *Inside Edition*, *Primetime Live*, and CBS's *Early Show*, and in print features and reviews in *USA Today*, *People*, *Town & Country*, and other publications. He lives in New York City.



MARKETING

National Publicity

Advertising

The Bark
The New Yorker

Included in Potter Holiday
Advertising in *New York Times*
Book Review

P.O.P.

1-4000-8137-8
Bookmarks, pack of 25
(no charge)

Look for the "Day of the
Dachshund" Collection from
Potter Style

See pages 33-35 for details

Also by Jim Dratfield

Pug Shots
0-670-88726-9 hardcover
(Penguin/Viking)

The Quotable Equine
1-4000-4870-2
\$20.00 hardcover (Canada: \$30.00)

Underdogs
0-609-60872-X
\$17.00 hardcover (Canada: \$26.00)

Free Freight



Pets—Dogs (PET004000)
60 duotones
9 x 6½; 112 pages
Clarkson Potter/Publishers
1-4000-4871-0. \$18.00 hardcover (Canada: \$26.00)
EAN Code 9781400048717
On Sale 9/21/04

THE YOU-CAN-DO-IT GUIDE TO FABULOUS PARTIES, PACKED WITH EYE-CATCHING DECORATING SCHEMES, MOUTHWATERING MENUS, AND FOOLPROOF RECIPES FROM THE BESTSELLING AUTHOR AND TELEVISION STAR WHOSE CLEVER, LOW-COST APPROACH REVOLUTIONIZED HOME DECORATING.

CHRISTOPHER LOWELL

THE hassle-free host

super-simple tablescapes and recipes for stunning parties

Christopher Lowell's extensive entertaining knowledge is now available in book form! Fans of his innovative decorating books will be delighted to discover that he is just as savvy and budget-minded when it comes to throwing the perfect party. Mirroring the diversity of topics he covers on his wildly popular television shows, in his new book Lowell takes readers step - by - step through creating original settings and tasty spreads that make guests feel special and leave the host with enough time to enjoy every moment of the party.

Full-color photographs showcase thirteen themed "tablescapes," ranging from a serene Asian-inspired arrangement of votive candles and flowers in inexpensive glass containers to a colorful homage to nature's bounty, perfect for a Thanksgiving celebration. The menus match the easy-to-do, delightful spirit of the settings. Whether you're preparing "brunch for a bunch" or an *al fresco* feast, Lowell's guerrilla gourmet tactics make it easy to transform store-bought items (from cake mixes to deli salads) into dazzling dishes.

With so many great ideas for setting the scene and super-simple recipes, this may just be the best party guide ever.



BY CHRISTOPHER LOWELL
with Frances Schultz

peral pushers
This outdoor event that one might like to attend with symmetry and is most on their own. The key is to use what you have and not use too much of it. However, the best of all. We showed on the tablecloth and you need about eight of the top. Because we used a lot of flowers, we used...

cheater's pound cake with strawberries and cream

INGREDIENTS
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened

whipped cream—make it or fake it
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
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1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened
1/2 cup (1 stick) butter, softened



MARKETING

National Publicity

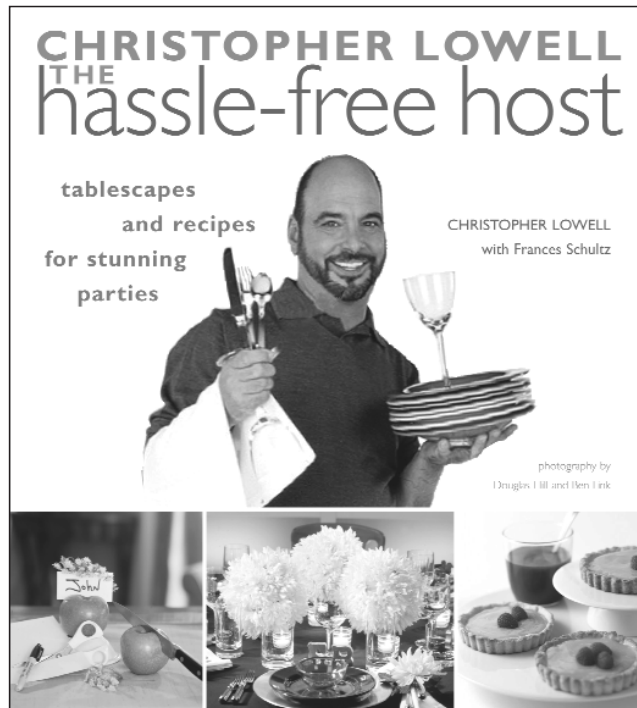
20-City Radio Satellite Tour

Cross-Promotion with
Discovery Networks

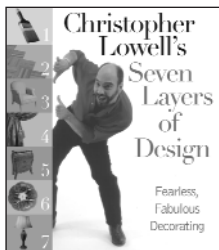
Tie-In with Author Appearances

Included in Potter Cookbook
Advertising in *New York Times*
*Magazine*Major Promotion with
ChristopherLowell.com and
DiscoveryChannel.com

Free Freight



CHRISTOPHER LOWELL is the Emmy Award-winning host of *It's Christopher Lowell!* on the Discovery Channel and the author of three previous books with Potter. He lives in Los Angeles.



*Christopher Lowell's
Seven Layers of Design*
1-56331-922-5
\$29.95 hardcover
(Canada: \$44.95)



*Christopher Lowell's If You
Can Dream It, You Can Do It!*
0-609-60970-X
\$29.95 hardcover
(Canada: \$44.95)



*Christopher Lowell's
You Can Do It! Small Spaces*
1-4000-4727-7
\$29.95 hardcover
(Canada: \$44.95)

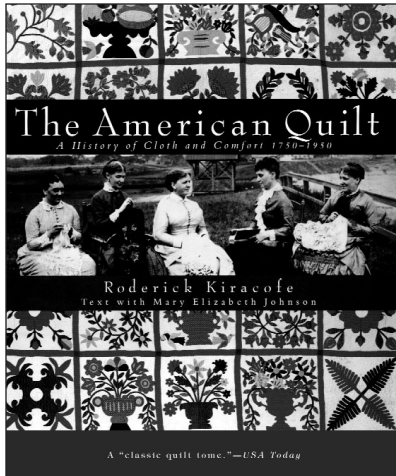


Cooking—Entertaining (CKB029000)
150 full-color photographs
9 x 10; 176 pages
Clarkson Potter/Publishers

1-4000-4726-9. \$29.95 hardcover (Canada: \$42.00)

EAN Code 9781400047260

On Sale 9/28/04



MARKETING

National Publicity

Online Promotion with Quilting
and Craft-Related Sites

Free Freight

THE AMERICAN QUILT

A History of Cloth and Comfort 1750–1950

By Roderick Kiracofe with Mary Elizabeth Johnson

An evocative, detailed history of America's best-loved folk art—a classic since its publication more than a decade ago—The American Quilt is now available in a beautiful paperback package.

You can trace the history of America in its quilts. In these objects of domestic art, from the earliest whole cloth quilts to the most modern of block styles, American women have recorded their hopes, fears, and frustrations one stitch at a time. Now, with an exploding collectors' market and a revived interest in arts and crafts, some of those very quilts have become bona fide pieces of American history themselves.

Illustrated with more than 250 full-color images of quilts from colonial times through the 1950s, including many of the most prized examples of the craft, *The American Quilt* looks at the history of quilting techniques, fabrics, and coloring, as well as the ways in which they capture the political, social, and cultural history of our nation.

Considering the success of TV's *Antiques Road Show* and today's booming Internet collectors market, the time is certainly right for this affordable paperback edition.

RODERICK KIRACOFE was cofounder of *The Quilt Digest* and produced *Homage to Amanda: 200 Years of American Quilts*, among other books. He lives in San Francisco. **MARY ELIZABETH JOHNSON** is the author of more than a dozen books on quilts and handicrafts. She lives in Alabama.



Also Available in Hardcover

250 full-color photographs

9 x 11; 304 pages

0-517-57535-3

\$65.00 hardcover (Canada: \$90.00)

EAN Code 9780517575352

On Sale 9/21/04

Antiques & Collectibles (ANT000000)

250 full-color photographs

9 x 11; 304 pages

Clarkson Potter/Publishers

1-4000-8096-7. \$27.50 paper (Canada: \$39.95)

EAN Code 9781400080960

On Sale 9/21/04

NINA CAMPBELL'S DECORATING NOTEBOOK

Professional Styling Schemes for Your Own Home

By *Nina Campbell*

England's grande dame of traditional design—and author of three previous successful books for Potter—shows home decorators how to create stylish and elegant interiors that are uniquely their own.

Starting from the belief that “homes should always reflect the preferences and idiosyncracies of the families who live in them,” Nina Campbell guides home decorators from bare walls to finished room, with the goal of creating a unified look that is distinctly their own. With the aid of questionnaires, checklists, swatches, diagrams, and charts, the book offers hundreds of ideas for personalizing and revitalizing a room—without knocking down any walls.

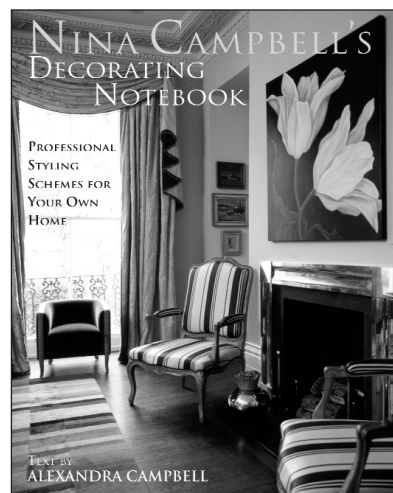
With photographs of real homes in New York and Nassau Island, as well as her own new flat in London, Campbell offers creative solutions for every room, with options for choosing window and wall treatments, designing a pleasing lighting scheme, selecting fabrics and colors, and using existing furniture in exciting new ways. Nina also explains her signature touch: creating a stunning focal point in every room.

Beautiful to look at and filled with inspired suggestions, *Nina Campbell's Decorating Notebook* is an indispensable guide for anyone seeking tailor-made home decor.

NINA CAMPBELL is an acclaimed interior designer who owns two retail outlets in London and whose fabric, carpet, and wallpaper collections are distributed worldwide.



House & Home—Decorating (HOM003000)
200 full-color photographs and illustrations
9 x 11; 176 pages
Clarkson Potter/Publishers
1-4000-5172-X. \$40.00 hardcover (NCR)
EAN Code 9781400051724
On Sale 9/14/04



MARKETING

National Publicity

Author Interviews

out of London and New York

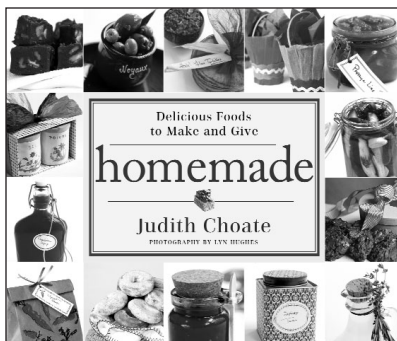
Also by Nina Campbell

Nina Campbell's Decorating Secrets

0-609-60675-1

\$40.00 hardcover (NCR)

Free Freight



MARKETING

National Publicity

Author Interviews
out of New York

Previous Books

The Gift-Giver's Cookbook
1-567-99099-1 hardcover
(Thunder Bay Press)

The Tribeca Grill Cookbook
0-375-50435-4 hardcover
\$35.00 hardcover (Canada: \$53.00)

Free Freight

HOMEMADE

Delicious Foods to Make and Give

By Judith Choate

In this treasure trove of recipes, award-winning author and chef Judith Choate celebrates the pleasure of giving and receiving food gifts, with creative ideas for presentation and invaluable packing advice.

Spiced Candied Nuts to whet the appetite . . . Blueberry Catsup to transform simple grilled meat into a special meal . . . Lemon-Poppy Seed Pound Cake for a cozy teatime respite . . . These are just some of the mouthwatering treats in *Homemade*, a comprehensive, elegantly designed compendium of made-from-scratch foods that bring a personal touch to every gift-giving occasion.

All the traditional homemade specialties (breads, jams, pickles, cookies, and more) are here, updated for modern-day cooks, along with a spectacular selection of sauces, vinaigrettes, and tempting chutneys that take advantage of the diverse ethnic ingredients available today. Choate's clear instructions spell out what equipment is needed, how long each recipe takes to prepare, how to store the finished product, and how to ship it safely. Her suggestions for creating packages that express the giver's personality and love encompass everything from where to find beautiful containers and decorating labels to putting together compatible items in a gorgeous basket.

JUDITH CHOATE is the author of 20 cookbooks and the coauthor of many more. She lives in New York City.



Cooking (CKB000000)
100 full-color photographs
9¼ x 7¾; 176 pages
Clarkson Potter/Publishers
1-4000-5049-9. \$25.00 hardcover (Canada: \$35.00)
EAN Code 9781400050499
On Sale 9/21/04

SUBWAYS

The Tracks That Built New York City

By Lorraine B. Diehl

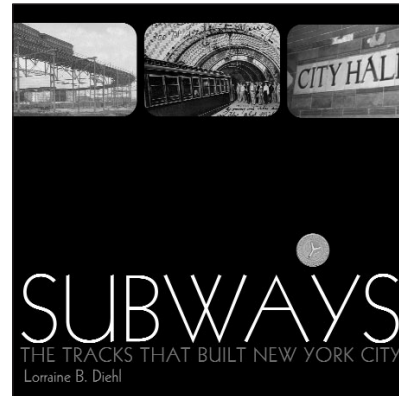
*The coauthor of Potter's *The Automat* presents a nostalgic, illustrated history of New York City's subways, published to coincide with the great system's centennial celebration.*

With the same spirit that made *The Automat* so charming, Lorraine Diehl introduces us to the memorable characters who conceived, built, and rode the city's subways (including Alfred Ely Beach, who dug the city's first subway tunnel . . . in secret), and delivers us to the neighborhoods created by its tracks.

Through archival photographs, interviews with New Yorkers who "remember when," and an assortment of rare subway memorabilia, Diehl paints a remarkably vivid picture of how these underground marvels gave way to a thriving metropolis. Indeed, when the city's citizens descended the first set of subway stairs in 1904, farmland still existed in great patches above 42nd Street.

Designed in the same gift-friendly format as *The Automat*, *Subways* is a lively, endlessly fascinating treat for straphangers and everyone who loves to immerse themselves in true stories of the building of America.

LORRAINE B. DIEHL has contributed to the *New York Daily News*, the *New York Times*, *New York Magazine*, *Travel & Leisure*, and *American Heritage*. She lives in New York City.



MARKETING

National Publicity

Tie-In with NYC Subway Centennial Celebration

Included in Potter Holiday Advertising in *New York Times* Book Review

Look for the "Subways" Collection from Potter Style See pages 33-35 for details

Also by Lorraine B. Diehl
Automat
0-609-61074-0
\$18.00 hardcover (Canada: \$27.00)

The Late, Great Pennsylvania Station
1-568-58060-6 paper
(4 Walls 8 Windows)

Free Freight



History—U.S.—State & Local (HIS036010)

60 black-and-white and 20 full-color photographs

7⁷/₁₆ x 7⁷/₁₆; 128 pages

Clarkson Potter/Publishers

1-4000-5227-0. \$18.00 hardcover (Canada: \$26.00)

EAN Code 9781400052271

On Sale 9/28/04

from the
American Heart

**The New American Heart
Association Cookbook**

7th Edition

A complete revision of the AHA classic, with up-to-date heart-health information and 150 new recipes (600 in all).

“**B**ig Red,” as *The New American Heart Association Cookbook* is sometimes known, is the most comprehensive cookbook in the American Heart Association publishing program—and the most respected general cookbook in the heart-health field. With recipes that reflect current tastes and trends, such as Orange Chicken Lettuce Wraps, Ginger-Lime Sirloin, and Grilled Vegetable Pizza with Herbs and Cheese, this 7th edition of Big Red is sure to be even more appealing.

This book remains the definitive resource for families wanting to eat well for life, with flavorful, satisfying recipes from appetizers through desserts, for all occasions and age groups.

The updated text gives readers the latest science-backed information about the connection between good food and good health, emphasizing variety, balance, and common sense. The book also includes more than a dozen menus to help with meal planning for holidays and special occasions, as well as tips for shopping and cooking for a healthy heart.

American Heart Association Low-Calorie Cookbook

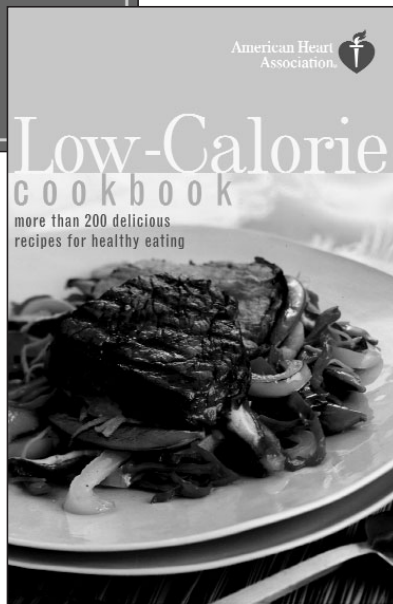
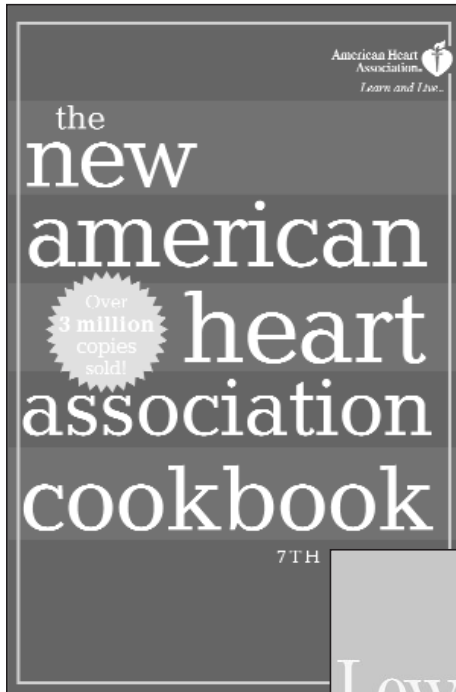
More Than 200 Delicious Recipes for Healthy Eating

America’s most trusted authority on heart health presents a paperback edition of its popular cookbook, filled with recipes that slash calories without sacrificing flavor.

Losing weight is one of the best ways to reduce your risk of heart disease, stroke, diabetes, and a number of other health problems. And while fad diets come and go, the best and healthiest way to lose weight and keep it off is to eat fewer calories and increase your physical activity. With this book, cutting those calories is simpler than you think—and with such delectable recipes, you won’t feel deprived.

You’ll find more than 200 flavorful recipes for appetizers, soups, salads and dressings, seafood, poultry, meats, vegetarian entrees, desserts, and more—tempting dishes like Sichuan Filet with Colorful Vegetables and Red Snapper with Tomato-Caper Sauce and Orzo—and none with more than 500 calories. Each recipe includes a nutrition analysis with information to help you stick to your eating plan. There are also plenty of user-friendly cooking and shopping tips, plus science-based health and diet information. *The American Heart Association Low-Calorie Cookbook* will help you reach or maintain your ideal weight, without missing out on great-tasting food.

Association



American Heart Association

Low-Calorie Cookbook

Cooking—Health (CKB039000)

30 line drawings

6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 352 pages

Clarkson Potter/Publishers

0-8129-2855-5. \$15.95 paper (Canada: \$22.95)

EAN Code 9780812928556

On Sale 9/14/04

Pub. History: A Clarkson Potter hardcover (Spring 2003)
ISBN 0-8129-2854-7

*The New American Heart Association
Cookbook, 7th Edition*

Cooking—Health (CKB039000)

15 line drawings

6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 720 pages

Clarkson Potter/Publishers

1-4000-4826-5. \$32.50 hardcover (Canada: \$45.00)

EAN Code 9781400048267

On Sale 11/02/04

Previous Edition (Spring 2002)
ISBN 0-609-80890-7

MARKETING

National Publicity

National Media with AHA Spokesperson

Major Cross-Promotion with AHA, Including:

- Homepage features on AmericanHeart.org
- Ads in AHA publications
- Promotional piece included in AHA mailings

Also by the American Heart Association

*American Heart Association
Low-Fat, Low Cholesterol Cookbook*
1-4000-4827-3

\$25.95 hardcover (Canada: \$37.95)

*American Heart Association
Low-Salt Cookbook, 2nd Edition*
0-609-80968-7

\$15.95 paper (Canada: \$23.95)

*American Heart Association
One-Dish Meals*
0-609-61085-6

\$23.95 hardcover (Canada: \$35.95)

Free Freight

Headquartered in Dallas, Texas, the **AMERICAN HEART ASSOCIATION** is the nation's premier authority on heart health, with a bestselling library of cookbooks and guides.

INA GARTEN BAREFOOT IN PARIS

all of Ina Garten's previous books have been immediate and continuing bestsellers, with well over one million copies sold to date. Now Ina brings easy warmth, casual style, and a Barefoot Contessa twist to classic French fare with simple, memorable recipes for bistro favorites.



Ina Garten, renowned for creating simple, sophisticated dishes, brings her special touch to the foods of France, from hearty main courses evocative of cozy bistros to delicate and delicious desserts that turn any meal into a special occasion. Made with the fresh, quality ingredients that are the hallmark of Ina's cooking, the recipes offer new twists on old favorites such as Steak au Poivre and Creme Brulée, along with a variety of dishes—including Zucchini Vichyssoise and Chicken with Morels—inspired by French culinary traditions but transformed by Garten's imagination and her sure touch in the kitchen.

Barefoot in Paris is for anyone who wants to enjoy great-tasting meals without the tedious, fussy preparation often associated with French cooking. With beautiful full-color photographs, an introduction to French kitchen tools, and sources for specialty ingredients, it extends Garten's distinctive style into exciting new territory.

Ina Garten hosts *Barefoot Contessa* on the Food Network. She lives in East Hampton, New York, and Southport, Connecticut. Her next book with Potter, *Barefoot Basics*, will be published in 2006.



Also by Ina Garten



*The Barefoot
Contessa Cookbook*
0-609-60219-5
\$35.00 hardcover
(Canada: \$53.00)

*Barefoot Contessa
Family Style*
0-609-61066-X
\$35.00 hardcover
(Canada: \$53.00)



*Barefoot
Contessa Parties!*
0-609-60644-1
\$35.00 hardcover
(Canada: \$53.00)

MARKETING

Major National Publicity

Author Interviews
out of New York

Included in Potter Holiday
Advertising in *New York Times
Magazine*

Mother's Day Advertising
New York Times
New York Times Magazine

Look for the "Barefoot in Paris"
Collection from Potter Style
See pages 33–35 for details

P.O.P

Reservation board
1-4000-8150-5
(no charge)

Free Freight



Cooking—French (CKB034000)
140 full-color photographs
7⁷/₁₆ x 10; 256 pages

Clarkson Potter/Publishers

1-4000-4935-0. \$35.00 hardcover (Canada: \$50.00)

EAN Code 9781400049356

On Sale 11/9/04



MARKETING

National Publicity

Included in Potter Holiday Advertising in *New York Times Book Review*

Online Promotion with Alice Fan Sites

Look for the "All Things Alice" Collection from Potter Style See pages 33-35 for details

Also by Linda Sunshine

All Things Oz

1-4000-4848-6

\$29.95 hardcover (Canada: \$44.95)

The Family Dog

1-4000-4593-2

\$15.00 hardcover (Canada: \$23.00)

Free Freight

ALL THINGS ALICE

By Linda Sunshine

The next offering from the author of the charming and whimsical All Things Oz, All Things Alice is designed in the same chunky gift format and features rare and extraordinary vintage art from numerous editions of Lewis Carroll's beloved Alice in Wonderland.

A s cherished today as it was a century ago, Lewis Carroll's *Alice in Wonderland* has earned legions of devotees, young and old, from around the world. Now, Linda Sunshine has compiled extraordinary examples of art from dozens of rare and out-of-print editions of the novel. From whimsical to sinister, the artwork spans styles, generations, and countries, making for a one-of-a-kind collection.

Quotations from the novel and excerpts from Carroll's journals and letters perfectly complement the vibrant illustrations, while his rhymes and nonsense verse are represented by his word games, riddles, and logic puzzles.

All Things Alice also features commentary and insight from some of the novel's famous fans, including Joyce Carol Oates and Virginia Woolf. A list of Alice-themed specialty shops and attractions helps to make this the perfect gift for any Alice enthusiast, and the ultimate addition to any collection.

LINDA SUNSHINE is the author of 27 books. She lives in Los Angeles.



Antiques/Collectibles—Pop Culture (ANT052000)

350 full-color photographs

6½ x 6½; 352 pages

Clarkson Potter/Publishers

1-4000-5441-9. \$29.95 hardcover (Canada: \$42.00)

EAN Code 9781400054411

On Sale 10/26/04

A PASSION FOR ANTIQUES

By Barbara Milo Ohrbach

From Potter's bestselling antiques expert Barbara Milo Ohrbach comes a fresh, lavishly illustrated look at antiques and how to use them to create distinctive rooms.

Readers have turned to Barbara Milo Ohrbach's bestselling *Antiques at Home* again and again, using it as an invaluable primer on collecting. In *A Passion for Antiques*, she has created an all-new guide to the endlessly alluring and ever-changing world of antiques. As a passionate collector, Ohrbach has traveled the world, from the finest London antiques dealers to New York City flea markets. Now all of her discoveries and advice are collected in one volume.

Featuring the exquisite homes of the world's most dedicated antiques collectors, *A Passion for Antiques* will inspire anyone looking for creative ways to decorate with their most prized possessions. Tips for properly caring for precious objects and lists of professional sources for restoring them complete this comprehensive insider's guide. Filled with information as priceless as the antiques to which it pays tribute, and illustrated with more than 250 extraordinary photographs, this book will delight newcomers to antiques as well as any knowledgeable collector.

BARBARA MILO OHRBACH is the bestselling author of 20 books and is the editor-at-large of *Art & Antiques* magazine. She is the founder of Cherchez, a trend-setting shop that has been featured in *House & Garden* and other magazines.



House & Home—Decorating/Antiques & Collectibles
(HOM003000/ANT000000)
250 full-color photographs
7⁷/₁₆ x 10; 192 pages
Clarkson Potter/Publishers
0-609-60821-5. \$30.00 hardcover (Canada: \$42.00)
EAN Code 9780609608210
On Sale 10/26/04



MARKETING

National Publicity

Tie-In with Author Lectures

Included in Potter Holiday Advertising in *New York Times* Book Review

Also by Barbara Milo Ohrbach

Antiques at Home

0-517-56986-8

\$32.50 hardcover (Canada: \$48.95)

Tabletops

0-517-70332-7

\$25.00 hardcover (Canada: \$38.00)

The Scented Room

0-517-56081-X

\$20.00 hardcover (Canada: \$26.00)

You're the Best

0-609-61031-7

\$10.00 hardcover (Canada: \$15.00)

Free Freight

What do women want? For one thing, they want Kyan Douglas to shower them (or shower *with* them) with the type of looking-good advice he gives as the grooming guru on *Queer Eye for the Straight Guy*. And in *Beautifulied*, that's exactly what he does!

kyan douglas beautifulied:

kyan's secrets to looking and feeling fabulous

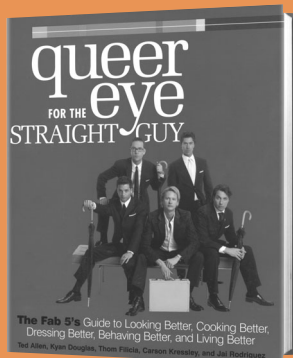
On television and as one of the coauthors of Potter's *New York Times* bestselling book *Queer Eye for the Straight Guy*, Kyan Douglas has become one of the hottest names in beauty and grooming. In *Beautifulied*, Kyan finally comes through with all of his can't-miss secrets for looking and feeling fabulous. With a kind heart and a sincere desire to help the women who are his biggest fans, Kyan covers:

- how your hair color and cut can work for you
- the importance of good skin care for radiant youth and graceful aging
- the secrets to good makeup tools, techniques, styles, and products
- what you should eat and drink (and what you should try to avoid) to look and feel your best
- and a daily exercise regimen that you really can do on a daily basis, including Pilates, yoga, and strength-training.



Beautified features an eye-catching design, 150 full-color photographs, including pictures of subjects pre- and post-Kyan (and lots of Kyan himself), sidebars, quotes, and other elements that underscore the essential message: Here's what you can do right now to look as great as you feel and feel as great as you look.

KYAN DOUGLAS trained at the Aveda Institute and has worked as a stylist in salons and for magazines and television. He is a graduate of Loyola University in New Orleans and is a former student of massage therapy and the healing arts. He lives in New York City.



Also Available
Queer Eye for the Straight Guy
1-4000-5446-X. \$27.50 hardcover (Canada: \$39.65)

MARKETING

National Publicity

National Television

20-City Radio Satellite Tour

Tie-In With Author Spokesperson
Media Appearances

Author Interviews
out of New York

Included in Potter Holiday
Advertising in *New York Times*
Book Review

Free Freight



Health & Fitness—Beauty (HEA003000)

150 full-color photographs

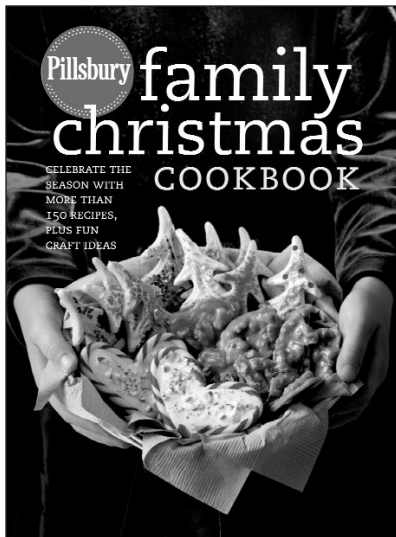
8½ x 11; 192 pages

Clarkson Potter/Publishers

1-4000-8144-0. \$19.95 paper (Canada: \$27.95)

EAN Code 9781400081448

On Sale 10/26/04



MARKETING

National Publicity

Advertising

Come and Eat Magazine

P.O.P.

1-4000-8134-3

12-copy floor display

\$330.00 (Canada: \$479.40)

1-4000-8135-1

12-copy mixed floor display

(6 copies *Christmas*, 3 copies *One-Dish Meals*, 3 copies *Best Cookies*)

\$308.70 (Canada: \$455.40)

Also by the Pillsbury Editors

Pillsbury: Best of the Bake-Off® Cookbook

1-4000-5133-9

\$27.50 hardcover (Canada: \$39.95)

Pillsbury: Best Cookies Cookbook

0-609-60084-2

\$21.95 hardcover (Canada: \$32.95)

Pillsbury: Dough Magic!

0-609-60863-0

\$25.95 hardcover (Canada: \$39.95)

Pillsbury: One-Dish Meals

0-609-60282-9

\$25.95 hardcover (Canada: \$38.95)

Free Freight

PILLSBURY FAMILY CHRISTMAS COOKBOOK

Celebrate the Season with More Than
150 Recipes, Plus Fun Craft Ideas

By *The Pillsbury Editors*

The ultimate holiday resource from the Pillsbury Kitchens, home of the Bake-Off®—illustrated with beautiful full-color photographs and bursting with great ideas for creating a merry and memorable Christmas.

From 155 easy-to-follow, time-saving recipes to suggestions for organizing holiday baking and involving kids in seasonal preparations, *Pillsbury Family Christmas Cookbook* will be welcomed with open arms by busy families this fall.

Delicious entrées run the gamut from Slow-Cooked Beef Burgundy and Party Chicken Cacciatore to Pineapple-Orange Glazed Ham and Italian Roasted Salmon. Seasonal salads, vegetable sides even your kids will enjoy, and sweet treats like Cranberry-Walnut White Fudge are also included. Snacks and appetizers are covered, too, with an array of breads, savory bites, and tempting tidbits to satisfy even the pickiest eaters. Instructions for making colorful decorations and charming homemade gifts provide the final touch, offering terrific ways to share the spirit of togetherness and giving that is the very heart of Christmas.

PILLSBURY has been pleasing home cooks for almost 100 years and has authored 12 previous Potter cookbooks, with a combined net sales of more than two million copies. Pillsbury is based in Minneapolis, Minnesota.



Cooking—Holiday (CKB042000)

90 full-color photographs

7⁷/₁₆ x 10; 272 pages

Clarkson Potter/Publishers

1-4000-5338-2. \$27.50 hardcover (Canada: \$39.95)

EAN Code 9781400053384

On Sale 10/19/04

VINO ITALIANO BUYING GUIDE

The Ultimate Quick Reference
to the Great Wines of Italy

By Joseph Bastianich and David Lynch

*This companion to the IACP Award-winning *Vino Italiano* is a convenient, fact-packed, shopping-oriented paperback pocket guide to Italian wine.*

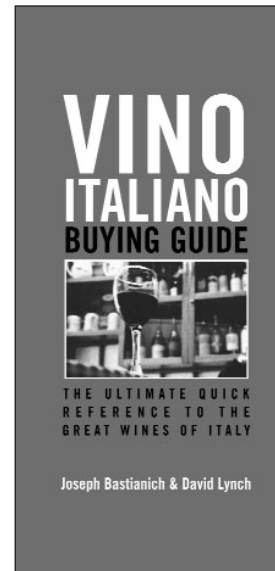
Italy produces more wine than any other country, and Americans are discovering Italian wine in record numbers. But as the availability of high-quality Italian wines in the United States increases, so does the need for a book that demystifies this confusing world. The encyclopedic and award-winning *Vino Italiano*, published by Potter in 2002 to critical and popular success, fit the bill exactly.

Now, Joseph Bastianich and David Lynch present *Vino Italiano Buying Guide*. This convenient reference lists only those Italian wines that are available in the United States and of high enough quality to matter to wine lovers. Each entry includes practical information about the wine maker (address, phone number, types of grapes and wines) as well as descriptions of the wines themselves (with ratings for premier, elite, and rising star wineries). This is the perfect companion to a trip to the wine shop or restaurant, with just the right amount of information to help you make an informed decision.

JOSEPH BASTIANICH is the co-owner, with Mario Batali, of the New York City restaurants Babbo, Esca, Lupa, and Otto, as well as the wine shop Italian Wine Merchants. **DAVID LYNCH**, the wine director at Babbo, is also a James Beard Award recipient for writing on spirits, wine, and beer.



Cooking—Wine & Spirits (CKB088000)
10 black-and-white photographs and 1 map
3¾ x 8½; 224 pages
Clarkson Potter/Publishers
1-4000-5287-4. \$12.95 paper (Canada: \$17.95)
EAN Code 9781400052875
On Sale 11/16/04



MARKETING

National Publicity

Also by These Authors

Vino Italiano
0-609-60848-7
\$35.00 hardcover (Canada: \$53.00)

Free Freight

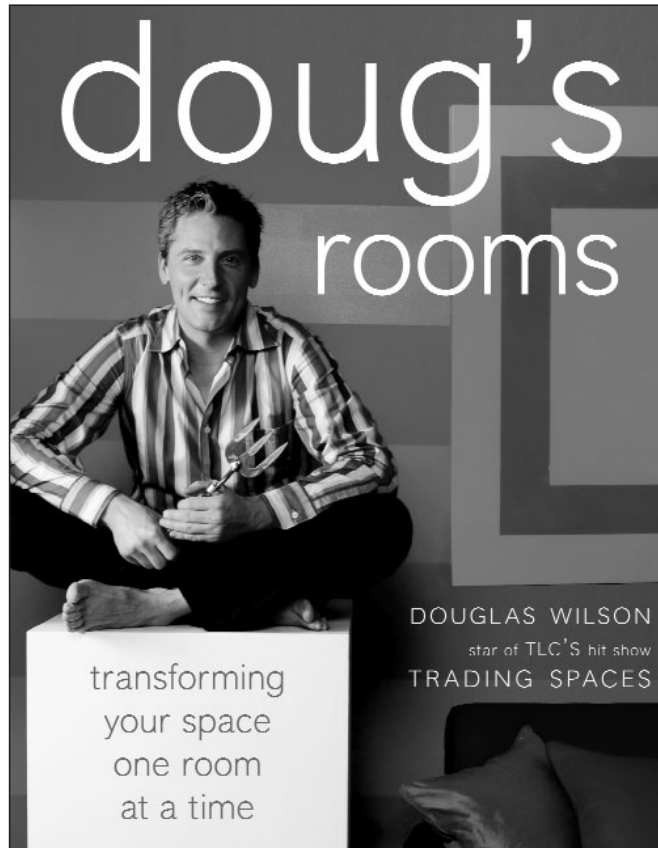
The always imaginative, often provocative Doug Wilson of TLC's incredibly popular *Trading Spaces* provides inspiration, know-how, and insider's tips for designing a space that you wouldn't trade for any other.

doug's rooms

transforming your
space one room at a time

Trading Spaces is one of the top ten programs on cable TV, with more than 18 million weekly viewers. Now, Doug Wilson—who possesses some serious design credentials and was one of two *Trading Spaces* designers chosen for the show's high-profile \$100,000 episode—steps out of the show's budget and time constraints. Presenting fifteen rooms created especially for this book, he shows readers how to bring style and flair to their homes.

The key to Doug's design genius is finding a touchstone—a swatch of fabric, a favorite knickknack, a thrift-shop treasure—that will kick-start the creative juices and serve as a visual reference for choosing wall and floor colors and materials and selecting furniture, fabrics, and decorative objects. With Doug's advice on practical matters—like measuring an area or mastering painting techniques—and his suggestions for adding touches of surprise and humor, even novice decorators can design a room that reflects their unique taste and personality.



douglas wilson

has created sophisticated and innovative interiors for some of the most noteworthy homes in America, and he has been featured in *House Beautiful*, *House & Garden*, *Elle Decor*, *HomeStyle*, and other publications. He lives in New York City.

MARKETING

National Publicity

Author Tour

Atlanta
Chicago
Kansas City, MO
Minneapolis
New York
Washington, DC

Included in Potter Holiday
Advertising in *New York Times*
Book Review

Free Freight



House & Home—Decorating (HOM003000)

100 full-color photographs

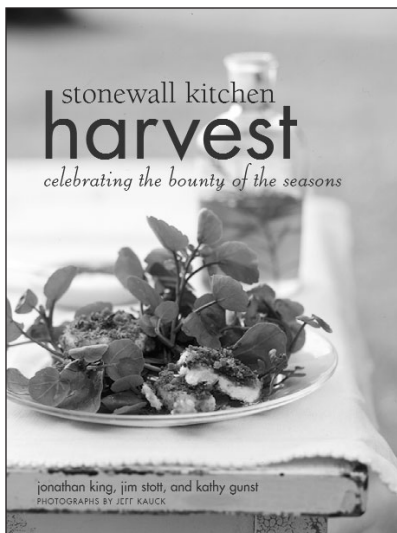
8½ x 11; 192 pages

Clarkson Potter/Publishers

1-4000-5015-4. \$19.95 paper (Canada: \$27.95)

EAN Code 9781400050154

On Sale 11/16/04



MARKETING

National Publicity

Previous Book

The Stonewall Kitchen Cookbook
0-06-019783-8 hardcover
(Morrow)

Free Freight

STONEWALL KITCHEN HARVEST

Celebrating the Bounty of the Seasons

By Jonathan King, Jim Stott, and Kathy Gunst

Celebrating the bounty of land and sea, Stonewall Kitchen Harvest brings to life the sights and the tastes of New England in gorgeous photographs and 150 flavorful, deceptively simple recipes.

Made in Maine with freshly harvested ingredients, Stonewall Kitchen's condiments and preserves are the brand of choice for sophisticated consumers around the country. In *Stonewall Kitchen Harvest*, the company's founders invite readers to join them in reaping nature's unbeatable flavors. With an emphasis on the foods of New England, the recipes are elegant, uncomplicated tributes to gifts from the sea, garden, root cellar, and fruit basket. Evocative photographs of the region's natural beauty and finished dishes set the perfect mood for the culinary exploration.

Among the fresh-from-the-garden delights are English Pea and Lettuce Soup with Chive Cream and Marinated Lamp Chops with Rosemary-Chive Butter. The best of the sea is showcased in dishes such as Trout with Cornmeal Crust and the World's Best Fried Clams. A visit to the root cellar brings forth a surprising array of temptations (including a delectable Potato Galette Stuffed with Greens and Gruyère) and fruit-lovers will find new ways to enjoy Maine's famous blueberries and other fresh produce.

JONATHAN KING and **JIM STOTT** are the founders of Stonewall Kitchen. **KATHY GUNST** is a contributing editor at *Parenting* magazine and the author of seven cookbooks. They live in Maine.



Cooking (CKB000000)
150 full-color photographs
7⁷/₁₆ x 10; 288 pages
Clarkson Potter/Publishers
1-4000-5077-4. \$30.00 hardcover (Canada: \$42.00)
EAN Code 9781400050772
On Sale 11/9/04

THE PANERA BREAD COOKBOOK

Breadmaking Essentials and Recipes
from America's Favorite Bakery-Café

By the Panera Bread Team

Foreword by Peter Reinhart

From America's favorite bakery-café comes an essential guide to baking delicious, handcrafted breads at home—and using them in more than 150 creative and flavorful bread-based recipes.

The *Panera Bread Cookbook* is an invaluable resource for baking enthusiasts interested in crafting and using artisan breads at home. It includes a foreword on the cultural importance of bread by revered baker and James Beard Award-winning author Peter Reinhart and features recipes from chefs Ward Bradshaw and Joel Cammett of Atlanta's celebrated destination restaurant, Teaspace.

Even if you've never baked bread, the information in sections such as "Bread Baking 101" and "A Foundation of Formulas" will have you consistently turning out aromatic, perfectly textured, great-tasting breads in no time. Then you'll be ready to dive in and start trying the book's irresistible bread-based recipes for every occasion, including appetizers like Artichoke Crostini, savory sandwiches like Baked Ham with Gruyère and Honey Dijon Mayonnaise on Sourdough, and desserts like Zinfandel-Poached Pears with Raisin Pecan Streusel.

Established in 1981, **PANERA BREAD** currently operates 602 bakery-café in 35 states. Panera also received the number one ranking for food quality in *Restaurants & Institutions* magazine's "Choice in Chains" survey, and has won "Best of" awards in nearly every major city in America. It is headquartered in Richmond Heights, Missouri.



Cooking—Bread (CKB009000)

8-page full-color photo insert; 25 line drawings

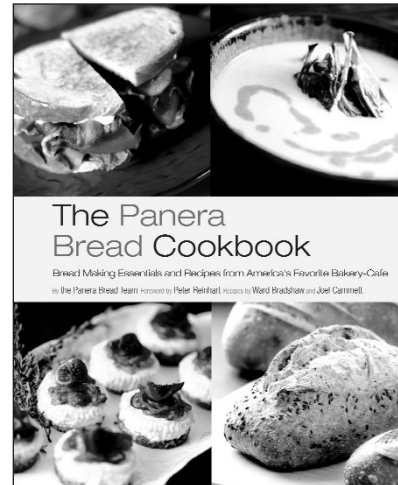
7³/₈ x 9¹/₄; 272 pages

Clarkson Potter/Publishers

1-4000-8041-X. \$18.95 paper (Canada: \$26.95)

EAN Code 9781400080410

On Sale 11/9/04

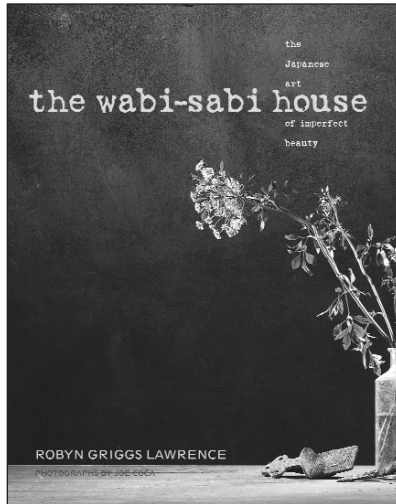


MARKETING

National Publicity

Tie-In with Panera Store
Appearances

Free Freight



MARKETING

National Publicity

Tie-In with Author's
Appearances for *Natural Home*

Advertising
Natural Home

Free Freight

THE WABI-SABI HOUSE

The Japanese Art of Imperfect Beauty

By Robyn Griggs Lawrence

Photographs by Joe Coca

A uniquely inspirational lifestyle and design guide that introduces the contemporary homeowner to wabi-sabi, the ancient Japanese art of imperfect beauty.

Wabi-sabi, simply, is an appreciation for beauty in the natural progression of time. It is found in flea markets, not warehouse stores; in the deep cracks of weathered handmade objects, rather than the shiny surfaces of machine-made, disposable items. Intimately tied to Zen Buddhism, wabi-sabi is an aesthetic that invites comfort and welcomes a subtle spiritual component into the home.

In the wake of feng shui, wabi-sabi is set to become the next "big thing" in home design. *The Wabi-Sabi House* recounts the rich history of this emerging trend and reveals countless ways to introduce wabi-sabi elements into our living spaces, from clearing clutter and blocking noise to gracefully integrating salvaged materials and artisan wares at home.

Authoritative, intimate, and beautifully designed, *The Wabi-Sabi House* will be the most accessible and comprehensive book available on this subject to date.

ROBYN GRIGGS LAWRENCE is the editor in chief of *Natural Home*, a bimonthly magazine that helps readers craft healthy, serene homes and lifestyles. She lives in Boulder, Colorado.



House & Home—Decorating (HOM003000)

50 black-and-white photographs

7 x 9; 192 pages

Clarkson Potter/Publishers

1-4000-5046-4. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400050468

On Sale 11/23/04

THE GARDENER'S LIFE

Inspired Plantsmen, Passionate Collectors, and Singular Visions in the World of Gardening

By Laurence Sheehan, with Carol Sama Sheehan and Kathryn George Precourt

Photographs by William Stites

The authors of the delightful Living with Dogs present an alluring glimpse at the gardens and lifestyles of passionate gardeners across the country.

Just as they explored dog shows, breeders' farms, and pug figurines in *Living with Dogs*, this bestselling team of authors captures the essence of the gardener's passion in *The Gardener's Life*. In their new book they take us to twelve states to meet the people behind some of the country's most beautiful and creative gardens; they visit flower painters and garden photographers; they drop by herb farms and take us on excursions to venerable events like the Newport Flower Show.

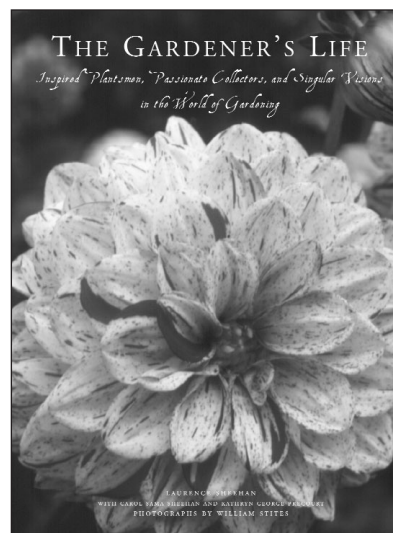
Here, for instance, is Ninetta and Gavin Herbert's famed Roger's Gardens on the California coast and artist Abbie Zabar's magical urban miniature gardens. We also meet avid collectors of garden-related items from pictures of bluebonnets to antique mowers. We learn from seedsmen, plantswomen, and potters; discover the gardening secrets of the Shakers; enter the august gardening library of America's oldest horticultural society; and go behind the scenes with prizewinning garden designer Alan Haskell.

Witty, informative, and verdant with gorgeous photographs, this is an irresistible celebration of gardens and the people who love them.

LAURENCE SHEEHAN, CAROL SAMA SHEEHAN, KATHRYN GEORGE PRECOURT, and WILLIAM STITES are the authors of three previous books with Potter.



Gardening (GAR000000)
275 full-color photographs
9 x 12; 240 pages
Clarkson Potter/Publishers
0-609-60939-4. \$50.00 hardcover (Canada: \$70.00)
EAN Code 9780609609392
On Sale 11/2/04



MARKETING

National Publicity

Included in Potter Holiday Advertising in *New York Times Book Review*

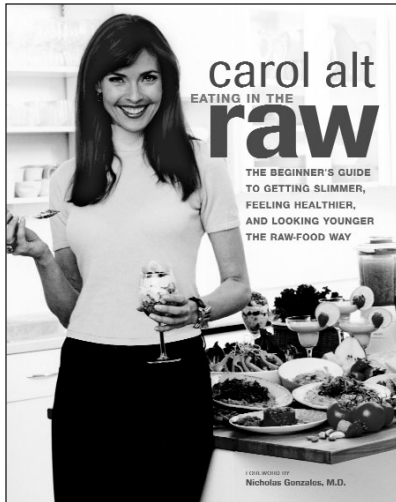
Also by These Authors

Living with Dogs
0-517-70875-2
\$50.00 hardcover (Canada: \$70.00)

A Passion for Golf
0-517-59363-7
\$30.00 hardcover (Canada: \$40.00)

The Sporting Life
0-517-58166-3
\$40.00 hardcover (Canada: \$50.00)

Free Freight



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of New York

Free Freight

EATING IN THE RAW

The Beginner's Guide to Getting Slimmer,
Feeling Healthier, and Looking Younger
the Raw-Food Way

By Carol Alt

From supermodel and actress Carol Alt, an inviting guide for anyone who wants to enjoy the benefits of the latest healthy lifestyle trend: raw food.

Carol Alt is among the vanguard of Americans, as many as a million in number, who have discovered that eating foods in their raw state can keep you feeling and looking great. As Carol has learned and explains here, we evolved eating a primarily raw diet, so our bodies perform optimally with raw food as fuel. By eating foods that have not been chemically altered by heat, the body is able to retain more vitamins, minerals, enzymes, and nutrients we need.

The raw food approach, however, does not call for an all-or-nothing, extreme lifestyle change. There is a continuum, not only in how much of your diet is raw, but in how much you cook your food. *Eating in the Raw* shows you how to ease into this new way of eating. It also provides 40 recipes that leave no doubt about how delicious the raw food approach can be.

Carol Alt is passionate about the immediate and long-term benefits of a raw food diet, from having more energy to avoiding serious illness. With *Eating in the Raw*, she uses all of her supermodel charisma to get the ball rolling on the next big dietary movement.

CAROL ALT was named "Most Beautiful Woman in the World" by *Playboy* and has graced the covers of more than 700 magazines, including two *Sports Illustrated* swimsuit issues.



Health & Fitness—Diets (HEA006000)

7³/₈ x 9¹/₄; 288 pages

Clarkson Potter/Publishers

1-4000-5284-X. \$16.00 paper (Canada: \$23.00)

EAN Code 9781400052844

On Sale 12/21/04



potterstyle

fall 04

potter style — the details

- The Fall 2004 Potter Style line includes 16 products from Potter authors such as Ina Garten, Jim Dratfield, and Lorraine Diehl.
- The Potter Planner collection includes one new mini-journal, My Favorite Films, and a new keepsake folder, the What I Played Golf Score Card Keeper.
- Keepsake-quality features include beautiful boxes and pockets.
- Priced from \$8.00 to \$18.95, these are some of the highest-quality gift and stationery products available.



You'll find **exciting new collections** like *All Things Alice*, based on the book by Linda Sunshine, and a Chocolate Lover's journal and recipe cards from Lora Brody's *Chocolate American Style*.



A sampling of
The All Things Alice Collection

perforated
postcards

A sampling of
The Chocolate Lover's Collection

recipe
note cards



potter style product collections

fall 2004

The All Things Alice Collection, on sale 9/7/2004

(based on the book by Linda Sunshine)

Journal	\$10.95 (Canada: \$16.95)	1-4000-5387-0
Postcards	\$12.00 (Canada: \$18.00)	1-4000-5390-0
Small Note Cards	\$12.00 (Canada: \$18.00)	1-4000-5388-9

The Barefoot in Paris Collection, on sale 9/7/2004

(based on the book by Ina Garten)

Travel Journal	\$10.95 (Canada: \$16.95)	1-4000-5393-5
Tri-Fold Recipe Note Cards	\$12.00 (Canada: \$18.00)	1-4000-5386-2

The Chocolate Lover's Collection, on sale 9/7/2004

(based on *Chocolate American Style* by Lora Brody)

Journal	\$10.95 (Canada: \$16.95)	1-4000-5384-6
Recipe Note Cards	\$12.00 (Canada: \$18.00)	1-4000-5385-4

The Day of the Dachshund Collection, on sale 9/7/2004

(based on the book by Jim Dratfield)

Note Cards	\$12.95 (Canada: \$18.95)	1-4000-5383-8
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BRAND-NEW TO POTTER STYLE Origami Tri-Fold Note-Cards

(created by Potter's in-house design team)

Note Cards	\$12.00 (Canada: \$18.00)	1-4000-5382-X
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The Potter Planner Collection, on sale 9/7/2004

(created by Potter's in-house design team)

My Favorite Films Mini Journal	\$8.00 (Canada: \$12.95)	1-4000-5394-3
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The Subways Collection, on sale 9/7/2004

(based on the book by Lorraine Diehl)

Journal	\$10.95 (Canada: \$16.95)	1-4000-8083-5
Postcards	\$12.00 (Canada: \$18.00)	1-4000-8084-3

The Sunflower Collection, on sale 9/7/2004

(based on *Wild Flowers* by David Stark and Avi Adler)

Small Note Cards	\$12.00 (Canada: \$18.00)	1-4000-5381-1
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Keepsake Folder

What I Played Golf Score Card Keeper	\$14.95 (Canada: \$21.00)	1-4000-5395-1
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The Yarn Girls Collection, on sale 9/7/2004

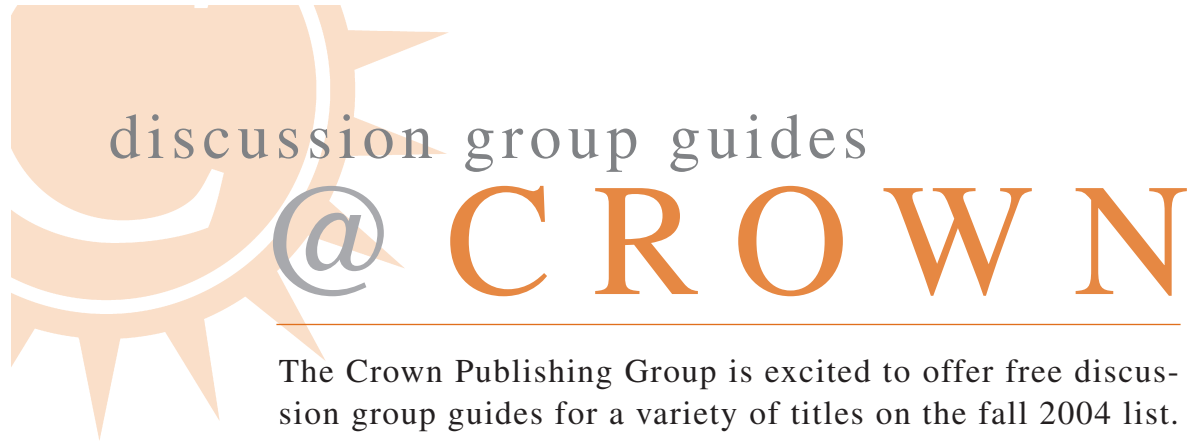
(based on the *Yarn Girls* books by Julie Charles and Jordana Jacobs)

Knitting Journal	\$18.95 (Canada: \$26.95)	1-4000-5396-X
Tri-Fold Pattern Note Cards	\$12.00 (Canada: \$18.00)	1-4000-5397-8



potter style — the full-color catalog

To get a copy of the beautiful 16-page full-color Potter Style catalog, containing set-up shots and complete descriptions of all Potter Style products available in Fall 2004, please e-mail CrownBiz@RandomHouse.com, or call 1-800-729-2960.



discussion group guides

@ CROWN

The Crown Publishing Group is excited to offer free discussion group guides for a variety of titles on the fall 2004 list.

BEFORE YOU KNOW KINDNESS

Shaye Areheart Books

This discussion group guide will be available online a month before the book's on-sale date. To download, please visit CrownPublishing.com.

DOWN THERE BY THE TRAIN

Three Rivers Press

This discussion group guide will be printed in the finished book; it will also be available online a month before the book's on-sale date. To download, please visit CrownPublishing.com.

THE FOURTH QUEEN

Three Rivers Press

This discussion group guide will be printed in the finished book; it will also be available online a month before the book's on-sale date. To download, please visit MaidensCrown.com.

THE LADY OF THE SEA

Crown Publishers

This discussion group guide will be available online a month before the book's on-sale date. To download, please visit MaidensCrown.com.

THE ROYAL ROAD TO FOTHERINGHAY

Three Rivers Press

This discussion group guide will be printed in the finished book; it will also be available online a month before the book's on-sale date. To download, please visit MaidensCrown.com.

RUSLAN

Three Rivers Press

This discussion group guide will be printed in the finished book; it will also be available online a month before the book's on-sale date. To download, please visit MaidensCrown.com.

SECRETS OF THE CITY

Three Rivers Press

This discussion group guide will be printed in the finished book; it will also be available online a month before the book's on-sale date. To download, please visit MaidensCrown.com.

WHEN THE SPIRITS DANCE MAMBO

Three Rivers Press

This discussion group guide will be printed in the finished book; it will also be available online a month before the book's on-sale date. To download, please visit MaidensCrown.com.

harmony books & shaye areheart books

FALL '04



CARY

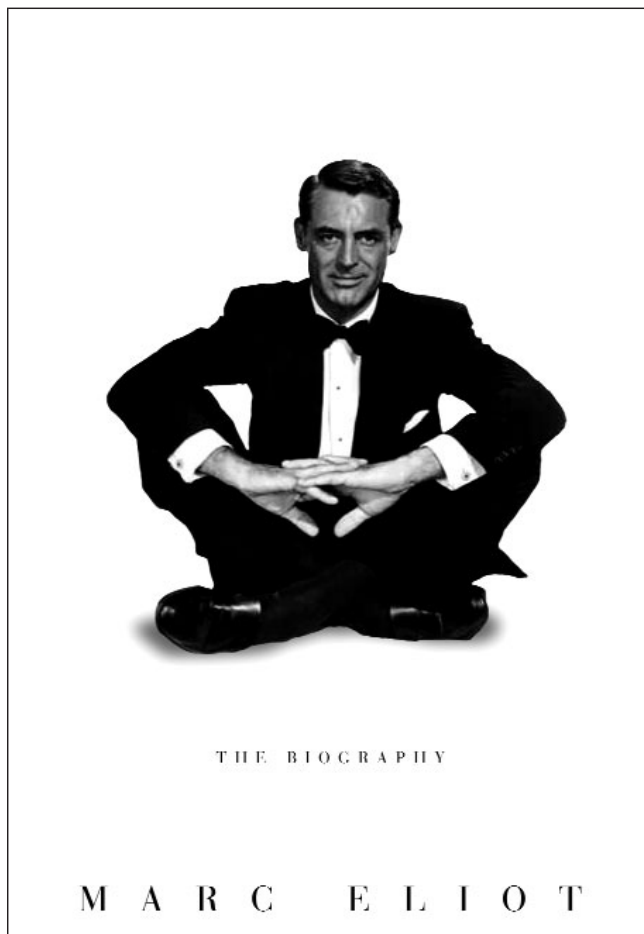
At long last: the first full-length, definitive biography of one of Hollywood's most enduring—and fascinating—luminaries, containing never-before-published material on the actor's private life.

Bringing Up Baby. The Philadelphia Story. North by Northwest. An Affair to Remember. When Cary Grant passed away at age 82, fans from every generation mourned. Nearly 20 years later, his star shines just as brightly from television and revival-house screens; his name remains synonymous with effortless charm. But perhaps the most remarkable fact about Grant, as renowned biographer Marc Eliot shows, is that his personal life was every bit as interesting and dramatic as that of any character he ever played.

The new details Eliot has uncovered—on everything from the former Archibald Leach's troubled childhood to his ambiguous sexuality to his dabbling with LSD—will satisfy even the fan who has read everything previously available. Equally compelling is Eliot's incisive exploration of the magical amalgam of talent, looks, and charisma that made Grant a star.

GRANT

THE BIOGRAPHY ◆ BY MARC ELIOT

**MARKETING**

National Publicity

National Radio Campaign

Author Interviews
out of New YorkAlso Available as a Random
House Large Print Edition
0-375-43417-8
\$27.95 (Canada: \$39.95)**Previous Books***Take It From Me: Life's a Struggle But
You Can Win*
0-07-138379-4 hardcover
(McGraw-Hill)*Walt Disney: Hollywood's Dark Prince*
1-55972-174-X hardcover
(Birch Lane)

Free Freight

MARC ELIOT is the author of nearly a dozen critically acclaimed Hollywood biographies, including the international bestseller *Walt Disney: Hollywood's Dark Prince*. He lives in New York City.



Biography—Entertainment & Performing Arts
(BIO005000)

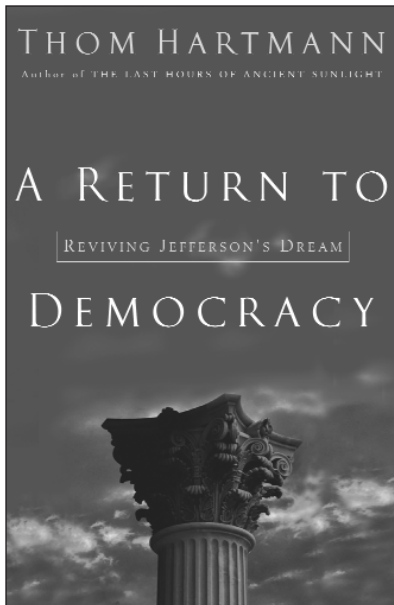
One 16-page black-and-white photo insert
6¹/₈ x 9¹/₄; 416 pages

A Harmony Book

1-4000-5026-X. \$25.95 hardcover (Canada: \$35.95)

EAN Code 9781400050260

On Sale 9/21/04



MARKETING

National Publicity

National Radio Campaign

Cross-Promotion with *The Thom Hartmann Radio Program* and ThomHartmann.com

Author Interviews
out of New York

Also by Thom Hartmann
The Last Hours of Ancient Sunlight
(Revised Edition)
1-4000-5157-6
\$14.95 paper (Canada: \$22.95)

Free Freight

A RETURN TO DEMOCRACY

Reviving Jefferson's Dream

By Thom Hartmann

An eye-opening view of democracy under siege in America, and a blueprint for its return and revitalization. This book—examining history and current politics and providing a clear vision for the future—gives citizens the tools to transform the political landscape.

When the founding fathers were searching for the best and fairest form of government, they studied the models of Athenian democracy, the Roman republic, and the Iroquois confederacy, and created what is now called a modern liberal democracy. Today, 81 nations can be described as fully democratic. Yet in numerous countries around the world, democracy has failed or is tottering, and in the United States its principles are increasingly under siege from corporate and other forces.

In *A Return to Democracy*, Thom Hartmann shows why democracy is not an aberration in human history, but the oldest, most resilient, and most universal form of government, with roots in nature itself. He traces in particular the history of democracy in the United States, identifies the most prevalent myths about it, and offers an inspiring yet realistic plan for reviving Jefferson's dream before it is too late.

THOM HARTMANN is the host of the nationally syndicated *The Thom Hartmann Radio Program*. He is also the award-winning author of 13 books. He lives in Montpelier, Vermont.



Political Science—Democracy (POL007000)

5½ x 8¼; 288 pages

A Harmony Book

1-4000-5208-4. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400052080

On Sale 6/29/04

FIRE POINT

A Novel

By John Smolens

From the author of Cold comes a suspenseful, atmospheric story of love, revenge, and redemption set in Michigan's Upper Peninsula.

Martin Reed spent childhood vacations on the northern shore of Lake Superior, listening to his aunts and uncles talk about the mines, about hunting and fishing, and, always, about the weather. Returning years later, Martin falls in love with Hannah LeClaire, a beautiful young woman who shares his enchantment with a crumbling old house scheduled for demolition. With the help of Martin's cousin Pearly, they begin to restore the house. But Hannah's ex-boyfriend, Sean, a former GI and the son of a local police officer, will do anything to destroy their happiness—including attempted arson and rape. When Martin is attacked and suffers a concussion that erases his memory, the police focus their attention on Pearly—until Sean and his father decide to take matters into their own hands.

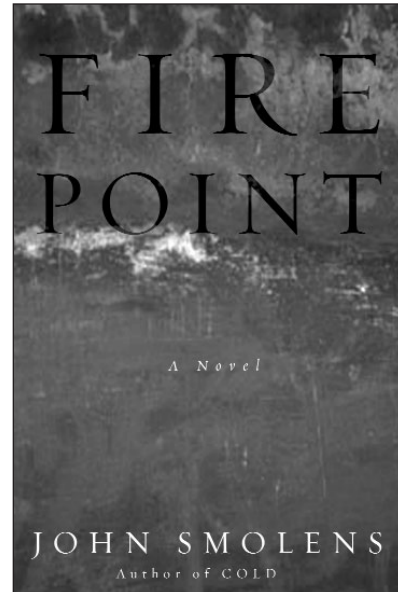
A crackling suspense tale, *Fire Point* is also a stunning evocation of the harsh beauty of rural Michigan and the intricate, multilayered fabric of small town life.

Praise for *Cold*:

"Addictive . . . Smolens's spare prose and cinematically short scenes follow the rapid unraveling of a wild conspiracy." —*New York Times Book Review*

"A first-rate thriller." —*Publishers Weekly*

JOHN SMOLENS is the director of Northern Michigan University's MFA program in creative writing. He lives in Marquette, Michigan.



MARKETING

National Publicity

Author Interviews
out of Michigan

P.O.P.

1-4000-8143-2
Easel-backed poster
(no charge)

Also by John Smolens

Cold
1-4000-5087-1
\$12.00 paper (Canada: \$18.00)

Free Freight



Fiction (FIC000000)

6 1/8 x 9 1/4; 288 pages

Shaye Areheart Books

0-609-61104-6. \$22.00 hardcover (Canada: \$30.00)

EAN Code 9780609611043

On Sale 8/24/04



MARKETING

National Publicity

Author Interviews
out of New York

Promotion to Medical
Professionals and Cancer
Support Groups
Including postcard mailings
and advertising

Free Freight

JOY IS A PLUM COLORED ACROBAT

45 Life-Affirming Visualizations for
Breast Cancer Treatment and Aftercare

By Wendy Burton

A gift of strength and healing for women diagnosed with breast cancer, this gracefully written and beautifully illustrated guide transforms a sterile medical experience, full of fear and anxiety, into a creative, safe, and life-affirming journey.

Joy Is a Plum Colored Acrobat is unlike any other book on breast cancer. Wendy Burton, who navigated her own voyage through the disease with clarity and an open heart, offers other women an inspiring, colorful companion to ease the way from diagnosis to surgery to chemotherapy or radiation and, finally, to wellness.

In 45 visualizations, all illustrated in vibrant color, Burton illuminates how her imagination—in creating vivid, energetic, whimsical imagery (like the plum colored acrobats of the title)—brought her joy and comfort during even the darkest moments of treatment. She encourages readers to use them as a springboard for their own healing process and to let their imaginations take wing. Positive, poetic, and unintrusive, *Joy Is a Plum Colored Acrobat* will rank alongside Dr. Susan Love's *Breast Book* for breast cancer patients and those who love them.

WENDY BURTON has worked in the publishing industry for 26 years. She lives in Red Hook, New York.



Body, Mind & Spirit—Healing (OCC011000)

40 full-color illustrations

5 x 7^{7/8}; 128 pages

A Harmony Book

1-4000-5479-6. \$16.00 hardcover (Canada: \$23.00)

EAN Code 9781400054794

On Sale 9/14/04

PATHS TO GOD

Living the Bhagavad Gita

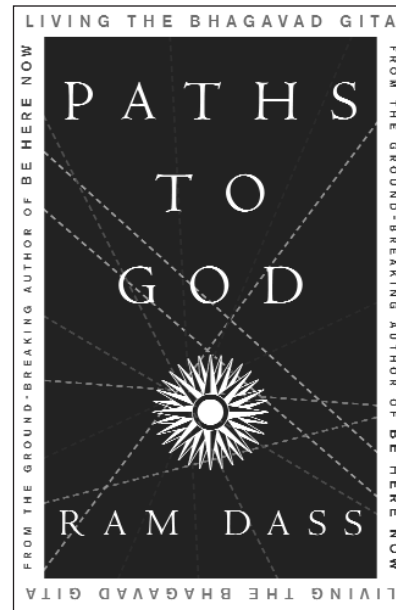
By Ram Dass

World renowned philosopher and spiritual teacher Ram Dass—author of the classic Be Here Now—presents the first companion and guide to the Bhagavad Gita, the classic Hindu text that has been called the ultimate instruction manual for living a spiritual life.

As Ram Dass says in his introduction, this book is a series of reflections about the major themes of the Gita—themes which touch on the various yogas, or “paths for coming to union with God.” In other words, *Paths to God* is not another translation of the Gita, but a retranslation of its principles into contemporary western life—a guide to making the wisdom of the Bhagavad Gita relevant and applicable to our lives.

Ram Dass suggests that there are states of consciousness that are always available to us if we do not veil ourselves from them through a blind attachment to our own thoughts. Whether we realize this or not depends on our level of self-awareness. The *Bhagavad Gita* presents us with a template for expanding the definitions of ourselves, and thus enables us to appreciate our lives in a whole new context.

RAM DASS has served on the faculty at Stanford and Harvard University. Since 1968, he has pursued a variety of spiritual practices, including guru kripa, devotional yoga, meditation, and Sufi and Jewish studies.



MARKETING

National Publicity

Tie-In with Author Lectures

Also by Ram Dass

Be Here Now

0-517-54305-2

\$14.14 paper (Canada: \$21.21)

Free Freight



Religion—Eastern (REL024000)

5⁵/₈ x 8¹/₄; 256 pages

A Harmony Book

1-4000-5402-8. \$22.22 hardcover (Canada: \$30.00)

EAN Code 9781400054022

On Sale 9/7/04



THE BOOK of SECRETS

Unlocking the Hidden Dimensions of Your Life

◆

According to Deepak Chopra, within each of us is a book of mysteries waiting to be opened—and when it is, the secrets of the universe will be revealed to us. *The Book of Secrets* is the key to unlocking this inner source of ultimate wisdom.

◆

Deepak Chopra says that every life is a book of secrets, ready to be opened. The secret of love is to be found nowhere but within us, along with the secrets of healing, compassion, faith, and the most elusive secret of all: who we truly are. Every child asks about the secret of existence at one time or another, and yet we remain mysteries to ourselves.

We all want to know who to choose as a partner, what job to take, how to teach our children well. This book, a crystalline distillation of insights and wisdom accumulated over the lifetime of one of the great spiritual thinkers of our time, is an exquisite tool for discovering answers to the most personal and fundamental questions we face.

The answers to such questions are often hidden from view, sequestered from our everyday gaze. In his luminous new book, Deepak Chopra isolates fifteen secrets—among them “What You Seek You Already Know,” “Life Hurts When It Is Unreal,” and “There Is No Time But Now”—that can open our eyes to truths that point the way to transformation and enlightenment.

DEEPAK CHOPRA, M.D., is one of the world’s best-selling authors and the founder of the Chopra Center for Well-Being in Carlsbad, California.

by **DEEPAK CHOPRA**



MARKETING

National Publicity

National Radio Campaign

Author Tour

- Atlanta
- Boston
- Chicago
- Dallas
- Milwaukee
- New York
- Phoenix
- Portland
- San Diego
- San Francisco
- Seattle
- St. Louis

National Print Advertising Campaign

P.O.P.

- 1-4000-8146-7
- 12-copy floor display
- \$300.00 (Canada: \$456.00)

Also Available as a Random House AudioBook

- Abridged, 4 CDs
- 0-7393-1397-5
- \$27.50 (Canada: \$39.95)

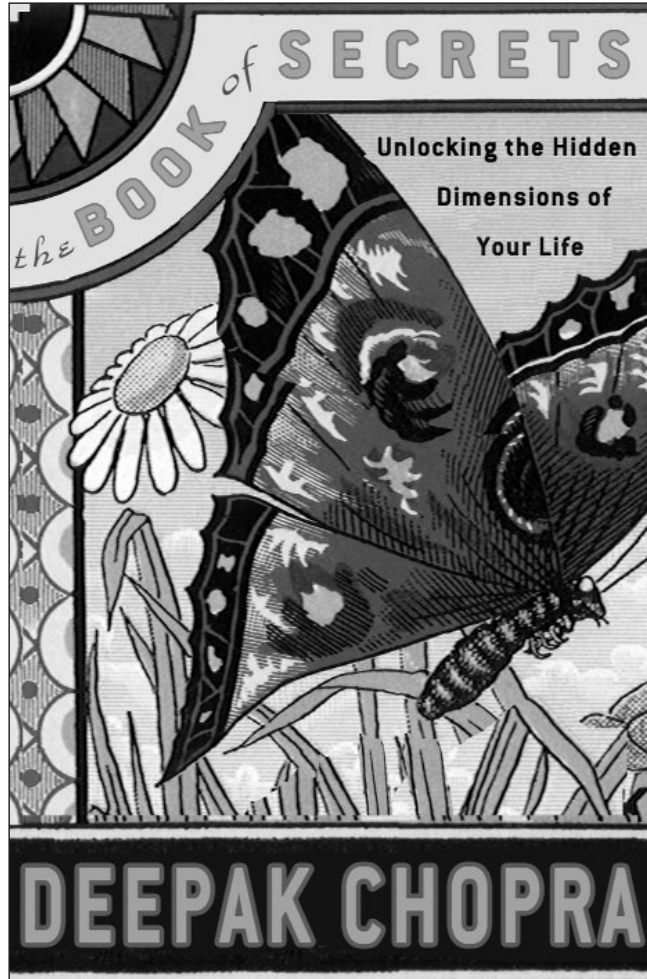
Abridged, 3 cassettes

- 0-7393-1396-7
- \$25.00 (Canada: \$35.00)

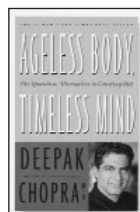
Also Available as a Random House Large Print Edition

- 0-375-43385-6
- \$27.00 (Canada: \$41.00)

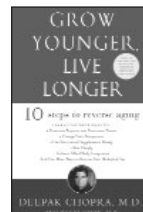
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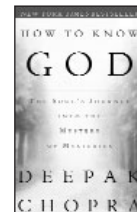
ALSO BY DEEPAK CHOPRA



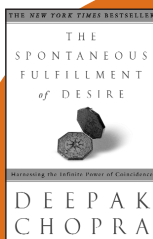
Ageless Body, Timeless Mind
0-517-88212-4
\$14.95 paper
(Canada: \$22.95)



Grow Younger, Live Longer
0-609-81008-1
\$14.00 paper
(Canada: \$21.00)



How to Know God
0-609-80523-1
\$14.00 paper
(Canada: \$21.00)



See Pages 8–9 of the Three Rivers Press Fall 2004 Catalog for Details About the Paperback Publication of *The Spontaneous Fulfillment of Desire*

1-4000-5431-1
\$14.95 paper (Canada: \$22.95)
On Sale 9/7/04

Self-Help (SEL000000)

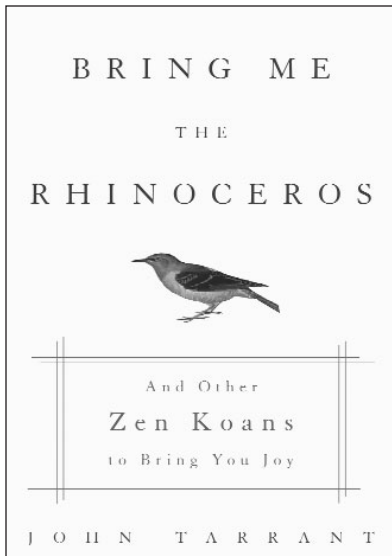
6 1/8 x 9 1/4; 240 pages

A Harmony Book

0-517-70624-5. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9780517706244

On Sale 10/5/04



MARKETING

National Publicity

Previous Book

The Light Inside the Dark
0-06-093111-6 paper
(HarperPerennial)

Free Freight

BRING ME THE RHINOCEROS

And Other Zen Koans to Bring You Joy

By John Tarrant

*An essential part of the Zen tradition, koans are brief paradoxical stories or questions without rational answers. In *Bring Me the Rhinoceros*, John Tarrant uses koans to awaken our minds to the universal enigmas of knowing and not knowing, living and dying, hanging on and letting go, and in the process he leads us down the path to a more joyful and peaceful existence.*

With *Bring Me the Rhinoceros*, John Tarrant does for koans what Roger Housden has done for poetry in Harmony's successful "Ten Poems" series. Each chapter begins with a koan—some are as brief as a few sentences, others as long as a page or two—and then the wise, warm, and enlightening voice of Tarrant takes over, offering us wonderful insights into the lessons the koan can teach us about finding peace and joy in every moment.

Tarrant shows that the old wisdom of the koans remains as vital as ever in our time. Koans are carriers of important and optimistic messages: that we do not know the limits of human possibility and that the journey towards awakening is endless. The relevancy of the koans is undiminished; they remain a precise and imaginative method for seeing past self-imposed limits and finding the joy of the eternal in our everyday routines.

JOHN TARRANT is a Zen teacher who trained in the ancient koan tradition and has been studying and teaching koans for thirty years. He also practiced for 20 years as a Jungian psychotherapist, and has taught nationally and internationally at universities, businesses, hospices, and retreat centers. He lives in Santa Rosa, California.



Self-Help—Meditations (SEL019000)

5½ x 7⅝; 160 pages

A Harmony Book

1-4000-4764-1. \$16.00 hardcover (Canada: \$23.00)

EAN Code 9781400047642

On Sale 10/12/04

YOU ARE A DOG

Life Through the Eyes of Man's Best Friend

By Terry Bain

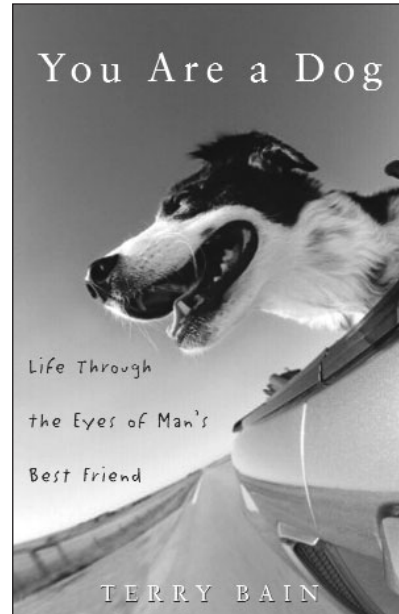
Straight from the pooch's mouth: A hilarious, thought-provoking commentary that gives us a never-before-seen dog's eye-view of the world.

What's really going on behind those patient eyes and wagging tails, that loving lick or plaintive bark? *You Are a Dog* reveals all in a series of whimsical yet profound vignettes told in the voice of "everydog."

Millions of dog owners will recognize The Vacuum: "The vacuum is evil. You bark. The vacuum is not invincible, and after it has searched every inch of the house, the vacuum will give up and return to the hall closet." The Toilet: "The advantage of drinking from the toilet is that the water is always fresh." The Sofa: "The sofa is Position One. The sofa makes you feel as if you are with your people even when your people are gone." And The Baby: "Often known as 'She Who Randomly Flings Food from the Table,' the baby has the most flavorful, ever-changing face of all your people." Readers will discover their dogs and themselves in passages so funny and so true that they'll read them out loud to friends and family.

Filled with good-hearted humor, sweetness, and even pathos, *You Are a Dog* is an irresistible treat.

TERRY BAIN (a.k.a. He Who Leaves the Seat Up So That You Might Drink) is a freelance writer, book designer, and teacher. He won an O. Henry Award for short fiction. He lives in Spokane, Washington, with his wife, three children, two dogs, and a cat.



MARKETING

National Publicity

Advertising

The Bark

The New Yorker

Free Freight



Pets—Dogs/Humor (PET004000/HUM000000)

5 x 7⁵/₈; 160 pages

A Harmony Book

1-4000-5242-4. \$16.00 hardcover (Canada: \$23.00)

EAN Code 9781400052424

On Sale 10/19/04

BEFORE YOU KNOW KINDNESS

A Novel



From the #1 *New York Times* bestselling author of *Midwives* and the national best-seller *The Buffalo Soldier* comes a new novel: A tale of three generations of women, the dysfunctional men in their lives, and the devastating accident that changes them all.

For ten summers, the extended Seton family met at their country home in New Hampshire to spend a week together playing tennis and badminton and golf, and drinking gin and tonics on the homestead porch to celebrate the end of the season. But during the eleventh summer, everything changes. A hidden, partially loaded hunting rifle winds up in exactly the wrong hands at precisely the wrong time, leading to an inadvertent but terrible accident that tests the values uniting the family—and the convictions that may pull it apart.

Rich with unforgettable characters and great depth of feeling, *Before You Know Kindness* also adds a warmly human dimension to some of the most controversial issues of our time. It is a masterful work for Chris Bohjalian's multitude of fans, reminiscent of his critically acclaimed bestseller *Midwives*.

“Bohjalian’s many fans will be glad to know he’s back on the high wire, expertly balancing topical issues with the more timeless concerns of the human heart. His well-drawn, sympathetic characters deepen and intensify the novel’s gripping plot rather than simply serving it. *Before You Know Kindness* is smart, first-rate storytelling.”

—Richard Russo



CHRIS BOHJALIAN

Bestselling author Chris Bohjalian has written eight novels and the essay collection *Idyll Banter*. His work has been translated into 17 languages and published in 20 countries. He lives in Vermont.

MARKETING

National Publicity

New England "Tour de Force"

Author Interviews

out of Boston and New York

Readers Editions Available

Advertising

*The New Yorker**New York Times Book Review**Publishers Weekly*

Discussion Group Guide

Available at

CrownPublishing.com

Promotion with

ChrisBohjalian.com

Also Available as a Random
House AudioBook

Abridged, 5 CDs

0-7393-1415-7

\$29.95 (Canada: \$42.00)

Abridged, 4 cassettes

0-7393-1414-9

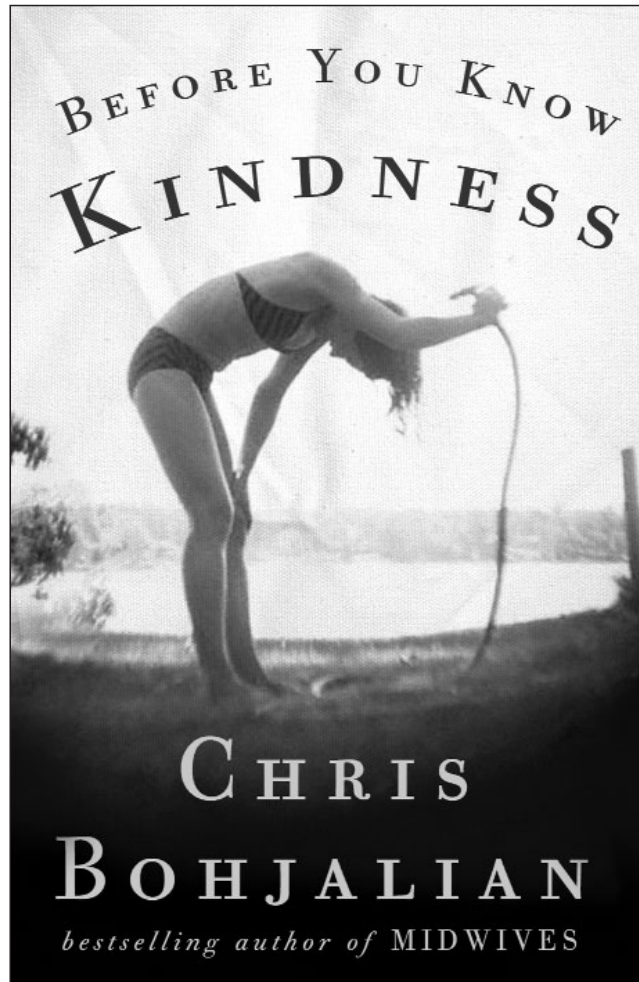
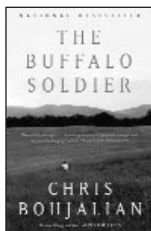
\$25.95 (Canada: \$35.95)

Also Available as a Random
House Large Print Edition

0-375-43418-6

\$27.00 (Canada: \$38.00)

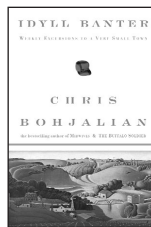
Free Freight

**ALSO BY CHRIS BOHJALIAN:***The Buffalo
Soldier*

0-375-72546-6

\$13.95 paper

(Canada: \$21.00)

*Idyll Banter*

1-4000-5215-7

\$22.00 hardcover

(Canada: \$33.00)

*Midwives*

0-375-70677-1

\$14.00 paper

(Canada: \$21.00)

*Trans-Sister Radio*

0-375-70517-1

\$14.00 paper

(Canada: \$21.00)



Fiction—Literary (FIC019000)

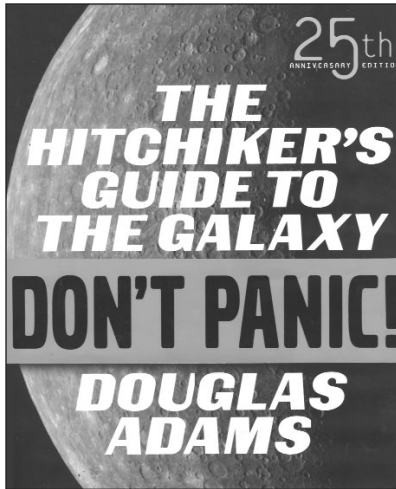
6 1/4 x 9 1/8; 448 pages

Shaye Areheart Books

1-4000-4745-5. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400047451

On Sale 10/12/04



MARKETING

National Publicity

Major Online Promotion

Also Available

The Hitchhiker's Guide to the Galaxy
(25th Anniversary Edition)
1-4000-5292-0
\$13.95 hardcover (Canada: \$21.00)

The Salmon of Doubt
0-345-46095-2
\$13.95 paper (NCR)

Free Freight

THE HITCHHIKER'S GUIDE TO THE GALAXY DELUXE 25TH ANNIVERSARY EDITION

By Douglas Adams

*Don't panic! The deluxe edition of the beloved and enduring *The Hitchhiker's Guide to the Galaxy* is available in fall 2004, just in time for holiday gift-giving.*

The *Hitchhiker's Guide to the Galaxy, Deluxe 25th Anniversary Edition* is a beautiful, clothbound, elegantly presented book, filled with never-before-published material from Douglas Adams's archives and collections of memorabilia worldwide. In addition to the text from the one-of-a-kind classic, this book will feature original radio scripts complete with Adams's notes; photographs of promotional posters and original art; covers and text from foreign editions of the book; reprints of some of Adams's newsletters; pictures of a "Don't Panic" towel and some of the odder promotional items; and more. Also included are thoughts from famous fans—such as Jonathan Lethem, Dave Barry, and the book's original editor, Bruce Harris—describing what *The Hitchhiker's Guide to the Galaxy* meant to them (in 42 words or less).

With a foreword by Adams's close friend and collaborator Terry Gilliam, this is a gift book *Hitchhiker* fans of all stripes will treasure forever.

DOUGLAS ADAMS died in May 2001 at the age of 49. His last book is the bestselling collection *The Salmon of Doubt*, published posthumously in May 2002. The feature film version of *Hitchhiker's Guide* will begin production in spring 2004, starring Martin Freeman (of BBC's *The Office*), Zoëy Deschanel, and Mos Def.



Fiction (FIC000000)

7½ x 9¼; 272 pages

A Harmony Book

1-4000-5293-9. \$35.00 hardcover (Canada: \$50.00)

EAN Code 9781400052936

On Sale 10/19/04

MEMORIES ARE MADE OF THIS

My Life with Dean Martin

By *Deana Martin*

Foreword by *Jerry Lewis*

In a searingly honest memoir, Dean Martin's daughter brings to life the glamour, intrigue, and excesses of Hollywood's infamous Rat Pack, and reveals what it was like to grow up in the home of one of Hollywood's sexiest rogues.

Charming, insouciant, and impeccably turned out in a black tuxedo, Dean Martin was coolness incarnate. His music provided the soundtrack of romance, and his image captivated movie and television audiences for more than 60 years. His daughter, Deana, was among his most ardent fans, but she also knew a side of him that few others ever glimpsed.

In page-turning prose, Deana recalls the early years of her life when she and her siblings were left in the erratic care of Dean's alcoholic first wife, and chronicles the disruptions, the warring wives, and the constantly changing "blended family" that marked her childhood. She shares never-before-told stories about her father and his Rat Pack pals and describes the impact of Dean's fame and his laissez-faire attitude toward her efforts to forge her own identity.

Written with warmth, love, and unabashed candor, *Memories Are Made of This* is a moving, often surprising portrait of an icon seen through the eyes of his daughter.

DEANA MARTIN is an actress and entertainer living with her husband in Beverly Hills, California. She is the driving force behind the Dean Martin Festival, an annual event held in his hometown of Steubenville, Ohio.



Biography—Entertainment & Performing Arts (BIO005000)

One 8-page black-and-white photo insert

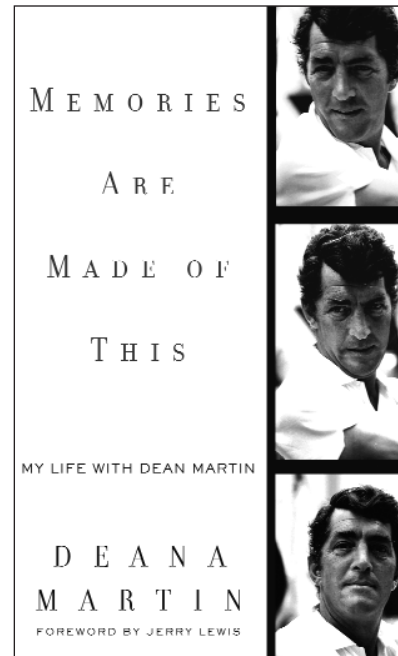
5½ x 8¼; 320 pages

A Harmony Book

1-4000-5043-X. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400050437

On Sale 10/26/04



MARKETING

National Publicity

20-City Radio Satellite Tour

Author Interviews
out of Los Angeles and New York

Free Freight

Ten poems

RODGER

to last a lifetime

THE FOURTH AND FINAL VOLUME
IN THE POPULAR SERIES THAT BEGAN
WITH *Ten Poems to Change Your Life*.
TOGETHER WITH THEIR COMPANION
ANTHOLOGY, *Risking Everything*, THESE
BOOKS HAVE SOLD MORE THAN 150,000
COPIES IN JUST TWO-AND-A-HALF YEARS
AND ARE STILL GOING STRONG.

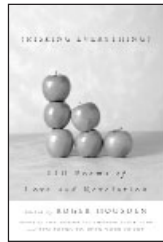
Ten Poems to Last a Lifetime contemplates what it means to be truly human. Roger Housden offers us poems that reveal layer upon layer of meaning—poems on life and death, happiness, seeing ourselves in relation to the world, and, of course, the ineffable aspects of human experience that only poetry can convey. He describes these passionate poems as “bread for the soul and fire for the spirit.”

H O U S D E N

The poets that Housden has chosen this time are Billy Collins, Hayden Carruth, Dorianne Laux, James Wright, Naomi Shihab Nye, and Mary Oliver from the United States, D. H. Lawrence from England, Rainer Maria Rilke from Germany, Fleur Adcock from New Zealand, and Seng-Ts’an from sixth-century China. However, Housden felt that no book of poems to last a lifetime would be complete without a timeless classic, so he added one more as a bonus poem—John Keats’s ode “To Autumn.”

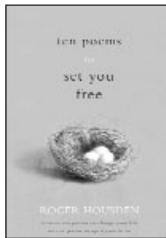
As before, Housden’s luminous essays help us to integrate the meaning and truth of each poem into our own lives. His love of poetry and life comes across on every page, so that readers feel that they have found a trusted guide and mentor.

Risking Everything
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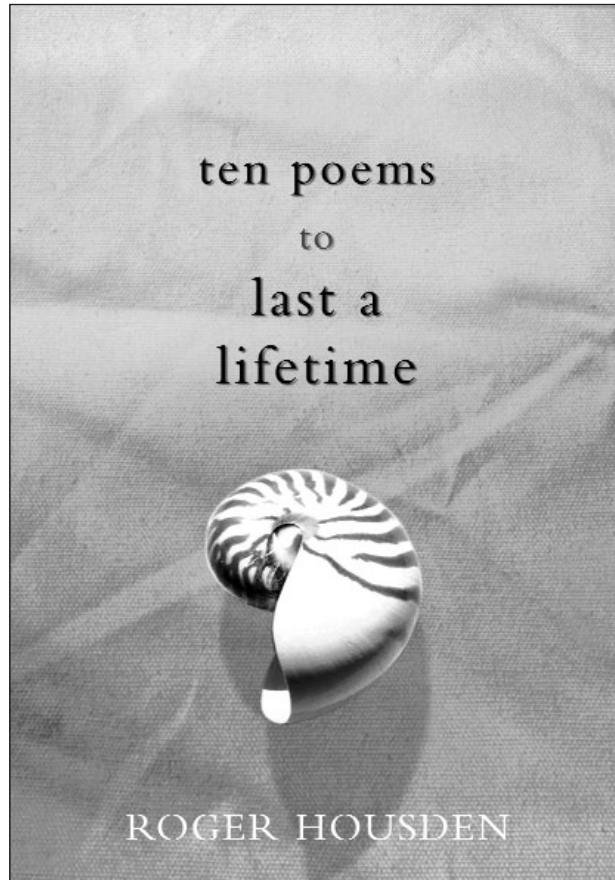


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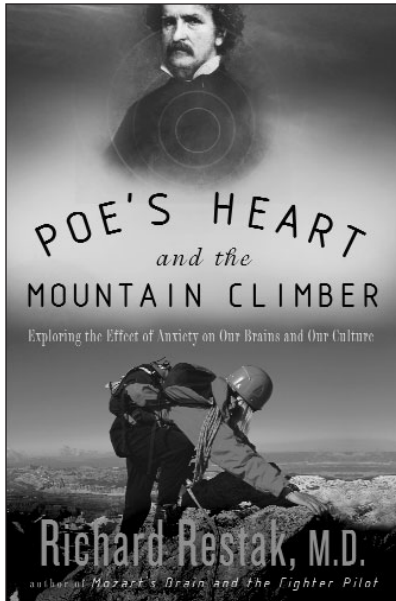
MARKETING
National Publicity
Author Interviews
out of New York
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ROGER HOUSDEN was born in the U.K. and now lives in New York City.



Poetry—Inspirational & Religious (POE003000)
5½ x 7⅝; 144 pages
A Harmony Book
1-4000-5113-4. \$16.00 hardcover (Canada: \$23.00)
EAN Code 9781400051137
On Sale 10/26/04



MARKETING

National Publicity

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Also by Richard Restak
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The Secret Life of the Brain
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(Joseph Henry Press)

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POE'S HEART AND THE MOUNTAIN CLIMBER

Exploring the Effect of Anxiety
on Our Brains and Our Culture

By Richard Restak, M.D.

From the bestselling author of Mozart's Brain and the Fighter Pilot (more than 70,000 combined copies sold) comes an in-depth look at the science of anxiety and some essential guidelines for dealing with it.

Bombarded by a constant media feed about global terrorism, war, and rising unemployment rates and by a mind-numbing array of ads that urge us to "ask our doctor" about the newest anti-anxiety medication, it feels as if this country is having a collective anxiety attack. In fact, anxiety is one of the most common mental health problems in America. *Poe's Heart and the Mountain Climber* tackles this disorder head-on, with a fresh perspective and a straightforward approach to understanding our anxiety before it paralyzes us.

Bestselling author and neuropsychiatrist Richard Restak demystifies this hot topic in clear, accessible language. His message is vital and empowering: Anxiety is not a mental illness that must require medication, but often a normal, biological response to stress. With the help of this fascinating and practical book, we can all learn how to manage the daily anxieties that plague our lives and discover new ways to harness the positive effects of this often misunderstood condition.

RICHARD RESTAK, M.D., is clinical professor of neurology at George Washington University Medical Center in Washington, D.C.



Science (SCI000000)

5½ x 8¼; 224 pages

A Harmony Book

1-4000-4850-8. \$22.00 hardcover (Canada: \$30.00)

EAN Code 9781400048502

On Sale 11/23/04

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FALL '04



RAMMER JAMMER YELLOW HAMMER A JOURNEY INTO THE HEART OF FAN MANIA

FROM NEW YORK TIMES WRITER AND ALABAMA NATIVE
WARREN ST. JOHN COMES A ROLICKING RV RIDE THROUGH
A SEASON IN THE HEART OF FOOTBALL MANIA WITH THE
WORLD'S MOST OBSESSIVE SPORTS FANS.

WHAT IS IT ABOUT SPORTS

that turns otherwise sane, rational people into raving lunatics? Why does winning compel people to tear down goal posts, and losing, to drown themselves in kegs of bad beer? In short, why do fans care?

In search of the answers to these questions, New York transplant and devoted Alabama football fan Warren St. John seeks out the roving community of RVers who follow the Crimson Tide from game to game across the South. A moveable feast of Weber grills, Igloo coolers, and die-hard superstition, these are the people who arrive on Wednesday for Saturday's game: the couple who skipped their own daughter's wedding because it coincided with a 'Bama game; the priest who watches the games on a television beside his altar while performing weddings; and the ticket scalper whose access to good seats gives him power on a par with the governor. In no time at all, St. John is drawn in; he buys an RV and joins the caravan for a full football season, chronicling the world of the extreme fan and learning that in the shadow of the stadium, it can all begin to seem strangely normal.

Reminiscent of *Confederates in the Attic* and the works of Bill Bryson, *Rammer Jammer Yellow Hammer* is not only a travel story, but a cultural anthropology of fans that goes a long way toward demystifying the universal urge to take sides and to win.

BY WARREN ST. JOHN

“Warren St. John has crafted a winner.”

—TONY HORWITZ, AUTHOR OF *Confederates in the Attic*

“*Rammer Jammer Yellow Hammer* is a marvelous journey into the soul of sports in America. A great ride in the tradition of Hunter Thompson and an even better read.”

—H.G. “BUZZ” BISSINGER, AUTHOR OF *Friday Night Lights*

MARKETING

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Author Tour

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\$288.00 (Canada: \$408.00)

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Easel-backed poster (no charge)

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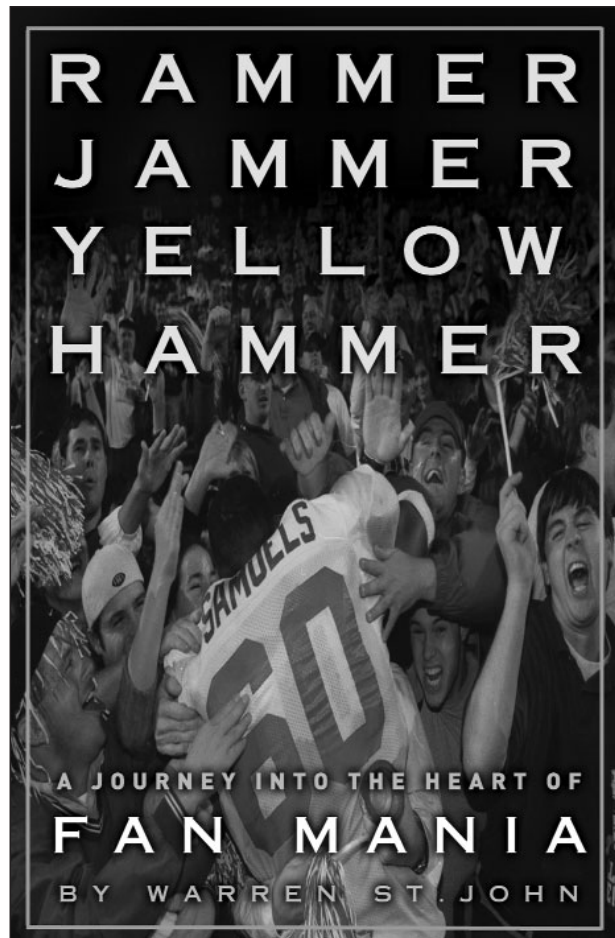
- RammerJammerYellowHammer.com website
- Author will blog 2004 Alabama football season on website
- Major pre-heat campaign with Tide fan base
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\$24.00 (Canada: \$34.00)

Free Freight



WARREN ST. JOHN is a reporter for the *New York Times*. He lives in New York City.



Sports & Recreation—Football (SPO015000)

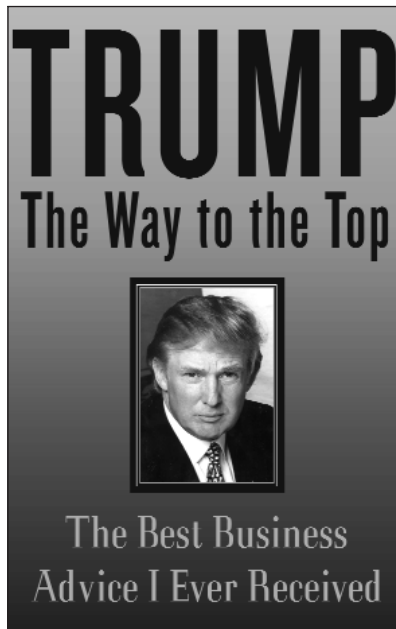
6 1/8 x 9 1/4; 304 pages

Crown

0-609-60708-1. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9780609607084

On Sale 8/24/04

**MARKETING**

National Publicity

Free Freight

THE WAY TO THE TOP

The Best Business Advice I Ever Received

By Donald J. Trump

From the most visible and self-confident person in business comes invaluable, hard-hitting advice he elicited from people who have succeeded in everything from Fortune 500 companies to family-owned businesses.

Donald Trump is the boss, at least on NBC's *The Apprentice*, and if you don't want to hear the boss say, "you're fired!," you need to know how to succeed. And who better to tell you than those who have done it themselves?

Trump asked many of the brightest, most successful businesspeople he knows—and some he doesn't know—to answer this question: What's the best business advice you've ever received? The resulting answers comprise a body of wisdom and wit that cuts to the core secrets of business success. Trump solicited guidance from executives at companies large and small, from well-known icons such as Staples, American Airlines, Verizon, and Lillian Vernon to family-run operations like Orleans Homebuilders.

The entries range from entreaties expressed in a few words to intriguing vignettes or lists of guiding principles. All are illuminating, instructive, and insightful, often discussing tenets and values that too frequently are forgotten amid the everyday details and demands of running any business.

DONALD J. TRUMP, the star of the hit NBC reality show *The Apprentice*, is the founder and head of The Trump Organization. He is a life-long New Yorker.



Business & Economics (BUS000000)

5 x 7⁵/₈; 240 pages

Crown Business

1-4000-5016-2. \$18.95 hardcover (Canada: \$26.95)

EAN Code 9781400050161

On Sale 7/6/04

TEASING SECRETS FROM THE DEAD

My Investigations at America's Most
Infamous Crime Scenes

By Emily Craig, Ph.D.

Foreword by Kathy Reichs

Readers of Dead Reckoning and Stiff, the novels of Patricia Cornwell, as well as fans of television's CSI programs will love this riveting first-person account by one of the country's top forensic anthropologists.

Forensic anthropologists are “bone doctors,” investigators who study skeletal remains. Emily Craig has risen to the top of her profession as Kentucky's state forensic anthropologist, and a nationally recognized expert in the field. In *Teasing Secrets from the Dead*, she recounts her unlikely career, which has ranged from murder victims discovered in the backwoods of Appalachia to some of the highest-profile cases of our time.

In her first major case, while sorting through charred remains from the Branch Davidian compound in Waco, Texas, Craig made the stunning discovery that several of the victims—including David Koresh—had been shot at point-blank range. And in the Oklahoma City bombing investigation, Craig's examination of a particular body part disproved Timothy McVeigh's claim of a third bomber, which became pivotal in convicting him.

Craig's account of her work in these and other cases, including identifying victims of the World Trade Center disaster, provides a vivid glimpse into one of the most fascinating areas of criminal investigation.

EMILY CRAIG, Ph.D., has been profiled on media outlets from CBS to the FOX News Channel and the Discovery Channel. She lives in Kentucky.



Social Science—Criminology/Medical—Forensic Medicine
(SOC004000/MED030000)

6 1/8 x 9 1/4; 304 pages

Crown

1-4000-4922-9. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9781400049226

On Sale 8/31/04



MARKETING

National Publicity

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Author Interviews
out of New York and
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defining the wind

A writer's fascination with an exquisite intersection of science and language inspires this riveting account of natural history and human foibles in the narrative tradition of Erik Larson, Susan Orlean, and Simon Winchester.

the **BEAUFORT SCALE**, *and how a 19th-century admiral turned science into poetry*

First conceived as a maritime aid in the early 19th century by Francis Beaufort, hydrographer to the British Admiralty, the Beaufort Scale is a masterpiece of scientific classification and poetry. In just 110 words describing 13 gradations of wind (Beaufort 0: “calm, smoke rises vertically;” Beaufort 9: “strong gale, chimney pots and slates removed”), it applies scientific precision to a ubiquitous force of a nature and fulfills the goals of all good writing: vigor, conciseness, clarity.

Defining the Wind, inspired by the author's boundless admiration for this remarkable creation, is a fascinating excursion through science and nature, the history of the British Empire, and the life and accomplishments of the brilliant, indefatigable, and unique Beaufort himself.

Ranging from London to Buenos Aires to ports and seas around the world, and populated by such luminaries as Charles Darwin, Daniel Defoe, Captains Bligh of the *Bounty* and Cook of the *Endeavor*, *Defining the Wind* will prove irresistible to people who love to read about history, language, and science.

by

SCOTT HULER

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Previous Books

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(Gray & Co.)

Free Freight



SCOTT HULER

Scott Huler is the author of three well-received books. His work is regularly heard on *All Things Considered*. He lives in Raleigh, North Carolina.



History—Science (HIS000000/SCI000000)

30 line drawings

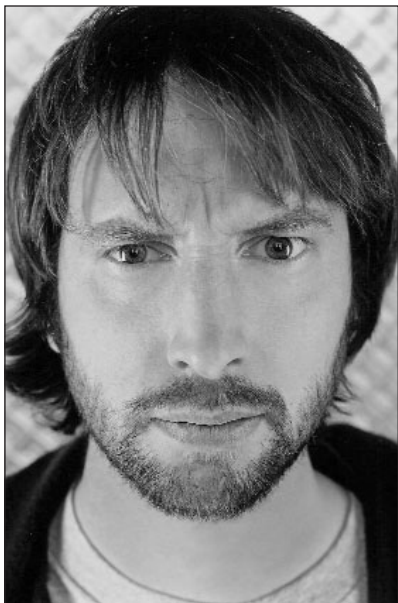
5½ x 8¾; 256 pages

Crown

1-4000-4884-2. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400048847

On Sale 8/10/04



HOLLYWOOD CAUSES CANCER

The Tom Green Story

By Tom Green with Allen Rucker

The guy who shot to fame as host of MTV's The Tom Green Show tells for the first time the story of his unlikely life and career.

Seven years ago, Tom Green was a skateboarding fanatic in Canada who lived with his parents, worked on comedy with his friends, and dreamed of becoming a talk-show host. He was doing a public access show up north when MTV heard about him and brought him to New York to see what he could do in the big city. Tom became an instant smash, slicing up dead raccoons on stage, introducing his parents to Monica Lewinsky in the middle of the night, and pioneering a type of outrageous, often shocking humor that begat *Jackass*, *Fear Factor*, and other reality shows.

In the next few years, Tom starred in the hilarious *Road Trip* and three other movies (*Freddy Got Fingered*, *Stealing Harvard*, and *Charlie's Angels*), married and divorced Drew Barrymore, and underwent surgery for testicular cancer in a well-received, hysterical, and oddly moving documentary on MTV.

Tom's fans love him for his comic fearlessness and are dying to know what makes him tick. *Hollywood Causes Cancer* not only tells the full story of Tom's wild, strange trip to celebrity but is also an entertaining, absorbing, and even revelatory look at how to survive the Hollywood hype machine.

TOM GREEN lives in Los Angeles. **ALLEN RUCKER** is the author of the #1 *New York Times* bestseller *The Sopranos Family Cookbook* and two books with Martin Mull, *The History of White People in America* and *A Paler Shade of White*.



Autobiography (BIO000000)
40 black-and-white photographs; 8-page full-color photo insert
6¹/₈ x 9¹/₄; 288 pages

Crown

1-4000-5271-8. \$23.95 hardcover (Canada: \$33.95)

EAN Code 9781400052714

On Sale 9/14/04

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TREACHERY

How America's Friends and Foes
Are Secretly Arming Our Enemies

By Bill Gertz

The bestselling author of Breakdown and Betrayal offers a shocking exposé about an insidious threat to America's national security.

With his two previous *New York Times* best-sellers, millions of readers learned what fans like Rush Limbaugh and Matt Drudge already knew: Bill Gertz has access to intelligence that allows him to break stories no one else can and the insight to make his reporting required reading for anyone concerned with America's national security. In *Treachery*, Gertz brings to light an ongoing scandal that threatens our very future—and, in a direct way, the soldiers now deployed abroad to secure it: America's supposed allies, including France, Germany, Russia, and others, have been arming our enemies for decades—and we are continuing to let it happen.

Gertz uses his unparalleled access to the intelligence and defense communities, including exclusive interviews with Defense Secretary Donald Rumsfeld, to get all the facts. This is the full story of perhaps the most important threat to America today, complete with previously unpublished classified documents and insider information that some government officials hoped would never see the light of day.

BILL GERTZ is the defense and national security reporter for the *Washington Times*. He has lectured at the FBI Academy and National Defense University and has been interviewed on hundreds of television and radio programs. He lives near Washington, D.C.



Current Affairs—International (CUR004000)

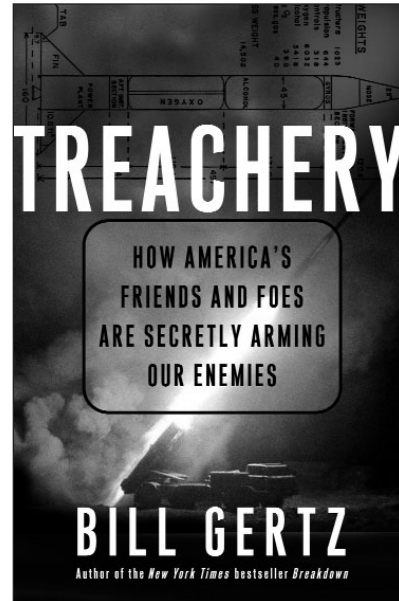
6⅞ x 9¼; 272 pages

Crown Forum

1-4000-5315-3. \$26.95 hardcover (Canada: \$37.95)

EAN Code 9781400053155

On Sale 9/7/04



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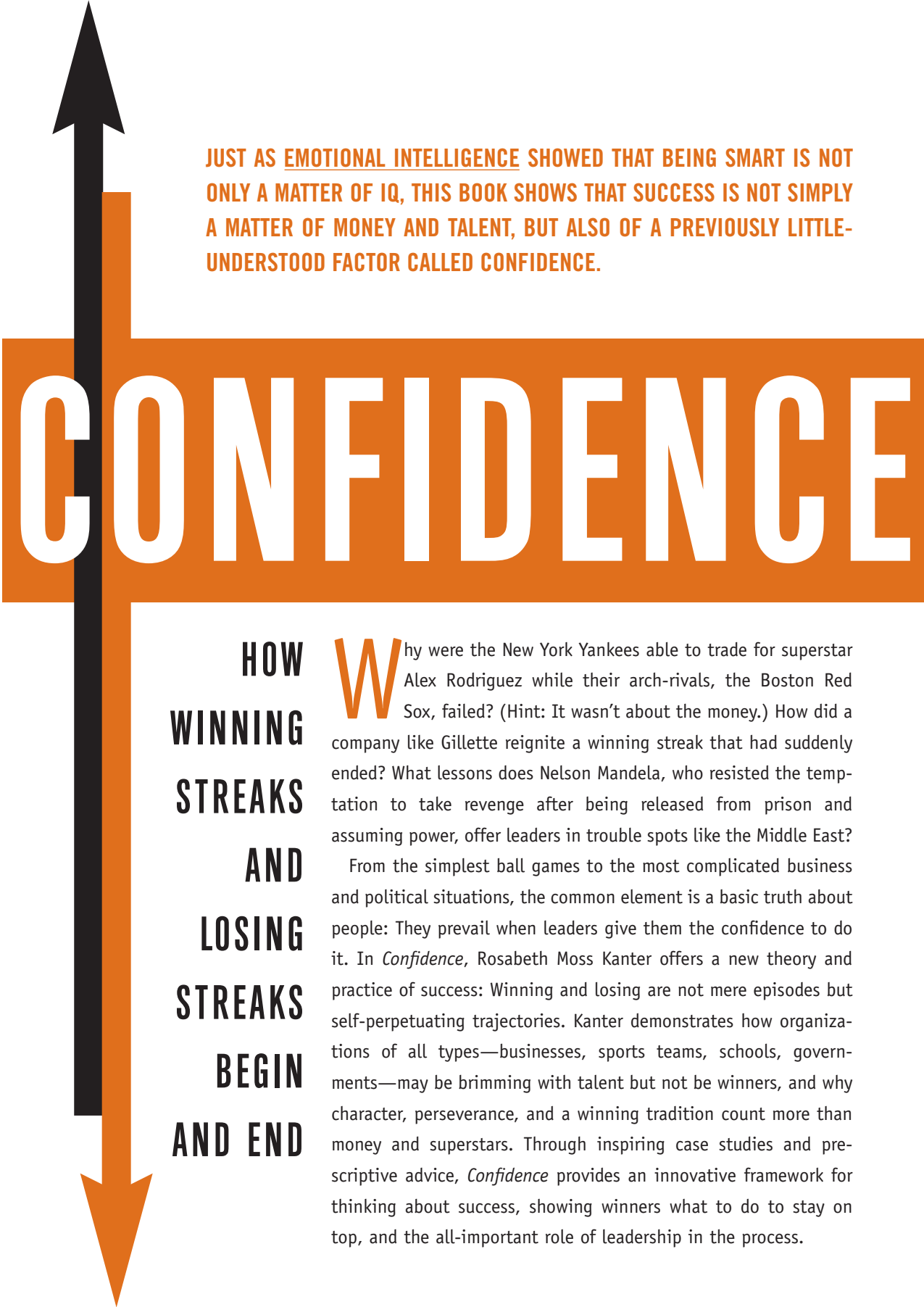
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Washington, DC

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Human Events
Insight
National Review
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0-89526-196-0 paper
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JUST AS EMOTIONAL INTELLIGENCE SHOWED THAT BEING SMART IS NOT ONLY A MATTER OF IQ, THIS BOOK SHOWS THAT SUCCESS IS NOT SIMPLY A MATTER OF MONEY AND TALENT, BUT ALSO OF A PREVIOUSLY LITTLE-UNDERSTOOD FACTOR CALLED CONFIDENCE.

CONFIDENCE

**HOW
WINNING
STREAKS
AND
LOSING
STREAKS
BEGIN
AND END**

Why were the New York Yankees able to trade for superstar Alex Rodriguez while their arch-rivals, the Boston Red Sox, failed? (Hint: It wasn't about the money.) How did a company like Gillette reignite a winning streak that had suddenly ended? What lessons does Nelson Mandela, who resisted the temptation to take revenge after being released from prison and assuming power, offer leaders in trouble spots like the Middle East?

From the simplest ball games to the most complicated business and political situations, the common element is a basic truth about people: They prevail when leaders give them the confidence to do it. In *Confidence*, Rosabeth Moss Kanter offers a new theory and practice of success: Winning and losing are not mere episodes but self-perpetuating trajectories. Kanter demonstrates how organizations of all types—businesses, sports teams, schools, governments—may be brimming with talent but not be winners, and why character, perseverance, and a winning tradition count more than money and superstars. Through inspiring case studies and prescriptive advice, *Confidence* provides an innovative framework for thinking about success, showing winners what to do to stay on top, and the all-important role of leadership in the process.

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 (Free Press)

Evolve
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 (Harvard Business School Press)

Men and Women of the Corporation
 0-465-04454-9 paper
 (Basic Books)

Free Freight

CONFIDENCE

HOW WINNING STREAKS AND
 LOSING STREAKS BEGIN AND END

ROSABETH MOSS KANTER

**ROSABETH MOSS KANTER,**

the Ernest L. Arbuckle Professor of Business Administration at Harvard Business School, is the former editor of *Harvard Business Review* and an advisor to prominent corporations, governments, school systems, and community organizations, from IBM to the Girl Scouts.



Business & Economics (BUS000000)

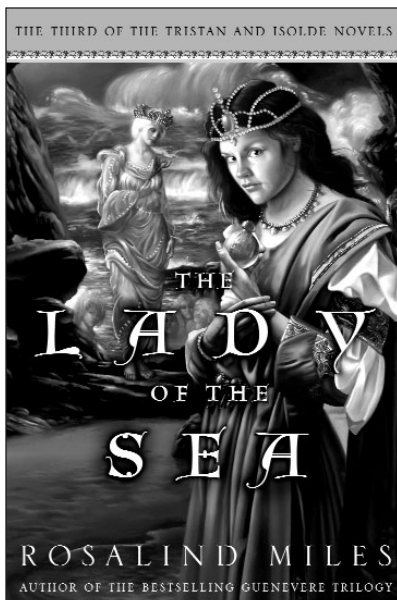
6¹/₈ x 9¹/₄; 304 pages

Crown Business

1-4000-5290-4. \$27.50 hardcover (Canada: \$39.95)

EAN Code 9781400052905

On Sale 9/7/04



MARKETING

National Publicity

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See Page 50 of the Three Rivers
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I, Elizabeth

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The Maid of the White Hands

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THE LADY OF THE SEA

The Third of the Tristan and Isolde Novels

By Rosalind Miles

Building on the success of her dazzling Guenevere trilogy and the first two books in the Isolde series (which Publishers Weekly calls "an ornate tapestry of pride, mysticism, and love."), Rosalind Miles spins a triumphant and unforgettable conclusion for the legendary star-crossed lovers, Tristan and Isolde.

As the final episode of this stunning saga unfolds, Queen Isolde faces devastating challenges that threaten to undo her nation and break her heart. Warrior Picts invading from the north menace Ireland's sovereignty. Isolde's marriage to King Mark of Cornwall has permanently soured. And scheming forces inside the court jeopardize the ancient Mother-right that grants Isolde her authority. Worst of all, Isolde must wrestle these demons without the support of her champion and chosen one, Tristan of Lyonesse, the knight whose love sustains her sanity. In desperation, she turns to the mystical Lady of the Sea for guidance.

Rosalind Miles weaves her intricate knowledge of Celtic history into this lavish tale of politics, destiny, and betrayal—and boldly restores the ancient legend's original happy ending. This is the season's must-read for all lovers of historical fiction, including Miles's insatiable fans.

ROSALIND MILES is the author of 18 books. She lives in the south of England.



Fiction—Historical (FIC014000)

6½ x 9¼; 432 pages

Crown

0-609-60962-9. \$23.95 hardcover (Canada: \$33.95)

EAN Code 9780609609620

On Sale 9/28/04

INTELLECTUAL MORONS

How Ideology Makes Smart People Fall for Stupid Ideas

By Daniel J. Flynn

The author of Why the Left Hates America reveals how members of the liberal media, as well as political and academic elites, will say virtually anything, as long as it serves their ideological dogmas.

Why have well-educated antiwar activists called George W. Bush “the new Hitler” and argued that the U.S. government orchestrated the September 11 terrorist attacks? Why does Al Gore believe that cars pose “a mortal threat to the security of every nation?” Why does the Princeton professor known as the “father of the animal rights movement” object to humans eating animals but not to humans having sex with them—and why does PETA defend that position?

In other words, why do smart people fall for stupid ideas?

The problem, says Daniel J. Flynn, is ideology: People can be so blinded to reality by their identification with a cause that they fail to question their beliefs. To the most devoted ideologues, it doesn’t matter whether an idea is good or bad, as long as it furthers a political agenda.

Filled with jaw-dropping lapses in common sense from people like Michael Moore and Noam Chomsky and organizations like NOW, *Intellectual Morons* is a welcome reality check for the glaring excesses of today’s political and cultural debates.

DANIEL J. FLYNN has written for the *Boston Globe*, the *Washington Times*, and *Human Events* and has appeared on FOX News, CNN, and MSNBC. Flynn lives in Washington, D.C.



Current Affairs—American (CUR001000)

6 1/8 x 9 1/4; 272 pages

Crown Forum

1-4000-5355-2. \$25.95 hardcover (Canada: \$35.95)

EAN Code 9781400053551

On Sale 9/21/04

HOW IDEOLOGY MAKES
SMART PEOPLE
FALL FOR
STUPID IDEAS



INTELLECTUAL
MORONS

DANIEL J. FLYNN
Author of WHY THE LEFT HATES AMERICA

MARKETING

National Publicity

National Conservative Radio
Campaign

Author Interviews
out of Washington, DC

Advertising on NationalReview.com
and NewsMax.com

See Page 36 of the Three Rivers
Press Fall 2004 Catalog for
Details About the Paperback
Publication of *Why the Left Hates
America*

Free Freight

THE ESSENTIAL ANN COULTER.

Her positions through the years on just about everything from foreign policy and political correctness to the media, Hollywood celebrities, air travel, and even the inanities of the D.C. dating scene.

HOW TO TALK TO A LIBERAL (IF YOU MUST)

The World According to Ann Coulter

If you thought Ann Coulter has been laying it on the line in her books and media appearances, wait till you read what she's been saying in her columns. These, in fact, were the source of her controversial, headline-making post-9/11 call to "invade their countries, kill their leaders, and convert them to Christianity"—as well as a host of other raw, uncensored comments on the French, the *New York Times*, the Middle East, feminists, the Democratic presidential candidates, and other ingredients in today's simmering political-cultural stew.

Coulter's columns are remarkable for sounding as fresh and timely as ever. And to ratchet up the election-year immediacy of the book a notch further, Coulter has added new material, including passionate, never-before-published responses from her readers on both ends of the political spectrum.

With titles like "Would Mohamed Atta Object to Armed Pilots?" and "Liberal Pimps for Clintonism," these pieces will remind Coulter's fans why they love her and sweep *How to Talk to a Liberal (If You Must)* into this bestselling author's escalating sales spiral.

MARKETING

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National TV Appearances

Major National Conservative Radio Campaign

Author Interviews out of New York and Washington, DC

Advertising
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Wall Street Journal

P.O.P.
1-4000-8130-0
12-copy floor display
\$323.40 (Canada: \$455.40)

Free Freight

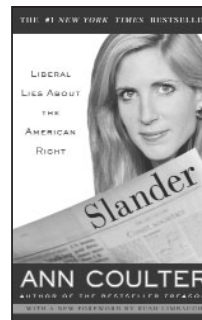


ANN COULTER
lives in New York City.



See pages 38-39 of the Three Rivers Press Fall 2004 Catalog for Details About the Paperback Publication of *Treason*

1-4000-5032-4
\$14.95 paper (Canada: \$22.95)
On Sale 11/2/04



Slander
1-4000-4952-0
\$14.95 paper (Canada: \$22.95)



Political Science—Political Parties (POL015000)

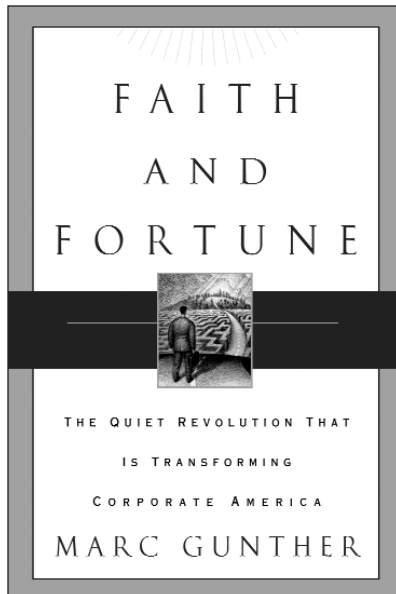
6 1/8 x 9 1/4; 368 pages

Crown Forum

1-4000-5418-4. \$26.95 hardcover (Canada: \$37.95)

EAN Code 9781400054183

On Sale 10/05/04



MARKETING

National Publicity

Author Interviews
out of Washington, DC

Previous Book

The House That Roone Built
0-316-33151-1 hardcover
(Little, Brown)

Monday Night Mayhem
0-688-09205-5 paper
(Quill)

Free Freight

FAITH AND FORTUNE

The Quiet Revolution That Is
Transforming Corporate America

By Marc Gunther

A highly respected journalist uncovers the optimistic story of a quiet revolution that is transforming American business.

In 2001, *Fortune* published Marc Gunther's cover story "God & Business: The Surprising Quest for Spiritual Renewal in the American Workplace." Reaction to the piece was extraordinary, and the issue became the second biggest seller of the year. In *Faith and Fortune*, Gunther expands his investigation into the practice of living one's values in the workplace by interviewing leaders at companies that do well by doing good, including Southwest Airlines, UPS, Starbucks, Timberland, HP, Herman Miller, and Greyston Bakery.

Faith and Fortune is a deeply thoughtful, wonderfully written, and character-driven book about what it means to perform as a corporate citizen according to the highest moral and ethical standards while also fulfilling the goals and needs of business. It is filled with illuminating, often inspiring stories that can serve as a guide for workers or executives who want to find deeper meaning in their place of work. Gunther shows how good companies deal with hard times and challenges, how they can fight the competition without losing their moral compass, how they treat their workers, and how they measure success.

MARC GUNTHER is a senior writer at *Fortune* and is the author of *The House That Roone Built* and *Monday Night Mayhem*. He lives in Maryland with his wife and two daughters.



Business & Economics/Religion (BUS000000/RELO00000)

6 1/8 x 9 1/4; 304 pages

Crown Business

1-4000-4893-1. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400048939

On Sale 10/12/04

ALL THE PRESIDENTS' PETS

The Story of One Reporter
Who Refused to Roll Over

By *Mo Rocca*

One of the nation's funniest satirists breaks the extraordinary story of who really runs the White House and determines the fate of our country.

This tour de force of investigative reportage blows the lid off a long-held secret in Washington: The presidents' pets are in charge. From Rutherford B. Hayes's Siamese cat, Miss Pussy, to JFK's Welsh Terrier, Charlie, First Animals have been key players in domestic policymaking and international diplomacy since the birth of the nation.

Now, for the first time, the brilliant correspondent for *The Daily Show with Jon Stewart*, *Today*, and VH1 reveals the pivotal political role that pets play and shines a klieg light on the complacent Washington press corps that missed the hot story. From the National Archives to the bowels of the Capitol, Rocca plumbs rare sources—including never-before-seen pet diaries—for the scoop on what really goes on behind closed doors and under press-conference tables.

Consuming, illuminating, and just a little bit scary, this is the journalistic watershed event of the year. Timed to coincide with the presidential election (let's just say Bush's dog, Barney, has a thing or two up his sleeve), this is the groundbreaking political book that Michael Moore and Al Franken only wish they had written.

MO ROCCA is a regular on *The Daily Show*, *Today*, NPR's *Wait, Wait, Don't Tell Me*, CNN, VH1, and the Fox News Channel. He lives in New York City.



Humor—Political (HUM060000)

25 line drawings

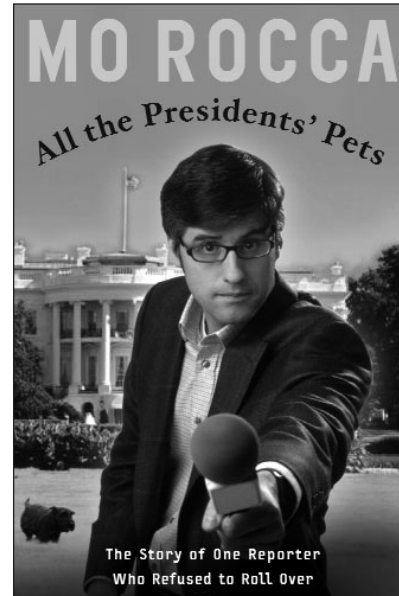
5½ x 8¼; 256 pages

Crown

1-4000-5225-4. \$22.00 hardcover (Canada: \$30.00)

EAN Code 9781400052257

On Sale 10/5/04



MARKETING

National Publicity

National TV Appearances

20-City Morning-Drive Radio
Satellite Tour

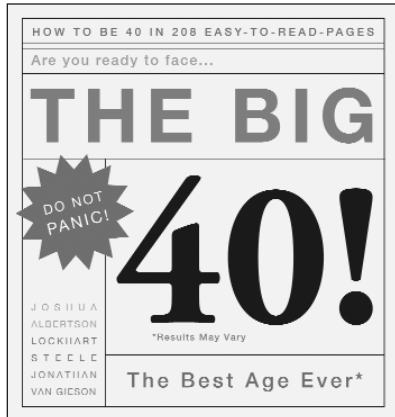
Tie-In with Author's
Lecture Tour

Author Interviews
out of New York and
Washington, DC

Advertising
Fark.com
Mad
The Onion

Promotion on
AllthePresidentsPets.com

Free Freight



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of New York

Promotion on BookofAges.com

Also by these Authors

Book of Ages 30

1-4000-5013-8

\$13.95 hardcover (Canada: \$21.00)

Free Freight

THE BIG 40!

Are You Ready to Face . . . The Best Age Ever

By Joshua Albertson, Lockhart Steele,
and Jonathan Van Gieson

Do not panic! This illustrated book tells you how to be 40 in 208 easy-to-read pages. Talk about a perfect gift!

The team that created *Book of Ages 30* takes aim at people who should be old enough to know themselves but still, well, don't. So how do you stack up?

At 40, Nolan Ryan led the major leagues in strikeouts. George W. Bush says he gave up drinking. Carol Shields published her first novel. John Glenn became the first American to orbit the earth. And here's a happy thought: 40-year-olds are having sex more often (1.8 times a week) than 20-year-olds. But they've got responsibilities: 71.7 percent own homes. And nagging concerns: 77 percent think they're overweight.

The Big 40! examines in excruciating detail this watershed age. It offers you or your loved one everything you'd ever want to know and a few things you probably don't and answers all those pesky questions that flicker behind the candles on that big birthday cake: How do I stack up to people my age? What have others accomplished—or failed to—by the age of 40? What do I have to look forward to in the next phase of life? The answers—presented in demographic statistics, factoids, brief portraits of famous and infamous people, quotes, and sage observations—are guaranteed to entertain and surprise.

JOSHUA ALBERTSON, LOCKHART STEELE, and **JONATHAN VAN GIESON** have created or produced a variety of media projects. They live in New York City.



Social Sciences—Popular Culture (SOC022000)

Two-color text and illustrations throughout

5¾ x 6; 208 pages

Crown

1-4000-5014-6. \$13.95 hardcover (Canada: \$21.00)

EAN Code 9781400050147

On Sale 10/21/04

THE GREAT PSYCHEDELIC ARMADILLO PICNIC

A "Walk" in Austin

By Kinky Friedman

New in the Crown Journeys series—Kinky Friedman, the original Texas Jewboy, takes us on a rollicking, rock-and-rolling tour of his favorite city: Austin.

Maybe you want to know which restaurant President Bush rates as his favorite Austin burger joint. Or maybe you want a glimpse of Willie Nelson's home life (hint: Willie plays a lot of golf). Perhaps you want to get the best view of the Mexican free-tailed bats as they make their nightly flights to and from the Congress Avenue Bridge. Or maybe you're itching to learn the history of a city that birthed Janis Joplin, Stevie Ray Vaughan, and countless other music legends. It's all here in this slightly insane, surprisingly practical, and totally kick-ass guide to the coolest city in Texas by none other than Kinky Friedman.

This ain't no ordinary Crown Journey, neither. Kinky includes quizzes, puzzles, and descriptions of Austin's notable trees, as well as bits of personal history, instructions for skinny-dipping, and a bunch of other stuff you won't find in a Frommer's guide. So put on your cowboy hat and your brontosaurus-foreskin boots, and head down south with the only book you need to get to the big heart of this great city.

KINKY FRIEDMAN is the author of 16 books and founder of the band Kinky Friedman and the Texas Jewboys. The Kinkster lives with two cats, three dogs, and a pet armadillo on a ranch in Texas Hill Country.



Travel—Essays & Travelogues (TRV010000)

1 map

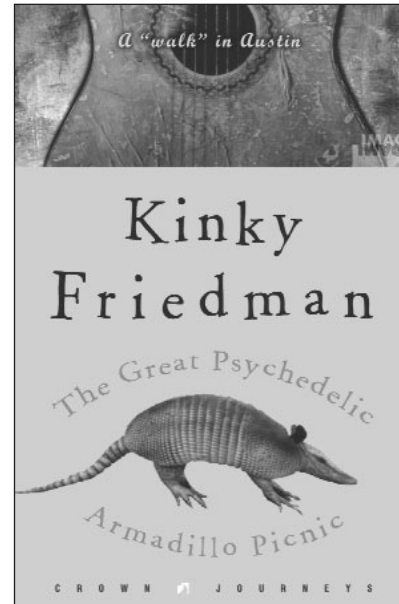
5 x 7⁵/₈; 144 pages

Crown Journeys

1-4000-5070-7. \$16.00 hardcover (Canada: \$23.00)

EAN Code 9781400050703

On Sale 10/19/04



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of Austin, TX

Crown Journeys Series
Advertising in *The New Yorker*

Crown Journeys Series
Bookplates Available
Ask your Random House
rep for details

See Pages 92-93 for Other Titles
in the Crown Journeys Series

Also Available as a Random
House Voices AudioBook
Abridged, 2 CDs
0-7393-1303-7
\$19.95 (Canada: \$27.95)

Previous Books
Kill Two Birds and Get Stoned
0-06-620979-X hardcover
(William Morrow)

*Kinky Friedman's Guide to
Texas Etiquette*
0-060-93535-9 paper
(Perennial)

Free Freight



Fraternity

A Journey in Search of Five Presidents



Bestselling author and award-winning columnist Bob Greene takes you along on a journey in search of the members of the world's most exclusive fraternity—a journey that sheds unexpected human perspective and revealing new light on the personalities and paradoxes of these men and their years in the Oval Office, and after. At once memoir, travelogue, intimate biography, and oral history, Fraternity is the story of a once-in-a-lifetime trip—and by the time the trip concludes, readers will never look at these men in quite the same way again.

“**W**hat if you set off on a vacation trip in search of history—and your destination was the men who had been president?” Asking himself that tantalizing question, bestselling author Bob Greene embarked on a long journey across the breadth of the nation, hoping to spend time with Richard Nixon, Gerald Ford, Jimmy Carter, George Bush, and Ronald Reagan. The result of his odyssey is *Fraternity*.

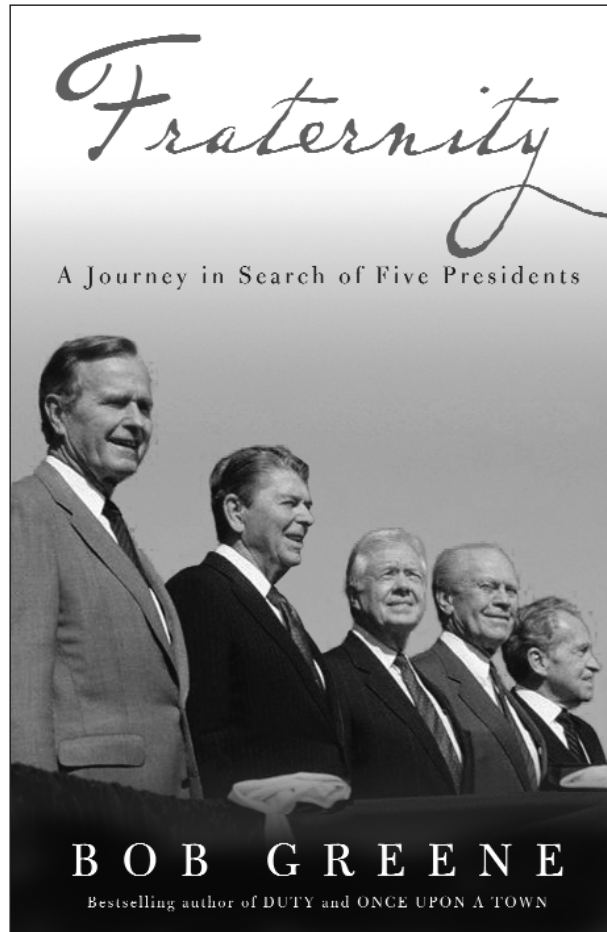
Rich with the sounds of the presidents' own voices, *Fraternity* is dramatic, surprising, funny, revealing, inspiring, tragic, touching, and unforgettable: a story destined to be read and enjoyed not just now, but far into the future as Americans think about who we are as a people.

A travelogue of the national spirit that chronicles a quest stretching over 15 years and starring the biggest names in the modern American saga, this is living history of the most human kind, and Bob Greene at his very best.

MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of Chicago and New York**Advertising***Chicago Tribune**New York Times**Wall Street Journal***Previous Books***Duty*0-380-81411-0 paper
(HarperPerennial)*Hang Time*0-312-95193-0 paper
(St. Martin's Press)*Once Upon A Town*0-06-008197-X paper
(HarperPerennial)**Free Freight**

© Janet Heintz

BOB GREENE

is the author of 22 books, most recently the back-to-back *New York Times* best-sellers *Once Upon a Town: The Miracle of the North Platte Canteen*, and *Duty: A Father, His Son, and the Man Who Won the War*. As an award-winning journalist he has been lead columnist for *Life* and *Esquire*, a contributing correspondent for ABC News *Nightline*, and for thirty-one years wrote a syndicated newspaper column based in Chicago, first for the *Sun-Times* and later for the *Tribune*.



Biography—Political (BIO01000)

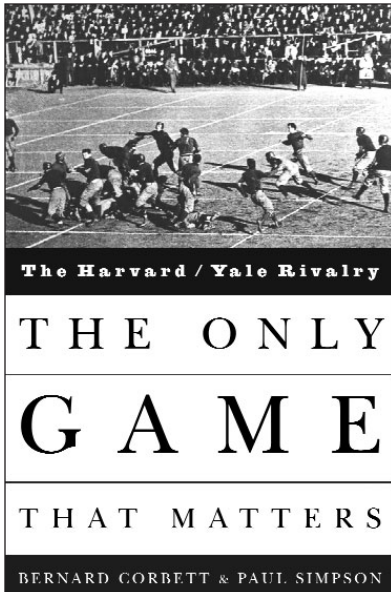
6 1/8 x 9 1/4; 304 pages

Crown

1-4000-5464-8. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400054640

On Sale 10/5/04



MARKETING

National Publicity

National Sports Radio Campaign

Author Interviews
out of Boston

Major Promotion with Harvard
and Yale Alumni Organizations

Previous Book
The Beanpot
(by Bernard Corbett)
1-55553-531-3 hardcover
(Northeastern University Press)

Free Freight

THE ONLY GAME THAT MATTERS

The Harvard/Yale Rivalry

By Bernard Corbett and Paul Simpson

An entertaining, in-depth look at the living history that is the Harvard/Yale football rivalry.

For hundreds of thousands of alumni and fans, the annual November matchup between Harvard and Yale inspires a sense of nostalgia and pride unequaled anywhere else in sports. Leading the evolution of college football since 1875, this combustible combination of history and honor is known simply as "The Game." It once attracted attention comparable to the Super Bowl spectacles of today, and although the time of Ivy League national championships has passed, the rivalry continues to simmer.

The Only Game That Matters recounts the 2002 season through the eyes of players and coaches, interweaving the modern-day experience with great stories of classic games past. It traces the rivalry from its inception, examining such legendary games as 1894's Bloodbath in Hampden Park and Harvard's 29-29 "win" in 1968, and spotlights influential coaches, including the father of modern-day football, Yale's Walter Camp. Culminating in the thrilling 2002 contest, *The Only Game That Matters* illuminates the unique place this storied rivalry occupies in today's sports world.

BERNARD CORBETT has been the play-by-play announcer for Harvard University football for five years and is the author of several books on Boston-area sports. **PAUL SIMPSON** has written articles for the *Boston Globe* and *Hockey* magazine. Both authors live in Boston, Massachusetts.



Sports & Recreation—Football (SPO015000)

8-page black-and-white photo insert

6 1/8 x 9 1/4; 304 pages

Crown

1-4000-5068-5. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9781400050680

On Sale 10/19/04

SOMERSIZE CHOCOLATE

By Suzanne Somers

In the tradition of Suzanne Somers' bestselling Somersize Desserts comes a new cookbook about every dieter's favorite forbidden food: chocolate!

Chocolate is often a dieter's downfall, but it no longer has to be. In the next of her series of single-subject cookbooks, Suzanne Somers offers more than 30 mouthwatering, low-carbohydrate, sugar-free recipes, so health-conscious chocolate fanatics can finally enjoy—and never regret—their favorite desserts.

Somersize Chocolate includes fabulous chocolate recipes that Somersizers and other dieters can indulge in without feeling guilty. Suzanne's tantalizing recipes include White Chocolate Soufflé, Milk Chocolate Meringue Cookies, Chocolate Raspberry Truffle Tart, Tiramisu, Cocoa Chocolate Chunk Cookies, Chocolate Blackout Cake, Coconut Chocolate Baked Alaska, Mint Chocolate Chip Cheesecake, Chocolate Meringue Pie, White Chocolate Chunk Ice Box Fudge, Caramel Coffee, and Chocolate Brownie Sundae.

Chocoholics of the world, unite—and lose weight at the same time!

New York Times bestselling author **SUZANNE SOMERS** represents lines of cosmetics and skin care products, apparel, jewelry, fitness products, and prepared foods. She lives in Malibu, California.



MARKETING

National Publicity

Advertising

Family Circle

Ladies Home Journal

Also by Suzanne Somers

The Sexy Years

0-609-60721-9

\$25.00 hardcover (Canada: \$37.00)

Somersize Desserts

0-609-60977-7

\$16.95 hardcover (Canada: \$23.95)

Suzanne Somers' Eat, Cheat, and

Melt the Fat Away

1-4000-4706-4

\$16.00 paper (Canada: \$25.00)

Suzanne Somers' Fast & Easy

1-4000-5296-3

\$16.00 paper (Canada: \$24.00)

Free Freight



Health & Fitness—Diets (HEA006000)

30 full-color photographs

7½ x 7½; 88 pages

Crown

1-4000-5329-3. \$16.95 hardcover (Canada: \$23.95)

EAN Code 9781400053292

On Sale 10/26/04

The international bestseller *EXECUTION* (more than 550,000 copies sold in the United States) was about how to get things done. *CONFRONTING REALITY* is even more basic—revealing what needs to be done at a time when the traditional ways businesses make money are undergoing a profound change.

CONFRONTING REALITY

MASTER THE NEW MODEL FOR SUCCESS

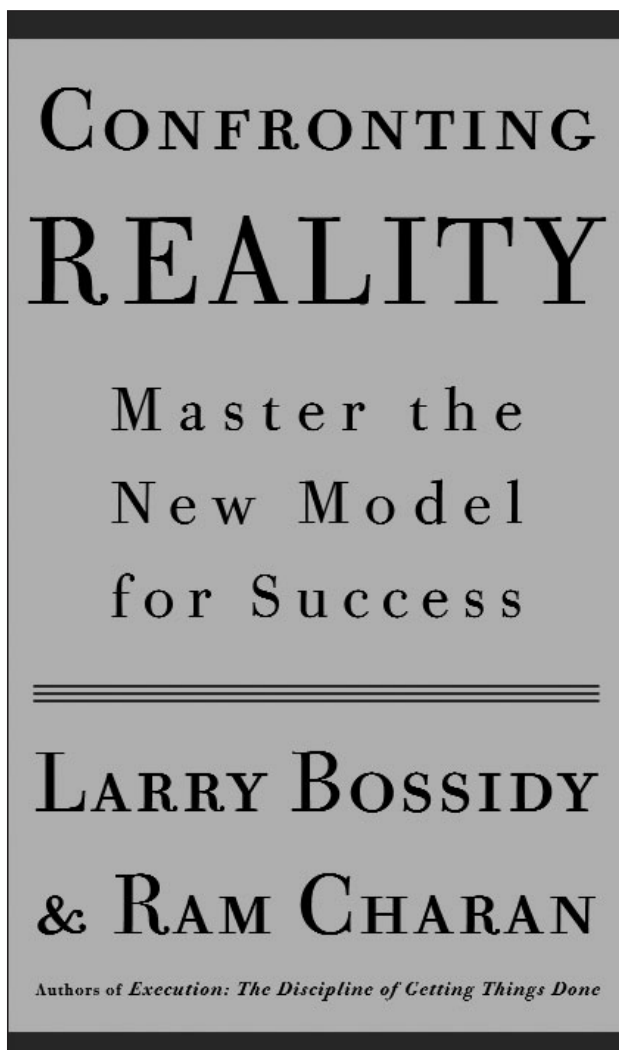
Once again, Larry Bossidy and Ram Charan have a message that cuts to the core of what people in business are concerned about. Trends like global competition, compressed profit margins, and an oversaturated market for goods and services have changed how businesses generate cash to do such basic things as pay their employees and produce, distribute, and market their products.

BY LARRY BOSSIDY AND RAM CHARAN

What many are doing in response to this change—restructuring, cutting costs, developing new marketing programs—is sensible and necessary. But, as Larry Bossidy and Ram Charan point out, these are yesterday's solutions. *Confronting Reality* shows everyone in every kind of business—from start-ups to the Fortune 500, from MBA students to CFOs—the basics of how their businesses can make money. Redefining management theory and practice, the authors provide tools and strategies that readers can use to meet the challenges of this new era and help their companies make money.

As essential as *Execution* in its perceptions and prescriptions, *Confronting Reality* is one of the most anticipated business books of the year.

LARRY BOSSIDY is the former chairman and CEO of Honeywell International. **RAM CHARAN** is a sought-after advisor to CEOs and senior executives in companies such as GE, DuPont, and Colgate-Palmolive.



MARKETING

Major National Publicity

National Radio Campaign

Tie-In with Extensive Author
Lecture Schedule

Advertising

New York Times
New York Times Magazine
The New Yorker
Wall Street Journal

Sponsorship of PRI's
Marketplace Morning Report

Network Radio Advertising

P.O.P.

1-4000-8128-9
12-copy floor display
\$330.00 (Canada: \$479.40)

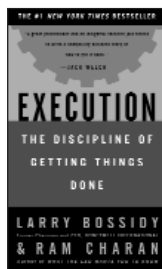
1-4000-8129-7
12-copy mixed floor display
(6 copies *Confronting Reality*,
6 copies *Execution*)
\$330.00 (Canada: \$491.40)

Also Available as a Random
House Assets AudioBook

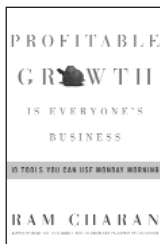
Abridged, 7 CDs
0-7393-1328-2
\$34.95 (Canada: \$49.95)

Abridged, 6 cassettes
0-7393-1327-4
\$34.95 (Canada: \$49.95)

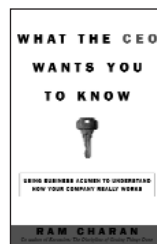
Free Freight



*Execution: The
Discipline of Getting
Things Done*
0-609-61057-0
\$27.50 hardcover
(Canada: \$41.95)



*Profitable Growth Is
Everyone's Business*
(by Ram Charan)
1-4000-5152-5
\$22.00 hardcover
(Canada: \$33.00)



*What the CEO
Wants You to Know*
(by Ram Charan)
0-609-60839-8
\$19.95 hardcover
(Canada: \$27.95)



Business & Economics (BUS000000)

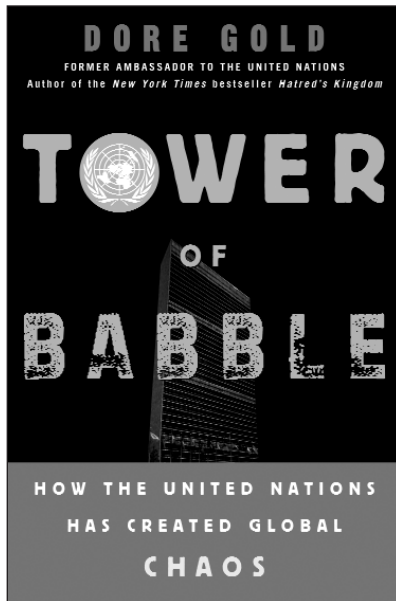
5½ x 9¼; 288 pages

Crown Business

1-4000-5084-7. \$27.50 hardcover (Canada: \$39.95)

EAN Code 9781400050840

On Sale 10/12/04



MARKETING

National Publicity

National Conservative Radio Campaign

Author Interviews out of New York and Washington, DC

Advertising *American Spectator* *Human Events* *Insight* *National Review* *NewsMax Magazine* *Weekly Standard*

Previous Book *Hatred's Kingdom* 0-89526-135-9 hardcover (Regnery)

Free Freight

TOWER OF BABBLE

How the United Nations Has Created Global Chaos

By Dore Gold

The bestselling author of Hatred's Kingdom, who is also a former United Nations ambassador, reveals how anti-American and anti-democratic forces have hijacked the UN and what it means for the future of America's role in global affairs.

As Dore Gold makes clear in *Tower of Babble*, the UN has failed as an effective and positive force in the world because of the moral relativism that has corrupted its original principles—ironic in light of the fact that the UN was born in a moment of extreme moral clarity after the defeat of Nazi Germany. It was intended to establish a system of global diplomacy based on a strong moral code that distinguishes between aggressor and defender, between democracy and dictatorship, between states that defend basic human rights and those that trample upon them. Gold carefully documents the UN's systematic abandonment of this mission, shedding new light on its most deplorable failures over the years, from the Cuban Missile Crisis to the current situation in Iraq.

At a time when many are calling for the United States to seek so-called international legitimacy by linking its foreign policy to that of the UN, Gold argues that America can and should act alone to champion ideals that are in fact opposed by the majority of UN member states. America's national security is ultimately at risk.

DORE GOLD served as Israel's ambassador to the United Nations from 1997 to 1999. He lives in Jerusalem.



Current Affairs—International/Political
(CUR004000/CUR009000)

6¹/₈ x 9¹/₄; 304 pages

Crown Forum

1-4000-5475-3. \$25.95 hardcover (Canada: \$35.95)

EAN Code 9781400054756

On Sale 10/26/04

INTERIOR DESECRATIONS

Hideous Homes from the Horrible '70s

By James Lileks

From the author of The Gallery of Regrettable Food (more than 35,000 copies sold, "makes you laugh out loud on virtually every page"—New York Times), here comes an equally aghast look at the atrocious horrors of 1970s interior design.

If you lived through the 1970s you've probably blocked most of it out. If you are too young to remember, you really can't imagine what it was like. Bad music. Bad hair. Bad politics. Bad television. Bad economy. And the decor? Worse.

Interior Desecrations is a jaw-dropping retrospective of the worst of the worst rec rooms, dens, bedrooms, and other interior spaces we called home in the years when shag rugs ruled. Today's kids and even forgetful veterans of the decade may think that James Lileks is making this stuff up, but no, everything here is straight out of the pages of 1970s interior design magazines, books, and other supposed arbiters of style and taste. Blazing plaid wallpaper. Vertigo-inducing matching patterns on walls, rugs, chairs, pillows, and blinds. Bathrooms straight out of *2001: A Space Odyssey*. The whole Seventies shebang.

With Lileks's hilariously acerbic commentary accompanying the ghastly illustrations, *Interior Desecrations* is the perfect antidote for anyone with lingering nostalgia for this special time.

JAMES LILEKS is a columnist for the *Star-Tribune* in Minneapolis and a syndicated political humor columnist for Newhouse News Service. His website is Lileks.com.



Humor (HUM000000)

100 full-color photographs

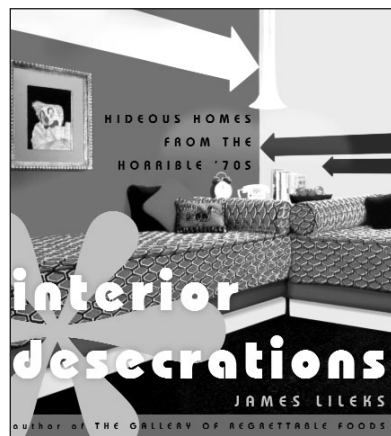
7½ x 8¼; 176 pages

Crown

1-4000-4640-8. \$23.95 hardcover (Canada: \$33.95)

EAN Code 9781400046409

On Sale 10/26/04



MARKETING

National Publicity

Author Interviews
out of Minneapolis

Advertising

Fark.com

Mad

The Onion

Promotion on Author's Site,
Lileks.com

Also by James Lileks

The Gallery of Regrettable Food

0-609-60782-0

\$22.95 hardcover (Canada: \$34.95)

Free Freight

RIGHT TURNS BRINGS

MICHAEL

MEDVED

Unconventional Lessons from a Controversial Life

MICHAEL MEDVED—BESTSELLING AUTHOR, NOTED FILM CRITIC, AND HOST OF A SYNDICATED, TOP-RATED RADIO SHOW—TELLS THE STORY OF HIS UNLIKELY LIFE AND CAREER, FROM HIS DAYS AS A LEFT-WING 1960S POLITICAL ACTIVIST TO HIS CURRENT ROLE AS ONE OF THE MOST PROMINENT VOICES OF THE CONSERVATIVE CAUSE.

Michael Medved is an orthodox Jew whose popular radio show is a favorite with evangelical Christians. As a nationally syndicated movie reviewer he made headlines with a controversial book titled *Hollywood vs. America*. He is a fervent and committed conservative who once worked 18-hour days in Bobby Kennedy's presidential campaign. And he counts among his friends both Rush Limbaugh and Hillary Clinton. He is a unique man, with a unique story to tell.

In *Right Turns*, Medved recounts his incredible journey from secularism to religion, from adventurous single man to devoted and doting husband and father, from gloomy critic of "our sick society" to optimistic and impassioned promoter of American patriotism. With conviction but without vitriol, he relates his sometimes painful but ultimately illuminating process of maturation.

Right Turns is a candid, often funny, thoroughly captivating memoir that says a lot about the unpredictable, ever-fascinating interplay of the personal and the political.

MARKETING**National Publicity**

Major National Conservative
Radio Campaign

National TV Appearances

Tie-In with Author Broadcast
and Appearance Schedule

Author Interviews

out of New York and Seattle

Advertising

Wall Street Journal

**Also Available as a Random
House AudioBook**

Abridged, 4 CDs

0-7393-0862-9

\$27.50 (Canada: \$39.95)

Abridged, 3 cassettes

0-7393-0861-0

\$25.00 (Canada: \$35.00)

Previous Book

*Hollywood vs. America:
Popular Culture and the War
on Traditional Values*
0-060-92435-7 paper
(Perennial)

Free Freight

MICHAEL MEDVED is the author of nine books. His daily three-hour radio program, *The Michael Medved Show*, reaches more than two million listeners. He lives in the Seattle area.



Autobiography (BIO000000)

6 1/8 x 9 1/4; 352 pages

Crown Forum

1-4000-5187-8. \$25.95 hardcover (Canada: \$35.95)

EAN Code 9781400051878

On Sale 11/9/04



MARKETING

National Publicity

20-City Morning-Drive Radio
Satellite Tour

Author Interviews
out of New York

Tie-In with Safina Salons

Promotion on Safina.com

Free Freight

THE BEST YOU'LL EVER HAVE

What Every Woman Should Know About
Getting and Giving Knock-Your-Socks-Off Sex

By Shannon Mullen with Valerie Frankel

A frank, funny, highly informative, and, yes, sexy book that is the complete guide to getting what you want (and what you didn't even know you wanted!) in bed.

Shannon Mullen has been demystifying great sex for women in the comfort of their own homes with her popular Safina sex salons. In *The Best You'll Ever Have*, she shares intimate confessions from these women-only salons and answers all the questions women really want to ask about their sexuality.

This groundbreaking book illuminates subjects from how to find that mysterious G-spot to how to use popular sex toys. With chapters including "Claiming the Clitoris," "O Joy," "Tush Talk," "The Secrets of the P-Spot," and "Toy Stories," the authors leave no area of sexual curiosity unexplored, revealing what's hot about different positions, accessories, and lots more, including elegant illustrations. *The Best You'll Ever Have* features the actual voices of real women who share what they truly think and have genuinely learned about their bodies, turn-ons and turn-offs, and ways to make sex as fabulous as it should be. Straight-talking, hilarious, and deliciously confessional, this is must-have bedtime reading.

SHANNON MULLEN is the founder of Safina, a high-end sex toy business, and conducts sex-ed salons for women. She lives in New York. **VALERIE FRANKEL** is the author of seven novels, most recently *The Accidental Virgin*. A former sex columnist for *Mademoiselle*, she lives in New York.



Family—Sexuality (FAM040000)

20 black-and-white illustrations

5½ x 8¼; 160 pages

Crown

1-4000-5482-6. \$20.00 hardcover (Canada: \$27.00)

EAN Code 9781400054824

On Sale 11/16/04

THE ROTTWEILER

A Novel

By Ruth Rendell

A chilling new tale of psychological suspense by one of the most acclaimed mystery writers of our time.

The first young woman murdered had a bite mark on her neck, prompting the media to call her killer "the Rottweiler." But as the number of deaths extended to two, three, and beyond, it became clear that the bite was incidental. This was the work of a serial garroter, distinguished by his habit of taking a small trinket from each victim as a macabre souvenir.

The strangled young women all lived in the same ethnically diverse London neighborhood near Lisson Grove, so it is here that the police focus their investigation. Soon their suspicions fall on an antique shop where the items taken from the victims start turning up amid the clutter. As we get acquainted with the colorful characters who own and pass through the shop, we sense that one of them will be the Rottweiler's next victim...unless the meticulous killer first makes an uncharacteristic mistake.

Ruth Rendell is in top form as she deftly propels the narrative, alternating between the inner life of a killer and the daily affairs of those who feel the shadow of his presence loom closer with each new victim.

"Ruth Rendell is my dream writer."

—Marilyn Stasio, *New York Times Book Review*

RUTH RENDELL has won numerous awards, including three Edgars from The Mystery Writers of America and three Gold Daggers from England's Crime Writers' Association.



Fiction—Mystery & Detective—British (FIC022030)

6 1/8 x 9 1/4; 336 pages

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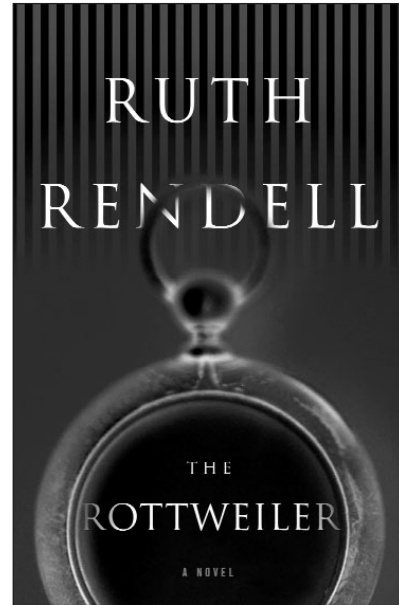
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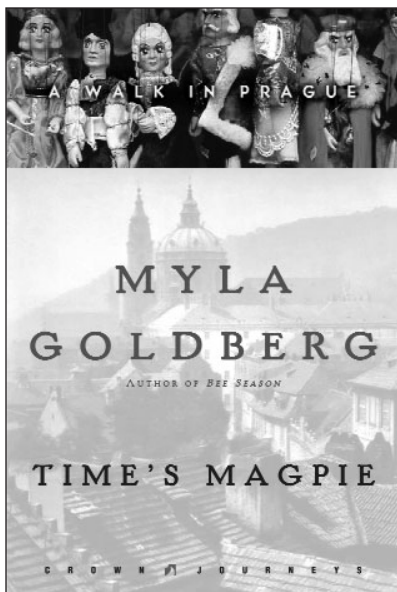
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TIME'S MAGPIE

A Walk in Prague

By Myla Goldberg

New in the Crown Journeys series—Myla Goldberg, the critically acclaimed bestselling author of Bee Season, leads us on a walk through the magical and historic city of Prague.

Prague is a city of vast beauty and wonderfully intimate detail. In *Time's Magpie*, Myla Goldberg uses her eye for the wonder of tiny objects and everyday things to put us in touch with the essence of this haunting and fantastical place.

Goldberg takes us through the city's historic streets, some eerily transformed by the devastating flood of 2002; to Lunapark, home to bumper cars, go-carts, and a discomfiting array of Technicolor confections; and through Strahov Monastery, where the cabinets of curiosity display everything from butterfly specimens to a supposedly real jabberwocky. We attend an anti-war protest in Old Town Square and watch the skateboarders do tricks on a ramped marble pedestal that once held a statue of Lenin.

Time's Magpie will appeal to the countless readers who loved *Bee Season*, those interested in Czech or Jewish culture, travelers and travel book readers, and especially all the fans of the Crown Journeys series.

Praise for *Bee Season*:

"Dispassionate, fervently intelligent . . . artful indeed."

—*New York Times*

"A letter-perfect debut."

—*Wall Street Journal*

MYLA GOLDBERG lives in Brooklyn, New York. Her second novel, *Wickett's Remedy*, will be published in 2005.



Travel—Essays & Travelogues (TRV010000)

1 map

5 x 7½; 144 pages

Crown Journeys

1-4000-4604-1. \$16.00 hardcover (Canada: \$23.00)

EAN Code 9781400046041

On Sale 11/16/04

HEIDI KLUM'S BODY OF KNOWLEDGE

8 Rules of Model Behavior (to Help You Take Off on the Runway of Life)

By Heidi Klum with Alexandra Postman

From supermodel Heidi Klum comes a fun and informative book full of gorgeous photos, behind-the-scenes stories from life on and off the runway, and helpful hints on getting what you want out of life in the realms of beauty, fashion, relationships, career, and more.

Heidi Klum—"the body" of Victoria's Secret and a *Sports Illustrated* swimsuit issue cover model—is an influential trendsetter and one of the world's most gorgeous people. What would someone like her have to say to the rest of us? As it turns out, a lot. In this beautifully illustrated, funny, dishy, and highly practical book, Heidi shows how you don't need to be a supermodel to win people's admiration—all you need to do is follow the advice behind her eight essential rules:

- You Have to Want It, Baby (Desire)
- Sell It (Image)
- Put Your Best Face Forward (Looks)
- Make a Fashion Statement (Style)
- Shape It, Work It (Body)
- Embrace the Fantasy (Love and Sex)
- Be a Jet-Setter (Travel)
- Have a Blast While It Lasts (Fun)

HEIDI KLUM has been featured in top fashion magazines and prestigious campaigns, including a long-running association with Victoria's Secret. She has many business ventures, including fine jewelry, perfume, shoe, swimwear, and clothing lines, and has acted in and hosted many film and television projects. She lives in New York City. **ALEXANDRA POSTMAN** is a writer and editor. She lives in New York City.



Health & Fitness—Beauty (HEA003000)

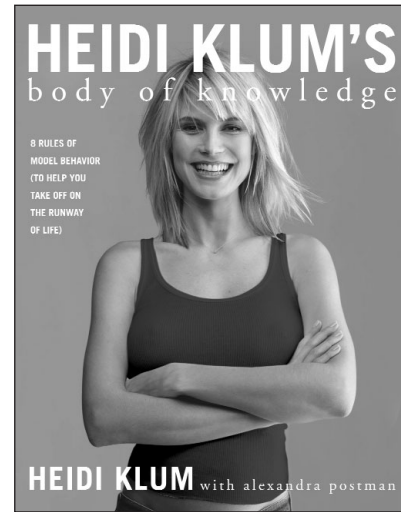
8½ x 11; 192 pages

Crown

1-4000-5028-6. \$27.50 hardcover (Canada: \$39.95)

EAN Code 9781400050284

On Sale 12/7/04



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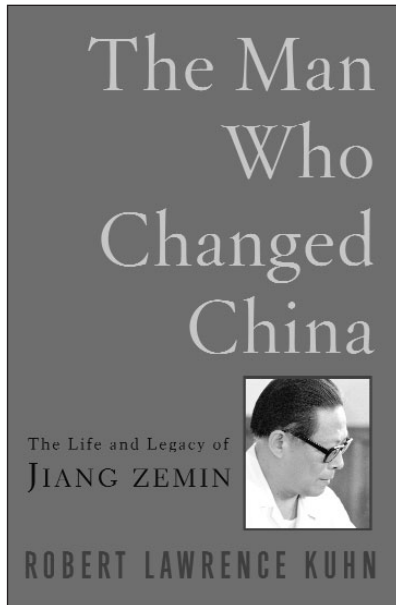
National Publicity

National TV Appearances

National Radio Campaign

Author Interviews
out of New York

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MARKETING

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Author Interviews
out of Los Angeles and New York

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Made in China: Voices from
the New Revolution
1-575-00134-9 hardcover
(TV Books)

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THE MAN WHO CHANGED CHINA

The Life and Legacy of Jiang Zemin

By Robert Lawrence Kuhn

This comprehensive biography, based on never-before-published interviews with Jiang Zemin's closest friends and associates, is an unprecedented portrait of China's long-time leader and is must-reading for anyone interested in the development and business of contemporary China.

Kuhn's extraordinary access to Jiang's family and inner circle informs this groundbreaking book. A rich, intimate account of Jiang's entire life and career, and a revealing exploration of how he thinks and works, *The Man Who Changed China* offers a fascinating inside view of Chinese history, society, economics, politics, and international relations.

Jiang's story is the story of modern China itself—70 tumultuous years of deprivation, revolution, social disruptions, and economic resurgence. By charting Jiang's unlikely rise to power and his often underestimated influence on Chinese and world politics, Kuhn illuminates the key changes he wrought and shows why his vision and personality will continue to shape China and its role in the world.

ROBERT LAWRENCE KUHN hosts the PBS series *Closer to Truth*, and created the PBS documentary *In Search of China*. Since 1989 he has been an advisor to the Chinese government, particularly in science and technology, mergers and acquisitions, and media and television. He is a managing director at Smith Barney/Citigroup and lives in Pasadena, California, and New York City.



Biography—Political/Political Science—Leadership
(BIO010000/POL025000)

Two 16-page black-and-white photo inserts

6¹/₈ x 9¹/₄; 512 pages

Crown

1-4000-5474-5. \$35.00 hardcover (Canada: \$50.00)

EAN Code 9781400054749

On Sale 12/14/04

BUSINESS AT THE SPEED OF MOLASSES

How Patience Produces Profits

By Joey Reiman and Andrea Hershatter

The next big idea from two business innovators: speeding up the pace of profit-making innovation by slowing down the frenetic wheel-spinning that brings companies and their employees to the point of burnout.

Bad things happen fast: shoddy production, detrimental expansion through acquisitions, squandering a company's reputation. Good things take time: fostering quality, maintaining certainty of purpose, ensuring customer loyalty, and building a reputation.

The message of *Business at the Speed of Molasses* is not about kicking back and slacking off. Rather, authors Joey Reiman and Andrea Hershatter show how enduring performance results from slowing down and building a business on the basis of a master idea—one that guides managers and employees in serving customers, adding value to products and services, and reminding everyone why they're in business in the first place. And the end result is not only financial profit, but intellectual and emotional profit, as well.

Citing case histories from companies such as MetLife, Delta Airlines, Home Depot, and Canyon Ranch, this book shows why an idea that defies conventional wisdom may lead today's companies and individuals to their maximum potential.

JOEY REIMAN is the founder and CEO of Brighthouse, a consulting firm, and teaches at Emory University. **ANDREA HERSHATTER** is assistant dean of the undergraduate business program at Emory. Both authors live in Atlanta.



Business & Economics (BUS000000)

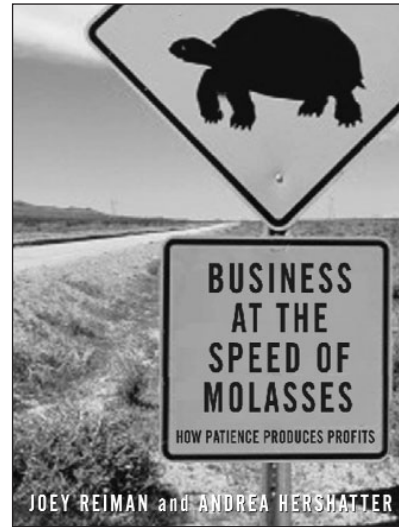
5½ x 7⅝; 224 pages

Crown Business

1-4000-5148-7. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400051489

On Sale 12/14/04



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National Publicity

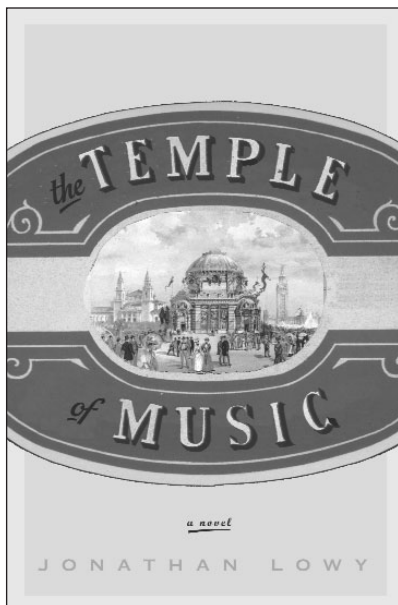
Cross-Promotion with Author's Firm, Brighthouse

Author Interviews
out of Atlanta

Previous Book (by Joey Reiman)
Success

1-56352-044-3 hardcover
(Longstreet Press)

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MARKETING

National Publicity

Author Interviews

out of Washington, DC

Also by Jonathan Lowy

Elvis and Nixon

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THE TEMPLE OF MUSIC

A Novel

By Jonathan Lowy

A rare literary achievement that seamlessly combines history and fiction, The Temple of Music is a rich and sweeping novel of America in the Gilded Age.

In a novel that mirrors the narrative sweep of E. L. Doctorow's *Ragtime*, critically acclaimed author Jonathan Lowy captures the breathtaking pace and dazzling potential that was America at the turn of the century.

Larger-than-life figures such as Andrew Carnegie, Emma Goldman, William McKinley, Ambrose Bierce, and William Randolph Hearst brush shoulders and sometimes collide with wretchedly poor working men like Leon Czolgosz, a factory worker who, after a lifetime of alienation and 16-hour workdays, would ultimately assassinate President McKinley. Spanning years, countries, and classes, *The Temple of Music* paints a portrait of a young country at a time when everything was new—and every day had the power to change history.

Praise for *Elvis and Nixon*:

"A deft mingling of fact and fiction . . . thrillingly absurd."

—*New York Times Book Review*

"Jonathan Lowy [is] a first-time novelist with a zealous imagination and chutzpah to match . . . a daring debut."

—*Houston Chronicle*

JONATHAN LOWY lives in the Washington, D.C., area.



Fiction—Historical (FIC014000)

6¹/₈ x 9¹/₄; 352 pages

Crown

0-609-60819-3. \$23.95 hardcover (Canada: \$33.95)

EAN Code 9780609608197

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THE THANKSGIVING CEREMONY

New Traditions for America's Family Feast

By Edward Bleier

The New York Times bestseller that launched a new holiday tradition.

With this small gem of a book, first published in Fall 2003 and featured prominently in national media, Edward Bleier introduced a wonderful new way to celebrate Thanksgiving. At the heart of the book is a short 20-minute ceremony designed to be read around the table by family members and friends of all ages. The second part features a rich array of readings, prayers, hymns, poems, and quotations from well-known people.

"[Bleier] presents a simple ceremony that focuses on gratitude and the ties that bind us...a book that everyone...could use to reinforce the bonds that connect us as Americans rather than those that divide us."

—USA Today

"This book introduces a concept whose time has come: a 20- to 25-minute Thanksgiving service to be read aloud, year after year, by the guests gathered around your holiday table."

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—Liz Smith, Newsday



Social Science—Customs & Traditions/Holidays
(SOC0050000/SOC014000)

Two-color text throughout; 15 line drawings

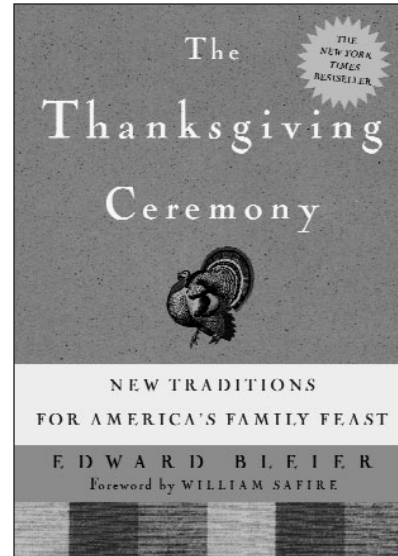
5 x 7¹/₈; 128 pages

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1-4000-4787-0. \$14.00 hardcover (Canada: \$21.00)

EAN Code 9781400047871

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For several decades, **EDWARD BLEIER** has been a top executive at Warner Bros. and ABC. He's a member of the Council on Foreign Relations and Chairman of the Center for Communication. He lives in New York.

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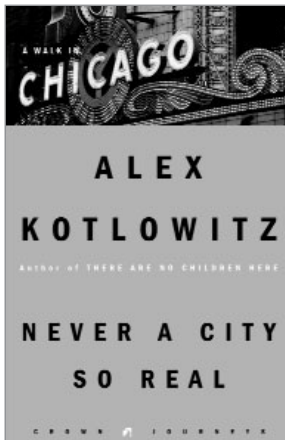
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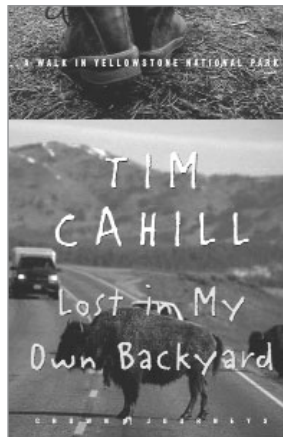
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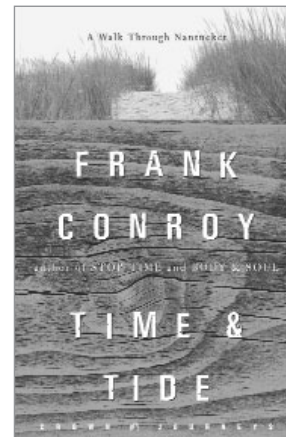
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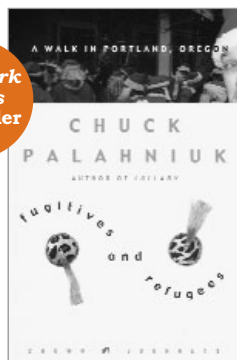
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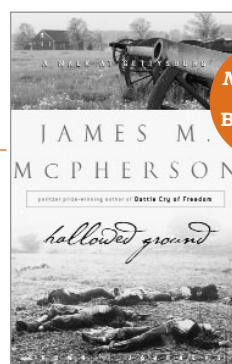
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—*Kirkus Reviews* (starred)

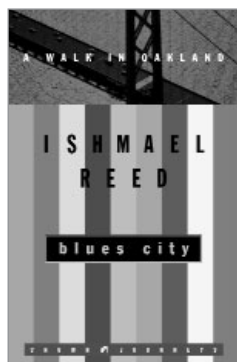
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FRANCE

Ms. Eliane Benisti
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Via Cernaia, 4
20121 Milan
Tel: 39 02 4547 3700
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JAPAN

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KOREA

Ms. Sue Yang
The Yang Agency
3f. e B/D, 54-7, Banpo-dong,
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Tel: +82 2 592 3356
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