



CROWN

Fall 2008

José Andrés
Robert Baer
Deepak Chopra
Ann Coulter
Tony Curtis
Giada De Laurentiis
Jan Garavaglia, M.D.
Ina Garten
Magic Johnson
Kerry Kennedy
John Lloyd &
John Mitchinson
Cesar Millan
T. Boone Pickens
Rachael Ray
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and many more

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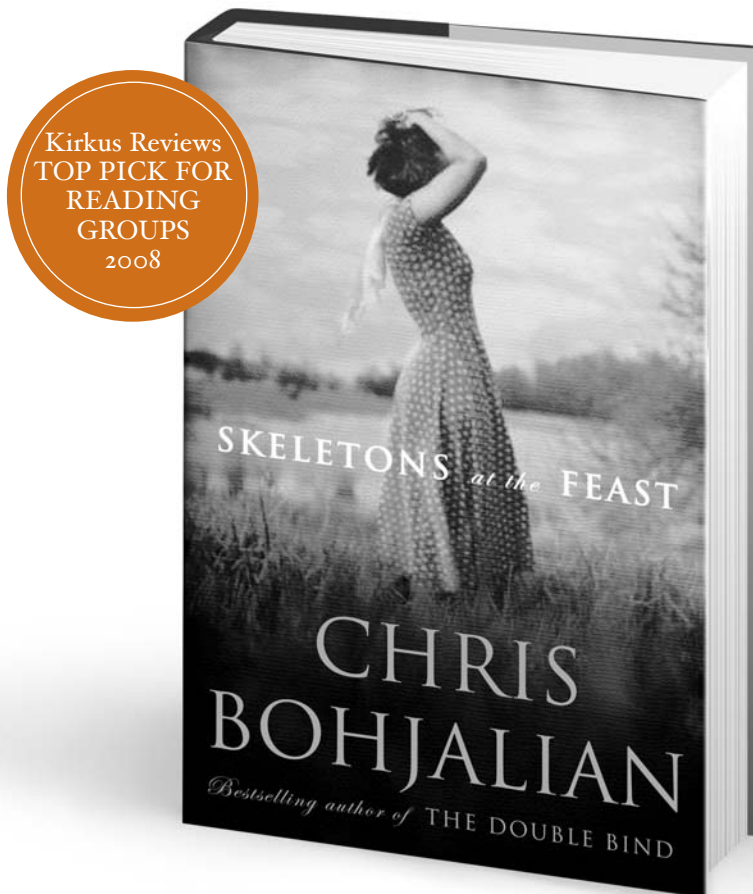
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New Book from Bestselling Author
CHRIS BOHJALIAN

On Sale May 6, 2008

SKELETONS AT THE FEAST

Perhaps not since *The English Patient* has a novel captured both the power and poignancy of romance and the terror and tragedy of war. From Chris Bohjalian comes a dramatic love story sure to enthrall his millions of readers.



“Capture[s] the anguish of a tragic era and the dehumanizing desolation wrought by war.” —**PUBLISHERS WEEKLY**

“Sheer storytelling . . . from harrowing to inspiring.” —**KIRKUS REVIEWS**

Shaye Areheart Books | 978-0-307-39495-8 | \$25.00 (Canada: \$28.00)



MARYJANE'S OUTPOST

a guide to unleashing your inner wild

A WOMAN'S GUIDE TO RECONNECTING WITH THE
NATURAL WORLD OUTSIDE HER DOOR—FROM
RUGGED WILDERNESS TO HER OWN BACKYARD

With a successful organic food business and magazine dedicated to living the good life naturally, MaryJane Butters is single-handedly reintroducing women to the pleasures of what she calls "the wild," outdoor spaces where we can be in tune with nature and at home with ourselves. In her third book, MaryJane has created a comprehensive primer to outdoor pursuits, from rigging up a tree swing to foraging for wild edibles and backpacking with kids. *MaryJane's Outpost* is an all-in-one guide to outdoor adventures both at home and afield. Prepare an uncomplicated, satisfying meal while miles from

the nearest kitchen, or plan a backyard get-away, complete with stargazing, sing-alongs, and other fun family activities. You can even transform the back of a pickup truck into a romantic portable bed, perfect for a night spent sleeping under the stars in your favorite out-of-the-way spot.

With a plucky pioneering spirit and an aesthetic rooted in organic farming, MaryJane presents the outdoors as a place to relax, rejuvenate, and regenerate. At once practical and whimsical, *MaryJane's Outpost* features recipes, how-tos, and hundreds of full-color photos that will appeal to the "wild" inside every woman.



MARYJANE BUTTERS



National Publicity

Online Promotion

- Advertising on HGTV.com
- Ad campaigns on green, adventure, and travel sites

Cross-Promotion with MaryJanesFarm, Including

- Advertising in *MaryJanesFarm* magazine
- Product inserts
- Outreach to Farmgirl Connection chapters

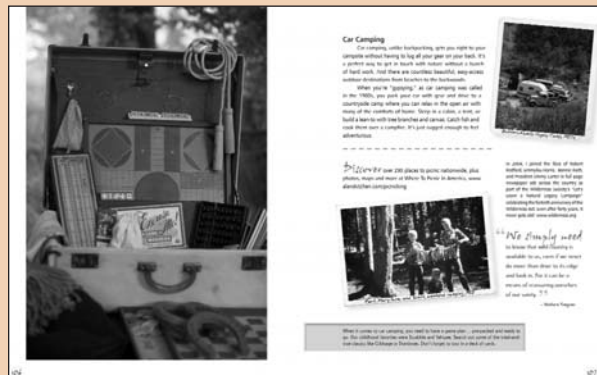
Buzz Mailing to Women's Outdoors Organizations and Travel Companies

Big-Mouth Mailing to Heads of Corporations That Focus on Healthy, Outdoors, and Green Lifestyles

Also by MaryJane Butters

MaryJane's Ideabook, Cookbook, Lifebook
978-1-4000-8047-2
\$35.00 (Canada: \$50.00)

MARYJANE BUTTERS was one of the first female wilderness rangers hired by the U.S. Forest Service, spent two summers on a fire watchtower, and was the first female station guard at the most remote Forest Service district in the Continental U.S. She operates a B&B on her farm in Idaho and publishes the magazine *MaryJanesFarm*.



House & Home (HOM000000)
8 x 10; 224 pages; full-color photos throughout
ISBN/EAN: 978-0-307-34580-6
\$30.00 hardcover (Canada: \$34.00)
On Sale 6/24/08

British: Collins McCormick Literary Agency
Translation: Collins McCormick Literary Agency
First Serial: Crown
Audio: Crown



National Publicity

Author Interviews
out of New York and Washington, DC

Online Promotion

- Advertising on ApartmentTherapy.com
- Dedicated e-blast to TravelAndLeisure.com subscribers
- Landing page at CrownPublishing.com

Tie-In Promotion with Launch of
New Furniture Line, Including Major
Ad Campaign and Author Tour

The New Traditional

Reinvent—Balance—Define Your Home

By Darryl Carter

Known for his seamless mixing of the modern with the classical, a rising star in the world of interiors shares his secrets for achieving timeless environments that reflect individual style.

Comfort is the essential element of a successful interior. It is also the most elusive. Too often our design decisions are driven by others. Darryl Carter encourages us to be true to our own lifestyle. More than a stunning book, this is an accessible guide to making a stylish, inviting home, responsive to the people who live in it every day.

Patinated furniture, subtle textiles and lighting, and chalky washes of color are among the details that transform a house into a home. Ignore the obvious. Redefine a dining room so that it doubles as a library by lining the walls with bookshelves and using wing chairs in lieu of dining chairs. Stain wood floors white to create a greater sense of space. Build rooms around art. Carter shows that designing a home is a process to be enjoyed.

DARRYL CARTER lives in Washington, D.C. His work has appeared in dozens of major shelter, lifestyle, and news publications, including *Town & Country*, *Elle Décor*, *Metropolitan Home*, and *O at Home*. He frequently appears on a host of design programs. For more information, visit DarrylCarter.com.



House & Home—Decorating (HOM003000)

9 7/8 x 9 7/8; 208 pages; 200 full-color photos

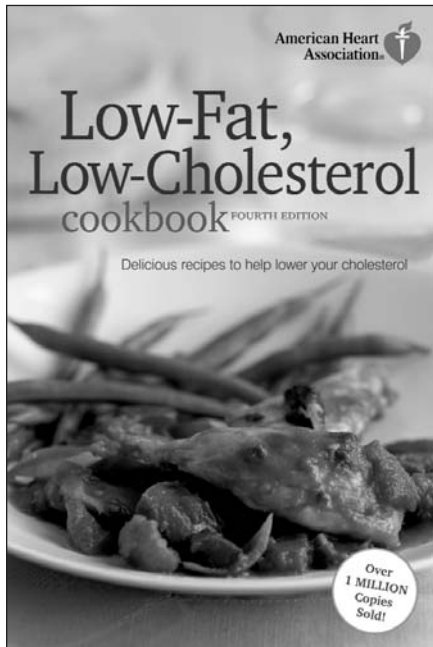
ISBN/EAN: 978-0-307-40865-5

\$45.00 hardcover (Canada: \$52.00)

On Sale 8/26/08

All Rights: Crown

SEPTEMBER CLARKSON POTTER



National Publicity

Major Cross-Promotion with the AHA, including
Homepage features on
AmericanHeart.org, ads in AHA
publications, and tie-ins with AHA
events, health fairs, and heart walks

American Heart Association's Low-Fat, Low-Cholesterol Cookbook, 4th Edition

Delicious Recipes to Help Lower Your Cholesterol

By American Heart Association

From America's most trusted authority on heart-healthy eating, this revised hardcover edition of the classic cookbook provides the most up-to-date information on heart health and nutrition—including the effects of saturated and trans fats and cholesterol—and offers 50 flavorful new recipes.

In this indispensable cookbook, the American Heart Association shows that heart-healthy food doesn't have to be dull and tasteless. From tempting appetizers to luscious desserts, the book includes more than 200 easy-to-prepare dishes, including:

- Fresh Basil and Kalamata Hummus
- Slow-Cooker Tuscan Chicken
- Grilled Sirloin Steak with Chimichurri Sauce
- Tilapia Tacos with Fresh Salsa
- Streusel-Topped Blueberry Bars

In addition to delicious recipes, *American Heart Association's Low-Fat, Low-Cholesterol Cookbook* contains the latest recommendations on how to control cholesterol levels with diet and lifestyle and information on the role of trans and saturated fats (including nutritional values for every recipe) as well as the risk factors and warning signs of heart attack and stroke.

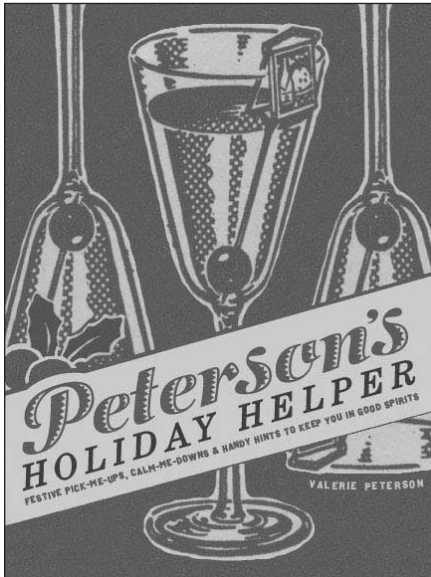
An invaluable resource for everything from the difference between "good" and "bad" cholesterol to strategies for heart-healthy cooking, shopping, and dining out, this is *the* cookbook for those who want to reduce their risk of heart disease and stroke without sacrificing quality and taste.

THE AMERICAN HEART ASSOCIATION is the nation's premier authority on heart health, with a bestselling library of cookbooks and guides.



Cooking—Low Fat (CKB051000)
6 1/8 x 9 1/8; 384 pages; 30 line drawings
ISBN/EAN: 978-0-307-40755-9
\$25.95 hardcover (Canada: \$30.00)
On Sale 9/9/08

British: American Heart Association
Translation: American Heart Association
First Serial: Crown
Audio: American Heart Association



National Publicity

National Holiday Radio Campaign

Author Interviews out of New York

Online Promotion

- Viral Holiday Survival Game
- Promotion in Potter Recipe Club newsletter
- Outreach to cocktail bloggers
- Google Adwords campaign

P.O.P.

978-0-307-45049-4
8-copy L-Card display
\$135.60 (Canada: \$160.00)

Peterson's Holiday Helper

Festive Pick-Me-Ups, Calm-Me-Downs, and Handy Hints to Keep You in Good Spirits

By Valerie Peterson

What gets you through the holidays? Valerie Peterson has a good idea it's a good cocktail recipe and a wicked sense of humor.

Soothe frazzled nerves and boost holiday merriment with this collection of delectable cocktails presented with a humorous twist. Including innovative concoctions such as the Turkey Tamer and the Spice Cookie, along with classic holiday favorites such as R-Rated Eggnog and the Tom and Jerry, *Peterson's Holiday Helper* offers perky pick-me-ups to combat holiday humbugs and velvety calm-me-downs to take the edge off holiday harriedness. To make any office party more interesting, try a cup of Peterson's Liquid Mistletoe Punch (Jamaican rum, apricot brandy, orange liqueur, lime juice, orange juice, club soda); or, dim the inconvenient truth of your kilowatt-heavy holiday lighting with an Emergency Generator (gin, ginger-infused simple syrup, lime juice, orange bitters, club soda).

In addition to more than 50 "therapeutic" drinks, *Peterson's Holiday Helper* is filled with sanity-saving holiday tips. For example: suffocated by the omnipresent kids on their extended holiday vacation? Educate yourself on "Fun Games for Kids on School Break" (aka: "Push the Vacuum").

The vintage photographs and festive ephemera throughout the charming pages will remind readers of kinder, gentler holidays past, while the recipes and survival tips will help *make* them merry during the modern-day battle we call the holiday season.

VALERIE PETERSON is a writer descended from a long line of therapeutic concoctionists. A survivor of many holiday gatherings, she is also the co-author of *Cookie Craft* (Storey Press).



Cooking—Wine & Spirits (CKB088000)

6 x 8; 128 pages; 60 full-color photos

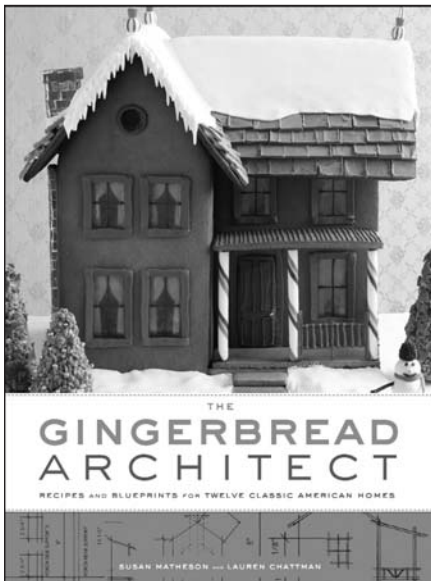
ISBN/EAN: 978-0-307-39546-7

\$16.95 hardcover (Canada: \$20.00)

On Sale 9/30/08

All Rights: Crown

OCTOBER CLARKSON POTTER



National Publicity

Author Interviews
out of New York

Online Promotion

- Advertising on top foodie sites
- Promotion in Potter Recipe Club newsletter
- Outreach to craft and foodie bloggers
- Google Adwords campaign

Big-Mouth Mailing to Organizers
of Gingerbread House Contests

The Gingerbread Architect

Recipes and Blueprints for
Twelve Classic American Homes

By Susan Matheson and Lauren Chattman

Build the best gingerbread house on the block, with fool-proof recipes and designs for twelve classic American houses from an expert baker and a professional architect.

Featuring detailed blueprints and elevations alongside baking directions and essential construction notes, this modern guide to the traditional holiday craft of creating gingerbread houses has projects for bakers of all levels, from novice to advanced.

Delight anyone who stops by for a holiday visit with one of twelve classic American homes rendered in gingerbread, such as:

- A traditional Cape Cod, complete with breath-mint pinnacles, Twizzler shingles, and a brick-red fruit-leather chimney
- An urban brownstone, embellished with crushed butter-scotch windows, Tootsie Roll staircase posts, and a front courtyard tiled in Chiclets
- A gingerbread pueblo, landscaped with rock-candy cacti and turbinado sugar sand

For each house, the authors provide descriptions of prominent architectural features and demonstrate how to execute those characteristics in gingerbread and candy. Detailed instructions cover everything from baking and assembling the walls to landscaping the yard.

With creative decorating ideas and color photographs of the finished houses, *The Gingerbread Architect* is a complete guide to the ultimate holiday baking project for anyone with a keen eye and a sweet tooth.

SUSAN MATHESON is a Manhattan- and London-based architect. **LAUREN CHATTMAN** is a cookbook author and former professional pastry chef.



Cooking—Baking (CKB004000)

7 1/16 x 10; 144 pages; 50 full-color photos and 100 line drawings

ISBN/EAN: 978-0-307-40678-1

\$22.50 hardcover (Canada: \$25.50)

On Sale 10/21/08

All Rights: Crown

Giada De Laurentiis



Giada's Kitchen

New Everyday Favorites

National Publicity**9-City Author Tour**

| | |
|-------------|---------------|
| Chicago | Minneapolis |
| Dallas | New York |
| Houston | San Diego |
| Las Vegas | San Francisco |
| Los Angeles | |

Advertising*New York Times*Clarkson Potter *New York Times*
holiday ad**Online Promotion**

- *USA Today* online campaign
- Advertising on FoodNetwork.com
- Advertising on People.com
- Ad campaigns in top newspaper markets, including Chicago and San Francisco
- Advertising on iVillage.com
- Promotion on PotterRecipeClub.com
- Outreach to foodie bloggers

Cross-Promotion with the Food Network**Also by Giada De Laurentiis***Everyday Pasta*

978-0-307-34658-2

\$32.50 (Canada: \$39.95)

Giada's Family Dinners

978-0-307-23827-6

\$32.50 (Canada: \$43.00)

Everyday Italian

978-1-4000-5258-5

\$32.50 (Canada: \$45.00)

Food network dynamo and *New York Times* bestselling author of *Everyday Italian*, *Giada's Family Dinners*, and *Everyday Pasta*, Giada De Laurentiis returns with a brand-new collection of flavorful, California-inflected takes on Italian classics.

She taught you how to cook Italian food that is both simple and delicious—the kind she grew up eating in Rome. She brought you to the family table with recipes geared toward casual get-togethers and holiday feasts. And she made it chic to eat pasta again, with lighter, brighter dishes that don't weigh you down. Now she's back with nearly 100 new and irresistible recipes brimming with the flavors of Italy—Giada style. Whether she's finding a faster, lighter take on favorites like Osso Bucco (here made with turkey instead of veal) or giving regional specialties a California twist (Tomato, Watermelon, and Basil Skewers), each dish is intensely flavorful and satisfying.

Ranging from pasta and meats to salads and desserts, Giada's recipes are perfect for any day of the week. And, for the first time, she includes a full section of dishes just for kids that the little ones will love making as much as they love eating. With something to please everyone at your table, *Giada's Kitchen* deliciously demonstrates why Giada De Laurentiis has become America's favorite Italian cook.

GIADA DE LAURENTIIS is the star of Food Network's *Everyday Italian*, *Giada's Weekend Getaways*, and *Giada's Paradise*. She attended the Cordon Bleu in Paris and worked at Wolfgang Puck's Spago restaurant in Los Angeles. This is her fourth book.



Cooking—Italian (CKB047000)

7 1/16 x 9 1/2; 256 pages; 60 full-color photos

ISBN/EAN: 978-0-307-34659-9

\$32.50 hardcover (Canada: \$37.95)

On Sale 9/30/08

All Rights: Crown





Martha Stewart's COOKING SCHOOL

Lessons and Recipes for the Home Cook

A culinary master class in a book, with step-by-step instructions and photographs for every essential kitchen technique and 200 recipes, from bestselling author and lifestyle expert Martha Stewart.



National Publicity**National Television Appearances****National Radio Campaign****5-City Author Tour**

Cleveland
 Detroit
 Los Angeles
 Seattle
 Tampa

Advertising

New York Times
Everyday Food
Martha Stewart Living
Martha Stewart Weddings
 Billboard ads on *The Martha Stewart Show*
 Clarkson Potter *New York Times* holiday ad

Online Promotion

- *New York Times* online holiday campaign
- *USA Today* online campaign
- Advertising in top newspaper markets, including Chicago and San Francisco
- Advertising on iVillage.com
- Promotion in PotterRecipeClub.com newsletter
- Outreach to craft and foodie bloggers

Cross-Promotion with MSLO**Postcard Giveaway to the *Martha Stewart Show* Audience****Also by Martha Stewart**

The Martha Stewart Cookbook
 978-0-517-70335-9
 \$35.00 (Canada: \$50.00)

Martha Stewart's Hors d'Oeuvres Handbook
 978-0-609-60310-9
 \$37.50 (Canada: \$47.00)

Never before has Martha created a book quite like this one. Arranged by cooking technique, it's aimed at teaching you *how* to cook, not simply *what* to cook. Delve in and soon you'll be roasting, broiling, braising, stewing, sautéing, steaming, and poaching with confidence and competence. In addition to the techniques, you'll find 200 sumptuous, all-new recipes that put the lessons to work, along with invaluable step-by-step photographs to take the guesswork out of cooking. And, you'll gain insight into equipment, ingredients, and every other aspect of the kitchen to round out your culinary education.

Featuring more than 500 gorgeous color photographs throughout, *Martha Stewart's Cooking School* is the new gold standard for everyone who truly wants to know his or her way around a kitchen.

MARTHA STEWART is the author of dozens of bestselling books on cooking, entertaining, gardening, weddings, and decorating. She is the host of *The Martha Stewart Show*, the Emmy-winning daily syndicated television show.



Cooking (CKB000000)
 8 x 10; 512 pages; 500 full-color photos
ISBN/EAN: 978-0-307-39644-0
 \$45.00 hardcover (Canada: \$52.00)
On Sale 10/21/08

British: Crown
 Translation: Crown
 First Serial: Crown
 Audio: Martha Stewart Living

Barefoot Contessa BACK TO BASICS

How to Get Great Flavor from
Simple Ingredients

INA GARTEN

Barefoot Contessa Back to Basics is the essential Ina Garten cookbook, focusing on the secrets behind her elegant food and easy entertaining, and offering nearly 100 brand-new recipes that are sure to be trusted favorites.

National Publicity**10-City Author Tour**

| | |
|-------------|----------------|
| Boston | Los Angeles |
| Chicago | Minneapolis |
| Cleveland | New York |
| Houston | Philadelphia |
| Kansas City | Washington, DC |

Advertising*New York Times***Clarkson Potter *New York Times* holiday ad****Online Promotion**

- *New York Times* online preheat campaign
- *USA Today* online campaign
- Advertising on FoodNetwork.com
- Advertising in top newspaper markets, including Chicago and San Francisco
- Advertising on iVillage.com
- Promotion on PotterRecipeClub.com
- Outreach to foodie bloggers

Cross-Promotion with Stonewall Kitchens, Including Ads on Website, Customer E-blasts, and Product Inserts**Cross-Promotion with Food Network****Buzz Mailing to Cooking Schools****Also by Ina Garten**

Barefoot Contessa at Home
978-1-4000-5434-3
\$35.00 (Canada: \$45.00)

Barefoot Contessa Family Style
978-0-609-61066-4
\$35.00 (Canada: \$53.00)

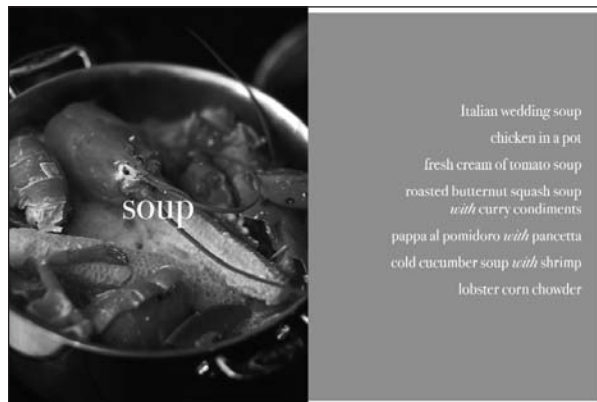


Ina Garten's bestselling cookbooks have consistently provided accessible yet sophisticated recipes for all occasions, from simple country meals to elegant French dinners. Her trademark is recipes that use everyday ingredients that are easy to find and simple instructions that even a new cook can follow. And all of her books have photographs that make your mouth water.

In her sixth book, *Barefoot Contessa Back to Basics*, Ina explores the world of flavor. The recipes—ranging from lobster and corn chowder to fresh lemon mousse and easy sticky buns—demonstrate Ina's talent for transforming fresh, readily available ingredients into an elegant meal without fuss or complications.

For longtime fans, Ina delivers a wealth of brand-new recipes that are destined to become Barefoot Contessa classics; for newcomers she provides an FAQ section that addresses the myriad queries Ina has been asked over the years. With full-color photographs and easy-to-read advice lists, *Barefoot Contessa Back to Basics* is cause for celebration and a cherished addition to Ina's collection.

INA GARTEN is the host of the Food Network show *Barefoot Contessa* and the author of five previous Barefoot Contessa cookbooks.



Cooking (CKB000000)

7¹/₁₆ x 10; 272 pages; 125 full-color photos

ISBN/EAN: 978-1-4000-5435-0

\$35.00 hardcover (Canada: \$40.00)

On Sale 10/28/08

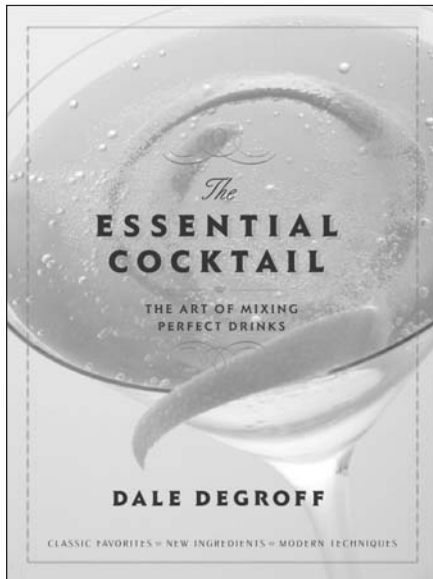
British: Crown

Translation: Crown

First Serial: Crown

Audio: International Creative Management

OCTOBER CLARKSON POTTER



National Publicity

National Food Radio Campaign

Author Events and Interviews out of New York

Tie-In Promotion with Author's Events and Classes

Online Promotion

- *New York Times* online campaign
- Ad campaign on cocktail and wine
hive blogs
- Promotion in Potter Recipe Club
newsletter
- Outreach to cocktail bloggers

Also by Dale DeGroff

Craft of the Cocktail
978-0-609-60875-3
\$35.00 (Canada: \$53.00)

The Essential Cocktail

The Art of Mixing Perfect Drinks

By Dale DeGroff

As Julia Child's Mastering the Art of French Cooking was the classic compendium for home chefs, The Essential Cocktail by the country's most famous bartender will be the go-to book for serious mixologists and cocktail enthusiasts.

Hailed by the *New York Times* as "single-handedly responsible for what's been called the cocktail renaissance," Dale DeGroff earned this reputation during his twelve years at the fashionable Promenade Bar in New York City's Rainbow Room. It was there that he reintroduced the cocktail menu in 1985 and began mixing drinks from scratch using impeccably fresh ingredients—instead of the mixes used at the time. Known for crafting unique cocktails, reviving classics, and coaxing superior flavor from his creations, DeGroff has finally selected his 100 essential drinks and 100 of their best variations, including many of his signature cocktails.

The Essential Cocktail features those drinks that stand out for their flavor, interesting formula, or distinctive technique, among them the martinis, sours, highballs, tropicals, punches, sweets, and classics, both old and new, that form a connoisseur's repertoire. Throughout the book are DeGroff's personal twists, such as a tangy Grapefruit Julep or a refreshing Yuzu Gimlet, fascinating lore behind a drink's genesis, and instructions on using the right ingredients, glasses, and garnishes.

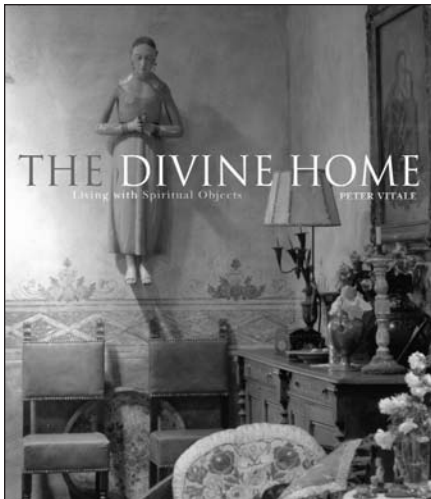
DALE DEGROFF (aka "the King of Cocktails") widely acknowledged as the world's premier mixologist, provides consulting and bar training to beverage companies, hotels, and leading restaurants and has won numerous industry awards.



Cooking—Wine & Spirits (CKB088000)
7 1/16 x 10; 272 pages; 150 full-color photos
ISBN/EAN: 978-0-307-40573-9
\$35.00 hardcover (Canada: \$40.00)
On Sale 10/28/08

All Rights: Crown

OCTOBER CLARKSON POTTER



National Publicity

Author Interviews
out of New Mexico

Online Promotion

- Advertising on
ApartmentTherapy.com
- Dedicated e-blast to
TravelAndLeisure.com subscribers

The Divine Home

Living with Spiritual Objects

By Peter Vitale

For those looking to combine the spiritual and the decorative in their homes, this beautiful book depicts how the serene touch of devotional elements—from Buddha statues to crosses—can be effortlessly incorporated into interiors with a modern sensibility.

Whether as a reflection of fervent belief or a purely aesthetic decorating choice, devotional objects have a profound visual power. Some of the people featured in this dramatic book collect with a geographic interest, some define their collections stylistically, and still others choose a historical framework. Yet all of the spaces share a distinctly personal touch, and each tells a story about the owners, the objects, and the houses themselves, such as CeCe Cord's sunny Texas residence, John Saladino's calm California villa, and Adrienne Vittadini's richly textured Florida home.

While some of the residents have personal spiritual connections with their pieces, others merely find a sense of beauty and comfort in the antiques. Though the religious or spiritual elements are quite pronounced, they are seamlessly blended into fascinating, eye-catching hybridized environments—from French Provençal to Spanish Colonial to light, airy patrician.

PETER VITALE works with Four Seasons Hotels and Resorts worldwide and is renowned for his ability to capture luxurious spaces in an inviting way. His photographs have been featured in top lifestyle magazines such as *Architectural Digest* and *Veranda*. He lives in Santa Fe, New Mexico.



House & Home—Decorating (HOM000000)

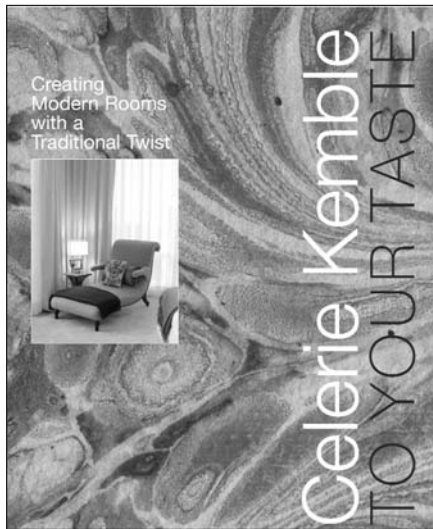
9½ x 11; 256 pages; 250 full-color photos

ISBN/EAN: 978-0-307-40521-0

\$60.00 hardcover (Canada: \$69.00)

On Sale 10/28/08

All Rights: Crown



National Publicity

Author Interviews out of Florida and New York

Online Promotion

- Advertising on ApartmentTherapy.com
- Dedicated e-blast to TravelAndLeisure.com subscribers

Cross-Promotion with Author's Product Sponsors, Including Schumacher, Valtekz, Laneventure, Zoffany, and Braemore

Outreach to Author's Extensive Contact List

Buzz Mailing to Interior Design Schools

Celerie Kemble: To Your Taste

Creating Modern Rooms
with a Traditional Twist

By Celerie Kemble

One of the hottest and most-watched young designers today reveals how to look into your past and draw inspiration from around you to create a space that is versatile, utterly original, and truly livable.

Celerie Kemble has developed a fervent following; they want her fabrics, her furnishings, and her fabulous life. Most of all, they want to bring her fresh yet classic style to their own living space. Now Celerie not only shares dozens of the coveted residences she has designed, but also teaches readers how to blend their real life and the fantasy life they imagine in their own home.

Whether the would-be decorator is a professional investing in a first apartment, a newlywed, or the parent of a growing brood, he or she is sure to find inspiration with Celerie's lively and accessible design guidance on topics such as making small spaces seem larger, dreaming up surprising color combinations, and blending textures for a visually rich yet balanced result. A dynamic education in expressing personality through design, *Celerie Kemble: To Your Taste* is an endless source for the imagination of those embarking on decorating their first (or second, or fifteenth) home.

CELERIE KEMBLE is a principal in Kemble Interiors, a design firm started by her mother, Mimi McMakin. Celerie regularly appears in *House Beautiful*, the *New York Times*, *Domino*, *Elle Decor*, and many other magazines. She lives in New York.



House & Home—Decorating (HOM000000)

9 x 11; 256 pages; 200 full-color photos

ISBN/EAN: 978-0-307-39442-2

\$45.00 hardcover (Canada: \$52.00)

On Sale 11/11/08

All Rights: Crown



The Experts' Guide to Doing Things Faster

100 Ways to Make Life More Efficient

Created by Samantha Ettus

100 experts provide insights on completing life's big-picture and everyday tasks, from getting in a good mood to eliminating credit-card debt, in a fraction of the time.

In this fast-paced world, who has time to lose weight, quit smoking, recover from a breakup, or plant a garden? According to bestselling author Samantha Ettus and 100 world-renowned experts, you do. This book provides straightforward strategies for being more efficient in every aspect of your life—from keeping your home humming and getting healthy to finding the sweet spot in relationships and honing your style...even locating that perfect parking spot.

Straight from the mouths of the authorities, each mini-chapter provides readers with time-saving tips and insider insights. Experts and their subjects include:

- Barbara Corcoran, real-estate agency maven, on how to sell your home faster
- Ming Tsai, host of *Simply Ming*, on how to chop vegetables faster
- Mark Schlereth, cohost of ESPN's *NFL Live*, three-time Super Bowl champion, and survivor of 29 surgeries, on how to heal from surgery faster
- Stacy London, host of TLC's *Fashionably Late with Stacy London*, on how to choose an outfit faster
- Colin Cowie, lifestyle guru and event planner, on how to plan a dinner party faster

Packed with funny, surprising, and incredibly clever advice, *The Experts' Guide to Doing Things Faster* teaches you how to lead your life more efficiently, leaving you with more time to enjoy its pleasures.

SAMANTHA ETTUS is the creator of the bestselling *Experts' Guide to 100 Things Everyone Should Know How to Do*; *The Experts' Guide to Life at Home*; and *The Experts' Guide to the Baby Years*. She is an on-air reporter for NY 360.

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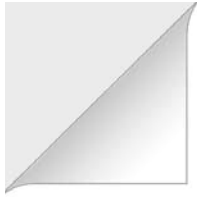
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AN EXCERPT FROM

EXPERTS' GUIDE TO DOING THINGS FASTER

CREATED BY SAMANTHA ETTUS

SELL A HOME

BARBARA CORCORAN

THE KEY TO SELLING A HOME FAST

is to price it right. But before you set the price, you've got to walk in the shoes of a buyer. Start by shopping online for local houses similar to yours, and don't look at houses that have features yours doesn't. Next, invite three brokers to your home. Ask each, "What should I price my home at if I want to sell in thirty days?" Take out your list of comparable homes, pick the five least expensive and average those with the broker estimates. Price your home 5 percent lower, and don't be afraid of underpricing. Market forces correct an underpriced

property. It's called a bidding war, and you'll smile when it starts.

Visit open houses to see what not to do when marketing your home. The most important lesson is get rid of clutter—stuff makes houses appear smaller and makes it harder for buyers to imagine living there. Also notice the importance of light, which is second only to location among reasons buyers choose a home. So take down your drapes, wash your windows, trim the bushes, install high-wattage bulbs and paint your walls soft white.

People buy with their noses, so scrub your house and eliminate all



odors. Before the first open house, open your windows for eight hours and freshen your bathroom with a new shower curtain, toilet seat and towels. While it rarely pays to renovate your kitchen, consider painting or replacing your cabinet fronts or countertop. Sometimes simply updating cabinet and drawer pulls makes all the difference. Buyers decide if they're going to buy your house within eight seconds, so approach your house like a buyer would and register what you see in the first eight seconds. Chances are some yard work awaits you. Paint your door and trim and make sure your doorbell works.

With the hard work completed, rent a professional camera with a wide-angle lens—it makes house and property look

bigger—and take photos on a sunny day. Since one in three houses are sold over the Internet, post at least six good photos online. Finally, hire a killer broker—80 percent of commissions are earned by the top 10 percent of agents. To find the right one, call your local real estate office and ask the sales manager for a personal recommendation. And don't try to negotiate their commission. If you've hired the right broker, you'll get more than your money's worth.

BARBARA CORCORAN is the founder of the Corcoran Group. She is the host of *The Millionaire Inside* on CNBC and the author of two books, *Use What You've Got* and *Other Business Lessons I Learned from My Mom*.

RACHAEL RAY



Rachael Ray's first hardcover keepsake collection has more than 200 brand-new recipes and full-color photos throughout!

The cookbook to buy college graduates, brides, busy home cooks, and everyone who loves Rachael Ray, *Rachael Ray's Big Orange Book* is the indefatigable cooking star's ultimate labor of love and the best reflection of her famous cooking philosophy: make it easy, delicious, and healthy.

This all-new collection delivers more of everything Rachael's fans love, including double-duty dinners, fake-out desserts, and quick pan sauces from bottom-of-the-jar leftovers, plus great new menus for vegetarians, kosher cooks, and solo chefs.

Rachael Ray's BIG ORANGE BOOK

Her Favorite All-New
30-Minute Meals, Veggie Meals,
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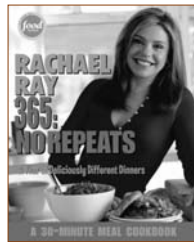
Cross-Promotion with *Every Day with Rachael Ray* magazine and *The Rachael Ray Show*, including Website Ads, Contests, and Subscriber E-blasts

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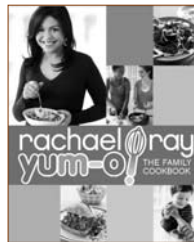
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The perfect title to round out your Rachael Ray collection or a great introduction if you're just becoming a fan, *Rachael Ray's Big Orange Book* is the ultimate primer on cooking the Rachael Ray way, and the biggest book ever from the food world's biggest star.

RACHAEL RAY hosts the shows *30 Minute Meals*, *\$40 a Day*, and *Tasty Travels* on Food Network. She is the author of 12 previous cookbooks, including the *New York Times* bestsellers *Rachael Ray: 30-Minute Get Real Meals*; *Rachael Ray 365: No Repeats*; *Rachael Ray Express Lane Meals*; *Rachael Ray 2,4,6,8*; *Rachael Ray: Just in Time*; and *Rachael Ray: Yum-O!*.

ALSO BY RACHAEL RAY

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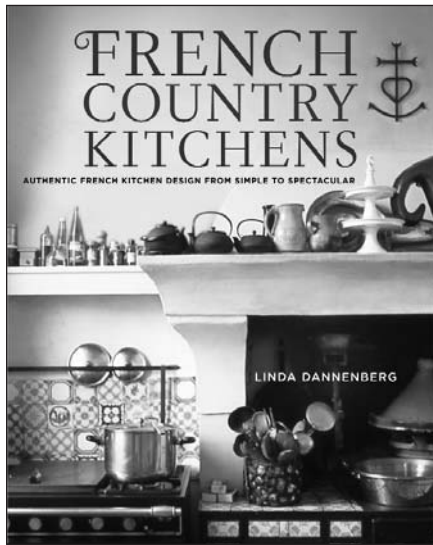


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Cooking—American (CKB002000)
8 x 10; 336 pages; full-color photos throughout
ISBN/EAN: 978-0-307-38319-8
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New French Country
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French Country Kitchens

Authentic French Kitchen Design from
Simple to Spectacular

By Linda Dannenberg

From Linda Dannenberg, the authority on French country style, comes a beautifully illustrated celebration of real-life kitchens throughout France, complete with resource listings for everyone who wants to enhance their own kitchens with distinctive French flair.

Evoking warmth and sweet nostalgia, a great kitchen is truly the heart of the home, and nowhere is this exemplified with more style and personality than in French homes. Distinguished by striking craftsmanship, bold colors, and vintage accents, the French country kitchen—whether a rustic retreat or an urban oasis—is uniquely personal and inviting.

French Country Kitchens visits kitchens throughout France to reveal a bounty of original ideas. Twenty kitchens, from a “new” 18th-century kitchen in Paris to an elegant farmhouse in St. Rémy-de-Provence, are explored in depth, each complete with a family recipe. Dannenberg highlights every last detail, from tilework to collectibles, creating an unparalleled resource for designers and dreamers alike.

With an extensive directory of sources, more than 200 full-color photographs, and illuminating text, *French Country Kitchens* is a lush and inspiring guide to re-creating a little corner of France in the heart of the American home.

LINDA DANNENBERG, a leading authority on French style, is the author of numerous books on French design and cuisine, including *New French Country* and *Paris Bistro Cooking*. She also contributes to many publications, including *Travel + Leisure* and the *New York Times*. She lives in New York.



House & Home—Decorating (HOM003000)

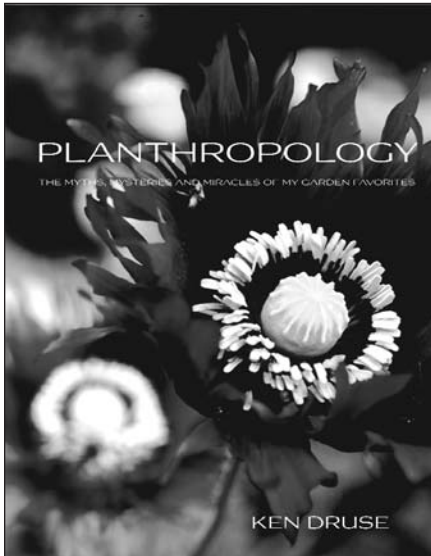
8 x 10; 224 pages; 250 full-color photos

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Planthropology

The Myths, Mysteries, and Miracles
of My Garden Favorites
By Ken Druse

Award-winning garden writer and photographer Ken Druse reveals the secret life of our favorite garden plants.

Garden lovers don't just want to sink their hands into the soil, they want to know every fascinating aspect of the plants they love. *Planthropology*, Ken Druse's 17th book, leads us deeper into plant knowledge, with stories, histories, unusual scientific facts, and the incredibly beautiful photographs that are his trademark.

Using many of his own favorite plants as examples, Druse reveals little-known facts about both rare and common beauties and showcases them in gorgeous photographs. For instance, if you like winding down on a terrace or patio after work, Druse suggests planting petunias. Why? Because they are pollinated by night-flying insects and have evolved to be at their fragrant, insect-attracting best in the evening.

With deep passion and uncommon expertise, Druse takes us through the history, biology, economics, and cultural significance of plants. We meet bumblebees who literally shake pollen free from flowers with sonic vibrations and learn how the garden inspired a succession of artistic movements. Here too are the adventures of the plant explorers who sailed and trekked across the world in search of new and exotic specimens.

Planthropology is a wondrous acknowledgment of the limitless pleasure and deep wisdom to be found in the garden.

KEN DRUSE is a Fellow of the Garden Writers of America and the author of many award-winning books, including his most recent, *Ken Druse: The Passion for Gardening*. His newsletter and podcast, *Real Dirt*, are available at KenDruse.com.



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AN EXCERPT FROM

PLANTHROPOLOGY
BY KEN DRUSE



FLOWERS OF THE SUN

To 16th-century South American Indians, the sunflower was an earthly symbol of the sun god, the supreme deity above all others. Some of the most prized treasures taken by Francisco Pizarro, the Spanish Conquistador who defeated the Incas, were golden sunflower disks worn by Incan priestesses over their breasts.

Sunflowers, introduced by Spanish explorers returning from the Americas, were a hit from the moment the first plant bloomed on European shores. The regal plant soon became prized by royalty, by England's Charles I, for instance, and Louis XIV of France, the "Sun King."

There are scores of plants in the sunflower genus, *Helianthus*. "Heli" comes from the Greek word for the sun, *Helios*. *Helenium autumnale*, sneezeweed plants, produce a generous spectacle with late-season blooms when the rest of the garden looks tired. *Helenium* 'Moerheim Beauty' has brick-red flowers with mahogany centers, grows three to four feet tall (and as wide), and will need to be corralled by stakes and string, or a circle of chicken-wire fence which the vigorous foliage will quickly conceal. 'Butterpat' is a bit shorter with a profusion of lemon-yellow flowers.

The sunflowers that inspired the Incas and Europeans were the annual *Helianthus annuus*. Many selections and hybrids are easy to grow from seeds and great for children to try, because they sprout fast, shoot up, and flower before kids lose interest. I like the annual strain called 'Italian White,' with pale mayonnaise-colored ray flowers and espresso-brown discs at the center. The plants produce many flowers on each stem, with successive blooms opening smaller than the first. If you deadhead—that is, cut off the fading flowers as their petals shrivel—the plants will bloom for well over a month. The annual that inevitably gets the most attention is 'Mammoth,' which can grow ten feet tall with a flower head twelve inches across.

Perennial sunflower species, with their bright, cheerful, mostly yellow flowers, still grow wild in the United States. Large stands of *Helianthus maximilianii* (Maximilian sunflower) live in the tall grass prairie of central Texas. In marshlands of the Eastern United States, one might come across *H. angustifolia*, swamp sunflower. Another slender-leaved species is *H. salicifolius*, the willowleaf sunflower. All of these are good garden plants that bloom late in the season, but they tend to flop over in my semi-shaded garden and must be staked.



National Publicity

Author Interviews
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Online Promotion

- Advertising on
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- Dedicated e-blast to
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Buzz Mailing to Design Schools

Dreaming Green

Eco-Fabulous Designed to Inspire

By Lisa Sharkey and Paul Gleicher
Photography by Linda Hall

For anyone with eco-friendly ideals and a penchant for high style, Dreaming Green showcases inspiring homes that are at once luxurious and beautiful and fashioned both inside and out with green materials, design, and details.

While renovating their Manhattan brownstone, Lisa Sharkey and LEED-accredited architect Paul Gleicher made their top priority to create a home that was eco-friendly *and* beautiful from the basement to the fifth-floor sunroom. They sourced stylish and sophisticated materials, designed small and large spaces for flawless efficiency, and finished their home with responsible yet stunning finds.

Dreaming Green features the Sharkey-Gleicher brownstone as well as 16 other residences that will stir readers to reimagine their homes as places that marry environmentalism and beauty. Organized by environment—rural, urban, and suburban—*Dreaming Green* showcases places of myriad sizes, shapes, and styles. From a sleek Michigan “sunhome” that relies totally on solar energy to a stately wind-powered Tudor in Austin, each space in *Dreaming Green* is a treasure for the eye and a gift to the earth. Nary an awkward solar panel nor drab hemp fabric will one find.

Lavishly photographed, *Dreaming Green* also boasts an invaluable resource section—a boon to anyone embarking on making a green home, or just dreaming about doing so.

Former senior producer of *Good Morning America*, **LISA SHARKEY** is senior vice president and director of creative development at HarperCollins. **PAUL GLEICHER** is the founder and president of the award-winning Gleicher Design Group. The couple lives in New York City.



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Made in Spain

Spanish Dishes for the American Kitchen

By José Andrés

A companion to José Andrés's new PBS series, Made in Spain is a culinary tour of the country from Andalucía to Aragón, with more than 100 recipes.

In recent years, Americans have been falling in love—**I** anew or for the first time—with Spanish food. And no one has done more to play matchmaker than José Andrés, thanks to his *Made in Spain* public television series, his seven destination restaurants in the Washington, D.C. area, and his previous hit cookbook, *Tapas*.

In *Made in Spain*, José reminds us that the food of Spain is a culinary universe unto itself, as varied and diverse as any of the world's great cuisines. To prove it, José takes us on a flavorful tour of his beloved homeland. In Basque country, we discover great fish dishes and aromatic stews. In Cantabria, we find wonderful artisanal cheeses. In Valencia, we learn why the secret to unforgettable paella is all in the rice. We also find out that Castilla-La Mancha is noteworthy not only for the brave chivalry of Don Quixote but also for the aromatic wonders of the saffron that grows there in such abundance. *Made in Spain* is an essential addition to every international cookbook collection.

JOSÉ ANDRÉS was named Best Chef in the Mid-Atlantic by the James Beard Foundation in 2003 and was named Chef of the Year by *Bon Appétit* in 2004. José lives in Washington, DC, with his wife and daughters.

National Publicity

National Food Radio Campaign

Author Events and Interviews out of New York and Washington, DC

Online Promotion

- *New York Times* online campaign
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- Advertising on Eater.com in Los Angeles, New York, and San Francisco
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- Outreach to foodie blogs

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Tie-In Promotion with PBS Series

Also by José Andrés

Tapas

978-1-4000-5359-9

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Cooking—Spanish (CKB080000)

7 1/16 x 10; 256 pages; 100 full-color photos

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Fried egg with chorizo

Huevo frito con chorizo

SERVES 4

8 GARLIC CLOVES

1/4 CUP SPANISH
EXTRA-VIRGIN OLIVE OIL

4 LARGE EGGS

1 CHORIZO,
ABOUT 4 OUNCES,
SLICED INTO 1/4-INCH ROUNDS

4 FRESH THYME SPRIGS

SEA SALT TO TASTE

Split open the garlic cloves by pressing down on them with the flat side of a kitchen knife. Heat 1 tablespoon of the olive oil in a medium sauté pan over medium heat. Add the garlic and cook until lightly browned, about 5 minutes. Transfer the garlic to a plate and set aside.

Increase the heat under the pan to medium-high and add 2 more tablespoons of the olive oil. Cook the eggs one at a time. For each one, crack the egg into a glass. When the oil just begins to smoke, tip the sauté pan to a steep angle so the oil collects on one side to create a small bath. Carefully slide the egg into the hot oil and spoon the hot oil over the egg 2 or 3 times. The egg will be ready in about 30 seconds. Transfer the egg to a serving plate with a slotted spoon and season to taste with salt and keep warm. Repeat with the remaining eggs.

Pour the olive oil from the pan into a small bowl and set aside. Return the pan to the stovetop. Add the chorizo and cook for 30-45 seconds over medium-high heat, flipping the rounds when they begin to brown. Add the thyme and continue cooking for 1 minute.

To serve, divide the chorizo and thyme among 4 plates, top with an egg and garnish with the reserved garlic. Sprinkle with sea salt and drizzle the reserved cooking oil over each plate.

I'm fascinated by eggs — and have been since I was a little boy. On a trip to Barcelona with my friend, the food writer Gael Greene, she was fascinated to see we ate eggs everywhere we went. I especially love fried eggs: the crispiness of the edges of the whites, combined with the soft, runny texture of the yoke. All you need to do is sprinkle on some coarse salt, dip in a bit of bread, and you're in heaven. Or Spain.

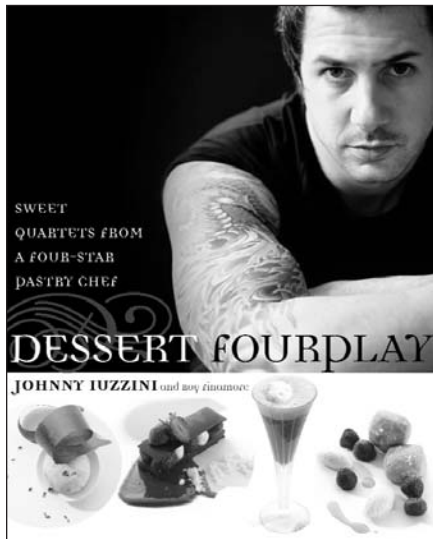
“ José
Use the freshest eggs you can find for this dish. Get them from a farmers' market if you can. When making this dish for friends and family, I often separate the egg whites and yolks. I cook the egg whites in the oil and then top them with the egg yolk. The heat of the egg whites will gently cook the yolks, but they will still be runny. If you prefer them more cooked, you can carefully poach the egg yolks in a small skillet of gently simmering water.

AN EXCERPT FROM

MADE IN SPAIN

BY JOSÉ ANDRÉS





National Publicity

National Food Radio Campaign

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Online Promotion

- Advertising on Eater.com in Los Angeles, New York, and San Francisco
- Advertising on Bakespace.com
- Promotion in Potter Recipe Club newsletter
- E-blast to author subscriber list

Dessert FourPlay

Sweet Quartets from a Four-Star Pastry Chef

By Johnny Iuzzini and Roy Finamore

An inspired collection of creative desserts from James Beard Award-winning pastry chef Johnny Iuzzini, with recipes for individual desserts and his signature fourplay tastings.

Just as savory chefs use flavors and techniques to create truly innovative dishes, pastry chefs across the country are stepping it up a notch and creating stunning desserts that go above and beyond the traditional end-of-meal pies and cakes. And no one is making a mark like Johnny Iuzzini, the superstar pastry chef of the celebrated four-star restaurant Jean Georges in New York.

In *Dessert FourPlay*, Iuzzini's first cookbook, he shares his secrets and inspirations with the home cook. His delicious creations can be served individually or as part of his signature fourplay pairings: four mini desserts in a quartet of complementary flavors and textures. Iuzzini pairs cool with hot, crispy with creamy, sweet with spicy, and the expected—chocolate, strawberries, and cinnamon—with the unexpected—chiles, beets, and cocoa puffs. The result: desserts that refresh, inspire, and satisfy beyond expectations. *Dessert FourPlay* invigorates all the senses and inspires home chefs to create innovative desserts of their own.

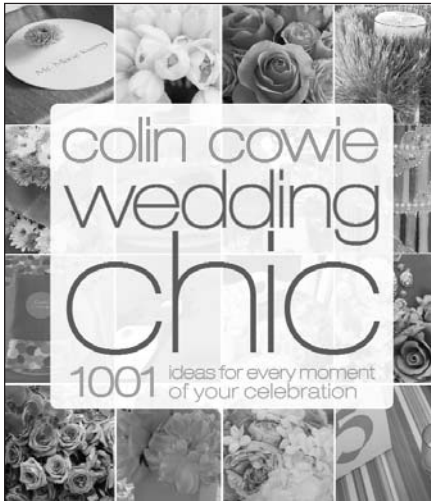
JOHNNY IUZZINI, who won the James Beard Outstanding Pastry Chef award in 2006 at age 32, is the executive pastry chef of the renowned restaurant Jean Georges in New York City.

ROY FINAMORE, a 30-year publishing veteran, is a freelance editor and James Beard Award-winning author.



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Colin Cowie Wedding Chic

1,001 Ideas for Every Moment
of Your Celebration

By Colin Cowie

From renowned celeb-event producer Colin Cowie comes an indispensable guide to designing every detail of a wedding with style and flair.

Colin Cowie has earned a stellar reputation for gorgeous, unique events that radiate glamour. He has planned the parties and weddings of celebrities, heads of state, and even royalty. And now, he offers his impeccable eye to every detail brides consider when getting married.

With limitless options, it can be hard for a bride and groom to know where to begin. Comprehensive and clearly organized into chapters covering all of the celebration—from bouquets to cakes and food, dresses to invitations and reception décor—this book will quickly become the go-to resource for every wedding. From the first task of determining the overall mood you want to capture to the final, last-moment preparations, Cowie provides expert advice, distinct ideas, and inspiring photographs of more than 1,001 gorgeous details.

Colin Cowie Wedding Chic is the ultimate guide to choosing elements that will turn a special day into an event to remember forever.

Lifestyle expert **COLIN COWIE** appears regularly on *The Oprah Winfrey Show* and *The Early Show* and is a frequent contributor to *O, the Oprah Magazine*. Born in Zambia and raised in South Africa, Cowie now resides in New York.

National Publicity

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out of New York

Tie-In with Author's Events

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Promotions with Top Bridal Shows

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Reference—Wedding (REF024000)
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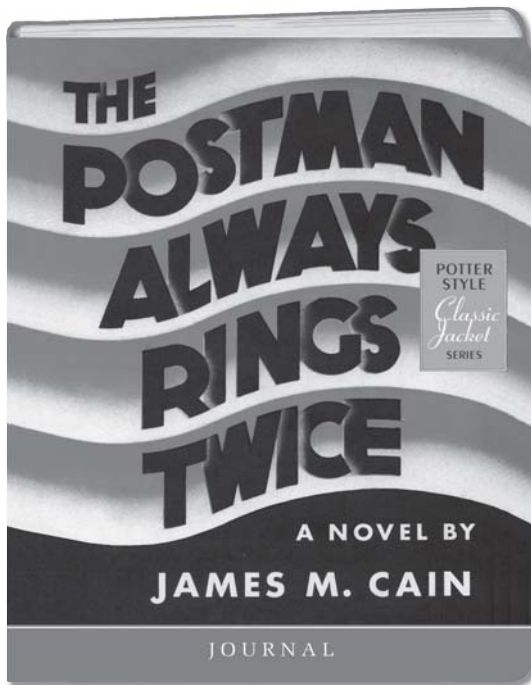
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THE CLASSIC CRIMINAL MIND

JAMES M. CAIN was born in 1899 in Marysville, Oregon. He began his career as a reporter serving in the American Expeditionary Force in World War I and writing for the newspaper for the 79th Division. When he returned from the war, he continued a literary career that included a professorship at St. John's, Annapolis, and a stint as the managing editor for The New Yorker. Later he moved to Hollywood to become a screenwriter before turning his attention to novels. The Postman Always Rings Twice, published in 1934 when Cain was 42, was his first novel and a huge success.

The title for the novel may have come from one of the more sensational news stories of 1927 and 1928. Ruth Snyder and her lover Judd Gray were on trial for the murder of Snyder's husband. During trial, Snyder made a statement that she'd taken out a life insurance policy on her husband but ordered the payment notices to be delivered only to her. The postman would ring twice as a signal.

The Postman Always Rings Twice is a benchmark for classic crime fiction and film noir. The novel was staged in 1938, first filmed in 1946 with Lana Turner, and filmed again in 1981 with Jack Nicholson. Two of Cain's other classic novels, Mildred Pierce (1941) and Double Indemnity (1943) were also made into film classics. In 1947 Cain was awarded the Grand Master Award by the Mystery Writers of America. He published 18 books in his lifetime.

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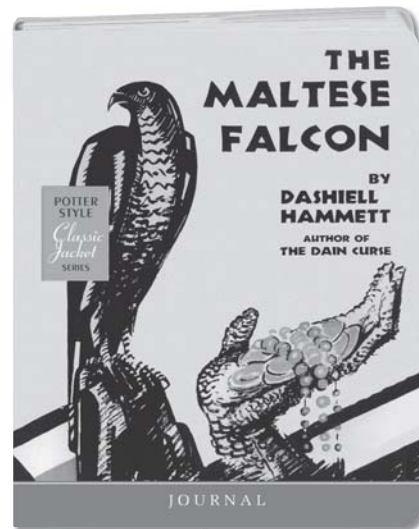
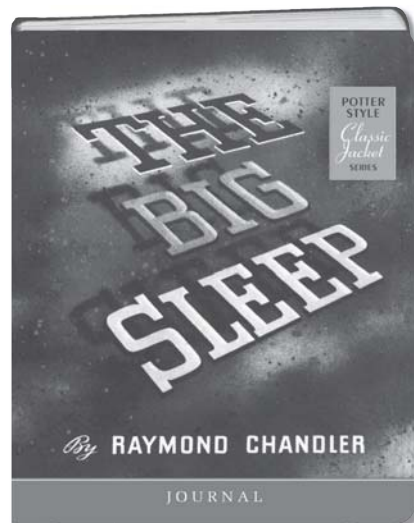
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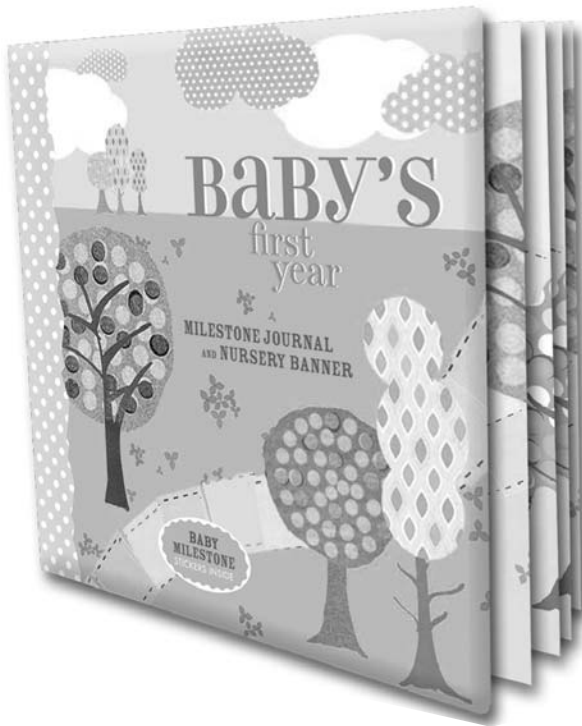
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BABY'S FIRST YEAR MILESTONE JOURNAL AND NURSERY BANNER

By Lydia Ricci

Capture all of Baby's important moments with Lydia Ricci's easy-to-use keepsake book, which includes 12 accordion-folded panels (one for each month of the year) and five sheets of "baby milestone" stickers. Busy parents can quickly fill the book by including one precious snapshot on each page and adding milestone stickers (first full night of sleep, first smile, first tooth, first step) to the appropriate month at the baby's own pace. The pages can be removed from the book, unfurled like a banner, and displayed on the nursery wall as a beautiful chronology of Baby's first year.

12 accordion folded pages with 5 sheets of stickers in a padded, three-piece case, 8 1/4 x 8 1/4 in.

978-0-307-40814-3

\$19.95 (Canada: \$22.95)

October 21, 2008

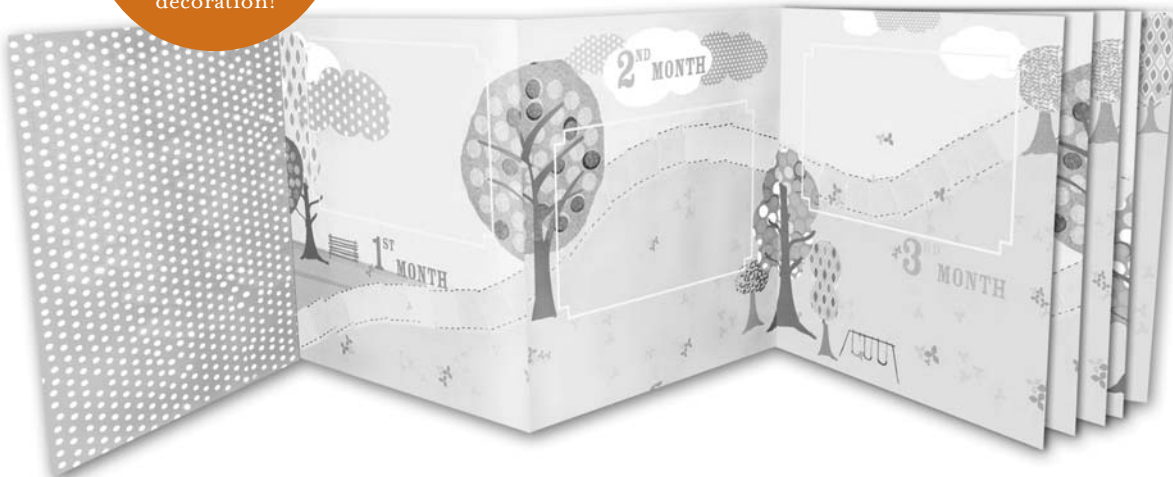


record your baby's first year

Bonus

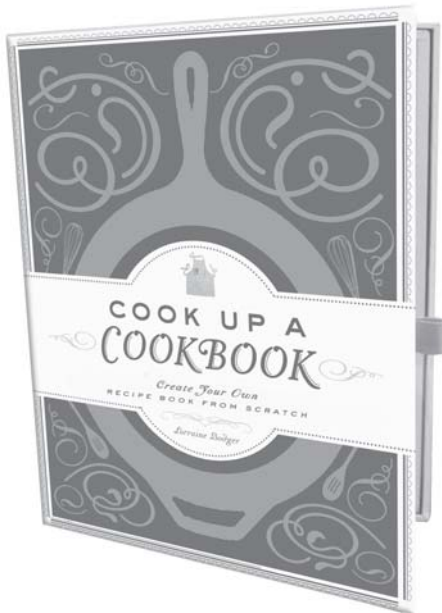
Remove pages and unfurl like a banner to create a nursery decoration!

for parents who want the memories but don't have the time



be the next great cookbook author

imagine creating a cookbook full of your favorite
recipes . . . no culinary school or publisher required!



COOK UP A COOKBOOK: Create Your Own Recipe Book From Scratch By Lorraine Bodger

Maybe you're a great cook who wants to record your finest kitchen experiments in print. Maybe you're more interested in collecting treasured recipes for a family cookbook. Find your own food personality with this inspiring and practical guide. *Cook Up a Cookbook* helps you to identify what kind of cookbook you want to make and gives you some fun tools to help you to organize, personalize, and preserve your recipes for posterity.

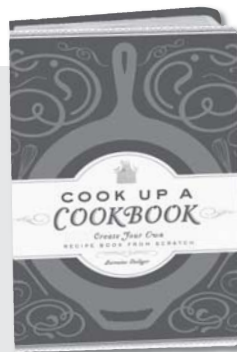
7⁵/₈ x 9¹/₂ in.

978-0-307-39550-4
\$21.95 (Canada: \$25.00)
September 30, 2008



Ingredients:

- 64-page how-to booklet
- 25 chef tip cards
- 12 fold-and-mail recipe request cards
- 4 sheets of stickers
- 1 paper toque



FALL 2008 POTTER STYLE

equisite taste

potter cookbooks at your fingertips

GREAT COOKIES DECK: 50 delectable recipes and tips for making sensational sweets

By Carole Walter

James Beard award-winning author and expert baker Carole Walter shares 50 recipes for making traditional cookies such as oatmeal raisin, chocolate chip, snickerdoodle, and more. Each card includes a delicious recipe and tempting photograph along with baking techniques and professional tips—everything you need to enjoy the perfect cookie. (Just add milk.)

50 recipe cards, 4 1/2 x 6 1/8 in.

978-0-307-40819-8

\$14.95 (Canada: \$16.95)

September 23, 2008



MOOSEWOOD RESTAURANT SOUPS & STEWS DECK: 50 Recipes for simple and satisfying meals

By The Moosewood Collective

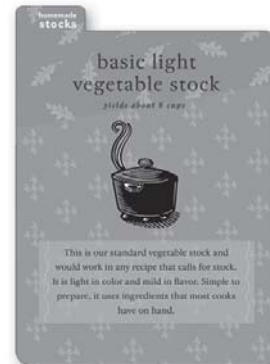
Run out of meal ideas? Simmer down! In this easy-to-use deck that's brimming with recipes, whole-foods trailblazer Moosewood Restaurant pairs their delicious soups and stews with complementary side dishes—keeping you stocked with plenty of easy and delicious meals to prepare throughout the year.

50 recipe cards, 4 1/2 x 6 1/8 in.

978-0-307-40869-3

\$14.95 (Canada: \$16.95)

September 23, 2008



MY MEDICAL HISTORY
A Journal for Keeping Track
of Your Health Records

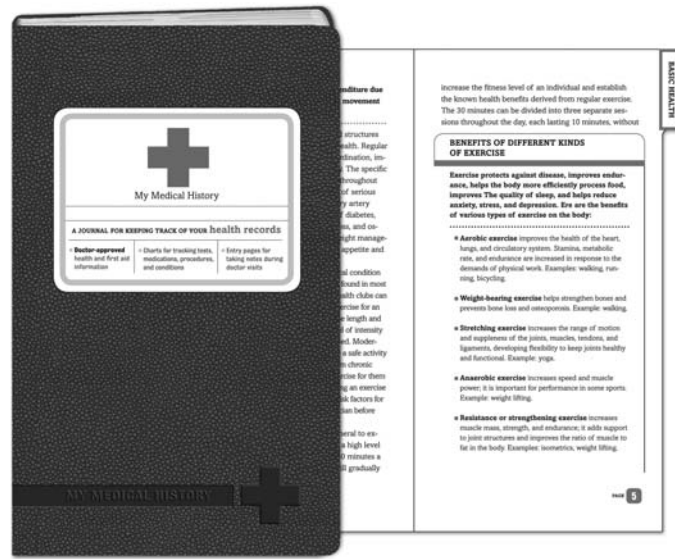
My Medical History is designed for anyone who wants to be more proactive about keeping his or her own health records. It is also ideal for those who are taking care of an elderly loved one. With pages to record details about medical appointments, prescriptions, test results, and monitored conditions, this journal features a wealth of information condensed into a lightweight format that is portable enough to take along to the doctor's office.

128 pages (guided), 4⁷/₈ x 8³/₄ in.

978-0-307-38185-9

\$14.95 (Canada: \$16.95)

October 7, 2008



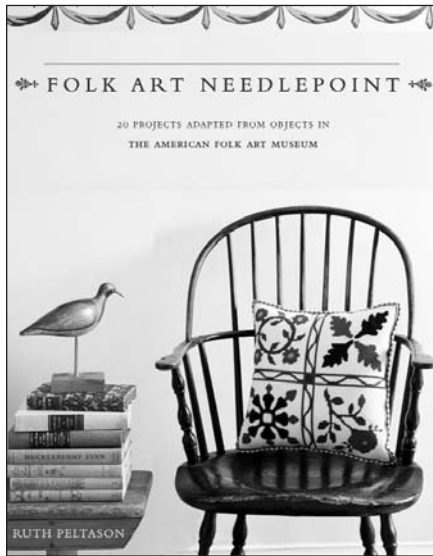
potter style—complete fall 2008 frontlist

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|--|---------------------------|-------------------|-------|
| Baby's First Year Milestone Journal and Nursery Banner | \$19.95 (Canada: \$22.95) | 978-0-307-40814-3 | 10/21 |
| Bronte Sisters Journal | \$10.95 (Canada: \$12.50) | 978-0-307-40851-8 | 10/07 |
| Bronte Sisters Note Cards | \$12.00 (Canada: \$14.00) | 978-0-307-40850-1 | 10/07 |
| Cook Up a Cookbook | \$19.95 (Canada: \$22.95) | 978-0-307-39550-4 | 09/30 |
| Gingerbread Holiday Sticker Note Cards | \$12.00 (Canada: \$14.00) | 978-0-307-45155-2 | 09/02 |
| Great Cookies Deck | \$14.95 (Canada: \$16.95) | 978-0-307-40819-8 | 09/23 |
| Jolly Holiday Box of Boxes <i>by Betty Anderson</i> | \$16.95 (Canada: \$20.00) | 978-0-307-40815-0 | 09/02 |
| Jolly Holiday Favor Boxes <i>by Betty Anderson</i> | \$14.95 (Canada: \$16.95) | 978-0-307-40820-4 | 09/02 |
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| Jolly Holiday Labels <i>by Betty Anderson</i> | \$12.95 (Canada: \$14.95) | 978-0-307-40827-3 | 09/02 |
| Moosewood Restaurant Soups and Stews Deck | \$14.95 (Canada: \$16.95) | 978-0-307-40869-3 | 09/23 |
| My Medical History | \$14.95 (Canada: \$16.95) | 978-0-307-38185-9 | 10/07 |
| Natural Curiosities Box of Boxes | \$16.95 (Canada: \$20.00) | 978-0-307-40821-1 | 09/02 |
| Natural Curiosities Favor Boxes | \$14.95 (Canada: \$16.95) | 978-0-307-40828-0 | 09/02 |
| Ooh La Mode Mini Journal <i>by Betty Anderson</i> | \$8.00 (Canada: \$10.00) | 978-0-307-40816-7 | 09/02 |
| Ooh La Mode Note Card Book <i>by Betty Anderson</i> | \$16.95 (Canada: \$20.00) | 978-0-307-38338-9 | 09/02 |
| Ooh La Mode Pocket Pads <i>by Betty Anderson</i> | \$9.95 (Canada: \$11.95) | 978-0-307-38183-5 | 09/02 |
| Pocket Pads for Wine Lovers | \$9.95 (Canada: \$11.95) | 978-0-307-40825-9 | 09/02 |
| Pop-Up Note Cards (Dots & Spots) | \$18.95 (Canada: \$22.00) | 978-0-307-40823-5 | 10/07 |
| Pop-Up Note Cards (Kaboom) | \$18.95 (Canada: \$22.00) | 978-0-307-40905-8 | 10/07 |
| Pop-Up Note Cards (Paisley Pop) | \$18.95 (Canada: \$22.00) | 978-0-307-40904-1 | 10/07 |
| Pop-Up Note Cards (Twister) | \$18.95 (Canada: \$22.00) | 978-0-307-40822-8 | 10/07 |
| Snowman Holiday Sticker Note Cards | \$12.00 (Canada: \$14.00) | 978-0-307-40824-2 | 09/02 |
| Spruce Holiday Sticker Note Cards | \$12.00 (Canada: \$14.00) | 978-0-307-45153-8 | 09/02 |
| Stocking Holiday Sticker Note Cards | \$12.00 (Canada: \$14.00) | 978-0-307-45154-5 | 09/02 |
| The Big Sleep Journal | \$12.95 (Canada: \$14.95) | 978-0-307-38328-0 | 09/02 |
| The Maltese Falcon Journal | \$12.95 (Canada: \$14.95) | 978-0-307-40932-4 | 09/02 |
| The Postman Always Rings Twice Journal | \$12.95 (Canada: \$14.95) | 978-0-307-40829-7 | 09/02 |
| Two-Dozen Roses Note Card Book | \$16.95 (Canada: \$20.00) | 978-0-307-40546-3 | 09/02 |

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POTTER
CRAFT



National Publicity

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Online Promotion

Outreach to craft bloggers

Feature Title at the National
NeedleArts Association Market

Museum Store Mailing

Folk Art Needlepoint

20 Projects Adapted from Objects in
the American Folk Art Museum

By Ruth Peltason

A new generation of folk art classics.

Perhaps more than any other art form, folk art captures and embraces our American heritage. With elements both whimsical and practical, folk art has become a rich source of inspiration for today's craftspeople.

With an eye to developing the best book for needlepointers, Ruth Peltason has selected 20 objects from the American Folk Art Museum—the country's leading museum in the field for quilts, weather vanes, clocks, and painted furniture—to transform into needlepoint patterns for many skill levels. Each project includes a photograph of the original folk art piece and commentary about its history, instructions and patterns to create its needlepoint version, and exquisite photographs of the finished products in contemporary settings.

Complete with a section on techniques and materials to guide you through essentials such as needlepoint stitches, thread and canvas selection, and project preparation, *Folk Art Needlepoint* provides everything you need to bring folk art into your life and home.

RUTH PELTASON runs Bespoke Books, which specializes in books on the cultural arts. She has been a needlepointer for a little more than a decade. She lives in New York City.



Crafts & Hobbies—Needlepoint (CRA021000)

8½ x 10⅞; 144 pages

65 full-color photos; 32 full-color illustrations

ISBN/EAN: 978-0-307-35180-7

\$35.00 hardcover (Canada: \$40.00)

On Sale 9/9/08

British: Crown

Translation: Crown

First Serial: Crown

Audio: The Martell Agency



Mason-Dixon Knitting: Outside the Lines

Patterns, Stories, Pictures, True Confessions, Tricky Bits, Whole New Worlds, and Familiar Ones, Too

By Kay Gardiner and Ann Shayne

The much-anticipated companion to Kay and Ann's best-selling knitting book is finally here! A new batch of addictive patterns and cheerful mayhem—from the duo who re-invented the knitting-pattern book by combining beautiful knitting projects with smart, hilarious writing.

With the same infectious enthusiasm that made *Mason-Dixon Knitting* an instant classic, Kay and Ann introduce knitters to a new world of clever tricks and irresistible projects.

Kay and Ann reveal the secret of knitting: The more you knit, the more fun it is. In *Mason-Dixon Knitting: Outside the Lines*, Kay and Ann lead the way through 30 brilliant projects for beginners and experienced knitters alike. With clear instructions and unfailing encouragement, they explain techniques that will turn knitting into a welcome new adventure.

Chapters include:

- "Decorating Yourself": stylish things to make for your most demanding (and forgiving) client
- "Covering the Small Human": pint-size knits that kids will really wear
- "Occasional Knitting": knits for the special events in life
- "The Sophisticated Kitchen": More tasty, satisfying projects for dishcloth cotton!

Filled to the rafters with tales, tips, and MDK "rules," *Mason-Dixon Knitting: Outside the Lines* is a book to knit from again and again—a fresh classic for every knitter's library.

KAY GARDINER and **ANN SHAYNE** met on an online knitting message board five years ago. Their correspondence has grown into a community of more than 150,000 knitters who regularly log on to MasonDixonKnitting.com.



Crafts & Hobbies—Knitting (CRA015000)
8½ x 10½; 160 pages; 100 full-color photos;
30 line drawings

ISBN/EAN: 978-0-307-38170-5

\$29.95 hardcover (Canada: \$34.00)

On Sale 9/16/08

British: Crown
Translation: Crown
First Serial: Crown
Audio: David Black Literary Agency

National Publicity

5-City Author Tour

Boston New York
Los Angeles Portland, OR
Nashville

Online Promotion

- USA Today online campaign
- Advertising on iVillage.com
- Pre-heat advertising on Knitty.com, KnittersReview.com, CrazyAuntPurl.com, and Ravelry.com
- Relaunch MasonDixonKnitting.com
- Advertising on MarthaStewart.com and HGTV.com
- Outreach to craft bloggers

Tie-In Promotions with Author's Blog, Including Countdown Ticker to Publication

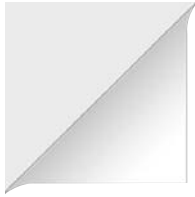
Featured Title at the National NeedleArts Association Market

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

P.O.P.

978-0-307-45046-3
Cling film window decal
(no charge)

EXCERPT



AN EXCERPT FROM

MASON-DIXON KNITTING: OUTSIDE THE LINES

BY KAY GARDINER AND ANN SHAYNE

Dos and Don'ts: KNITTING FOR CHILDREN WHO HAVE REACHED THE AGE OF REASON

It Is Forbidden to Knit:

- * **Animals, whole or in parts.** Even if they're really cute.
- * **Anything vintage or ethnic.** Ski sweaters with reindeer violate the above.
- * **Argyle.** Don't ask why. Life is not fair. Kids do not like argyle.
- * **Fair Isle.** To be safe, just avoid anything ending in "ile." (Crocodile? See what I mean?)
- * **Intarsia.** This is the big offender, and not just because it so often portrays our animal friends. I can hear you saying, "But what about knitting a groovy catchphrase, like 'Hang Ten' or 'Cowabunga'?" NO. That would not be super.

The Only Way Is To:

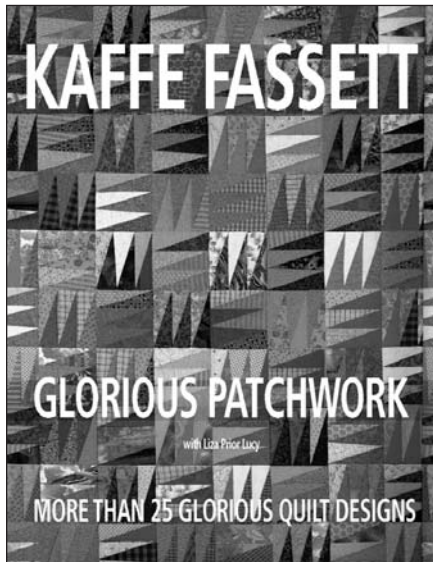
- 1) Look at what kids are actually wearing. Note the shapes and colors. The shapes are simple and roomy. The colors are, generally speaking, not pastel, not handpainted, or even space-dyed. We know that this is hard to accept. Don't shoot the messenger.
- 2) See Rule 1. It's the only rule. Knit what they want to wear. Be prepared to fail, again and again, and to not understand why your perfectly good handknit was rejected.

The Gray Area:

We have considered (and perhaps invented) the controversial practice of sewing labels from known clothing brands into handknits in an effort to pass them off as storebought goods. Putting aside the ethical problems with this idea, we ultimately say no, on the grounds that it's no good living a lie. You're a handknitter. You don't want to embarrass your kids, but neither do you want to denigrate our craft by marking it with the insignia of the Man.

And anyway, you're not fooling anybody. Kids can detect a counterfeit Juicy Couture sweater quicker than any customs inspector.





National Publicity

Online Promotion

- Advertising on quilting and sewing websites and blogs
- Feature in PotterCraftNews.com

Promotion at Large Consumer Craft Shows Nationwide, Including The Sewing Expo

Glorious Patchwork

By Kaffe Fassett with Liza Prior Lucy

*For more than two decades Kaffe Fassett has inspired knitters, quilters, and other fabric artists with his bold patterns. In **Glorious Patchwork**, his landmark quilting book, he presents more than 25 designs that draw on the essence of his renowned color work.*

Glorious Patchwork is one of Kaffe's most spectacular and original books. Twenty-five stunning designs are divided into five color themes. From soft pastels and leafy gardens to bold circus hues, each pattern bears Kaffe's unmistakable stamp. Every chapter includes projects with varying difficulty, so beginners and master quilters alike can replicate the gorgeous, full-color quilts inside.

Praise for Kaffe Fassett:

"The objects that Kaffe Fassett designs...are more than handsome and colorful. They are works of art, revolutionary works of craft, many-colored masterpieces."

—*Los Angeles Times*

"[Fassett's] designs reverberate with luxuriant and often surprising color."

—*New York Times*

"Kaffe's fabrics and quilts are world renowned...The success of his work is in how he uses simple forms such as stripes and puts them together in exciting ways."

—*Quiltworks Today*

"Fassett has firmly established himself as the single most exciting craft-and-color expert today."

—*Booklist*

KAFFE FASSETT, one of the premiere fabric artists in the world, shares his vision of craft in frequent lecture tours, exhibitions, and television appearances. He is the author of 12 books, including *Glorious Needlepoint* and *Kaffe Knits Again*, among others.



Crafts & Hobbies—Quilting (CRA031000)

8½ x 11¼; 160 pages

80 full-color photos; 23 full-color illustrations

ISBN/EAN: 978-0-307-45150-7

\$25.00 paper (Canada: \$28.00)

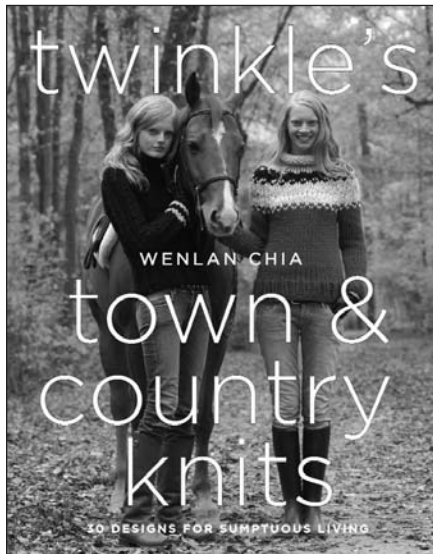
On Sale 9/16/08

British: Random House UK

Translation: Random House UK

First Serial: Crown

Audio: Random House UK



National Publicity

Author Events and Interviews out of New York

Online Promotion

- Advertising on Knitty.com, KnittersReview.com, CrazyAuntPurl.com, and Ravelry.com
- Outreach to craft bloggers

Featured Title at the National NeedleArts Association Market

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Cross-Promotion with Classic Elite Yarns, Including Product Inserts, Advertising, and Yarn Store Solicitation

Also by Wenlan Chia

Twinkle's Weekend Knits
978-0-307-34613-1
\$24.95 (Canada: \$29.95)

Twinkle's Big City Knits
978-0-307-34611-7
\$32.50 (Canada: \$39.95)

Twinkle's Town & Country Knits

30 Designs for Sumptuous Living

By Wenlan Chia

While Twinkle's Big City Knits drew inspiration from the metropolis, Twinkle's Town & Country Knits explores a quieter side of life—the perfect inspiration for this set of Wenlan Chia's signature garments.

Wenlan Chia gave readers a taste of her trademark style—transforming bold, chunky yarns into delicate, eye-catching pieces—in *Twinkle's Big City Knits* and *Twinkle's Weekend Knits*. Now she returns with *Twinkle's Town & Country Knits*, featuring sumptuous sweaters and accessories that channel the casual sophistication of town and country life.

Twinkle's Town & Country Knits whisks knitters to picturesque locations like the California coast and the farms of New England, offering 30 designs unified by their chic, classic silhouettes. From the Pacifica Cardigan (a sky-blue sweater with feather-edging openwork) to the Santa Lucia Skirt (a long, coral-and-pink skirt with wavy stripes), the projects suggest a town and country lifestyle, yet with a charming, witty touch that one expects from Twinkle collections.

Like the lifestyle that inspired this collection—in which the urban and the pastoral gracefully meet—the Twinkle aesthetic strikes an elegant balance. Here, Chia's runway-ready look modernizes the relaxed, town-and-country chic of years past.

WENLAN CHIA launched her award-winning knitwear line Twinkle in 2000.

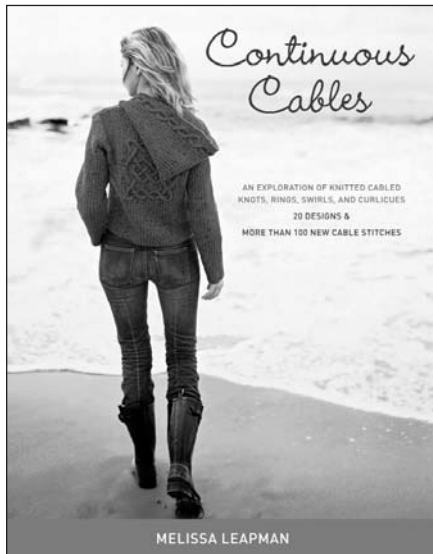


Crafts & Hobbies—Knitting (CRA015000)
8½ x 10½; 160 pages; 75 full-color photos;
50 line drawings

ISBN/EAN: 978-0-307-34612-4
\$32.50 hardcover (Canada: \$37.95)

On Sale 9/16/08

All Rights: Crown



National Publicity

Tie-In with Author's Class Schedule

Online Promotion

- Advertising on Knitty.com, KnittersReview.com, CrazyAuntPurl.com, and Ravelry.com
- 6-week Knit-a-long/blog event on PotterCraft.com
- Outreach to craft bloggers

Featured Title at the National NeedleArts Association Market

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Big-Mouth Mailing to Resource Section

Also by Melissa Leapman

Cables Untangled
978-1-4000-9745-6
\$32.50 (Canada: \$44.00)

Continuous Cables

An Exploration of Knitted Cabled Knots, Rings, Swirls, and Curlicues

By Melissa Leapman

Taking cable knitting one step further and expanding on one of the most popular features in Cables Untangled—the magical, never-ending cable—Continuous Cables provides step-by-step instructions on the general technique, 20 patterns, and more than 100 cable stitches for closed-ring cables.

In *Continuous Cables*, expert knitwear designer Melissa Leapman goes beyond traditional, ordinary cables, providing knitters with an original collection of projects and stitch patterns featuring beautiful, closed-ring cables.

Complex-looking cables aren't as hard as they look. Here, Leapman walks knitters through projects that include everything from simple starters (Pillow, Hat) and home accents (Fireside Afghan, Rug with Knit-in Fringe) to clothing for women (Sage Tunic, Sleeveless Shell) and gifts for friends and family (Baby Blocks, Man's Entwined Circles Pullover).

But *Continuous Cables* isn't merely a source for 20 patterns—it also features more than 100 original stitch patterns. With a primer on basics, a yarn choice and substitution section, and a stitch dictionary of closed-ring cable patterns, *Continuous Cables* is a must-have reference for any cable knitter's growing library.

MELISSA LEAPMAN is a widely published knitwear designer and popular teacher, whose patterns have appeared in every premier needlework publication in the country, including *Vogue Knitting*, *Knitter's*, *McCall's*, and others.



Crafts & Hobbies—Knitting (CRA015000)
8½ x 10⅞; 192 pages; 160 full-color photos;
300 black-and-white line drawings

ISBN/EAN: 978-0-307-34687-2

\$32.50 hardcover (Canada: \$37.95)

On Sale 10/7/08

All Rights: Crown



National Publicity

Noro/Ravelry Knit-Along Event

Online Promotion

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- Outreach to craft bloggers

Tie-In Promotions with Noro and Their Distributors, Including Web Promotions and Product Inserts

Featured Title at the National NeedleArts Association Market

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Knitting Noro

The Magic of Knitting with Hand-Dyed Yarns

By Jane Ellison

Jane Ellison gives Japanese yarn company Noro's cult following of knitters exactly what they've been thirsting for in 30 classic designs that showcase the unique beauty and gorgeous colors of Noro's luxury yarns.

Noro yarns are often called the world's most exciting yarns, and their popularity is staggering. Each ball of this exquisite, multicolored yarn is individually dyed to produce a unique palette of vivid and subtle hues. No two balls are alike.

In *Knitting Noro*, designer Jane Ellison presents 30 patterns to knit with Noro yarns. Designed to let the glorious colors of the long-repeat variegated yarns take center stage, the garments are divided into six classic silhouettes with five variations for each.

From the Long-Sleeved Pullover silhouette, readers can make a striped sweater with ribbed details or a turtleneck sweater dress; from the Relaxed-Fit Cardigan silhouette, both a zippered cardigan and a long textured coat can be made.

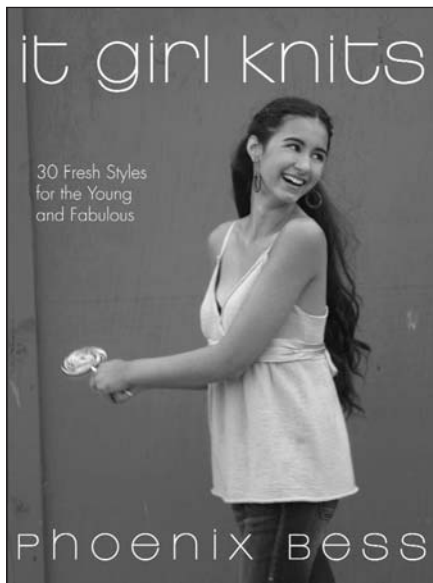
From tanks to jackets, the patterns are accompanied by beautiful photographs and clear instructions. The figure-flattering shapes of these garments and the vibrant colors of the yarns are sure to make *Knitting Noro* a book that knitters of all skill levels will come back to again and again.

JANE ELLISON, an expert at working with Noro yarns, has designed for magazines including *Woman's Weekly* and *Vogue Knitting*.



Crafts & Hobbies—Knitting (CRA015000)
7½ x 9¾; 128 pages; 100 full-color photos
ISBN/EAN: 978-0-307-40574-6
\$27.50 hardcover (Canada: \$32.00)
On Sale 10/7/08

British: Anova Books
Translation: Anova Books
First Serial: Crown
Audio: Anova Books



National Publicity

Tie-In with Author's Speaking Schedule

Online Promotion

- Advertising on MySpace.com, Facebook.com, and Bebo.com
- Landing page at CrownPublishing.com
- Advertising on Knitty.com, KnittersReview.com, CrazyAuntPurl.com, and Ravelry.com
- Promotion on author's website
- Outreach to craft bloggers

Featured Title at the National NeedleArts Association Market

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Big-Mouth Mailing to Resource Section

It Girl Knits

30 Fresh Styles for the Young and Fabulous

By Phoenix Bess

Clothing and accessories with fun and flair for young women to knit themselves, created by 15-year-old "It Girl" knitting entrepreneur Phoenix Bess.

The 30 projects in *It Girl Knits* were all designed with a youthful philosophy and are pieces that Phoenix Bess wears herself. As the teenage owner of her own knitwear design business, Phoenix truly has her finger on the teenage fashion pulse. A Baby Doll Top, Shortie Jacket, Fingerless Gloves, Beaded Bandana, Capri Leggings, Tiny Shorts—all are easy to knit but make big statements, often via fun embellishments like beads, crystals, and ribbon.

It Girl Knits is for girls who've already mastered scarves (boring!), or have never knitted before but are drawn to the trendy knitted fashions they're seeing on the runway and at their favorite stores. Nearly all of the patterns are for beginners and knitted in the round (hence less seaming and purling). Divided into four chapters—working, relaxing, recreating, and celebrating—the book also features a style guide, a color chart to help readers match their new knits with the latest fashions in their wardrobe (i.e., Lavender + Baby Pink = cuteness), and sidebars on how to add optional designer details.

Whether hanging out at a café with friends, going to the beach, or dancing the night away, there's a cool piece here to make every girl an "It Girl."

PHOENIX BESS launched her own knitwear design business at age 13. She has been featured in *Pleasant Living* and *Vogue Knitting*, and her patterns have appeared in *Knit Simple*, *Knitscene*, and *Creative Knitting*. Phoenix has also designed for Elann, Knit Picks, and Tilli Tomas yarn. Visit her online at PhoenixBess.com. She lives in Mathews, Virginia.



Crafts & Hobbies—Knitting (CRA015000)

7 1/16 x 10; 144 pages

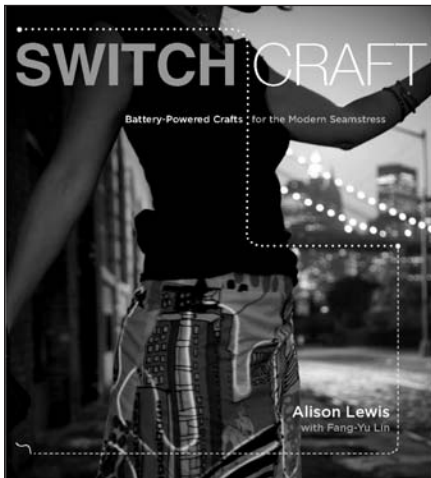
90 full-color photos; 40 full-color illustrations

ISBN/EAN: 978-0-307-39634-1

\$19.95 paper (Canada: \$22.95)

On Sale 10/14/08

All Rights: Crown



National Publicity

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Advertising on Craftzine.com and Craftster.org
- Advertising on BoingBoing.net
- Cross-promotion at author's website, IHeartSwitch.com
- Outreach to craft and tech bloggers

Big-Mouth Mailing to Tech Companies

Switch Craft

Battery-Powered Crafts for the Modern Seamstress

By Alison Lewis with Fang-Yu Lin

For the throngs of iPod-toting, BlackBerry-addicted women who also like to sew, a novel interplay of fashion and technology.

MIT meets FIT in this book of illuminating (literally) battery-crafted sewing projects. From a "Dancing Queen" skirt that leaves flirtatious trails of light when you twirl to a laptop sleeve that pulses light when you're in a Wi-Fi zone, these 20 projects are made for the wired world, but don't sacrifice style. By integrating light, vibration, sound, and sewing, fashion-addicted technophiles will dazzle with these edgy, attractive accessories and clothing.

The projects require working with electronics, but none exceed a sixth-grade science level of expertise. Everything is explained in clear, concise language with accompanying illustrations and photos. As for the sewing, *Switch Craft* is made for someone who knows the basics (i.e., you can read and cut out patterns), but beginners can choose one of the handful of projects that require no sewing at all.

For anyone ready to take her sewing to not just another level but another *frontier*, this book proves that technology can also be a bold aesthetic statement.

ALISON LEWIS is the producer and host of SWITCH, an online DIY blog that showcases technology as fun, fashionable, and crafty. She teaches at Parsons School of Design in New York City.

FANG-YU LIN is a new media artist and designer whose artwork has been exhibited in the Whitney Artport, the Tate Online, and other venues.



Crafts & Hobbies—Sewing (CRA035000)

8 3/4 x 9 1/4; 144 pages; 90 full-color photos; 60 line drawings

ISBN/EAN: 978-0-307-39544-3

\$24.95 hardcover (Canada: \$27.95)

On Sale 10/28/08

All Rights: Crown



National Publicity

Online Promotion

- Advertising on Knitty.com, KnittersReview.com, CrazyAuntPurl.com, and Ravelry.com
- Outreach to craft and mommy blogs
- Google Adwords campaign

Featured Title at the National NeedleArts Association Market

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Big-Mouth Mailing to Resource Section

Knits for Bears to Wear

Fun Fashions for Teddies, Dolls,
and Other Toys

By Amy O'Neill Houck

For every knitter who knits for children and their furry friends, or is a child at heart, here is the perfect book, filled with 25 fun and customizable outfits that will take your stuffed toys from a picnic to the red carpet and beyond.

Teddy bears have always been in style, but thanks to Build-a-Bear Workshop and Vermont Teddy Bear, they're now more popular than ever! And what better way to make a toy your own than with handmade clothing? In *Knits for Bears to Wear*, knitters will find projects ranging from picnic attire (Letter Sweater, Jeans, Shrug and Camisole Twin Set) to clothes for dressing up (Wizard Cap and Gown, Evening Ensemble, Chef Hat and Apron), winter outerwear (Fur-Trimmed Hoodie, Fair Isle Sweater), and even pajamas and a bathrobe. Everything for the well-dressed toy is included here, all with easy-to-follow patterns and step-by-step instructions, including guidelines on how to customize the fit for any bear or doll—from petite to plus size.

With photos throughout and innovative patterns to fit every bear's lifestyle, beginners and experienced knitters alike will love *Knits for Bears to Wear*.

AMY O'NEILL HOUCK is a writer and a published knit and crochet designer. Her patterns and articles have been featured in *Interweave Crochet*, *Crochet Today*, and in several books. She has appeared as a guest on Knitty Gritty, and she hosts a popular fiber blog called The Hook and I at hookandi.blogspot.com. Amy writes and designs from her home in Takoma Park, Maryland.



Crafts & Hobbies—Knitting (CRA015000)

8 7/8 x 8 7/8; 96 pages

75 full-color photos; 30 black-and-white line drawings

ISBN/EAN: 978-0-307-40661-3

\$19.95 paper (Canada: \$22.95)

On Sale 11/4/08

All Rights: Crown



National Publicity

Author Events and Interviews
out of Washington, DC

Online Promotion

- Advertising on Knitty.com, KnittersReview.com, CrazyAuntPurl.com, and Ravelry.com
- Mommy blog advertising
- Co-promotion with author's website, including multiple e-blasts to subscriber list

Featured Title at the National NeedleArts Association Market

Cross-Promotion at Author's Yarn Stores in Washington, DC

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Big-Mouth Mailing to Resource Section

The Expectant Knitter

30 Designs for Baby
and Your Growing Family

By Marie Connolly

More than a pattern book, The Expectant Knitter is a perfect blend of beautiful baby projects, helpful pregnancy advice, and lighthearted humor—all organized by trimester.

When Marie Connolly became pregnant, she knit furiously for the whole nine months, inventing her own keepsake items, everyday wear, and adorable baby accessories. Soon, customers from her Stitch DC yarn shops were clamoring for the patterns, and this book was, well, born.

In *The Expectant Knitter*, Connolly shares 30 terrific knitting ideas for an expanding family. From a cozy swaddle blanket, practical washcloths and bibs, and charming hats and socks to stylish baby dresses, vests, rompers, and even toys—everything an expectant parent needs for the new baby's arrival is covered. And so no one feels left out in the cold, there are projects for the rest of the family, such as sweaters for big brother and big sister, socks for Dad, and even something for the family dog. Sidebars throughout offer tips on outfitting the nursery, valuable information about each prenatal stage, and even suggestions for baby names (knitting-themed, of course!).

MARIE CONNOLLY is the founder/owner of Washington, DC's Stitch DC yarn shops. Her patterns have been published in the *Stitch 'N Bitch 2007 Calendar*, and Stitch DC has been featured in the *Washington Post*, *Yarn Market News*, and other publications. Visit Marie online at StitchDC.com.



Crafts & Hobbies—Knitting (CRA015000)

7 7/16 x 10; 160 pages

90 full-color photos; 30 black-and-white line drawings

ISBN/EAN: 978-0-307-40660-6

\$27.50 hardcover (Canada: \$32.00)

On Sale 11/11/08

All Rights: Crown



National Publicity

Online Promotion

- Advertising on Craftzine.com and Craftster.org
- Women's site advertising
- Cross-promotion on author blog
- Outreach to craft bloggers
- Cross-Promotion with Author's Online Store, RosyLittleThings.com, Including Banner Ads, E-blasts and Product Inserts

Stitched in Time

Memory-Keeping Projects to Sew and Share
from the Creator of Posie Gets Cozy

By Alicia Paulson

The creator of the popular blog Posie Gets Cozy offers easy and creative ideas to showcase memorabilia, photographs, and personal details that celebrate the special people and events in our lives.

Going beyond the scrapbook, Alicia Paulson shares 30 simple, inventive, and enjoyable projects that let you take your memories down from the bookshelf, out of the closet, or off the hard drive and bring them into your daily life with *Stitched in Time*. Paulson, creator of the charming line of handmade gifts and accessories Posie: Rosy Little Things, organizes these ideas—incorporating mementos such as photos, drawings, or vintage fabrics—into three sections: For the Little Ones, For Every Day, and For Special Occasions. Many projects are simple enough for the beginning sewer to complete, and Paulson explains a variety of techniques throughout, from hand-sewing and embroidery to appliqué, stenciling, and transferring photos to fabric.

Whether it's a quilt made from baby clothes, an apron featuring a favorite family recipe, a tote bag commemorating a treasured vacation, or a pillow sewn with family photos, in as little as a weekend anyone can fashion a keepsake for the ages that can be enjoyed every day.

ALICIA PAULSON's work has been featured on HGTV and in *Country Living*, *Hallmark Magazine*, *Better Homes and Gardens Creative Home*, and *Family Circle Easy Knitting*, among other magazines. She lives in Portland, Oregon.



Crafts & Hobbies—Sewing (CRA035000)

8½ x 10½; 160 pages

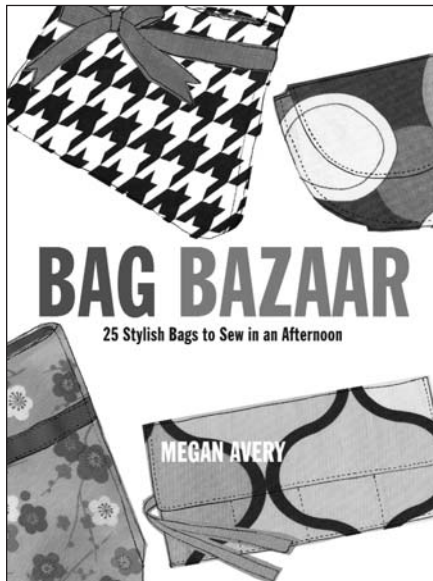
100 full-color photos; 30 full-color illustrations

ISBN/EAN: 978-0-307-40626-2

\$22.95 paper (Canada: \$25.95)

On Sale 11/11/08

All Rights: Crown



National Publicity

Online Promotion

Advertising on Craftzine.com and
Craftster.org

Cross-Promotions with Author's
Store and Website, Including
Banner Ads, E-blasts and Product
Inserts

Bag Bazaar

25 Stylish Bags to Sew in an Afternoon

By Megan Avery

With a sewing machine and a yard or two of fabric, even beginners can whip up a chic, customizable handbag in just a few hours.

Handbags are hotter than ever—but so are their designer price tags. There's never been a better time to sew your own fashionable bags, and it's never been easier with designer Megan Avery as your teacher. In *Bag Bazaar*, Avery presents 25 bags that even a sewing newbie can handle, in a variety of styles sure to match any look.

For years Avery has hosted bag-making workshops in her boutique, and here she shares her expert advice as well as the blueprints for her most popular designs. Beginning with a guide to basic sewing techniques, Avery then features patterns for bags that range from funky to sophisticated, such as a roomy backpack and an adjustable-strap messenger bag or an evening wristlet and a pleated clutch. Also included are patterns for specialty bags such as an eco-friendly grocery tote, a laptop sleeve, and a garment bag. Need extra pockets or longer handles? Never fear—all of these patterns are completely customizable. Best of all, Avery offers all the encouragement and know-how you need to invent your own unique creations.

MEGAN AVERY is the founder and owner of M. Avery Designs. Her work has been covered in *Blueprint*, *Modern Bride*, *InStyle*, and on Style Network's *Whose Wedding Is It Anyway?* She lives in Hoboken, New Jersey. Visit her website at MaveryDesigns.com and her blog at MaveryDesigns.biz.



Crafts & Hobbies—Sewing (CRA035000)

7 7/16 x 10; 128 pages; 135 full-color illustrations

ISBN/EAN: 978-0-307-40649-1

\$19.95 paper (Canada: \$22.95)

On Sale 11/18/08

All Rights: Crown



National Publicity

Author Interviews
out of New York City

Online Promotion
Advertising on Craftzine.com and
Craftster.org

Cross-Promotion with Author's
Classes and Workshops

Buzz Mailing to Art Teachers and
Design Schools

Museum Stores Mailing

Also by Esther K. Smith
How to Make Books
978-0-307-35336-8
\$25.00 (Canada: \$32.00)

Magic Books & Paper Toys

Flip Books, E-Z Pop-Ups & Other Paper
Playthings to Amaze & Delight

By Esther K. Smith

*In her follow-up to **How to Make Books**, Esther K. Smith gives paper lovers 25 projects for fun and whimsical toys and books that flap, flip, pop up, and unfold.*

From the "cootie catchers" of the schoolyard to super-easy pop-ups, readers will find hours of joy creating spinners, flip books, and other nifty paper forms. In *Magic Books & Paper Toys*, Esther K. Smith unlocks the mysteries of how to construct these intriguing little paper creations.

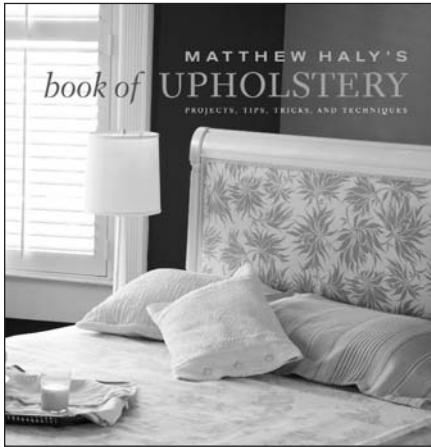
With just a few simple cuts, creases, and folds, a piece of paper transforms into a three-dimensional wonder. Smith packs this volume with more than two dozen clever ideas for gifts and toys, including a classic criss-cross magic wallet, woven heart baskets, pop-up maps, and pocket movies. Foolproof step-by-step illustrations make even the most complicated folds and twists easy to accomplish, and the full-color photography of finished samples will inspire crafters from start to finish.

ESTHER K. SMITH makes limited editions with letterpress printer Dikko Faust, collaborating with other artists and writers at Purgatory Pie Press in New York City. The press has exhibited work at the Metropolitan Museum of Art, the Victoria and Albert Museum, the Museum of the City of New York, and at other museums and book centers around the world. Their work is in the permanent collections of the Museum of Modern Art, the National Gallery of Art, the Tate, the Walker, and San Francisco MOMA to name a few.



Crafts & Hobbies—Papercrafts (CRA025000)
7 7/16 x 7 7/16; 144 pages
50 full-color photos; 100 full-color illustrations
ISBN/EAN: 978-0-307-40709-2
\$21.95 paper (Canada: \$25.00)
On Sale 11/18/08

All Rights: Crown



National Publicity

Author Interviews
out of New York

Online Promotion

- Advertising on lifestyle and design sites
- Google Adwords campaign

Matthew Haly's Book of Upholstery

Projects, Tips, Tricks, and Techniques

By Matthew Haly with Kathleen Hackett

A mix of manageable projects and more advanced ones, plus tips and tricks for the first-time upholsterer.

Your inexpensive flea-market find seemed great until you discovered just how much it would cost to have that darling divan reupholstered. But don't let the professional's price tag make you feel faint. With *Matthew Haly's Book of Upholstery*, you can do it yourself—and put the savings into fabric that'll make you swoon!

Upholstery can be challenging, so Matthew—dubbed “the Furniture Doctor” by Rachael Ray—has provided straightforward projects, complete with stunning full-color photographs and useful step-by-step illustrations to accompany the how-to text. Plus, only Matthew gives you tips on how to pick out worthwhile furniture for restoration. With projects ranging from a cornice and Roman shades to a dinner chair slipcover and a leather chair seat, even novice sewers can upholster like a pro. *Matthew Haly's Book of Upholstery* is a thorough primer on sewing for the home, giving you all the know-how you need to turn the old chair you salvaged from a yard sale into a custom piece that adds real style to your home.

MATTHEW HALY is the president and owner of the Furniture Joint in New York. His work has appeared in *House & Garden*, *Good Housekeeping*, the *New York Times*, *New York* magazine, *Time Out New York*, and *Country Living*, among other publications. His clients include Mary-Kate and Ashley Olsen, TLC's *Trading Spaces* host Paige Davis, director Ken Burns, composer Andre Previn, and New York City's mayor Michael Bloomberg.

KATHLEEN HACKETT is a freelance writer and editor who covers a range of lifestyle subjects, including home design and cooking.



Crafts & Hobbies—Sewing (CRA035000)

9 x 9 1/4; 208 pages

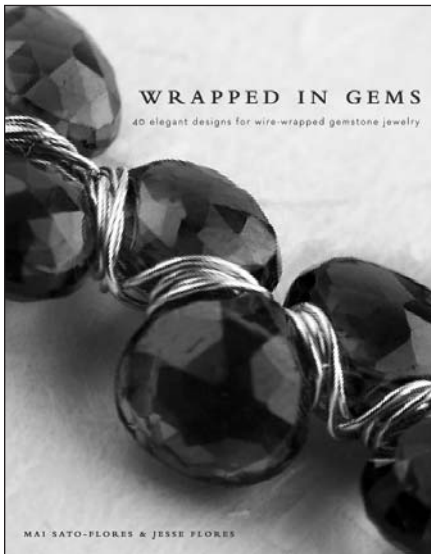
100 full-color photos; 200 black-and-white line drawings

ISBN/EAN: 978-0-307-40567-8

\$35.00 hardcover (Canada: \$40.00)

On Sale 11/25/08

All Rights: Crown



National Publicity

Online Promotion

- Advertising on Craftzine.com and Craftster.org
- Outreach to craft bloggers

Wrapped in Gems

40 Elegant Designs
for Wire-Wrapped Gemstone Jewelry
By Mai Sato-Flores with Jesse Flores

Let jewelry designer Mai Sato-Flores show you how to create gorgeous gemstone jewelry with simple wire-wrapping techniques.

Few people would argue against the beauty and appeal of gemstone jewelry, but some jewelry makers find themselves a bit intimidated by the thought of working with these precious and semiprecious stones. With *Wrapped in Gems*, even inexperienced jewelry makers can learn to make their own beautiful gemstone creations using jewelry designer Mai Sato-Flores's preferred techniques of wire-wrapping and working with chain, which allow the gems to hang so that light can shine through and show off their natural beauty.

In *Wrapped in Gems*, Sato-Flores shows readers how to translate the images they find in nature into artfully crafted jewelry. She presents patterns for 40 different gemstone designs, including necklaces, rings, bracelets, and earrings. With a comprehensive guide to gemstones, detailed instructions on innovative wire-wrapping, chain, and other jewelry-making techniques, as well as an informative resource guide to buying gemstones, *Wrapped in Gems* will appeal to gemstone lovers and jewelry makers alike.

MAI SATO-FLORES is a featured designer at Seigo on Madison Avenue as well as at EDGenyNOHO. Visit her online at MaiFlores.com.

JESSE FLORES works in development and communication and provides the marketing and public relations work for Mai Flores New York, the business he and Mai share.



Crafts & Hobbies—Jewelry (CRA014000)

8½ x 10⅞; 160 pages

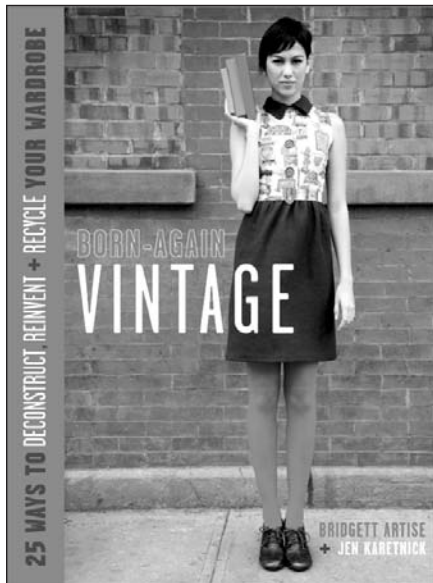
65 full-color photos; 100 line drawings

ISBN/EAN: 978-0-307-40846-4

\$22.95 paper (Canada: \$25.95)

On Sale 12/2/08

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National Publicity

Author Interviews
out of New York

Online Promotion

- Advertising on Craftzine.com and Craftster.org
- Co-promotion with author's website
- Outreach to craft bloggers

Born-Again Vintage

25 Ways to Deconstruct, Reinvent,
and Recycle Your Wardrobe

By Bridgett Artise and Jen Karetnick

Take vintage pieces from the back of the closet to the forefront of fashion.

Period-dated, era-related vintage clothing is great, but how many people can really wear it? It can be challenging to pull off, whether it's because the clothes aren't in good shape or because they don't fit well. *Born-Again Vintage* is about deconstructing vintage clothes, choosing their best elements, and piecing them back together in a whole new way to create a one-of-a-kind garment. An old-fashioned ruffled shirt or a frumpy '50s housedress with terrific buttons, plus an inexpensive tank top from the store, can become a funky, unique top. A poodle skirt and that so-last-year's knee-length cardigan sweater can be turned into anything from a chic mini-poncho to a structured tube top.

Born-Again Vintage breathes new life into remnants of bygone fashion eras, bringing together matchless vintage quality with a dash of trendiness to create fashion-forward conversation pieces. Complete with a shopping guide and sidebars with handy tips and ideas for reinventing disused cast-offs, *Born-Again Vintage* is a must-have for any fashion maven with a taste for bold statements.

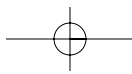
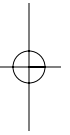
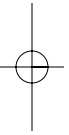
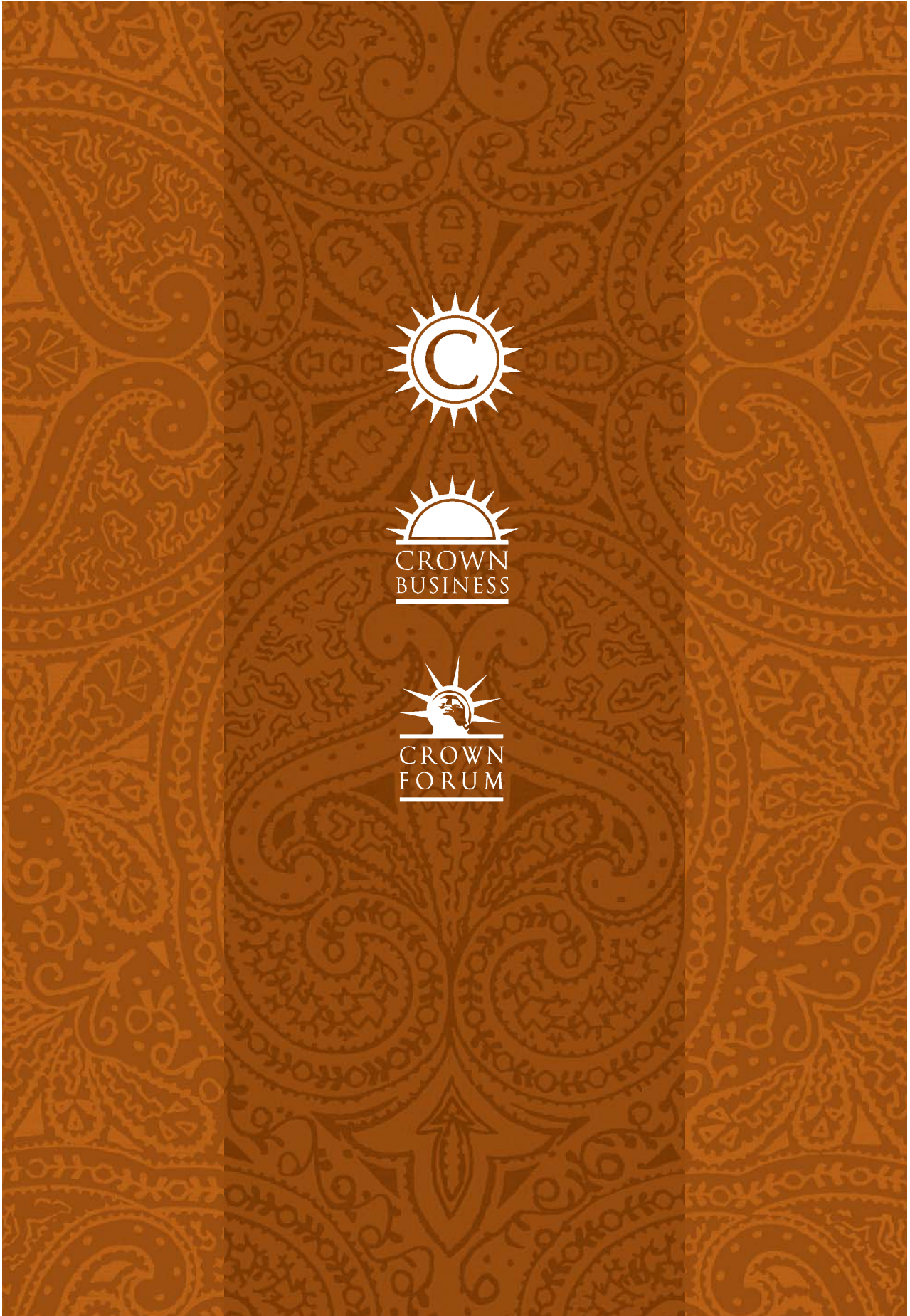
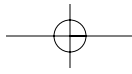
BRIDGETT ARTISE, an FIT graduate, is best known as the up-and-coming fashion designer behind the indie label B Artise Originals.

JEN KARETNICK is a Miami-based writer and poet.

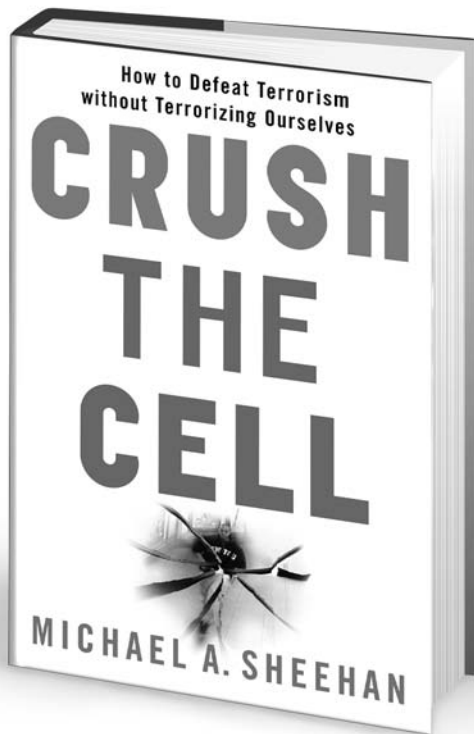


Crafts & Hobbies—Sewing (CRA035000)
7 7/16 x 10; 144 pages; 100 full-color photos
ISBN/EAN: 978-0-307-40527-2
\$24.95 hardcover (Canada: \$27.95)
On Sale 12/9/08

All Rights: Crown



COMING SOON!



Crush the Cell

How to Defeat Terrorism
Without Terrorizing Ourselves

By Michael A. Sheehan

One of the country's top terrorism experts shows Americans why everything they think they know about terrorism is wrong.

In a post-9/11 world, many have an *opinion* on what it will take to keep us safe; few, like Mike Sheehan, *know* what it will take. Sheehan is convinced that in our zeal to act, we've tackled the wrong problems, wasted money on the wrong solutions, and barricaded our front door to threats that won't materialize. In *Crush the Cell*, he offers a bracing reality check, making it clear that the only dollars worth spending are those that help us identify—and *crush*—terrorist cells.

In addition to providing a backstage pass to the world of high-level counterterrorism planning, *Crush the Cell* explodes the logic behind the measures we think are making us safer. As Sheehan shows, such tactics as container inspection, monument buffers, and reservoir security are largely a waste. Not content to just expose cost-inefficient "Maginot lines," Sheehan describes federal agencies that *aren't* "getting it done" and identifies the real perils threatening our safety.

MICHAEL A. SHEEHAN, a former Green Beret, has been a member of the National Security Council, Ambassador-at-Large for Counterterrorism, and Deputy Commissioner of Counterterrorism for New York City. He is also an expert commentator for NBC.

National Publicity

20-City Radio Satellite Tour

Advertising

New York Times
New Yorker

Online Promotion

- Advertising at liberal and conservative blogs such as PoliticalWire.com and CaptainsQuarters.com
- Advertising at military blogs such as RantBurg.com



Current Affairs (CUR000000)

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

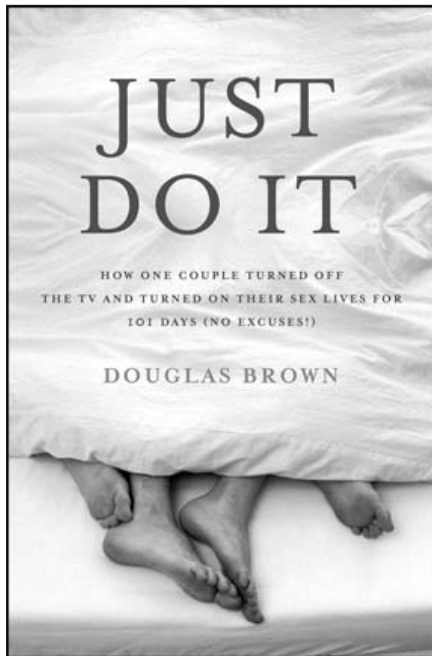
ISBN/EAN: 978-0-307-38217-7

\$24.95 hardcover (Canada: \$27.95)

On Sale 5/6/08

All Rights: Crown

JUNE CROWN



National Publicity

National Radio Campaign

Online Promotion

- *New York Times* online campaign
- Advertising on Gothamist network
- Google Adwords campaign

Postcard Mailing to Sex Therapists

A Random House eBook

978-0-307-44972-6

Just Do It

How One Couple Turned Off the TV and
Turned on Their Sex Lives for 101 Days
(No Excuses!)

By Douglas Brown

The emotional, hilarious journey of 101 consecutive days of sex achieved by a middle-aged couple with lots of bills, two young children, and no extraordinary physical abilities.

Let's have sex for 101 straight days," she said to her husband. And so, just as Annie and Douglas Brown were sliding into middle age, they began a carnal, adventurous, occasionally embarrassing but impassioned "sexpedition."

They do *it* every day (no excuses!). On top of a mountain; in the basement; at an ashram, a bed and breakfast, and a porn convention; and, of course, in hotels (both posh and plain), they do *it*. When they're turned on and when they're totally exhausted, they do *it*. And by planning their love life, this couple rediscovers the passion, fun, and spontaneity that careers, kids, and minivans somehow take away.

With his warm, insightful writing, Brown describes a kinky, erotic, romantic, and even torrid sexual experiment that is never vulgar. In the end, he discovers that "exciting marital relations" doesn't have to be a contradiction, and that, with a little determination, any couple can learn to transform their relationship and fall in lust all over again.

A feature writer for the *Denver Post*, **DOUGLAS BROWN**, writes about sex, masculinity, and other matters. He lives in Boulder with his wife and their children.



Autobiography—Personal Memoirs (BIO026000)

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

ISBN/EAN: 978-0-307-40697-2

\$21.95 hardcover (Canada: \$25.00)

On Sale 6/24/08

All Rights: Crown



National Publicity

Author Events and Interviews
out of San Bernardino, CA

Online Promotion

- New York Times online campaign
- Advertising on HistoryChannel.com
- Advertising on fiction and women's interest websites
- Co-promotion with author's website, MichelleMoran.com
- E-blast to book enthusiast list
- Google Adwords campaign

A Random House eBook
978-0-307-41028-3

Also by Michelle Moran
Nefertiti
978-0-307-38146-0
\$24.95 (Canada: \$32.00)

The Heretic Queen

A Novel

By Michelle Moran

For fans of Philippa Gregory and Marek Halter, The Heretic Queen finds national bestselling author Michelle Moran returning to the politically charged world of ancient Egypt, spinning an intriguing story about the orphaned niece of Queen Nefertiti who becomes wife to Ramses the Great.

When a palace fire kills the rest of her family, Princess Nefertari becomes an outcast at court. Raised in a new dynasty that forbids the people from speaking the name of her heretical relatives, Nefertari comes of age uncertain about her future. But when Pharaoh's sister trains her to woo the ruler's son—the future Ramses the Great—everything changes.

The young Ramses falls in love with Nefertari, and the decision is made that they will marry. The people of Egypt, however, strongly oppose a descendant of the reviled Nefertiti becoming queen, and the couple's reign turns tumultuous, filled with war, conquest, and the appearance of an unlikely ally named Moses who desires to lead his people to freedom.

A riveting look at Egypt's Nineteenth Dynasty and a woman who overcame public outrage to rule alongside Ramses the Great, *The Heretic Queen* showcases Moran's distinctive talent for revealing page-turning intrigue in the ancient world.

MICHELLE MORAN is the author of *Nefertiti*, a national bestseller.



Fiction—Historical (FIC014000)

6 1/8 x 9 1/4; 464 pages; one map

ISBN/EAN: 978-0-307-38175-0

\$24.95 hardcover (Canada: \$27.95)

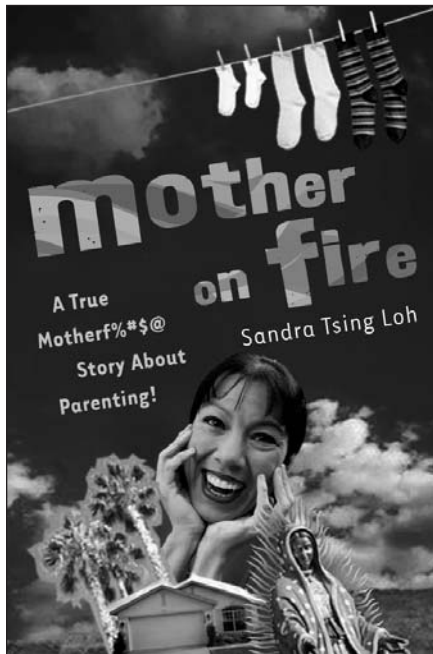
On Sale 8/5/08

British: Scovil Chichak Galen Literary Agency

Translation: Scovil Chichak Galen Literary Agency

First Serial: Crown

Audio: Crown



National Publicity

National Radio Campaign

Author Events and Interviews out of Los Angeles

Online Promotion

- Co-promotion with author's website SandraTsingLoh.com
- Advertising on mommy and parenting blogs such as HipMomma.com
- Advertising on the Gawker network
- Google Adwords campaign

Blow-Ups Available

Ask your Random House rep for details

Postcard Mailing to PTA List and Educational Groups

Outreach Through Comedy Club Network

A Random House eBook

978-0-307-44974-0

Also by Sandra Tsing Loh

A Year in Van Nuys

978-0-609-80951-8

\$13.00 (Canada: \$20.00)

Mother on Fire

A True Motherf%#\$@ Story About Parenting!

By Sandra Tsing Loh

Humorist and radio commentator Sandra Tsing Loh frantically searches for the perfect kindergarten for her five-year-old daughter in this hilarious and insightful memoir.

Sandra Tsing Loh was a happily married, minivan driving mother of two young girls who spent her days teaching, writing, and watching her girls constantly shampoo and comb the manes of their pretty little ponies. But this idyllic time ended when her oldest reached kindergarten age, and she discovered that what she thought of as a comfortable, middle-class life had doomed her child to attend (*shudder*) public school in Los Angeles. As Sandra quickly discovered, in a city where people spend \$22,000 a year on private kindergarten, *only uncaring parents send their kids to public school*—to speak the unspoken attitude.

This traumatic event sparked Sandra's "year of fire", as she frantically tries to find a reasonably priced school (as if), gets famously fired from her radio gig for an inadvertent swear word, and finally gives her Boomer-aged therapist the boot. Her transformation from manic mom trying to keep up with the Jones's (or in LA, the Spielbergs) to a community activist with a sense of humor as well as heart is inspiring, illuminating, and gut-bustingly funny.

SANDRA TSING LOH is a writer, radio commentator, performer, and PTA mother.



Autobiography—Personal Memoirs (BIO026000)

6 1/8 x 9 1/4; 288 pages; 10 black-and-white line drawings

ISBN/EAN: 978-0-609-60813-5

\$23.00 hardcover (Canada: \$25.95)

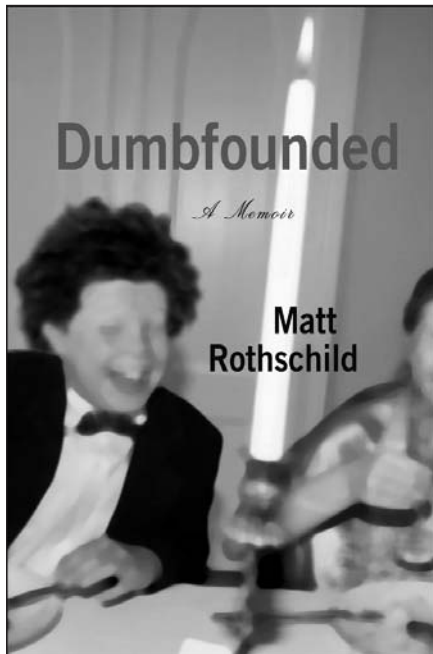
On Sale 8/12/08

British: International Creative Management

Translation: International Creative Management

First Serial: International Creative Management

Audio: Crown



National Publicity

National Radio Campaign

Advertising

New Yorker

Online Promotion

- Advertising on Book Reporter Network
- Advertising on Heebmagazine.com
- Google Adwords campaign

Outreach to Targeted Jewish, Gay/Lesbian, and Elderly Communities

A Random House eBook

978-0-307-41027-6

Dumbfounded

A Memoir

By Matt Rothschild

The hilarious yet poignant tale of family dysfunction by Matt Rothschild—the man you'd expect David Sedaris to be if he'd grown up in an esteemed family on Manhattan's Upper East Side.

The only Jewish family in a Fifth Avenue building of WASPs, the senior Rothschilds were given the responsibility of raising their grandson, Matt, after his mother left him for Italy and a fourth husband. But rearing Matthew was no small task—not even for his sharp-tongued grandmother, a cross between Lauren Bacall and Bea Arthur.

Matt secretly wore his grandmother's dresses, shoplifted from FAO Schwarz, invented an imaginary midget butler who he addressed at dinner parties, and got kicked out of nearly every elite Manhattan school—once for his impersonation of Judy Garland at a recital. He was eventually sent to a boarding school (his grandmother ransomed off a Van Gogh to get him in). But as funny as his hijinks were, beneath them lay a sexually confused boy abandoned by his mother, a Jew-froed, chubby kid trying to fit in among the precious genteel world he was forced to live in.

How Rothschild, now grown and disinherited from the family fortune, tells the story of his childhood with humor, honesty, and even unlikely compassion for his eccentric relatives, including his mother, is both bitingly entertaining and unexpectedly tender.

MATT ROTHSCHILD is a ninth-grade English teacher.



Autobiography—Personal Memoirs (BIO026000)

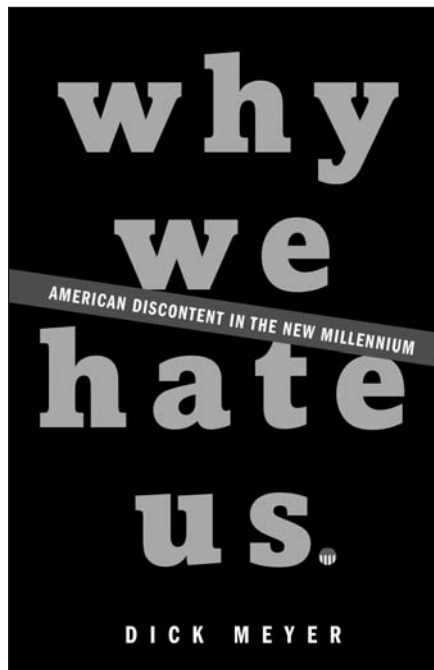
6 1/8 x 9 1/4; 304 pages

ISBN/EAN: 978-0-307-40542-5

\$23.95 hardcover (Canada: \$27.95)

On Sale 8/12/08

British: Crown
Translation: Writers House
First Serial: Crown
Audio: Crown



National Publicity

20-City Radio Satellite Tour

Author Events

out of New York and Washington, DC

Online Promotion

- New York Times online campaign
- Co-promotion with CBSNews.com
- Advertising on liberal and conservative blogs
- E-blast to psychologists and sociologists
- Advertising in ShelfAwareness e-newsletter
- Google Adwords campaign

A Random House eBook

978-0-307-44980-1

Why We Hate Us

American Discontent in the New Millennium

By Dick Meyer

A tour de force on the erosion of American culture, Why We Hate Us explains how we became so shallow, cranky, and self-loathing.

Americans are down on America. The country is as safe, healthy, free, and prosperous as any in history, yet today public culture feels like a toxic environment—artificial, polluted, and dangerous.

Why are Americans so disillusioned? Veteran journalist Dick Meyer argues that the social, spiritual, and philosophical turmoil that followed the sixties collided with the technology and media revolution at the turn of the century—creating an explosive cultural overload. American social institutions lost their bearings, authenticity, and values. And so did Americans.

In *Why We Hate Us*, Meyer tours the farcical belligerence of partisan politics, the decline of everyday manners, the vulgarity of Hollywood entertainment, the epidemic cheating in business, the pervasiveness of marketing, the untrustworthiness of the news media, and the crazy pace of life—skewering the sources of America's early-21st century mood disorder.

With a reporter's eye and the sharp pen of a satirist, Meyer exposes the phoniness and hypocrisy of our culture in this profound chronicle of mundane irritants, and offers a compelling theory for why we hate us and reveals the ways we can hate us less.

A 25-year-veteran journalist, **DICK MEYER** is currently the editorial director of CBSNews.com where he writes the popular "Against the Grain" column.



Current Affairs (CUR000000)

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

ISBN/EAN: 978-0-307-40662-0

\$24.95 hardcover (Canada: \$27.95)

On Sale 8/5/08

All Rights: Crown

THE DEVIL WE KNOW

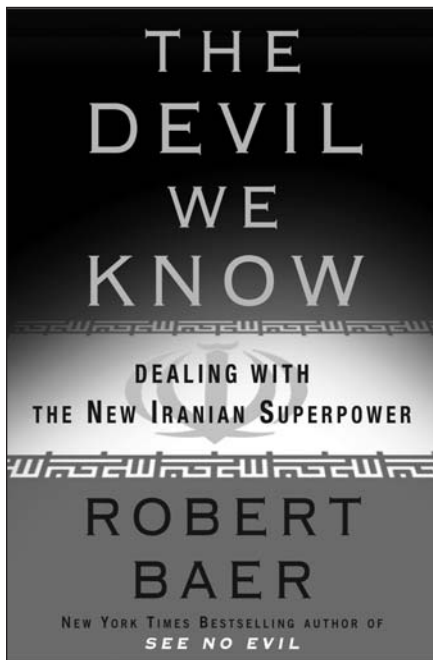
DEALING WITH THE NEW IRANIAN SUPERPOWER



ROBERT BAER RETURNS WITH HIS FIRST WORK OF NONFICTION SINCE 2003'S BESTSELLING *SLEEPING WITH THE DEVIL*. IN *THE DEVIL WE KNOW*, BAER OFFERS A FRIGHTENINGLY PRESCIENT LOOK AT HOW IRAN IS ON THE CUSP OF BECOMING A SUPERPOWER EVERY BIT AS POTENT AS RUSSIA OR CHINA—AND ONE WE'LL SOON HAVE TO MAKE MAJOR CONCESSIONS TO IF WE'RE TO PRESERVE OUR OWN SECURITY.



ROBERT BAER



Former CIA operative Bob Baer here exposes for the first time the true extent of Iran's tightening grip on the Middle East and the world's energy corridor, the Persian Gulf, revealing that the Shia nation has effectively checkmated the United States and other leading countries in a new global power play.

Imagine an Iran that controls the world's oil, that has brought other countries in the Middle East under its flag, that uses its terrorist groups and military forces to undermine *any* country in the region that resists it. As Baer shows, this blood-chilling future is virtually assured unless Washington wakes up, acknowledges Iran's status, and learns to deal with Iran's rulers at least partly on *their* terms.

With two *New York Times* bestsellers, *See No Evil* and *Sleeping with the Devil*, as well as appearances on all major news outlets, **ROBERT BAER** has become one of the most authoritative voices on the coming clash of superpowers in the Middle East.

National Publicity

40-City Radio Satellite Tour

4-City Author Tour

Chicago
Denver
New York
Washington, DC

Advertising

New York Times
The Week

Online Promotion

- *New York Times* online campaign
- Advertising on Salon.com
- Advertising on DrudgeReport.com
- Advertising on political and military blogs
- Google Adwords campaign

A Random House eBook

978-0-307-44978-8

Also by Robert Baer

Blow the House Down
978-1-4000-9836-1
\$14.95 (Canada: \$19.95)

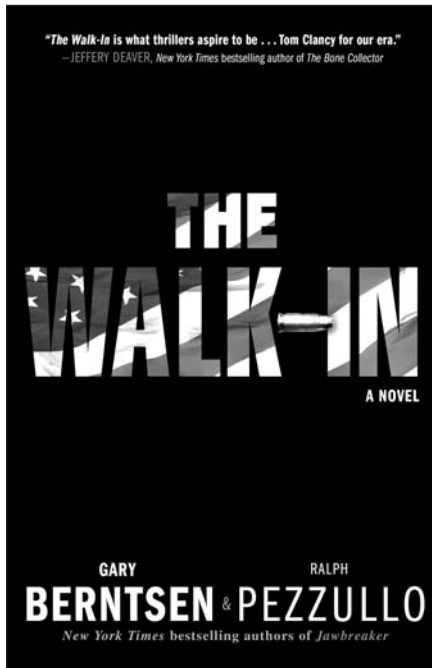
Sleeping with the Devil
978-1-4000-5268-4
\$13.95 (Canada: \$21.00)



Current Affairs (CUR000000)
6 1/8 x 9 1/4; 304 pages
ISBN/EAN: 978-0-307-40864-8
\$25.95 hardcover (Canada: \$30.00)
On Sale 9/2/08

All Rights: William Morris Agency

AUGUST CROWN



The Walk-In

A Novel

By Gary Berntsen and Ralph Pezzullo

Brimming with rare authenticity and high-stakes thrills, and conceived by a CIA insider turned bestselling author, The Walk-In shows a counterterrorist operative racing against time to authenticate a defector's tale of imminent mass destruction.

Gary Berntsen knows lethal terror. A longtime CIA operative and field commander who cornered Osama bin Laden in Afghanistan (a tale told in the smash *New York Times* bestseller *Jawbreaker*), Berntsen knows where the next threats to America will come from, and how they're likely to play out.

Now, Berntsen, an acknowledged media superstar, has parlayed his insider's knowledge into a frightening new thriller, cowritten with Ralph Pezzullo. Focusing on the cat-and-mouse interplay between intelligence operatives and their often unreliable informants, *The Walk-In* follows a lone operative, Matt Freed, as he desperately tries to ascertain the truth of a mysterious plot to kill millions.

As Freed frantically follows the footsteps of his Iranian source, jetting between continents, he begins to suspect the awful truth: that everything that's being done to avert imminent disaster is, in fact, hastening its arrival.

"This novel is what thrillers aspire to be... *The Walk-In* is Tom Clancy for our era." —Jeffery Deaver, *New York Times* bestselling author of *The Bone Collector*

GARY BERNTSEN spent more than twenty years in the CIA and has been honored with the Distinguished Intelligence Medal. **RALPH PEZZULLO** is an award-winning playwright, author, journalist, and screenwriter.

National Publicity

National Radio Campaign

Advertising New York Times

Online Promotion

- New York Times online campaign
- Advertising on Townhall.com and DailyKos.com
- Outreach to political bloggers
- Google Adwords campaign

A Random House AudioBook

978-0-7393-7075-9
Abridged, 5 CDs
\$29.95 (Canada: \$34.00)

A Random House eBook

978-0-307-44979-5

Also by Gary Berntsen

Jawbreaker
978-0-307-35106-7
\$14.95 (Canada: \$21.00)



Fiction—Suspense (FIC030000)

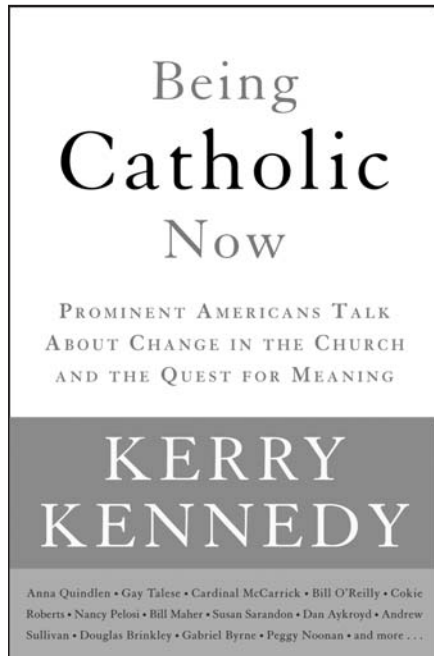
6 1/8 x 9 1/4; 304 pages

ISBN/EAN: 978-0-307-39481-1

\$24.95 hardcover (Canada: \$27.95)

On Sale 8/12/08

All Rights: Crown



National Publicity

20-City Radio Satellite Tour

4-City Author Tour

Boston
Chicago
New York
Washington, DC

Tie-In with Author's Appearance/Lecture Schedule

Advertising

New York Times

Online Promotion

- Advertising on iVillage.com
- E-blast to Catholic churches
- Google Adwords campaign

Outreach to Major Catholic Events, Conventions, and Organizations

A Random House eBook
978-0-307-44975-7

Being Catholic Now

Prominent Americans Talk About Change in the Church and the Quest for Meaning

By Kerry Kennedy

In Being Catholic Now, human rights activist Kerry Kennedy reflects on her own relationship with the Catholic Church and presents interviews with more than three dozen actors, politicians, theologians, and commentators who speak of being inspired, enraged, or in some other way deeply affected by this vital part of their identities.

For Kerry Kennedy, who grew up in a devoutly Catholic household reeling from loss, her family's faith was a constant source of strength and solace. In this deeply personal and engaging book, Kennedy charts the evolution of her Catholicism and asks more than 30 others to talk candidly about their own faith—whether lost, enriched, or recovered.

The extraordinary lineup of interviewees includes writers such as Frank McCourt and Anna Quindlen; journalists such as Bill O'Reilly and Cokie Roberts; political figures such as Nancy Pelosi and Donna Brazile; theologians such as Sister Joan Chittister and Cardinal Theodore Edgar McCarrick; and entertainers such as Susan Sarandon and Bill Maher.

KERRY KENNEDY established the Robert F. Kennedy Memorial Center for Human Rights in 1988 and has led more than 40 human rights delegations to more than 30 countries. She is the author of *Speak Truth to Power: Human Rights Defenders Who Are Changing Our World*.



Religion (REL000000)

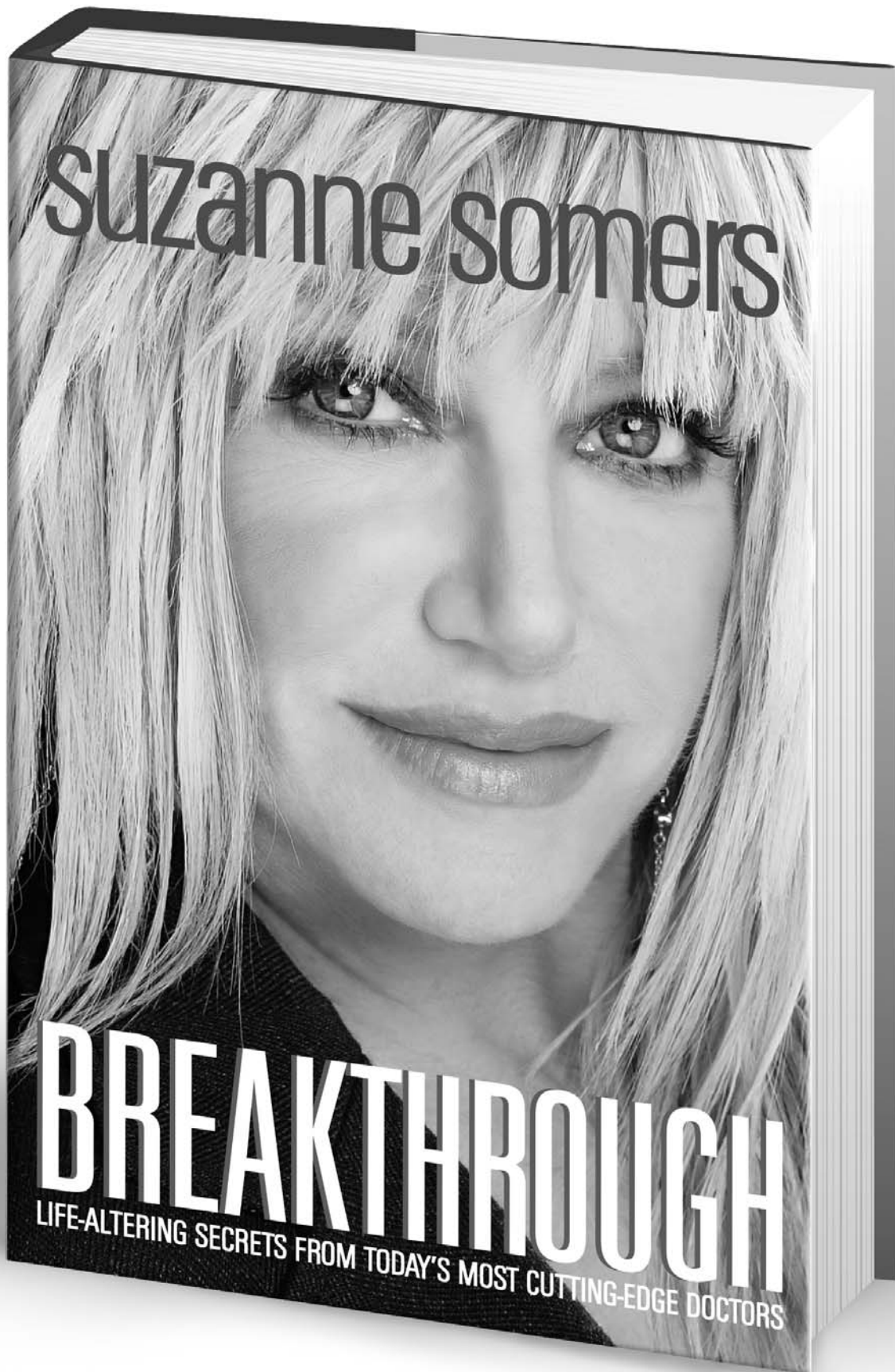
6 1/8 x 9 1/4; 304 pages; 35 black-and-white photos

ISBN/EAN: 978-0-307-34684-1

\$24.95 hardcover (Canada: \$27.95)

On Sale 9/9/08

British: Kuhn Projects
Translation: Kuhn Projects
First Serial: Crown
Audio: Crown



From bestselling author Suzanne Somers comes the eagerly awaited follow-up to her *New York Times* bestsellers *Ageless* and *The Sexy Years*: a book about how we can achieve maximum health and a revitalized sexuality by practicing “breakthrough medicine.”

National Publicity

20-City Television Satellite Tour

National Radio Campaign

Author Interviews

out of Los Angeles and New York

Online Promotion

- *USA Today* online campaign
- Advertising on iVillage.com
- Co-promotion with author's website, SuzanneSomers.com
- Advertising on women's health sites
- Google Adwords campaign

A Random House eBook

978-0-307-40930-0

In *Breakthrough*, Suzanne brings to light the amazing new discoveries by today's most cutting-edge doctors as they seek to give us long life with energy, health, and libido to spare. Many doctors are practicing medicine mired in the past, but Suzanne has interviewed 18 of the world's top doctors who are fluent in the language of “breakthrough medicine” and use all of today's best technologies to help us achieve optimal health. Bioidentical hormone replacement therapy is the backbone of maximum health and vitality, but new, innovative treatments and techniques are offering solutions to conditions that were once brushed off as “aging.”

Breakthrough gives readers solutions to problems associated with aging and shows how we all can fight off disease, bring back our sexuality, restore memory, prevent hearing loss and macular degeneration, reverse female baldness, cure digestive problems, lose weight, and reap other important benefits. She has asked these doctors the questions that we all wish we could ask, and has compiled the latest information on how to fight aging, including how to customize vitamins and supplements, how to balance hormones, how to utilize stem cell banking, DNA profiling, and nanotechnology, how to combat the effects of hidden chemicals, and so much more.

SUZANNE SOMERS is the author of sixteen books, including the *New York Times* bestsellers *Keeping Secrets*, her five Somersize titles, *The Sexy Years*, and *Ageless*.

Also by Suzanne Somers



Ageless

978-0-307-23725-5

\$13.95

(Canada: \$17.95)



Suzanne Somers' Slim and Sexy Forever

978-1-4000-5326-1

\$16.00

(Canada: \$21.95)



Health & Fitness—Diets (HEA006000)

6 1/8 x 9 1/4; 464 pages

ISBN/EAN: 978-1-4000-5327-8

\$25.95 hardcover (Canada: \$30.00)

On Sale 9/9/08

British: Crown

Translation: Loeb and Loeb

First Serial: Crown

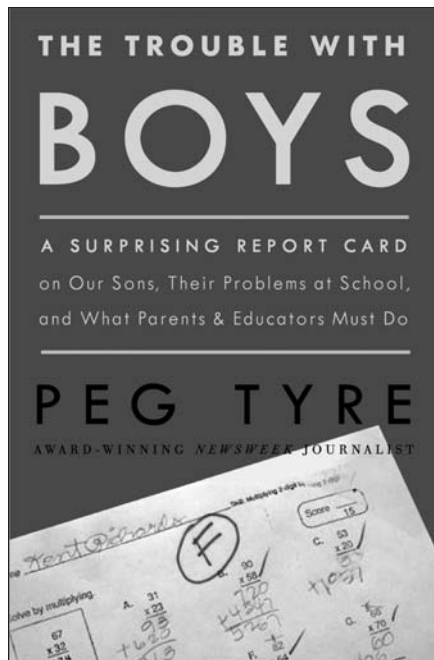
Audio: Crown

THE TROUBLE WITH BOYS

A SURPRISING REPORT CARD ON OUR SONS,
THEIR PROBLEMS AT SCHOOL, AND WHAT
PARENTS AND EDUCATORS MUST DO

Inspired by the author's award-winning *Newsweek* cover story, which prompted an avalanche of responses, here is an in-depth look at an education system that has created the growing perception among boys that school is "a girl thing," and the disastrous consequences if the trend isn't arrested.

PEG TYRE



National Publicity

20-City Radio Satellite Tour

Tie-In with Author's Appearance/Lecture Schedule

Advertising

New York Times

Online Promotion

- Cross-promotion with Newsweek.com
- Advertising on iVillage.com
- Advertising on parenting blogs
- E-blast to elementary, middle, and high school educators
- E-blast to mommy bloggers
- Google Adwords campaign

Outreach to PTA, Parenting, Boys Clubs, and Other Educational Groups

A Random House eBook
978-0-307-44977-1

We are facing an unprecedented crisis among our nation's male children: boy preschoolers are being expelled in record numbers; in 20 states, 40 percent of boys score below the basic level on eighth-grade reading tests; and this year there will be 2.5 million more females than males enrolled in college.

In *The Trouble with Boys*, journalist Peg Tyre outlines the social, economic, and educational trends that have led us to this point, including the demands of No Child Left Behind, video-game addiction, and even the lack of male role models. By pooling the data and conducting hundreds of interviews, Tyre maps the full extent of the "boy problem" and illuminates areas where we can make changes that will help our boys learn to succeed again—before it's too late.

Well-researched, thorough, and written in an engaging, accessible style, *The Trouble with Boys* is a must-read for every parent, educator, and concerned citizen.

"A vital book...Boys have their troubles and *The Trouble with Boys* sensitively reveals them."—Mel Levine, M.D., author of the #1 *New York Times* bestseller *A Mind at a Time*

"Terrific...Should be helpful to parents and teachers who need to understand why boys are falling behind and do something about it." —Diane Ravitch, professor, New York University's Steinhardt School of Education, and author of *Left Back: A Century of Battles Over School Reform*

"Passionate, powerful, and persuasive...I recommend this book to any mother who is confused or worried by her son's struggles in the classroom."

—Michael Thompson, coauthor of the *New York Times* bestseller *Raising Cain: Protecting the Emotional Life of Boys*

PEG TYRE is a senior writer at *Newsweek*, where she won a Clarion Award, a National Headliner Award, and a National Education Writers Association Award for her cover story "The Boy Crisis." She lives in Brooklyn, New York.



Family & Relationships—Parenting (FAM034000)

6 1/8 x 9 1/4; 320 pages

ISBN/EAN: 978-0-307-38128-6

\$24.95 hardcover (Canada: \$27.95)

On Sale 9/9/08

All Rights: Crown

T. BOONE PICKENS

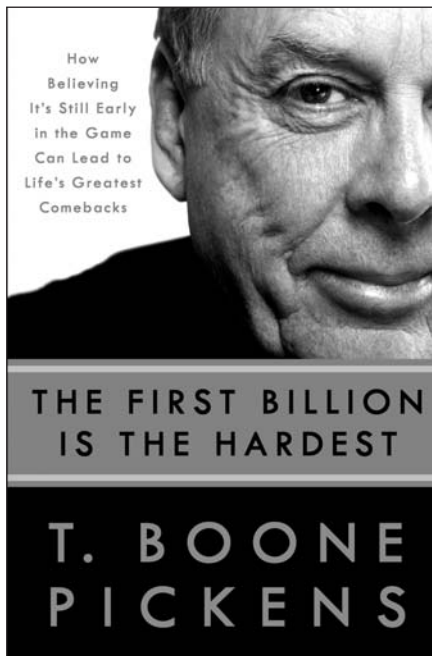


HOW BELIEVING IT'S
STILL EARLY IN THE GAME
CAN LEAD TO LIFE'S
GREATEST COMEBACKS

THE FIRST BILLION IS THE HARDEST



The man whose corporate takeover attempts and shareholder activism reshaped the oil industry in the 1980s, famed for his clairvoyance about energy prices and for repeatedly turning disaster into triumph, recounts his most awe-inspiring comeback, which saw him net over a billion dollars in his seventh decade and prove that we're all capable of second—and even third—acts.



National Publicity

20-City Radio Satellite Tour

Author Interviews
out of New York

Tie-In with Author Lecture
Schedule

Advertising
New York Times
The Wall Street Journal

Online Promotion

- Online advertising at TownHall.com, NewsMax.com, and the Pajamas Media Network
- Advertising on major business and oil websites
- Google Adwords campaign

A Random House AudioBook

978-0-7393-6656-1
Abridged, 5 CDs
\$29.95 (Canada: \$34.00)

A Random House eBook

978-0-307-44981-8

For years, Boone Pickens led one of the world's largest independent oil companies, along the way earning a *Time* magazine cover and ushering in a wave of shareholder reforms that today affects anyone investing in stocks. He was one of business's most revered figures until at age 68 an untimely bet on the price of natural gas caused his fortunes to spiral downward.

Entering his seventh decade at the helm of a small start-up company and mired in a prolonged divorce, Pickens lost nearly all his investing capital, and he fought deep depression. What followed was a near miracle as the "Oracle of Oil" executed a series of trading maneuvers that turned \$2.4 million into a \$5 billion profit. In *The First Billion Is the Hardest*, Pickens reveals the many lessons he's learned, including how to keep believing in who you are—even when others suspect you no longer "have it."

T. BOONE PICKENS is, at 78, one of the world's highest-paid hedge-fund managers. He lives with his wife, Madeleine, in the Dallas-Fort Worth area.



Business & Economics (BUS000000)

6 1/8 x 9 1/4; 288 pages; 1 8-page black-and-white insert

ISBN/EAN: 978-0-307-39577-1

\$26.95 hardcover (Canada: \$32.00)

On Sale 9/2/08

All Rights: Crown



The 10 Big Lies About America

By Michael Medved

From the host of one of the nation's most popular radio shows comes a bold correction of ten anti-American myths.

It is all but impossible to debate today's most contentious public issues without some impassioned partisan recycling a widely accepted misconception about American history. In *The 10 Big Lies About America*, top-rated and nationally syndicated radio host Michael Medved explodes the most pernicious myths about our country, including:

- The founding of America brought genocide to Native Americans
- The Founding Fathers intended a secular, not Christian, nation
- Corporate America oppresses ordinary citizens
- Compassionate government programs provide the best escape from poverty
- And more

Each of these lies—propagated by the media as well as our schools—represents a grotesque distortion of the historical record, and must be corrected for our nation to engage in any meaningful dialogue. Timely, well-written, and sure to be controversial, this book will appeal to Medved's extensive fan base, as well as readers of Bill O'Reilly, Glenn Beck and Laura Ingraham—conservative Americans who are sick of the lies and eager to read the other side of the story.

MICHAEL MEDVED is the host of *The Michael Medved Show*, a daily syndicated radio program that reaches 3.75 million listeners every week. He is also the bestselling author of ten books and writes a weekly column for TownHall.com and regular op-eds for *USA Today*. He lives outside Seattle.

National Publicity

National Conservative Radio Campaign

Tie-In to Author's Appearance Schedule

Advertising

NewsMax
Weekly Standard

Online Promotion

- Advertising on Townhall.com
- Advertising on Hannity.com
- Advertising on conservative and liberal blogs such as CaptainsQuartersBlog.com and DemocraticUnderground.com
- Google Adwords campaign

Co-Promotion with Author's Website MichaelMedved.com

A Random House eBook 978-0-307-44983-2

Also by Michael Medved
Right Turns
978-1-4000-9832-3
\$14.95 (Canada: \$21.00)



Current Affairs (CUR000000)

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

ISBN/EAN: 978-0-307-39406-4

\$26.95 hardcover (Canada: \$32.00)

On Sale 11/18/08

British: InkWell Management
Translation: InkWell Management
First Serial: Crown
Audio: Crown



photo: Rick Tate

Beside Every Successful Man

A Woman's Guide to Opting Out of the Rat Race, Getting What You Want, and Creating a Stay-at-Home Career Partnership with Your Husband

By Megan Basham

For every woman who senses she'd feel more fulfilled—and that her marriage, family, and household income would benefit—if she made home her new office, putting her career savvy in the service of her husband's professional goal.

Polls show that happiness for the majority of women depends heavily on the state of their marriage and home life; also, that the typical woman feels more comfortable if her husband is earning *most* of the family income. So, rather than join the rat race (which can mean less energy for what *really* matters), why not work from home, helping your husband pursue a joint financial goal?

Simultaneously a remedy to the 30-year trend of women feeling they *have* to work full time, a rallying cry for a new women's movement, and a hands-on practical guide, *Beside Every Successful Man* brings fresh air to a topic long dominated by feminist arguments about what is and isn't desirable. It will inspire millions to do what they really long to do.

MEGAN BASHAM has written for the *Weekly Standard* and *American Spectator*, been profiled in *The Wall Street Journal* and the *LA Times*, and appeared on MSNBC and Fox News. She lives in El Paso, Texas.

National Publicity

National Conservative Radio Campaign

Online Promotion

- Advertising on iVillage.com
- Advertising on parenting and mommy blogs
- Google Adwords campaign

A Random House eBook

978-0-307-44984-9



Family—Marriage (FAM030000)

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

ISBN/EAN: 978-0-307-393630

\$24.95 hardcover (Canada: \$27.95)

On Sale 9/16/08

All Rights: Crown

AMERICAN LIGHTNING

TERROR, MYSTERY, MOVIE-MAKING AND

THE CRIME OF THE CENTURY

On October 1, 1910, an explosion tore through the offices of the *Los Angeles Times*, killing twenty and injuring dozens of others. Part of a planned assault on 100 American cities, the attack was dubbed the "crime of the century" and a stunned nation instantly preoccupied itself with guessing the identity of the perpetrators.

What followed was a seminal episode in America's history, one that would spark a national debate

about limits of individual liberty, and draw into the investigation's orbit master sleuth William J. Burns, crusading lawyer Clarence Darrow, and industry-shaping filmmaker D. W. Griffith.

Simultaneously offering the absorbing reading experience of a can't-put-it-down thriller and the perception-altering resonance of a story whose reverberations continue even today, *American Lightning* is sure to enthrall all who read it.

HOWARD BLUM

SEPTEMBER CROWN

A MASTERPIECE OF NARRATIVE HISTORY THAT VIVIDLY BRINGS TO LIFE THE ORIGINAL "CRIME OF THE CENTURY," SHOWING THE LASTING IMPACT IT HAD ON THREE REMARKABLE INDIVIDUALS, AND THROUGH THEM, THE COUNTRY ITSELF.

HOWARD BLUM is the *New York Times* best-selling author of such critically acclaimed works as *Gold of Exodus* and *The Brigade*. He has twice been nominated for the Pulitzer Prize and currently works as a contributing editor for *Vanity Fair*.

"ELECTRIC...NARRATIVE HISTORY AT ITS VERY BEST."

—Joseph J. Ellis, Pulitzer Prize-winning author of *Founding Brothers*

National Publicity

20-City Radio Satellite Tour

Author appearance at BEA

Author Events and Interviews
out of Chicago, Connecticut, Los Angeles and New York

Advertising *New Yorker*

Online Promotion

- *New York Times* online campaign
- Advertising on HistoryChannel.com
- Advertising on BookReporter.com
- Google Adwords campaign

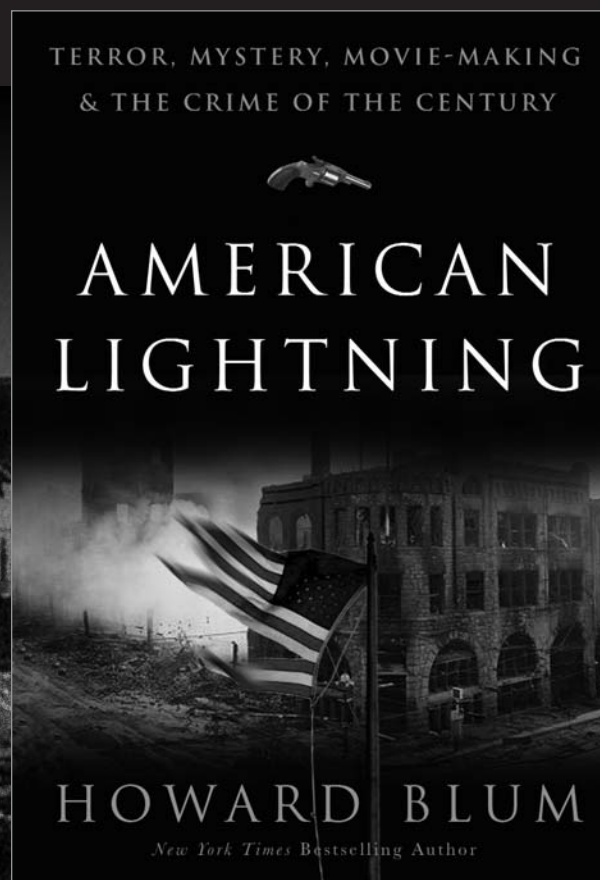
Buzz Mailing to Booksellers as well as Legal, Film and Newspaper Associations

A Random House AudioBook

978-0-7393-7455-9
Unabridged, 8 CDs
\$34.95 (Canada: \$39.95)

A Random House eBook

978-0-307-41026-9



History—United States—20th Century (HIS036060)
6 7/8 x 9 1/8; 352 pages; 8-page black-and-white insert
ISBN/EAN: 978-0-307-34694-0
\$24.95 hardcover (Canada: \$27.95)
On Sale 9/16/08

British: Crown
Translation: Janklow & Nesbit
First Serial: Janklow & Nesbit
Audio: Crown

EXCERPT



AN EXCERPT FROM

AMERICAN LIGHTNING

BY HOWARD BLUM

AS THE DETECTIVE MADE HIS WAY along a bustling 14th Street in New York City on that late December day in 1910 he was confident that after a frustrating month in Los Angeles, he was at least closing in on one murderer. “Every criminal leaves a track,” Billy Burns was fond of telling his operatives, “that many times Providence interferes to uncover.”

The detective was also curious about the man he was going to meet. There’d been a time, after all, when but for his father’s misgivings their lives might have followed similar paths. In high school in Columbus, Ohio, Billy Burns, the red-haired, freckle-faced immigrant Irish tailor’s son, had performed in the Shakespeare Society’s productions. He’d dreamed of a career onstage. But when his father insisted he get a job with a steady income, Billy obeyed.

Tenacious, flamboyant, ingenious and, when the opportunity allowed, still theatrical, private investigator Billy Burns threw himself into each new puzzle. He was, the *New York Times* would soon declare, “the greatest detective certainly, and perhaps the only really great detective, the only detective of genius whom the country has produced.”

Short, rather stocky, a bit of a dandy with a fondness for three-piece suits and bowler hats, his hair and bristly mustache still crimson, a man with a banker’s staid demeanor and a bartender’s ready smile, at a glance an improbable detective, Billy headed up the wide stone steps of the 14th Street brownstone that winter’s day. A door opened, and he was directed up a graceful, curving staircase to the top floor of the Biograph Film Studio. Near a small hill of rolled-up carpets

and a pile of folded scenery was a tall, lithe man, dressed with meticulous care in a suit, tie and, although indoors, a wide-brimmed hat.

D. W. Griffith, too, had once been a detective. Five years earlier on a stage in San Francisco, he'd been Warburton, a cigar-chomping private eye. And like his visitor, he'd been relentless. To get his man, he'd donned a variety of farcical disguises—grizzly bear, drunkard, even society dowager.

But D. W.'s days of playing detective, of scrambling for journeyman roles in itinerant stock companies, of pursuing his more heartfelt ambition of writing stage plays, were now forever part of his past. By the winter afternoon that Billy Burns had come calling, a "new era" had begun to take shape. With a storyteller's instinctive gift and an innovator's technical talent, D. W. had in that time directed nearly two hundred short

**He was, the
NEW YORK TIMES
would soon
declare, "the
greatest detective
certainly, and
perhaps the only
really great
detective, the only
detective of genius
whom the country
has produced."**

films. Many of the works were remarkable: perfectly executed, affecting, and fully realized stories. He was starting out on a great and transforming cultural adventure, a man in the process of creating a new art form and a new industry. And now the country's most celebrated detective had come to D. W. to ask for his assistance.



THE FAILURE FACTORY

*How UNELECTED BUREAUCRATS, LIBERAL DEMOCRATS,
and BIG GOVERNMENT REPUBLICANS ARE UNDERMINING
AMERICA'S SECURITY and LEADING US to WAR*

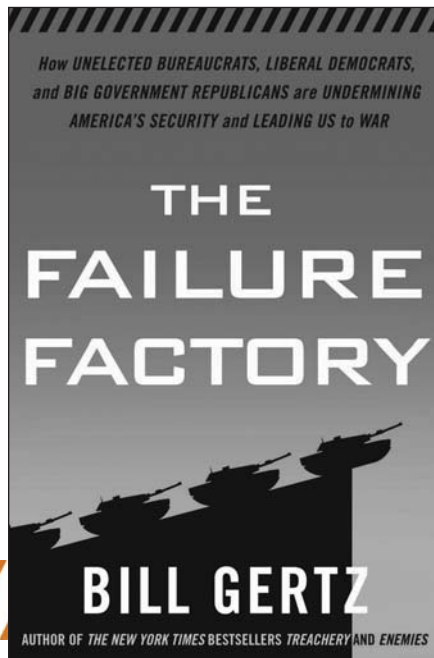
Though a Right-leaning administration has governed for eight years, the real power in Washington rests in the hands of entrenched government bureaucrats, liberal political activists, and leftist careerists—all of whom actively subvert the official policies and programs of the United States. In *The Failure Factory*, bestselling author Bill Gertz exposes these anti-American forces and reveals—through previously unpublished evidence, classi-

fied intelligence documents, and exclusive interviews—how these powers have undermined America and our interests here and abroad.

Gertz skewers current Democratic presidential candidates, the FBI director, and two former secretaries of state, as well as notable Republican figures. He also details why a Democratic administration would be disastrous for national security, making this a book no one can afford to miss as the nation goes to the polls in November.



BILL GERTZ



*In his latest **NEWSBREAKING BOOK**, **BESTSELLING AUTHOR BILL GERTZ** reveals how **LIBERAL BUREAUCRATS** and their **ALLIES**—including some **REPUBLICANS**—are causing **ENORMOUS DAMAGE** to **NATIONAL SECURITY** and **ULTIMATELY** are **LEADING AMERICA** to a **MAJOR WAR**.*

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An award-winning reporter for the *Washington Times*, **BILL GERTZ** is the author of the *New York Times* best-sellers *Enemies*, *Treachery*, *Breakdown*, and *Betrayal*. He is an analyst for Fox News and has appeared on many shows, including *This Week with George Stephanopoulos*, *The O'Reilly Factor*, and *The Rush Limbaugh Show*.



Current Affairs—International (CUR004000)
6 1/8 x 9 1/4; 304 pages; 30 black-and-white photos

ISBN/EAN: 978-0-307-338075

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ABOUT THE PAPERBACK PUBLICATION OF ANN
COULTER'S *IF DEMOCRAT'S HAD ANY BRAINS*
THEY BE REPUBLICANS



Current Affairs (CUR000000)

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

ISBN/EAN: 978-0-307-35346-7

\$27.95 hardcover (Canada: \$33.00)

On Sale 10/7/08

British: William Morris Agency
Translation: William Morris Agency
First Serial: Crown
Audio: William Morris Agency

Discovery Health and TLC's Dr. G
launches a healthcare revolution:

Understanding what
may kill us can make
us stronger.

HOW NOT TO DIE

Surprising Lessons on Living Longer, Safer,
and Healthier from America's Favorite
Medical Examiner

Forensic science is all the rage. But does our interest in death tell us anything about how to live?

As a medical examiner and popular television forensic expert, Dr. Jan Garavaglia can't really tell us how to live, but she can tell us how to avoid dying. In *How Not to Die*, Dr. G does just that, providing a radical new philosophy for understanding human health and how to live healthier, longer lives.

JAN GARAVAGLIA, M.D.

The premise is simple: by using death as a starting point, we can identify the ways we harm our bodies and use that information to live better and longer. Dr. G tackles a host of health issues from this unique perspective, including:

- **DEAD WEIGHT:** how being both too fat *and* too thin can kill you
- **UP IN SMOKE:** lung cancer, impotence, and strokes...oh my!
- **MAN'S LAST MISTAKE:** a primer on men, life's most prolific death machine
- **HIGHWAY TO THE MORGUE:** stupid car mistakes that are a ticket to death

Quirky and informative with real stories from Dr. G's examining table, *How Not to Die* will completely redefine how we view our bodies and what we do to them every day.

JAN GARAVAGLIA, M.D., is the chief examiner for the District 9 Medical Examiner's Office in Florida. She is also the host of *Dr. G: Medical Examiner*, one of the most popular shows on the Discovery Health Channel and TLC.



National Publicity

20-City Television Satellite Tour

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- Advertising on men's and women's health sites and blogs
- Google Adwords campaign

Cross-Promotion with Discovery Health and TLC, The Learning Channel

A Random House eBook
978-0-307-41029-0



Health & Fitness—Work-Related Health (HEA038000)

7 $\frac{7}{8}$ x 9 $\frac{1}{4}$; 288 pages; line drawings throughout

ISBN/EAN: 978-0-307-40914-0

\$24.95 hardcover (Canada: \$27.95)

On Sale 10/14/08

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EXCERPT



AN EXCERPT FROM

HOW NOT TO DIE

BY JAN GARAVAGLIA, M.D.

SOMETHING WAS LODGED IN HER WINDPIPE.

As I probed with my gloved fingers, I discovered that it was a piece of gum. Normally, this wouldn't be odd, except that I found it in a cadaver which I was dissecting as a first-year medical student. Cadavers are preserved hulls of bodies, donated remains. They're used in science or art exhibits. Doctors-to-be become acquainted with them in anatomy classes. In med school, they're used to teach us anatomy, not to find the cause of death. Cadavers don't usually give up clues. That's not their job.

But when this one died, she was

chewing gum. This made me curious. How did she get to this point? Where did she come from? How did she die? I started asking if anyone could get me some history on my cadaver. The body, it turned out, had been a nun who died suddenly in a car but not because of a car accident.

And so began my fascination with how people die.

I might as well take a moment here to introduce myself. I am a medical examiner, the only type of doctor whose patients are dead. "Dr. G" is the nickname I was given by my team of autopsy technicians in Bexar

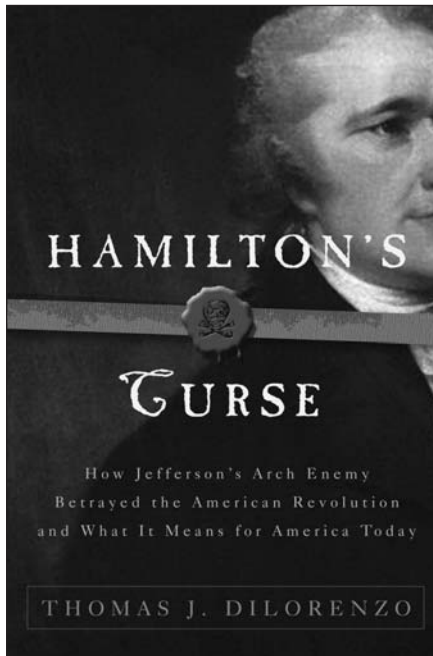
County, Texas, where I served as medical examiner for ten years. My Italian last name, Garavaglia, is hard to pronounce correctly, since the second “g” is silent, like it is in “lasagna.” My technicians shortened it to “Dr. G,” and it stuck.

Like that g, my patients are silent. They can’t tell me how they died, so I have to find out. I do that through autopsies where I make notes and take photographs. When I cut, I’m cutting to find answers.

I have no problem doing autopsies, although I hope many years pass before I have one. I learn from every autopsy, and most of what I learn tells me that many deaths could have been prevented. The simplest acts, from strapping on a seatbelt correctly to making simple changes in your diet to following your doctor’s orders, save lives. There are many lessons that can

When this one died, she was chewing gum. This made me curious. How did she get to this point? Where did she come from? How did she die?

be learned from the dead—lessons that can help the living take better care of ourselves. I’m writing this book to show you how to avoid the unsettling chance that you wind up in the morgue yourself.



Hamilton's Curse

How Jefferson's Arch Enemy Betrayed the American Revolution—and What It Means for Americans Today

By Thomas J. DiLorenzo

The author of The Real Lincoln debunks the myth that Alexander Hamilton created American capitalism, and he reveals how the supposed triumph of Hamiltonianism has been a disaster for America.

The political philosophies of Alexander Hamilton and Thomas Jefferson have long divided our country. Jefferson said government should be limited, with the states holding power. Hamilton advocated a centralized and potent governing body, one that would plan the economy and pursue nationalism. While Jefferson is better remembered, says historian Thomas DiLorenzo, it is Hamilton's ideas that shaped modern America—much to the nation's detriment.

In *Hamilton's Curse*, DiLorenzo chronicles the ideological battle between the two founders and its long-reaching fallout. In refreshing contrast to the many biographies that credit Hamilton with turning America into an economic power, DiLorenzo's book clarifies how Hamilton's ideas are actually a betrayal of the very principles of the American Revolution. DiLorenzo also counters the notion that there was anything conservative about Hamilton, despite claims of the Right to the contrary.

THOMAS J. DILORENZO is the author of *How Capitalism Saved America* and *Lincoln Unmasked*. A professor of economics at Loyola College, he has written for *The Wall Street Journal*, *USA Today*, *National Review*, and other publications.

National Publicity

Regional NPR Campaign

Online Promotion

- Advertising on HistoryChannel.com
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- Google Adwords campaign

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978-0-307-44985-6

Also by Thomas J. DiLorenzo

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978-0-307-33842-6
\$12.95 (Canada: \$16.95)

How Capitalism Saved America
978-1-4000-8331-2
\$14.95 (Canada: \$21.00)



History—United States (HIS036000)

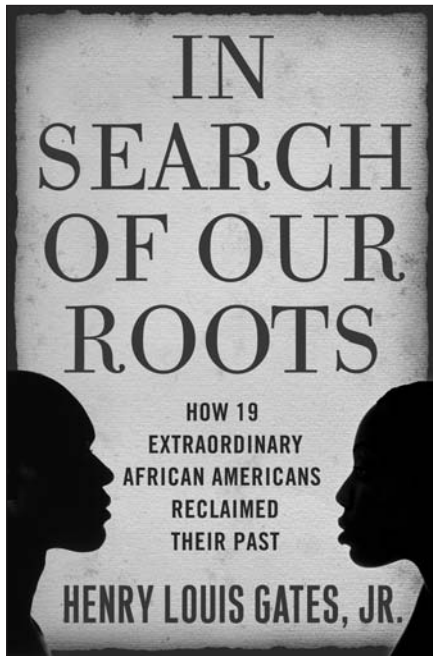
5½ x 8¼; 304 pages

ISBN/EAN: 978-0-307-38284-9

\$25.95 hardcover (Canada: \$30.00)

On Sale 10/21/08

All Rights: Crown



In Search of Our Roots

How 19 Extraordinary African Americans
Reclaimed Their Past

By Henry Louis Gates, Jr.

From the prominent African American scholar and inspired by PBS's African American Lives series, this unprecedented look back into the furthest reaches of African American ancestry tells its riveting story by way of profiling 19 extraordinary achievers.

Delving deeply into his interviewees' roots—including, among others, those of Tina Turner, Maya Angelou, Don Cheadle, Oprah Winfrey, Quincy Jones, Chris Tucker, Morgan Freeman, Linda Johnson Rice, Chris Rock, Whoopi Goldberg, and Reverend Peter Gomes—Harvard scholar Henry Louis Gates, Jr. illuminates a long generational line of tragedies and triumphs. One tale at a time, he reveals interviewees' personal experiences confronting and understanding their heritage and traces their family sagas through U.S. history, the dark era of slavery, and back to Africa. More than just a follow-up to the acclaimed documentary that he narrated, in this book Gates brilliantly elucidates connections, themes, and lessons embedded in the African American experience (his own included).

Praise for PBS's *African American Lives*

"A miraculous wellspring of great American stories...the most exciting and stirring documentary on any subject to appear on television in a long time." —*New York Times*

"Fascinating...Gates covers so much territory, both geographical and intellectual, that by the end he seems to have warp-factored light years." —*New York magazine*

HENRY LOUIS GATES, JR. is the director of the W.E.B. Du Bois Institute for African and African American Research and is the holder of the distinguished title of Alphonse Fletcher University Professor at Harvard University. As well as being the author of several award-winning works of literary criticism, he penned the memoir *Colored People: The Future of the Race*, coauthored with Cornel West; and *Thirteen Ways of Looking at a Black Man*.



History—United States (HIS036000)

6 1/8 x 9 1/4; 320 pages; 48 black-and-white photos

ISBN/EAN: 978-0-307-38240-5

\$24.95 hardcover (Canada: \$27.95)

On Sale 10/28/08

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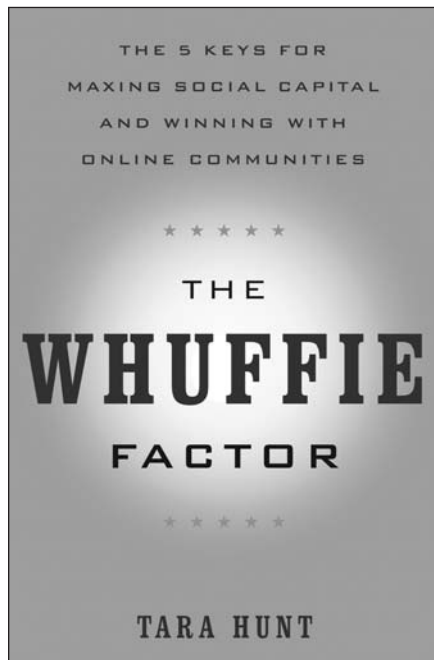
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The Whuffie Factor

The 5 Keys for Maxing Social Capital and
Winning with Online Communities

By Tara Hunt

The book that will catch the crest of Web 2.0 and show how any business can harness its power by increasing their Whuffie, the store of social capital that is the currency of the digital world.

Everyone knows about blogs and social networks such as Facebook and Twitter. And they've heard about someone who has used them to grow a huge customer base. Everyone wants to be hands-on, grassroots, and interactive. But what does this mean? And more to the point, how do you do it?

As one who has actually launched a company using the power of online communities, and who now advises big and small companies, Tara Hunt (named by the *San Francisco Chronicle*, along with luminaries Jimmy Wales and Tim O'Reilly, as a digital Utopian) is the perfect person to write this book.

While *The Whuffie Factor* will traverse the landscape of Web 2.0 and show how to become a player, it is not just another book about online marketing. People see the huge business potential of the online world and their first impulse is: Let's throw a bunch of money at it. To which Tara Hunt says: "Stop! Money isn't the capital of choice in online communities, it is Whuffie—social capital—and how to raise it is the heart of this book." In the Web 2.0 world, market capital flows from having high social capital. Without Whuffie you lose your connections and any recommendation you make will be seen as spam, met with negative reactions and a loss of social capital.

The Whuffie Factor is a breakthrough book, providing the strategic map and specific tactics for success in the lucrative but strange and elusive world of online communities.

TARA HUNT is the cofounder of Citizen Agency, a community marketing consulting firm, who has proven, says Jimmy Wales, the cofounder of Wikipedia, "the power of grassroots organizations that really represent the future of business."



Business (BUS000000)

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

ISBN/EAN: 978-0-307-40950-8

\$25.00 hardcover (Canada: \$28.00)

On Sale 11/11/08

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First Serial: Crown
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Outreach to Musicophiles, Vinyl Enthusiasts, and Jewish Heritage Organizations

Also by Roger Bennett

Camp Camp

978-0-307-38262-7

\$24.95 (Canada: \$27.95)

Bar Mitzvah Disco

978-1-4000-8044-1

\$23.95 (Canada: \$33.95)

And You Shall Know Us by the Trail of Our Vinyl

Jewish History as Told by the Records
We Have Loved and Lost

By Roger Bennett and Josh Kun

An illustrated history of Jewish culture in America through music—including a collection of amazingly kitschy, truly unforgettable album covers and insightful essays that highlight the funniest, most influential contributions to the musical canon.

Looking through the lens of our greatest disappearing artifact, the album cover, *Vinyl* reveals how the world saw Jews, Jews saw the world, and most of all how Jews saw themselves. Combining the classic, the kitschy, and the quirky—here is an illuminating look at the Chosen People's pervasive influence on popular music and American culture.

- Discover the Jews that sang the blues... in English
- Celebrate the African Americans, Koreans, and other nonchosen who sang in Yiddish
- Chart the emergence of the all-powerful Jewish American Princess
- Take a trip to Israel's psychedelic '60s days of yore
- Boogie down to some serious Jewish/Latino mash-ups that played in suburban cocktail parties of the '50s and '60s

Including contributions on what the music actually sounded like, by Mark Ronson, Norman Lear, Shalom Auslander, Aimee Bender, Etgar Keret, Ann Powers, and Oliver Wang, *Vinyl* offers something for both the music fan and ironic hipster—and anyone interested in Jewish culture, fashion, and graphic design. Here is the ultimate document of a forgotten era of sound and style

ROGER BENNETT is the coauthor of *Bar Mitzvah Disco* and the upcoming *Camp Camp*. **JOSH KUN's** book, *Audiotopia: Music, Race, and America*, won an American Book Award in 2006.



Humor/Social Science—Popular Culture (HUM000000)

7½ x 8¼; 224 pages; full-color throughout

ISBN/EAN: 978-0-307-39467-5

\$24.95 hardcover (Canada: \$27.95)

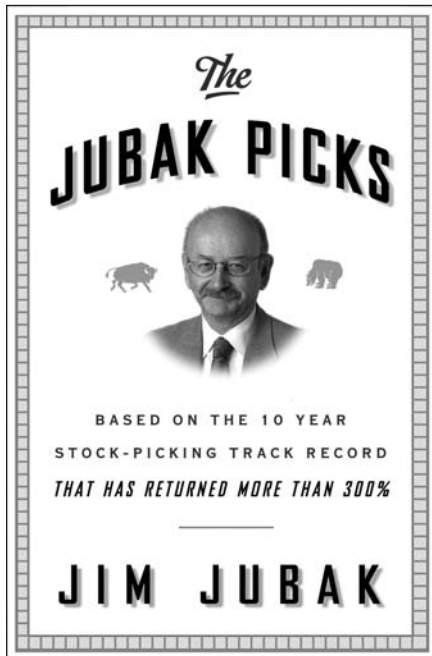
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Translation: International Creative Management

First Serial: Crown

Audio: International Creative Management



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A Random House eBook 978-0-307-44982-5

The Jubak Picks

Based on the 10 Year Stock-Picking Track Record That Has Returned More Than 300%

By Jim Jubak

The Internet's most influential and widely read guru shares his stock-picking system based on a transparent ten-year record that has outperformed the market by more than 300 percent.

The *Jubak Picks* will be a classic, long-running best-seller for five reasons: Jim Jubak's platform; a stock-picking method that solves a big problem for the average investor; a transparent ten-year track record, available on MSN.com; a stock picking system based on ten macro trends; and web-based updates of *The Jubak Picks*, providing readers with continual information to keep shifting the investing odds in their favor.

Jim Jubak is, hands down, the most widely read investing columnist on the Internet, as verified by Nielsen: 1.1 million unique users each month of "Jubak's Journal," his MSN Money column; and 13 million unique visitors to MSN Money and 450 unique visitors to the MSN site. His popularity and success are based on unique advice to his readers: don't look for individual stocks, the proverbial needle in the haystack. Search, instead, for the right asset classes—those groupings of stocks that are in favor that put the wind at your back. Then buy the best companies within those asset classes. To guide readers, Jubak zeroes in on ten macro trends, such as: emerging global blue chips that will outperform those from the United States; companies that will provide the infrastructure desperately needed by India, China, and other emerging countries; and companies that are well positioned to supply green technology.

JIM JUBAK has been the senior markets editor for MSN Money for ten years; his column "Jubak's Journal" appears twice a week.



Business & Economics (BUS036000)

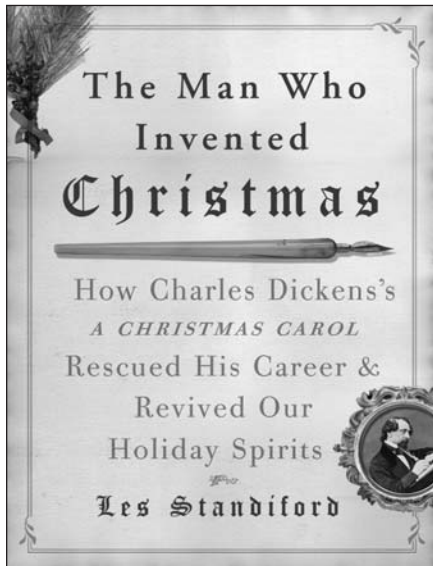
6 1/8 x 9 1/4; 320 pages

ISBN/EAN: 978-0-307-40781-8

\$25.00 hardcover (Canada: \$28.00)

On Sale 11/18/08

British: Writers House
Translation: Writers House
First Serial: Crown
Audio: Crown



The Man Who Invented Christmas

How Charles Dickens's *A Christmas Carol*
Rescued His Career and
Revived Our Holiday Spirits

By Les Standiford

With warmth, wit, and good cheer, Les Standiford shows how the unlikely success of A Christmas Carol revitalized Charles Dickens' languishing career and revived the celebration of the near-forgotten holiday.

Just before Christmas in 1843, at a desperate point in his career, Charles Dickens published what was to become the most widely-known of all his works. Rejected by publishers, *A Christmas Carol* was printed, bound, and distributed by Dickens himself. More than 150 years later, the tale remains among the most beloved holiday stories, with more than 185 film and dramatic adaptations. And of course, Dickens' remarkable career flourished for nearly thirty more years.

Amid the struggles of the Industrial Revolution and in the face of lingering Puritanism in England and the United States, *A Christmas Carol* also revived the celebration of Christmas, inspiring hope, good will, and holiday cheer in an audience that desperately needed such gifts.

As uplifting as the tale of Scrooge itself, *The Man Who Invented Christmas* is the touching story behind the book that transformed Dickens' flagging career and reinvented the signal holiday of the Western world.

LES STANDIFORD is the author of several books, including *Last Train to Paradise*. Recipient of the Frank O'Connor Award for Short Fiction, he is director of the Creative Writing Program at Florida International University in Miami.

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978-1-4000-4947-9
\$14.95 (Canada: \$21.00)



Biography & Autobiography—History (BIO000000)

5½ x 7¾; 256 pages

ISBN/EAN: 978-0-307-40578-4

\$19.95 hardcover (Canada: \$22.95)

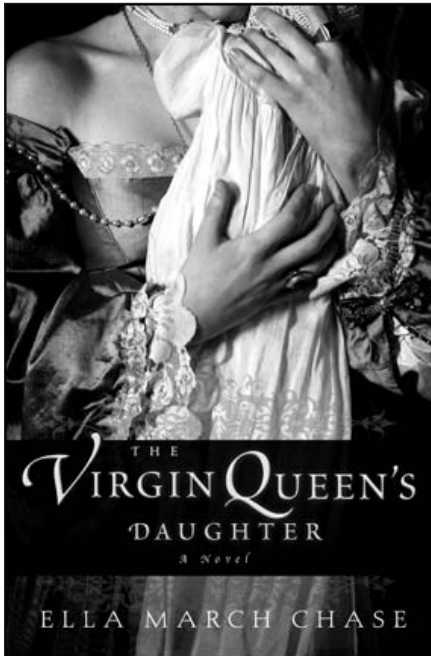
On Sale 11/25/08

British: InkWell Management

Translation: InkWell Management

First Serial: Crown

Audio: Crown



The Virgin Queen's Daughter

By Ella March Chase

For fans of Philippa Gregory and anyone fascinated by Elizabeth I and the Tudor Dynasty, a novel that explores a well-founded rumor about the virgin queen's illegitimate child.

Queen Elizabeth I was known as the virgin queen but many believe she may have given birth to an illegitimate child. That longstanding rumor is the subject of this intriguing novel. The purported daughter of Elizabeth and her married guardian, Thomas Seymour, Elinor de Lacy was to be killed at birth—but was instead saved by a stealthy midwife who secreted her away and gave her to an aristocratic family to raise.

We meet Elinor as a young woman sent to the Tudor Court to be a lady-in-waiting to the queen herself. Dazzled by the lavishness of court but unprepared for the viciousness of its courtiers, the intelligent, strong-willed, red-haired Elinor becomes the focus of positive attention from Elizabeth. But when an elderly woman comes forward with an incredible tale and an impossible-to-dismiss piece of evidence, it becomes clear that the queen's interest may not be as benign as it appears—and that Tudor plotting may lead Elinor to a future she never anticipated.

ELLA MARCH CHASE lives in Moline, Illinois.

National Publicity

Advertising

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- *New York Times* online campaign
- *USA Today* online campaign
- BookPage.com newsletter sponsorship
- Promotion in CrownHistorical e-newsletter
- Google Adwords campaign

A Random House eBook

978-0-307-45018-0



Fiction—Historical (FIC014000)

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

ISBN/EAN: 978-0-307-39480-4

\$24.95 hardcover (Canada: \$27.95)

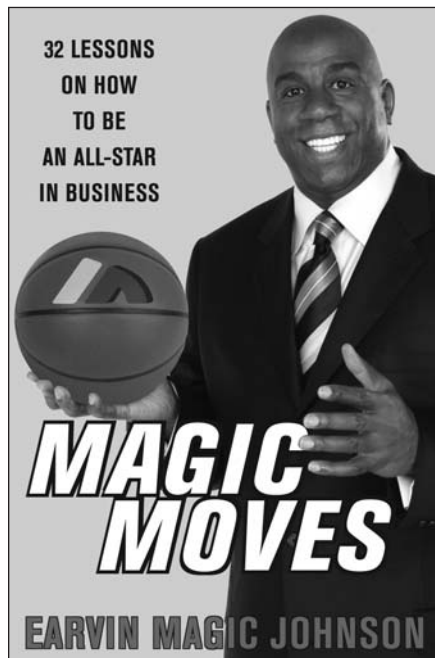
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British: Jane Rotrosen Literary Agency

Translation: Jane Rotrosen Literary Agency

First Serial: Crown

Audio: Jane Rotrosen Literary Agency



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Magic Moves

32 Lessons on How to Be an All-Star in Business

By Earvin Magic Johnson

Magic Johnson shows businesspeople how to raise the level of their game by offering the life lessons he's learned both in sports and as a successful entrepreneur running a billion-dollar company.

As a young man, Magic Johnson admired businessmen and had a dream of being able to give back to the community, but he wasn't sure how the grace, guile, and power he exhibited on the basketball court could be translated to the much different world of business. In fact, after hanging up his sneakers and setting out to put his business ideas into action, he faced potential investors and partners who assumed he was just another ex-jock who didn't have a clue. In *Magic Moves*, Magic reveals how he proved them wrong by transforming his unique life experience—his ability to build a team, his capacity to inspire loyalty, his knack for reading others, and his sense of timing—into the kind of off-the-court success he once could not have imagined, and how it's possible for everyone to leverage their own abilities in the very same way.

From finding an unfilled niche in the market and building and protecting a brand to creating a diverse team with complementary strengths and being a true leader, this is Magic's formula for success in whatever game you're determined to win.

EARVIN MAGIC JOHNSON is a Hall of Fame basketball player, AIDS awareness spokesman, and CEO of Magic Johnson Enterprises, Inc.



Business & Economics (BUS000000)

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

ISBN/EAN: 978-0-609-60828-9

\$25.95 hardcover (Canada: \$30.00)

On Sale 12/30/08

All Rights: Crown

A Journal for Jordan

A MEMOIR OF LOVE AND LOSS

A searching, poignant memoir of love and loss, in which two seemingly mismatched souls, a career soldier fiercely devoted to his men and a big-city journalist, find each other—only to be parted by an improvised explosive device at the side of a road near Baghdad. The soldier leaves behind their infant son—and a journal addressed to the young man he'll become.

In 2005, First Sergeant Charles Monroe King, First Battalion, 67th Armored Regiment, Fourth Infantry Division, began to write what would become a 200-page journal for his son in case he did not make it home from Iraq. King, forty-eight, was killed on October 14, 2006. His son, Jordan, was six months old.

A Journal for Jordan is a father's letter to the son he will never see—wrenching accounts of losing men in battle mixed with advice on everything from how to withstand disappointment to how to behave on a date. It is also a mother's search for answers. Why did King volunteer for the mission

that killed him? Why was it such a struggle to accept this man she deeply loved as he was?

Optioned for film by Denzel Washington and Columbia Pictures, *A Journal for Jordan* is a tender introduction, a loving good-bye, a reporter's inquiry into her soldier's life, and a heartrending reminder of the human cost of war.

DANA CANEDY is assistant national news editor for the *New York Times*. In 2001, she was part of a team that won the Pulitzer Prize for national reporting. Raised near Fort Knox, she now lives in New York City.

BY DANA CANEDY

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He drew pictures of himself with wings.

He left a set of his dog tags on a nightstand in my Manhattan apartment. He

bought a tiny blue sweat suit for our baby to wear home from the hospital.

Then he began to write what would become a 200-page journal for our son,

in case he didn't make it back from the desert in Iraq. For months before my

fiance, First Sgt. Charles Monroe King,

kissed my swollen stomach and said goodbye, he had been preparing for the

beginning of the life we had created and

for the end of his own.

*A Journal for Jordan**A Memoir of Love and Loss*

DANA CANEDY

Pulitzer Prize-Winning Editor for the New York Times



Biography & Autobiography—Personal Memoirs (BI0026000)

6 1/8 x 9 1/4; 288 pages; 8-page full-color insert

ISBN/EAN: 978-0-307-39579-5

\$25.95 hardcover (Canada: \$30.00)

On Sale 12/30/08

British: Sterling Lord Literistic

Translation: Sterling Lord Literistic

First Serial: Sterling Lord Literistic

Audio: Crown

EXCERPT



AN EXCERPT FROM

A JOURNAL FOR JORDAN

BY DANA CANEDY

DEAR JORDAN,

If you are reading this book it means that we got through the sorrowful years, somehow, and that you are old enough to understand all that I am about to tell you.

Son, you are just ten months old now, but I am writing this for the young man you will be. By then, you will know that your father was a highly decorated soldier who was killed in combat in 2006, when a bomb exploded near his armored vehicle in Iraq. You were six months old.

You will know that he left a journal for you, more than two hundred pages long, which he wrote in neat block letters in that hot, terrifying place. What I want to tell you is how the journal came to be and what it leaves unsaid about your father and

our abiding love for each other.

Before he kissed my swollen stomach and left for the war in December 2005, your father, U. S. Army First Sergeant Charles Monroe King, had been preparing for the promise of your new life and for the possible end of his own. Even before he boarded that plane headed for danger, I worried that he would be killed, so I gave him the journal hoping he would write a few messages to you, even though you were not yet born....

He wanted you to know to pick up the check on a date, to take plenty of pictures on vacations, to have a strong work ethic, and to pay your bills on time. He wanted to tell you how to deal with disappointment, to understand the difference between love and lust, to remember to get on your

knees and pray every day. Most of all, he wanted you to know how much he loved us. So, late into the night in Iraq, after he had completed dangerous and often deadly missions, your dad returned hungry and exhausted to the relative calm of his room and wrote to you before he slept.

Your father mailed the journal to me in June 2006, shortly after one of his young soldiers was killed in an explosion eerily similar to the one that would claim him. He was so shaken after pulling the young man's body, piece by piece, out of a bombed tank that he sent the journal to me even though he had more to say. That would have to wait until he came home on a two-week leave to meet you, six weeks before he died....

Charles was the most honorable man I have ever known, and the most complex. I do not want to portray

He wanted to tell you how to deal with disappointment, to understand the difference between love and lust, to remember to get on your knees and pray every day.

your dad as a saint whose example you could never live up to. He was not. He was gentle, soft spoken, and loyal, but he could also be moody and often put his military service ahead of his family....

The would-be wife and mother in me are angry at times that he left us. Was it heroic or foolish that he was driven by a sense of duty so intense that he volunteered for the mission that killed him?



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Green Inc.

By American Benchmark Press

By profiling the green strategies and game plans of major businesses such as IBM, Bank of America, Intel, Hewlett-Packard, Starbucks, SunEdison, Patagonia, and 43 others, this publication identifies the innovative ways forward-thinking American companies have adapted their business plans to become environmentally sustainable and remain profitable.

From Alcoa to Xanterra, the dynamic and creative companies profiled here are bonding growth and profitability with environmental responsibility. Each company's "greenprint" pinpoints the actions it has taken to rely on sustainable resources and reduce its carbon footprint. It also identifies the person, product refinement, or other impetus that will jump-started the company's initiative. Each profile shows how the business was able to combine cost savings, wise resource use, employee involvement, and marketing tools to maintain profitability while building their green strategies.

The profiles make compelling reading and are rich with useful and practical information about how these companies formulated and implemented their green strategies and also continued to serve their customers and investors.

This full-color-illustrated, art-quality book is being produced in an environmentally sound manner using the best practices of green book production at every step.

GREEN INC. has been compiled by American Benchmark Press with the cooperation of Ceres, a leading coalition of investors and environmental leaders based in Boston, Massachusetts.



Business & Economics—Reference (BUS055000)

9 x 11; 288 pages; 200 full-color photos

ISBN/EAN: 978-0-307-38349-5

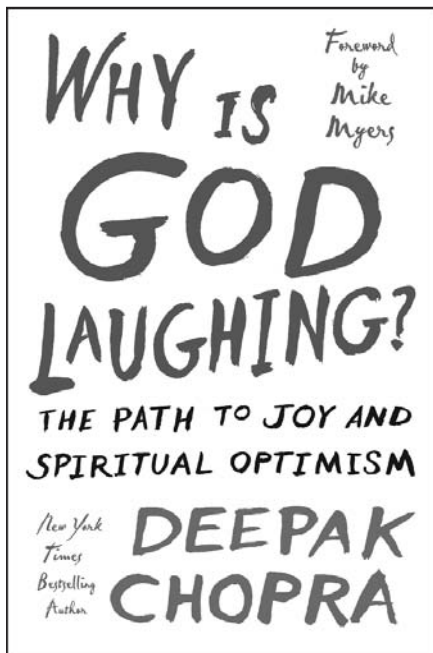
\$60.00 hardcover (NCR)

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SHAYE
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Why Is God Laughing?

The Path to Joy and Spiritual Optimism

By Deepak Chopra

With a Foreword by Mike Myers

The Five People You Meet in Heaven meets Golf in the Kingdom in this profound yet thoroughly entertaining look at the path to joy through the story of Mickey Fellows and the mysterious stranger who changes his life forever.

Meet Mickey Fellows. A successful L.A. comedian, he's just a regular guy—with his fair share of fears, egocentricities, and addictions. After his father's death, Mickey meets a man named Francisco. The two begin an ongoing discussion about the true nature of being. Reluctantly at first, Mickey accepts the stranger's help and starts to look at those aspects of himself that he has spent a lifetime hiding. Eventually he learns that authentic humor opens him up to the power of spirit, allowing him to finally make real connections with people.

Chopra then spells out the lessons of Mickey's story: ten reasons to be optimistic, even in a challenging world. Rich with humor and practical advice, *Why Is God Laughing?* demonstrates without a doubt that there is always a reason to be grateful, that every possibility holds the promise of abundance, and that obstacles are simply opportunities in disguise.

"Why is God laughing? Good question. Deepak takes us halfway to an answer, to a line in the sand. Then, after we've contemplated the parable of Mickey Fellows, we cross that line and arrive at the liberating answer on our own. What is it? I ain't telling. Read the book yourself!"

—Dan Aykroyd

DEEPAK CHOPRA is the author of more than 50 books translated into more than 35 languages, including numerous *New York Times* bestsellers, of both fiction and nonfiction.

SEE PAGE 4 OF THE FALL 2008 THREE RIVERS PRESS CATALOG FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF DEEPAK CHOPRA'S *LIFE AFTER DEATH*



Body, Mind & Spirit (OCC000000)

5½ x 8¼; 192 pages

ISBN/EAN: 978-0-307-40888-4

\$21.95 hardcover (Canada: \$25.00)

On Sale 6/3/08

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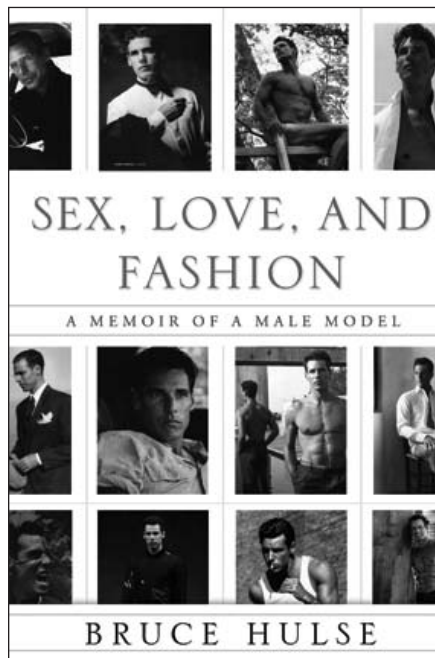
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Also by Deepak Chopra

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978-0-307-33831-0

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Sex, Love, and Fashion

A Memoir of a Male Model

By Bruce Hulse

"Bruce's tales of high adventure on the rough seas of modeling have always been good yarns for when you're sharing a few beers with your pals and wishing you could be handsome enough to be in front of the camera." —Bruce Weber

A recent judge on Bravo's reality show *Manhunt*, Bruce Hulse was once seen on hundreds of high-profile magazine covers (like *GQ*), and jetted around the world to runways in Paris and photo shoots in Barbados, often alongside the likes of Cindy Crawford, Elle McPherson, Andie MacDowell, or Paulina Porizkova. Hulse worked during the industry's most glamorous and edgy era—the 80s and 90s—and now, in *Sex, Love, and Fashion*, he confesses everything.

"[Bruce is] smart, handsome, fine, and classy."

—Calvin Klein

"[Hulse's] passion for life and dedication to his craft has always been an inspiration for top photographers, editors, and stylists."

—Jim Moore, creative director, *GQ*

"Bruce is one of those truly memorable characters from the modeling industry."

—Mario Testino, Art Partner Productions

"Bruce Hulse is the real deal, an athlete, a scholar, and a model extraordinaire! He has worked with the best in fashion for the past 25 years, and has the stories to tell!"

—Chris Forberg, president, Public Image Worldwide

"He will always be the hottest male model."

—David Todd, director, Men's Division,
Nous Model Management

BRUCE HULSE has worked in modeling for more than 30 years.



Autobiography—Entertainment & Performing Arts (BIO005000)

6 7/8 x 9 1/4; 288 pages; 2 8-page full-color inserts,
60 photos throughout

ISBN/EAN: 978-0-307-38168-2

\$23.95 hardcover (Canada: \$27.95)

On Sale 8/5/08

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The Grift

A Novel

By Debra Ginsberg

A sharp, psychologically tense novel about a fake psychic who is suddenly able to truly see the future, by the acclaimed author of Blind Submission.

Marina Marks has been on the grift as a "psychic" since she was a child, forced into the business by a junkie mother who was always desperate for her next fix—and willing to use her daughter to get it. As an adult, working the glitzy party circuit in Southern California and catering to the wealthy and listless, Marina doesn't believe there is such a thing as psychic ability. But she does believe in intuition. Her gift is the ability to gain the trust of her clients, and subtly raise her fees as they become more attached to her and her readings.

There's Eddie, the married businessman who hops from one affair to the next; Cooper, the young man desperate to save his relationship with another man who can't admit he's gay; and Madeline, who's hoping for a pregnancy to keep her rich husband. But as Marina's life gets more and more entangled with those of her clients, she makes a startling discovery: she suddenly has the ability to truly see the future. After predicting the murder of her lover exactly as it happens, she becomes the sole suspect. Now *she's* the desperate one—desperate to clear her name and to discover the meaning behind her visions.

Praise for *Blind Submission*:

"A cleverly told, genre-bending tale that combines intrigue, romance, a touch of mystery and strong female characters."

—*USA Today*

"A hilarious insider's look... Makes for a clever mystery as Ginsberg adroitly amps up the suspense."

—*New York Times Book Review*

DEBRA GINSBERG is the author of a novel, *Blind Submission*, as well as three memoirs: *Waiting*, *Raising Blaze*, and *About My Sisters*. She lives in San Diego, California.



Fiction (FIC000000)

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

ISBN/EAN: 978-0-307-38272-6

\$23.95 hardcover (Canada: \$27.95)

On Sale 8/12/08

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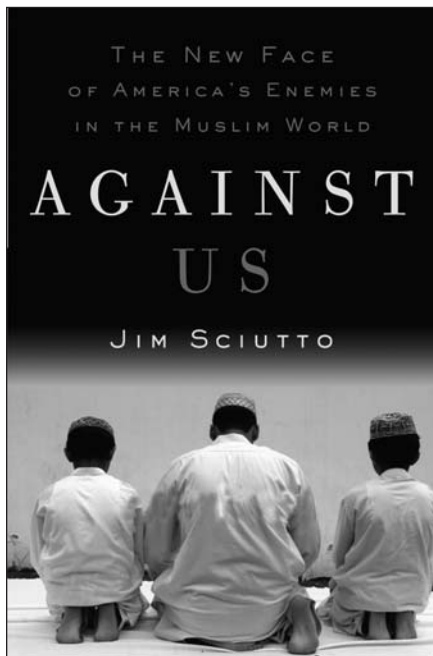
978-0-307-45002-9

Also by Debra Ginsberg

Blind Submission

978-0-307-34638-4

\$14.00 (Canada: \$18.00)



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Outreach to Middle East Associations, Including The Center for Strategic and International Studies (CSIS), and Peace Organizations, Including Peace Action

Outreach to Sociology and Political Science Departments Nationwide

A Random House eBook
978-0-307-449988-7

Against Us

The New Face of America's Enemies in the Muslim World

By Jim Sciutto

Senior foreign correspondent for ABC News Jim Sciutto goes beyond the headlines to uncover what America looks like in the eyes of the Muslim world.

In 2002 Jim Sciutto began filing in-depth reports on the Arab world for ABC News. Now, after nearly 100 assignments covering Muslims in Afghanistan, Iran, the Persian Gulf, the Middle East, and Europe, he uncovers this startling truth: the Al Qaeda-inspired view of an evil America bent on destroying Islam has moved from the fringe to the mainstream. Today, America's enemies often are not wild-eyed radicals but moderates—and many of those we thought were friends are now our most virulent detractors. Sciutto presents profiles of everyone from captured Al Qaeda terrorists to young Jordanian college students willing to risk their lives by killing Americans in Baghdad to Iranian and Egyptian pro-democracy campaigners who want nothing to do with America. The result is an alarming portrait of the depth and scope of anti-American sentiment.

More than six years after President Bush called for nations to declare whether they were "with us or against us," those in the Muslim world are against us in greater numbers than ever before—and they have a new face. *Against Us* is a troubling-yet-fascinating glimpse into the complex Arab Muslim mind-set as well as an early look at ways America can turn the tide of hate.

JIM SCIUTTO is the senior foreign news correspondent for ABC News, the first correspondent to hold this position since Peter Jennings. He has reported from more than forty countries in Europe, Asia, Africa, Latin America, and the Middle East, and has completed thirteen assignments in Iraq.



Current Evens (CUR000000)

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

ISBN/EAN: 978-0-307-40688-0

\$24.95 hardcover (Canada: \$27.95)

On Sale 9/9/08

British: Gail Ross Literary Agency

Translation: Gail Ross Literary Agency

First Serial: Crown

Audio: Crown

THE BOOK OF Animal Ignorance



EVERYTHING YOU THINK
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JOHN LLOYD & JOHN MITCHINSON
FROM THE AUTHORS OF THE BOOK OF GENERAL IGNORANCE

SEPTEMBER HARMONY

ON THE HEELS OF THE BESTSELLING *THE BOOK OF GENERAL IGNORANCE* COMES THIS ENTERTAINING, GIFT-SIZED MISCELLANY OF THE MISCONCEPTIONS AND MISUNDERSTANDINGS WE HAVE ABOUT ANIMALS, FROM AARDVARKS TO ZEBRAS.

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Also by John Lloyd and John Mitchinson

The Book of General Ignorance
978-0-307-39491-0
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Did you know that cheetahs strangle their prey with their jaws? Or that hedgehogs are nearing extinction? Or that virgin komodo dragons regularly give birth? If you didn't, don't despair—you don't have to be Dr. Doolittle or an obsessive devotee of Animal Planet to be a veritable catalog of animal trivia. You just need this book.

Based on the British bestseller, *The Book of Animal Ignorance* contains 100 entries about creatures great and small, offering a colorful cornucopia of facts and tidbits. Soon you'll know that hyenas and lemurs are the only mammals that live in strict matriarchal societies, in which every female is superior to every male. Or that spiders don't eat their prey, but actually dissolve their victims and then drink them. But if you want to know which animal can scratch its chin with the end of its manhood, you'll have to read this book to find out.

JOHN LLOYD is the producer of the hit British comedy shows *Not the Nine O'Clock News*, *Blackadder*, and *Spitting Image*. **JOHN MITCHINSON** writes for the British television show *QI*.

"TRIVIA BUFFS AND KNOW-IT-ALLS ALIKE WILL EXULT TO FIND SO MUCH REPEATABLE WISDOM GATHERED IN ONE PLACE." —*NEW YORK TIMES*,
ON *THE BOOK OF GENERAL IGNORANCE*



Reference (REF000000)

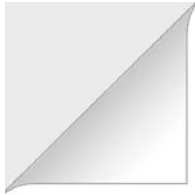
5½ x 8¼; 288 pages; 225 line drawings

ISBN/EAN: 978-0-307-39493-4

\$19.95 hardcover (NCR)

On Sale 9/2/08

British: Faber & Faber
Translation: Faber & Faber
First Serial: Crown
Audio: Faber & Faber



AN EXCERPT FROM

THE BOOK OF ANIMAL IGNORANCE

BY JOHN LLOYD AND JOHN MITCHINSON



Woodpecker

The tongue that listens

The woodpecker's tongue is one of the most amazing of all animal organs, so much so that it often gets cited by creationists as 'proof' that evolution is flawed. In some species it can extend to fully two-thirds of the bird's body length, is covered in sticky saliva, has vicious barbs and has an 'ear' at the end of it. In fact, tongue structure of the woodpecker is very similar to that of most other birds: it's just longer, presumably because this delivered the evolutionary advantage of being able to reach deeper into the tree for insects. The secret is a series of wafer-thin hyoid bones, that fold up like an accordion in a fluid-filled sheath when the tongue is not being used. As the woodpecker sticks out its tongue, powerful muscles contract near the base, forcing the bones forward and the tongue out of the bill. Relaxing the muscles brings it back inside. When a woodpecker is born, its tongue is anchored near its ears, much like a chicken's. As it grows, the hyoid sheath gradually extends around and over the skull, when it fuses with the back of the nostrils. As for the ear on the tongue's tip, this is a concentration of pressure-sensitive nerve endings called Herbst's corpuscles that feel the tiniest vibrations of insect prey.

*My father told me
all about the
birds and the
bees, the liar. I
went steady with
a woodpecker till
I was twenty-one.*

BOB HOPE

When not in use, the tongue squeezes up for storage around outside of skull, fixed to back of nostrils.



The tongue probes to listen for scuttling insects within its remote ear

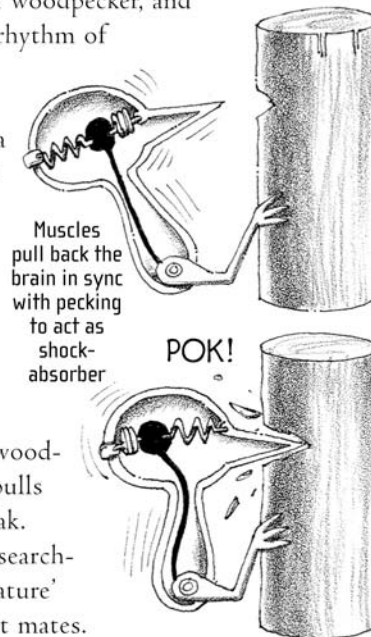
Ear here

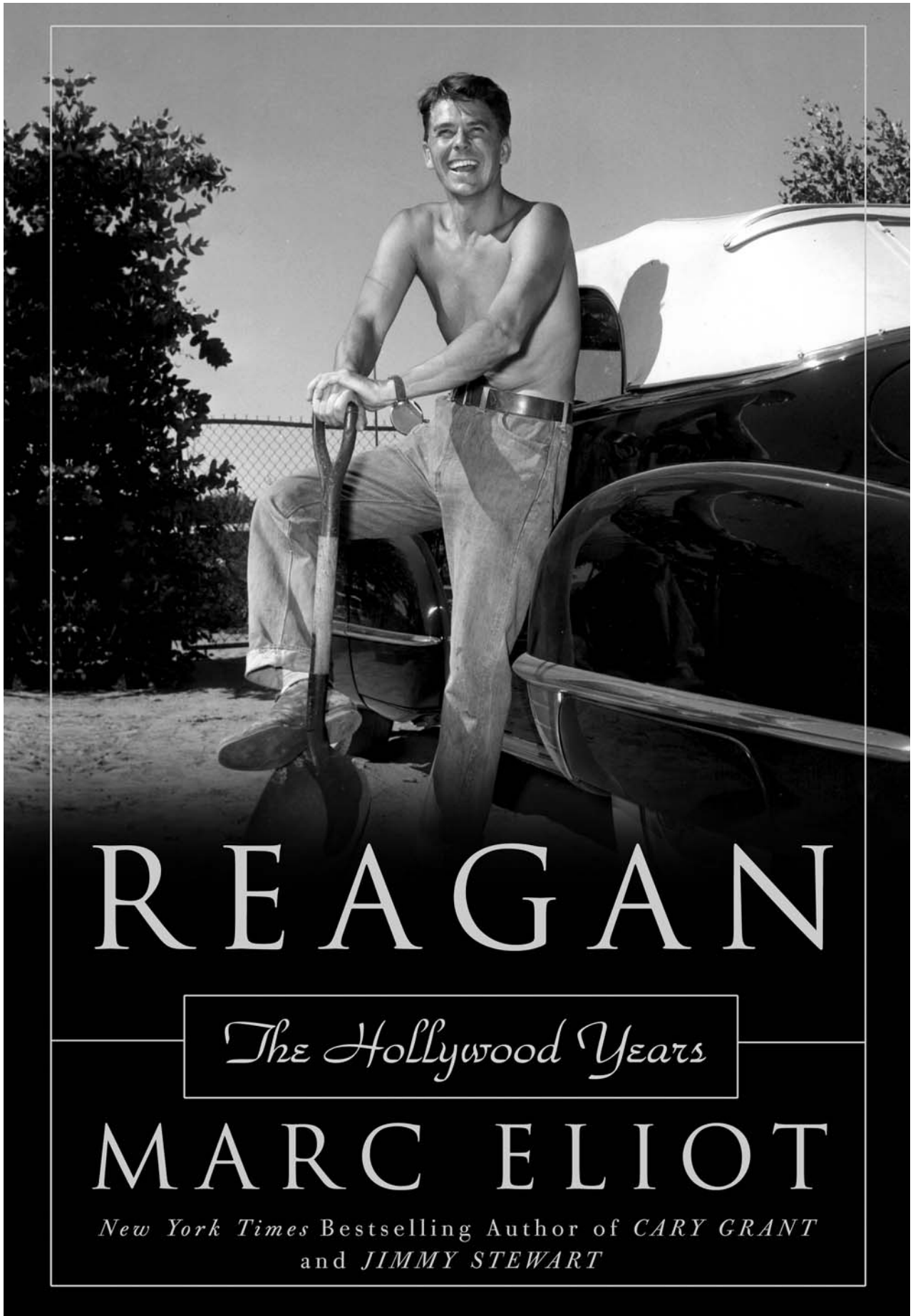
There are over 200 species of woodpecker, and each has a particular speed and rhythm of drilling, some reaching sixteen blows per second. Every time a wood-pecker brings its head to a halt, the force is equivalent to a thousand times the force of gravity (or 250 times the force an astronaut is subjected to during lift-off). The reason that their heads do not shatter is a sponge-like cartilage cushion that absorbs most of the shock. Also, every time the woodpecker strikes a blow, a muscle pulls the brain-case away from the beak.

Woodpecker drumming isn't searching for food. It's a species 'signature' used to communicate and attract mates.

Woodpeckers often choose materials where the resonance is high – dead trees, metal drainpipes or wooden eaves. They drum at different rates when insect-hunting or excavating nests. In 1995, a pair of Northern Flickers (*Colaptes auratus*) drilled 200 holes into the foam insulation of the shuttle *Discovery*'s external tank, delaying its launch.

Green woodpeckers (*Picus viridis*) are also known as rainbirds – hearing their distinctive 'laughing' call means rain is on its way. This dates back to an early version of the Genesis story, where the woodpecker refused to help God excavate the rivers and oceans and was punished by being forced to peck wood and drink rain. The bird once had forty English vernacular names including Hewhole, Wudewale and Galley Bird, but the one still used is 'Yaffle'. Most people assume this refers to its laugh but it actually means 'to eat greedily'. Which green woodpeckers do, as anyone who's ever seen one attacking an anthill will testify. They can get through 2,000 ants in a single sitting.





REAGAN

The Hollywood Years

MARC ELIOT

New York Times Bestselling Author of *CARY GRANT*
and *JIMMY STEWART*



The bestselling author of *Cary Grant* and *Jimmy Stewart* offers a new look at Ronald Reagan's neglected and misunderstood career in Hollywood, shining a spotlight on how it took him from leading man to world leader.

While his presidency has been rigorously examined, Ronald Reagan's early life as an actor and union leader has remained largely unexplored. In this highly entertaining and revealing new biography, acclaimed author and film historian Marc Eliot uncovers Reagan's unlikely and often frustrating career in motion pictures as well as his unpredictable rise to the top of the Screen Actors Guild (SAG). Set against the glamorous and often combative background of Hollywood's celebrated Golden Age, Eliot's biography provides an exceptionally nuanced portrait of the man and discovers the startling origins of the legend.

Covering more than 30 years of Reagan's film and television work, Eliot sheds new light on Reagan's bachelor life, his two marriages, his two runs as the president of SAG, and also examines his personal relationship with super-agent Lew Wasserman, the crucial player who helped develop Reagan's movie-star persona that would prove essential to his eventually becoming the president of the United States.

New York Times bestselling author of more than a dozen books, **MARC ELIOT** has written widely on the media and popular culture for a variety of publications. He divides his time among New York City; Woodstock, New York; and Los Angeles.

National Publicity

40-City Radio Satellite Tour

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Cary Grant

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Biography—Entertainment & Performing Arts (BIO005000)

6 1/8 x 9 1/4; 464 pages

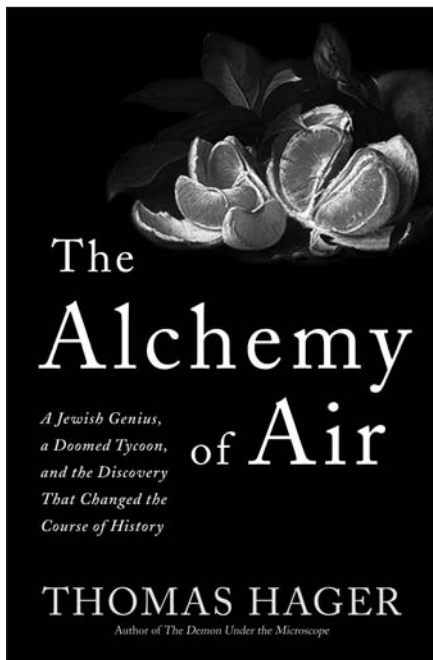
16-page black-and-white photo insert; 15 black-and-white photos

ISBN/EAN: 978-0-307-40512-8

\$25.95 hardcover (Canada: \$30.00)

On Sale 9/9/08

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National Publicity

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Also by Thomas Hager

The Demon Under the Microscope

978-1-4000-8213-1

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The Alchemy of Air

A Jewish Genius, a Doomed Tycoon,
and the Discovery That Changed
the Course of History

By Thomas Hager

The epic, untold story of one of the most valuable—and tragic—scientific discoveries.

At the dawn of the 20th century, humanity was facing disaster: Global starvation, long predicted for the fast-growing population, was about to become a reality. A call went out to the world's scientists to find a solution.

This is the story of the two men who found it. Brilliant, self-important Fritz Haber and reclusive, alcoholic Carl Bosch discovered a way to make bread out of air, built city-sized factories, controlled world markets, and saved millions of lives.

But their discovery—a way to pull nitrogen out of the air and transform it into synthetic fertilizers—came at a price. The same process was used to make the gunpowder and high explosives that killed millions during the two World Wars.

Both men, disillusioned and shocked, died tragically. Today we face the disastrous ecological impact of their discoveries, including massive nitrogen pollution.

This is the extraordinary story of two brilliant men who saved the world only to lose everything: of how humans finally won their age-old battle against hunger; and how for better or worse science shapes our lives.

A veteran science and medical writer, **THOMAS HAGER** is the author of *The Demon Under the Microscope*, *Force of Nature: The Life of Linus Pauling*, and more than a hundred feature articles, appearing in *Reader's Digest*, *Medical Tribune*, and many other publications.



Science (SCI000000)

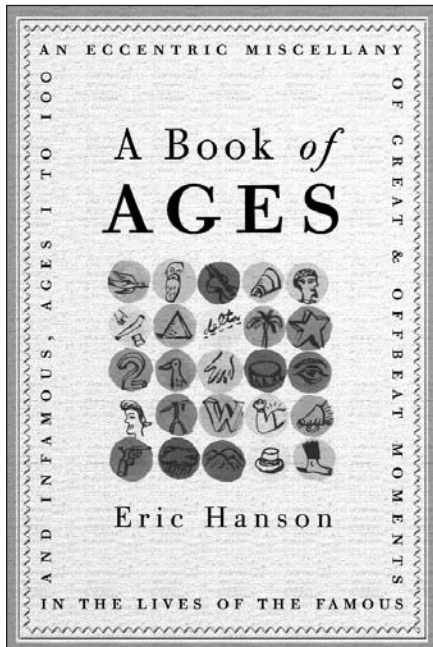
6 1/8 x 9 1/4; 384 pages

ISBN/EAN: 978-0-307-35178-4

\$24.95 hardcover (Canada: \$27.95)

On Sale 9/9/08

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A Book of Ages

An Eccentric Miscellany of Great and Offbeat Moments in the Lives of the Famous and Infamous, Ages 1 to 100

By Eric Hanson

For all those who know that age isn't just a number—it's a way of keeping score. This is your scorecard.

The day we turn 31 we become contemporaries of everyone who has ever been 31, and it becomes our business to know that Edison has just invented the lightbulb and Hannibal is marching over the Alps, that Hemingway is publishing *A Farewell to Arms*, that Katharine Hepburn is being declared box-office poison and Valentino is about to snuff it. Knowing who did what when provides the yardstick by which to measure our own progress; it's comforting to know that Grandma Moses didn't show her first painting until she was 78, and heart-breaking to discover that Einstein was already smarter than you at 16. Year-by-year, from infancy to death, *A Book of Ages* tells you who is doing what and who is waiting for his luck to change, who is saying unkind things about whom and who is getting revenge, who is meeting for the first time and which divorce Elizabeth Taylor is on.

A witty, ironic collection of moments from famous lives—triumphs, failures, feuds, masterpieces, marriages, disasters, early deaths, missed chances, missteps, crossed paths, changes of heart, and changes of mind—organized by year of age, carefully chosen for the telling irony of their juxtaposition, *A Book of Ages* reads like a joint biography of the human race.

ERIC HANSON has been an illustrator and writer for more than 30 years.

National Publicity

20-City Radio Satellite Tour

Online Promotion

- Advertising on CNN.com and MSNBC.com
- E-blast to purchased list for milestone birthday e-card promotion
- Promotion on author's website, Er-H.com

Coordinated Outreach with Special Markets Gift Reps

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A Random House eBook

978-0-307-44990-0



Reference (REF000000)

5½ x 8¼; 256 pages

Line art throughout

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\$19.95 hardcover (Canada: \$22.95)

On Sale 9/23/08

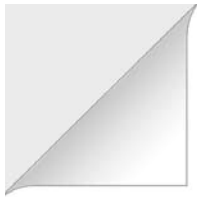
British: Marly Rusoff & Associates

Translation: Marly Rusoff & Associates

First Serial: Crown

Audio: Crown

EXCERPT



AN EXCERPT FROM

A BOOK OF AGES

BY ERIC HANSON

TWENTY-ONE

Langston Hughes quits Columbia University after one year and in 1923 signs onto a steamship bound for the Canary Islands and Africa. Off Sandy Hook he takes his college books on deck and throws them into the ocean.

Eric Clapton joins with Jack Bruce and Ginger Baker to form the band Cream, 1966.

Enrico Caruso debuts in a small Neapolitan opera house, 1894.

Frederic Chopin arrives in Paris, where he develops a cough, 1831.

In January 1964, in a Paris hotel room, Paul McCartney plays a new song for producer George Martin. He calls it *Scrambled Eggs*. It will be another six months before the Beatles record it at the Abbey Road Studio four days before Paul's 22nd birthday. By

then the song has lyrics and a title: *Yesterday*.

After undergoing electro-convulsive therapy and dying her hair blonde, Sylvia Plath returns to Smith College mid-year, in February 1954. She's very popular.

Steve Martin performs his comedy act in Aspen, Colorado, March 1967. Late nights are spent discussing the Zeitgeist, something that was everywhere in 1967, especially Aspen.

Humphrey Davy invents "laughing gas," 1799. He will become addicted to it.

Steve Jobs cofounds Apple Computers with Steve Wozniak on April Fool's Day, 1976.

Mime Marcel Marceau is a member of the French Resistance during World War II, 1944.

Paul Simon sits down in his bathroom in Queens, with the water running and the lights off, and writes *Sounds of Silence*, 1962.

In his third year at Oxford, Stephen Hawking notices a sudden clumsiness in his movements. In 1963, shortly after his 21st birthday, he is referred to specialists who take muscle samples and run a series of tests. They don't know what he has, but believe whatever it is will kill him in a few years. Hawking begins listening to Wagner.

Andy Warhol arrives in New York, 1949. He finds work drawing shoes for advertisements.

Alice Waters visits France for the first time, 1965.

Ho Chi Minh signs on as kitchen help on the passenger liner *Admiral Latouche-Treville*, 1911.

Hunter S. Thompson is the Caribbean correspondent for *Time* magazine and is writing for a bowling magazine called *El Sportivo*, 1959.

Cole Porter graduates from Yale, having written the school's football song "Bulldog" and been voted Most Entertaining in his class, 1912.

Tammy Wynette enrolls in a beauticians' school in Tupelo, Mississippi, 1963. She has two young daughters.

Frederic, the apprentice pirate in *The Pirates of Penzance*, turns 21 and declares he isn't obligated to be a pirate anymore, but is reminded, in Act II, that since he was born on February 29, in a Leap Year, he has only celebrated five birthdays and is technically only five years old, and therefore, technically, still a pirate, 1877.

Shirley Temple is a divorcée and no longer working in pictures, 1949.

Ayn Rand celebrates her birthday in Berlin, February, 1926. Later in the year she arrives in Los Angeles, where she gets a job as an extra in Cecil B. DeMille's *King of Kings*.

The Emperor Nero murders his mother, Agrippina, A.D. 59.

Walt Disney leaves Kansas City for Hollywood with \$40 in his pocket, 1923.

In 1916, playing in his first major league season as a pitcher for the Boston Red Sox, Babe Ruth wins 23 games and gives up no home runs.

Norman Mailer is an army rifleman in a reconnaissance platoon in the Philippines, 1944. His experiences will form a part of his first novel *The Naked and the Dead*, 1948.

Jane Austen begins writing *Sense and Sensibility*, November 1797. It will not be published for another 14 years.

Shasta daisies for innocence; irises for faith,
hope, and wisdom; asphodel for eternal sorrow.

TETHERED

a novel

AMY MACKINNON



In an unforgettable debut novel in the tradition of Donna Tartt and Gillian Flynn, a young mortician finds herself entangled in a sordid underworld when she unwittingly links an abused girl to a cold case murder investigation.



National Publicity

Author Events
out of New England

Pre-Pub Author Events with Booksellers in Boston and Chicago Metro Areas

Online Promotion

- *New York Times* online campaign
- *USA Today* online campaign
- Advertising on movie blogs, including TheMovieBlog.com, IndieWire.com, PopCultureJunkies.com
- Galley giveaways on book sites, including ShelfAwareness.com, BookMovement.com, and BookBrowse.com

Wide Bookseller Mailing

A Random House eBook
978-0-307-45005-0

Clara Marsh is an undertaker who doesn't believe in God. She spends her solitary life among the dead, preparing their last baths and bidding them farewell with a bouquet from her own garden. Her carefully structured life shifts when she discovers a neglected little girl, Trecie, playing in the funeral parlor, desperate for a friend.

It changes even more when Detective Mike Sullivan starts questioning her again about a body she prepared three years earlier, an unidentified girl found murdered in a nearby strip of woods. Unclaimed by family, the community christened her Precious Doe. When Clara and Mike learn Trecie may be involved with the same people who killed Precious Doe, Clara must choose between the steadfast existence of loneliness and the perils of binding one's life to another.

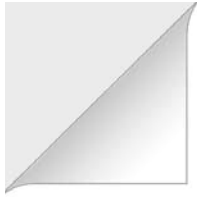
Darkly atmospheric, suspenseful, fast-paced, and tautly written, *Tethered* is a debut novel from a talented writer. At once haunting and terrifying, this is a book that will keep readers on the edge of their seats—and up all night.

AMY MACKINNON is a former congressional aide and freelance writer whose commentaries have appeared in the *Christian Science Monitor*, *Seattle Times*, *Boston Globe*, and on National Public Radio. She lives outside of Boston, Massachusetts.



Fiction—Suspense (FIC030000)
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On Sale 9/16/08

British: Crown
Translation: Crown
First Serial: Emma Sweeney Agency
Audio: Crown



AN EXCERPT FROM

TETHERED

BY AMY MACKINNON

I PLUNGE MY THUMB BETWEEN THE FOLDS

of the incision, and then hook my forefinger deep into her neck. Unlike most of the bloodlines that offer perfunctory resistance, the carotid artery doesn't surrender itself willingly. Tethered between the heart and head, the sinewy tube is often weighted with years of plaque, thickening its resolve to stay. More so now that rigor mortis has settled deep within the old woman.

Each time I tug on that vessel, I think of my mother. I imagine other daughters are reminded of their dead mothers whenever they hear the refrain from an old song, or feel the heft of a treasured bedtime story resting on their own child's nightstand. My trigger is the transformation of a battered corpse back to someone familiar. I was too young when she died to remember her scent, and I have no memory of her voice. Her funeral—like the accident—plays in my head like a movie reel; some frames taut and crisp, others brittle fluttery things. But always, her face is clear: before, after, and then

after again at the funeral.

I remember my grandmother's friends, clustered near the Easter lilies, whispering their doubts about my mother's eternal salvation. My grandmother, her frayed black slip hanging just beyond the hem of her dress, bringing me to kneel on road-burned knees before the casket (don't look!) and then hurrying me out, leaving me alone in the family room....What I remember best of all from that day, was Mr. Mulrey, the undertaker.

While mourners huddled in an adjoining room, their fingers clinging to rosary beads, their souls lashed to prayers, I escaped to find Mr. Mulrey. He was standing in the doorway of my mother's room, filling it, appearing as bewildered as I felt. I tugged on his overcoat and he turned to me, hands worrying at the beads. All of him stooped as if to avoid a raised hand: shoulders sunk, chin nearly resting on his chest, eyes buried deep beneath a low, dark brow meeting mine....

"Don't be afraid," said Mr. Mulrey, ushering me over to the coffin. He allowed

me to touch my mother for the first time since the accident. I stroked her hand, but it was hard and cold. So instead my fingers sought the fabric of her dress, knitting through her lace cuff as I spoke....

He brushed aside a lovely curl that flipped over her brow where the worst gash had been to reveal the precise row of stitches he'd made with thread to match her flesh.

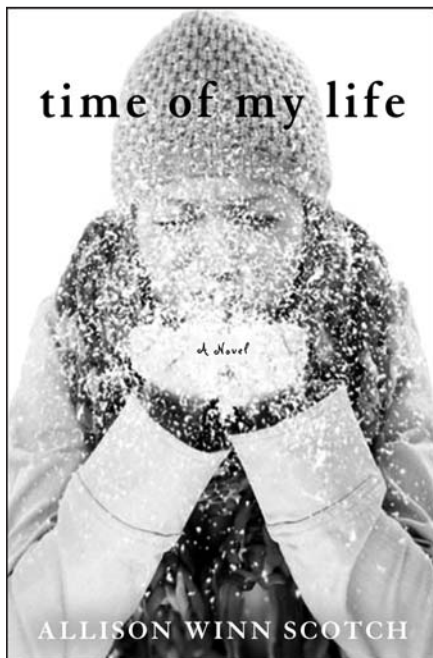
"Where's all the blood?" I asked, but he misunderstood. I'd meant the blood that concealed her face in our final moments together as we lay in the street. He tugged open her collar to expose three neat stitches in her neck, telling me how he drained her blood from the carotid artery and replaced it with formaldehyde that then hardened inside of her. In spite of myself, I was awed by his ability to erase the wounds, to help me see my mother again....

When I started to cry, fingering the three stitches (one-two-three, one-two-three, one-two-three, breathe), Mr. Mulrey placed a hand on my shoulder

He allowed me to touch my mother for the first time since the accident. I stroked her hand, but it was hard and cold. So instead my fingers sought the fabric of her dress, knitting through her lace cuff as I spoke.

and whispered, "Never mind what the others say. We're all sinners and all sinners are welcomed by God."

But I wasn't comforted by a god who couldn't give me back my mother, I found salvation in the undertaker who could. I suppose that's why I became one.



Time of My Life

A Novel

By Allison Winn Scotch

If you could live your life over again, what would you change? A young wife and mother finds out in this funny and poignant tale of "what ifs" and second chances.

Jillian Westfield has the perfect husband, the perfect baby, and the perfect lemon-scented house in the suburbs, but sometimes she finds herself wondering about the life she left behind. Back then, her boyfriend, Jackson, was unreliable, her job at an ad agency was demanding, and her East Village apartment wasn't exactly picturesque. But those days were full of possibility. Now, discontented in her faltering marriage, Jillian can't help but think about what her life would be like if she hadn't married Henry or quit her job to be a stay-at-home mom, or spurned her mother's attempts to reconcile after two decades of silence. What if she'd stayed with Jackson in their run-down apartment? What if she'd answered her mother's query? What would her life be like now?

One morning, Jillian gets a chance to find out. She wakes up in the old apartment, right in the middle of her life as it was seven years ago, before she'd made any major decisions. With 20/20 hindsight, Jillian has the chance to discover "what if" once and for all—and to decide which life is the one she really wants.

Praise for *The Department of Lost and Found*:

"You'll laugh a lot (and cry just a little)." —*Cosmopolitan*

"Smart and well-written." —*Marie Claire*

ALLISON WINN SCOTCH lives in New York with her husband and their children. She is the author of *The Department of Lost and Found*.

National Publicity

Author Events and Interviews
out of New York

Online Promotion

- Advertising on People.com
- Advertising and galley giveaway promotions on Shelf Awareness, Book Movement, and Book Browse

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Fiction (FIC000000)

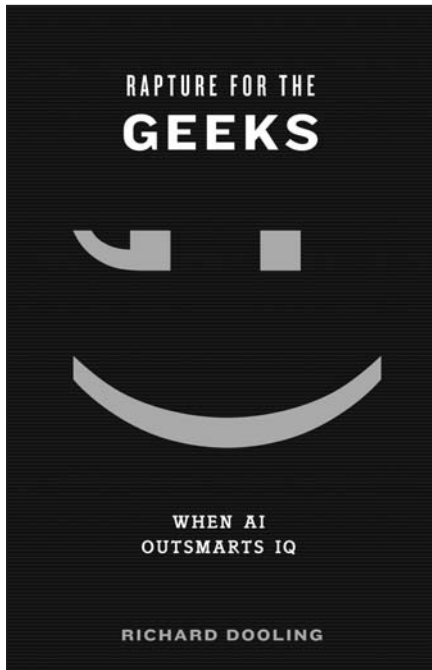
6 1/8 x 9 1/4; 288 pages

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\$23.00 hardcover (Canada: \$25.95)

On Sale 10/7/08

All Rights: Crown



Rapture for the Geeks

When AI Outsmarts IQ

By Richard Dooling

A provocative, humorous, and hair-raising account of the "brave new world," in which computers surpass humans in intelligence.

When computers get twice as fast and twice as capable every two years, the futurist must wonder: How long before they're as smart as us? When will the Era of the Singularity, as it's been called, be here? Well, prepare yourself: Darwin is about to be assassinated by your laptop.

In this wildly entertaining book, National Book Award finalist Richard Dooling marvels over the speed with which technology is changing, and the ways in which it is changing us. We've already imagined them—Terminators, Replicants, Borg, Cylons, Hal from 2001—and their real-world time is nigh!

If computers can not only compute, but think, feel, communicate, and even create art, what role does that leave for us poor humans? Witty, outrageous, and complete with footnotes for the n00bs, *Rapture for the Geeks* is at heart a cautionary tale. Beware, puny, fleshy ones. Singularity approaches.

Novelist, screenwriter, and a lawyer by training, **RICHARD DOOLING** is a frequent contributor to the *New York Times*. He is the author of *White Man's Grave*, a finalist for the National Book Award, and three times his books have earned distinction as a *New York Times* Notable Book of the Year. He lives in Omaha, Nebraska.

National Publicity

Online Promotion

- *USA Today* online campaign
- Advertising on Wired.com, BoingBoing.net, Endgadget.com, ThinkGeek.com
- Outreach to technology bloggers
- Promotion on author's blog, Dooling.com

Targeted Bookseller Mailing

Outreach to SHOT (Society for the History of Technology) and Other Technology Organizations

Promotion at CES (Computer Electronics Show), South by Southwest, and Other Technology Trade Shows

A Random House eBook
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Computers—Social Aspects (COM079000)

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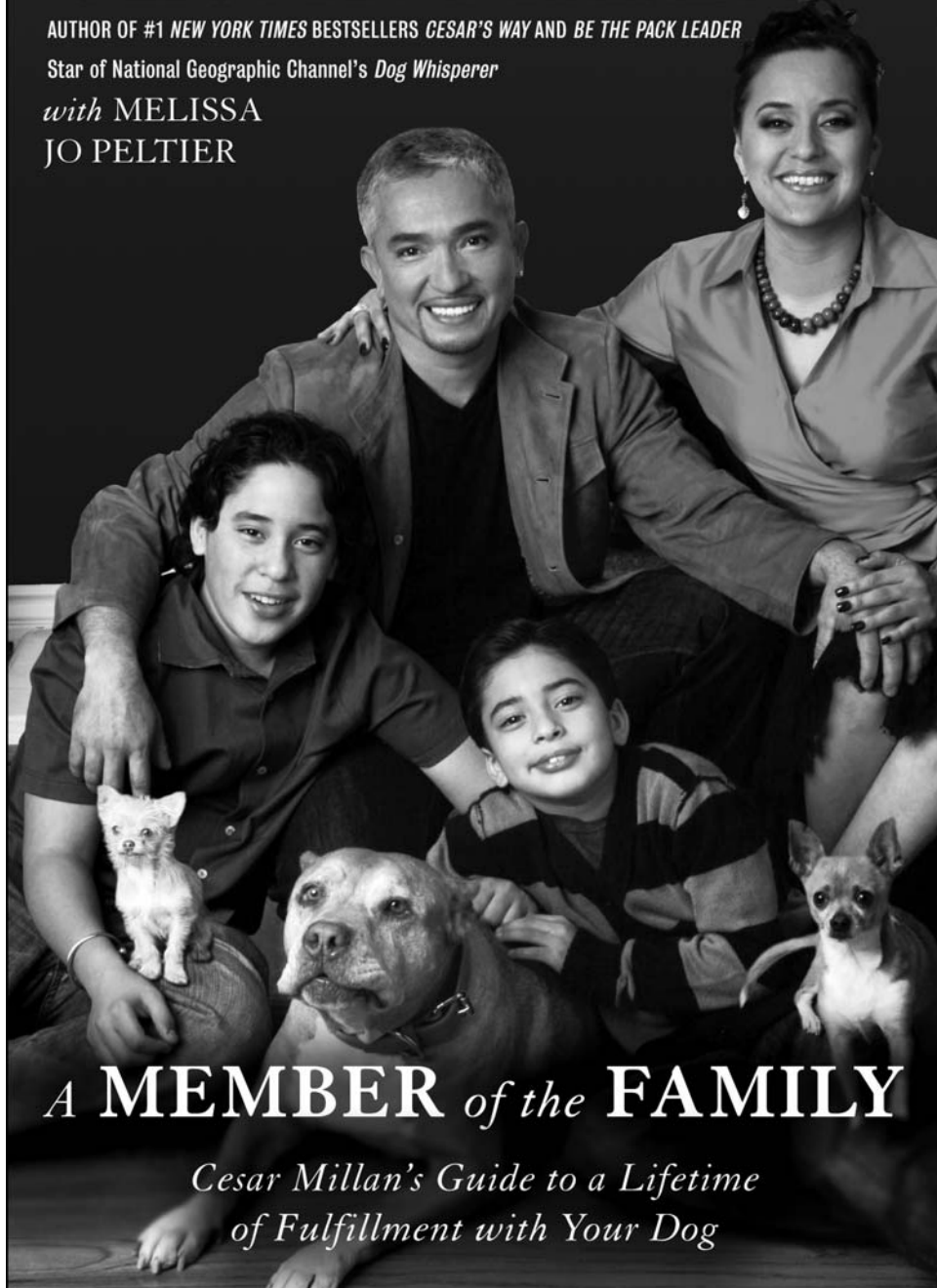
FROM THE BESTSELLING AUTHOR OF
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COMES THE ONLY GUIDE YOU'LL NEED FOR HAPPILY
INTEGRATING A NEW DOG INTO YOUR FAMILY.

CESAR MILLAN

AUTHOR OF #1 NEW YORK TIMES BESTSELLERS *CESAR'S WAY* AND *BE THE PACK LEADER*

Star of National Geographic Channel's *Dog Whisperer*

with MELISSA
JO PELTIER



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of Fulfillment with Your Dog*

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For current dog owners or those thinking about getting a dog, *A Member of the Family* is the ultimate guidebook covering all of the essentials and answering all of the most commonly asked questions about living with and caring for a healthy, happy dog, including how to:

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Filled with photographs, clear instructions, and resources for every dilemma, this book will give families everything they need to build a long and happy life with their new best friend.

CESAR MILLAN is the star of *Dog Whisperer with Cesar Millan* on the National Geographic Channel. He lives in Los Angeles with his wife, Ilusion, and their two sons, Andre and Calvin.

MELISSA JO PELTIER is an executive producer and writer of *Dog Whisperer with Cesar Millan*. She lives in Nyack, New York.

SEE PAGES 24–25 OF THE FALL 2008 THREE RIVERS PRESS CATALOG FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF CESAR MILLAN'S *BE THE PACK LEADER*



Pets—Dogs (PET004000)
5½ x 8¼; 320 pages; 8-page full-color insert,
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On Sale 10/7/08

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Translation: Trident Media Group
First Serial: Crown
Audio: Crown

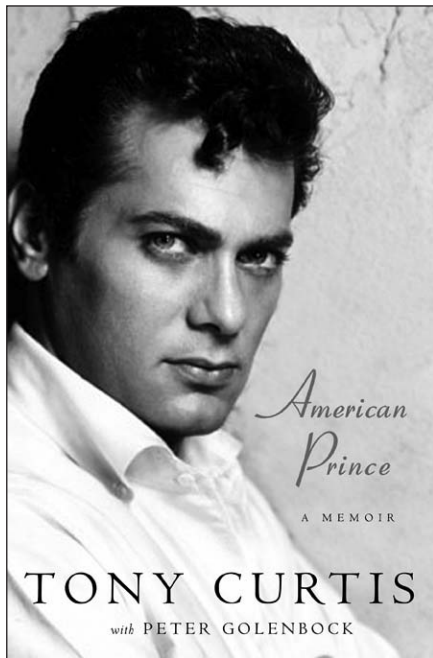
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TONY CURTIS

with Peter Golenbock



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He was a star at the height of Hollywood's Golden Age. He earned his fame playing Houdini and Spartacus and made comedy history with Jack Lemmon in the unforgettable *Some Like It Hot*. He romanced Marilyn Monroe, Janet Leigh, Natalie Wood, and other beauties of the day. Tony Curtis, born Bernard Schwartz to immigrant parents, lived the life he had dreamed of growing up in the Bronx. In *American Prince*, he shares the story of his hard-knocks childhood, his wild days as a Hollywood playboy, his destructive drug addiction, and his life now as an artist at eighty years old.

American Prince tells the whole story—sparing no detail, no name, and no ego. Mr. Curtis talks intimately about the people he has known during his long, illustrious career, his co-stars, the studio owners, his wives, his lovers, and his friends. It is this book, he says, that will be the true record of his life.

PETER GOLENBOCK has written six *New York Times* bestsellers over a 33-year career.



Biography & Autobiography—Personal Memoirs (BIO026000)

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

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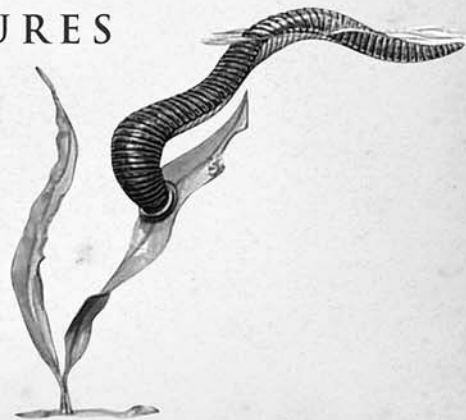
DARK BANQUET



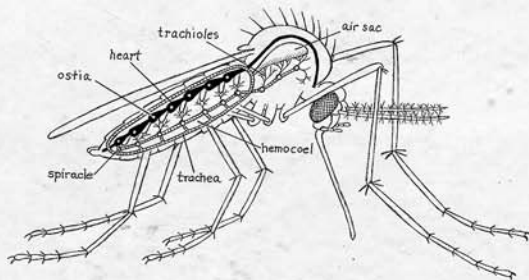
BLOOD
AND THE
CURIOUS
LIVES OF
BLOOD-FEEDING

CREATURES

BILL
SCHUTT



ILLUSTRATIONS BY PATRICIA WYNNE



AN ILLUMINATING
JOURNEY INTO THE
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In the spirit of Robert Sullivan's *Rats* and Mary Roach's *Stiff*, *Dark Banquet* is a richly informed and at times very funny exploration of sanguivores and the substance they feed upon—blood. With a sharp eye and mordant wit, Schutt takes us into the wilds of Trinidad to help us understand some of the most reviled but highly evolved mammals on the planet: vampire bats. We learn of the importance of leeches in ancient and modern medicine, and why not even the poshest hotels are immune to infestations by the tiniest of tourists: the common bedbug. In what may be his most disturbing chapter, Schutt explores the reasons for Colony Collapse Disorder—a disease that is currently decimating bee populations on a worldwide scale. Finally, we visit the Brazilian Amazon and discover why the candiru—a tiny catfish—is more feared than the legendary piranha.

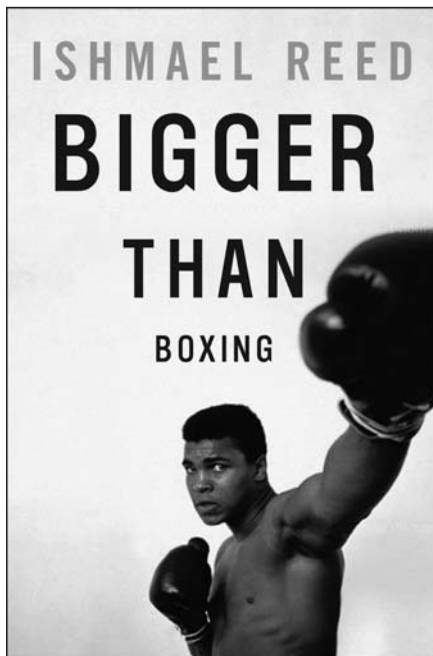
Elegantly written, and with an unabashed delight in the bizarre, *Dark Banquet* is a feast for those fascinated by the dark side of the natural world.

BILL SCHUTT is an associate professor of biology at C. W. Post College of Long Island and a research associate in mammalogy at the American Museum of Natural History in New York.



Nature—Animals (NAT001000)
5½ x 9¼; 320 pages; 54 line drawings throughout
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On Sale 10/14/08

All Rights: Crown



Bigger Than Boxing

Muhammad Ali

By Ishmael Reed

Putting principles above championship titles and personality above prize money, Muhammad Ali changed what it means to be an athlete. Now Pulitzer Prize finalist Ishmael Reed gains unparalleled access to Ali's friends, family, lovers, and loathers and finally reveals the man behind the myth.

Babe Ruth. Pelé. Tiger Woods. Bigger than baseball, soccer, golf. But no other athlete embodies his sport as completely as Muhammad Ali. The self-proclaimed Greatest of All Time is more than boxing's biggest star; he *is* boxing. But beyond that, he is a rebel, a poet, a philosopher, a lightning rod, and a man struggling publicly in the twilight of his life.

While Ali's greatest battles—inside the ring and out—are defining moments of sports lore, *Bigger than Boxing* offers unprecedented participation from his family and closest confidants, recounting the intimate details behind his historic life.

Ishmael Reed, who "has mastered the vocabulary of blasphemy... [and] skins all our sacred cows" (*Time*), is the perfect writer to dissect the complex life of boxing's favorite son. As Mel Watkins wrote in the *New York Times*, "Reed's prose style resembles the youthful Ali's ring style. It is unorthodox, brash, yet controlled." Only someone with Reed's talent and keen eye could both celebrate Ali's mythic stature and recast him as a mortal who was asked to do the impossible—carry the weight of a race, a generation, and a country on his shoulders.

ISHMAEL REED was twice nominated for the National Book Award, was a finalist for the Pulitzer Prize, and was a MacArthur Fellow.

National Publicity

20-City Radio Satellite Tour

Advertising

New York Review of Books

Online Promotion

- *New York Times* online campaign
- Outreach to African American sites and blogs, including AALBC.com and HBCU.com

Targeted Mailings to Ali Fan Clubs and Boxing Organizations, Including the World Boxing Association

Targeted Mailings to African American Organizations, Including the NAACP

Outreach to African American Studies Departments and Organizations Nationwide

A Random House eBook
978-0-307-44989-4

Also by Ishmael Reed

Blues City

978-1-4000-4540-2
\$16.00 (Canada: \$25.00)



Biography & Autobiography (BIO000000)

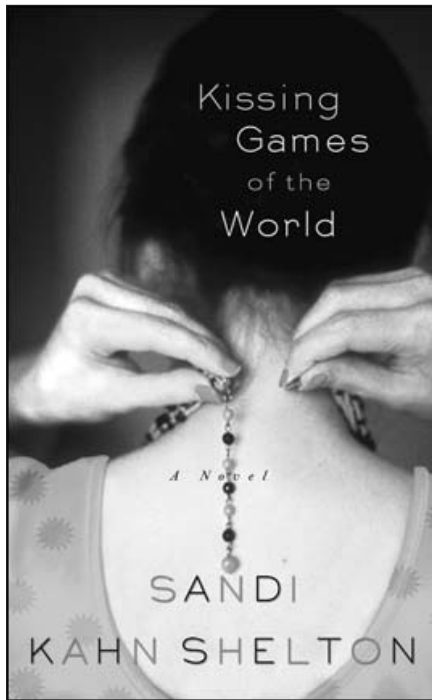
6 1/8 x 9 1/4; 352 pages; 16-page black-and-white photo insert

ISBN/EAN: 978-1-4000-5414-5

\$25.95 hardcover (Canada: \$30.00)

On Sale 11/4/08

All Rights: Crown



Kissing Games of the World

A Novel

By Sandi Kahn Shelton

From beloved author Sandi Kahn Shelton comes a charming, witty, and poignant novel that asks the question: What if the person you can't stand turns out to be the person you can't live without?

Jamie McClintock is a free-spirited artist and single mother, making ends meet by sharing a house with an elderly man and his young grandson. When the old man dies suddenly and the man's estranged son, Nate, returns to claim the farmhouse and his own son after a long absence, it is hardly love at first sight.

A salesman with charm and good looks to spare, Nate thinks parenthood is going to be a breeze. Jamie is horrified by this attitude, and by Nate in general, and in the few days they spend together, they fight about absolutely everything—from children's games to nicknames, and even the value of some tuna noodle casseroles brought over by the neighbors. But it is not until they go their separate ways that each comes to see how much they need each other.

Warm, humorous, and skillfully written from alternating perspectives, *Kissing Games of the World* is a breakout novel from a critically acclaimed writer, a contemporary take on modern love, family, and the meaning of home.

Previous praise for Sandi Kahn Shelton:

"Funny, funny, funny, from page one...Shelton's writing sparkles with humor and insight."

—Lolly Winston, author of *Good Grief*

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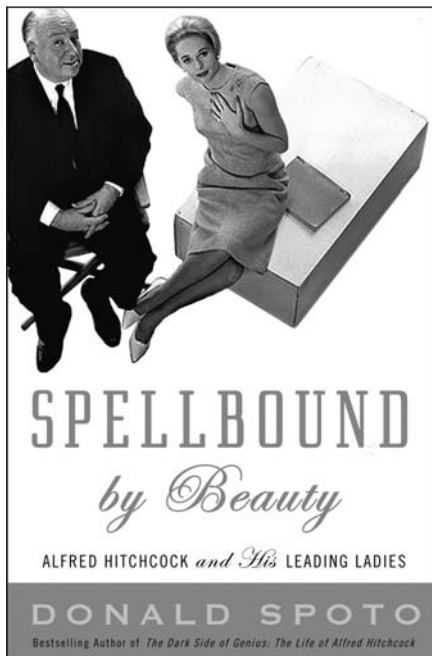
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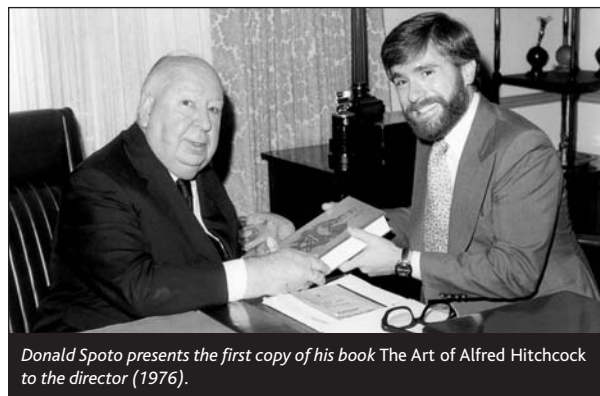
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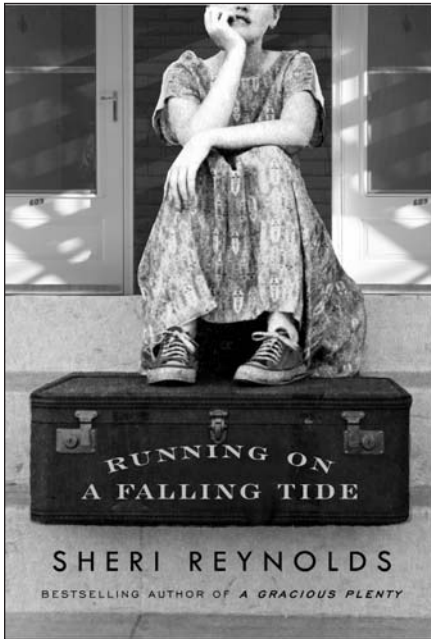
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Professor of writing and literature at Old Dominion University, **SHERI REYNOLDS** lives in Norfolk, Virginia.

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God Stories

Inspiring Encounters with the Divine

Edited by Jennifer Skiff

For readers of the Chicken Soup and Small Miracles series, a collection of inspiring personal stories from celebrities and ordinary people about their encounters with the Divine.

Has a miracle ever happened to you? A prayer was answered or an accident was averted and you felt the presence of a Higher Power? For some of us, these are just lucky coincidences, but to many others, these events are proof positive that God exists.

God Stories is a compilation of life-changing experiences, submitted by people from every walk of life, all celebrating that breakthrough moment when they heard the voice or felt the hand of a Divine Power.

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JENNIFER SKIFF is an award-winning investigative journalist who traveled the world for more than a decade as a correspondent and producer for CNN. She divides her time between Maine, London, and Australia.



Religion—Inspirational (REL036000)

5 7/8 x 8 1/4; 288 pages

ISBN/EAN: 978-0-307-38268-9

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EXCERPT



AN EXCERPT FROM

GOD STORIES

EDITED BY JENNIFER SKIFF

“I’M NOT READY TO GO”

JANE SEYMOUR

ACTRESS/ENTREPRENEUR

I WAS FILMING THE “ONASSIS STORY”

in Spain and had a bad bronchitis infection. A doctor was brought to the set and I was given an injection of antibiotics. Immediately I knew something was wrong. I felt my throat was closing. I tried to speak up but couldn’t.

The next thing I remember, I was panicking and then I wasn’t panicking. I was very calm, but I wasn’t. I was looking down at my body. I saw this man screaming, “Emergency, Emergency!” I was now rolled over. I had two huge syringes in my backside and I was watching from the corner of the room. And I saw this white light. I had no pain. I had no tension. I just kind of looked and thought that’s very strange. That’s me. But that can’t be me if I’m here. Then I realized I was out of my body and that I was going to die.

All of a sudden I just looked and I went, “No, no, I’m not ready to go away. I want to get back in that body. I have children I want to raise and there’s so much I want to do. I want to give back. I want to do so much in the world and I’m just not ready to go.”

So I asked whoever was up there, God, a higher power, whatever one wants to call it, I just said, “Whoever you are, I will never deny your existence, just please let me back in that body and I won’t let you down. I will never let you down. I’m not going to waste one minute of my life if I have it back.” The next thing I knew, I was in my body.

I believe there is some spiritual entity that’s greater than us. I have always believed that and I believe it even more so now. I believe someone is listening to me and is giving me an incredibly blessed life.

“GOD, PLEASE GIVE ME THE WORDS TO SAY!”

MARIAN BROWN
COURT REPORTER

AS AN ADULT I DRIFTED AWAY from the Roman Catholic faith in which I was raised. I still believed in God and prayed on my own but was often skeptical that He was listening. His message on one special day wiped away all doubt.

My husband Steve and I live with our two sons in Ramona, California. Our home was the first to burn in what is known as the Firestorm of 2003—the second largest wildlife fire in U.S. history. It burned over 700,000 acres, destroying wildlife and 3,640 homes, and taking 15 lives in October of that year.

It would be several days after evacuating before we could return to the ruins of our home. A group of twenty of our closest friends spent all morning going through the ashes with shovels to see if there was anything salvageable before our lot was cleared for rebuilding. Their efforts were unsuccessful. There was absolutely nothing left; in fact the fire was so hot that there were holes in the ground where trees had burned to their roots!

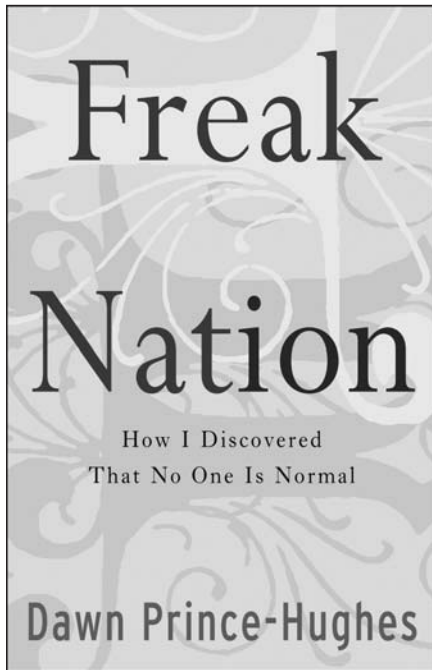
I decided to bring our two sons to the site later that morning. I wasn't sure how they would react but I knew they needed to see it with their own eyes in order to begin the healing process. My older son Evan was thirteen years old at the time and was very stoic. It was my younger ten-year-old son, Erik, who broke my

heart as he walked through the ashes quietly wiping away tears.

I didn't know what to say or do when my children looked imploringly to me, yet I knew that, as their mother, my reaction would be key to how they handled this disaster. I began to pray as I stood there: “God, please help me. Give me the words. What do I say to my children who have lost the only home they've ever known, lost everything they have in the world?” At that very moment Erik called out, “Hey you guys missed something. There's a book over here.” Our friends said, “No way. We've been sifting through the ashes for four and a half hours and there's nothing left, certainly nothing made of paper.” But Erik insisted until we finally all trudged over to where he was pointing to the remains of a book. He bent over and picked the book up and as he did, the layers of pages fell away, disintegrating in his hand.

Everyone shook their heads and began walking away. Someone said, “Oh, we're so sorry honey. There's nothing left but ashes.”

“No. Wait. Look.” Erik said, extending his arm. There in the palm of his hand was the most fragile piece of ash, the size of a half-dollar. On it was a picture of a family holding hands and three words: “Count Your Blessings.”



Freak Nation

How I Discovered That No One Is Normal

By Dawn Prince-Hughes

For fans of Oliver Sacks and John Robison, an exploration of our fascination with "freaks" in a so-called normal world.

In *Songs of the Gorilla Nation*, Dawn Prince-Hughes skillfully brought readers into her unique world, drawing us into the life of an extraordinarily sensitive, insightful young person with autism who found safe haven in her relationship with a family of gorillas in the local zoo. In *Freak Nation*, Prince-Hughes argues that the Industrial Revolution has left us longing for our primal connection to nature, and to the land. This explains our historic obsession with freaks in freak shows, humans who are "part animal" and therefore closer to nature than we are; through them we can, in Dawn's words, "draw our wild hearts home."

In this book Prince-Hughes introduces us to her hand-picked sideshow, including Bear Woman, Leopard Man, Mule-Faced Woman, and Turtle Boy. By knowing them, she argues, we reconnect with our animal selves. When we no longer try to "pass as normal," but celebrate who we really are, we heal our inner wounds. We discover that none of us is normal, and with that insight we provide ourselves with the ultimate antidote to existential loneliness.

DAWN PRINCE-HUGHES is the author of *Songs of the Gorilla Nation*. She is an adjunct professor of anthropology at Western Washington University.

National Publicity

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Author Interviews out of Washington

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Social Science—Anthropology/Minority Studies (SOC002010)

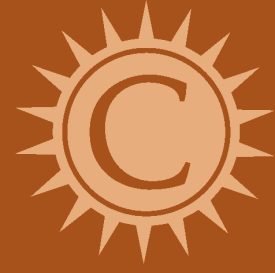
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