




CROWN  FALL 2009



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ALL eBook
PRICING MATCHES
THE HARDCOVER
PAPERBACK
COUNTERPART


READ IT FORWARD is a new Crown marketing initiative that promotes titles across imprints, targeting the book group market and other readers of fiction and narrative nonfiction.

- 1 **Monthly newsletter to consumers**—galley giveaways; author chats; reading recommendations; creative ideas for discussion; downloadable discussion guides, craft patterns, and recipes; book-group-of-the-month profiles; blogger review links; and more!

Sign up at www.ReadItForward.com

- 2 **Seasonal “Book Group in a Box” mailing to booksellers**—creative tools for book group coordinators to hand-sell the best book group books of the season: advance reader’s copies and paperback originals, discussion guides, unique ideas for discussion, related recipes and craft patterns, and more!

Email ReadItForward@RandomHouse.com to add your bookstore to the list

- 3 **New jacket treatment of select Three Rivers Press titles**
 -  call-out on front cover of books that include discussion guides
 - Read It Forward back-of-book ad and newsletter back cover call-out on select titles

FALL 09 DISCUSSION GUIDES AVAILABLE

BROADWAY

Online

- *Confections of a Closet Master Baker*
- *Heart Matters*

Bound in Book

- *The Shiksa Syndrome*
- *Wildflowers*

HARMONY/SHAYE AREHEART BOOKS

Online

- *The Kids Are All Right*
- *The Last Resort*
- *The Last Will of Moira Leahy*
- *New World Monkeys*
- *True Confections*
- *Walking to Gatlinburg*

THREE RIVERS PRESS

Bound in Book

- *Being Catholic Now*
- *The Errand Boy*
- *God Stories*
- *The Heretic Queen*
- *Real Education*
- *Shadow Baby*
- *The Sweet In-Between*
- *Tethered*
- *Time of My Life*
- *The Virgin Queen’s Daughter*
- *Why We Hate Us*

Discussion guides available online at CrownPublishing.com and BroadwayBooks.com.

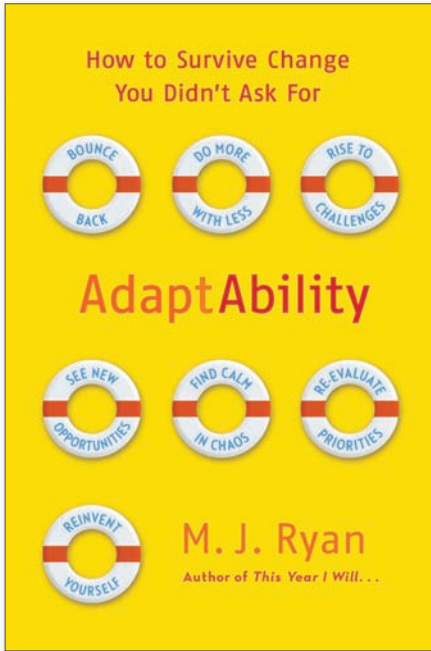


BROADWAY BOOKS
BROADWAY BUSINESS
DOUBLEDAY RELIGION





BROAD AY ARD O ER



AdaptAbility

How to Survive Change You Didn't Ask For

M. J. Ryan

In these turbulent times, M. J. Ryan shows us how to successfully adapt to the changes that the new economy has thrust upon us—whether it is working harder, reinventing a career, or living on less.

Layoffs and restructurings. Foreclosures and bankruptcy. Watching your industry transform and your retirement savings evaporate. These days, wherever you look, something is changing. As we scramble to keep up, it's only normal to feel overwhelmed and helpless, because change is *hard*—especially when it's forced upon us. So how can we adapt quickly and successfully to tidal waves of transformation? M. J. Ryan has the answer. In *AdaptAbility*, she shares the three stages of successful change: accepting the change, expanding your options, and taking action. She shows you how to retrain your brain to stop panicking and start planning, how to identify new opportunities and align yourself with your talents, values, and purpose. Ryan offers breakthrough wisdom and practical strategies for taking all manner of change in stride—including personal ones like divorce. You'll discover how you can thrive during the greatest period of transformation the world has ever known.

M. J. RYAN is the author of *This Year I Will...How to Finally Change a Habit, Keep a Resolution, or Make a Dream Come True* and is one of the creators of the Random Acts of Kindness series (more than one million copies in print). A columnist at *Health* magazine, a contributing editor for *Good Housekeeping*, and an expert on many websites about life change, M.J. has been featured on the *Today* show and in the *New York Times*. She lives in the San Francisco Bay Area.

National Publicity

Radio Satellite Tour

Author Events and Interviews

out of California

Online Promotion

- New York Times online campaign
- Promotion on author's website, MJRyan.com
- E-blasts to author's database
- Outreach to career, business, and general interest websites

Also by M. J. Ryan

This Year I Will...
978-0-7679-2008-7
\$15.95 (Canada: \$19.95)

Trusting Yourself
978-0-7679-1490-1
\$14.95 (Canada: \$22.95)

The Happiness Makeover
978-0-7679-2007-0
\$14.95 (Canada: \$21.00)

The Power of Patience
978-0-7679-1486-4
\$14.95 (Canada: \$22.95)

Self-Help—Motivational (SEL021000)
5 x 7½; 240 pages
Hardcover ISBN/EAN: 978-0-7679-3262-2
eBook ISBN: 978-0-7679-3263-9
\$18.99 (Canada: \$23.99)
On Sale 5/12/09

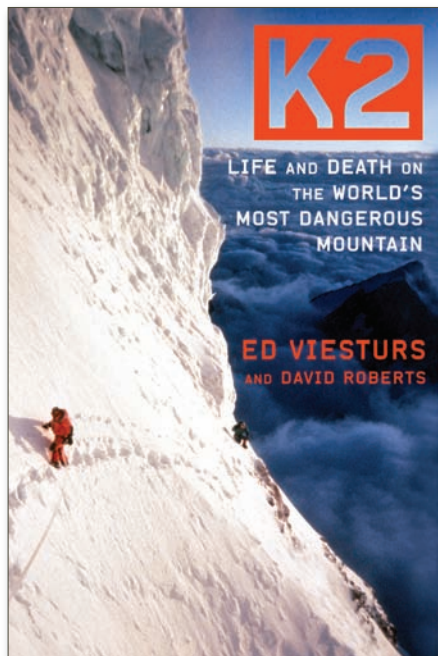
British: Crown
Translation: The Creative Culture
First Serial: Crown
Audio: The Creative Culture

ED VIESTURS and David Roberts

From the bestselling author of **NO SHORTCUTS TO THE TOP**
comes a thrilling exploration of the history of climbing the
world's most difficult mountain: K2.



**LIFE AND DEATH ON THE
WORLD'S MOST
DANGEROUS
MOUNTAIN**



National Publicity

National Radio Campaign

5-City Author Tour

Anchorage	Denver
Boise	Portland
Boulder	

Tie-In with Author's Lecture Schedule out of Seattle

Online Promotion

- Advertising on news and outdoor websites
- Promotion on author's website, EdViesturs.com, and Facebook fan page
- E-blast to Ed Viesturs's fans
- Author video and podcast

Cross-Promotion with Author's Corporate Sponsors

Promotion at Outdoor Retailer Expo and Everest Explorer's Club

Buzz Mailings to Outdoor Big Mouths and Climbing Associations

A Random House AudioBook

Abridged, 5 CDs
978-0-7393-8470-1
\$30.00 (Canada: \$37.00)



limbers call it "the savage mountain" with good reason. Four times as deadly as Everest, it has claimed the lives of 77 climbers since 1954.

Ed Viesturs knows the mountain firsthand.

He and Scott Fisher climbed it in 1992 and were nearly killed in an avalanche that sent them sliding to almost certain death until Ed managed to get into a self-arrest position with his iceax, stopping both his fall and Scott's. Now, in *K2*, Viesturs explores the history of the mountain and of those who have attempted to conquer it.

Focusing on six of the mountain's most dramatic campaigns, from Viesturs's own troubled ascent to the tragedy in the summer of 2008 that caused the death of 11 first-rate climbers, these stories form the backbone of an edge-of-your-seat narrative that climbers and armchair travelers alike will find unforgettably compelling. With eight pages of photographs from Viesturs's personal collection and historical sources, this is the ultimate narrative of the world's most difficult and unpredictable mountain, and of the lessons that can be gleaned from being among its great ranges.

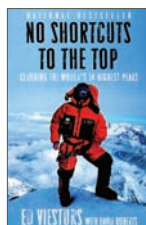
ED VIESTURS became the first American to ascend all 14 of the world's 8,000-meter peaks, in May 2005. He lives in Seattle with his wife and three children. **DAVID ROBERTS** is the author of 20 books on mountaineering, adventure, and history. He has written for *National Geographic*, *Smithsonian*, and the *Atlantic Monthly*. He lives in Cambridge, Massachusetts.

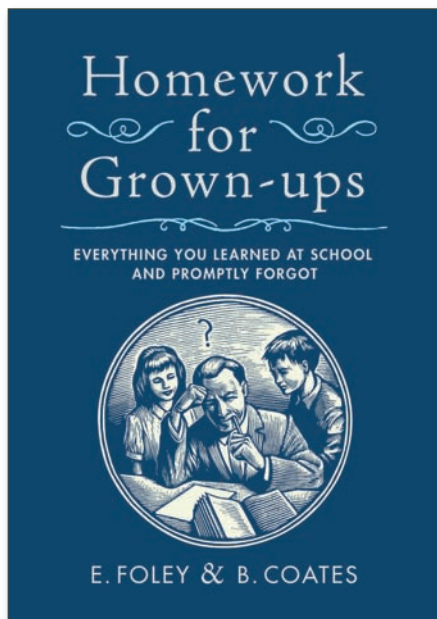
Sports & Recreation—Outdoor Skills (SPO030000)
6½x 9¼; 304 pages; 8-page full-color photo insert
Hardcover ISBN/EAN: 978-0-7679-3250-9
eBook ISBN: 978-0-7679-3261-5
\$25.00 (Canada: \$29.95)
On Sale 10/13/09

All rights: Crown

Also by Ed Viesturs

No Shortcuts to the Top
978-0-7679-2471-9
\$14.00 (Canada: \$18.00)





National Publicity

Online Promotion

- Promotion on social networks
- Promotion on parenting websites and blogs

Buzz Mailings to Parent and Teacher Organizations

Homework for Grown-ups

Everything You Learned at School and Promptly Forgot

E. Foley and B. Coates

A nostalgic compendium of essential knowledge that can help you show the world that you're smarter than a ten-year-old after all!

Have you ever stared blankly at your kids when they've asked why the sky is blue? Or clumsily changed the subject when they've wanted to know why the wind blows? If you're done with school, it's likely you're also done knowing the difference between an isosceles and equilateral triangle, and you probably leave participles dangling all over the place. Well, not anymore! Thanks to professional know-it-alls Foley and Coates, you can now gain back your self-respect and actually show those kids a thing or two as you tell it to them straight (and not make it up from fragments of facts you kind of remember).

Packed with all the basic facts that have managed to free-fall from our heads over the years, *Homework for Grown-ups* is the ultimate grammar school refresher course in book form. In fact, there's even a quiz at the end of each chapter to ensure you've been paying attention! Written in the light, engaging style of a favorite teacher and featuring lessons in English, math, history, science, geography, art, and even home economics and recess, this fun and handy guide will help you stop hemming and hawing and start speaking with a lot more authority—and a little less shame.

E. FOLEY and B. COATES are editors at Vintage who both live in London.

Education—Non-Formal Education (EDU021000)

5½ x 8¼; 384 pages; 100 line drawings throughout

Hardcover ISBN/EAN: 978-0-7679-3238-7

eBook ISBN: 978-0-7679-3240-0

\$21.99 (NCR)

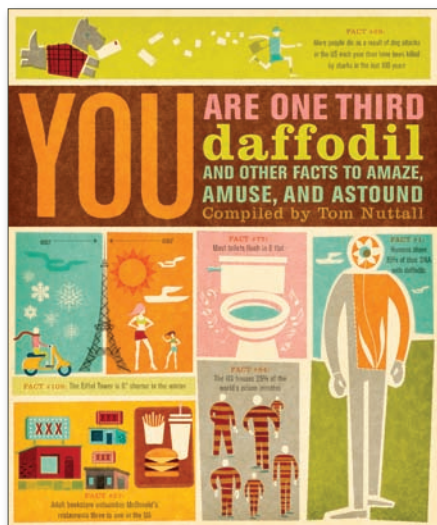
On Sale 7/28/09

British: Random House UK

Translation: Random House UK

First Serial: Crown

Audio: Random House UK



National Publicity

National Radio Campaign

Online Promotion

Promotion on humor websites and blogs

You Are One-Third Daffodil

And Other Facts to Amaze, Amuse, and Astound

Compiled by Tom Nuttall

An insatiable information addict presents a dazzling array of trivia in this collection of surprising facts from around the world.

Did you know that most toilets flush in E-flat? Or that women buy 80 percent of everything sold? Or that at any moment, there are almost twice as many chickens alive as humans? *Prospect* magazine's resident fact-master Tom Nuttall shares his arsenal of essential—and nonessential—information with you. Conveniently organized sections will help you decide how and when you want to share your newfound knowledge with others—including “Social Standing,” for facts to help you make friends and influence people (for example, Charles Dickens created 989 named characters); “Be Very Afraid,” featuring tidbits such as the life expectancy of professional cyclists (50 years); “How the World Works,” with interesting nuggets like one-tenth of the world's population relies on the river Ganges for water; and “Culture Clash!” which provides fascinating facts about countries around the world, such as in Milan it is a legal requirement to smile at all times, except during funerals or hospital visits. You will never hear the words “did you know?” the same way again.

TOM NUTTALL is the senior and online editor of *Prospect* and has been compiling the magazine's “In Fact” column since 2002. He lives in London.

Reference—Trivia (REF023000)

5½ x 6¾; 192 pages; 20 line drawings throughout

Paperback ISBN/EAN: 978-0-7679-3246-2

eBook ISBN: 978-0-7679-3247-9

\$10.99 (NCR)

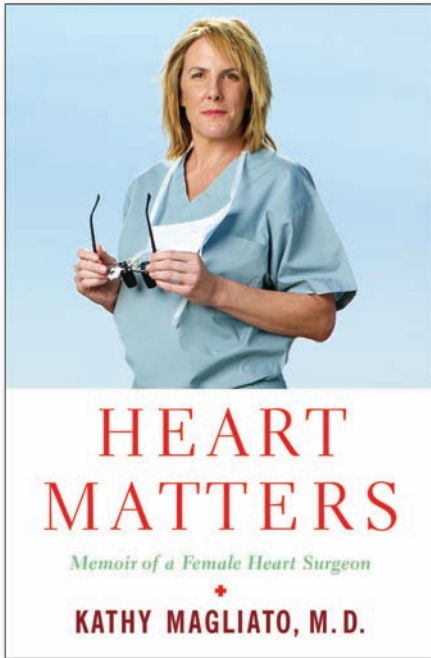
On Sale 9/1/09

British: Random House UK

Translation: Random House UK

First Serial: Crown

Audio: Random House UK

**National Publicity****National Radio Campaign****Author Events and Interviews**
out of Los Angeles**Online Promotion**

- Promotion on leading women's health websites
- Promotion on heart disease prevention websites

**Buzz Mailings to Medical Associations,
Women's Communities, and Career
Counseling Organizations**

Heart Matters

Memoir of a Female Heart Surgeon

Kathy Magliato, M.D.

An unforgettably hard-charging memoir by a female heart surgeon whose life brings her from the family kitchen, to the school carpool, to the ICU and ER of one of the finest hospitals in the country.

Cardiovascular disease is the number-one killer of women in America, but Dr. Kathy Magliato is one of a few dozen female practicing heart surgeons in the world. Married to a liver transplant surgeon, she's also the mother of two young boys, and a normal day can mean singing with her three-year-old on the way to his preschool then arriving at the hospital to find that quadruple bypass surgery is urgently needed for a relatively young woman.

Heart Matters gives readers a behind-the-scenes look at a woman who, between her family and her job, is on call 24/7. Along the way, we come to know many of the patients whose lives Dr. Magliato has touched: a baby born with a hole in her heart; a 94-year-old woman with heart failure, whose friends and neighbors call her "Grandma" even though she has no children; a 35-year-old movie producer who saves her own life by recognizing the symptoms of a heart attack. Professional and compassionate, Dr. Magliato is one of the best, and her patients rely on her medical expertise as well as her caring approach to treatment.

With the pace, tension, and drama of *Grey's Anatomy* (a show for which Dr. Magliato has worked with some of the actresses on character development), *Heart Matters* is an honest and personal memoir by a rare woman operating on the front lines of what is still very much a man's world.

KATHY MAGLIATO, M.D. is the Director of Women's Cardiac Services at Saint John's Medical Center in Santa Monica, California. She lives in Pacific Palisades, California.

Autobiography (BIO000000)

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

Hardcover ISBN/EAN: 978-0-7679-3026-0

\$25.00 (Canada: \$29.95)

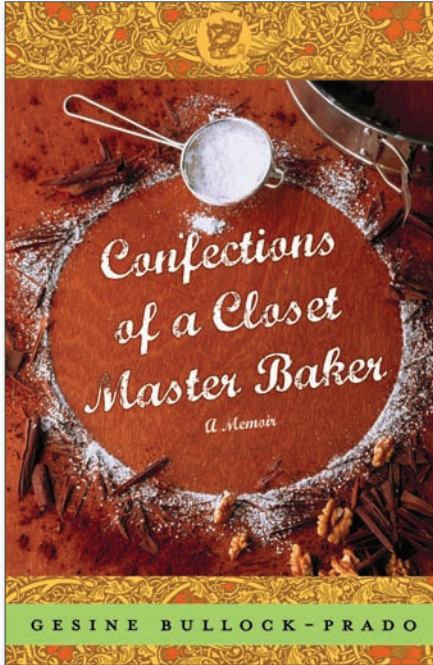
On Sale 9/8/09

British: Trident Media Group

Translation: Trident Media Group

First Serial: Trident Media Group

Audio: Crown



Confections of a Closet Master Baker

A Memoir

Gesine Bullock-Prado

A former Hollywood insider trades the Hollywood Hills for Green Acres—and lives to tell about it in this hilarious, poignant treat of a memoir.

As head of her celebrity sister's production company, Gesine Bullock-Prado had a closet full of designer clothes and the ear of all the influential studio heads, but she was miserable. The only solace she found was in her secret hobby: baking. With every sugary, buttery confection to emerge from her oven, Gesine took one step away from her glittery, empty existence—and one step closer to her true destiny. Before long, she and her husband left the trappings of their Hollywood lifestyle behind, ending up in Vermont, where they started the gem known as Gesine Confectionary. And they never looked back. *Confections of a Closet Master Baker* follows Gesine's journey from sugar-obsessed child to miserable, awkward Hollywood insider to reluctant master baker. Chock-full of eccentric characters, beautifully detailed descriptions of her baking process, ceaselessly funny renditions of Hollywood nonsense, and recipes, the ingredients of her story will appeal to anyone who has ever considered leaving the life they know and completely starting over.

GESINE BULLOCK-PRADO's delicious confections have been featured on Food Network's hottest new show, *Road Tasted with the Neelys*, and in such publications as *In Style*, *People*, *Vermont Life*, and *Boston Common*. Gesine still lives in Vermont and is preparing to open another bakery in Austin, Texas.

Autobiography—Personal Memoirs (BIO026000)

5½ x 8¼; 272 pages

Hardcover ISBN/EAN: 978-0-7679-3268-4

eBook ISBN: 978-0-7679-3272-1

\$24.00 (Canada: \$29.95)

On Sale 9/8/09

British: The Creative Culture

Translation: The Creative Culture

First Serial: Crown

Audio: Crown

National Publicity

National Public Radio Campaign

Author Events and Interviews

out of LA, New York, and Vermont

Online Promotion

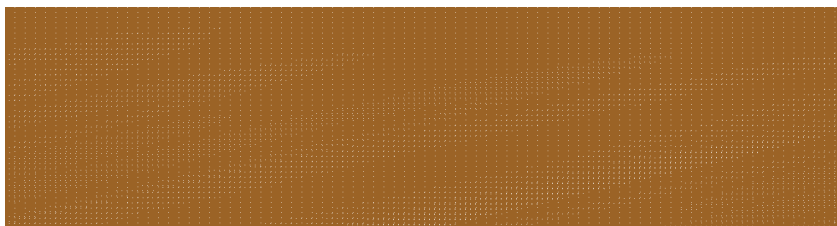
- *New York Times* online campaign
- Promotion on author's blog, ConfectionsOfAMasterBaker.blogspot.com, and website, Gesine.com
- Video, excerpts, Q&A for accounts and viral promotions

Outreach to Reading Groups and Coordinators

Buzz Mailing to Food Big Mouths

Masthead Mailing to Women's Magazines

Discussion Guide Available online at BroadwayBooks.com



BY GESINE BULLOCK - PRADO

I WAKE UP AT THE WITCHING HOUR.

3:30 a.m. According to folklore, it's the very moment when witches, demons, and ghosts are at their most potent. It's also when most bakers roll their flour-logged bodies out of bed.

My husband Ray sleeps through my alarm. I can't look at him, sleeping or awake, without getting a little weak in the knees. He's more handsome now than he was ten years ago when we first met in Hollywood, home to the prettiest boys and girls on the planet. My job was to develop films for those beautiful people. It was a miracle that I could find anyone attractive, I was so anesthetized by the constant parade of bleached smiles and spray-on tans. But there he was, sitting across from me at a conference table at a big studio meeting, an honest to god Man, handsome as all get out. And smart. And funny. And not an actor. An illustrator for film, in fact. An employed artist and a grown-up, something in rare sup-

ply in Los Angeles among the insecure, fame-hungry hoards of beefcake.

I sit up. Stretch. The dogs wake long enough to yawn, deliver a few sloppy kisses and then all three jump into my still warm side of the bed, burrow under the covers and snuggle up to Ray.

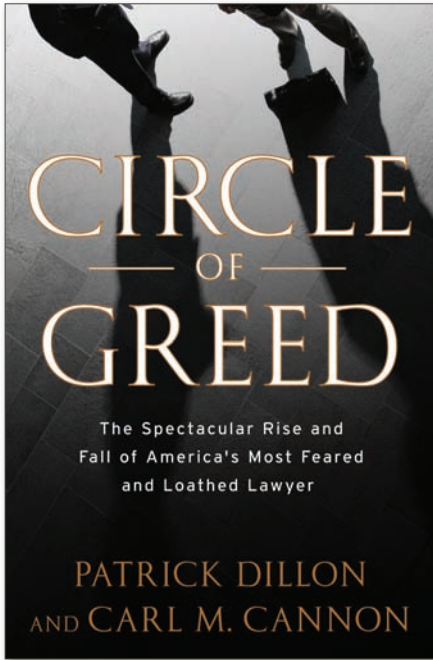
I take a bath, brush my teeth, and pull my hair back. For this very brief moment I see what's become of my black mane. I'm in possession of Crystal Gayle-like, snake handling, ankle skimming hippy hair. Only a few years ago I'd drop major cash to get it permanently and perversely straight. To look at it now, you'd think I'd been scheduling regular appointments with a live power outlet.

I pad naked down the stairs, wanting so much to take a detour to the kitchen to make coffee but head instead to the laundry room and rummage for something clean to wear. I don't care that our clothes never make it from

the intertwined dance of the dryer to the smooth folds of the dresser drawers anymore. If it's clean and comfortable, I'll pull it on.

Today I'm sporting a dryer culled ensemble consisting of an ancient Al "Big Daddy" Roth T-shirt emblazoned with his signature hot-rod-straddling rat caricature flipping the bird. It's unbelievably soft, man handled by some grizzled biker into buttery suppleness and then graciously sold to me on eBay. At the moment, it's both graphically offensive and soon to be encrusted with chocolate. It also sets off my growing collection of knife and burn wounds to great effect. My pants are ratty blue cords, circa 1978, with a malfunctioning zipper. They are number one on my queue of pants to wear to work, being both roomy in the thigh and so fantastically high-waisted that they don't require a belt. My clogs are encrusted in flour and my socks don't match. If my mother were alive, she'd be horrified that I'd half consciously chosen this get-up. She was, after all, the only mother at my elementary school who routinely wore leather pants and high heels. But if she knew my purpose, she'd forgive me any sartorial sin. She may have been a well-respected opera diva and an outrageously sexy and fashionable woman, but she was also our family's resident master baker.

If my mother were
alive, she'd be
horrified that I'd
half consciously
chosen this get-up.
She was, after all,
the only mother at
my elementary
school who routinely
wore leather pants
and high heels.



National Publicity

National Radio Campaign

Author Events and Interviews

out of San Francisco, Silicon Valley, and Washington, DC

Online Promotion

- E-blast to Broadway Business subscribers
- Author podcast
- Outreach to business, finance, and legal websites

Buzz Mailings to Fortune 500 Companies, Select Business and Law School Professors, and Legal Professionals

Circle of Greed

The Spectacular Rise and Fall
of America's Most Feared and Loathed Lawyer

Patrick Dillon and Carl M. Cannon

In the spirit of Barbarians at the Gate and The Smartest Guys in the Room, this meticulously reported, gripping narrative—written by two Pulitzer Prize-winning journalists—is a classic American morality tale.

Circle of Greed is the epic story of the rise and fall of Bill Lerach, once the leading class action lawyer in America and now a convicted felon. For more than 20 years, Lerach threatened, shook down, and sued top Fortune 500 companies, including Disney, Apple, Time Warner, and—most famously—Enron. Now, the man who brought corporate moguls to their knees has fallen prey to the same corrupt impulses of his enemies and is paying the price by serving time in federal prison.

If there was ever a modern Greek tragedy about a man and his times, about corporate arrogance and illusions and the scorched-earth tactics to not only counteract corporate America but to beat it at its own game, Bill Lerach's story is it.

PATRICK DILLON is a Pulitzer Prize-winning journalist and the author of *Lost at Sea*. The executive editor of *California Monthly* magazine, he was formerly editor in chief of *Forbes ASAP*, a writer for *The Christian Science Monitor*, and an editor and columnist at the *San Jose Mercury News*. He lives in San Francisco, California.

CARL M. CANNON is Washington bureau chief for *Reader's Digest* and coauthor of *Reagan's Disciple: George W. Bush's Troubled Quest for a Presidential Legacy*. He has won numerous awards, including a share of the Pulitzer Prize in 1989 and the prestigious Gerald R. Ford Prize for Distinguished Reporting of the Presidency. He lives in Arlington, Virginia.

Biography—Business (BIO003000)

6½x 9¼; 512 pages

Hardcover ISBN/EAN: 978-0-7679-2994-3

\$28.00 (Canada: \$35.00)

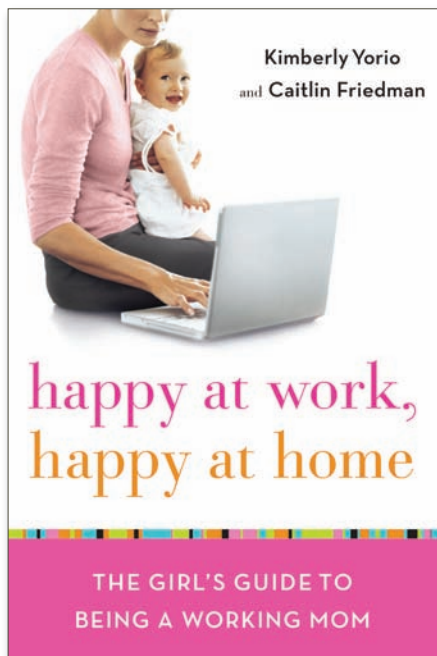
On Sale 9/8/09

British: The Stuart Agency

Translation: The Stuart Agency

First Serial: Crown

Audio: Crown



National Publicity

National Radio Campaign

5-City Author Tour

Boston	Seattle
Los Angeles	Washington, DC
San Francisco	

Tie-In with Authors' Appearance/Lecture Schedule

Online Promotion

- Promotion on authors' website, GirlsGuidetoBusiness.com
- Promotion to Facebook community
- E-blast to Broadway Business subscribers
- Outreach to women's interest, career and business websites

Buzz mailing to Parenting Groups and Career Counselors

Also by Caitlin Friedman and Kimberly Yorio

The Girl's Guide to Being a Boss (Without Being a Bitch)
978-0-7679-2285-2
\$12.95 (Canada: \$16.00)

Happy at Work, Happy at Home

The Girl's Guide to Being a Working Mom

Kimberly Yorio and Caitlin Friedman

The authors of Broadway's successful and award-winning Girl's Guide series take on a new career milestone with a fresh, modern, empowering, and fully comprehensive guide to life as a working mother.

Caitlin Friedman and Kimberly Yorio have helped readers find their dream jobs, be the boss without being bitchy, and even start companies of their own. But what happens when a career girl becomes a mom and her world turns upside down? Can you maintain your ambition and momentum at work while still being the kind of parent you want to be?

Of course you can! In *Happy at Work, Happy at Home*, Friedman and Yorio guide readers through every step on the road to having it all, offering sage advice in their trademark style. Working mothers themselves, these authors know what it means to juggle the demands of home and office, and they're here to help the rest of us.

"The Girl's Guide series offers a practical overview of what it takes to translate smarts and ambition into workplace success."

—*Washington Post*

In 2001, after successful careers in publicity, promotion, and marketing, CAITLIN FRIEDMAN and KIMBERLY YORIO started YC Media, a public relations firm. Friedman lives in Manhattan, and Yorio is a resident of Weehawken, New Jersey.

Business & Economics—Careers (BUS012000)

5½ x 8¼; 272 pages

Hardcover ISBN/EAN: 978-0-7679-3053-6

eBook ISBN: 978-0-7679-3215-8

\$23.99 (Canada: \$29.99)

On Sale 9/15/09

British: David Black Literary Agency

Translation: David Black Literary Agency

First Serial: Crown

Audio: David Black Literary Agency

SEE PAGE 43 FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF CAITLIN FRIEDMAN AND KIMBERLY YORIO'S *THE GIRL'S GUIDE TO KICKING YOUR CAREER INTO GEAR*.

A BREAKTHROUGH UNDERSTANDING
OF HOW MEN AND BOYS THINK

THE MALE BRAIN

Louann Brizendine, M.D.

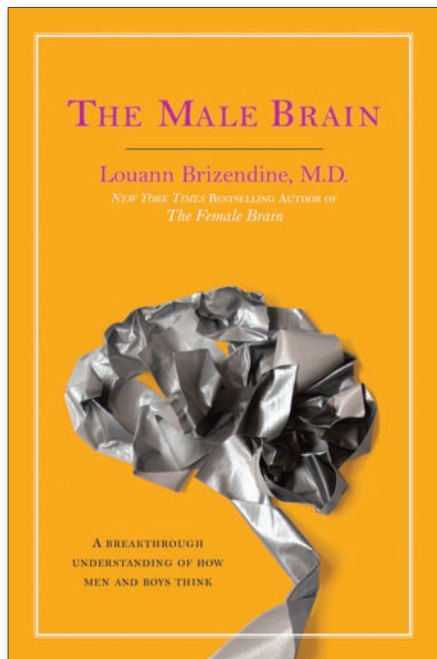
FROM THE AUTHOR OF THE GROUNDBREAKING *NEW YORK TIMES* BESTSELLER *THE FEMALE BRAIN*,
HERE IS THE EAGERLY AWAITED FOLLOW-UP BOOK
THAT DEMYSTIFIES THE BAFFLING MALE BRAIN.

Dr. Louann Brizendine, the founder of the first clinic in the country to study gender differences in brain, behavior, and hormones, turns her attention to the male brain, showing how the "male reality" is fundamentally different from the female one through every phase of life. Exploring the latest breakthroughs in male psychology and neurology with her trademark accessibility and candor, she reveals that the male brain:

- is a lean, mean, problem-solving machine. Faced with a personal problem, a man will use his analytical brain structures, not his emotional ones, to find a solution.
- thrives under competition, instinctively plays rough, and is obsessed with rank and hierarchy.
- has an area for sexual pursuit that is 2.5 times larger than the female brain, consuming him with sexual fantasies about female body parts.
- experiences such a massive increase in testosterone at puberty that he perceives others' faces to be more aggressive.



The Male Brain overturns the stereotypes about men and boys. Impeccably researched and at the cutting edge of scientific knowledge, this is a book that every man, and especially every woman bedeviled by a man, will need to own.



National Publicity

5-City Author Tour

Boston Seattle
New York Washington, DC
Portland

Online Promotion

- Advertising on thought leader websites
- Promotion on author's website, LouannBrizendine.com, and Facebook page
- Author podcasts for account and viral promotions
- Outreach to women's interest, relationship, science, and health websites

Masthead Mailing at Women's Magazines

Buzz Mailings to Professional Women's Organizations

A Random House AudioBook

Unabridged, 7 CDs
978-0-7393-8401-5
\$35.00 (Canada: \$43.00)

PRAISE FOR *THE FEMALE BRAIN*:

“LOUANN BRIZENDINE HAS DONE A GREAT FAVOR FOR EVERY MAN WHO WANTS TO UNDERSTAND THE PUZZLING WOMEN IN HIS LIFE. A BREEZY AND ENLIGHTENING GUIDE TO WOMEN AND A MUST-READ FOR MEN.”

—DANIEL GOLEMAN, AUTHOR OF
EMOTIONAL INTELLIGENCE

LOUANN BRIZENDINE, M.D., is Professor of Clinical Psychiatry at the University of California, San Francisco. Educated at Yale Medical School and previously on the faculty at Harvard Medical School, she is founder and director of the Women's Mood and Hormone Clinic at UCSF. She has appeared on major media including *Oprah* and lives in the Bay Area with her husband and son. Visit her website at LouannBrizendine.com.

Science (SCI000000)

6½x 9¼; 304 pages

Hardcover ISBN/EAN: 978-0-7679-2753-6

\$24.99 (Canada: \$29.99)

On Sale 9/29/09

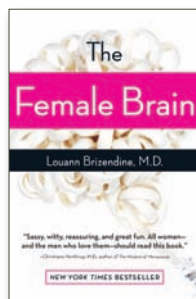
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Also by Louann Brizendine, M.D.

The Female Brain

978-0-7679-2010-0

\$14.95 (Canada: \$21.00)



Every Patient Tells a Story



MEDICAL MYSTERIES
and the
ART OF DIAGNOSIS

LISA SANDERS, M.D.

Technical Advisor for Fox TV's

HOUSE, M.D.

& New York Times "Diagnosis" Columnist

Every Patient Tells a Story

Medical Mysteries and the Art of Diagnosis

Lisa Sanders, M.D.

An exploration of the most difficult and important part of what doctors do by the Yale School of Medicine physician who writes the monthly "Diagnosis" column for The New York Times Magazine, which served as the basis for the hit TV series House.

A healthy young man complains of memory loss so severe that he can't remember the events of the last hour. A young woman lies dying in ICU, and no one knows what is killing her. What does a doctor do when the patient profile says one thing and the tests say another? In *Every Patient Tells a Story*, Dr. Lisa Sanders vividly details the experiences of doctors facing complex medical mysteries to illustrate the art and science of diagnosis.

"If you need to be reminded that there are still plenty of diseases out there cunning enough to defy and befuddle the cleverest physicians—diseases that certainly can't be cured in an hour including commercial breaks—then this book is for you."

—Hugh Laurie

"Lisa Sanders is a paragon of the modern medical detective storyteller. The tales here crackle with suspense. But what sets her apart is her Holmes-like eye for the clues—and her unHolmes-like compassion for those who suffer."

—Atul Gawande,
author of *Better: A Surgeon's Notes on Performance*

LISA SANDERS, M.D., an internist on the faculty of the Yale University School of Medicine, writes the monthly column "Diagnosis" in *The New York Times Magazine* and is a technical advisor for *House*. She lives in New Haven, Connecticut.

National Publicity

National Public Radio Campaign

Author Events and Interviews

out of New York and New Haven, CT

Online Promotion

- *New York Times* online campaign
- Promotions on WebMD.com and other health websites
- Outreach to science and medical blogs

Buzz Mailing to Medical Community

Medical (MED000000)

6⅞ x 9¼; 256 pages

Hardcover ISBN/EAN: 978-0-7679-2246-3

eBook ISBN: 978-0-7679-3141-0

\$25.00 (Canada: \$29.95)

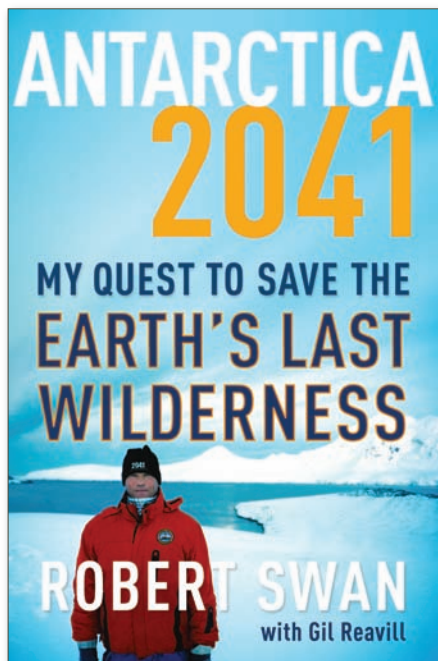
On Sale 10/6/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Gail Ross Literary Agency



National Publicity

National Radio Campaign

3-City Author Tour

Los Angeles
New York
San Francisco

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Advertising on news and environmental websites
- Author video and podcast for accounts and viral promotions
- Promotion on author's website, 2041.com, and Facebook fan page

Buzz Mailings to Major Corporations and Environmental Activist Groups

Antarctica 2041

My Quest to Save the Earth's Last Wilderness

Robert Swan with Gil Reavill

Adventurer turned environmentalist Robert Swan illuminates the perils facing the planet come 2041—the year when the international treaty protecting Antarctica is up for review—and the many steps that can be taken to avoid environmental calamity.

In 1985, when Robert Swan walked across Antarctica, the fragile polar environment was not high in his mind. But upon his return, the earth's perilous state became personal: Robert's ice-blue eyes were singed a pale gray, a result of being exposed to the sun's rays passing unfiltered through the depleted ozone layer. At this moment, his commitment to preserving the environment was born. In *Antarctica 2041* Swan details his journey to awareness, and his firm belief that humans can reverse the harm done to the planet thus far and secure its future for generations to come.

Despite the dire warnings Swan raises in *Antarctica 2041*—exponentially high greenhouse-gas levels, rising seas, massive species extinction—he says there is much we can do to avert looming disaster. Ultimately an upbeat call to action, his book provides the information people need to understand the world's crisis and the tools they need to combat it, conclusively showing us all that saving Antarctica amounts to saving ourselves.

ROBERT SWAN is the first person to have walked to both the North and South Poles. An active lecturer, he regularly leads Antarctic expeditions. He divides his time between London, New York, and Antarctica.

GIL REAVILL has coauthored many books including *Tiki* by Tiki Barber and *Steve and Me* by Terri Irwin.

Science—Environmental (SCI026000)
6⅞x 9¼; 256 pages; 8-page full-color insert
Hardcover ISBN/EAN: 978-0-7679-3175-5
\$24.99 (Canada: \$29.99)
On Sale 10/27/09
All rights: Crown

A

Z

ZIMMERN IS A DELIGHT. , *Ne Yor Ti es*
AN EXCELLENT TOUR GUIDE. , *Go r e*

A
FACE-FIRST
JOURNEY TO THE
ENDS OF THE EARTH

BY THE HOST OF THE
TRAVEL CHANNEL'S
BI ARRE FOODS AND
BI ARRE WORLDS

BIZARRE TRUTH

BI ARRE FOODS IS MUST WATCH TELEVISION. , *Was i o Pos*



A deliciously satisfying—at times, horrifying—exploration of our bizarre planet and its culinary curiosities by *Bizarre Foods* host and famed food critic, Andrew Zimmern.

In *The Bizarre Truth*, Andrew Zimmern takes readers with him as he not only tastes the world's "taboo treats," but also delves deep into the cultures and lifestyles of far-flung locales, seeking the most prized and elusive of the modern traveler's goals: the Authentic Experience.

Written in the smart, often hilarious voice he uses to narrate his TV show, Zimmern's adventures in culinary anthropology uproariously illustrate such themes as why visiting local markets can reveal more about destinations than museums; the importance of going to the "last stop on the subway"—the most remote area of a locale where the essence of places is most often revealed; and the need to seek out and catalog the "last bottle of Coca-Cola in the desert," i.e., disappearing foods and cultures. For Zimmern, it's never just a meal—it's a cultural exploration.

Whether he's allowing an Incan witch doctor to blow fire on him, spit on him, and beat him with a live guinea pig; drinking blood with the Mapuche; dining on roasted bats on an uninhabited island in Samoa; or chowing

down on raccoon and possum in Mississippi, *The Bizarre Truth* celebrates the weird wonders still remaining in our increasingly globalized world.

ANDREW ZIMMERN is a food writer, dining critic, chef, and cocreator, host, and coproducer of Travel Channel's hit series *Bizarre Foods with Andrew Zimmern*. An associate editor at *Minneapolis-St. Paul Magazine* and author of the blog *Chow and Again*, Zimmern has appeared in numerous national publications and runs the content-rich website AndrewZimmern.com. He lives in Minneapolis with his wife and son.

Travel (TRV000000)

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

Hardcover ISBN/EAN: 978-0-7679-3129-8

\$24.99 (Canada: \$29.99)

On Sale 10/6/09

All rights: Crown

National Publicity

20-City Radio Satellite Tour

National Public Radio Campaign

Author Events

out of Minneapolis

7-City Author Tour

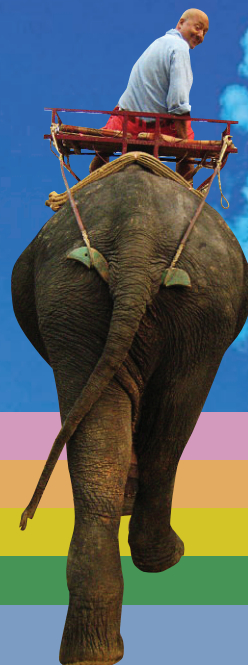
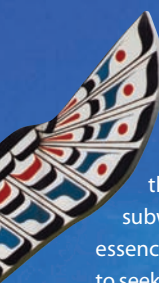
Atlanta	Portland, OR
Chicago	San Francisco
Dallas	Seattle
New York	

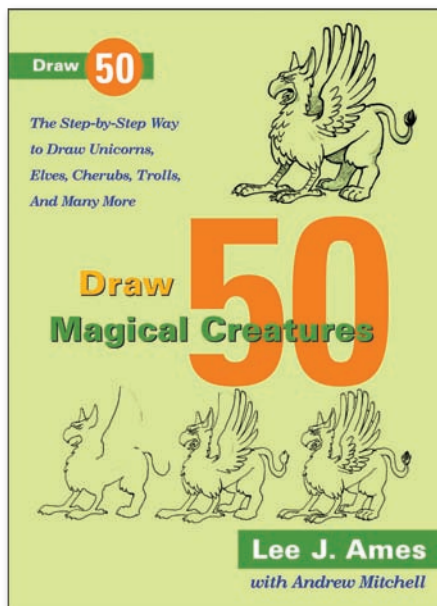
Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- *New York Times* online campaign
- *USA Today* online campaign
- Promotion on author's website, AndrewZimmern.com
- Promotion on author's Facebook fan page
- Extensive outreach and promotion to fansites, and food and travel websites and blogs

Buzz Mailing to Food and Travel Big Mouths





Draw 50 Magical Creatures

The Step-by-Step Way to Draw Unicorns, Elves, Cherubs, Trolls and Many More

Lee J. Ames with Andrew Mitchell

Magical creatures and mythical beasts come alive in this latest addition to the Draw 50 series (more than 5 million copies in print).

Lee Ames has taught millions of children how to draw everything from cuddly kittens to scary monsters to their favorite fairy-tale princesses. Now he helps children of all ages let their imaginations run wild with his step-by-step guide for creating fantastical creatures great and small. Dragons and trolls, centaurs and nymphs, leprechauns and gnomes, elves, dwarves, mermaids, unicorns, hydra, cyclops, and so much more will appear on the page with incredible ease. Whether you want to recapture the characters of familiar and beloved stories or map out whole new worlds and magical tales all your own, you'll be well on your way in no time with this useful guide.

LEE J. AMES has been "drawing 50" since 1979 when *Draw 50 Animals* was published. He lives in Mission Viejo, California.

National Publicity

Online Promotion

Promotion on LearntoDrawNow.com

Buzz Mailing to Teachers, After-school Programs, and Children's Art Stores

Also by Lee J. Ames

Draw 50 Animals

978-0-385-19519-5

\$8.95 (Canada: \$13.95)

Draw 50 Horses

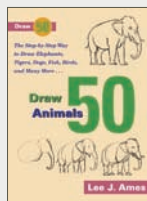
978-0-385-17642-2

\$8.95 (Canada: \$13.95)

The Draw 50 Way

978-0-7679-2076-6

\$9.95 (Canada: \$13.95)



Juvenile Nonfiction—Art—Drawing (JNF006020)

8¾ x 12¼; 64 pages

Hardcover ISBN/EAN: 978-0-7679-2799-4

\$14.99 (Canada: \$18.99)

On Sale 10/13/09

All rights: Crown

Juvenile Nonfiction—Art—Drawing (JNF006020)

8¾ x 12¼; 64 pages

Paperback ISBN/EAN: 978-0-7679-2800-7

\$8.99 (Canada: \$11.99)

On Sale 10/13/09

All rights: Crown

Lifelines

The Black Book of Proverbs

Askhari Johnson Hodari and Yvonne McCalla Sobers

Foreword by Archbishop Desmond Tutu

This illustrated treasury of proverbs unites the timeless wisdom of Black communities in Africa, the Caribbean, and the Americas, while speaking to the triumphs and challenges of everyday life.

Lifelines: *The Black Book of Proverbs* travels to all corners of the globe to reclaim and preserve African wisdom. This book offers the remarkably wise heart of Africa and her children to readers experiencing career changes, new births, weddings, death, and other rites of passage. Readers will find truth in the African saying, "When the occasion arises, there is a proverb to suit it."

Proverbs are presented in vibrant story-poem form and are uniquely arranged by key life cycle events such as birth, initiation, marriage, and death. Readers of *Lifelines* will be able to locate proverbs and their source/origin under themes such as "wealth," "parenting," "change," and "strength." Inspired illustrations introduce each section along with unforgettable vignettes showing how African proverbs comfort, inspire, and instruct during different phases of life.

Lifelines illuminates how traditions, civilization, and spirit survive and thrive, despite centuries of loss of freedom, family, identity, language, land, and wealth.

ASKHARI JOHNSON HODARI, Ph.D., the author of *The African Book of Names*, resides in Birmingham, Alabama, and regularly travels the African diaspora.

YVONNE MCCALLA SOBERS, the author of *Delicious Jamaica! Vegetarian Cuisine*, lives in Jamaica and spent four years in Africa. The authors have collected proverbs from the African world for a combined total of 110 decades.

Literary Collections—African American (LCO002010)

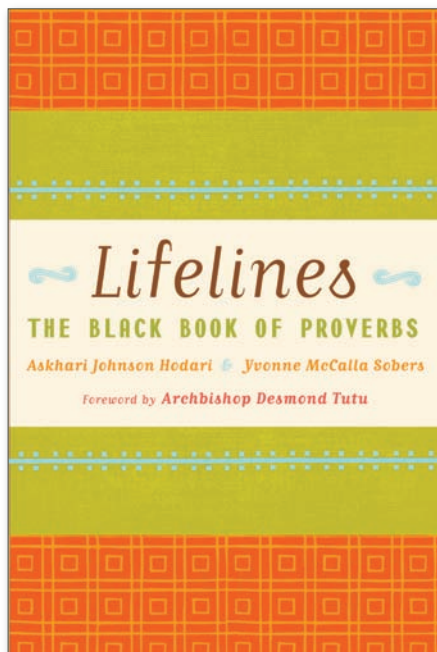
5 x 7½; 256 pages; 40 line drawings

Hardcover ISBN/EAN: 978-0-7679-3120-5

\$19.99 (Canada: \$24.99)

On Sale 11/10/09

All rights: Crown



National Publicity

Urban Radio Campaign

Author Events and Interviews

out of Birmingham, AL

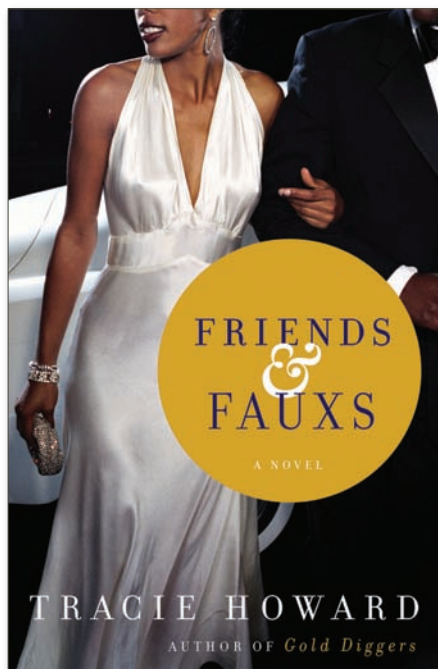
Online Promotion

- Promotion on African American websites and blogs
- Promotion on spirituality and inspiration websites and blogs

Buzz Mailings to Spiritual Groups



BROAD AY A ERBA



National Publicity

National Radio Campaign

Author Events and Interviews

out of Atlanta, GA

Online Promotion

- Promotion on author's website, TracieHoward.com
- Promotion on African American websites, blogs, and online book clubs
- Discussion Guide Available in the book and online at BroadwayBooks.com

Also by Tracie Howard

Gold Diggers
978-0-385-51798-0
\$12.95 (Canada: \$16.00)



Friends & Fauxs

A Novel

Tracie Howard

Tracie Howard is back with all of the Gucci, glitz, and glamour in this steamy follow-up to her smash hit Gold Diggers!

Gillian Tillman learned all about landing a wealthy man from her mama, Imelda, but this second-generation gold digger has a style all her own. With big dreams of becoming a star, she slept her way right into the million-dollar mansion of her now-husband, star producer Brandon Russell. He not only launched her film career, but also got her the Oscar-nominated role in the hit film *Gold Diggers*. But all that glitters may not be gold. Gillian wrestles with the possibility that Brandon is a money launderer and, worse, may also have had a hand in the murder of her pal Paulette. When photos of her naked surface on the Internet, her Oscar dreams and marriage are threatened, but she swears they aren't her. Meanwhile, Gillian's best friends are struggling with issues of their own: Reese's beloved son falls ill and she'll have to decide between divulging a secret and saving his life; Lauren's hard-won happiness is threatened by a shocking betrayal.

Buckle your seat belt as the lives of these larger-than-life characters intersect in a wild, page-turning romp.

TRACIE HOWARD is author or coauthor of six books, including *Gold Diggers* and *Never Kiss and Tell*. Named an *Ebony* magazine style icon, she's been a columnist for *Savoy* and owns the lifestyle-accessories company Ethos. She lives in Atlanta with her husband.

Fiction—Contemporary Women (FIC044000)

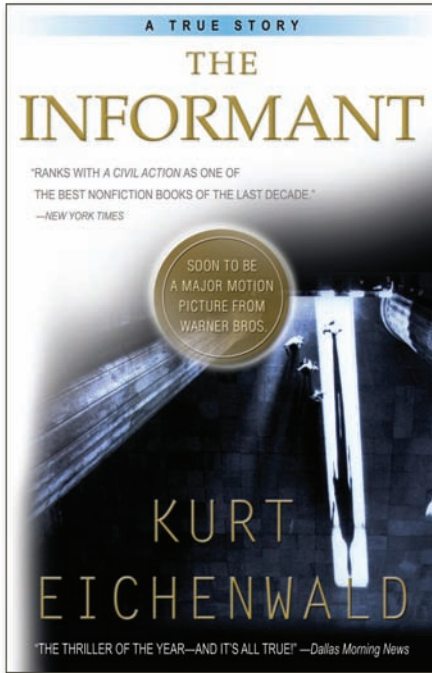
5³/₁₆ x 8; 288 pages

Hardcover ISBN/EAN: 978-0-7679-2993-6

\$13.99 (Canada: \$17.99)

On Sale 7/28/09

All rights: Author c/o Crown



National Publicity

Cross-Promotion with Warner Bros

P.O.P.

978-0-7679-3228-8
12-copy floor display
\$204.00 (Canada: \$252.00)

A Random House AudioBook

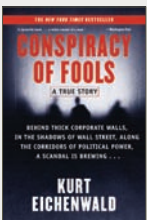
Abridged, 5CDs
978-0-7393-2491-2
\$25.00 (Canada: \$29.95)

A Random House Large Print Edition

978-0-7393-2831-6
\$26.00 (Canada: \$32.00)

Also by Kurt Eichenwald

Conspiracy of Fools
978-0-7679-1179-5
\$17.95 (Canada: \$22.00)



The Informant (Movie Tie-in Edition)

A True Story

Kurt Eichenwald

Soon to be a major motion picture from Warner Bros., starring Matt Damon.

In *The Informant*, award-winning investigative reporter and *New York Times* bestselling author Kurt Eichenwald tells the outrageously true story of greed, corruption, and conspiracy that left the FBI and Justice Department counting on the cooperation of one man. Now headed for the silver screen, the film adaptation of *The Informant* is directed by Academy Award-winning director Steven Soderbergh, with Matt Damon set to portray Mark Whitacre, the executive who wore a wire for the FBI as they tried to bring down corporate giant Archer Daniels Midland—but whose dark secrets and hidden agenda threatened to unravel one of the largest price-fixing cases in history.

"Ranks with *A Civil Action* as one of the best nonfiction books of the last decade."
—*New York Times Book Review*

"The most riveting tale of recent years... a fast-paced racecar of a book."
—*Salon.com*

"Reads like an Ed McBain crime novel. I knew how the story ended, but I still couldn't put the book down." —*New York Times*

"Gripping...A remarkable work and a compelling read...The intensity of reportage seems at times almost superhuman."
—*Newsday*

KURT EICHENWALD, the author of the *New York Times* best-selling *Conspiracy of Fools*, wrote for the *New York Times* for more than 20 years. A two-time winner of the George Polk Award for excellence in journalism, he was a finalist for the Pulitzer Prize in 2000 and 2002. He lives in Dallas with his wife and three children.

Business & Economics (BUS000000)

5 3/16 x 8; 656 pages

Paperback ISBN/EAN: 978-0-7679-3125-0

eBook ISBN: 978-0-7679-0896-2

\$17.00 (Canada: \$21.00)

On Sale 8/11/09

British: Crown

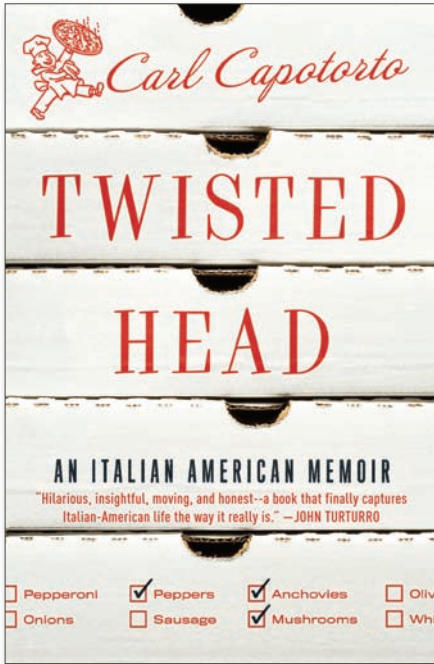
Translation: The Wylie Agency

First Serial: Crown

Audio: Crown

Pub History: A Broadway Books paperback (Summer 2001)

978-0-7679-0327-1



National Publicity

Author Events and Interviews out of New York City

Online Promotion

- Promotion on author's website, TwistedHead.com
- Promotion on *The Sopranos*' fan websites and gay community websites

Buzz Mailing to Italian American Organizations

Twisted Head

An Italian American Memoir

Carl Capotorto

The comedic story of a hardscrabble working-class family's life that represents the real legacy of Italian Americans—work, not crime.

What's in a name? For Carl Capotorto, everything is in a name. The literal translation from Italian to English of Capotorto is "twisted head." In this poignant memoir, tragic and funny in equal measure, Carl's story is propelled by a cast of only-in-New-York characters, all wildly entertaining and occasionally frightening. Somewhere in all the madness that surrounded Carl in his youth, he found the bottom line: he loved his family, but he had to let them go. *Twisted Head* is an exorcism of sorts, but with plenty of laughs.

"Hilarious, insightful, moving... a book that finally captures Italian American life the way it really is." —John Turturro

"I couldn't put it down. It's one of the most hilarious descriptions of growing up Italian I have ever read."

—Nick Pileggi, author of *Wiseguy*

CARL CAPOTORTO is a playwright, screenwriter, and actor. He made his acting debut in the cult classic *Five Corners*; performed principal roles in *American Blue Note*, *Men of Respect*, Spike Lee's *Jungle Fever*, and John Turturro's *Mac*; and played Little Paulie on *The Sopranos* for six seasons. He currently lives in Manhattan.

Autobiography (BIO000000)

5³/₁₆ x 8; 320 pages

Paperback ISBN/EAN: 978-0-7679-2862-5

eBook ISBN: 978-0-7679-3095-6

\$14.00 (Canada: \$17.99)

On Sale 9/8/09

British: Crown

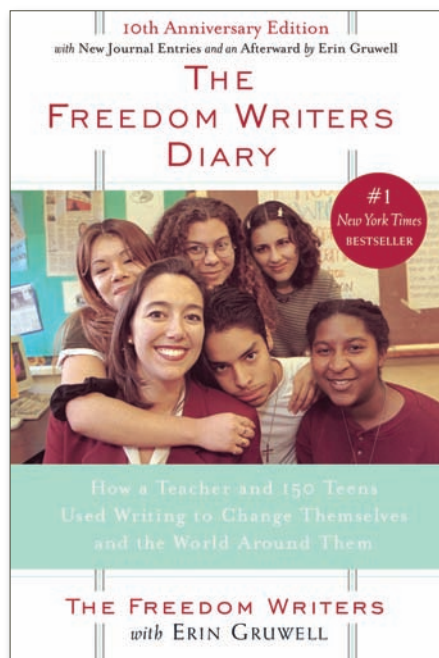
Translation: Crown

First Serial: International Creative Management

Audio: International Creative Management

Pub History: A Broadway Books hardcover (Fall 2008)

978-0-7679-2861-8



National Publicity

Tie-In with Author's Appearance/Lecture Schedule

Author Events and Interviews

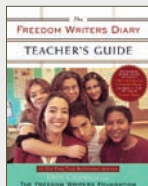
out of Los Angeles

Online Promotion

Promotions with author's website
FreedomWritersFoundation.org

Also by Erin Gruwell and the Freedom Writers

The Freedom Writers Diary Teacher's Guide
978-0-7679-2696-6
\$21.95 (Canada: \$27.95)



The Freedom Writers Diary

10th Anniversary Edition

How a Teacher and 150 Teens Used Writing
to Change Themselves and the World Around Them

The Freedom Writers with Erin Gruwell

Ten years after the New York Times bestseller The Freedom Writers Diary was published and became a hit movie, comes this anniversary edition with journal entries and updates from the Freedom Writers and their teacher Erin Gruwell.

As an idealistic first-year English teacher at Wilson High School in Long Beach, California, Erin Gruwell confronted a room of "unteachable, at-risk" students. One day she intercepted a note with an ugly racial caricature and angrily declared that this was precisely the sort of thing that had led to the Holocaust—only to be met by uncomprehending looks. So she and her students, using the treasured books *Anne Frank: The Diary of a Young Girl* and *Zlata's Diary: A Child's Life in Sarajevo* as their guides, undertook a life-changing, eye-opening, spirit-raising odyssey against intolerance and misunderstanding. They learned to see the parallels in these books to their own lives, recording their thoughts and feelings in diaries and dubbing themselves "The Freedom Writers" in homage to the civil rights activists "The Freedom Riders."

Now, ten years and more than a million copies later, Erin Gruwell and the original Freedom Writers have created this "where are they now" edition which will inspire and surprise fans of the original, and allow a whole new audience to discover the power of this very special book.

ERIN GRUWELL, the Freedom Writers, and her nonprofit organization have received many awards, including the prestigious Spirit of Anne Frank Award, and have appeared on the *Oprah Winfrey Show*, *Primetime*, *Good Morning America*, and *The View*, to name a few. Paramount Pictures released *Freedom Writers* in January 2007, a film based on this remarkable story featuring Hilary Swank as Erin.

All 150 Freedom Writers went on to graduate from Wilson High.

Education (EDU020000)

5³/₁₆ x 8; 304 pages

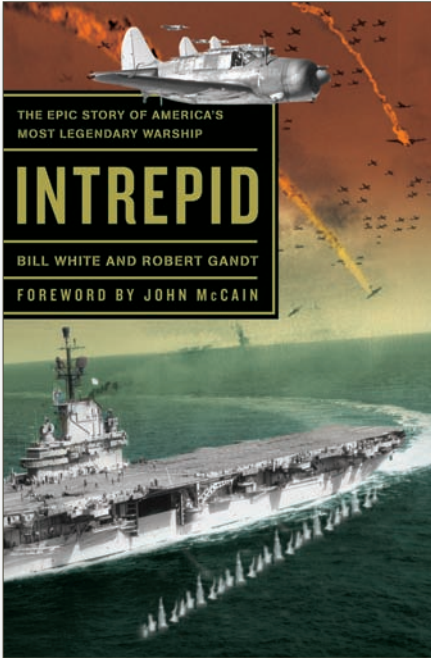
Paperback ISBN/EAN: 978-0-385-49422-9

eBook ISBN: 978-0-7679-2833-5

\$14.00 (Canada: \$17.99)

On Sale 9/8/09

All rights: Crown



National Publicity

Author Events

out of New York

Online Promotion

- Promotion on IntrepidMuseum.org and IntrepidBook.com
- Outreach to travel and military websites

Cross-Promotion with the Intrepid Museum

Intrepid

The Epic Story of America's Most Legendary Warship

Bill White and Robert Gandt

Now in paperback, the first official history of the legendary aircraft carrier that fought in World War II and Vietnam and continues to serve as a major air and space museum in New York City.

The USS Intrepid is a warship unlike any other. The 27,000-ton, Essex-class aircraft carrier has sailed into harm's way around the globe. At Leyte Gulf, the largest naval battle in history, she sank Japanese warships and endured kamikaze and torpedo attacks. She fought at Okinawa and in other Pacific battles, surviving to be the recovery ship for America's first astronauts and returning to action in Vietnam.

Intrepid brings this history to life in a stirring tribute complete with personal recollections of those who served on the ship along with dramatic photographs, time lines, maps, and vivid descriptions of the deadly conflicts she endured. More than a numbers-and-dates narrative about an inanimate vessel, *Intrepid* tells the stories of people—those who sailed in her, fought to keep her alive, and perished in her defense—and powerfully captures the human element in the history of American heroism.

"A worthy tribute to the nation's sea power, as well as all who served aboard the Intrepid." —*Kirkus Reviews*

"[An] eloquently written book." —*Tucson Citizen*

"Vivid World War II sea and air battle descriptions." —*Washington Times*

BILL WHITE is president of the Intrepid Sea, Air & Space Museum and the Intrepid Fallen Heroes Fund. **ROBERT GANDT** is a former U.S. Navy fighter pilot and Delta Air Lines captain. His numerous previous books include the definitive work on naval aviation *Bogeys and Bandits*, which was adapted for the television series *Pensacola: Wings of Gold*.

History—Military—Naval (HIS027150)

5³/₁₆ x 8; 352 pages; two 8-page black-and-white inserts

Paperback ISBN/EAN: 978-0-7679-2998-1

eBook ISBN: 978-0-7679-3097-0

\$16.00 (Canada: \$19.95)

On Sale 9/8/09

British: International Creative Management

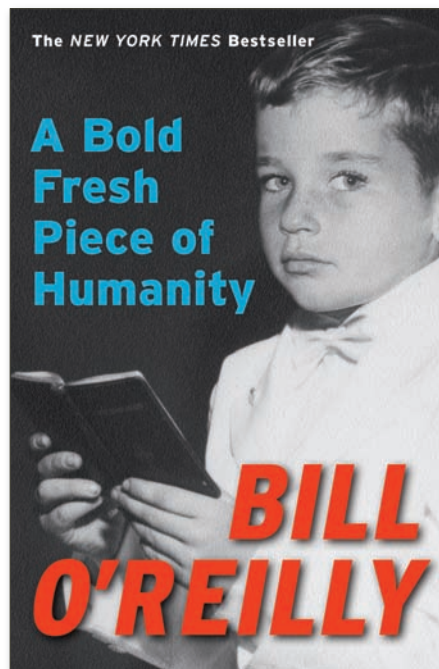
Translation: International Creative Management

First Serial: Crown

Audio: Crown

Pub History: A Broadway Books hardcover (Fall 2008)

978-0-7679-2989-9



A Bold Fresh Piece of Humanity

Bill O'Reilly

Now in paperback, the runaway bestseller with more than 800,000 copies in print.

One day in 1957, in the third-grade classroom of St. Brigid's parochial school, an exasperated Sister Mary Lurana bent over a restless young William O'Reilly and said, "William, you are a bold, fresh piece of humanity." Little did she know that she was defining the essence of Bill O'Reilly and providing him with the title of his brash and entertaining issues-based memoir.

In his most intimate book yet, O'Reilly goes back in time to examine the people, places, and experiences that launched him on his journey from working-class kid to immensely influential television personality and bestselling author. What will delight his numerous fans and surprise many others is the humor and self-deprecation with which he handles one of his core subjects: how O'Reilly became O'Reilly.

BILL O'REILLY, a three-time Emmy Award winner for excellence in reporting, is the author of the mega-bestsellers *The O'Reilly Factor*, *The No Spin Zone*, *Who's Looking Out for You?*, and *Culture Warrior*, as well as *Kids Are Americans Too*, *The O'Reilly Factor for Kids*, and the novel *Those Who Trespass*.

Political Science (POL000000)

5¹³/₁₆ x 8; 224 pages

Paperback ISBN/EAN: 978-0-7679-2883-0

eBook ISBN: 978-0-7679-3096-3

\$14.99 (Canada: \$18.99)

On Sale 9/8/09

All rights: Crown

Pub History: A Broadway Books hardcover (Fall 2008)

978-0-7679-2882-3

National Publicity

Author Events and Interviews
out of New York City

Online Promotion

- USA Today online campaign
- New York Post online campaign
- Promotion on author's website, BillOReilly.com
- Outreach to conservative bloggers

Outreach to the Catholic Community

A Random House AudioBook

Unabridged, 6 CDs
978-0-7393-6946-3
\$31.95 (Canada: \$35.95)

A Random House Large Print Edition

978-0-7393-2800-2
\$26.00 (Canada: \$30.00)

Also by Bill O'Reilly

Culture Warrior
978-0-7679-2093-2
\$14.95 (Canada: \$21.00)

The O'Reilly Factor
978-0-7679-0529-9
\$14.00 (Canada: \$21.00)

The No Spin Zone
978-0-7679-0849-8
\$14.00 (Canada: \$21.00)



Wildflowers

Lyah Beth LeFlore

From the author of Last Night a DJ Saved My Life comes a sweeping and emotional family drama in the tradition of The Joy Luck Club and Waiting to Exhale.

Twenty-three dollars and eleven cents—that's all that 35-year-old Chloe Davis Michaels has to her name after she is driven from her Los Angeles home, and career as a jet-setting Hollywood publicist, desperate to protect her unborn child from her newlywed husband. She thought she had it all. Now Chloe seeks refuge in her Midwestern hometown to "get prayed up" by the women in her family and figure out her next move.

Chloe's impromptu homecoming takes us into the world of eight African American women who make up the Davis clan—three mothers and five daughters, including Chloe. Chloe discovers that the secrets she's been keeping about her own life don't compare to the secrets each of the other women in her family has been hiding: the Davis women are in a quiet crisis.

As the bonds of family are tested, the women call upon their strong faith, and the lessons and spiritual teachings of deceased family matriarchs, MaMaw and Muh, in order to weather the storm.

By turns humorous and hopeful, honest and poignant, with rippling boldness and crackling prose, *Wildflowers* is a beautifully written novel that explores the richness and complexity of the love between mothers and daughters.

LYAH BETH LEFLORE is the author of the *Essence* bestseller *Last Night a DJ Saved My Life* and the national bestseller *I Got Your Back: A Father and Son Keep It Real About Love, Fatherhood, Family, and Friendship* with R&B Grammy legends Eddie Levert Sr. and the late Gerald Levert. She is a former television producer who has been profiled in the *New York Times*, *Essence*, and *Entertainment Weekly*.

National Publicity

National Radio Campaign

4-City Author Tour

Atlanta	Houston
Dallas	Philadelphia

Author Events and Interviews

out of St. Louis, MO

Online Promotion

- Promotion on author's website, LyahBethLeFlore.com
- Promotion on African American websites, blogs, and online book clubs

Discussion Guide Available in the Book and Online at BroadwayBooks.com

Also by Lyah Beth LeFlore

Last Night a DJ Saved My Life
978-0-7679-2118-3
\$12.95 (Canada: \$16.95)

I Got Your Back
978-0-7679-2760-4
\$12.95 (Canada: \$14.95)



Fiction (FIC000000)

5³/₁₆ x 8; 336 pages

Paperback ISBN/EAN: 978-0-7679-2119-0

\$13.99 (Canada: \$17.99)

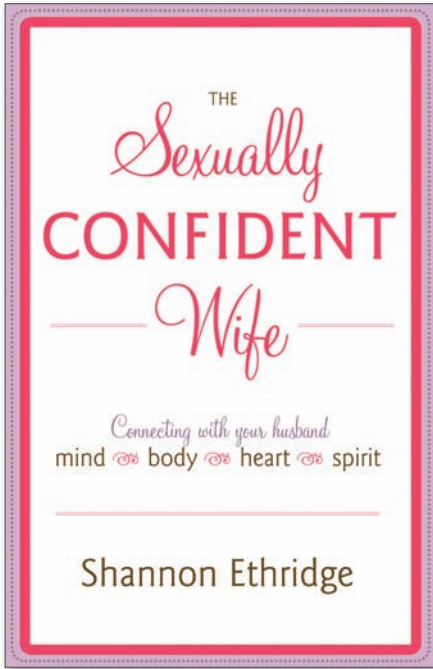
On Sale 9/8/09

British: Marie Brown Associates

Translation: Marie Brown Associates

First Serial: Crown

Audio: Crown



The Sexually Confident Wife

Connecting with Your Husband
Mind Body Heart Spirit

Shannon Ethridge

The author of the million-copy-selling Every Woman's Battle series shows women how to create the healthy, exhilarating sex lives they (and their husbands) desire.

Every woman deserves to enjoy great sex with her husband. But many wives live with the burden of self-doubt or feel mystified about what men really want in bed. Others wrestle with memories of sexual abuse or neglect, guilt over past intimate relationships, or negative feelings about their own bodies. Maybe you've been thinking you were alone in your struggle to discover sexual fulfillment. Think again. According to one poll:

- only 8 percent of married women consider their sex life to be very hot
- 21 percent call their sex life "routine and boring"
- 21 percent of respondents asked, "What sex life?"

With warmth and honesty, Shannon Ethridge explains how to avoid being one of the latter statistics. Brimming with confidence-boosting techniques and inspiring personal stories of rejuvenated relationships, *The Sexually Confident Wife* opens a new world of passion for every couple, helping women to connect with their men on every level—physical, mental, emotional, and spiritual—and enabling them to fully enjoy the ultimate, enduring union that marriage can be.

SHANNON ETHRIDGE is an inspirational speaker, lay counselor, and bestselling author. Her previous books include *Every Woman's Battle* and *Every Young Woman's Battle*. She lives in East Texas with her husband and their two children.

National Publicity

Tie-In with Author's Appearance/Lecture Schedule

Author Events and Interviews

out of Texas

Online Promotion

- Promotion on author's website, SexuallyConfidentWife.com, and Facebook, MySpace, and Ning.com pages
- Outreach to women's interest and parenting websites

Also by Shannon Ethridge

Every Woman's Battle

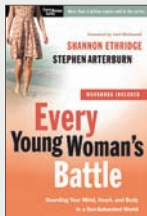
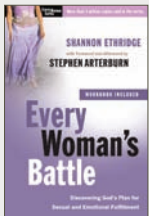
978-0-307-45798-1

\$14.99 (Canada: \$18.99)

Every Young Woman's Battle

978-0-307-45800-1

\$14.99 (Canada: \$18.99)



Self-Help (SEL000000)

5³/₁₆ x 8; 288 pages; 18 illustrations throughout

Paperback ISBN/EAN: 978-0-7679-2606-5

eBook ISBN: 978-0-7679-3091-8

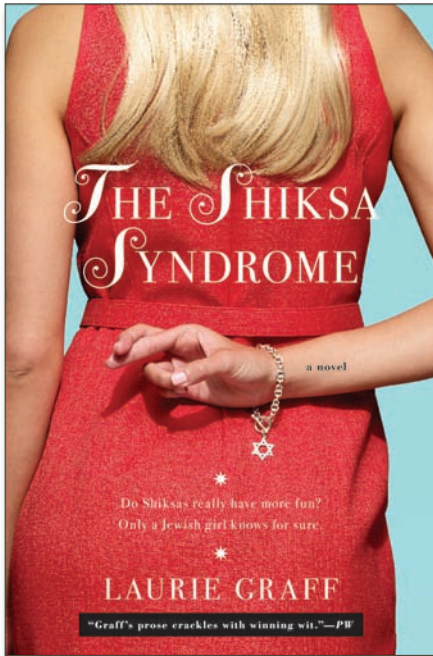
\$12.99 (Canada: \$15.99)

On Sale 9/8/09

All rights: Crown

Pub History: A Broadway Books hardcover (Fall 2008)

978-0-7679-2605-8



National Publicity

Author Events and Interviews
out of New York

Discussion Guide Available in the Book
and Online at BroadwayBooks.com

Ongoing Tie-in with Ramy
Cosmetics/Shiksa Goddess! Lipstick

The Shiksa Syndrome

A Novel

Laurie Graff

Do shikas really have more fun? A nice Jewish girl is about to find out in Laurie Graff's wickedly witty novel.

Manhattan publicist Aimee Albert knows a good spin, but she's the one who winds up reeling when her gorgeous, goyish boyfriend breaks up with her—on Christmas! So Aimee dusts herself off and decides to seek companionship with a member of her own tribe. There's just one problem: all the shikas are snapping them up!

So when the very cute, Jewish, and gainfully employed Josh Hirsch catches Aimee's eye at a kosher wine tasting and mistakes her for a shiksa, she does what any girl might do—she plays along. Unfortunately, the charade goes on longer than Aimee planned, and her life becomes more complicated than a Bergman film. To make matters worse, Josh and Aimee aren't exactly on the same page as far as their attitudes toward Judaism go, creating tension in the relationship. When Aimee's cover is finally blown, it could be the end of her romance. But that which doesn't kill us only makes us stronger—and Aimee is one Jewish goddess determined to find her happy ending.

Praise for *The Shiksa Syndrome*

"The entertaining blend of farcical scenarios and quick-fire prose finds an unexpected poignancy as Aimee is forced to confront her fundamental beliefs, tackling religion, loss, what's worth letting go of and, ultimately, what's worth holding on to."

—*Daily News*

"Graff's prose crackles with winning wit." —*Publishers Weekly*

"Laurie Graff's hilarious and sharp-witted novel is breezy enough to devour quickly, but resonant, too." —*Jewish Living Magazine*

LAURIE GRAFF is the author of the novels *You Have to Kiss a Lot of Frogs* and *Looking for Mr. Goodfrog*. She lives in New York City.

Fiction (FIC000000)

5³/₁₆ x 8; 336 pages

Paperback ISBN/EAN: 978-0-7679-2762-8

eBook ISBN: 978-0-7679-3092-5

\$12.99 (Canada: \$15.99)

On Sale 9/8/09

British: Irene Goodman Literary Agency

Translation: Irene Goodman Literary Agency

First Serial: Crown

Audio: Crown

Pub History: A Broadway Books hardcover (Fall 2008)

978-0-7679-2761-1



National Publicity

National NPR Campaign

Tie-In with Author's Appearance/Lecture Schedule

Author Events and Interviews
out of Los Angeles

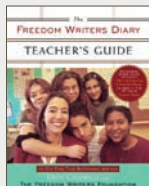
Online Promotion

Promotions with author's website,
FreedomWritersFoundation.org

Buzz-Mailings to Influencers Lists of Educators, Fortune 500, Women in Law/Media/Finance, PTAs, Masthead Contacts at Women's Magazines

Also by Erin Gruwell and the Freedom Writers

The Freedom Writers Diary Teacher's Guide
978-0-7679-2696-6
\$21.95 (Canada: \$27.95)



Teaching Hope

Stories from the Freedom Writers Teachers

The Freedom Writers Teachers and Erin Gruwell

Foreword by Anna Quindlen

Marking the 10th anniversary of New York Times #1 bestseller, The Freedom Writers Diary, 150 Freedom Writer Teachers, trained in the Freedom Writers Method by Erin Gruwell, share their experiences teaching students in and out of traditional classrooms.

Now a bestselling book and a feature film, the Freedom Writers phenomenon began in 1994, when Erin Gruwell stepped into Room 203, her first teaching job out of college. Still reeling from the Rodney King trial, Long Beach had erupted into deadly violence and the racial tension was evident in Erin Gruwell's classroom. By fostering an educational philosophy that valued and promoted diversity, she transformed her students' lives as well as her own. Erin Gruwell and the Freedom Writers established the Freedom Writers Foundation to replicate the success of Room 203 and provide all students with hope and opportunities to realize their academic potential. Since then, the Foundation has trained more than 150 teachers in the United States and Canada. *Teaching Hope* unites their voices, sharing both uplifting and devastating stories that provide insight into the struggles and triumphs of education in all its forms.

The book is structured to parallel an academic year, ranging from the anticipation of the first day, through the disillusionment, challenges, and triumphs of the school year. These are the teachers who persevere in the face of intolerance, rigid administration, and countless other challenges, continuing to reach out and teach those who are deemed unteachable. Their stories inspire everyone to make a difference in the world around them.

ERIN GRUWELL is the founder and president of the Freedom Writers Foundation, a nonprofit organization that funds scholarships and promotes innovative teaching. She lives in Long Beach, California.

Education (EDU000000)

5³/₁₆ x 8; 304 pages

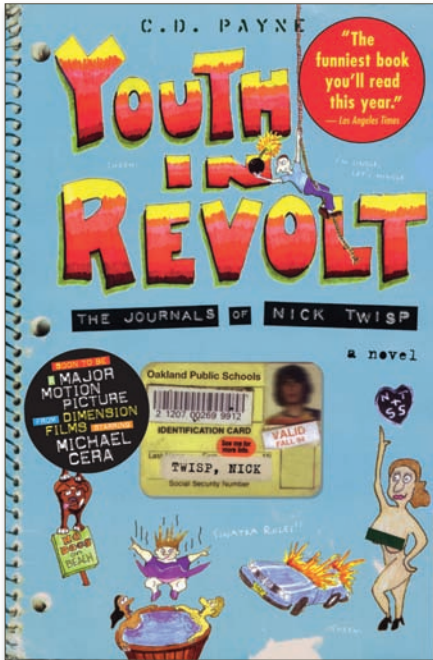
Paperback ISBN/EAN: 978-0-7679-3172-4

\$14.00 (Canada: \$17.99)

On Sale 8/18/09

All rights: Crown

SEE PAGE 31 FOR DETAILS ABOUT THE 10TH ANNIVERSARY EDITION OF *THE FREEDOM WRITERS DIARY*.



Youth in Revolt (Movie Tie-in Edition)

Now a major motion picture
from Dimension Films starring Michael Cera

C. D. Payne

The hilarious, take-no-prisoners novel about a cynical sex-obsessed teenager and his pining love for an intelligent girl is now a major motion picture from Dimension Films starring Michael Cera and Justin Long.

Youth in Revolt is the journals of Nick Twisp, California's most precocious diarist, whose ongoing struggles to make sense out of high school, deal with his divorced parents, and lose his virginity result in his transformation from an unassuming fourteen-year-old to a modern youth in open revolt. As his family splinters, worlds collide, and the police block all routes out of town, Nick vies ardently for the affections of teenage goddess Sheeni Saunders.

"Totally unsentimental and extremely funny...This hilariously cynical sex farce about bright teenagers combines creaky Shakespearean plot twists with real insights about growing up in the present chaos."
—*The Oregonian*

C. D. PAYNE is also the author of the novels *Revolting Youth*, *Civic Beauties*, *Cut to the Twisp*, *Frisco Pigeon Mambo*, *Young and Revolt-*
ing, and *Revoltingly Young*. He lives in Sonoma County, California.

Fiction (FIC000000)

6 1/8 x 9 1/4; 544 pages

Paperback ISBN/EAN: 978-0-7679-3124-3

\$17.99 (Canada: \$22.99)

On Sale 9/15/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Acme Talent & Literary

National Publicity

National Radio Campaign

Author Events and Interviews out of Sonoma County, CA

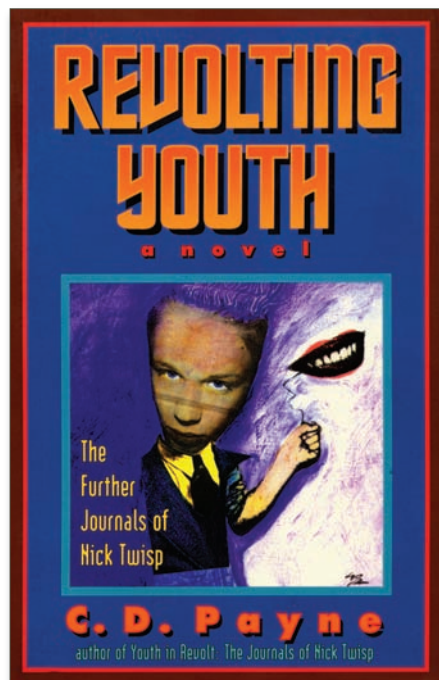
Cross-Promotions and Events with Dimension Films

Also by C. D. Payne

Youth in Revolt

978-0-385-48196-0

\$17.95 (Canada: \$26.95)



National Publicity

Author Events and Interviews
out of Sonoma County, CA

**Cross-Promotion and Events with
Dimension Films**

Also by C. D. Payne
Youth in Revolt
978-0-385-48196-0
\$17.95 (Canada: \$26.95)

Revolting Youth

The Further Journals of Nick Twisp

C. D. Payne

The hilarious sequel to the cult favorite Youth in Revolt, now a major motion picture from Dimension Films starring Michael Cera.

In the wry and subversive further journals of Nick Twisp, we reunite with America's most literate teen diarist as he accidentally ignites criminal mayhem; seeks union with his love, Sheeni Saunders; and still has to live as a girl to avoid the police—an absolute must-read for all fans of the oddball humor of *Youth in Revolt*.

Praise for *Youth in Revolt*

"The funniest book you'll read this year." —*Los Angeles Times*

"This hilariously cynical sex farce about bright teenagers combines creaky Shakespearean plot twists with real insights about growing up in the present chaos." —*The Oregonian*

C. D. PAYNE is an American writer of absurdist fiction and is also the author of the novels *Youth in Revolt*, *Civic Beauties*, *Cut to the Twisp*, *Frisco Pigeon Mambo*, *Young and Revolting*, and *Revoltingly Young*, all of which he has successfully self-published. He lives in Sonoma County.

Fiction (FIC000000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-7679-3234-9

eBook ISBN: 978-0-7679-3235-6

\$14.00 (Canada: \$17.99)

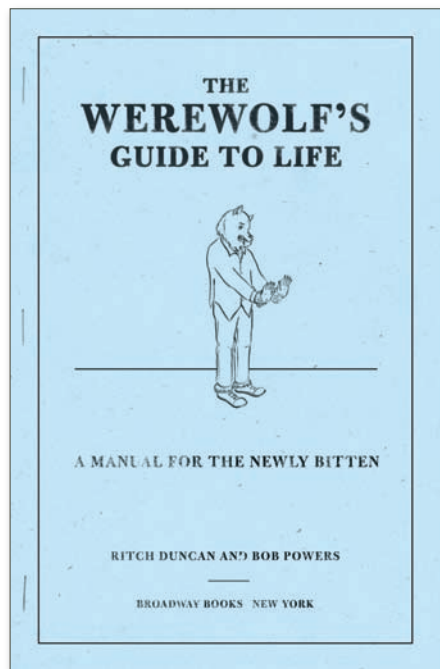
On Sale 10/13/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Acme Talent & Literary



National Publicity

National Radio Campaign

Author Events and Interviews out of New York

Online Promotion

- Advertising on social networks
- Creative video for viral promotions
- Werewolf picture contest for Halloween promotion on Flickr.com
- Outreach to horror websites, werewolf fan clubs, and online games

The Werewolf's Guide to Life

A Manual for the Newly Bitten

Ritch Duncan and Bob Powers

*A deadpan guide to surviving and thriving as a werewolf, written in the tradition of the wildly popular and bestselling **Zombie Survival Guide** and **How to Survive a Robot Uprising**.*

If you've been attacked by a werewolf, being bitten is just the beginning. You now have less than 30 days before the full moon returns and brings with it your first transformation into a savage, bloodthirsty beast. You're going to have some questions. At last there's a book to help you through this hectic adjustment, providing step-by-step instructions for your new life as a dangerous, flesh-hungry shape-shifter. Welcome to *The Werewolf's Guide to Life*, the essential manual providing all the information that a new werewolf might need to live a safe, happy, and very long life.

The Werewolf's Guide to Life cuts through the fiction and holds your paw through your first transformation and beyond, offering indispensable advice, warnings, even shopping lists for every aspect of living with lycanthropy. You'll receive tips on how to tell if you're really a werewolf, post-attack etiquette, breaking the news to your spouse, avoiding government abduction, and more. Complete with 50 line drawings, sidebars, and user-friendly lists and charts, *The Werewolf's Guide to Life* is the only reference manual that tells you exactly what to expect when you're expecting to become a wolf-person.

RITCH DUNCAN is a stand-up comedian and writer. The former editor of *Jest Magazine*, he is the creator of the popular werewolf blog WhatIsHappeningToMe.blogspot.com. **BOB POWERS** has authored several books and is a staff writer for the political humor site 236.com. He has appeared on NPR and ComedyCentral.com, and contributed to the *New York Times* humor blog, *Laugh Lines*.

Humor (HUM007000)

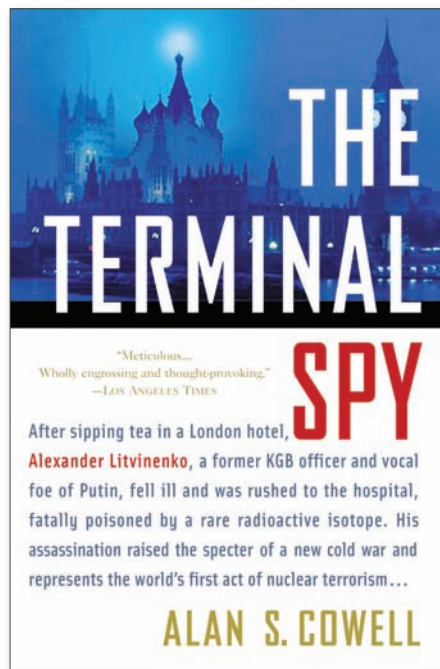
5³/₁₆ x 8; 272 pages; 50 black-and-white line drawings

Paperback ISBN/EAN: 978-0-7679-3193-9

\$13.99 (Canada: \$17.99)

On Sale 9/15/09

All rights: Crown



National Publicity

National Public Radio

The Terminal Spy

Alan S. Cowell

A prize-winning journalist reveals the previously unreported story of the former KGB officer whose murder left a terrifying trail from a hotel in central London to Russia's closed nuclear sites.

A stranger-than-fiction story that has made headlines around the world, the death of Alexander Litvinenko raised numerous unsettling questions: Was there any truth in his deathbed accusations that his former bosses at the Kremlin—including Russian president Vladimir Putin—were responsible for his death? Why did British authorities nearly miss Litvinenko's cause of death after his tea was spiked with the rare radioactive isotope Polonium 210? What does his murder indicate about Russia's recent lurch toward authoritarian rule?

In enticingly vivid scenes, *The Terminal Spy* shares detailed reconstructions of Litvinenko's death as well as his controversial career in Chechnya and his daring escape to the U.K. on a forged passport. Drawing on exclusive, first-rate reporting from sources throughout Europe and the United States, Alan Cowell provides remarkable new details about this real-life tale of spies and tycoons, political masterminds, and well-trained killers—and the closely guarded secrets left in their wakes.

"An absorbing account of Mr. Litvinenko's life and bizarre murder."
—*New York Times*

"Cowell has given us a story that is at once a real-life thriller and an immensely sinister cautionary tale about the new Russia."
—*Star Tribune*

"Cowell fleshes out an analysis of the Litvinenko case with circumstantial detail worthy of a good spy novel." —*Times* (U.K.)

Currently based in Paris, **ALAN S. COWELL** is an award-winning foreign correspondent for the *New York Times* and the author of several previous books. Awarded the George Polk Award for his coverage of South Africa, he has reported from all around the world, covering the Litvinenko story as chief of the *Times's* bureau in London.

Current Affairs (CUR004000)

5³/₁₆ x 8; 448 pages

Paperback ISBN/EAN: 978-0-7679-2816-8

eBook ISBN: 978-0-7679-3098-7

\$16.00 (Canada: \$19.95)

On Sale 10/13/09

British: Crown

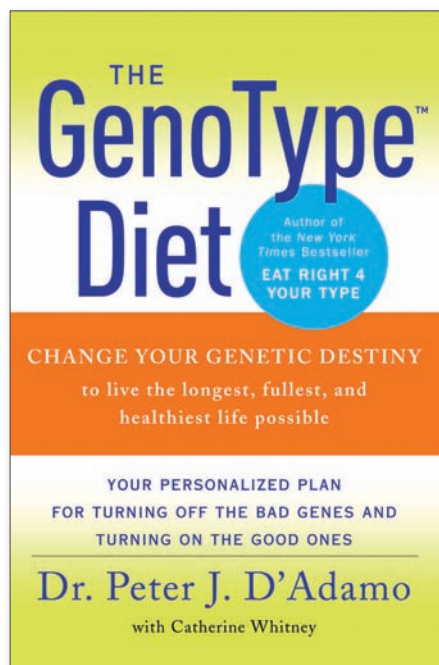
Translation: InkWell Management

First Serial: Crown

Audio: InkWell Management

Pub History: A Broadway Books hardcover (Fall 2008)

978-0-385-52355-4



National Publicity

National Radio Campaign

Author Events and Interviews

out of Connecticut and New York

Online Promotion

Promotion on author's website,
GenoTypeDiet.com

Cross-Promotion with Author's Organization

The GenoType Diet

Change Your Genetic Destiny to Live the Longest, Fullest, and Healthiest Life Possible

Dr. Peter J. D'Adamo with Catherine Whitney

Now in paperback—the groundbreaking diet plan that works with your unique genetic code, from the author of the 4-million-copy-bestselling Eat Right 4 Your Type franchise.

According to Dr. D'Adamo, a host of environmental factors, including diet and lifestyle, dictate how and when your genes express themselves. With the right tools, you can turn on the good genes and shut down the bad ones, which helps maximize health and weight loss, as well as prevent or even reverse disease.

Using family history and blood type, as well as simple diagnostic tools, Dr. D'Adamo shows you how to map out your genetic makeup to discover which of the twelve GenoType plans is right for you. Without expensive tests or a visit to the doctor, *The GenoType™ Diet* reveals previously hidden genetic strengths and weaknesses, and provides a precise diet and lifestyle plan for every individual. Based on the most cutting-edge genetic research, this is a 21st-century plan for wellness and weight loss from a renowned health-care pioneer.

"The GenoType Diet takes all the guesswork out of losing weight and puts you on a healthy and accurate plan to achieve the body that you've been dreaming of." —DietsInReview.com

DR. PETER J. D'ADAMO is a naturopathic physician, educator, and researcher with a wide international following. His first book, *Eat Right 4 Your Type*, was a *New York Times* bestseller that has been translated into over 50 languages. He is the author of 13 other books in the "Blood Type Diet" series, including *Cook Right 4 Your Type* and *Live Right 4 Your Type*.

CATHERINE WHITNEY is the coauthor of numerous bestselling books on health and medicine.

Health & Fitness—Diets (HEA006000)

5³/₁₆ x 8; 352 pages

Paperback ISBN/EAN: 978-0-7679-2525-9

eBook ISBN: 978-0-7679-2844-1

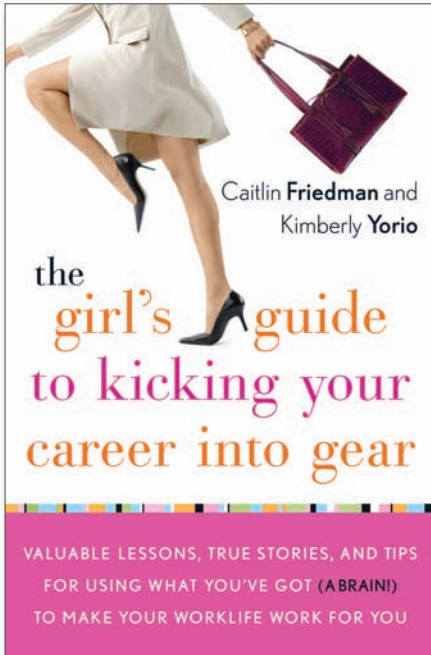
\$13.99 (Canada: \$17.99)

On Sale 12/8/09

All rights: Crown

Pub History: A Broadway Books hardcover (Fall 2007)

978-0-7679-2524-2



National Publicity

National Radio Tour

Author Events and Interviews

out of New York

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Promotion on authors' website, GirlsGuidetoBusiness.com, and Facebook community
- E-blast to Broadway Business subscribers
- Outreach to women's interest, career, and business websites

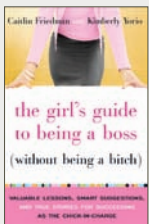
Buzz Mailing to Masthead Contacts at Women's Magazines and Career Counselors

Also by Caitlin Friedman and Kimberly Yorio

The Girl's Guide to Being a Boss (Without Being a Bitch)

978-0-7679-2285-2

\$12.95 (Canada: \$16.00)



The Girl's Guide to Kicking Your Career Into Gear

Valuable Lessons, True Stories, and Tips for Using What You've Got (a Brain!) to Make Your Worklife Work for You

Caitlin Friedman and Kimberly Yorio

"The Girl's Guide lays out what women need to do in order to be firm, fair, and—above all—successful." —Newsweek

Caitlin Friedman and Kimberly Yorio see it all the time: women derailing their careers because they believe that if they just sit quietly, work hard, and please their coworkers, someone upstairs will recognize their talents and deliver rewards. But in today's ultracompetitive workplace, nothing could be further from reality. In the third installment of their Girl's Guide series, the authors show women how to go after their goals without shame or hesitation. Based on interviews with more than 100 successful women who have shattered the glass ceiling and made great professional strides, Friedman and Yorio give women the proven tools and strategies they need to set and execute their career goals.

"The authors' successful brand and peppy attitude should win them readers seeking a can-do kick in the pants."

—Publishers Weekly

CAITLIN FRIEDMAN AND KIMBERLY YORIO started YC Media, a public-relations firm. Together they wrote the bestseller *The Girl's Guide to Starting Your Own Business* and *The Girl's Guide to Being a Boss (Without Being a Bitch)*. Friedman lives in Manhattan and Yorio is a resident of Weehawken, New Jersey.

Business & Economics—Careers (BUS012000)

5³/₁₆ x 8; 240 pages

Paperback ISBN/EAN: 978-0-7679-2767-3

eBook ISBN: 978-0-7679-2914-1

\$12.99 (Canada: \$15.99)

On Sale 12/29/09

British: David Black Literary Agency

Translation: David Black Literary Agency

First Serial: Crown

Audio: David Black Literary Agency

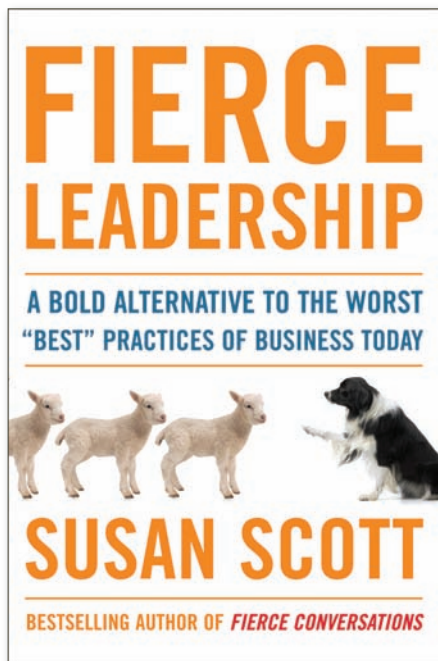
Pub History: A Broadway Books hardcover (Spring 08)

978-0-7679-2766-6

SEE PAGE 17 FOR DETAILS ABOUT THE HARDCOVER PUBLICATION OF CAITLIN FRIEDMAN AND KIMBERLY YORIO'S *HAPPY AT WORK, HAPPY AT HOME*.



BROAD AY BU INE



National Publicity

National Radio Campaign

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Advertising on leading business websites
- Advertising on top thought leadership blogs
- Promotion on author's website, FierceInc.com
- Author podcast
- Outreach to major career and business websites

Buzz Mailing to Fortune 500 List

Fierce Leadership

A Bold Alternative to the Worst "Best"
Practices of Business Today

Susan Scott

From the bestselling author of Fierce Conversations comes the antidote to some of the most wrongheaded practices permeating business today.

"Hire smart people." "Hold people accountable." "Focus on the client." For years, these mantras have been blindly adopted by business leaders everywhere. But in fact, says Susan Scott, these widely accepted practices are not only ineffective, they are costing our companies billions of dollars, driving away our most valuable employees and customers, limiting performance, and stalling careers. Yet they are so deeply ingrained in our organizational culture that no one has questioned them. Until now.

In her refreshingly candid, no-nonsense style, Scott teaches readers how to see the obvious, once we know what to look for.

Informed by over a decade of conversations with executives at Fortune 500 companies, Scott offers surprising alternatives to these practices that managers at every level can put into place. With new approaches to everything from employee feedback to customer relations, *Fierce Leadership* is for anyone ready to take an honest look at what might be holding their company or career back—and do something about it.

SUSAN SCOTT is the founder of Fierce, Inc., a global training company whose clients include Yahoo!, Starbucks, Cisco, BP, General Dynamics, New York Life, Nestle, Four Seasons Hotels & Resorts, LEGO, C.A.R.E., Best Buy, Coca-Cola, and Ernst & Young. She lives in Seattle, Washington.

Business & Economics (BUS000000)

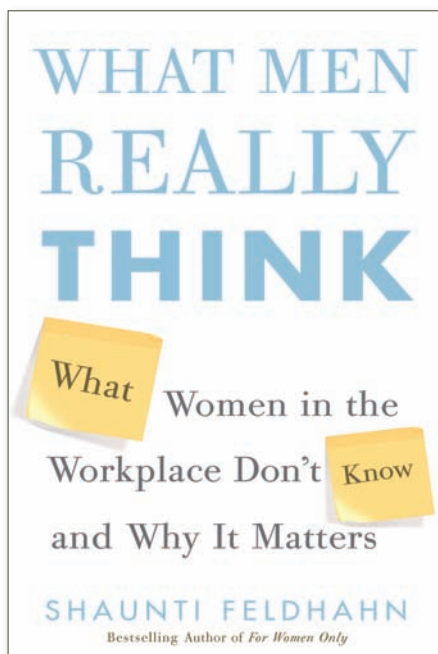
6½ x 9¼; 304 pages

Hardcover ISBN/EAN: 978-0-385-52900-6

\$25.00 (Canada: \$29.95)

On Sale 9/15/09

All rights: Crown



National Publicity

20-City Radio Satellite Tour

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Advertising on leading women's and business websites
- Promotion on author's website, Shaunti.com, and Facebook community
- E-blast to Broadway Business subscribers
- Outreach to women's interest, career, and business websites

Buzz Mailings to Professional Women's Associations and Masthead Contacts at Women's Magazines

What Men Really Think

What Women in the Workplace Don't Know,
and Why It Matters

Shaunti Feldhahn

A startling exploration of what men privately think about the words and actions of women in the workplace, based on nationwide surveys and confidential interviews with more than 3,000 men, ranging from corporate CEOs to factory workers.

Many talented women today risk undermining their careers without realizing it, simply because they don't understand how they are perceived by their male colleagues and customers.

In *What Men Really Think*, bestselling author Shaunti Feldhahn reveals the inner reality behind men's views—the unspoken expectations that no man would dare to publicly acknowledge and no woman would learn from an HR department. These revelations include:

- Men's unwritten "rules" of the workplace
- How men perceive workplace emotion
- What common situations with female colleagues most frustrate men—and why
- Why revealing clothing can sabotage a woman's effectiveness
- Why some men think flextime is fine but equal compensation for it is not

What Men Really Think equips women with the information they need to make informed decisions and compete on a level playing field.

SHAUNTI FELDHAHN is a nationally syndicated columnist and the bestselling author of *For Women Only: What You Need to Know About the Inner Lives of Men* and *For Men Only*, which together sold one million copies. She holds a masters in Public Policy from Harvard, worked on Wall Street, and now lives in Atlanta, Georgia.

Business (BUS000000)

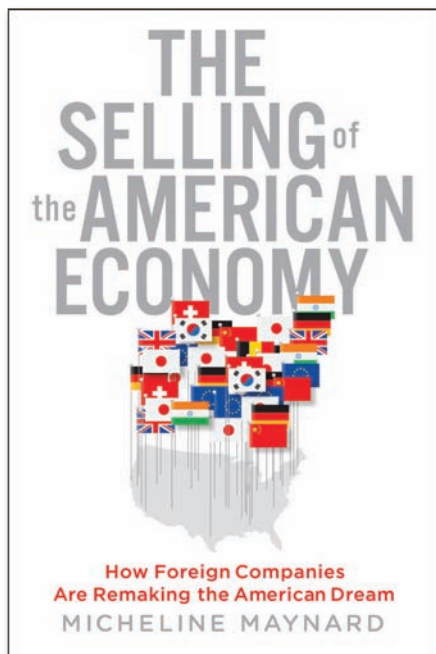
5½ x 8¼; 288 pages

Hardcover ISBN/EAN: 978-0-385-52811-5

\$22.99 (Canada: \$27.99)

On Sale 10/6/09

All rights: Crown



The Selling of the American Economy

How Foreign Companies
Are Remaking the American Dream

Micheline Maynard

A compelling, story-driven narrative about how foreign companies, despite the suspicion and unease many Americans harbor, are powerfully and positively transforming our communities and our economy.

Americans generally regard globalization as a significant threat to our way of life. Not so, argues *New York Times* senior business correspondent Micheline Maynard. Despite the xenophobia that colors American perception of foreign-owned companies, their investments have actually been an often overlooked boon to our economy and to our very way of life; they create jobs, pump billions of dollars into the economy, strengthen communities, foster innovation in the marketplace, and teach Americans new ways to live and work.

Through hundreds of interviews with executives and workers at foreign-owned companies, as well as with a host of government officials and local leaders who have fought to lure foreign companies to their communities and states, Maynard presents a compelling account of the paradigm shift that is transforming the American workforce — and remaking the American dream.

At a time when many American companies are downsizing and closing down factories, the need for foreign investment has never been greater. In this fascinating narrative, Maynard shows how if we are, as some critics contend, selling our economy to the highest bidder, it is often very good news for America.

MICHELINE MAYNARD is the senior business correspondent at the *New York Times*, and the author of *The End of Detroit*. She has written for numerous publications and appears regularly on CNBC and NPR. She lives in Ann Arbor.

National Publicity

National Radio Campaign

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Advertising on leading business websites
- Outreach to top business, political and thought leadership blogs

Buzz Mailing to Fortune 500 list and Select Political Contacts

Also by Micheline Maynard

The End of Detroit

978-0-385-50770-7

\$23.00 (Canada: \$29.95)



Business & Economics (BUS070020)

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

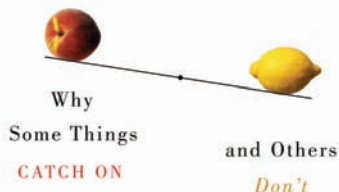
Hardcover ISBN/EAN: 978-0-385-52052-2

\$25.00 (Canada: \$29.95)

On Sale 10/20/09

All rights: The Martell Agency

Trade-Off



Kevin Maney

National Publicity

National Radio Campaign

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Advertising on leading business websites
- Advertising on top business and thought leadership blogs
- Promotion on author's website, KevinManey.com
- Outreach to business websites

Buzz Mailing to Fortune 500 List and Select B-School Professors

Trade-Off

Why Some Things Catch On, and Others Don't

Kevin Maney

A fresh and important new way to understand why we buy, Trade-Off is sure to take its place next to bestselling narrative books like The Long Tail.

What made camera phones an immediate sensation? Why does Wal-Mart dominate rural and suburban areas but stumble in large cities? Why did Coach recently begin to lose its luster?

The answer lies in the ever-present tension between fidelity (the quality of a consumer's experience) and convenience (the ease of getting and paying for a product).

In *Trade-Off*, Kevin Maney shows how these conflicting forces determine the success, or failure, of new products and services in the marketplace. He shows that almost every consumer decision involves a trade-off between quality and cost—between the products we love and the products we need.

Products high in fidelity or convenience tend to sell. Those that fall into the middle, what the author calls The Fidelity Belly, are neither high in fidelity nor low in price—and never find an enthusiastic audience.

Using examples such as Apple, Disney, Kodak, and Amazon's Kindle, Maney demonstrates that the most successful companies emphasize either fidelity or convenience in shaping their approach to product development and building their brands.

KEVIN MANEY, the bestselling author of *Megamedia*, *Shakeout*, and *The Maverick and His Machine*, is a contributing editor to *Condé Nast Portfolio* and a blogger for Portfolio.com. He lives outside of Washington, DC.

Business (BUS000000)

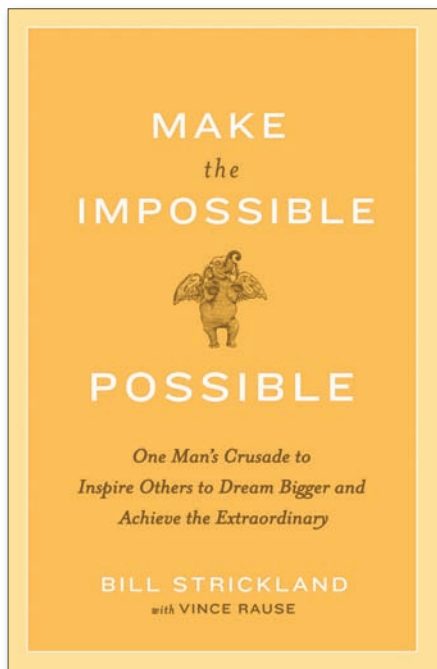
5½ x 8¼; 224 pages

Hardcover ISBN/EAN: 978-0-385-52594-7

\$22.00 (Canada: \$26.95)

On Sale 10/20/09

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National Publicity

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Promotion on author's website
Bill-Strickland.org
- Outreach to major philanthropic, thought leader and social entrepreneurship websites

Buzz Mailing to Select Business and Political Contacts

Make the Impossible Possible

One Man's Crusade to Inspire Others
to Dream Bigger and Achieve the Extraordinary

Bill Strickland with Vince Rause

MacArthur "Genius Award" winner Bill Strickland shows how, by adopting the attitudes and beliefs that he has lived by every day, each of us can reach our fullest potential and achieve the impossible in our own lives and careers—and perhaps change the world a little in the process.

Bill Strickland has spent the past 30 years transforming the lives of thousands of people through the creation of Manchester Bidwell, a jobs training center and community arts program in Pittsburgh. Working with corporations, community leaders, and schools, he and his staff strive to give disadvantaged kids and adults the opportunities and tools they need to envision and build a better, brighter future. According to Strickland, a successful life is not something you simply pursue, it is something that you create, moment by moment.

In *Make the Impossible Possible*, he explains how we all make ourselves "poor" in one way or another when we accept that we are not smart enough, experienced enough, or talented enough to accomplish something. Through lessons from Strickland's own life experiences and those of countless others who have overcome their circumstances and turned their lives around, *Make the Impossible Possible* shows how all of us can build on our passions and strengths, dream bigger and set the bar higher, achieve meaningful success, and help inspire the lives of others.

BILL STRICKLAND is the president and CEO of Manchester Bidwell. As a result of his work, Strickland has received a MacArthur Fellowship "genius" grant, has lectured at Harvard Graduate School of Education, has served on the board of the National Endowment for the Arts, and he and Manchester Bidwell have been the subject of three Harvard Business School case studies. He lives in Pittsburgh, Pennsylvania.

Business & Economics—Motivational (BUS046000)

5³/₁₆ x 8; 240 pages

Paperback ISBN/EAN: 978-0-385-52055-3

eBook ISBN: 978-0-385-52424-7

\$14.00 (Canada: \$17.99)

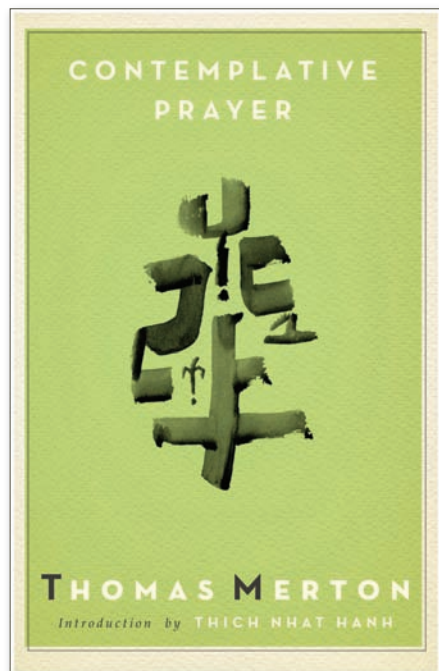
On Sale 10/20/09

All rights: Crown

Pub History: A Doubleday Business hardcover (Fall 2007)
978-0-385-52054-6



DOUBLEDAY RELIGION



National Publicity

Online Promotion

- Promotion through The Thomas Merton Center, Merton.org
- Featured in religion books e-newsletter

Contemplative Prayer

Thomas Merton

Introduction by Thich Nhat Hanh

One of Thomas Merton's most beloved works, in a new package that reintroduces his timeless spiritual wisdom for a contemporary audience.

In this classic text, Thomas Merton offers valuable guidance for prayer. Bringing together a wealth of meditative and mystical influences—from John of the Cross to Eastern desert monasticism—to create a spiritual path for the modern-day seeker. He shows how the peace derived through meditation should not be sought in order to evade the problems of contemporary life, but should be directed back toward the world to affect positive change.

Contemplative Prayer is one of the most well-known works of spirituality of the last one hundred years, and this new edition will ensure that Merton's work remains equally influential well into the next century.

Moreover, in a moving and profound introduction, Thich Nhat Hanh offers his personal recollections of Merton and compares the contemplative traditions of East and West.

"[Readers] will find *Contemplative Prayer* valuable. Merton shows that all living theology needs to be rooted in exercises where men somehow happily establish contact with God."

—*New York Times Book Review*

THOMAS MERTON (1915–1968), Trappist monk, author, and peace activist, came to international prominence at a young age with his classic autobiography, *The Seven Storey Mountain*. Over the rest of his life he wrote prolifically on a vast range of topics, including prayer, interior growth, social responsibility, violence, and war. Toward the end of his life he played a significant role in introducing Eastern religions to the West. He is today regarded as a spiritual master, a brilliant religious writer, and a man who embodied the quest for God and human solidarity in the modern world.

THICH NHAT HANH is an internationally respected Zen poet and teacher. He is the author of numerous bestselling books, including *Zen Keys* and *Living Buddha, Living Christ*.

Religion—Spirituality (REL062000)

5¾ x 8; 128 pages

Paperback ISBN/EAN: 978-0-385-09219-7

\$11.00 (Canada: \$14.00)

On Sale 9/15/09

All rights: Cistercian Publications

**National Publicity****Online Promotion**

- Promotion through The Thomas Merton Center, Merton.org
- Featured in religion books e-newsletter

Conjectures of a Guilty Bystander

Thomas Merton

Thomas Merton's classic collection on love and justice repackaged for a whole new generation.

In this series of notes, opinions, experiences, and reflections, Thomas Merton examines some of the most urgent questions of our age. With his characteristic forcefulness and candor, he brings the reader face-to-face with such provocative and controversial issues as the "death of God," politics, modern life and values, and racial strife—issues that are as relevant today as they were fifty years ago.

Conjectures of a Guilty Bystander is Merton at his best—detached but not unpassionate, humorous yet sensitive, at all times alive and searching, with a gift for language that has made him one of the most widely read and influential spiritual writers of our time.

THOMAS MERTON (1915–1968), Trappist monk, author, and peace activist, came to international prominence at a young age with his classic autobiography, *The Seven Storey Mountain*. Over the rest of his life he wrote prolifically on a vast range of topics, including prayer, interior growth, social responsibility, violence, and war. Toward the end of his life he played a significant role in introducing Eastern religions to the West. He is regarded today as a spiritual master, a brilliant religious writer, and a man who embodied the quest for God and human solidarity in the modern world.

Religion (REL000000)

5³/₁₆ x 8; 368 pages

Paperback ISBN/EAN: 978-0-385-01018-4

\$15.00 (Canada: \$18.95)

On Sale 9/15/09

All rights: Crown

**THE IMITATION
OF CHRIST**PREFACE BY CARL A. ANDERSON
EDITED WITH AN INTRODUCTION BY HAROLD G. GARDINER, S.J.**THOMAS À KEMPIS****National Publicity****Online Promotion**

Featured in the religion books e-newsletter

Promotion at Religion Trade Show, RBTE**Included in the Catholic Box Mailing**

The Imitation of Christ

Thomas à Kempis

One of the most widely read spiritual works of all time, now beautifully repackaged and introduced by Carl Anderson, bestselling author of A Civilization of Love.

Written by the Augustinian monk Thomas à Kempis with the intention of directing his readers toward spiritual peace, *The Imitation of Christ* has been beloved by Christians of all denominations for over five centuries. With a deep understanding of the inner life, Kempis provides a series of reflections on such topics as humility, charity, discipline, self-examination, and meditation, revealing a simple path to a life of faith that is both profoundly spiritual and highly practical.

Kempis's work has been deeply influential in shaping Christian devotion, and with bestselling author Carl Anderson's new introduction to this classic text, *The Imitation of Christ's* timeless message will no doubt continue to be read—and experienced—by people of faith for many years to come.

THOMAS À KEMPIS (ca. 1380–1471) was an Augustinian monk in the Netherlands during the pre-reformation period.

CARL ANDERSON is the chief executive officer of the Knights of Columbus, the world's largest Catholic fraternal service organization with more than 1.7 million members. In April 2008 he released his first book, the *New York Times* bestseller, *A Civilization of Love*.

Religion (REL000000)

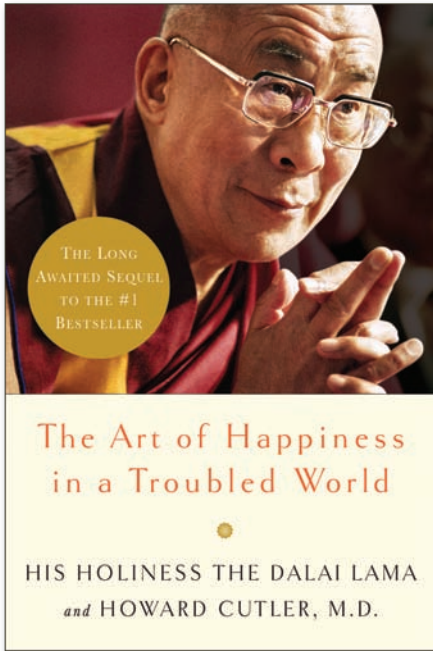
5³/₁₆ x 8; 240 pages

Paperback ISBN/EAN: 978-0-385-02861-5

\$11.00 (Canada: \$14.00)

On Sale 10/20/09

All rights: Crown



The Art of Happiness in a Troubled World

His Holiness the Dalai Lama
and Howard Cutler, M.D.

*In this long-awaited sequel to the #1 bestseller, **The Universe in a Single Atom**, **The Art of Happiness in a Troubled World** applies Buddhist tradition to twenty-first-century struggles in a relevant way. The result is a wise approach to dealing with human problems that is both optimistic and realistic, coming at a time when it could not be more needed.*

How can we expect to find happiness and meaning in our lives when the modern world seems such an unhappy place?

His Holiness the Dalai Lama has suffered enormously throughout his life, yet he always seems to be smiling and serene. How does he do it? In *The Art of Happiness in a Troubled World*, Dr. Cutler walks readers through the Dalai Lama's philosophy on how to achieve peace of mind and come to terms with life's inherent suffering. In a way that goes beyond their first book, the two examine the roots of many of the problems facing the world and show us how we can approach these calamities in a way that alleviates suffering, and helps us along in our personal quests to be happy. Through stories, meditations, and in-depth conversations, the Dalai Lama teaches readers to identify the cultural influences and ways of thinking that lead to personal unhappiness, making sense of the hardships we face personally, as well as the many problems facing the world today.

HIS HOLINESS THE DALAI LAMA is the spiritual and temporal leader of the Tibetan people. He is a recipient of the Wallenberg Award, the Albert Schweitzer Award, and the Nobel Peace Prize. He lives in Dharamsala, India. **HOWARD C. CUTLER, M.D.**, is a diplomat of the American Board of Psychiatry and Neurology. Dr. Cutler maintains a private psychiatric practice in Phoenix, Arizona.

National Publicity

Author Events and Interviews
out of Phoenix, AZ

4-City Author Tour (Howard Cutler, M.D.)
Boston Denver/Boulder
Chicago San Francisco

Tie-In with Appearance/Lecture Schedule of Howard Cutler, M.D.

Advertising
Print advertising in targeted Buddhist publications

Online Promotion
• *New York Times* online campaign
• Advertising on social networks

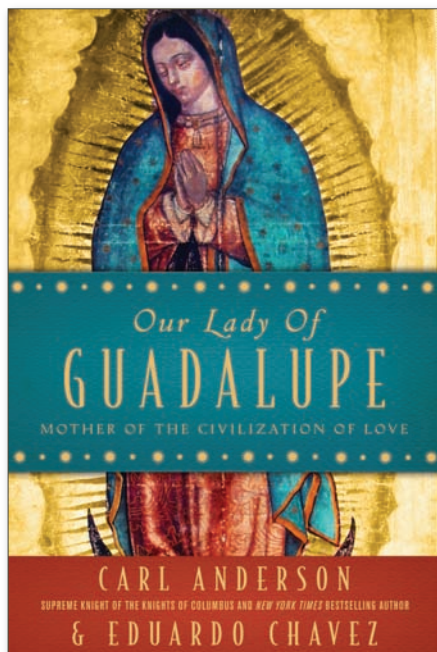
Cross-Promotion with Buddhist Organizations and Shambhala Centers

Buzz Mailings to Spiritual Groups, Therapists, and Yoga Studios

A Random House AudioBook
Unabridged, 7 CDs
978-0-7393-3441-6
\$35.00 (Canada: \$43.00)

Also by His Holiness the Dalai Lama
The Universe in a Single Atom
978-0-7679-2081-0
\$14.95 (Canada: \$16.95)

Self Help—Happiness (SEL016000)
5½ x 8¼; 272 pages
Hardcover ISBN/EAN: 978-0-7679-2064-3
eBook ISBN: 978-0-7679-2909-7
\$25.00 (Canada: \$29.95)
On Sale 9/15/09
All rights: Ralph Vicinanza



National Publicity

National Radio Campaign

Tie-In with Author's Appearance/Lecture Schedule

Advertising

Columbia Magazine

Online Promotion

- Advertising on Our Sunday Visitor, OSV.com
- Cross-Promotion through Knights of Columbus: website including podcasts, RSS feeds, and promotion at the Supreme Convention 2009
- Promotion on Catholic weblogs
- Featured in the Supreme Knights Bookclub

Targeted Mailings to Author's Extensive Contacts List, Bishops, Knights of Columbus Chapters

Our Lady of Guadalupe

Mother of the Civilization of Love

Carl Anderson and Eduardo Chavez

One of the most influential leaders of the Catholic community in the United States today recounts the history of Our Lady of Guadalupe and illuminates her importance to the future of the Catholic Church in North and South America.

In 1531, Our Lady of Guadalupe, a vision of the Virgin Mary, appeared to an Indian Christian on a hilltop outside what is now Mexico City. Today, she is one of the most powerful female icons in the Catholic Church, recognized by the Vatican as "Patroness of the Americas." The Basilica of Our Lady of Guadalupe in Mexico City, which displays a cloak bearing her miraculous image, is the second most visited Roman Catholic shrine in the world.

Our Lady of Guadalupe has played a central role in the growth of Catholicism in Mexico and throughout the Western hemisphere. In *Our Lady of Guadalupe*, Carl Anderson traces her history as a religious and cultural symbol from the sixteenth century to the present. Focusing on the changing face of the Catholic Church in the United States, he shows that Our Lady of Guadalupe is becoming an increasingly significant figure within the Church as a potent symbol of peace and unity to Spanish and English speaking believers alike.

CARL ANDERSON, *New York Times* bestselling author, is the chief executive officer and chairman of the board of the Knights of Columbus. He held various positions of the Executive Office of the President from 1983 to 1987, was a member of the U.S. Commission on Civil Rights, and has taught at the Pontifical Institute for Studies on Marriage and Family in Rome. **FATHER EDUARDO CHAVEZ** is one of the most renowned experts on the Guadalupe apparitions and the postulator of St. Juan Diego's cause for sainthood. He is the first dean of the Catholic University Lumen Gentium of the Archdiocese of Mexico, cofounder and dean of the Higher Institute for Guadalupan Studies, and honorary canon of the Guadalupe Basilica.

Religion (REL010000)

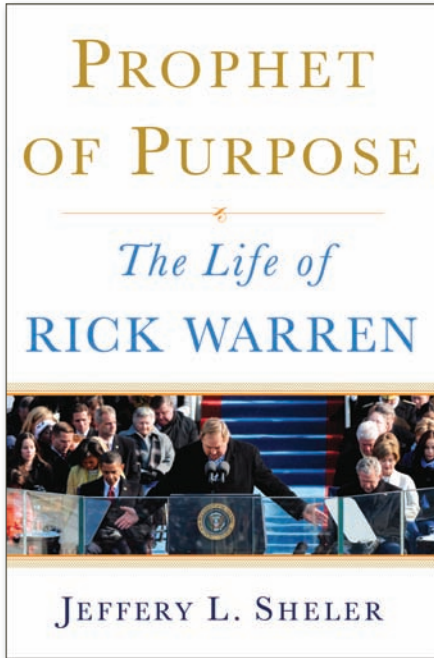
5 x 7½; 208 pages

Hardcover ISBN/EAN: 978-0-385-52772-9

\$22.99 (Canada: \$27.99)

On Sale 9/15/09

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Prophet of Purpose

The Life of Rick Warren

Jeffery L. Sheler

Rick Warren is the most influential man in American religion today—no other modern church leader has matched his success as a leader and motivator of lay Christians. He helped make history by giving the invocation at President Barack Obama's January 2009 inauguration, and his book *The Purpose Driven® Life* is the bestselling hardcover of all time, with more than 25 million copies sold.

Prophet of Purpose traces the road Warren has traveled, the influences in his life, his personal trials, and the opposition he encountered along the way. Honest, thorough, and insightful, it explores his experiences as an evangelical Christian during the turbulent 1960s, his reactions to the divisive conflicts between fundamentalist and moderate Southern Baptists, and his life-changing decision to start a "church for people who hate church." Jeffery L. Sheler, who had complete access to Warren and his associates, describes Warren's strengths as a pastor, his extraordinary management expertise in building his church and spreading its influence, his controversial role in the battle against AIDS, and his deep commitment to humanitarian and ecological causes today.

Rick Warren is the leading voice of the evangelical movement. *Prophet of Purpose* brings him and his mission to life and provides a provocative look at the future of Christianity in America.

JEFFERY L. SHELER reported for *U.S. News & World Report* for 24 years, including 15 years as the religion editor, and is a contributing editor for the magazine. He is the author of *Is the Bible True?* and *Believers: A Journey into Evangelical America*. He lives in Portsmouth, Virginia.

National Publicity

National Radio Campaign

Tie-In with Author's Appearances

Online Promotion

- Advertising on ChristianityToday.com
- Featured in e-blast to Evangelical Pastors
- Promotion on author's website, JefferySheler.com
- Outreach to pastor bloggers
- Promotion on Rick Warren & Saddleback Church websites
- Promotion to Catholic and Evangelical e-newsletter subscribers

Targeted Mailings to Evangelical Churches and Pastors Through ELEMENTS

A Random House AudioBook

Unabridged, 8 CD
978-0-7393-5833-7
\$29.95 (Canada: \$37.00)

Biography & Autobiography—Religious (BIO018000)

60 x 9 1/4; 320 pages

Hardcover ISBN/EAN: 978-0-385-52395-0

eBook ISBN: 978-0-385-53055-2

\$22.99 (Canada: \$27.99)

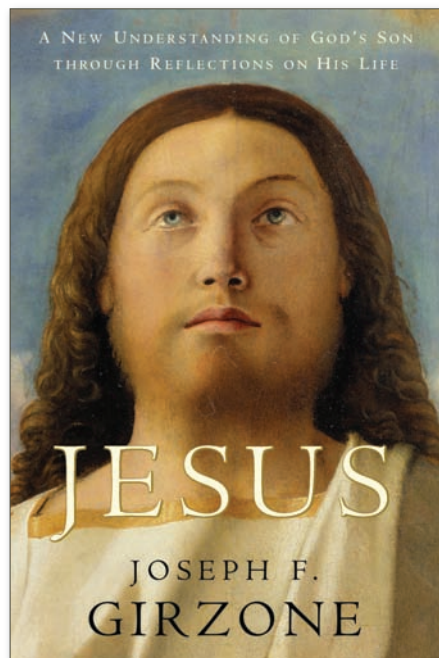
On Sale 9/15/09

British: Crown

Translation: Gail Ross Literary Agency

First Serial: Crown

Audio: Crown



National Publicity

National Radio Campaign

Online Promotion

- Advertising on Crosswalk.com and Crosswalk e-newsletter
- Video promotion of Father Girzone through YouTube

Jesus

A New Understanding of God's Son Through Reflections on His Life

Joseph F. Girzone

Drawing on a lifetime of study and reflection, the author of the Joshua series presents his long-awaited, revelatory, and deeply personal work on Jesus.

In his immensely popular Joshua novels, Joseph Girzone depicted Jesus in the modern-day world, using compelling fiction to elucidate Jesus' message and teachings. Now Girzone provides a powerful new perspective on Jesus. Based on scripture and written in Girzone's lively, non-doctrinal style, it brings the theology that animates his fiction into vibrant focus.

Girzone combines personal anecdotes, tales from the Bible, and stories he has gathered from fans and followers around the world to create an uncommon and profoundly inspiring portrait of Jesus. He writes with candor and grace about the revelations that shape his beliefs and the mysteries that continue to intrigue him.

The definitive statement of Girzone's views on Jesus' mission on earth and its meaning for today's readers, *Jesus* is Girzone's magnum opus.

JOSEPH GIRZONE is the author of several *Joshua* novels, which have sold millions of copies, and nonfiction books, including the bestselling *A Portrait of Jesus* and *Never Alone*. The founder of The Joshua Foundation, an organization dedicated to making Jesus better known throughout the world, he lives in Albany, New York.

Religion—Catholicism (REL010000)

5½ x 8¼; 272 pages

Hardcover ISBN/EAN: 978-0-385-52815-3

\$23.00 (Canada: \$27.95)

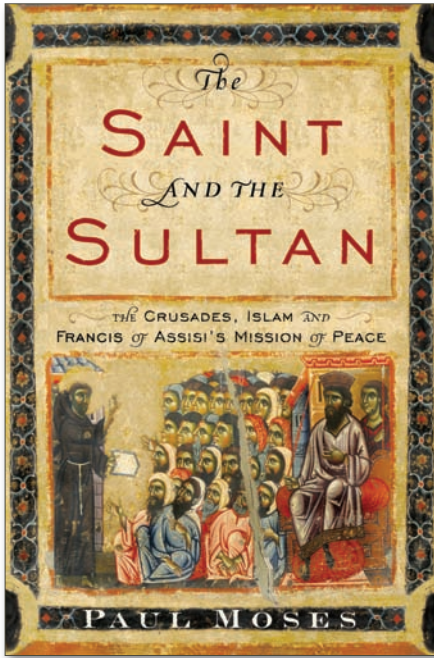
On Sale 10/20/09

British: Curtis Brown

Translation: Curtis Brown

First Serial: Crown

Audio: Curtis Brown



The Saint and the Sultan

The Crusades, Islam,
and Francis of Assisi's Mission of Peace

Paul Moses

The intriguing story of the extraordinary, and little known, meeting between St. Francis of Assisi and Islamic leader Sultan Malik al-Kamil. A dramatic adventure with strong resonance in today's divided world.

In popular memory St. Francis of Assisi is known as a poor monk and a lover of animals. Less well-known is an equally important and more challenging aspect of his life: his unwavering commitment to seeking peace. In *The Saint and the Sultan*, Paul Moses recovers Francis's message of peace through the largely forgotten story of his mission to end the Crusades.

In 1219, as the Fifth Crusade was being fought, Francis crossed enemy lines to gain an audience with Malik al-Kamil, the sultan of Egypt. The two talked of war and peace and faith, and when Francis returned home, he proposed that his Order of the Friars Minor live peaceably among Muslims—a revolutionary call at a moment when Christendom pinned its hopes on the battlefield. With a journalist's eye for a good story, Moses explores the history of the Crusades and shows why this event was ignored for centuries. Moreover, he illuminates the relevance this episode has today as the world works gingerly to broker peace between the West and the Islamic world.

PAUL MOSES, former *Newsday* city editor and senior religion writer, is professor of journalism at Brooklyn College and the City University of New York Graduate School of Journalism. He currently contributes to *Commonweal* magazine and its blog. He lives in Brooklyn.

National Publicity

National Radio Campaign

Tie-In with Author's Appearance/Lecture Schedule

Online Promotion

- Advertising on ChristianityToday.com
- Promotion through Books & Culture e-newsletter
- Outreach to history bloggers

Targeted Mailings to History Buffs

Included in the Catholic Box Mailing

History—Medieval (HIS037010)

5½ x 8¼; 256 pages

Hardcover ISBN/EAN: 978-0-385-52370-7

\$25.00 (Canada: \$29.95)

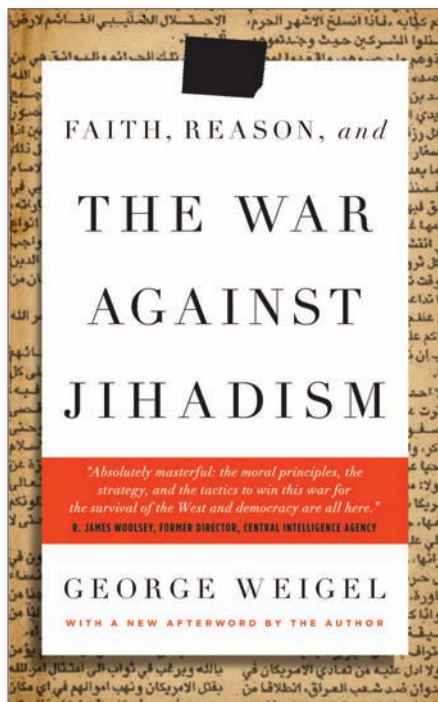
On Sale 10/20/09

British: Level Five Media

Translation: Level Five Media

First Serial: Crown

Audio: Crown



Faith, Reason, and the War Against Jihadism

George Weigel

Addressing the religious convictions that fuel Islamic jihadism, George Weigel draws on his quarter century of experience analyzing the intersection of faith and public policy to call for a renewed focus on facing down the persistent threat posed by this destructive global movement.

With war ongoing in Iraq and Afghanistan, Osama Bin Laden still at large, and new threats emerging regularly, George Weigel's *Faith, Reason, and the War Against Jihadism* serves as a forceful reminder that a confrontation of historic proportions is playing out between the West and Islamic jihadism. In this call to action, Weigel insists that persistent focus is needed to survive this perilous time in history and offers 15 bold prescriptions for meeting the threat.

Essential reading in a time of momentous political decisions, *Faith, Reason, and the War Against Jihadism* is a clarion call for a renewed seriousness of debate about this continuing threat.

"This brilliant little book is, quite simply, the best analysis of the role played by religion in what I call World War IV."

—Norman Podhoretz, editor at large, *Commentary*

"Weigel has written one of the most important books since 9/11. It's a bracing, challenging, and compelling account of the war we are in and which we have to win."

—William Kristol, editor, *Weekly Standard*

GEORGE WEIGEL is one of America's leading commentators on issues of religion and public life. A Senior Fellow of the Ethics and Public Policy Center in Washington, D.C., and a *Newsweek* contributor, his biography of Pope John Paul II, *Witness to Hope*, was an international and *New York Times* bestseller.

National Publicity

Online Promotion

- Promotion on author's blog, GeorgeWeigel.blogspot.com
- Featured in religion books e-newsletter
- Outreach to Catholic bloggers

Included in the Catholic Box Mailing

Politics—Political Freedom & Security—Terrorism (POL037000)

5³/₁₆ x 8; 208 pages

Paperback ISBN/EAN: 978-0-385-52478-0

eBook ISBN: 978-0-307-49917-2

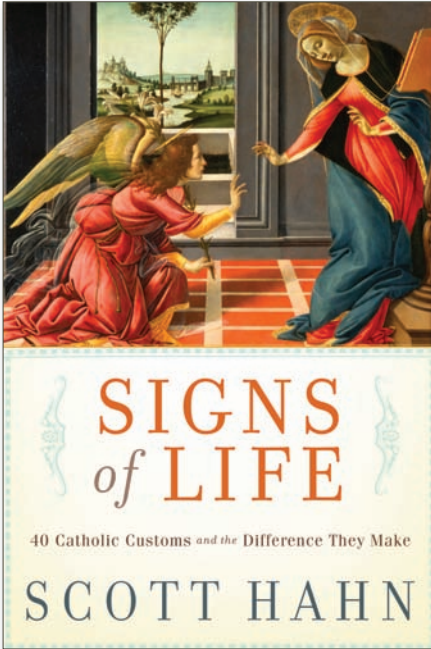
\$13.00 (Canada: \$16.00)

On Sale 11/10/09

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Pub History: A Doubleday Religion hardcover (Fall 2007)

978-0-385-52378-3



National Publicity

Author Interviews
out of Ohio

Tie-in with Author's Appearance/Lecture Schedule

Advertising
Our Sunday Visitor
This Rock

Online Promotion

- Cross-promotion with Franciscan University and St. Paul Center for Biblical Theology
- Promotion on author's website, ScottHahn.com
- Featured on author's weblog
- Outreach to Catholic bloggers

Targeted Finished Copy Mailings to Author's Contact List, Catholic Schools and Universities

Signs of Life

40 Catholic Customs and the Difference They Make

Scott Hahn

Scott Hahn, the bestselling author of The Lamb's Supper and Reasons to Believe, celebrates the touchstones of the Catholic life, guiding readers through an exploration of the Church's rites, customs, and traditional prayers.

This book is a must read for all Catholics!

In this rich, fully accessible handbook, beloved author Scott Hahn provides clear and comprehensive explanations of the biblical doctrines and historical traditions that underlie Catholic beliefs and practices. Devoting single chapters to each topic, the author takes you on a journey that will illuminate the roots and significance of all things Catholic, including the sign of the cross; the Mass; the sacraments; praying with the saints; guardian angels; sacred images and relics; the celebration of Easter, Christmas, and other holidays; daily prayers; and much more.

In the appealing conversational tone that has won him millions of devoted readers, Hahn presents the basic tenets of Church teachings and clears up common misconceptions. Each chapter concludes with reflections to help apply the Church's wisdom to everyday life.

SCOTT HAHN holds the Pope Benedict XVI Chair of Biblical Theology and Liturgical Proclamation at Saint Vincent Seminary in Latrobe, Pennsylvania, and is also professor of theology and scripture at the Franciscan University of Steubenville. He is the author of several books, including *Hail, Holy Queen*, and *Swear to God*. He is also the general editor of *Catholic Bible Dictionary*. He lives in Steubenville, Ohio.

Religion (REL010000)

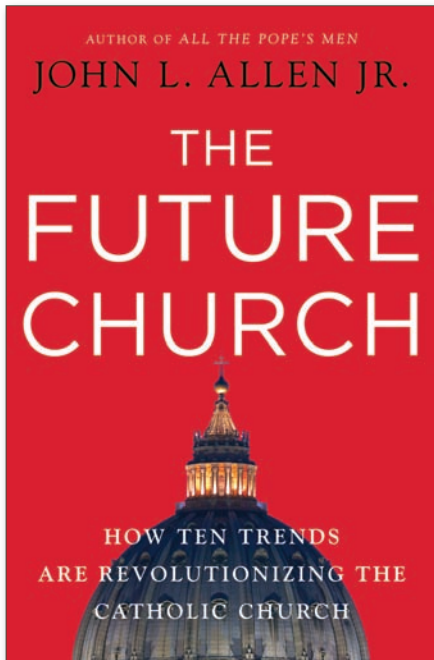
5½ x 8¼; 192 pages

Hardcover ISBN/EAN: 978-0-385-51949-6

\$22.00 (Canada: \$26.95)

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The Future Church

How Ten Trends Are Revolutionizing
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John L. Allen Jr.

One of the world's foremost religion journalists offers an unexpected and provocative look at where the Catholic Church is headed—and what the changes will mean for all of us.

What will the Catholic Church be like in 100 years? Will there be a woman pope? Will dioceses throughout the United States and the rest of the world go bankrupt from years of scandal? In *The Future Church*, John L. Allen puts forth the ten trends he believes will transform the Church into the twenty-second century. From the influence of Catholics in Africa, Asia, and Latin America on doctrine and practices to the impact of multinational organizations on local and ethical standards, Allen delves into the impact of globalization on the Roman Catholic Church and argues that it must rethink fundamental issues, policies, and ways of doing business. Allen shows that over the next century, the Church will have to respond to changes within the institution itself and in the world as a whole whether it is contending with biotechnical advances—including cloning and genetic enhancement—the aging Catholic population, or expanding the roles of the laity.

Like Thomas Friedman's *The World Is Flat*, *The Future Church* establishes a new framework for meeting the challenges of a changing world.

JOHN L. ALLEN JR., is the Vatican correspondent for the *National Catholic Reporter* and a Vatican analyst for CNN and National Public Radio. He is the author of *Conclave*, *All the Pope's Men*, and *Opus Dei*, and writes the weekly Internet blog All Things Catholic.

Religion—Catholicism (REL010000)

6⅞ x 9¼; 416 pages

Hardcover ISBN/EAN: 978-0-385-52038-6

eBook ISBN: 978-0-385-52953-2

\$27.00 (Canada: \$33.00)

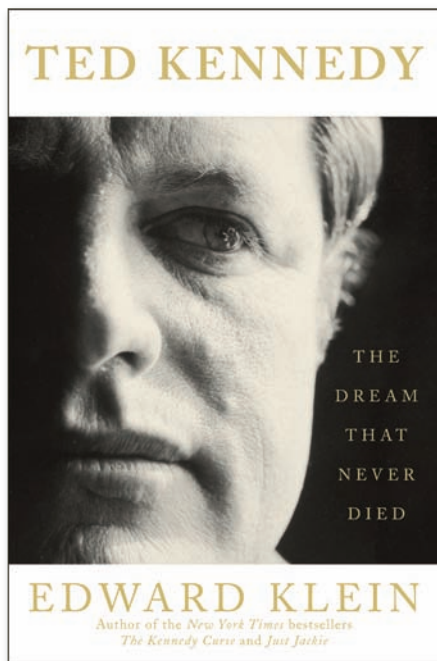
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Ted Kennedy

The Dream That Never Died

Edward Klein

From America's leading authority on the Kennedy family, a stunning and entirely fresh look at the unknown Ted Kennedy, a man who overcame his caricature as a boozy womanizer to become the greatest lawmaker of his age.

Despite a life frequently blighted by deplorable behavior, Edward Moore "Ted" Kennedy has managed to accomplish more than either of his two martyred brothers, John and Robert. As the second-longest-serving member of the U.S. Senate, he's left his mark on practically every piece of major legislation over the past 40 years.

In a penetrating yet compassionate chronicle of the cancer-stricken "Lion of the Senate," renowned Kennedy biographer Edward Klein—whose bestsellers have been some of the most revealing about the family—explains for the first time how Ted Kennedy's struggles with his personal demons led to his identification with the underdog and his lifelong championing of liberal causes.

The book draws on scores of interviews with Kennedy intimates who've never before gone on record, and it offers unexpected insights into his relationship with his former wife, Joan; his three children; his niece Caroline Kennedy; and his wife of the past 15 years, Victoria Reggie Kennedy. Perhaps most revealingly, it describes what is likely to become of Ted's inspiring dream, the one bequeathed to him by his brothers, which he has carried forward over a lifetime.

EDWARD KLEIN is the author of six *New York Times* bestsellers, including *All Too Human*; *Just Jackie*; *The Kennedy Curse*; and *Farewell, Jackie*.

Biography (BI0000000)

6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 272 pages; 8-page black-and-white photo insert

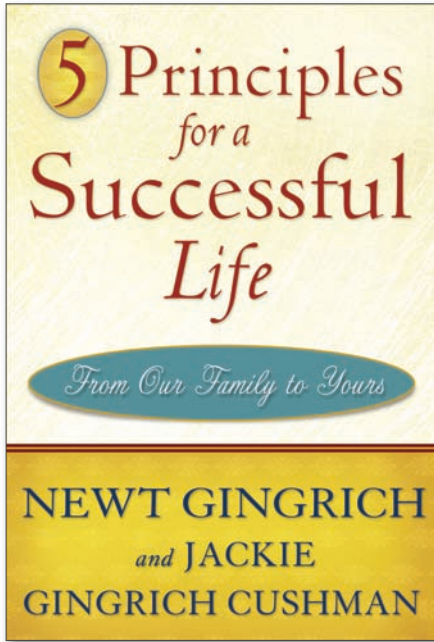
Hardcover ISBN/EAN: 978-0-307-45103-3

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\$26.00 (Canada: \$32.00)

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5 Principles for a Successful Life

From Our Family to Yours

Newt Gingrich and Jackie Gingrich Cushman

Words of wisdom and guidelines for leading a successful and fulfilling life from one of conservative America's leading figures, his daughter, and their friends.

Perfect for new grads or favorite dads, *5 Principles for a Successful Life* is filled with inspiring and memorable pearls of wisdom that make it a book to live by for years to come. The principles are based on the maxims that Newt and Jackie have found to be most helpful in their own lives and that invite readers to reexamine the purpose and goals of their daily actions. Along with insights from their highly successful friends and colleagues, Newt and Jackie illuminate the principles with captivating anecdotes and heartfelt words of guidance. The five principles are:

- Dream big
- Work hard
- Learn every day
- Enjoy life
- Be true to yourself

With contributions by Bill Clinton, Rush Limbaugh, Great Van Susteren, James Carville, General David Petraeus, and others, this book is essential reading for anyone who is hungry for encouraging counsel about how to live better every day and enjoy life to the fullest.

SPEAKER NEWT GINGRICH is best known as the chief architect of the Contract with America. He has published 11 books, most recently *Real Change* and *Drill Here, Drill Now, Pay Less*. **JACKIE GINGRICH CUSHMAN** writes a weekly human-interest column for Townhall.com. Her nonprofit activities include serving on the Georgia advisory council for the Trust for Public Land and as president of the Learning Makes a Difference Foundation.

Self Help—Success (SEL027000)

5 x 7 7/8; 224 pages

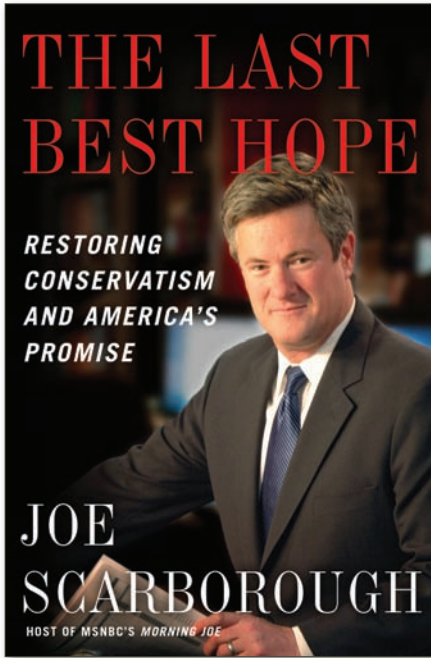
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The Last Best Hope

Restoring Conservatism and America's Promise

Joe Scarborough

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With the political pendulum swung far to the Left, conservatives are primed for the clarion call to fundamental principles that Joe Scarborough delivers here. As the chimera of “nonpartisanship” fades, *The Last Best Hope* is a bracing reality check for conservatives, pointing out both how far from the true path they have strayed and how to begin the job of roaring back.

Four years ago, Scarborough stood alone in predicting the collapse of the Republican majority and the economic chaos that has shaken us all. Now, he issues a bold challenge to the GOP and the movement it is supposed to champion: reform or die.

Scarborough reveals:

- How Bush and the Republicans bankrupted America and radicalized foreign policy
- How socialism is doomed to fail
- Why we need a true conservative approach to taxes, the state's use of power, and the environment

The Last Best Hope redefines the Right for the 21st century.

JOE SCARBOROUGH was elected to Congress in 1994, representing northwest Florida. In 2004, he was hired by NBC as a political commentator and host. Scarborough can currently be seen on MSNBC's *Morning Joe* with cohost Mika Brzezinski.

Current Events—Political (CUR009000)

6½ x 9¼; 256 pages

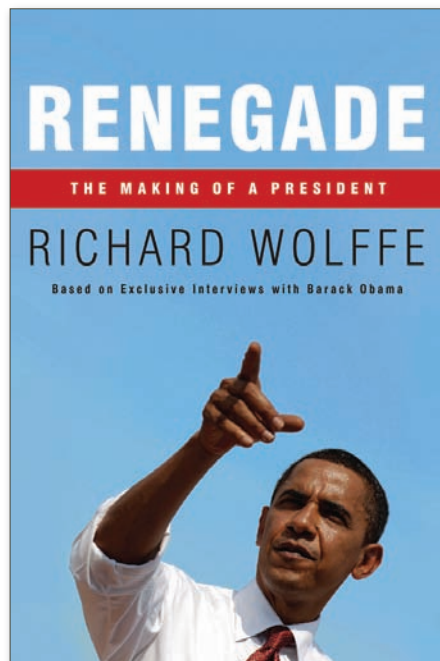
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Renegade

The Making of a President

Richard Wolffe

With exclusive access to Barack Obama and his inner circle, veteran political reporter Richard Wolffe portrays a historic candidate and his remarkable ascendancy in unprecedented detail.

The candidacy of Barack Obama inspired millions of Americans to become involved in the political process as never before. Around the world, people followed the campaign as though it were one of their own. Obama is a phenomenon, but much has remained unknown about who this man truly is, how and where his character was formed, and how he is likely to lead.

During the campaign, Richard Wolffe conducted several hours of exclusive on-the-record interviews with Obama. Based on this, as well as his two years of covering the candidate, Wolffe is able to offer fresh insight into three key aspects of the new president:

- His life before the Senate, including his international childhood, his years at Columbia and Harvard, and his involvement in Chicago politics
- His evolution as a leader. What, after all, led the Secret Service to attach the code name "Renegade" to the man who wanted to be known as "No Drama Obama"?
- His instincts and intelligence. What deep wells of competitiveness and sincere desire for change lie beneath his unflappable demeanor?

Renegade is a riveting first draft of history and political psychology.

RICHARD WOLFFE is senior White House correspondent for *Newsweek* and an MSNBC political analyst.

Current Events—Political (CUR009000)

6½ x 9¼; 320 pages

Hardcover ISBN/EAN: 978-0-307-46312-8

eBook ISBN: 978-0-307-46314-2

\$26.00 (Canada: \$32.00)

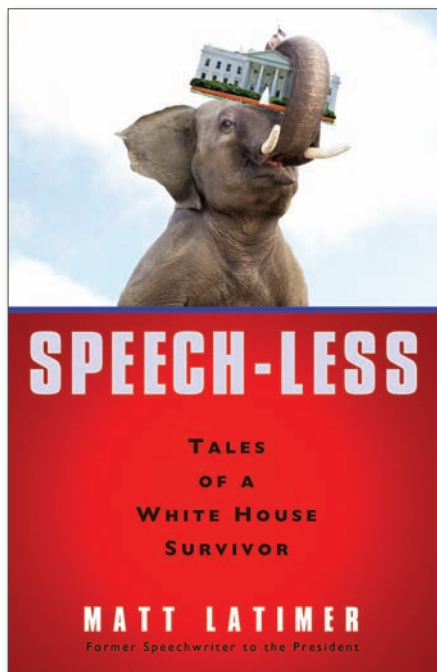
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First Serial: International Creative Management

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Speech-less

Tales of a White House Survivor

Matt Latimer

From a former speechwriter to the President—and featuring a wry, spill-the-beans sensibility reminiscent of Michael Lewis's Liar's Poker—this is both a jaw-dropping account of official Washington and an eyewitness narrative of life inside the Bush White House.

The conservative son of liberal Midwestern parents, Matt Latimer was an ardent Ronald Reagan admirer who went to Washington to change the world. What he found, though, was a town where the good guys were cast as villains, and the conservative ideals he hoped to champion were discarded by everyone else. In *Speech-less* Latimer reveals what really goes on behind the scenes as wildly eccentric congressmen, senators, and cabinet members pose for the TV cameras. For a while it seemed to Matt that nothing could exceed the perspective-altering experience of serving as Don Rumsfeld's chief speechwriter, but then he got the call to report to the White House. What a revelation! More *The Office* than *The West Wing*, the nation's most storied office building-cum-residence turned out to be a place where almost everything the public believes about the major players is wrong and the staffers who really run the country are in way over their heads.

One of the most candid Washington memoirs ever, *Speech-less* will forever change the public's view of our nation's capital and the people who joust daily for the prizes it offers.

MATT LATIMER was one of President Bush's top speechwriters from March 2007 to October 2008. He was also chief speechwriter to Secretary of Defense Donald Rumsfeld for three years.

Biography & Autobiography—Personal Memoirs (BIO026000)

6⅞x 9¼; 320 pages

Hardcover ISBN/EAN: 978-0-307-46372-2

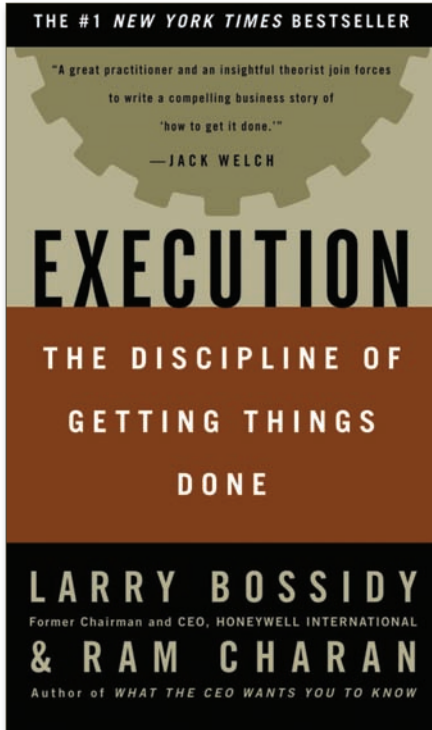
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LARRY BOSSIDY is the retired chairman and former CEO of Honeywell International, a Fortune 100 diversified technology and manufacturing leader. Earlier in his career he was chairman and CEO of AlliedSignal, chief operating officer of General Electric Credit (now GE Capital Corporation), executive vice president and president of GE's Services and Materials Sector, and vice chairman of GE.

RAM CHARAN is a highly sought advisor to CEOs and senior executives in companies ranging from start-ups to the Fortune 500, including GE, DuPont, EDS, and Colgate-Palmolive. He is the author of *What the CEO Wants You to Know* and *Boards at Work* and the coauthor of *Every Business Is a Growth Business*. Dr. Charan has taught at both the Harvard Business School and the Kellogg School of Northwestern University.

Business & Economics—Management (BUS041000)

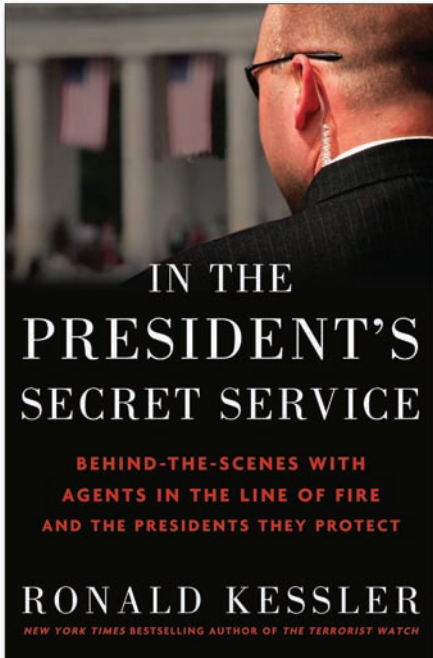
5½ x 9¼; 304 pages

Hardcover ISBN/EAN: 978-0-609-61057-2

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Behind-the-Scenes with Agents in the Line of Fire
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A headline-making, behind-the-scenes account of Secret Service agents and the presidents they protect, revealing the long-held secrets of this tight-lipped fraternity.

Never before has a journalist penetrated the wall of secrecy that surrounds the U.S. Secret Service, that elite corps of agents who put themselves in the line of fire to protect the president and his family. Bestselling author and award-winning reporter Ronald Kessler changes that in this news-worthy new book. After conducting exclusive interviews with more than 100 current and former Secret Service agents, he reveals their secrets for the first time.

Providing a fly-on-the-wall perspective, *In the President's Secret Service* exposes how agents assess and deal with threats to try to prevent another assassination. Kessler captures the high-stakes environment, the tension, and the drama that characterize the life of the Secret Service agent. In that narrative, he reveals to us what only the agents see, providing startling untold stories about presidents from John F. Kennedy and Lyndon Johnson to George W. Bush and Barack Obama, as well as their first ladies, children, lovers, cabinet officers, and White House staffs.

RONALD KESSLER is the *New York Times* bestselling author of *The Terrorist Watch*, *The Bureau*, and *The CIA at War*. A former *Washington Post* and *Wall Street Journal* reporter, Kessler has won sixteen journalism awards. He lives in Potomac, Maryland, with his wife, Pamela.

Current Affairs (CUR000000)

6⅞ x 9¼; 272 pages; 8-page black-and-white insert

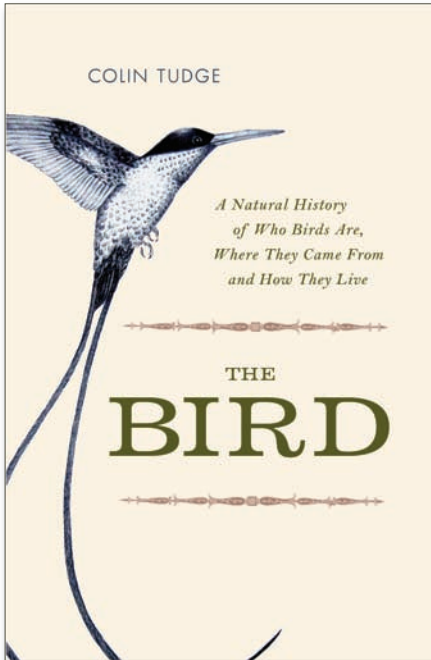
Hardcover ISBN/EAN: 978-0-307-46135-3

eBook ISBN: 978-0-307-46137-7

\$26.00 (Canada: \$32.00)

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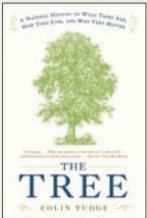
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The Bird

A Natural History of Who Birds Are,
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Colin Tudge

*In the follow-up to his acclaimed *The Tree*, Colin Tudge offers a delightful exploration of the fascinating world of birds.*

Birds are among nature's most intriguing creatures, captivating in form and astounding in flight. With the comprehensive scope and eloquent writing of his earlier books, Colin Tudge now embraces all facets of the avian class and explains their universe, from their evolutionary roots to their future on an imperiled planet.

Describing what defines birds—not just feathers, and not just flying—Tudge traces their past, discovering what prompted the first proto-bird-dinosaur to leap into flight and how birds so profoundly differ from mammals. Why birds sing, how they build nests, what they look for in mates, how they think—Tudge elucidates these and many other mysteries of avian life. Also included is a comprehensive introduction to the taxonomic order of birds. The stunning package and gorgeous illustrations throughout make *The Bird* a wonderful gift for birders of all feathers.

"[A] book simply fizzing with ideas. Provoking yet always persuasively argued."
—*Literary Review* (UK)

Praise for *The Tree*:

"Tudge writes in the great tradition of naturalists such as Humboldt and John Muir... Eloquent and deeply persuasive."

—*Los Angeles Times*

COLIN TUDGE worked as features editor at the *New Scientist*, a documentarian for the BBC, and a research fellow at the Darwin Centre at the London School of Economics. A full-time writer and public speaker, he read zoology at Cambridge and is a fellow of the Linnean Society of London. He lives in Oxford, England.

Nature—Birds & Birdwatching (NAT004000)

6⅞ x 9¼; 480 pages; black-and-white illustrations throughout

Hardcover ISBN/EAN: 978-0-307-34204-1

eBook ISBN: 978-0-307-45976-3

\$30.00 (Canada: \$37.00)

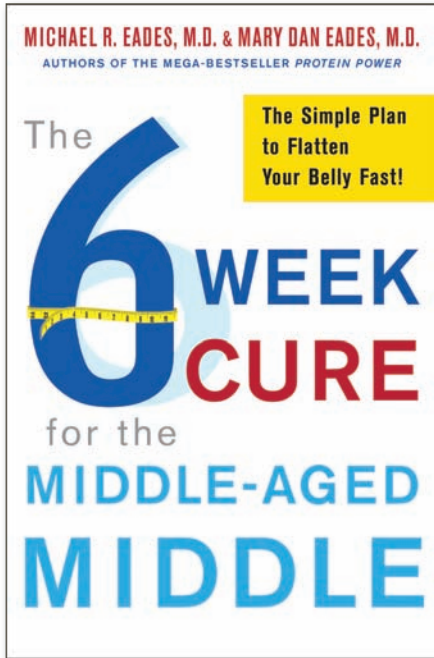
On Sale 9/1/09

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Translation: Stuart Krichevsky Literary Agency

First Serial: Crown

Audio: Crown

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The Simple Plan to Flatten Your Belly Fast!

Michael R. Eades, M.D., and Mary Dan Eades, M.D.

You watch what you eat, you work out at the gym, but there's one thing that keeps giving your age away—the bulge at your waist. Why is it that even though we might maintain our high school weight, few of us maintain our high school belt size? *The 6-Week Cure for the Middle-Aged Middle*, by bestselling authors Drs. Michael and Mary Dan Eades, answers these questions and provides the most effective way to dissolve midlife belly fat.

Learn about:

- How fat stored inside your liver leads to hard-to-lose middle body flab—and what to do about it
- Why “inner” and “outer” tube fat measurements are important to your health
- How eating saturated fat can actively trim your middle
- Why the “eat less, exercise more” prescription fails—and what to do about it

In your twenties and thirties, the layers of fat on top of your abs were the problem—but few people know that once you reach middle-age, the enemy shifts. *The 6-Week Cure for the Middle-Aged Middle* provides a plan specifically for eliminating the visceral fat that accumulates around the organs that is the true cause of the middle-age bulge. The good news is that through diet, visceral fat can be quickly reduced and eliminated, enhancing both your looks and your health.

Acknowledged as experts in the science of low-carb nutrition, **DRS. MICHAEL AND MARY DAN EADES** are the authors of *Protein Power*, the 63-week *New York Times* bestseller, as well as 12 other books in the fields of health, diet, and exercise.

Health & Fitness—Diets (HEA006000)

6⅞x 9¼; 320 pages

Hardcover ISBN/EAN: 978-0-307-45071-5

eBook ISBN: 978-0-307-45096-8

\$24.99 (Canada: \$29.99)

On Sale 9/8/09

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In this no nonsense book, bestselling author S. Anne Sorensen takes on the multimillion cancer business, explaining what is hurting rather than helping. She interviews cutting edge doctors who are changing the face of cancer treatment without poisons or surgery.

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\$16.95 (Canada: \$18.95)



Health—Nutrition (HEA006000)

6½ x 9¼; 336 pages

Hardcover ISBN/EAN: 978-0-307-58746-6

\$25.99 (Canada: \$32.99)

On Sale 10/20/09

British: Crown

Translation: David Vigliano

First Serial: Crown

Audio: David Vigliano

Suzanne Somers has proven to be one of the most passionate and best-informed laypeople on matters of health and wellness. With *Knockout*, Suzanne goes even further, authoritatively taking on a disease she's conquered herself: cancer.

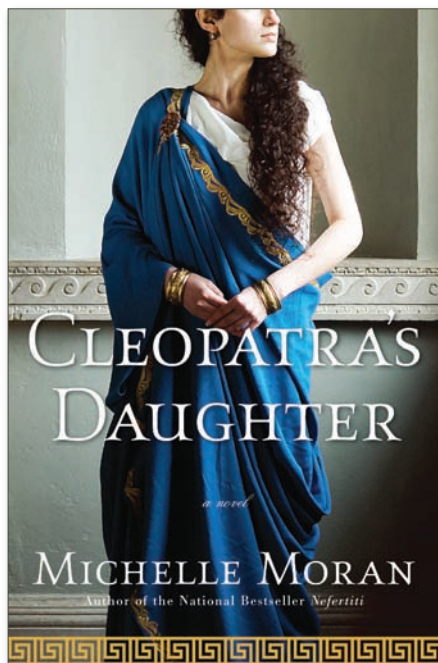
1 **IN ROUND 1** of *Knockout*, Suzanne takes advantage of her unparalleled access to eight cutting-edge doctors who are curing cancer using non-drug methods. Interlaced throughout are stories of all the people who have been touched by these revolutionary remedies, including Suzanne herself.

2 **IN ROUND 2**, she delivers practical advice about which lifestyle choices are hurting you, and what you should be doing each day to maximize your cancer-fighting potential. Her Knockout Foods and Recipes offer simple ways to pile anti-cancer foods onto your plate.

TKO **FINALLY, IN HER TOTAL TKO**, Suzanne incorporates all of her strategies into a 30-day plan, so that cancer prevention can become part of your daily life.

SUZANNE SOMERS is the author of eighteen books, including eight bestsellers and the #1 *New York Times* bestseller *Ageless*.

SEE PAGE 153 FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF SUZANNE SOMERS' *BREAKTHROUGH*.



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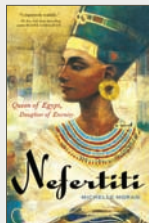
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Also by Michelle Moran

Nefertiti

978-0-307-38174-3

\$14.95 (Canada: \$16.95)



Cleopatra's Daughter

A Novel

Michelle Moran

Author of the national bestseller *Nefertiti*

The incredible untold story of Queen Cleopatra and Marc Antony's orphaned children, who were taken to Rome to be raised as hostages in the palace of their father's greatest rival.

Bestselling author Michelle Moran returns with another riveting and unknown historical tale set against the backdrop of Egypt's demise. Following Cleopatra and Marc Antony's deaths, their three children—twins named Alexander and Selene, plus a younger son named Ptolemy—are exiled from Egypt and sent to Rome in chains to be raised in one of the most fascinating (and dangerous) courts of all time.

Cleopatra's Daughter is the remarkable true story of what happens to these three surviving children as seen through the eyes of Selene. Their adaptation to Roman culture, their treatment as both a curiosity and a threat, and Selene's perilous journey to adulthood are all chronicled in the elegant details and gripping pace for which Michelle Moran is celebrated.

MICHELLE MORAN's experiences at archaeological sites around the world first inspired her to write historical fiction. She is the author of the bestselling novel *Nefertiti* and its stand-alone sequel *The Heretic Queen*. Visit her at MichelleMoran.com.

Fiction—Historical (FIC014000)

6⅞ x 9¼; 464 pages

Hardcover ISBN/EAN: 978-0-307-40912-6

eBook ISBN: 978-0-307-46238-1

\$25.00 (Canada: \$29.95)

On Sale 9/15/09

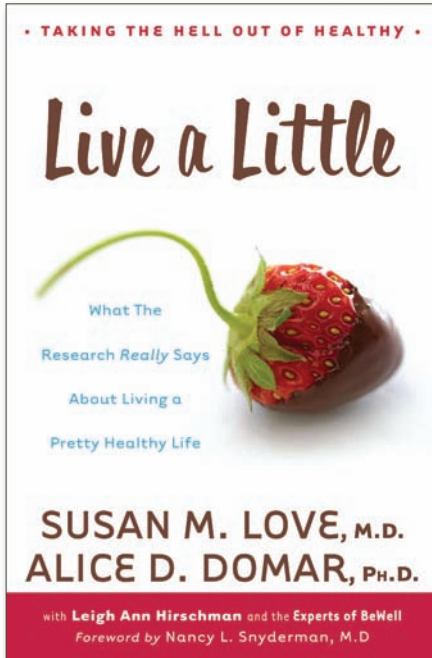
British: Scovil Chichak Galen

Translation: Scovil Chichak Galen

First Serial: Crown

Audio: Crown

SEE PAGE 138 FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF MICHELLE MORAN'S *THE HERETIC QUEEN*.



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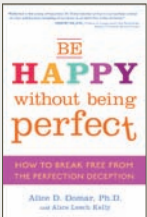
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Also by Alice D. Domar, Ph.D.

Be Happy Without Being Perfect

978-0-307-35431-0

\$24.95 (Canada: \$27.95)



Live a Little

What the Research Really Says About Living a Pretty Healthy Life

Susan M. Love, M.D., and Alice D. Domar, Ph.D.,
with Leigh Ann Hirschman and the Experts of BeWell
Foreword by Nancy L. Snyderman, M.D.

Using evidence-based medicine and a healthy dose of humor, bestselling authors and health experts Susan Love and Alice Domar redefine well-being, showing women of all ages they are probably pretty healthy just the way they are.

What does it mean to be pretty healthy? Living a relaxed, full life instead of following the narrowly prescribed health “rules” that are a constant source of unhealthy stress and guilt. *Live a Little* reveals what women really need in order to be pretty healthy in the six areas we worry about most—exercise, nutrition, sleep, stress management, relationships, and preventive care—while pointing out why it’s okay to relax. For example:

- **You’re stressed:** You haven’t exercised in ages.
- **You can relax:** If you can walk a mile in 20 minutes, you’re already pretty healthy.
- **You’re stressed:** You haven’t performed a breast self-exam in six months.
- **You can relax:** These self-exams don’t work. (Domar and Love tell us what does.)

With science, understanding, and long-overdue realism, *Live a Little* shows you how to be healthy without driving yourself crazy!

ALICE D. DOMAR, Ph.D., is an expert in women’s health and psychology. She is the author of numerous books, including, *Be Happy Without Being Perfect* and the bestselling *Self-Nurture*.

SUSAN LOVE, M.D., M.B.A., is a world-renowned expert on women’s health and wrote the preeminent book on breast health, *Dr. Susan Love’s Breast Book*, which is now in its fourth edition. She was one of the first doctors to point out the dangers of HRT in her iconoclastic *Dr. Susan Love’s Menopause and Hormone Book*. She is a founder of BeWell.

Health & Fitness—Women’s Health (HEA024000)

6½ x 9¼; 272 pages

Hardcover ISBN/EAN: 978-0-307-40942-3

eBook ISBN: 978-0-307-46243-5

\$25.00 (Canada: \$29.95)

On Sale 12/29/09

British: Kneerim & Williams

Translation: Kneerim & Williams

First Serial: Crown

Audio: Crown

A man in a dark suit and striped tie stands on the left, smiling and raising his right fist in a celebratory gesture. To his right is the word 'UP!' in large, green, 3D block letters. The background is plain white.

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978-0-307-33684-2

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MILLIONS have done everything their financial advisers told them to do only to watch their retirement funds dwindle or entirely disappear in the global financial crisis. After watching their holdings fall precipitously, does anyone really believe that broad market diversification and “buy and hold” investing will protect them from risk?

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PHIL TOWN speaks to more than 500,000 people a year on the topic of risk-free wealth creation and is a regularly featured expert on MSNBC and CNBC. His first book, *Rule #1*, was a #1 *New York Times* bestseller.

Business & Economics—Personal Finance (BUS050020)

6½x 9¼; 304 pages; graphs and charts

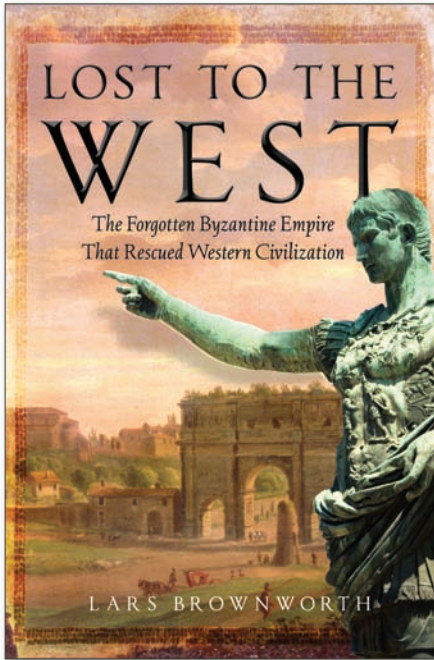
Hardcover ISBN/EAN: 978-0-307-46186-5

eBook ISBN: 978-0-307-46188-9

\$26.99 (Canada: \$33.99)

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Outreach to History Readers and Teachers

Lost to the West

The Forgotten Byzantine Empire
That Rescued Western Civilization

Lars Brownworth

Historian Lars Brownworth, whose lectures have delighted hundreds of thousands, presents an absorbing look at a forgotten empire, its surprising role in shaping modern Western civilization, and the lessons it holds for us today.

In A.D. 476, the Roman Empire fell—or rather, its western half did. But the eastern half, which would come to be known as the Byzantine Empire, remained the glittering capital of Christian civilization. The empire's relics were the finest, its churches the largest, its art the most breathtaking. And when this great, now-forgotten empire toppled, it was exiled Byzantines who started the Renaissance in the West.

Today, we are the heirs of Athens because the Byzantines preserved for us classical Greek literature and thought. But this book is no dry, scholarly work. Rather, *Lost to the West* vividly evokes the bloody usurpations and conspiracies that delivered to Constantinople's throne literally *dozens* of emperors—some tyrants, others brilliant architects of the modern world.

"Fascinating...covers a thousand years of blood-letting, outrageous luxury, bitter religious disputes and vaulting ambition without giving the slightest impression of being rushed or crowded. The page turns unaided."

—Anthony Everett,

bestselling author of *Augustus*, *Cicero*, and *The First Emperor*

LARS BROWNWORTH's audio lectures have prompted the *New York Times* to liken him to great popularizers such as Will Durant and Jacob Bronowski. A former high-school history teacher, the 33-year-old Brownworth lives in Maryland.

History—Ancient—Rome (HIS002020)

6⅞ x 9¼; 352 pages

Hardcover ISBN/EAN: 978-0-307-40795-5

eBook ISBN: 978-0-307-46241-1

\$26.00 (Canada: \$32.00)

On Sale 9/15/09

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Translation: Janklow & Nesbit Associates

First Serial: Janklow & Nesbit Associates

Audio: Crown



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We Are Doomed

Reclaiming Conservative Pessimism

John Derbyshire

A devastating yet hilarious book showing that conservatism has been seduced by cheerily preposterous theories about human beings and the way the world works.

Forget this nonsense about “the politics of hope.” Skepticism, pessimism, and suspicion of happy talk are the true characteristics of an authentically conservative temperament.

Conservatism, John Derbyshire declares, was founded on these tenets, from Hobbes and Burke, through Lord Salisbury and Calvin Coolidge, to Pat Buchanan and Mark Steyn in our own time. But these fundamental insights have been clouded in recent years, as the conservative movement has been derailed by legions of foolish optimists eager to embrace comforting—yet fundamentally idiotic—beliefs of political correctness and wishful thinking.

Covering topics as wide-ranging as politics, education, diversity, religion, immigration, cultural relativism, and the coming demographic disaster, *We Are Doomed* provides a long-overdue dose of reality—and paradoxically reveals that had conservatives held on to their fitting pessimistic outlook, America’s future would be far brighter.

As devastating as its arguments are, *We Are Doomed* is a consummately entertaining romp through the current political and cultural scene that will leave readers chuckling even as it forever alters the way they look at the world.

JOHN DERBYSHIRE is a contributing editor for *National Review*. He lives on Long Island, New York.

Political Science (POL000000)

6⅞ x 9¼; 272 pages

Hardcover ISBN/EAN: 978-0-307-40958-4

eBook ISBN: 978-0-307-46248-0

\$26.00 (Canada: \$32.00)

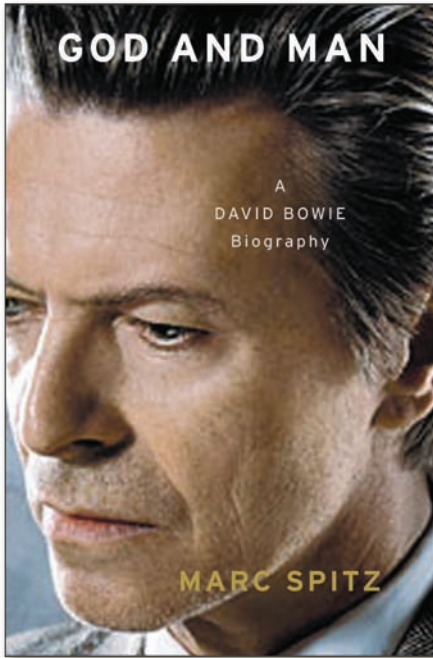
On Sale 9/29/09

British: Writers Representatives

Translation: Writers Representatives

First Serial: Crown

Audio: Crown



God and Man

A David Bowie Biography

Marc Spitz

A definitive biography—the first from a major publisher—of style icon and music legend David Bowie.

From noted author and rock-and-roll journalist Marc Spitz comes a major David Bowie biography. Chronicling Bowie's life from his start as David Jones, a music-loving kid from Bromley, England, to his rise to rock-and-roll aristocracy as David Bowie, *God and Man* not only recounts his career, but also reveals how much his music has influenced other musicians and forever changed the landscape of popular culture. Along the way, Spitz reflects on how writing this definitive book on Bowie influenced him in ways he never expected.

God and Man takes an in-depth look at the culture of postwar England where Bowie grew up, the mod and hippie scenes of swinging London in the '60s, the sex- and drug-fueled glitter scene of the '70s, his rise to global stardom in the '80s, and his subsequent status as an elder statesman of alternative culture.

With over 100 original interviews with those who knew him best, Spitz gives us not only a portrait of one of the most important artists in the last century, but also an honest examination of a truly fascinating, revolutionary human being and the unique impact he's had across generations.

MARC SPITZ's writing on rock and roll and popular culture has appeared in *Spin*, the *New York Times*, *Maxim*, *Nylon*, *Blender*, and *Uncut* (UK). He is the author of *Too Much, Too Late*; *How Soon Is Never?*; and *Nobody Likes You: Inside the Turbulent Life, Times, and Music of Green Day* and coauthor with Brendan Mullen of *We Got the Neutron Bomb: The Untold Story of L.A. Punk*.

Biography—Composers and Musicians (BIO004000)
6½x 9¼; 400 pages; 2 8-page black-and-white inserts
Hardcover ISBN/EAN: 978-0-307-39396-8
eBook ISBN: 978-0-307-46239-8
\$26.99 (Canada: \$33.99)
On Sale 10/27/09

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Also by Marc Spitz

Too Much, Too Late

978-1-4000-8293-3

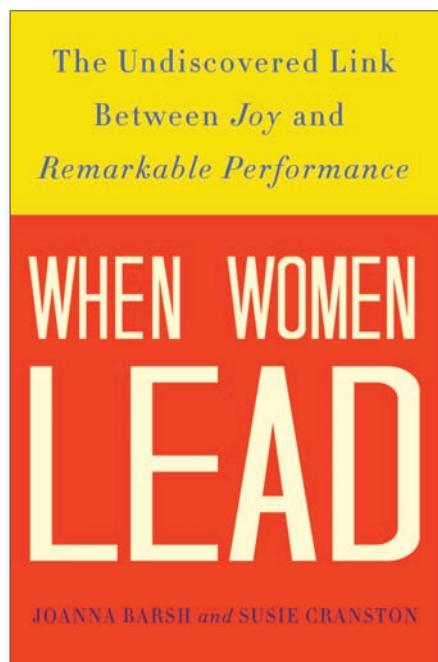
\$14.00 (Canada: \$21.00)

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978-0-609-81040-8

\$13.95 (Canada: \$18.95)



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When Women Lead

The Undiscovered Link Between Joy
and Remarkable Performance

Joanna Barsh and Susie Cranston with Geoffrey Lewis

A breakthrough book for women, based on five years of world-wide research into the attitudes and attributes of successful women leaders, that takes its readers on a completely different journey—one about how emotional depth makes you not just a better person but a better leader who can deliver results. This is a crossover book with a unique voice and perspective.

When *Women Lead* began as a quest to find what enables some women to sustain careers that take them into top leadership positions, while so many continue to opt out or plateau despite being chock-full of talent. McKinsey & Company consultants Joanna Barsh and Susie Cranston set out to answer this question and made some remarkable discoveries. The most successful women are not only great at work—they can meet goals, execute strategy, motivate teams—but they are also great at life. Their recipe includes emotional, spiritual, and physical well-being, a deep connection to the work itself and to colleagues, and active engagement in the world around them.

This book contains extraordinary stories of women who are forging a new path to leadership filled with joy; of women who have learned to thrive in the most challenging roles without losing their humanity, their humor, or their families. The inspirational stories of these remarkable women will enable readers to turn insight into action.

When Women Lead does for leadership, business, and women what books like Martin Seligman's *Learned Optimism* and Dan Gilbert's *Stumbling on Happiness* did for psychology: a completely original view, based on powerful research-based insights, using great stories. It's the new right stuff of leadership.

JOANNA BARSH is a director at McKinsey & Co. and a leader in its global women's initiative. **SUSIE CRANSTON** is a McKinsey Leadership Fellow and manages the McKinsey Leadership Project. **GEOFFREY LEWIS** is a McKinsey & Company communications specialist and former *BusinessWeek* editor.

Business & Economics—Leadership (BUS071000)

6½ x 9¼; 304 pages

Hardcover ISBN/EAN: 978-0-307-46169-8

eBook ISBN: 978-0-307-46171-1

\$27.50 (Canada: \$34.00)

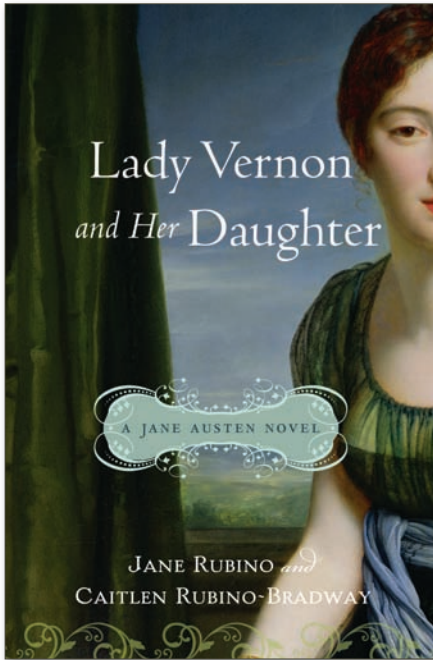
On Sale 9/29/09

British: Crown

Translation: LJK Literary Management

First Serial: Crown

Audio: Crown

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- Advertising and promotion on book and reader websites and blogs
- Promotion on BookPage XTRA e-newsletter

Lady Vernon and Her Daughter

A Jane Austen Novel

Jane Rubino and Caitlen Rubino-Bradway

A delightful interpretation of Jane Austen's novella Lady Susan—a treat for fans of literature's most beloved woman of letters, as well as historical fiction readers.

Jane Austen's novella *Lady Susan* was written during the same period in which she produced *Elinor and Marianne*. Like *Elinor and Marianne*, *Lady Susan* focused on the economic and romantic plights of two heroines displaced when the family home passes to an unworthy heir; but while *Elinor and Marianne* was revised and happily expanded to become *Sense and Sensibility*, *Lady Susan* was abandoned. Until now.

In *Lady Vernon and Her Daughter*, Jane Rubino and Caitlen Rubino-Bradway have taken letters from this novella and transformed them into a vivid, authentic, and more recognizably "Austen" milieu. Lady Vernon and her daughter must navigate a society where a woman's security is at the mercy of an entail, where love is hindered by misunderstanding, where marriage can never be entirely isolated from money, and yet romance somehow carries the day.

JANE RUBINO is the author of a contemporary mystery series set at the Jersey shore and a volume of Sherlockian novellas.

CAITLEN RUBINO-BRADWAY lives and works in New York City. This is her first novel.

Fiction—Historical (FIC014000)

6⅞ x 9¼; 304 pages

Hardcover ISBN/EAN: 978-0-307-46166-7

eBook ISBN: 978-0-307-46168-1

\$24.99 (Canada: \$29.99)

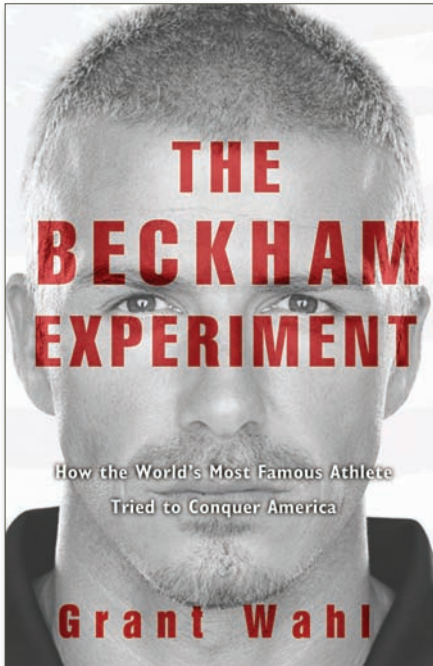
On Sale 10/6/09

British: Marly Rusoff & Associates

Translation: Marly Rusoff & Associates

First Serial: Crown

Audio: Crown

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Outreach to Sports Enthusiasts

The Beckham Experiment

How the World's Most Famous Athlete
Tried to Conquer America

Grant Wahl

The Beckham Experiment chronicles the world's most famous athlete as he tried to bend soccer-phobic Americans toward the game he loves. Did he reach his goal?

In 2007, the Los Angeles Galaxy placed a huge bet on the golden boy of soccer. If they could entice David Beckham to come to the United States, they stood a chance to inject star power into their faltering team, raise the profile of American soccer and, of course, sell a boatload of tickets and jerseys. But if the experiment failed, a team, a league, and a sport might never hit the big time in America.

Veteran *Sports Illustrated* writer Grant Wahl takes you into Beckham's inner circle, which includes *American Idol* mastermind Simon Fuller and of course David's wife, Victoria "Posh Spice" Beckham, and also takes you inside the Galaxy locker room to reveal just what happened when the most renowned player in the world left the glamour of European soccer to play in a country that hasn't fully embraced the sport since Pele retired in 1977.

Would Beckham galvanize the sport and bring a championship to Los Angeles? Or would the biggest star in the galaxy clash with the Galaxy's biggest star, Landon Donovan? *The Beckham Experiment* is a story of egos, money, and celebrity—all played out in the fields of Hollywood.

In twelve years at *Sports Illustrated* GRANT WAHL has written 31 cover stories and more than two hundred articles while covering five World Cups, two Olympic Games, and 12 NCAA basketball tournaments. He has won three Magazine Story of the Year awards given by the U.S. Basketball Writers Association.

Sports & Recreation (SPO000000)

6½ x 9¼; 304 pages; 8-page full-color insert

Hardcover ISBN/EAN: 978-0-307-40787-0

eBook ISBN: 978-0-307-46245-9

\$24.99 (Canada: \$29.99)

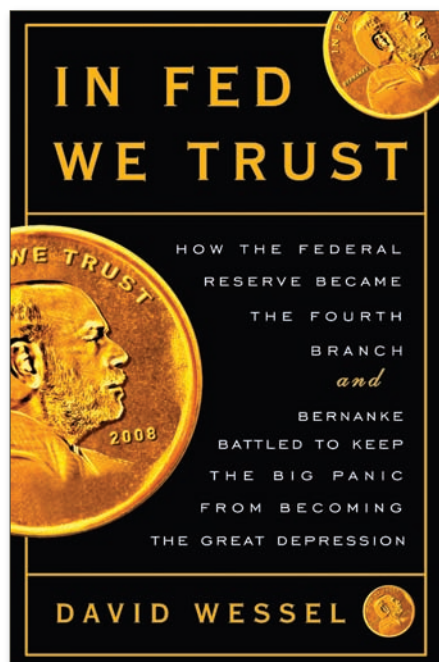
On Sale 10/6/09

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Translation: Crown

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In FED We Trust

How the Federal Reserve Became the Fourth Branch
and

Bernanke Battled to Keep the Big Panic from
Becoming the Great Depression

David Wessel

The breakout book on the financial crisis is Pulitzer Prize-winner David Wessel's inside account of the struggle of Ben Bernanke and his financial firefighters to keep the Great Panic from becoming the next Great Depression.

For more than 20 years David Wessel has been *The Wall Street Journal's* insider at the Federal Reserve, with continual access not only to Fed Chairmen Greenspan and Bernanke, but also to other Fed governors, policy-makers, and staffers. While the Constitution specifies three coequal branches of government, over the past three decades a fourth branch has emerged, the Federal Reserve. The single most important economic institution in the world, the Fed steers the \$13 trillion dollar American economy by printing money and influencing the price of credit. In stable times it has a powerful yet unseen effect on the day-to-day life of every person in the world. But when things hit the fan—as they did in 2007 and 2008—the Fed is *huge*. It has great power, yet it is a distinctly undemocratic institution.

Explaining both *what* happened and *why* it happened during the great panic of 2008, David Wessel provides new insight into how the Fed really works—and the fears Bernanke and other key players dealt with as the economic car was about to go off the cliff. “What if we get it wrong, as we did in the Depression? Then what?” Wessel shows the lightbulbs illuminating as they realized how much worse things were as each day passed.

In FED We Trust is a breathtaking and singularly perceptive look at a historic episode in American and global economic history.

DAVID WESSEL is economics editor of *The Wall Street Journal*, deputy bureau chief of the paper's Washington bureau, and a regular on NPR and *Washington Week in Review*.

Business & Economics (BUS000000)

6½ x 9¼; 288 pages

Hardcover ISBN/EAN: 978-0-307-45968-8

eBook ISBN: 978-0-307-45970-1

\$26.99 (Canada: \$33.99)

On Sale 10/6/09

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National Publicity

Author Interviews

out of New York

Online Promotion

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Cross-Promotion with *Forbes* and Forbes.com

How Capitalism Will Save Us

Steve Forbes and Elizabeth Ames

With the economy as the big issue for 2009, here is the right book by the right authors with the right platform ... at the right time and in the right format.

Getting the economy moving again is the issue. And that means creating jobs, getting the tax structure right, providing the right incentives for improving productivity, and doing something about health care, government regulation, and international trade.

The problem, though, is that a surprising number of people really don't have the foggiest notion about how the economy—read capitalism—really works, despite America's preeminence as the world's foremost innovator and wealth creator. The very word *capitalism* conjures up images of worker exploitation and the rich getting richer. It's an attitude prevalent among many educated, affluent Americans who fail to appreciate the economic system that built this country and enabled them to succeed. In an engaging Q-and-A with the reader, Forbes and Ames answer questions about today's issues while explaining the fundamentals of a free-market economy. They show how democratic capitalism is more effective than any other system in improving the lives of people, today and throughout history.

Making big points in a short amount of space, they cover topics foremost on the minds of Americans, from taxes to health care to the causes of the 2008 financial crisis. The authors set forth basic principles of "real world economics"—how a free market works in a democratic capitalist society. They show why certain traditional notions, such as the idea that economics is about scarcity, are not supported by experience. Real-world economics is about facilitating the productivity and innovation that produces prosperity, giving more people the chance for a better life.

STEVE FORBES is chairman, CEO, and editor in chief of Forbes Media, whose properties include *Forbes* magazine, with 900,000 subscribers, and Forbes.com, with over 20 million unique monthly visitors. ELIZABETH AMES is president of BOLDE Communications & Public Relations, Inc.

Business & Economics (BUS000000)

6½ x 9¼; 304 pages

Hardcover ISBN/EAN: 978-0-307-46309-8

eBook ISBN: 978-0-307-46311-1

\$25.00 (Canada: \$29.95)

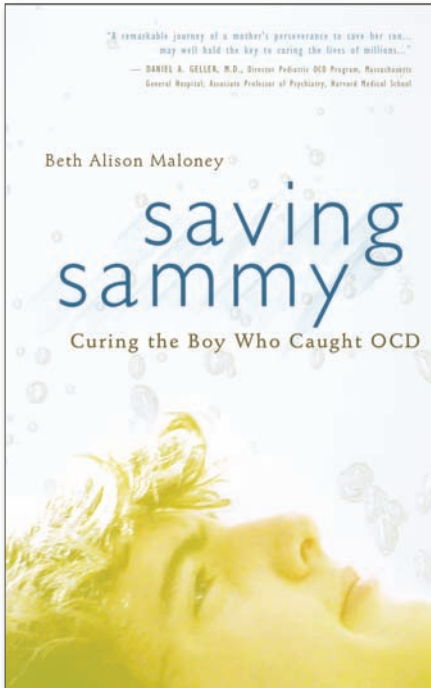
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Translation: LJK Literary Management

First Serial: Crown

Audio: Crown

**National Publicity****National Radio Campaign****Author Interviews**
out of New York**Online Promotion**

- *New York Times* online campaign
- Advertising on health and parenting websites and blogs
- Promotion on author's website, SavingSammy.net

Saving Sammy

Curing the Boy Who Caught OCD

Beth Alison Maloney

A poignant David vs. Goliath tale from the coast of Maine, Saving Sammy is the heart-wrenching true story of a boy who "caught" OCD and Tourette syndrome—and the quest of a mother who fought to find a cure for her son.

In the summer between his fifth- and sixth-grade years, Sammy began to exhibit disturbing behavior. He walked everywhere with his eyes clamped shut and his arms extended in front of him. He used his hands to feel his way from one place to another. This "memorizing," as he put it, was just the first sign of the trouble to come: Sammy was soon diagnosed with OCD and later Tourette syndrome.

Not satisfied with doctors' prognoses that her son would face life-long institutionalization, Sammy's mother, Beth, was determined to find an alternative. Her perseverance paid off when she found cutting-edge doctors who diagnosed Sammy with PANDAS, a psychiatric illness caused by common strep. This condition is steeped in controversy as the possible cause of up to 50 percent of cases of OCD. Sammy was completely cured and has been symptom-free for more than four years.

Written with heart and passion, *Saving Sammy* is not only an empowering testament to the power of a parent's love, but also casts a sharp eye on the causes of mental illness that may be overlooked.

BETH ALISON MALONEY is a successful Maine attorney and Guardian ad Litem. She has also worked as a motion picture executive and attorney in Los Angeles, including serving as vice president of Legal Affairs for Orion Pictures Corporation.

Autobiography—Personal Memoirs (BIO026000)

5½ x 8¼; 272 pages

Hardcover ISBN/EAN: 978-0-307-46183-4

eBook ISBN: 978-0-307-46185-8

\$23.99 (Canada: \$29.99)

On Sale 9/8/09

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FREEDOM, INC.



**The Remarkable, No-Cost Way
to Lead Your Business to Higher
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Brian M. Carney and Isaac Getz

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Outreach to Business Management Organizations

Freedom, Inc.

The Remarkable, No-Cost Way to Lead Your
Business to Higher Productivity, Profits, and Growth

Brian M. Carney and Isaac Getz

For troubled economic times (or when prosperity returns, for that matter), a fascinating account of the remarkable, no-cost, highly effective way to boost productivity, profits, and growth, based on an on-the-ground investigation of leaders who give employees the leeway to take the steps that they—not their bosses—decide are best.

Freedom, Inc. is about the most important corporate movement of the last two decades, a movement that has been quietly transforming the fortunes of dozens of businesses and the lives of thousands of employees. It will take its place among those landmark titles—such as Peter Drucker's *The Effective Executive* and Larry Bossidy's *Execution*—that radically changed the way people think about leadership and management.

Brian Carney and Isaac Getz document the *Freedom, Inc.* way with stories of visionary and wise leaders such as Robert McDermott of USAA, whose liberation of employees propelled the insurance company with a limited market (people in the military and their immediate families) into the fourth largest in the U.S. It costs nothing to liberate the initiative and genius of every employee—from the lowest to the highest—and it results in performance that is impressive and tangible. These are not the stories of companies on the fringe but the mainstream. They include service firms such as the Richards Group, the largest independent ad agency in the U.S., and the design consultancy IDEO, manufacturing companies such as Gore and Harley-Davidson, and start-ups such as vintner Sea Smoke Cellars, one of the most successful new wineries in the world.

BRIAN M. CARNEY is a member of the editorial board of *The Wall Street Journal* and formerly the editorial page editor of *The Wall Street Journal Europe*. He has written for *Commentary* magazine and *American Spectator* and won the Frederic Bastiat Prize for Journalism in 2003. **ISAAC GETZ** is a professor of management and psychology at top-ranked ESCP-EAP, the European school of management. He has been a visiting professor at Cornell, Stanford, and the University of Massachusetts. His work has been featured in *The Wall Street Journal*, *Financial Times*, and *Fortune*.

Business & Economics (BUS000000)

6½ x 9¼; 336 pages

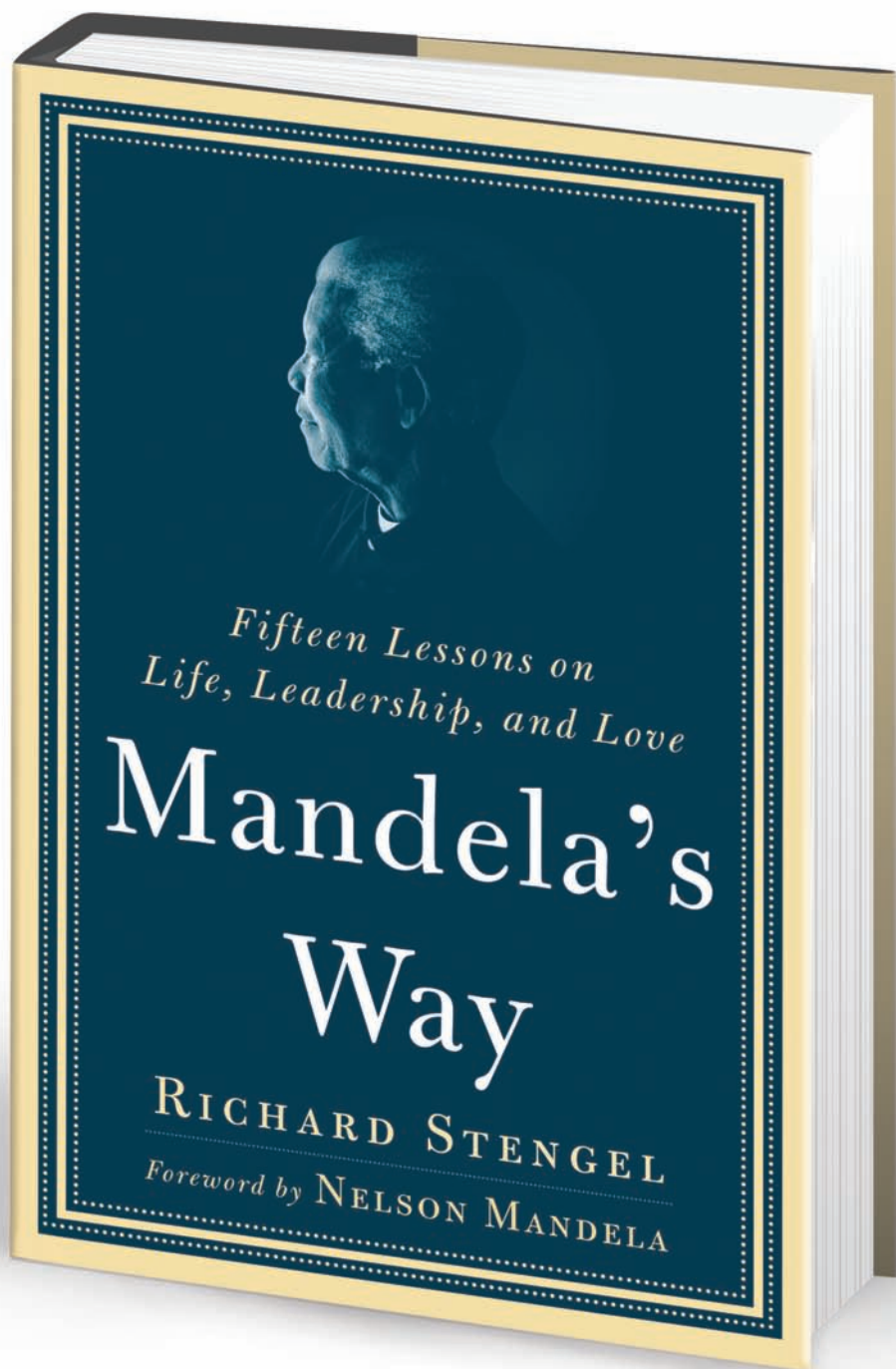
Hardcover ISBN/EAN: 978-0-307-40938-6

eBook ISBN: 978-0-307-46247-3

\$27.50 (Canada: \$34.00)

On Sale 10/13/09

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Time magazine editor Richard Stengel, who collaborated with Nelson Mandela on his bestselling autobiography and became a cherished friend, distills Mandela's wisdom into 15 vital life lessons that have the power to deepen our lives.



Mandela's Way

Fifteen Lessons on Life, Leadership, and Love

RICHARD STENGEL

Foreword by Nelson Mandela

We long for heroes and have too few of them. Nelson Mandela, who recently celebrated his 90th birthday, is the closest thing the world has to a secular saint. Recipient of the 1993 Nobel Peace Prize, he liberated a country from a system of violent prejudice and helped unite oppressor and oppressed in a way that had never been done before.

Now Richard Stengel has distilled countless hours of conversations with Mandela into 15 essential lessons. Through the prism of moments when Mandela himself was tested, we learn why it is essential to keep your rivals close, why courage is more than the absence of fear, and why love doesn't conquer all. Stengel also offers personal and political revelations about Mandela that are unique to this book.

Like *The Last Lecture* or *Tuesdays with Morrie*, this small book is profoundly inspiring. It captures the spirit of this extraordinary man—warrior, martyr, husband, statesman, and moral leader—and spurs us to look deeply within ourselves, reconsider the things we take for granted, and think about the legacy we'll leave behind.

RICHARD STENGEL is editor of *Time* magazine and collaborated with Nelson Mandela on the international bestseller *Long Walk to Freedom*.

Self-Help—Motivational—Personal Growth (SEL021000)

5 x 7 1/8; 256 pages

Hardcover ISBN/EAN: 978-0-307-46068-4

eBook ISBN: 978-0-30746069-1

\$23.00 (Canada: \$27.95)

On Sale 10/20/09

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Author Interviews

out of New York

Advertising

New York Times

Online Promotion

Advertising at top news websites

A Random House AudioBook

Unabridged, 4 CDs

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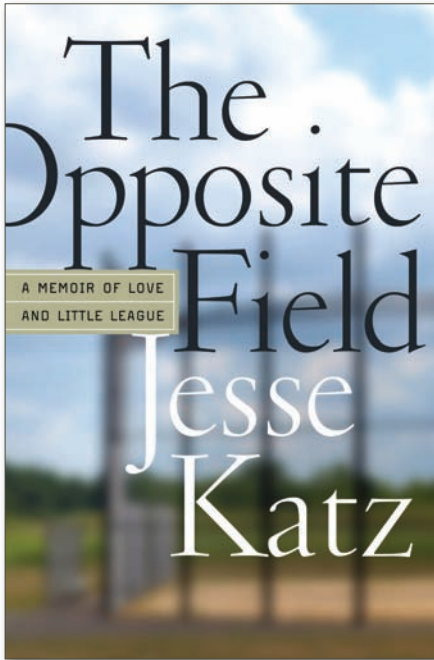
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The Opposite Field

A Memoir of Love and Little League

Jesse Katz

The gorgeously written and deeply resonant story of Pulitzer-Prize-winning journalist Jesse Katz's struggle to raise his son while presiding over a complex, multicultural Little League in the immigrant suburbs of Los Angeles.

For Jesse Katz the diamonds of La Loma Park are communal space, a concourse of egos, ambitions, frustrations, and, occasionally, glorious unity. Faced with the collapse of his son's baseball program—a league of mostly Latino kids in a largely Asian suburb—Jesse finds himself thrust into the role of commissioner, the unlikely leader of a community whose acceptance he longs to earn. Each day becomes a test of his judgment and adaptability, and of his capacity to make this peculiar corner of Los Angeles his home.

While restoring baseball for hundreds of families, Jesse uses the game as a respite from a complicated personal life, including the break down of his marriage to a Nicaraguan refugee and his estrangement from a troubled stepson. When Jesse learns that his mother, the mayor of Portland, Oregon, has been stricken with cancer, he is forced to examine fissures in his own past, the yearnings and voids that have propelled him to such a contrary place. Watching his son grow from preschooler to teenager, Jesse clings to Little League, to La Loma, hoping each season will extend their intricate bond.

JESSE KATZ is a senior writer at *Los Angeles* magazine. He lives in Monterey Park, California.

Autobiography (BIO000000)

6½x 9¼; 304 pages

Hardcover ISBN/EAN: 978-0-307-40711-5

eBook ISBN: 978-0-307-46246-6

\$25.00 (Canada: \$29.95)

On Sale 10/27/09

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National Publicity

Author Events and Interviews

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Advertising

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Online Promotion

- Advertising at Harpers.org
- Advertising and promotion on top book websites



The Fourth Star

Four Generals and the Epic Struggle
for the Future of the United States Army

David Cloud and Greg Jaffe

Combining the rich storytelling of Rick Atkinson's The Long Gray Line and the masterly reporting of Thomas Ricks's Fiasco, here is an intimate look at four of the Army's most influential generals and their quest to not just win a war but guide the future of the U.S. military.

A moving inside account of military life in peace and battle, *The Fourth Star* recounts the rise of four officers who join a beaten Army after Vietnam and help rebuild its ranks and rethink modern warfare, only to see their beloved institution again facing defeat in Iraq. Meet:

- **General John Abizaid**, considered one of the most talented soldiers of his generation and an expert on the Middle East, yet ignored by Bush administration officials who had grandiose—and unrealistic—plans of their own.
- **General George Casey**, son of a top general killed in Vietnam, who resolved not to repeat the mistakes of that conflict but would be blamed as Iraq collapsed around him.
- **General Peter Chiarelli**, a magnetic officer who pushed his soldiers and the rest of the U.S. government to rethink its occupation plans but found his ideas blocked by both Pentagon and State Department indifference and Iraqi corruption.
- **General David Petraeus**, a force of nature within the Army almost since the day he entered West Point, who spent years thinking about what to do in a war like Iraq, and then, when he got his chance, exploited every opportunity.

Collectively, these four officers' lives tell a generational story about how the searing experience in Iraq forced difficult but critical changes in the U.S. Army while also revealing the lives of America's military officers.

DAVID CLOUD was the Pentagon correspondent for the *New York Times* from 2005 to 2007. He previously worked at *The Wall Street Journal*. **GREG JAFFE** is the Pentagon correspondent at *The Wall Street Journal*.

National Publicity

20-City Radio Satellite Tour

Advertising

New York Times

Online Promotion

- *New York Times* online campaign
- Advertising on top military and history websites and blogs

A Random House AudioBook

Abridged, 5 CDs
978-0-7393-8508-1
\$32.00 (Canada: \$38.00)

Current Affairs (CUR000000)

6½ x 9¼; 304 pages; 8-page black-and-white insert

Hardcover ISBN/EAN: 978-0-307-40906-5

eBook ISBN: 978-0-307-46242-8

\$28.00 (Canada: \$35.00)

On Sale 10/13/09

British: Gail Ross Literary Agency

Translation: Gail Ross Literary Agency

First Serial: Crown

Audio: Crown

EXCERPT

THE FOURTH STAR

BY DAVID CLOUD AND GREG JAFFE

AS A ROTC GRADUATE, Pete Chiarelli knew little about West Point and next to nothing about the Department of Social Sciences, where he would be teaching after completing graduate school. He had no idea he was entering one of the Army's most elite and secretive tribes. It was also one of the few tribes not built around some aspect of warfare. For decades "Sosh," as it was known inside West Point's granite walls, recruited some of the best minds in the officer corps to join its rotating faculty of several dozen instructors. These young captains and majors taught economics, government, and international relations to cadets, and also formed a wellspring of unconventional thinking in a service not known for openness to new ideas. Sosh instructors were literally the long-hairs—the guys whose haircuts tended to be little less military and who called one another by first names.

For most of Sosh's history, the department had drawn two types of soldiers—generals-in-waiting and provocateurs. In 2009, three of the Army's nine four-star generals had taught in the Sosh department. In the second group were the officers who were too outspoken or just too different to ascend to the top of an organization that rewarded teamwork and fitting in above all. They wanted to puncture the Army's conventional wisdom, its priorities, and its myths.

Chiarelli's four years at Sosh were the defining time of his early career, turning him into an officer who decades later when he made general was willing to question almost everything about the way his Army was fighting in Iraq. A year after Chiarelli departed, Captain David Petraeus arrived and had a similar experience.

The barely-concealed intellectual snobbery

of Sosh bothered Chiarelli's wife, Beth. "I can't imagine working with a bunch of men who have been told their whole lives that they are the cream of the crop," she told Pete as they drove home one evening. "It's like *Lord of the Flies* or something."

Chiarelli *was* a little intimidated. Jeff McKitrick, his close friend in the department, bucked up his spirits, though, predicting he'd be a three-star general some day.

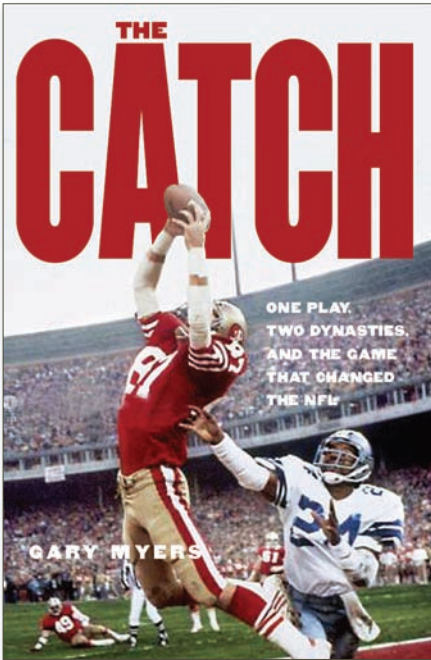
"Why not a four-star?" Chiarelli's wife, Beth, interjected.

"Pete's not political enough," McKitrick replied.

Chiarelli was amused by the conversation. If he couldn't be one of the Sosh department's provocateurs, maybe he could be a general. But he knew before that could happen he had to prove himself as a conventional Cold Warrior to the Army's armor branch, his once and future tribe.

"I can't imagine working with a bunch of men who have been told their whole lives that they are the cream of the crop," she told Pete as they drove home one evening. "It's like LORD OF THE FLIES or something."



**National Publicity**

Author Events and Interviews
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The Catch

One Play, Two Dynasties,
and the Game That Changed the NFL

Gary Myers

*An amazing retelling of one of football's greatest moments, **The Catch** chronicles an iconic Cowboys vs. 49ers game to highlight how teams rise and fall in the NFL.*

January 10, 1982. The Dallas Cowboys vs. the San Francisco 49ers. An improbable catch that led to the 49ers' victory—and to the Cowboys' fall from grace.

In the moment that Dwight Clark of the 49ers caught the seemingly too-high pass from teammate Joe Montana, the course of NFL history was forever changed. *The Catch* goes beyond the field of play, using the game as a narrative backbone for telling dozens of other legendary stories and, most important, how franchises rise and fall in the NFL.

With insider interviews from Joe Montana, Dwight Clark, Ronnie Lott, Randy Cross, and Tony Dorsett, among others, veteran sports journalist Gary Myers re-creates not only this historic play and game, but also what happened in its aftermath, showing just how NFL dynasties and mythologies often hinge on a single moment.

GARY MYERS started covering the NFL in 1978 and was in the press box at Candlestick Park for "The Catch," on January 10, 1982, as the beat writer covering the Cowboys for the *Dallas Morning News*. In 1989, he joined the *New York Daily News* and HBO's *Inside the NFL*. Myers is also the cohost on the YES Network's *This Week in Football* and a cohost on Sirius NFL Radio.

Sports & Recreation—Football (SPO015000)

6½x 9¼; 304 pages; 8-page black-and-white photo insert

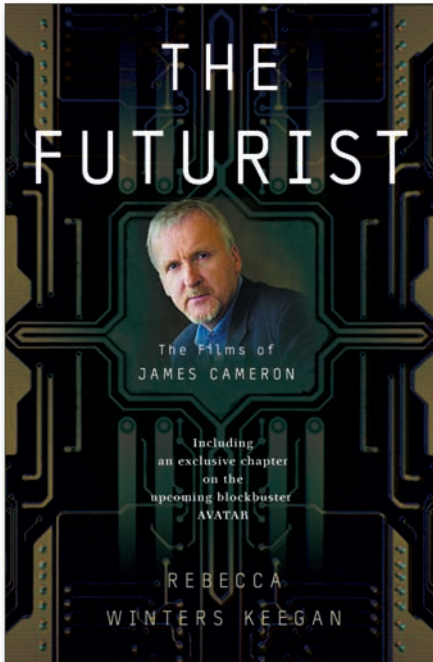
Hardcover ISBN/EAN: 978-0-307-40908-9

eBook ISBN: 978-0-307-46244-2

\$26.00 (Canada: \$32.00)

On Sale 11/3/09

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**National Publicity****Author Interviews**

out of Los Angeles

Online Promotion

Advertising on film and tech websites and blogs

The Futurist

The Films of James Cameron

Rebecca Winters Keegan

Time's Hollywood correspondent has secured the cooperation of legendary director James Cameron to write an account of his life and cutting-edge moviemaking—just on the tail of his hotly anticipated 3D movie, Avatar.

Aliens, The Terminator, The Abyss, Dark Angel, Titanic—Academy Award-winning director James Cameron has made films and TV shows that have made history not only for their gripping dramatic suspense, but also for the masterful special effects that he pioneered. These effects and state-of-the-art techniques garnered him both a mainstream fanbase and a devoted following of fanboys and sci-fi geek film buffs. It is this latter group that, due to Cameron's success, came to change the landscape of Hollywood—making studios beholden to fanboy culture in order to create blockbuster franchises.

Yet throughout his 30-year career, Cameron has been guarded, giving few in-depth interviews and very little insight into his creative process. Now, with his most daring, hyped movie to date in the works, the dynamic filmmaker has allowed one journalist access to both his extraordinary story and to the set of the most anticipated movie of 2009—*Avatar*.

With interviews and the cooperation of Cameron and his inner circle, Keegan details not only Cameron's life and movies, but also the sensibilities of a generation of artist-engineers and alpha-geeks in Hollywood who have stretched the frontiers of storytelling.

REBECCA WINTERS KEEGAN is the Hollywood correspondent for *Time*; she has also written about entertainment for *Cosmopolitan* and *Redbook* and has appeared on NPR, Fox News, CNN, MSNBC and the Biography Channel. She lives in Los Angeles.

Film and TV (PER004000)

6½x 9¼; 288 pages

Hardcover ISBN/EAN: 978-0-307-46031-8

eBook ISBN: 978-0-307-46033-2

\$24.00 (Canada: \$29.95)

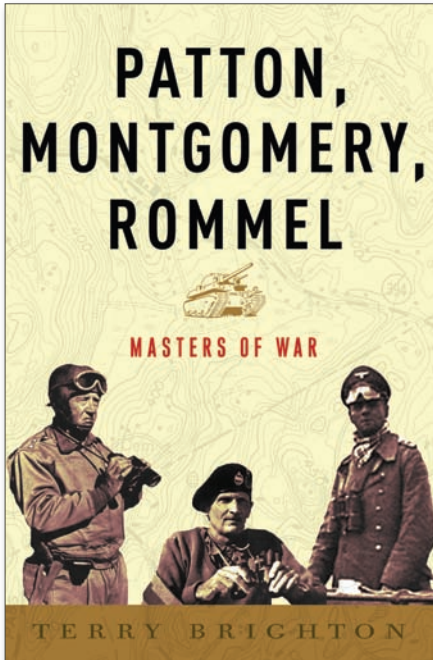
On Sale 11/3/09

British: Ed Victor, Ltd.

Translation: Ed Victor, Ltd.

First Serial: Crown

Audio: Crown

**National Publicity****Online Promotion**

Advertising on top history websites

Patton, Montgomery, Rommel

Masters of War

Terry Brighton

Through unreleased research and historical reinterpretation, Patton, Montgomery, Rommel presents World War II as it was experienced by its three most controversial and influential commanders.

In World War II, the United States, Great Britain, and Germany each produced one land force commander who stood out from the rest: George Patton, Bernard Montgomery, and Erwin Rommel. All were arrogant publicity seekers who were personally flawed, yet possessed a genius for command and an unmatched enthusiasm for combat. But their explosive relationships with each other rivaled the ferocity of their tank battles in determining the conduct and outcome of the war. In *Patton, Montgomery, Rommel*, historian Terry Brighton brings all three men “together” against a backdrop of the great armored battles of World War II.

Brighton combed the archives in England, Germany, and the United States to find new primary source material and interpretations of how these masters of battle sought the fight, despised the politics, and captured their own glory. Was Patton really like George C. Scott’s film portrayal? Did Monty always steal thunder from Patton? How would the war have ended if Rommel had had more tanks? Brighton tackles these absorbing questions and more in a fascinating book any student of history will savor.

TERRY BRIGHTON is a master historian and curator of the Queen’s Royal Lancers Museum. He lives in England.

History—Military—World War II (HIS027100)

6½ x 9¼; 432 pages; 24 pages of black-and-white photos

Hardcover ISBN/EAN: 978-0-307-46154-4

eBook ISBN: 978-0-307-46156-8

\$30.00 (NCR)

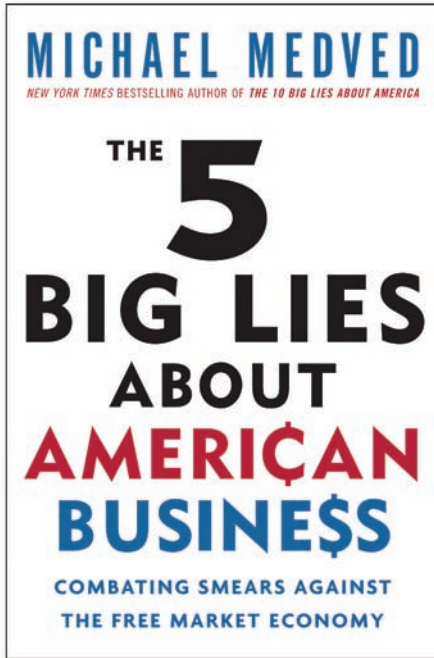
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Translation: InkWell Management

First Serial: Crown

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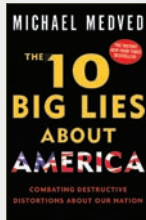
978-1-4000-9832-3

\$14.95 (Canada: \$21.00)

The 10 Big Lies About America

978-0-307-39406-4

\$26.95 (Canada: \$32.00)



The 5 Big Lies About American Business

Combating Smears Against the Free Market Economy

Michael Medved

The host of one of the nation's top-ten radio shows and best-selling author of The 10 Big Lies About America debunks the most pernicious myths about the corporate system that so greatly benefits each of us every day.

According to too many academic and media pundits, we are all victims of global corporations and for-profit businesses. In fact, says Michael Medved in this eye-opening, fact-packed rebuttal, such enterprises are the source of our food, our jobs, our medical care, our entertainment, and our success.

In *The 5 Big Lies About American Business*, Medved skewers the most prevalent antibusiness ideas, including:

- The pursuit of profit damages the public interest and undermines humane values
- Globalization threatens the standard of living of all Americans and leads to poverty and oppression in less-developed nations
- Corporate bosses shamelessly exploit the labor of others, leading pampered, undemanding lives that seldom justify their lavish rewards
- Small business is more ethical and responsible than big business
- Government respects the interests of citizens more reliably than for-profit corporations

With the current economic crisis causing such myths to be espoused with increased stridency, this is an especially timely defense of a system that has generated historically unprecedented levels of prosperity, and will do so again.

MICHAEL MEDVED lives outside Seattle.

Business & Economics (BUS000000)

6½ x 9¼; 272 pages

Hardcover ISBN/EAN: 978-0-307-46494-1

eBook ISBN: 978-0-307-46495-8

\$26.99 (Canada: \$33.99)

On Sale 11/17/09

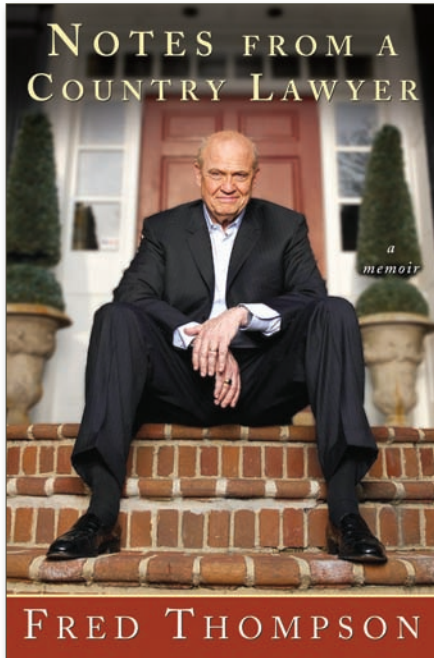
British: InkWell Management

Translation: InkWell Management

First Serial: Crown

Audio: Crown

SEE PAGE 161 FOR DETAILS ABOUT THE
PAPERBACK PUBLICATION OF MICHAEL MEDVED'S
THE 10 BIG LIES ABOUT AMERICA.



National Publicity

National Conservative TV and Radio Campaign

Author Interviews

out of Los Angeles, New York, and Washington, DC

Online Promotion

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Notes from a Country Lawyer

A Memoir

Fred Thompson

The charismatic Fred Thompson turns the page on his storied life in this long-awaited autobiography, discussing his dual professions in Hollywood and politics while revealing the values that shaped him.

For a man who began his career as a country lawyer, Fred Thompson has taken a path with amazing twists and turns. Plucked from a two-man law office in Lawrenceburg, Tennessee, Thompson became a federal prosecutor and subsequently found himself a key player in the Watergate hearings. He went on to become a popular senator, at the same time taking character roles in Hollywood. With a foot in both worlds, he set out, like Ronald Reagan before him, to champion his own brand of conservatism.

In *Notes from a Country Lawyer*, Thompson recounts his amazing journey, from his birth in Alabama and his early days in law and acting to his rise within the conservative movement and his 2008 candidacy for president. While looking back, Thompson also eyes the future, outlining where he thinks America is going and sharing his ideas for a better country.

FRED THOMPSON represented Tennessee in the U.S. Senate from 1994 to 2002. A member of the Council on Foreign Relations, he is a visiting fellow with the American Enterprise Institute. As an actor, Thompson has appeared in numerous movies and television shows, including NBC's *Law & Order*. A columnist for *Townhall.com* and head of FredPAC, Thompson lives in McLean, Virginia.

Autobiography—Personal Memoirs (BIO026000)

6½ x 9¼; 320 pages; 8-page black-and-white photo insert

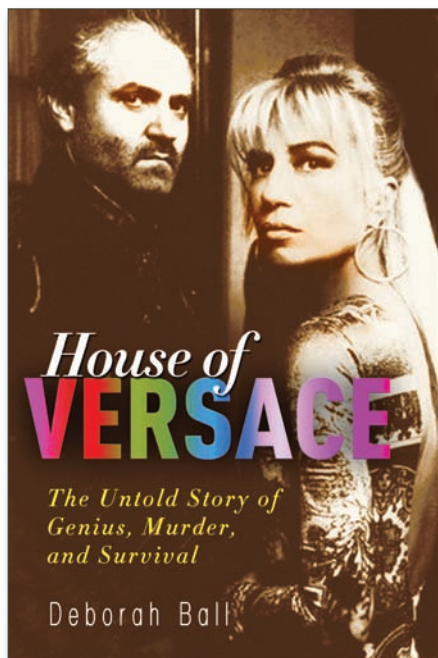
Hardcover ISBN/EAN: 978-0-307-46028-8

eBook ISBN: 978-0-307-46030-1

\$27.99 (Canada: \$34.99)

On Sale 12/29/09

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February 2010

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Online Promotion

- Advertising on top celebrity websites and blogs
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House of Versace

The Untold Story of Genius, Murder, and Survival

Deborah Ball

The authoritative unauthorized first book on Versace that combines the sizzle of the story—murder, drugs, and celebrities galore—with the rise of the entrepreneur who redefined fashion and the struggle to maintain its legacy after his death.

The Versace story is one of incredible achievement, unbelievable extravagance, and guarded secrets. Deborah Ball, the Milan-based veteran of the fashion wars, goes into every element of this tale, tracking Gianni Versace's path to success and the tensions, crime, and tragedy that plague his family and his legacy. She provides intimate details of stories the family has strained to keep hidden.

With airtight reporting, this tell-all goes far beyond the gossip and flash to expose the saga of a driven entrepreneur who redefined a business. It chronicles the intense rivalry among fashion houses, the birth of the connection between celebrity and fashion, and Versace's ingenious concept of bringing luxury to the middle class. *House of Versace* weaves fashion, celebrity, European élan, and crime drama into one definitive and scintillating look at the Versace name and its glittering but troubled legacy.

DEBORAH BALL is a reporter for *The Wall Street Journal* and has extensive experience writing about Italian business, politics, finance, and the European fashion industry.

Business & Economics (BUS000000)

6⅞x 9¼; 352 pages; insert

Hardcover ISBN/EAN: 978-0-307-40651-4

eBook ISBN: 978-0-307-46240-4

\$26.00 (Canada: \$32.00)

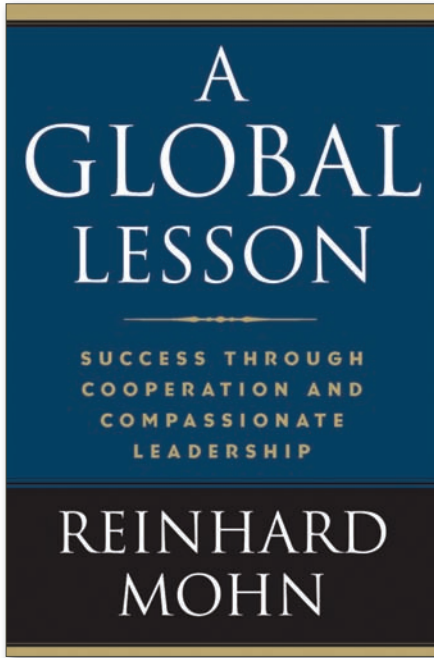
On Sale 12/29/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Dystel & Goderich Literary Agency



A Global Lesson

Success Through Cooperation
and Compassionate Leadership

Reinhard Mohn

Reinhard Mohn, legendary entrepreneur and father of the global media giant Bertelsmann, offers penetrating insights into his motives, beliefs, and hopes as one of the world's foremost businesspeople.

Reinhard Mohn has grappled with the political and cultural changes of recent decades like few other entrepreneurs of his time. In this deeply personal book, for the first time, Mohn describes his entrepreneurial development in the context of his own fascinating personal experiences.

A Global Lesson plumbs the extraordinary depth of Mohn's life, from his Protestant upbringing and youth during the Nazi era to his socially conscious choices as a young businessman in the booming 1950s. Above all, *A Global Lesson* is a testament to Mohn's unique breed of social responsibility and economic savvy, and how under his leadership, Bertelsmann evolved from a medium-sized company to a major global player. Throughout it all, Mohn maintained his sociopolitical philosophy: economic thinking and democratic culture cannot be in opposition—and only by standing up for humanity can the challenges of global cooperation be mastered.

REINHARD MOHN, born in Gütersloh, Germany, in 1921, is the great-grandson of founding publisher Carl Bertelsmann. In five decades under his leadership, Bertelsmann grew to be one of the world's leading media conglomerates. Mohn is married with six children.

Business (BIO026000)

5½ x 8¼; 292 pages

Hardcover ISBN/EAN: 978-0-307-58766-8

\$23.00 (Canada: \$27.95)

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*Spread warmth, wit, and good cheer in 2009
with this popular gift book from 2008.*

THE MAN WHO INVENTED CHRISTMAS

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

LES STANDIFORD

AS UPLIFTING AS THE TALE OF SCROOGE ITSELF—
THE SURPRISING STORY BEHIND DICKENS'S HOLIDAY CLASSIC

Just before Christmas in 1843, a debt-ridden and dispirited Charles Dickens wrote a small book he hoped would keep his creditors at bay. His publisher turned it down, so Dickens used what little money he had to put out *A Christmas Carol* himself. He worried it might be the end of his career as a novelist.

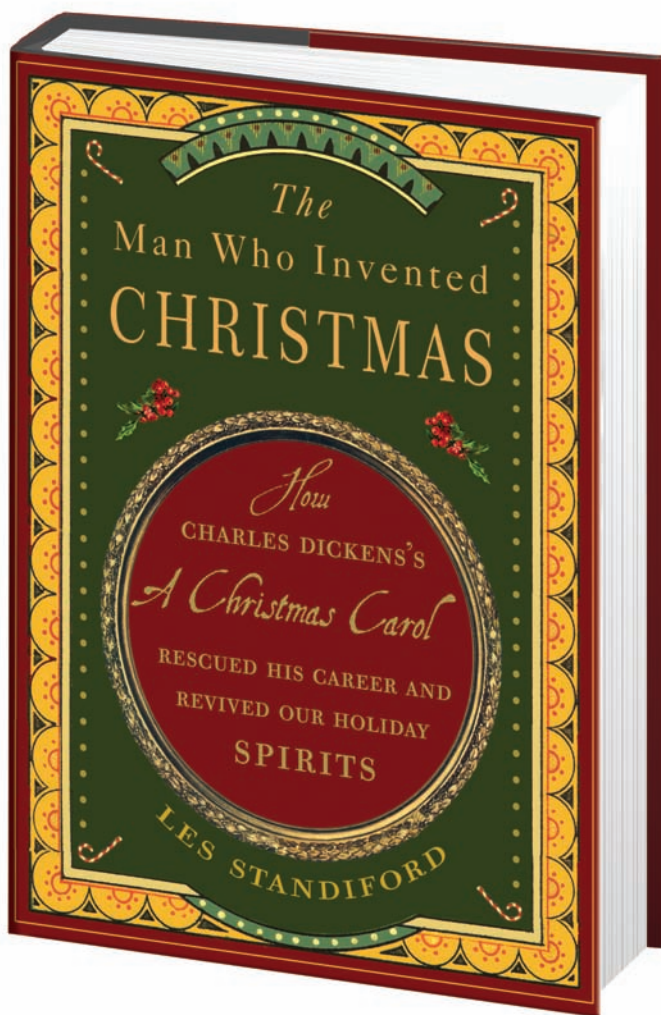
The book immediately caused a sensation. And it breathed new life into a holiday that had fallen into disfavor, undermined by lingering Puritanism and the cold modernity of the Industrial Revolution.

With warmth, wit, and an infusion of Christmas cheer, Standiford whisks us back to Victorian England, its most beloved storyteller, and the birth of the Christmas we know best. *The Man Who Invented Christmas* is a rich and satisfying read for Scrooges and sentimentalists alike.

LES STANDIFORD is the author of several books, including the critically acclaimed *Last Train to Paradise* and *Meet You in Hell*.

Biography—History (BIO000000)
5½x 7½; 256 pages
ISBN/EAN: 978-0-307-40578-4
\$19.95 hardcover (Canada: \$22.95)

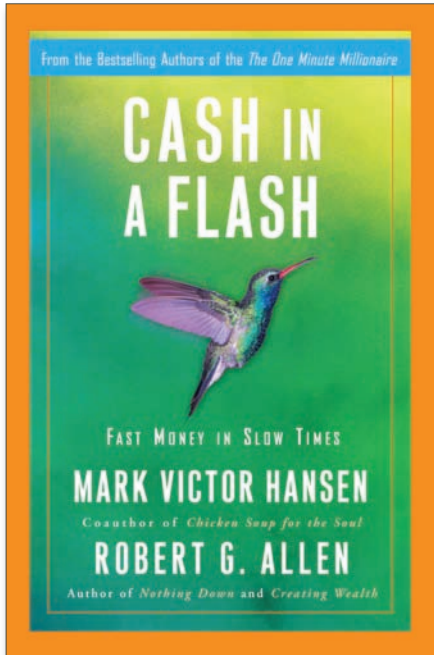
British: InkWell Management
Translation: InkWell Management
First Serial: Crown
Audio: Crown





HARMONY BOOKS
SHAYE AREHEART BOOKS





Cash in a Flash

Fast Money in Slow Times

Mark Victor Hansen, coauthor of *Chicken Soup for the Soul*, and Robert G. Allen, author of *Nothing Down* and *Creating Wealth*

Bestselling authors Mark Victor Hansen and Robert G. Allen are back following their mega-hit The One Minute Millionaire with new strategies to generate cash quickly.

Right now, everyone needs trusted, proven, practical advice and techniques for making money fast. In *Cash in a Flash*, two of the most successful entrepreneurs in the country show readers how to use the skills and resources they already have to generate *permanent* and *recurring* streams of income—all in 90 days or less.

Using their bestselling “two-books-in-one” formula, Hansen and Allen combine prescriptive information for developing the millionaire mindset and building wealth on left-hand pages, with the continuation of the inspiring fictional story of Michelle from *The One Minute Millionaire* on the right-hand pages.

In this much-anticipated and timely sequel, Hansen and Allen provide a revolutionary approach to financial freedom—*now*.

MARK VICTOR HANSEN is the cocreator of the phenomenally popular *Chicken Soup for the Soul* series. **ROBERT G. ALLEN** is the author of three *New York Times* bestselling personal finance books, including *Nothing Down* and *Creating Wealth*.

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Online Promotion

USA Today online campaign

Toolkit to Mobilize “Screaming Eagles” Grassroots Outreach Team

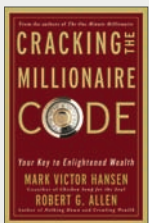
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\$14.95 (CANADA: \$17.50)

Business & Economics—Personal Finance (BUS050000)

6⅞ x 9¼; 320 pages; two-color design

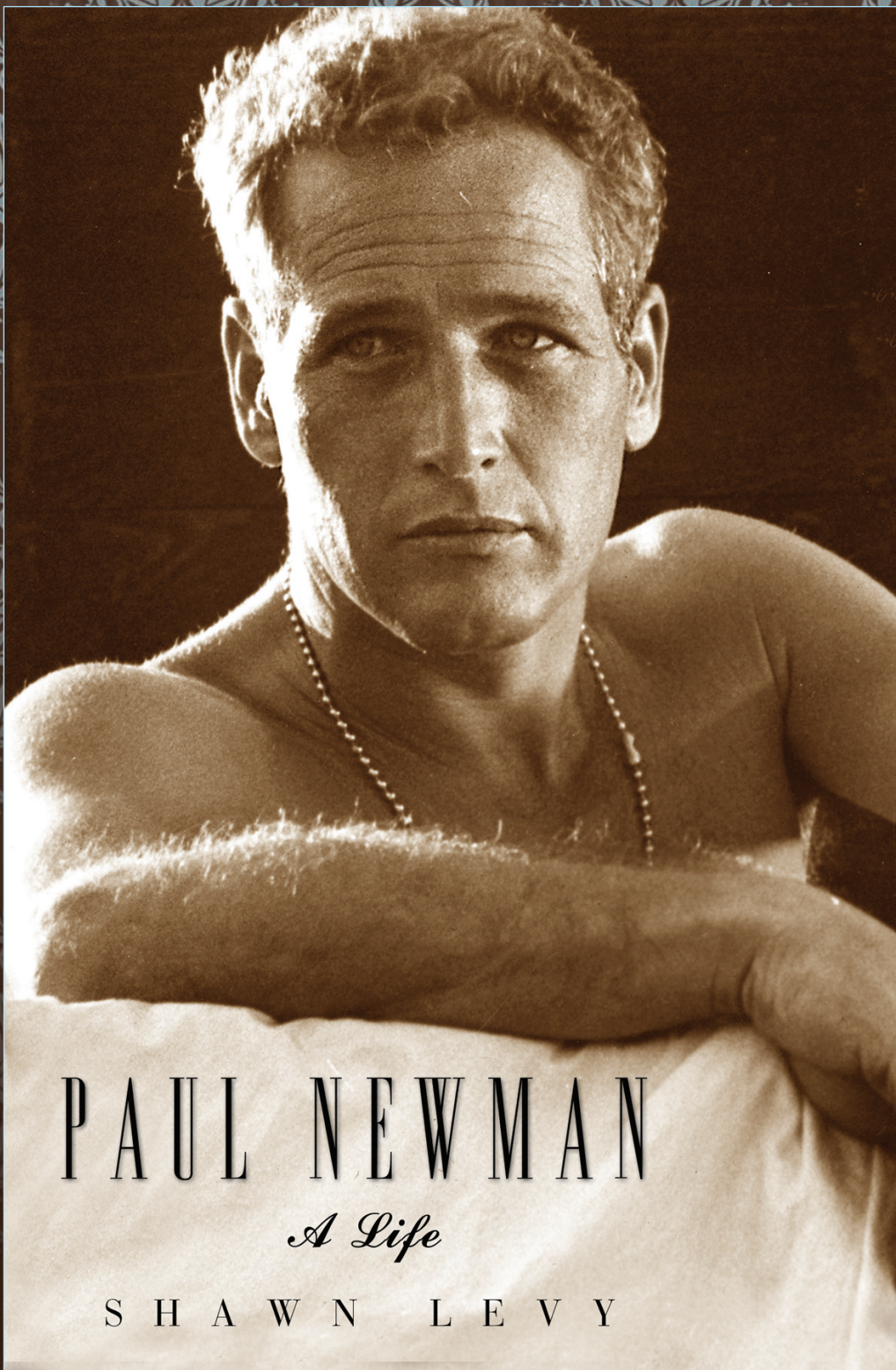
Hardcover ISBN/EAN: 978-0-307-45330-3

eBook ISBN: 978-0-307-45332-7

\$23.00 (Canada: \$27.95)

On Sale 9/8/09

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PAUL NEWMAN

A Life

S H A W N L E V Y

*THE DEFINITIVE BIOGRAPHY OF ONE OF HOLLYWOOD'S
BRIGHTEST AND MOST ENDURING STARS.*



PRAISE FOR SHAWN LEVY

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"[Levy is] a bulldog researcher, and many of his judgments are astute...an entertaining, informative book."

—Jonathan Yardley, *Washington Post*

Ready, Steady, Go!

"Nimble and exciting...Levy's writing is more smashing than an Austin Powers movie."

—*Entertainment Weekly*

Rat Pack Confidential

"An excellent book, not only in its depictions of the Pack's carryings-on...but in its portrayal of the dark turns each life took."

—*Boston Sunday Globe*

King of Comedy

"Succeeds in rekindling curiosity and excitement about an entertainment giant."

—*New York Times Book Review*

National Publicity

National Radio Campaign

Author Events

out of Portland, OR

Online Promotion

- *USA Today* online advertising
- Feature in Read It Forward newsletter

Turner Classic Movies "Book Corner"

Promotion in May '09, Including On-Air, Online, and Programming Guide Features

A Random House AudioBook

Abridged, 5 CDs
978-0-307-576552
\$29.95 (Canada: \$37.00)

Paul Newman, the Oscar-winning actor with the legendary blue eyes, achieved superstar status by playing charismatic renegades, broken heroes and winsome antiheroes in *The Hustler*, *Cool Hand Luke*, *Butch Cassidy and the Sundance Kid*, *The Verdict*, *The Color of Money*, and *Nobody's Fool*. But Newman was also an oddity in Hollywood: the rare box-office titan who cared about his craft, the sexy leading man known for the solidity of his marriage, and the humble celebrity who devoted himself to philanthropy.

In *Paul Newman: A Life*, film critic and pop culture historian Shawn Levy gives readers the ultimate behind-the-scenes examination of the actor's life, from his childhood in Ohio and his early acting days in the New York theater to his lasting romance with Joanne Woodward and the devastating impact of his son's death from a drug overdose. It is a fascinating portrait of an extraordinarily gifted man who gave back as much as he got out of life and just happened to be one of the most celebrated movie stars of all time.

SHAWN LEVY is the film critic for *The Oregonian* and the author of *Rat Pack Confidential*, *King of Comedy*, *The Last Playboy*, and *Ready, Steady, Go!* He lives in Portland, Oregon, with his family.

Biography—Entertainment (BIO005000)

6¼ x 9¼; 496 pages; two 8-page black-and-white inserts

Hardcover ISBN/EAN: 978-0-307-35375-7

eBook ISBN: 978-0-307-46253-4

\$29.99 (Canada: \$37.99)

On Sale 5/5/09

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On the 40th anniversary of the historic moon landing comes a riveting—and heart-wrenching—memoir by a true American hero. With never-before-shared insights into the successes and failures of the U.S. space program, Buzz Aldrin tells the story of the Apollo 11 mission, as well as of his life afterward, including a frank account of his own descent into depression and alcoholism, and how true love helped him triumph over adversity and ultimately saved his life.

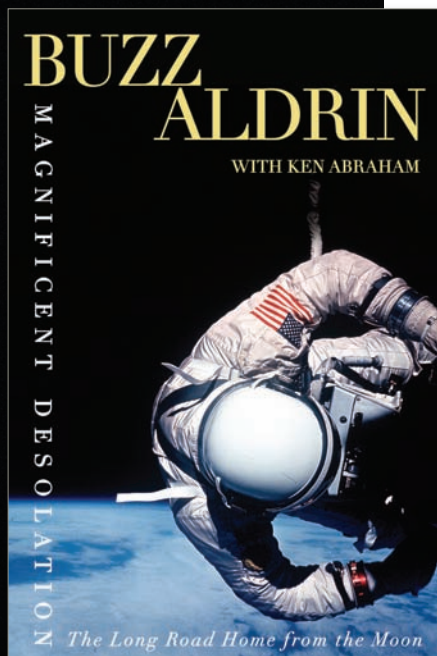
MAGNIFICENT DESOLATION

The Long Road Home from the Moon



BUZZ ALDRIN

with Ken Abraham



National Publicity

National Radio Campaign

Author Events

out of Los Angeles, Orlando, and Washington, DC

Tie-In to Author's Lecture Schedule

Online Promotion

- *New York Times* online campaign
- Advertising on major science and history websites

Targeted Mailing and Outreach to Planetariums, the US Space & Rocket Center, and Other Space Organizations

Promotional Material for Author Speaking Engagements

More than 600 million people watched Buzz Aldrin as he became the second man to set foot on the moon. Millions more have gazed in wonder at photographs and footage of Buzz as he "raised" the American flag on the lunar surface. But what few people know is how close Apollo 11 came to aborting its landing less than 60 feet from the moon's surface, how a computer overload almost jeopardized the entire mission, or how Aldrin and Neil Armstrong had to manually land the spacecraft with less than 20 seconds of fuel left.

Even fewer people know about Aldrin's tragic descent into depression and alcoholism upon returning to Earth—how one of the greatest men of our time found himself down on his luck, selling cars to make a living.

Magnificent Desolation is the captivating memoir of a man who has soared to the greatest heights and plummeted to the darkest depths, and emerged as one of America's strongest assets for the future of humans in space. He will forever be one of our most enduring and beloved heroes.

BUZZ ALDRIN was a NASA astronaut and is the founder of the ShareSpace Foundation, a nonprofit organization devoted to opening the doors of space tourism for all people.

KEN ABRAHAM is a *New York Times* bestselling author.

Biography & Autobiography (BIO000000)

6⅞ x 9¼; 288 pages; 16-page full-color photo insert

Hardcover ISBN/EAN: 978-0-307-46345-6

eBook ISBN: 978-0-307-46347-0

\$26.00 (Canada: \$32.00)

On Sale 6/23/09

British: Trident Media Group

Translation: Trident Media Group

First Serial: Crown

Audio: Crown



Is This Bottle Corked?

The Secret Life of Wine

Kathleen Burk and Michael Bywater

What was Falstaff drinking when he called for more sack? What was actually sipped at Plato's Symposium? Why do we drink to forget (and why doesn't it work)? These and many other intriguing questions are answered in this delightful miscellany about the lure and lore of wine.

We've all come across those urbane, all-so-knowing books that tell us precisely what to drink with which dish; how to swirl, sniff, slosh, and pronounce upon our wine; and, above all, how to impress friends and colleagues with our expertise.

This is not one of those books.

Is This Bottle Corked? answers the important—and actually *interesting*—questions about wine, from the most basic (who invented it?) to the deliciously obscure (which vintage did Jane Austen recommend as a cure for heartache?). Every page is filled with fascinating, amusing, and curious anecdotes, guaranteeing the reader a “Yes, but did you know...?” for every occasion a cork is drawn. Best read with any glass of wine—be it a Saint-Emilion Grand Cru or St. Anne's Ginger and Rhubarb—this book is as much for the amateur enthusiast as for the committed oenophile. Bon vivants need simply to open, pore, and relax.

KATHLEEN BURK is a professor of history in London, writes for *The World of Fine Wine* and is a judge for the International Wine and Spirits Competition.

The acclaimed author of *Lost Worlds* and *Big Babies*, MICHAEL BYWATER is a regular contributor to *The Independent* and a broadcaster for the BBC.

National Publicity

Online Promotion

Advertising on wine and foodie websites and blogs

Targeted Mailing and Outreach to Wineries, Sommeliers, and Wine-of-the-Month Clubs

P.O.P.

978-0-307-58766-4
4-copy L-card display
\$79.96 (Canada: \$99.80)

Reference (REF000000)

5½ x 8¼; 224 pages

Hardcover ISBN/EAN: 978-0-307-46291-6

eBook ISBN: 978-0-307-46292-3

\$19.99 (Canada: \$24.99)

On Sale 9/8/09

British: Faber & Faber

Translation: Faber & Faber

First Serial: Crown

Audio: Crown



True Confections

A Novel

Katharine Weber

*From the critically acclaimed author of *The Music Lesson* and *Triangle* comes the ingenious, witty, and affecting fictional story of *Zip's Candies*, a family-run candy factory trying to stay alive and "sweet" after 85 years, despite the challenges of both global competition and internecine feuds.*

Alice Tatnall Ziplinsky's greatest ambition is to belong, to feel truly entitled to the heritage she has tried so hard to earn. Which is why *Zip's Candies*, her husband's family's company, is so much more to her than just a business. In *True Confections*, Alice looks back on the family-owned-and-operated candy company, now in a crisis of intergenerational struggle over succession.

As the outsider, Alice is more devoted than anyone to finding and relating the truth of *Zip's* history, starting with the rags-to-riches story of how Hungarian immigrant Eli Cziplinsky developed his famous candy lines, and how each of his candies, from Little Sammies to Mumbo Jumbos, was inspired by an element in a stolen library copy of *Little Black Sambo*, from which he taught himself English. Within Alice's account are the stories of a runaway slave from the cacao plantations of Cote d'Ivoire and the Third Reich's failed plan to establish a colony on Madagascar for European Jews. But at its heart, *True Confections* is about timeless and universal themes: love, betrayal, and of course, sweets.

KATHARINE WEBER is the author of the novels *Triangle*, *The Little Women*, *The Music Lesson*, and *Objects in Mirror Are Closer Than They Appear*.

Fiction (FIC000000)

5½ x 8¼; 288 pages

Hardcover ISBN/EAN: 978-0-307-39586-3

eBook ISBN: 978-0-307-46255-8

\$22.00 (Canada: \$26.95)

On Sale 10/13/09

All rights: Crown

National Publicity

Author Events

out of Connecticut

Online Promotion

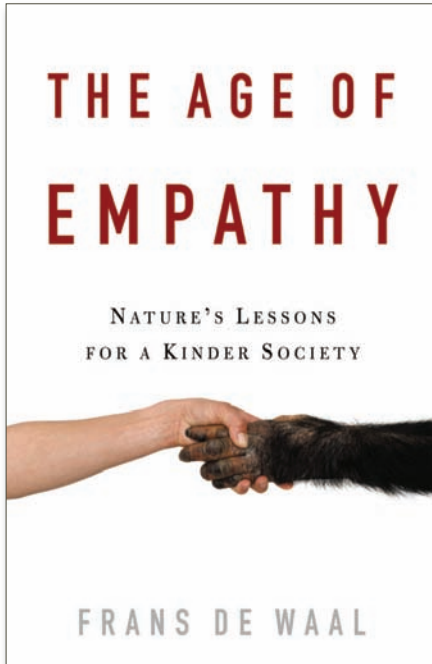
- Advertising and promotion on book and reader websites and blogs
- Promotion on author's websites, KatharineWeber.com and ZipsCandies.com

Wide Bookseller Mailing, Including Book Group in a Box

Galley distribution through Crown's Read It Forward program

Coordinated Outreach with Special Markets

Discussion Guide Available Online at ReadItForward.com



The Age of Empathy

Nature's Lessons for a Kinder Society

Frans de Waal

From an internationally renowned authority on primatology and psychology, a fascinating investigation of empathy in both humans and animals.

Are we our brother's keepers? Do we have an instinct for compassion? Or are we, as is often assumed, only on earth to serve our own survival and interest? In this thought-provoking book, the acclaimed author of *Our Inner Ape* examines how empathy comes naturally to various animal species, including humans.

Drawing from field and laboratory research on chimpanzees, bonobos, and capuchin monkeys—as well as dolphins and elephants—de Waal shows us how many animals are predisposed to take care of one another, come to one another's aid, and in some cases take life-saving action. De Waal argues that human biology also offers a giant helping hand to those striving for a just society, and that every human is destined to be humane. Written in layman's prose with a wealth of anecdotes, wry humor, and incisive intelligence, *The Age of Empathy* is essential reading for our embattled times.

FRANS DE WAAL is a psychology professor at Emory University with a Ph.D. in biology. He is the author of many books, including *Chimpanzee Politics* and *Our Inner Ape*. The Director of the Living Links Center at the Yerkes National Primate Research Center in Atlanta, he was ranked among the World's 100 Most Influential People of 2007 by *Time*.

Science (SCI000000)

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

Hardcover ISBN/EAN: 978-0-307-40776-4

eBook ISBN: 978-0-307-46252-7

\$25.99 (NCR)

On Sale 9/22/09

All rights: Crown

National Publicity

National Radio Campaign

Author Events

out of Atlanta

Advertising

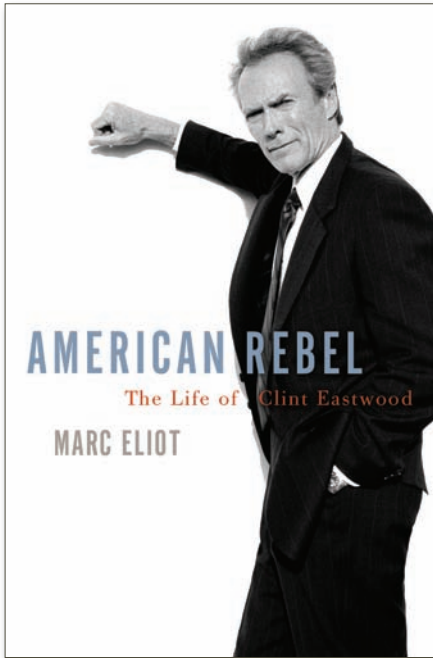
The Chronicle of Higher Education

Online Promotion

- Advertising on science and psychology websites
- "Survival of the Kindest" ecard
- Feature in Read It Forward newsletter

Coordinated Outreach to Psychology and Biology Departments

Targeted Mailing and Outreach to Animal/Wildlife Organizations and Veterinary Schools



American Rebel

The Life of Clint Eastwood

Marc Eliot

From the New York Times bestselling author comes the definitive biography of one of the most critically acclaimed and commercially successful actors, producers, and directors in the history of American motion pictures.

As an actor, he seduced us with his tough-guy charm in *A Fistful of Dollars* and *Dirty Harry*. As a director and a producer, he amazed us with his artistic insight and technical savvy in *Unforgiven*, *Million Dollar Baby*, and *Changeling*. Clint Eastwood represents the finest cinematic achievements of the last decades, and he remains one of film's greatest living legends.

In *American Rebel*, Eliot examines the ever-exciting, often tumultuous arc of Eastwood's life and career, from his days as a disaffected college dropout, to his rise to fame as the archetypal loner, to his acceptance into the pantheon of the Academy as a multiple Oscar winner. But this unauthorized biography is as much about Eastwood's personal life as his public work, and unlike past biographers, Eliot explores Eastwood's complex relationship between his life and his art with an unflinching look at his failures and his successes.

The most complete and up-to-date Eastwood biography yet, *American Rebel* is a must-have for Eastwood fans and anyone who loves movies.

MARC ELIOT is the *New York Times* bestselling author of more than a dozen books on popular culture, among them the highly acclaimed biographies *Cary Grant* and *Jimmy Stewart*.

Biography—Entertainment & Performing Arts (BIO005000)

6⅞ x 9¼; 416 pages; 16-page black-and-white insert

Hardcover ISBN/EAN: 978-0-307-33688-0

eBook ISBN: 978-0-307-46249-7

\$25.99 (Canada: \$32.99)

On Sale 9/29/09

All rights: Crown

National Publicity

20-City Radio Satellite Tour

Author Events and Interviews
out of New York

Advertising

BookPage

Online Promotion

Advertising on Variety.com

Targeted Mailing and Outreach to Clint Eastwood and Movie Fan Groups

Also by Marc Eliot

Reagan

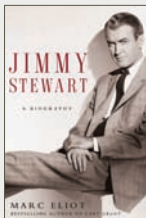
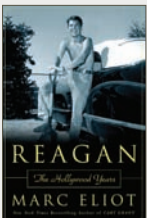
978-0-307-40512-8

\$25.95 (Canada: \$30.00)

Jimmy Stewart

978-1-4000-5222-6

\$14.95 (Canada: \$21.00)



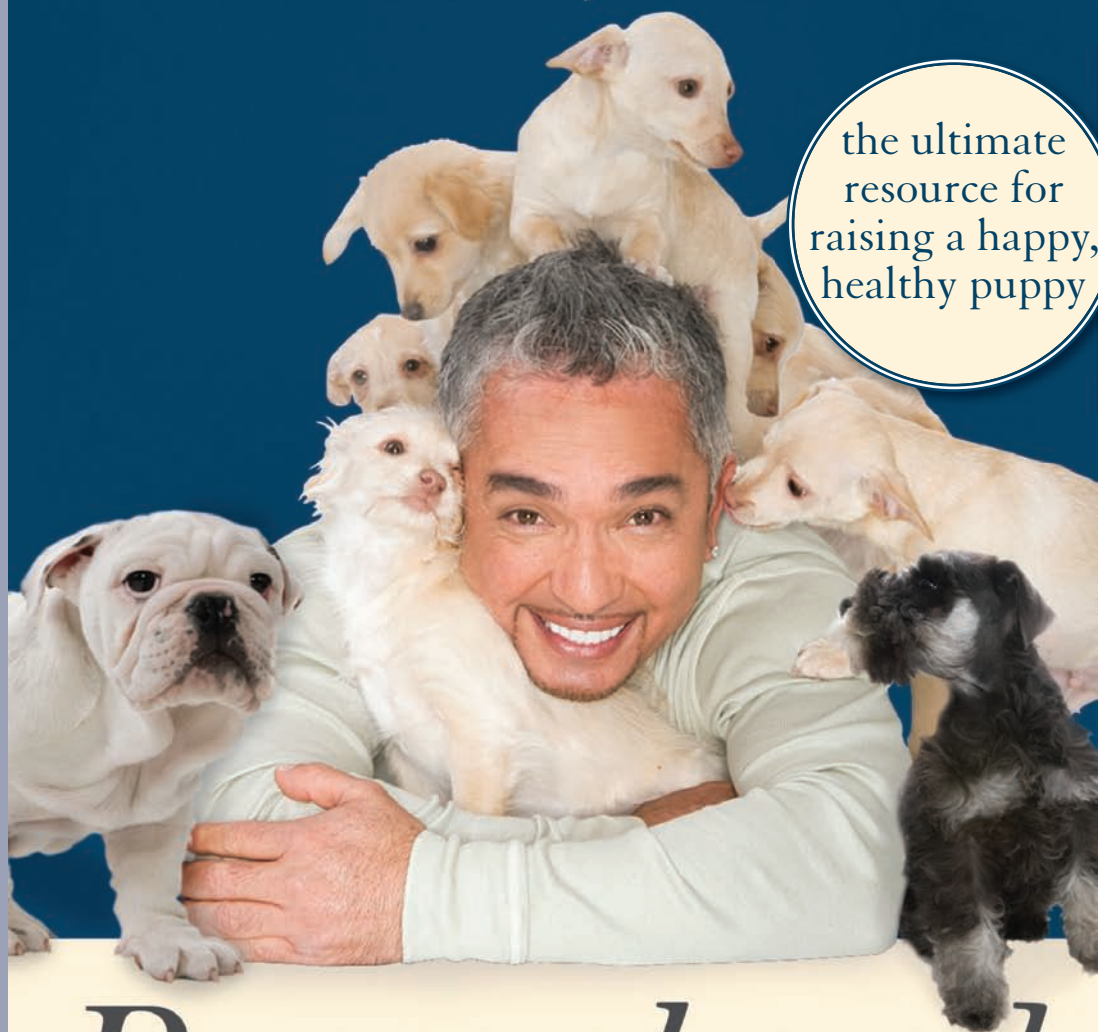
SEE PAGE 141 FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF MARC ELIOT'S *REAGAN*.

AUTHOR OF THE #1 NEW YORK TIMES BESTSELLER *CESAR'S WAY*
AND STAR OF NATIONAL GEOGRAPHIC CHANNEL'S *DOG WHISPERER*

CESAR MILLAN

with MELISSA JO PELTIER

the ultimate
resource for
raising a happy,
healthy puppy



Puppyhood

HOW TO RAISE
THE PERFECT DOG

National Publicity

15-City Television Satellite Tour

40-City Radio Satellite Tour

Author Events and Interviews

out of Los Angeles and New York

Tie-In with Author's Lecture Schedule

Advertising

New York Times

On-air billboard ads following *Dog Whisperer* episodes at launch

Online Promotion

- Promotion on CesarMillanInc.com and NationalGeographicChannel.com, including newsletter blasts
- Major advertising and promotion campaign on dog and pet websites
- Advertising on social networks
- Targeted search campaign

Author Video Available for Account Promotion

Promotional Tie-In with Author's Seminar Series and Online University

Postcard Counter Display for Animal Shelters, Rescue Centers, and Veterinarians

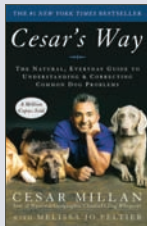
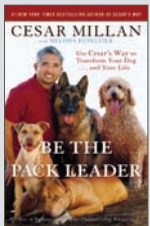
A Random House AudioBook

Abridged, 5 CDs
978-0-307-57735-1
\$30.00 (Canada: \$37.00)

Also by Cesar Millan

Be the Pack Leader
978-0-307-38167-5
\$13.95 (Canada: \$15.95)

Cesar's Way
978-0-307-33797-9
\$13.95 (Canada: \$16.95)



For the millions of people every year who consider bringing a puppy into their lives, as well as those who have already brought one home, preeminent dog behavior expert Cesar Millan says, "Yes, you *can* raise the perfect puppy!" In this essential guide, Cesar provides all of the advice, tips, and techniques necessary to avoid the most common mistakes new owners make—and explains how to correct them if they've already been made!

Packed with new information aimed specifically at the particular needs of puppies and written in Cesar's friendly, accessible style, *Puppyhood* answers all of the most commonly asked questions and includes:

- how to select the right breed and energy level for your lifestyle
- the most important questions to ask when adopting from a breeder, shelter, or rescue organization
- the best, stress-free way to introduce your puppy to his new home
- everything you need to know about your puppy's health, including the importance of vaccinating—and of not over-vaccinating
- the essentials of proper nutrition
- quick and easy housebreaking
- what to expect from each stage of your puppy's development
- how to create perfect obedience from day one through rules, boundaries, and calm-assertive leadership
- unique exercises and play to bring out the best in every breed
- Cesar's own detailed experiences, following the step-by-step development of five individual puppies from some of the most popular breeds

CESAR MILLAN is the #1 *New York Times* bestselling author of *Cesar's Way*, *Be the Pack Leader*, and *A Member of the Family*. **MELISSA JO PELTIER** is an executive producer and cowriter of *Dog Whisperer with Cesar Millan*.

Pets—Dogs (PET004000)

5½ x 8¼; 320 pages; 8-page full-color insert

Hardcover ISBN/EAN: 978-0-307-46129-2

eBook ISBN: 978-0-307-46131-5

\$25.99 (Canada: \$32.99)

On Sale 10/6/09

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

SEE PAGES 142–143 FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF CESAR MILLAN'S *MEMBER OF THE FAMILY*.

**National Publicity****National Radio Campaign****Author Events**

out of New York

Online Promotion

- Advertising and promotion campaign on book and reader websites and blogs
- Promotion on author website and YouTube channel
- Promotion on YouTube and Facebook
- Feature in Read It Forward newsletter
- Outreach to soap opera fan groups and websites

Wide Bookseller Mailing, including Book Group in a Box**Discussion Guide Available Online at ReadItForward.com**

The Kids Are All Right

Diana Welch and Liz Welch
with Amanda Welch and Dan Welch

For readers of extraordinary personal memoirs like The Glass Castle and Oh the Glory of It All, an exceptional and eloquent story of courage, survival, and unconditional love.

With a handsome investment banker father and glamorous, soap opera star mother, the four Welch children grew up surrounded by love, security, and privilege.

Then, everything changed. Only one month after their father's mysterious death, which left the family more than one million dollars in debt, their mother was diagnosed with terminal cancer. Three years later, Amanda, 19; Liz, 16; Dan, 14; and Diana, 8 were orphans. But not only had they lost their parents, and life as they knew it, they lost one another when the three younger kids were sent to live in different homes.

For the next six years, as Amanda, Liz, and Dan struggled independently to make their way in the world, Diana was given a new life and identity and told to forget the past. But her siblings refused to forget her—or let her go.

Vividly told in four unique voices, *The Kids Are All Right* celebrates with openness, candor, and humor the fierce power of sibling love.

"Impossible to put down."

—Danielle Trussoni, author of *Falling Through the Earth*

"A tragic and heroic story that precisely maps a decade, and reads like a spy thriller. The Welch kids are legendary!"

—Sean Wilsey, author of *Oh the Glory of It All*

"Told with humor, compassion, and humility...[it] grabbed hold of my heart (and my attention span) and refused to let go."

—Heidi Julavits, author of *The Uses of Enchantment*

LIZ WELCH is an award-winning journalist and a contributing writer at *Glamour*, *Real Simple*, and *Inc.* magazines. Her work has appeared in *O*, *The Oprah Magazine*, *Vogue*, the *New York Times*, and many other publications. She lives in Brooklyn, New York.

DIANA WELCH is a reporter for the *Austin Chronicle*.

Biography & Autobiography (BIO000000)

6⅞ x 9¼; 320 pages

Hardcover ISBN/EAN: 978-0-307-39604-4

eBook ISBN: 978-0-307-46254-1

\$24.99 (Canada: \$29.99)

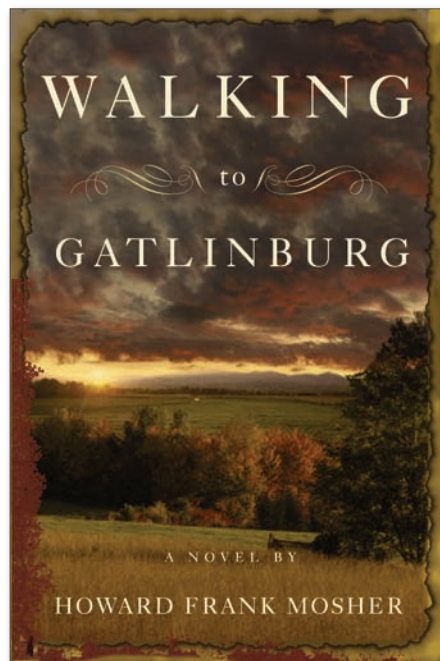
On Sale 9/29/09

British: Kneerim & Williams

Translation: Kneerim & Williams

First Serial: Crown

Audio: Crown



Walking to Gatlinburg

A Novel

Howard Frank Mosher

For fans of Charles Frazier's Cold Mountain and Jeff Shaara's Gods and Generals, the moving story of a young man whose search for a lost brother becomes an intense fight for survival as he tears across the blood-stained landscape of the American Civil War.

While war rages between the Union and Confederate armies, Morgan Kinneson is fighting his own battles in Kingdom County, Vermont. Unbeknownst to many, Morgan works on the Underground Railroad, shuttling slaves to their freedom in Canada.

Morgan's life changes when several convicts escape a Union prison and murder a runaway slave under his protection. Shaken to the core, Morgan walks from Vermont to Tennessee in search of his brother, Pilgrim, whose disappearance from the Union Army remains a mystery. The convicts are on his tail, though, for he unwittingly holds something of dear value to them—a map of the Railroad itself.

Walking to Gatlinburg is the story of one man's quest to reclaim his family in the face of maniacal human opposition and unrelenting natural obstacles. Mosher's story is an elegantly crafted page-turning epic, proving him to be one of our generation's most gifted storytellers.

HOWARD FRANK MOSHER is the author of eleven books and the recipient of the Literature Award from the American Academy and Institute of Arts and Letters. Several of his novels have been adapted into films.

Fiction (FIC000000)

6⅞x 9¼; 352 pages; 4 black-and-white illustrations

Hardcover ISBN/EAN: 978-0-307-45067-8

eBook ISBN: 978-0-307-45094-4

\$25.00 (Canada: \$29.95)

On Sale 10/6/09

British: Crown

Translation: Crown

First Serial: Sanford J. Greenburger Associates

Audio: Crown

National Publicity

Author Events

out of New England

Tie-In with Author's Lecture Schedule

Online Promotion

- Advertising and promotion on book and reader websites and blogs
- Outreach to Civil War online discussion groups
- Feature in Read It Forward newsletter

Coordinated Outreach with Academic Marketing

Wide Bookseller Mailing, Including Book Group in a Box

Outreach to Civil War Reenactment Groups and Events

Discussion Guide Available Online at ReadItForward.com



THE MAN WHO LIVES WITH WOLVES

SHAUN ELLIS

WITH
PENNY
JUNOR

STAR OF *LIVING WITH THE WOLFMAN*



In this astonishing memoir, the star of Animal Planet's *Living with the Wolfman* reveals how he came to eat, sleep, and play with some of the world's wildest and most terrifying beasts.

National Publicity

20-City Radio Satellite Tour

Author Interviews

out of Los Angeles and New York

Online Promotion

Advertising on animal and nature websites

Cross-Promotion with Animal Planet

Targeted Mailing and Outreach to Wolf Rescue Centers and Other Animal and Wildlife Organizations

Wide Bookseller Mailing

WHAT WOULD COMPEL A MAN

to place himself in constant danger in order to become a member of a wolf pack? To eat with them, putting his head into a carcass alongside the wolves' gnashing teeth? To play, hunt, and spar with them, suffering bruises and bites? To learn their language so his howl is indistinguishable from theirs? To give up a normal life of relationships and family so that he can devote himself completely to the protection of these wild animals?

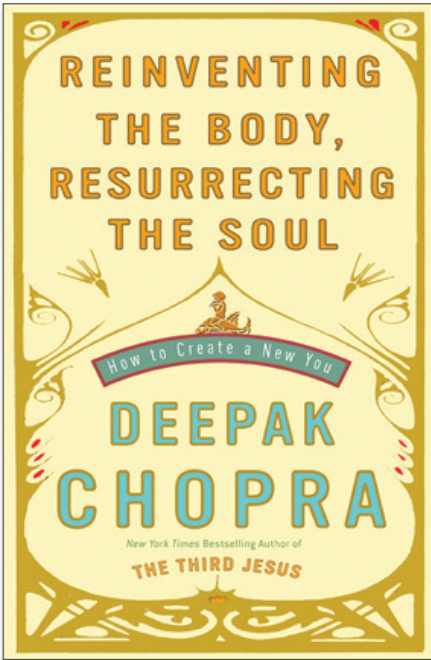
In *The Man Who Lives with Wolves*, Shaun Ellis reveals how his life irrevocably changed the first time he set eyes on a wolf. In exhilarating prose, he takes us from his upbringing in the wilds of Norfolk, England, to the Nez Perce Indian reservation in Idaho where he first ran with a wolf pack, to his current home with two wolf packs in captivity at a wildlife park.

The Man Who Lives with Wolves is a rare, fascinating look into the lives of these threatened, misunderstood creatures and the heart of the remarkable man who considers them family.

SHAUN ELLIS is a wolf behavior expert who has lived with wolf packs in England and on the Nez Perce reservation in Idaho. PENNY JUNOR is the #1 *New York Times* bestselling coauthor of Pattie Boyd's memoir, *Wonderful Tonight*.

Autobiography—Personal Memoirs (BIO026000)
6⅞ x 9¼; 288 pages; 8-page black-and-white insert
Hardcover ISBN/EAN: 978-0-307-46453-8
eBook ISBN: 978-0-307-46454-5
\$24.99 (Canada: \$29.99)
On Sale 10/13/09

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



Reinventing the Body, Resurrecting the Soul

How to Create a New You

Deepak Chopra

Picking up where his #1 bestseller Ageless Body, Timeless Mind left off, Deepak Chopra shows us how to create a new self—the self we want.

In his groundbreaking book *Ageless Body, Timeless Mind*, Chopra revealed the connection between health and consciousness. Now, in *Reinventing the Body, Resurrecting the Soul*, he takes the process a step further, showing how the body is actually a reflection of the mind, “a symbol in flesh and blood of everything you think and feel.”

From early childhood, each of us has been inventing our bodies and ourselves—through beliefs, habits, conditioning, and our responses to everyday stress. But we have done this *unconsciously*, which is why we may end up feeling unfulfilled. *Reinventing the Body, Resurrecting the Soul* reconnects readers to their ideal selves and guides them step by step through a remarkable process of renewal. “If you want to change your body in the present, you must transform the mind you inherited from the past.”

At a time when millions of people are waking up to the unlimited potential of holistic medicine, Chopra invites readers to live from the soul: to satisfy their deepest desires in a life rich with joy and meaning. “You are inventing your body in every moment of life. Why not take control and reinvent it from the highest level?”

DEEPAK CHOPRA is the internationally bestselling author of more than 50 books of fiction and nonfiction translated into more than 35 languages.

Health & Fitness (HEA000000)

6½ x 9¼; 304 pages

Hardcover ISBN/EAN: 978-0-307-45233-7

eBook: 978-0-307-45234-4

\$25.00 (Canada: \$29.95)

On Sale 10/13/09

All rights: Crown

National Publicity

15-City Radio Satellite Tour

Author Interviews

out of New York

8-City Author Tour

Online Promotion

- Download campaign featuring original content and excerpt
- Cross-promotion on author's website, DeepakChopra.com
- Tie-in with featured blog posts at BeliefNet.com, HuffingtonPost.com, Yahoo.com, and Intent.com

Coordinated Promotion with The Chopra Center and SIRIUS Satellite Radio

Masthead Mailing to

Mind/Body/Spirit/Wellness Magazines

A Random House AudioBook

Unabridged, 8 CDs

978-0-7393-8198-4

\$35.00 (Canada: \$43.00)

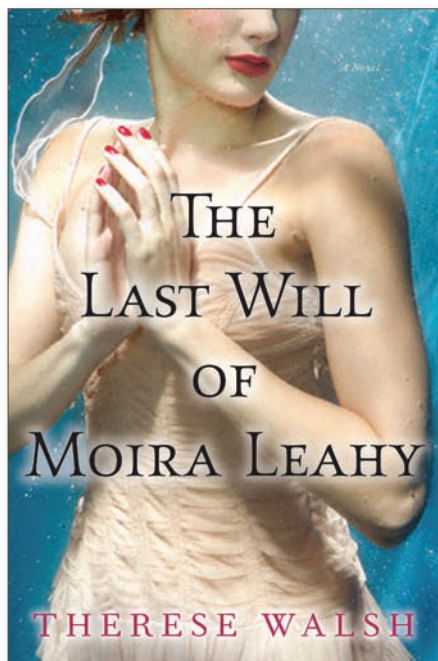
Also by Deepak Chopra

The Third Jesus

978-0-307-33831-0

\$24.00 (Canada: \$28.00)

SEE PAGE 180 FOR DETAILS ABOUT THE PAPERBACK
PUBLICATION OF DEEPAK CHOPRA'S *WHY IS GOD LAUGHING?*

**National Publicity****Online Promotion**

- Advertising and promotion on book and reader websites and blogs
- Promotion on author's blog, WriterUnboxed.com

Wide Bookseller Mailing, Including Book Group in a Box**Galley distribution through Crown's Read It Forward program****Discussion Guide Available Online at ReadItForward.com**

The Last Will of Moira Leahy

A Novel

Therese Walsh

A mesmerizing novel of romantic suspense, The Last Will of Moira Leahy explores the intense bond of sisterhood—and the legendary powers of an ancient dagger—as a grieving twin searches for her own identity in the ruins of her sister's past.

A former saxophone prodigy with dreams of performing around the world, Maeve Leahy hasn't been herself for nearly a decade. After losing her twin sister, Moira, when the girls were 16, she abandoned her music and with it her sense of adventure.

As the anniversary of Moira's accident approaches, Maeve is filled with foreboding. Seeking refuge at an auction house, she is strangely compelled to bid on a *keris*—a Javanese dagger said to strip its owner of inhibitions.

Weeks pass and Maeve is plagued by recurring nightmares, haunting melodies, and bittersweet memories of Moira. And then there is the cryptic note nailed to her office door—someone who knows she bought the *keris* has summoned her to an address in Rome.

There, Maeve will uncover the beguiling secrets of the blade—and face the truth behind Moira's tragic accident—as one sister finally emerges whole and another's score is settled.

THERESE WALSH is the cofounder of the blog [Writer Unboxed](http://WriterUnboxed.com).

Fiction (FIC000000)

6⅞ x 9¼; 288 pages

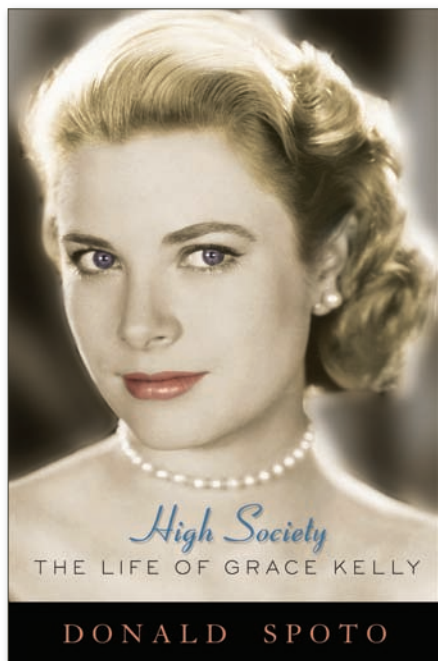
Hardcover ISBN/EAN: 978-0-307-46157-5

eBook ISBN: 978-0-307-46159-9

\$24.00 (Canada: \$29.95)

On Sale 10/13/09

All rights: Crown



National Publicity

20-City Radio Satellite Tour

Online Promotion

- Advertising on fashion and Hollywood websites and blogs
- Targeted search campaign

Targeted Mailing and Outreach to Grace Kelly and Classic Hollywood Fan Groups

Also by Donald Spoto*Spellbound by Beauty*

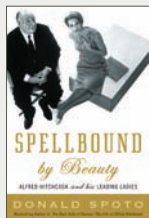
978-0-307-35130-2

\$25.95 (Canada: \$30.00)

Enchantment

978-0-307-23759-0

\$14.95 (Canada: \$21.00)



High Society

The Life of Grace Kelly

Donald Spoto

Drawing on his unprecedented access to Grace Kelly and their never-before-published interviews, bestselling biographer Donald Spoto at last offers an intimate, honest, and authoritative portrait of one of Hollywood's legendary actresses.

In just 7 years—from 1950 through 1956—Grace Kelly made 11 feature films and established herself as one of Hollywood's most iconic beauties. Her whirlwind career lasted until her retirement at age 26, when she withdrew from stage and screen to marry a European monarch and became a modern working princess and mother.

Based on never-before-published or quoted interviews with Grace Kelly and those conducted over many years with her friends and colleagues—from costars James Stewart and Cary Grant to director Alfred Hitchcock—as well as many documents disclosed by her children for the first time, acclaimed biographer Donald Spoto explores the transformation of a convent schoolgirl to New York model, successful television actress, Oscar-winning movie star, and beloved royal.

As Kelly requested, Spoto waited 25 after her death to write this biography. Now, with honesty and insight, he reveals the truth of her personal life, the men she loved, the men she didn't, and what lay behind the facade of her fairy-tale life.

DONALD SPOTO is the author of 25 books, including bestselling biographies of Alfred Hitchcock and Audrey Hepburn.

Biography & Autobiography (BIO000000)

6⅞x 9¼; 356 pages

16-page black-and-white insert; 10 black-and-white photos throughout

Hardcover ISBN/EAN: 978-0-307-39561-0

eBook ISBN: 978-0-307-46251-0

\$25.99 (Canada: \$32.99)

On Sale 11/3/09

British: Elaine Markson Literary Agency

Translation: Crown

First Serial: Crown

Audio: Crown

SEE PAGE 164 FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF DONALD SPOTO'S *SPELLBOUND BY BEAUTY*.

**National Publicity****Author Events**

out of New York

Online Promotion

- Advertising and promotion on book and reader websites and blogs
- Feature in Read It Forward newsletter

Wide Bookseller Mailing, Including Book Group in a Box**Targeted Mailing to Advertising Agencies**

Discussion Guide Available Online at
ReadItForward.com

New World Monkeys

A Novel

Nancy Mauro

A savagely smart, darkly comic literary debut for fans of John Irving, Jane Smiley, and Tom Perrotta, New World Monkeys exposes the false idols of marital tranquility, small-town idyll, and corporate loyalty in the dazzling voice of a major new talent.

New Yorkers Duncan and Lily agree to spend the summer upstate in a crumbling Victorian home, hoping a change of scenery will revive their marriage. But their accidental hit-and-run killing of a wild boar (unbeknownst to them, the town's mascot) and the discovery of a human femur while gardening in the yard set in motion a series of bizarre events that threaten to overwhelm their best intentions.

While Duncan makes frequent trips back to the city to advance his advertising career with a brash new campaign, Lily strikes up a friendship with Lloyd, a Peeping Tom who spirits her along on a tour of the town's hidden perversions.

Despite the scrutiny of the locals and mounting pressure on the job, Lily and Duncan bond over the deepening mystery of the bones in the garden. Working together on the exhumation, they feel a renewed sense of hope for their relationship—until the townspeople discover the body of their beloved boar and set out for blood.

"Nancy Mauro is a writer of rare and refined talent. This novel is a beautiful work of cunning and pathos. With her flawless prose she opens bare the hearts of her characters, their vain desires, and everyday tragedies."

—Anthony Swofford,

New York Times bestselling author of *Jarhead* and *Exit A*

NANCY MAURO is a creative director at a Manhattan advertising agency.

Fiction—Literary (FIC019000)

6⅞ x 9¼; 288 pages

Hardcover ISBN/EAN: 978-0-307-46141-4

eBook ISBN: 978-0-307-46143-8

\$23.00 (Canada: \$27.95)

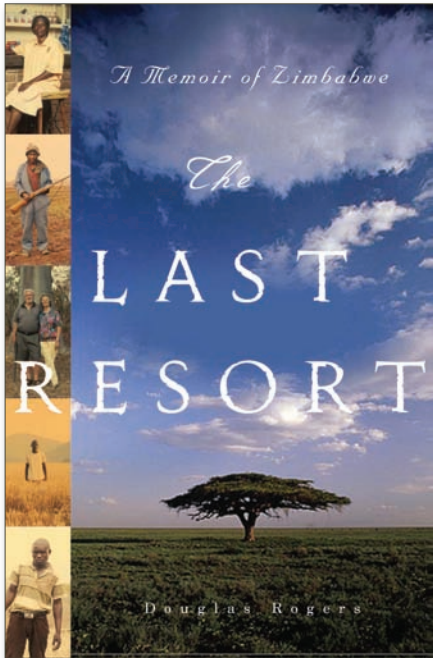
On Sale 9/15/09

British: Crown

Translation: Crown

First Serial: Artists & Artisans

Audio: Crown



The Last Resort

A Memoir of Zimbabwe

Douglas Rogers

The Tender Bar meets Absurdistan deep in the African bush in this hilarious, heartfelt, and deeply moving portrait of the last white farmers in Zimbabwe, struggling to survive in a world turned upside down by the tyranny and corruption of the Mugabe regime.

In *The Last Resort*, award-winning journalist Douglas Rogers tells the eye-opening and at times surprisingly funny story of his family and their game farm in war-torn Zimbabwe. Among the last white farmers in the country, Rogers's parents are forced to go to ever greater extremes simply to stay alive as the Mugabe regime's violent land reclamation program forces other whites to flee. Leaving his trendy Brooklyn brownstone neighborhood to return to his homeland to help, Rogers discovers that marijuana is now growing on his parents' farm instead of maize; a collection of refugees, rogue politicians, opposition party activists, and prostitutes prop up their backpacker lodge bar; and the biggest threat is no longer from stray African wildlife but from Mugabe's "war veterans" intent on seeking revenge.

In the process, Rogers discovers that the "big story" he had relentlessly sought as he explored the world as a travel writer is actually happening in his parents' backyard. And in going home, Rogers discovers that there is far more to his supposedly straight-laced parents, and his country, than he had ever imagined.

DOUGLAS ROGERS is an award-winning journalist and travel writer. He was born and raised in Zimbabwe and now lives in Brooklyn.

Biography & Autobiography (BIO000000)

6⅞x 9¼; 320 pages; 8-page black-and-white insert

Hardcover ISBN/EAN: 978-0-307-40797-9

eBook ISBN: 978-0-307-45984-8

\$24.99 (Canada: \$29.99)

On Sale 10/6/09

British: International Creative Management

Translation: International Creative Management

First Serial: International Creative Management

Audio: Crown

National Publicity

National Radio Campaign

Author Events

out of New York

Advertising

The Economist

Online Promotion

- Advertising on Economist.com
- Feature in Read It Forward newsletter
- Targeted search campaign

Targeted Mailing and Outreach to Peace Corps, Zimbabwe Consulate, and Other International Organizations

Wide Bookseller Mailing, Including Book Group in a Box

Discussion Guide Available Online at ReadItForward.com



THREE RIVERS PRESS





Thanks for the Memories, George

What Eight Years of Bush Will Do to a Country

Mike Loew

A light-hearted look back at the horrifying nightmare that was the presidency of George W. Bush, including the fondly remembered moments George gave us in amusing factoids and illustrations that illuminate W's disastrous tenure in the White House.

Feeling Bushed, America? In *Thanks for the Memories, George*, author and *Onion* contributor Mike Loew takes a humorous—yet furious—look at the eight years of the Bush administration. From the botched evidence for the war in Iraq to the torture and violation of the Constitution to the economic crisis, this is a scathing, witty review of W's sorry legacy, including:

- How the Taliban are spending their record opium profits and how Iraqis have more money than we do.
- Who's who on the no-fly list and who is listening in on your phone calls.
- The price of bread, milk, Halliburton stocks, bananas. Welcome to the Meltdown.
- Everyone is a suspect.
- Habeas corpus, shmabeas corpus.
- The welfare queens of Wall Street.
- We don't sign no stinkin' treaties.

Complete with funny and shocking charts and graphs, *Thanks for the Memories, George* is a timely reminder of just how we arrived at this sorry state as the long nightmare of the Bush Years have come to an end.

MIKE LOEW is a contributor to the *Onion* magazine and the author of two previous books, *Tough Call* and *Citizen You!* He lives in Brooklyn, New York.

Political Science—Humor (POL000000)

5³/₁₆ x 8; 208 pages

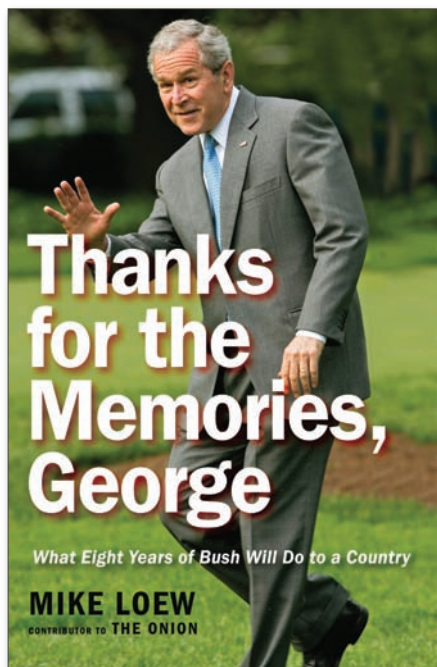
Paperback ISBN/EAN: 978-0-307-46286-2

eBook ISBN: 978-0-307-46287-9

\$13.95 (Canada: \$15.95)

On Sale 5/5/09

All rights: Crown



National Publicity

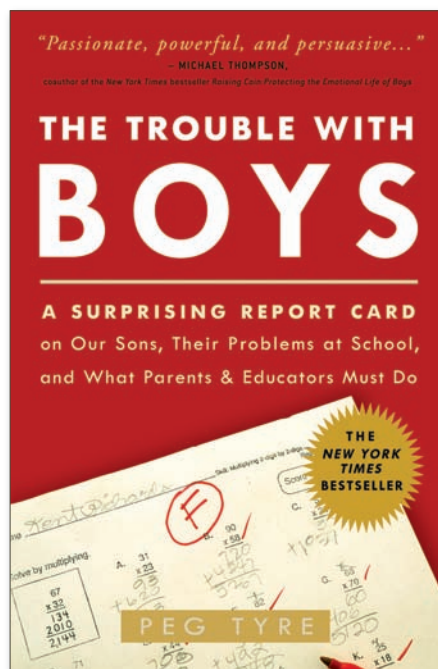
National Radio Campaign

Online Promotion

Outreach to bloggers

Buzz Mailing to Young Government Employees

Mailing to Booksellers



National Publicity

National Radio Campaign

Online Promotion

Targeted search campaign

Promotion at Educators' Events

Mailing to PTA groups

The Trouble with Boys

A Surprising Report Card on Our Sons,
Their Problems at School,
and What Parents and Educators Must Do

Peg Tyre

In this New York Times bestseller, award-winning journalist Peg Tyre takes a look at the disturbing and precipitous educational decline of American boys and provides recommendations for solving the crisis.

Boys get expelled from preschool nearly five times more often than girls; in elementary school, they're diagnosed with learning disorders four times as often. By eighth grade, huge numbers are reading below basic level. Perhaps most alarmingly, boys now account for less than 43 percent of those enrolled in college.

Interviewing hundreds of parents, children, teachers, and experts, Peg Tyre explains just why and how the educational system is failing our sons—from the banning of recess and the demands of No Child Left Behind to the lack of male teachers as role models. But this passionate, clearheaded book isn't an exercise in finger-pointing. Rather, it's a manifesto for change—one we must undertake right away lest school become, for millions of boys, unalterably a “girl thing.”

“Striking...Tyre presents years of research and reporting from schools around the country and arrives at a gut-punch of a conclusion.”

—*Washington Post*

“A book with an important point to make...[Tyre] marshals her evidence in an easy-to-digest, breezy style...a welcome and much-needed report card.”

—*Cleveland Plain Dealer*

PEG TYRE spent several years as a general editor and senior writer at *Newsweek*, covering social trends, criminal justice, women's issues, education, and health.

Family & Relationships—Parenting (FAM034000)

5³/₁₆ x 8; 320 pages

Paperback ISBN/EAN: 978-0-307-38129-3

eBook ISBN: 978-0-307-44977-1

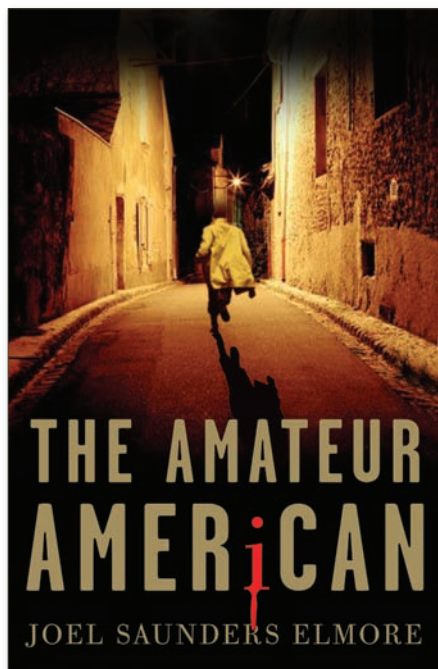
\$15.00 (Canada: \$18.95)

On Sale 8/4/09

All rights: Crown

Pub History: A Crown hardcover (Fall 2008)

978-0-307-38128-6



National Publicity

Online Promotion

- Advertising on mystery websites
- Advertising and giveaways in online mystery communities
- Feature in Read It Forward newsletter
- Outreach to fiction bloggers

Bookseller Buzz Mailing

Crown Fiction Buzz List Mailing

The Amateur American

J. Saunders Elmore

A young American expat is drawn into a complex web of intrigue in this exquisitely suspenseful, expertly crafted debut.

Twenty-nine-year-old American Jeffrey Delanne is working as a teaching assistant in France, his off hours split between worrying about his bar tab, justifying his country's "imperialist" actions to every French person in sight, and wondering just what the hell he's doing with his life.

When he decides to earn some extra cash working as a translator for an Arab businessman, everyone around him—his colleagues, his students, even the women in his life—suddenly seems to know something he doesn't. And soon Jeffrey's going down the rabbit hole himself, forced to do things he never thought himself capable of, the whispers of a guilty conscience adding to his paranoia and the already-surreal experience of being a foreigner abroad.

But maybe it's not just paranoia. Maybe Jeffrey really has become a pawn in a complex game involving crooked cops, international espionage, and every secretive person in this little French town. And maybe his only chance at survival will lie in transforming himself into something—someone—who will stop at nothing to survive.

J. SAUNDERS ELMORE received his M.F.A. in fiction from New York University in 2006. In 2003, he was a teaching assistant in Nantes, France.

Fiction—Mystery (FIC022010)

5³/₁₆ x 8; 304 pages

Paperback ISBN/EAN: 978-0-307-45287-0

eBook ISBN: 978-0-307-45288-7

\$15.00 (Canada: \$18.95)

On Sale 8/4/09

British: Gernert Company

Translation: Gernert Company

First Serial: Crown

Audio: Crown



National Publicity

Online Promotion

- Advertising on parent interest blogs and websites
- Promotion on author's websites, SandraTsingLoh.com and GreatSchools.net
- Feature in Read It Forward newsletter
- Outreach and book giveaways to parenting blogs

Mother on Fire

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

Sandra Tsing Loh

Humorist and radio commentator Sandra Tsing Loh's hilarious and insightful memoir of her year frantically trying to get her daughter into kindergarten in Los Angeles, where she is faced with the daunting reality of her choices: an urban public school system seemingly beyond repair, or a \$25,000-a-year private school tuition beyond her means. Mother on Fire speaks to all middle-class, overeducated, often neurotic parents who have become obsessed with how to best educate their spawn—and are desperate for a good laugh.

"Loh's ability to write a book about a year in the life of a mom...all the while eliciting at least one snort of laughter per page, is no less than a feat of genius." —*New York Times* (Editor's Choice)

"[Loh has transformed] herself into the foaming mouthpiece of dissent and outrage over the state of public education in the United States...Her language is imaginatively twisted and fearless."

—*Los Angeles Times*

"A droll rant...[Loh]'s not afraid to touch on issues of class and race in a way that's both humorous and trenchant...*Mother on Fire* offers much to entertain the many mothers among us."

—*Washington Post*

SANDRA TSING LOH is a public radio commentator, an *Atlantic Monthly* contributor, and a celebrated solo performer. She is the author of four previous books. Her website is SandraTsingLoh.com.

Autobiography—Personal Memoirs (BIO026000)

5³/₁₆ x 8; 320 pages

Paperback ISBN/EAN: 978-0-307-45041-8

eBook ISBN: 978-0-307-44974-0

\$15.00 (Canada: \$18.95)

On Sale 8/4/09

All rights: International Creative Management

Pub History: A Crown hardcover (Fall 2008)

978-0-609-60813-5



Time of My Life

A Novel

Allison Winn Scotch

Sliding Doors meets Freaky Friday in this funny and poignant what-if? novel about one young woman's attempts to relive her past.

Jillian Westfield has a life straight out of the women's magazines she obsessively reads. She's got the modern-print rugs of *Metropolitan Home*, the elegant meals from *Gourmet*, and the clutter-free closets out of *Real Simple*. With her investment-banker husband behind the wheel and her cherubic eighteen-month-old in the backseat, hers could be the family in the magazines' Range Rover ads.

Yet somehow all of the how-to magazine stories in the world can't seem to fix her faltering marriage or stop her from asking "What if?"

Then one morning Jillian wakes up seven years in the past. She's back in her post-grad school Manhattan apartment. She's back in her fast-paced job with the advertising agency. And she's still with Jackson, the ex-boyfriend, and star of her what-if fantasies.

Armed with twenty-twenty hindsight, she's free to choose all over again. She can use ad campaigns from her future to wow her clients; she can reconnect with the mother who abandoned her; and she can fix the fights that doomed her relationship with Jackson.

Or can she?

"A hilarious read."

—Redbook

"A clever, entertaining look at the compromises women make—and the dangers of getting what you asked for."

—People (3 out of 4 stars)

ALLISON WINN SCOTCH is the author of *The Department of Lost and Found*.

Fiction (FIC000000)

5³/₁₆ x 8; 304 pages

Paperback ISBN/EAN: 978-0-307-40858-7

eBook ISBN: 978-0-307-45006-7

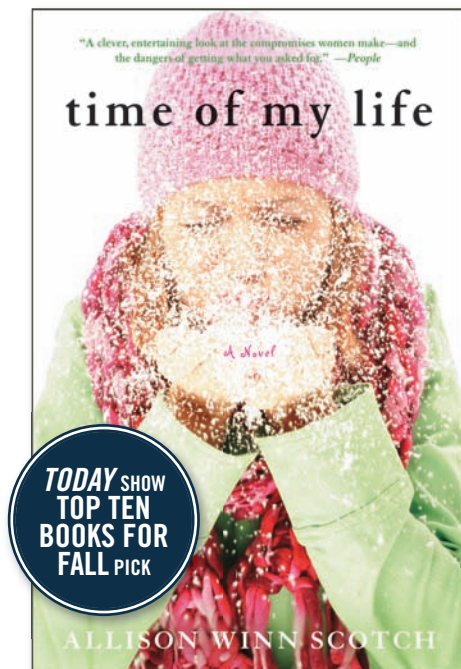
\$14.00 (Canada: \$17.99)

On Sale 8/4/09

All rights: Crown

Pub History: A Shaye Areheart Books hardcover (Fall 2008)

978-0-307-40857-0



National Publicity

Online Promotion

- Advertising on gossip and pop culture blogs
- Advertising on social networks
- Promotion on author's website, AllisonWinn.com
- Feature in Read It Forward newsletter

Discussion Guide Available Online at
ReadItForward.com



National Publicity

National Radio Campaign

Advertising

NPR sponsorship campaign

Online Promotion

- Advertising on major political blogs
- Outreach to political bloggers

Buzz Mailing to Booksellers

Also by Robert Baer*Blow the House Down*

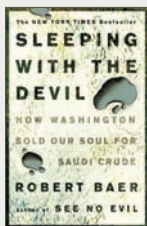
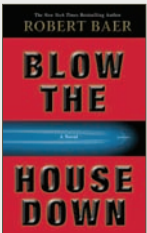
978-1-4000-9836-1

\$14.95 (Canada: \$19.95)

Sleeping with the Devil

978-1-4000-5268-4

\$13.95 (Canada: \$21.00)



The Devil We Know

Dealing with the New Iranian Superpower

Robert Baer

Robert Baer returns with this frighteningly prescient, New York Times–bestselling look at Iran’s unchecked growth as a hidden superpower and the threat the nation will soon pose to the United States and the world.

A sex-CIA operative Robert Baer masterfully shows in *The Devil We Know*, Iran has maneuvered itself into the elite superpower ranks by exploiting Americans’ false perceptions of what Iran is—by letting us believe it is a country run by scowling religious fanatics, too preoccupied with theocratic jostling and terrorist agendas to strengthen its political and economic foundations.

Here, Baer mixes on-the-ground sleuthing with interviews with key players to demonstrate that Iran, far from being a wild-eyed rogue state, is a rational actor—one skilled in the game of nations and ruthlessly effective at thwarting Western colonialism. For U.S. policy makers, the choices have narrowed: either cede the world’s most important energy corridors to a nation that can match us militarily with its asymmetric capabilities (which include the use of suicide bombers)—or deal with the devil we know. The alternative—to continue goading Iran into establishing hegemony over the Muslim world—is too chilling to contemplate.

“Challenges conventional wisdom...[a] timely and provocative analysis.”
—*Denver Post*

“Whenever I begin to wonder what the future of the Middle East holds, I know what to do. I call Bob Baer.”
—James Risen,

Pulitzer Prize–winning author of *State of War: The Secret History of the CIA and the Bush Administration*

ROBERT BAER is the author of the *New York Times* bestsellers *See No Evil* and *Sleeping with the Devil*.

Current Affairs (CUR000000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-40867-9

eBook ISBN: 978-0-307-44978-8

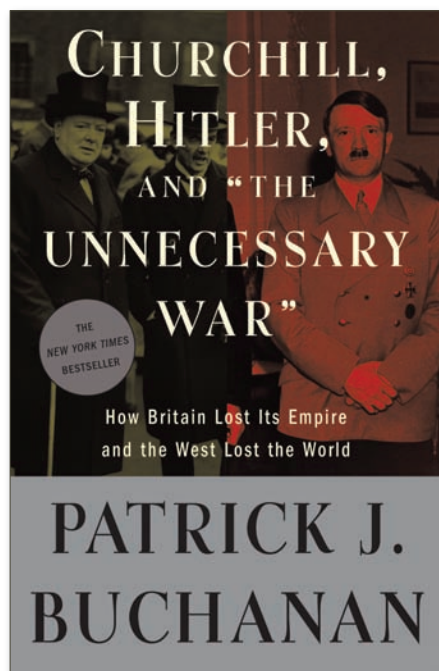
\$15.00 (Canada: \$18.95)

On Sale 8/18/09

All rights: William Morris Agency

Pub History: A Crown hardcover (Fall 2008)

978-0-307-40864-8



National Publicity

Online Promotion

- E-blast advertising to book interest groups
- Targeted search campaign
- Outreach to conservative bloggers

Churchill, Hitler, and “The Unnecessary War”

How Britain Lost Its Empire
and the West Lost the World

Patrick J. Buchanan

From one of the preeminent conservative thinkers of our era, a sweeping, masterly history of the “thirty years war” that destroyed European power, and the fatal blunders—many at the behest of Winston Churchill—that led Great Britain to lose its empire.

In this monumental and provocative history, Patrick Buchanan makes the case that, if not for the mistakes of British statesmen—Winston Churchill first among them—the horrors of two world wars and the Holocaust might have been avoided, and the British Empire might never have collapsed into ruins. Half a century of murderous oppression of scores of millions under the iron boot of Communist tyranny might never have happened, and Europe’s central role in world affairs might have been sustained for many generations.

Among the British and Churchillian blunders were:

- The vengeful Treaty of Versailles that mutilated Germany, leaving her receptive to the appeal of Adolf Hitler
- The 1935 sanctions that drove Italy straight into the Axis with Hitler
- The unsolicited war guarantee to Poland of March 1939 that ensured the Second World War

Churchill, Hitler, and “The Unnecessary War” is a grand and bold insight into the historic failures of judgment that ended centuries of European rule and guaranteed a future no one who lived in that now vanished world could ever have envisioned.

PATRICK J. BUCHANAN was a senior adviser to three American presidents.

History—20th Century (HIS037070)

6½ x 9½; 544 pages; 16-page photo insert; 10 maps

Paperback ISBN/EAN: 978-0-307-40516-6

eBook ISBN: 978-0-307-40956-0

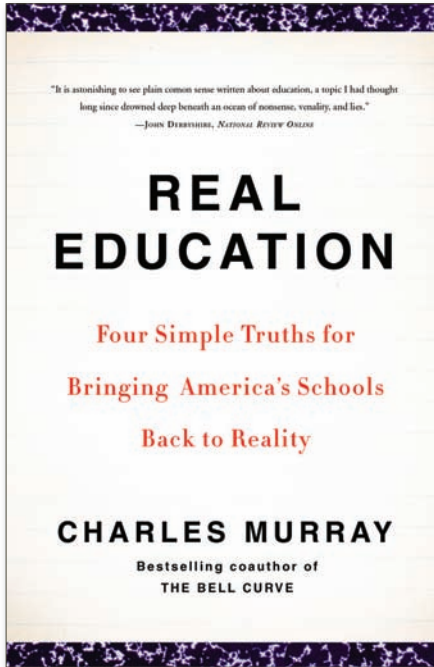
\$20.00 (Canada: \$24.95)

On Sale 7/28/09

All rights: Crown

Pub History: A Crown hardcover (Summer 2008)

978-0-307-40515-9



National Publicity

Online Promotion

- Advertising on PTA blogs and education interest websites
- Advertising on conservative blogs
- Targeted "Back to School" search campaign

Mailing to PTA Groups

Real Education

Four Simple Truths
for Bringing America's Schools Back to Reality

Charles Murray

From Charles Murray, the bestselling author of Losing Ground and The Bell Curve, a landmark manifesto about what our education system can and cannot do. Based on a series of controversial Wall Street Journal op-eds, Real Education gives voice to what everyone knows about talent, ability, and intelligence, but no one wants to admit.

With four truths as his framework, Charles Murray sweeps away the hypocrisy, wishful thinking, and upside-down priorities that grip America's educational establishment.

- **Ability varies.** Children differ in their ability to learn, and America's educational system does its best to ignore it.
- **Half of the children are below average.** Many children cannot learn more than rudimentary reading and math. Yet decades of policies have required schools to divert resources to unattainable goals.
- **Too many people are going to college.** Only a fraction of students struggling to get a degree can profit from education at the college level.
- **America's future depends on how we educate the academically gifted.** It is time to start thinking about the kind of education needed by the young people who will run the country.

"The most talked-about education book this semester."

—*New York Times*

"Takes a moral sledgehammer to our one-size-fits-all education mind-set."

—*Washington Times*

"Bold and thought-provoking."

—*The New Criterion*

CHARLES MURRAY is the W. H. Brady Scholar at the American Enterprise Institute.

Education (EDU000000)

5³/₁₆ x 8; 224 pages

Paperback ISBN/EAN: 978-0-307-40539-5

eBook ISBN: 978-0-307-44936-8

\$15.00 (Canada: \$18.95)

On Sale 8/25/09

British: International Creative Management

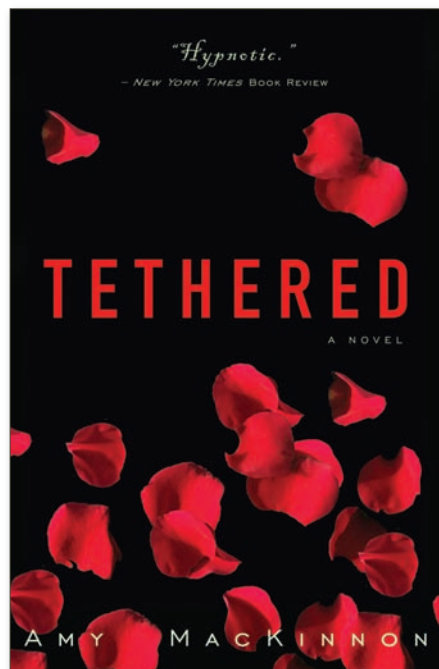
Translation: International Creative Management

First Serial: International Creative Management

Audio: Crown

Pub History: A Crown Forum hardcover (Summer 2008)

978-0-307-40538-8



National Publicity

Online Promotion

- Advertising on major mystery and book websites
- Outreach to mystery bloggers
- Feature in Read It Forward newsletter

Buzz Mailing to Booksellers

Discussion Guide Available Online at
ReadItForward.com

Tethered

A Novel

Amy MacKinnon

A young mortician with her own damaged past finds herself at the center of a sordid underworld when she unwittingly links a dead body to an ongoing murder investigation.

Clara Marsh is an undertaker who spends her solitary life among the dead, preparing their last baths and bidding them farewell with a bouquet from her own garden. But her carefully structured life shifts when Detective Mike Sullivan starts questioning her again about a body she prepared three years ago, an unidentified girl found murdered in a nearby strip of woods...

"[A] hypnotic debut...Clara is an astonishing character, and with language as blunt as the death she sees every day, she expresses herself with devastating simplicity."

—*New York Times Book Review*

"Clara's perfectly rendered cold, cautious, frightened voice lifts the novel above mere entertainment...an elegant illustration of a nature that letting nothing in, gives nothing out."—*Boston Globe*

"Haunting."

—*Milwaukee Journal Sentinel*

AMY MACKINNON's commentaries have appeared in the *Boston Globe*, *Christian Science Monitor*, and *Seattle Times*, among other publications. This is her first novel.

Fiction—Thrillers (FIC031000)

5³/₁₆ x 8; 272 pages

Paperback ISBN/EAN: 978-0-307-40920-1

eBook ISBN: 978-0-307-45005-0

\$14.00 (Canada: \$17.99)

On Sale 8/11/09

British: Crown

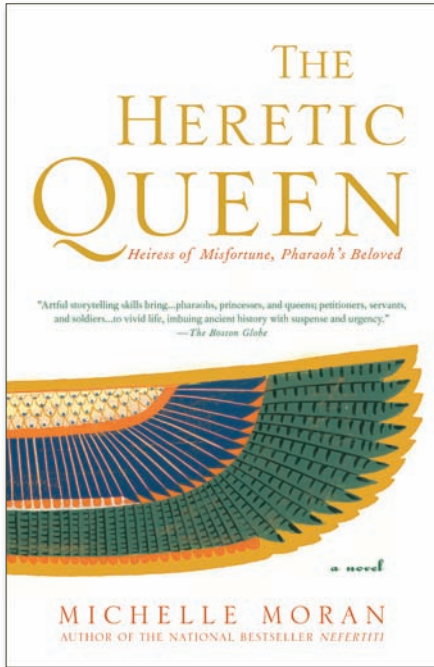
Translation: Crown

First Serial: Emma Sweeney Agency

Audio: Crown

Pub History: A Shaye Areheart Books hardcover (Fall 2008)

978-0-307-40896-9



National Publicity

Online Promotion

- Advertising on social networks and gossip websites
- Promotion on author's website, MichelleMoran.com
- Ecard blast to historical fiction bloggers
- Feature in Read It Forward newsletter
- Outreach to romance reader websites and blogs

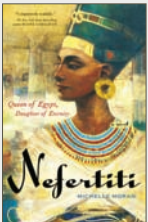
Discussion Guide Available Online at
ReadItForward.com

Also by Michelle Moran

Nefertiti

978-0-307-38174-3

\$14.95 (Canada: \$16.95)



The Heretic Queen

A Novel

Michelle Moran

Author of the national bestseller *Nefertiti*

In ancient Egypt, a forgotten princess must overcome her family's past and remake history.

The winds of change are blowing through Thebes. A devastating palace fire has killed the Eighteenth Dynasty's royal family—all with the exception of Nefertari, the niece of the reviled former queen, Nefertiti. The girl's deceased family has been branded as heretical, and no one in Egypt will speak their names. Nefertari is pushed aside, an unimportant princess left to run wild in the palace. But this changes when she is taken under the wing of the Pharaoh's aunt, then brought to the Temple of Hathor, where she is educated in a manner befitting a future queen.

Soon Nefertari catches the eye of the Crown Prince, and despite her family's history, they fall in love and wish to marry. Yet all of Egypt opposes this union between the rising star of a new dynasty and the fading star of an old, heretical one. While political adversity sets the country on edge, Nefertari becomes the wife of Ramesses the Great. Destined to be the most powerful pharaoh in Egypt, he is also the man who must confront the most famous exodus in history.

"Moran's careful attention to detail and her artful storytelling skills bring these people—pharaohs, princesses, and queens; petitioners, servants, and soldiers—to vivid life, imbuing ancient history with suspense and urgency." —*Boston Globe*

MICHELLE MORAN lives in California with her husband and a garden of more than two hundred roses. Visit her online at MichelleMoran.com.

Fiction—Historical (FIC014000)

5³/₁₆ x 8; 400 pages

Paperback ISBN/EAN: 978-0-307-38176-7

eBook ISBN: 978-0-307-41028-3

\$15.00 (Canada: \$18.95)

On Sale 9/1/09

British: Scovil Chichak Galen Literary Agency

Translation: Scovil Chichak Galen Literary Agency

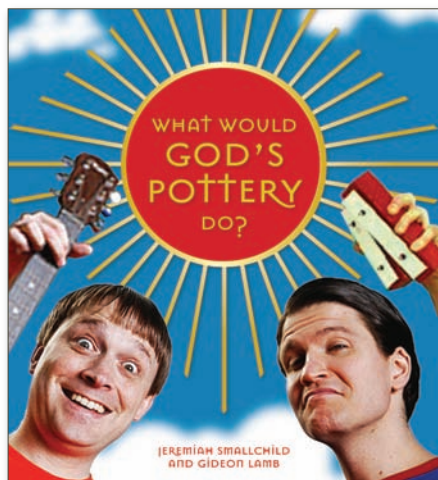
First Serial: Crown

Audio: Crown

Pub History: A Crown hardcover (Fall 2008)

978-0-307-38175-0

SEE PAGE 76 FOR DETAILS ABOUT THE HARDCOVER PUBLICATION OF MICHELLE MORAN'S *CLEOPATRA'S DAUGHTER*.



National Publicity

20-City Radio Satellite Tour

Tie-In with Authors' Lecture Schedule

Online Promotion

- Advertising on social networks and gossip websites
 - Online video promotion
 - E-blast to college students
 - Targeted search campaign
-

Promotional Materials for Author Events

What Would God's Pottery Do?

Gideon Lamb and Jeremiah Smallchild

Gideon Lamb and Jeremiah Smallchild, founding members of the Christian folk duo God's Pottery, compile all of their wisdom, Jesus-y love, and decision trees into this comprehensive self-help book for the youth of today.

Gideon and Jeremiah *totally* get it. From Hootie and the Blowfish records to awesome biblical parables to home-schooling, they know what the kids are into, and they know how to relate to them like a couple of “awesome dudes.” Which is why Gideon and Jeremiah, a.k.a. God's Pottery, are the perfect people to address the tough issues that plague the youth of today (pubescence, the myth of “sexercise,” etc.).

In *What Would God's Pottery Do?*, Gideon and Jeremiah combine essays, photos, diagrams, and frank confessionals to help steer kids in the right direction—teaching them how to say no to things like drugs, premarital sex, and high-sugar snacks. They identify “silent killers” like acne, bullying, and deafness, and discuss all the difficulties of adolescence with the honesty and/or candor you've come to expect from these nationally acclaimed songsters.

Many “cynics” out there claim that GP is not an actual Christian group, but rather a brilliantly executed parody of the creepily wholesome, tone-deaf moral majority that wants nothing more than to be “down” with the teens. To these nonbelievers, Gideon and Jeremiah say, “We still love you, and we want to help everyone—even the ones who will be going to Hell when they die!” So come on, kids; put on your partici-pants and start reading!

JEREMIAH SMALLCHILD and **GIDEON LAMB** were finalists on NBC's *Last Comic Standing* in 2008. Since then, they have been traveling the country, playing hit songs and turning frowns upside-down.

Humor (HUM000000)

7½ x 8¼; 224 pages

Paperback ISBN/EAN: 978-0-307-46461-3

eBook ISBN: 978-0-307-46462-0

\$17.00 (Canada: \$21.00)

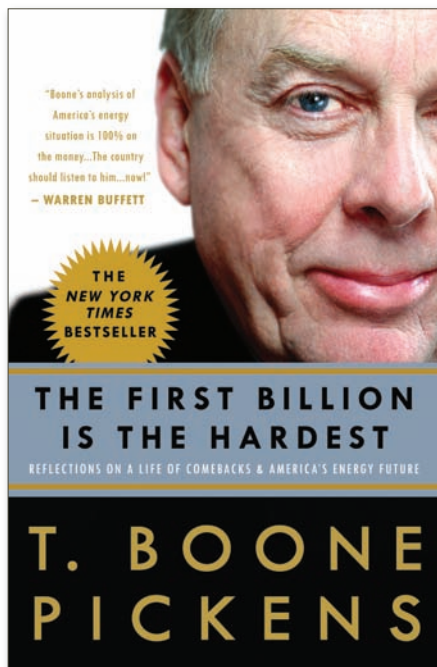
On Sale 9/1/09

British: Foundry Media

Translation: Foundry Media

First Serial: Crown

Audio: Foundry Media



National Publicity

Tie-In with Author's Lecture Schedule

Online Promotion

- Advertising on social networks
- Targeted search campaign

The First Billion Is the Hardest

Reflections on a Life of Comebacks
and America's Energy Future

T. Boone Pickens

In this New York Times bestseller, famed oilman T. Boone Pickens tells the story of the seventh-decade comeback that brought him from bankruptcy and clinical depression to yearly earnings of more than one billion dollars—while sharing the insights that have made him one of the country's most sought-after experts on the subject of energy.

"Entertaining...both Adam Smith and Horatio Alger would find something to like in the rise of T. Boone Pickens."

—*Wall Street Journal*

"The latest memoir from the Texas oilman...Pickens's sauciness does entertain."

—*Time magazine*

"Sassy...breezes along...salted with earthy aphorisms."

—*Bloomberg.com*

"Self-deprecating and audacious...overall, it's decidedly informative about the machinations of business."

—*Dallas Morning News*

"Boone's analysis of America's energy situation is 100 percent on the money....The country should listen to him—now!"

—Warren Buffett, chairman and CEO, Berkshire Hathaway

T. BOONE PICKENS is, in his ninth decade, the very active strategic and managerial force behind BP Capital, one of America's most successful energy companies. Currently, he ranks among the world's richest men.

Business & Economics (BUS000000)

5 x 8³/₁₆; 272 pages

Paperback ISBN/EAN: 978-0-307-39601-3

eBook ISBN: 978-0-307-44981-8

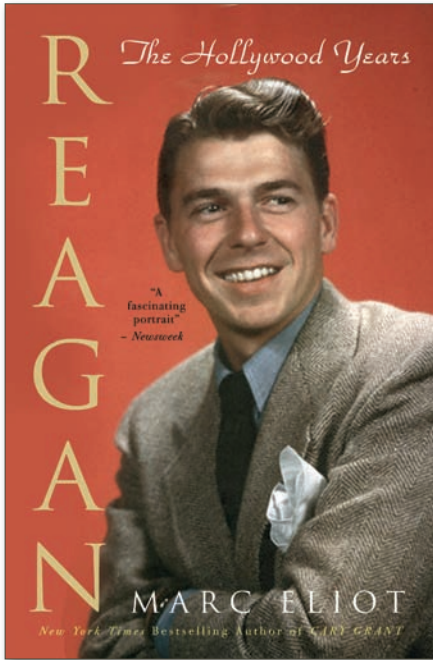
\$15.00 (Canada: \$18.95)

On Sale 9/8/09

All rights: Crown

Pub History: A Crown Business hardcover (Fall 2008)

978-0-307-39577-1



Reagan

The Hollywood Years

Marc Eliot

The definitive biography of an American icon's early years in the public eye—as an aspiring actor, Hollywood star, and family man.

Ronald Reagan was one of the most powerful and popular American presidents. The key to understanding his political success and the remarkable likability and effortless charisma that made it possible lies imbedded in his early years as a Hollywood movie star.

Based on original research and never-before-published interviews, documents, and other materials, acclaimed film critic and historian Marc Eliot sheds new light on Reagan's film and television work opposite some of the most talented women of the time, including Bette Davis, Ann Sheridan, and Ginger Rogers; his starlet-strewn bachelor days; his first, rocky marriage to actress Jane Wyman and his career-making second marriage to Nancy Davis; his controversial eight years as the president of the Screen Actors Guild; his place in the "Irish Mafia"; his friendships with Jimmy Stewart, William Holden, and super-agent Lew Wasserman, the latter instrumental in developing the persona that would prove essential to Reagan's future as a world leader.

Set against the glamorous and often combative background of Hollywood's Golden Age, Eliot's biography provides a nuanced examination of the man and uncovers the startling origins of the legend.

"A fascinating portrait."

—*Newsweek*

"A fresh look...[at] the genesis of Reagan's later public persona."

—*New York Times*

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.

Biography & Autobiography (BIO000000)

6½x 9¼; 384 pages; 15-page black-and-white photo insert

15 black-and-white photos throughout

Paperback ISBN/EAN: 978-0-307-40513-5

eBook ISBN: 978-0-307-44996-2

\$16.00 (Canada: \$19.95)

On Sale 9/8/09

All rights: Crown

Pub History: A Harmony hardcover (Fall 2008)

978-0-307-40512-8

National Publicity

Online Promotion

- Advertising on conservative blogs
- Feature in Read It Forward newsletter
- Outreach to movie bloggers

Hollywood Box Mailing

Mailing to Conservative Interest Groups

Also by Marc Eliot

Jimmy Stewart

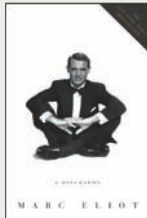
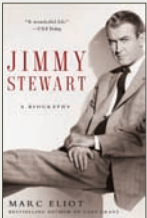
978-1-4000-5222-6

\$14.95 (Canada: \$21.00)

Cary Grant

978-0-307-20983-2

\$15.95 (Canada: \$18.95)



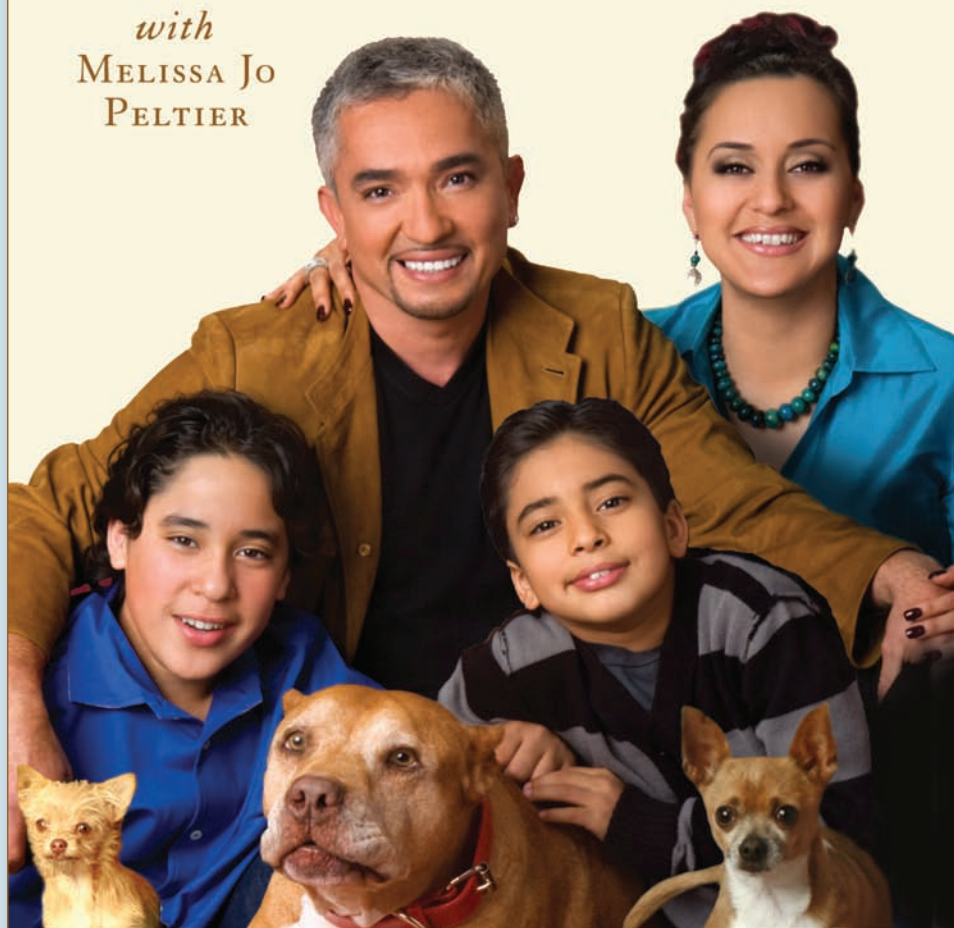
SEE PAGE 115 FOR DETAILS ABOUT THE HARDCOVER PUBLICATION OF MARC ELIOT'S *AMERICAN REBEL*.

“[Millan is] serene and mesmerizing...He deserves
a cape and mask.” —*New York Times*

Cesar Millan

#1 *New York Times* Bestselling Author & Star of National Geographic Channel's **DOG WHISPERER**

with
MELISSA JO
PELTIER



A MEMBER *of the* FAMILY

The Ultimate Guide to Living with a Happy, Healthy Dog



From the #1 *New York Times* bestselling author of *Cesar's Way* and *Be the Pack Leader* comes the ultimate resource for living together with a healthy, happy dog.

National Publicity

Advertising

New York Times

Online Promotion

- Advertising on pet websites

Cross-Promotion with National Geographic Channel and at CesarMillanInc.com

Mailing to Pet Interest Groups

Also by Cesar Millan

Be the Pack Leader

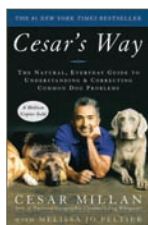
978-0-307-38167-5

\$13.95 (Canada: \$15.95)

Cesar's Way

978-0-307-33797-9

\$13.95 (Canada: \$16.95)



“[Cesar] arrives amid canine chaos and leaves behind peace.”

—Malcolm Gladwell,
The New Yorker

Filled with photographs, clear instructions, and answers to the most commonly asked questions, *A Member of the Family* covers everything you need to know in order to build a long, fulfilling life with your best friend, including information on:

- Selecting the right breed for your family's unique lifestyle
- Establishing—and enforcing—household rules from day one
- What to look for in a veterinarian
- Proper nutrition
- Familiarizing a dog with another pet in the family
- Setting up exercise, discipline, and affection plans for your family and your dog
- Introducing your dog to a new significant other or baby

Plus chapters by Illusion, Andre, and Calvin Millan, with advice from their unique perspectives, and much more.

CESAR MILLAN is the star of *Dog Whisperer with Cesar Millan* on the National Geographic Channel. He lives in Los Angeles with his wife, Illusion, 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.

Pets—Dogs (PET004000)

5³/₁₆ x 8; 320 pages

8-page full-color insert; 35 black-and-white photos throughout

Paperback ISBN/EAN: 978-0-307-40903-4

eBook ISBN: 978-0-307-44998-6

\$15.00 (Canada: \$18.95)

On Sale 9/15/09

British: Trident Media Group

Translation: Trident Media Group

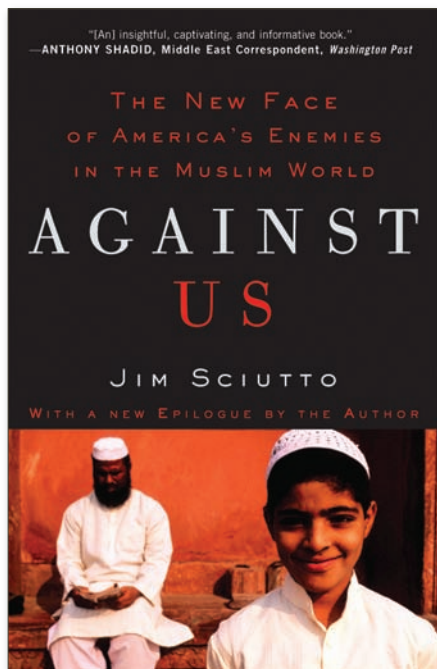
First Serial: Trident Media Group

Audio: Crown

Pub History: A Harmony hardcover (Fall 2008)

978-0-307-40891-4

SEE PAGES 116–117 FOR DETAILS ABOUT THE HARDCOVER PUBLICATION OF CESAR MILLAN'S *PUPPYHOOD*.



National Publicity

Online Promotion

- Advertising on political and foreign policy blogs
- E-blast to political bloggers

Outreach to Middle Eastern Interest Groups

Against Us

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

Jim Sciutto

With a New Epilogue by the Author

"[An] insightful, captivating, and informative book."

—Anthony Shadid, Middle East Correspondent, Washington Post

In 2002 Jim Sciutto began filing in-depth reports on the Middle East for ABC News. Now, after nearly 100 assignments in Muslim countries, Sciutto brings back this disturbing truth: the Al-Qaeda-inspired view of an evil America bent on destroying Islam has moved from the fringes to the mainstream.

Sciutto profiles a cross-section of people in the Arab world, including a former Al-Qaeda jihadi turned electrician in Saudi Arabia, a Jordanian college student willing to risk his life to kill Americans in Baghdad, and British-born Muslim terrorists living in London. The result is an alarming portrait of the depth and scope of anti-American sentiment.

Yet there is hope for America to turn the tide of hate. Democratic ideals are still held in high esteem, even as America's perceived actions against Muslims are not. President Barack Obama's election in particular has raised hopes for change among many Muslims. *Against Us* is an urgent wake-up call for all Americans to rebuild relations with the Arab world and restore confidence in American values.

"A solid job of reporting, a personal journey of discovery, and a wake-up call for all who read it." —Charles Gibson, ABC News

JIM SCIUTTO is the senior foreign correspondent for ABC News. In 2007 he won the prestigious George Polk Award for Television Reporting. He lives in London with his wife and child.

Current Affairs (CUR000000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-40689-7

eBook ISBN: 978-0-307-44988-7

\$15.00 (Canada: \$18.95)

On Sale 9/15/09

British: Gail Ross Literary Agency

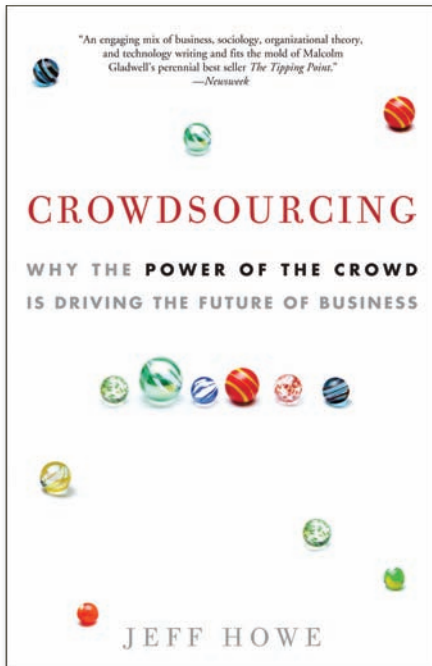
Translation: Gail Ross Literary Agency

First Serial: Crown

Audio: Crown

Pub History: A Harmony hardcover (Fall 2008)

978-0-307-40688-0



National Publicity

Online Promotion

- Business and technology blog advertising
- Outreach and book giveaways to bloggers
- Targeted search campaign

Mailing to Technology Company Executives

Crowdsourcing

Why the Power of the Crowd
Is Driving the Future of Business

Jeff Howe

The open source idea is about to explode, virus-like, and change many parts of your world. This book identifies the phenomenon of crowdsourcing—with huge economic, cultural, business, and political implications—and examines not only its practical manifestations but its upside and downside.

"Howe is an informed and enthusiastic guide to the new collaborative creativity."
—*London Times*

"What sets Howe's book apart is his focus on business, an examination of different crowdsourcing models, and a deep dive into academic research to explain why people work together. It's a welcome and well-written corporate playbook for confusing times."
—*BusinessWeek*

"An engaging mix of business, sociology, organizational theory, and technology writing and fits the mold of Malcolm Gladwell's perennial bestseller, *The Tipping Point*."
—*Newsweek*

"Howe is certainly on to something. Just as Keynes had the idea to put surplus capital back into government programmes, Howe wants to exploit the surplus creative labour of millions of free-lancers and the under employed. Canvassing the opinions of an electronic crowd can sniff out errors and unveil endless new ways of thinking."
—*Financial Times*

JEFF HOWE is a contributing editor at *Wired* magazine. His work has also appeared in *U.S. News & World Report*, the *Washington Post*, and *Mother Jones*, among other publications.

Business & Economics (BUS000000)

5³/₁₆ x 8; 320 pages

Paperback ISBN/EAN: 978-0-307-39621-1

eBook ISBN: 978-0-307-44932-0

\$15.00 (Canada: \$18.95)

On Sale 9/15/09

British: Brockman Inc.

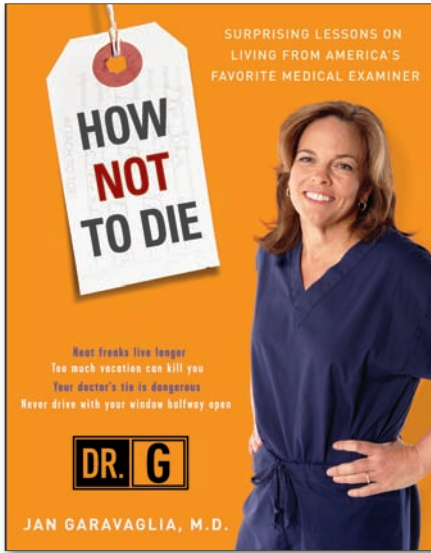
Translation: Brockman Inc.

First Serial: Crown

Audio: Brockman Inc.

Pub History: A Crown Business hardcover (Summer 2008)

978-0-307-39620-4



National Publicity

Online Promotion

- Advertising on medical and health websites
- Outreach to health blogs
- Targeted search campaign

How Not to Die

Surprising Lessons on Living
from America's Favorite Medical Examiner

Jan Garavaglia, M.D.

The star of one of Discovery Health Channel's top-rated rated programs, Dr. G: Medical Examiner, Dr. Jan Garavaglia provides an enlightening new look at the everyday decisions we make that affect our longevity, safety, and overall health.

In *How Not to Die*, Dr. G acts as a medical detective to identify the often-unintentional ways we harm our bodies, then shows us how to use that information to live better and smarter. She provides startling tips on how to make wise choices so that we don't have to see her, or someone like her, for a long time.

- In the section "Highway to the Morgue," we learn the one commonsense safety tip that can prevent deadly accidents.
- "Code Blue" teaches us how to increase our chances of leaving the hospital alive.
- "Everyday Dangers" informs us why neat freaks live longer.

Using anecdotes from her cases and a liberal dose of humor, Dr. G gives us her prescription for living a healthier, better, longer life—and unlike many doctors' orders, this one is surprisingly easy to follow.

"The ultimate prevention guide." —*U.S. News and World Report*

JAN C. GARAVAGLIA, M.D. (aka "Dr. G"), is the chief medical examiner for the District Nine (Orange-Osceola) Medical Examiner's Office in Florida.

Health & Fitness (HEA038000)

7³/₈ x 9¹/₄; 288 pages

Paperback ISBN/EAN: 978-0-307-40915-7

eBook ISBN: 978-0-307-41029-0

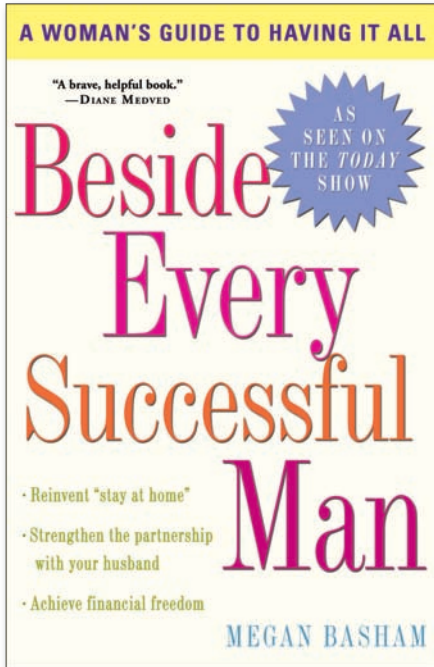
\$15.00 (Canada: \$18.95)

On Sale 9/15/09

All rights: Crown

Pub History: A Crown hardcover (Fall 2008)

978-0-307-40914-0



National Publicity

Online Promotion

- Christian and parenting blog outreach
- Targeted search campaign

Beside Every Successful Man

A Woman's Guide to Having It All

Megan Basham

In this book that offers validation to women who prefer staying at home to trudging to the office, commentator Megan Basham shows how to strengthen family bonds, ratchet up family income, and acquire a sense of mission and purpose by helping your husband achieve his career dreams.

Today's female "stay-at-homer" tends to be highly educated and work-credentialed, which opens up exciting possibilities, among them the opportunity to be her husband's most important career partner, mentoring and advising him to reach a level of success he wouldn't achieve otherwise.

Journalist and researcher Megan Basham argues that those who choose home as "command central" can not only expect a stronger marriage, but also—eventually—a higher income. One part manifesto, three parts hands-on prescriptive advice, this book is one of the most provocative and convincing ever written on the topic of women and work—a manual that, with its precise tips, will speed women toward the balance they seek. *Beside Every Successful Man* doesn't just tell women what to do, it shows them *how* in a way that is inspirational.

"A provocative, persuasive and important book."

—Michael Medved

MEGAN BASHAM has written for the *American Spectator*, the *Weekly Standard*, and the *National Review Online*.

Family & Relationships—Marriage (FAM030000)

5³/₁₆ x 8; 256 pages

Paperback ISBN/EAN: 978-0-307-39364-7

eBook ISBN: 978-0-307-44984-9

\$15.00 (Canada: \$18.95)

On Sale 9/15/09

All rights: Crown

Pub History: A Crown Forum hardcover (Fall 2008)

978-0-307-39363-0

A sepia-toned photograph of a person's hand resting on a tree trunk. The hand is pale and wears a dark, textured sleeve. The background is a blurred forest scene with trees and foliage.

“Suspenseful and moving.”
—*New York Times Book Review*

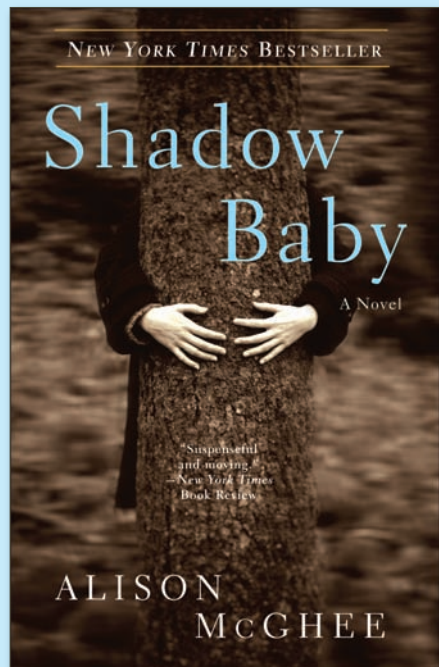
“This is one of those novels in which the
quality of the writing lulls a reader...
the way beauty does in real life.”
—*Los Angeles Times Book Review*

Shadow Baby

A Novel

ALISON MCGHEE

A *New York Times* bestseller and *Today* show
book pick, *Shadow Baby* is a beautiful
coming-of-age story with a spunky heroine and
an altogether intriguing and unique twist.



National Publicity

Online Promotion

- Advertising on major book websites
- Outreach to fiction bloggers
- Feature in Read It Forward newsletter

Buzz Mailing to Booksellers

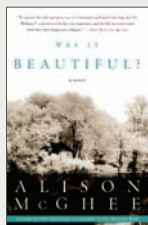
Discussion Guide Available Online at
ReadItForward.com

Also by Alison McGhee

Was It Beautiful?

978-1-4000-5154-0

\$13.00 (Canada: 20.00)



Eleven-year-old Clara winter (she prefers the lowercase and she has her reasons) is struggling to find the truth about her missing father and twin sister, but her mother refuses to reveal any information. When Clara begins interviewing her elderly neighbor Georg Kominsky for a school assignment, she finds that he is equally reticent about his own concealed history. Precocious and imaginative, Clara invents Mr. Kominsky's background just as she does lives for the people missing from her own shadowy past. In this remarkable story of family and friendship, the unlikely pair embark on a journey that leads them to discover what matters most in life and to find the scattered pieces of themselves.

“Touching...perfectly constructed and beautifully written.”
—*Dallas Morning News*

“McGhee avoids all forms of treacle, letting things unfold with sure-handed narrative discipline that makes her story all the more charming. She leads readers to the novel's sad-but-satisfying conclusion, never losing the emotional balance that makes this tale a signal achievement.”

—*Minnesota Star Tribune*

ALISON MCGHEE is the author of four novels and several books for children and young adults. She is an associate professor of creative writing at Metropolitan State University, where she coordinates the creative writing program. She lives in Minneapolis and Vermont.

Fiction (FIC000000)

5³/₁₆ x 8; 256 pages

Paperback ISBN/EAN: 978-0-307-46228-2

eBook ISBN: 978-0-307-46259-6

\$14.00 (Canada: \$17.99)

On Sale 9/22/09

British: Crown

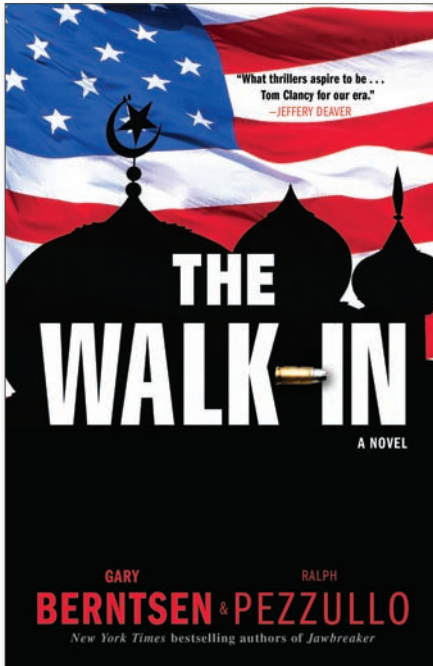
Translation: Curtis Brown Ltd

First Serial: Crown

Audio: Curtis Brown Ltd

Pub History: A Harmony hardcover (Spring 2000)

978-0-609-60632-2



National Publicity

Online Promotion

- Conservative news site advertising
- Outreach to book, fiction, and military bloggers
- Feature in Read It Forward newsletter

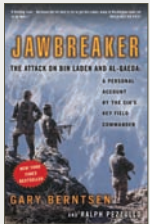
Mailing to Military Schools, VFW Groups, and VA Hospitals

Also by Gary Berntsen and Ralph Pezzullo

Jawbreaker

978-0-307-35106-7

\$14.95 (Canada: \$21.00)



The Walk-In

A Novel

Gary Berntsen and Ralph Pezzullo

In this first novel from bestselling author and former CIA operative Gary Berntsen, counterterrorism officer Matt Freed becomes the only man who can stop a sinister Iranian plot to release an immensely destructive bioweapon against the United States.

Gary Berntsen, longtime CIA operative and the field commander who cornered Osama bin Laden in Afghanistan, writing with award-winning novelist Ralph Pezzullo, offers an edge-of-the-seat thriller that gives us a terrifying glimpse of where the next threat to America may come from.

When a highly placed Iranian intelligence operative walks into a U.S. embassy claiming to possess explosive information, counterterrorism officer Matt Freed is dispatched to interview him and is warned of an impending attack on the United States that could kill millions.

With a possible catastrophe looming in less than two weeks, Matt's superiors reluctantly prepare for the assault, but Matt obeys his instincts and launches his own unsanctioned investigation. Ultimately, Matt's efforts brand him an out-of-control renegade, and he finds himself left out in the cold. Yet he may be the only one with the knowledge needed to avert unimaginable chaos.

GARY BERNTSEN served for over two decades in the Central Intelligence Agency, during which time he operated at the highest levels in the Middle East and Latin America.

RALPH PEZZULLO is a former journalist, award-winning playwright, screenwriter, poet, and the author of *At the Fall of Somoza*, *Plunging into Haiti*, and *Eve Missing*.

Fiction—Suspense (FIC030000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-39482-8

eBook ISBN: 978-0-307-44979-5

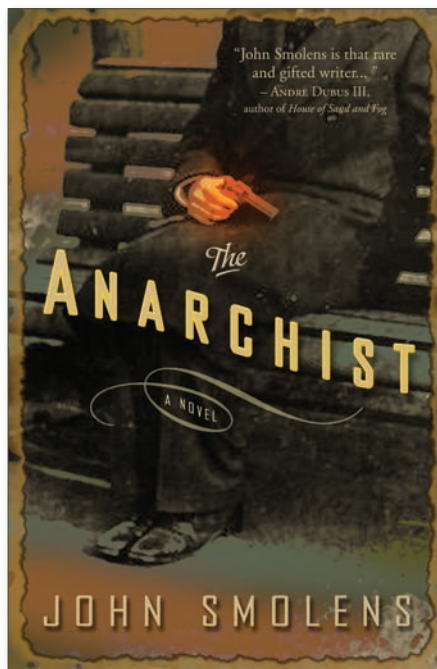
\$15.00 (Canada: \$18.95)

On Sale 9/22/09

All rights: Crown

Pub History: A Crown hardcover (Fall 2008)

978-0-307-39481-1



National Publicity

Author Events

out of Marquette, Michigan

Online Promotion

- Advertising on fiction and book websites
- Feature in Read It Forward newsletter

Inclusion in "Book Group in a Box" Mailing

Also by John Smolens

Fire Point

978-1-4000-8323-7

\$12.00 (Canada: \$17.00)

Cold

978-1-4000-5087-1

\$12.00 (Canada: \$18.00)



The Anarchist

A Novel

John Smolens

The Anarchist is a richly detailed, fast-paced historical thriller based on the true story of one man's delusional, murderous dream that ushered in America's troubled 20th century.

On September 6, 1901, in Buffalo, New York, a young anarchist walked up to the president of the United States in a receiving line at the Temple of Music. The anarchist Leon Czolgosz had wrapped his right hand in a handkerchief and held it as if it were in a sling. Under the handkerchief was a .32 caliber Johnson revolver. Czolgosz slowly raised his left hand to shake the president's. As the president reached out, Czolgosz's other hand quickly flew up. He took aim at the man he had been stalking and plotting to kill for months and two quick shots rang out. President William McKinley fell to the ground.

The Anarchist is a riveting, finely detailed account of the months leading up to the murder and the trial that followed. The assassin called himself a disciple of the political radical Emma Goldman and believed that President McKinley's murder was a courageous act carried out for the benefit of the "good working people" in their struggle against the excesses of capitalism.

But Czolgosz was not an unknown risk. *The Anarchist* is the story of the men who tried to stop him and failed.

A professor of English at Northern Michigan University, **JOHN SMOLENS** is the author of five previous novels, most recently *Fire Point*.

Fiction (FIC000000)

5³/₁₆ x 8; 320 pages

Paperback ISBN/EAN: 978-0-307-35189-0

eBook ISBN: 978-0-307-46193-3

\$15.00 (Canada: \$18.95)

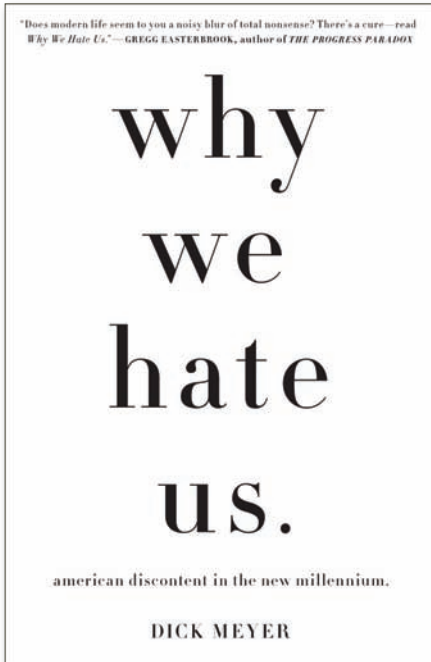
On Sale 12/8/09

British: Lukeman Literary Management

Translation: Lukeman Literary Management

First Serial: Crown

Audio: Crown



National Publicity

Online Promotion

- Liberal blog advertising
- Advertising on social networks
- Targeted search campaign

Why We Hate Us

American Discontent in the New Millennium

Dick Meyer

A tour de force on the erosion of American culture, Why We Hate Us offers readers a “unified field theory” for how we became so shallow, stupid, and self-loathing.

In *Why We Hate Us*, Dick Meyer nails America's early-twenty-first-century mood disorder. He points out the most widespread carriers of the why-we-hate-us germs, including the belligerence of partisan politics that perverts our democracy, the decline of once-common manners, the vulgarity of Hollywood entertainment, the superficiality and untrustworthiness of the news media, and the disappearance of authentic neighborhoods and voluntary organizations.

Meyer argues—with observations that make you want to shout, “Yes! I hate that too!”—that when the social, spiritual, and political turmoil that followed the sixties collided with the technological and media revolution at the turn of the century, something inside us hit overload. American culture no longer reflects our own values. We are now morally and existentially tired, disoriented, anchorless, and defensive. We hate us and we wonder why.

Why We Hate Us reveals why we do and also offers a thoughtful and uplifting prescription for breaking out of our current morass and learning how to hate us less.

“An incisive cultural critique of modern society.”

—*San Francisco Chronicle*

“Provocative and entertaining.”

—*Miami Herald*

DICK MEYER is the editorial director of digital media at National Public Radio.

Current Affairs (CUR000000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-40663-7

eBook ISBN: 978-0-307-44980-1

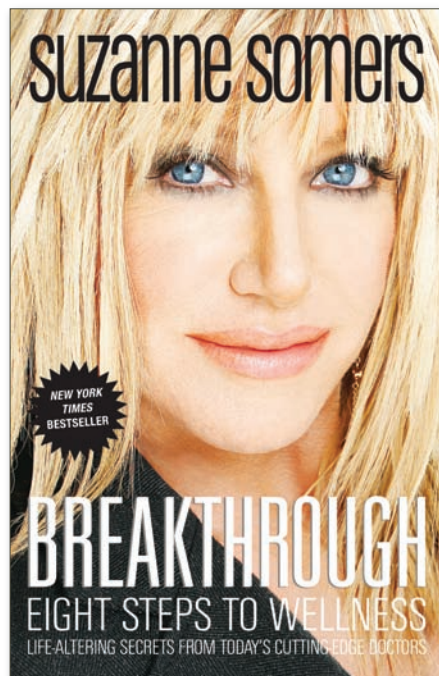
\$15.00 (Canada: \$18.95)

On Sale 9/22/09

All rights: Crown

Pub History: A Crown hardcover (Fall 2008)

978-0-307-40662-0



National Publicity

Online Promotion

- Advertising on medical and health websites
- Outreach to bloggers
- Targeted search campaign

Also by Suzanne Somers

Ageless

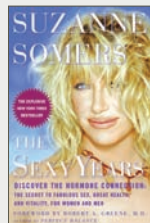
978-0-307-23725-5

\$13.95 (Canada: \$17.95)

The Sexy Years

978-1-4000-8157-8

\$13.95 (Canada: \$21.00)



Breakthrough

Eight Steps to Wellness

Suzanne Somers, the #1 *New York Times*
bestselling author of *Ageless*

Suzanne Somers, the multimillion-copy bestselling author, brings a fresh take to cutting-edge medicine. Breakthrough is a thoughtful, thoroughly researched look at how we can combine traditional medicine with exciting "longevity" medicine to keep us out of the hospital and living long, vibrant, healthy lives.

From estrogen dominance to deceptive thyroid problems, people are suffering, and most don't have access to the treatment they truly need to get better and thrive...until now.

In *Breakthrough*, Suzanne Somers, considered a "pioneer" by Oprah Winfrey on bioidentical hormone replacement and anti-aging medicine, used her celebrity to find western-trained doctors practicing medicine with non-drug therapies to create longer, healthier lives. "Pharmaceuticals should be the last resort in the practitioner's back pocket," says Ms. Somers.

Ms. Somers is one of today's most trusted advocates of anti-aging medicine, and in this book, she deepens her commitment to helping people lead healthier, happier lives by opening their eyes to proven remedies and preventive care that most doctors just aren't talking about with their patients.

Breakthrough shares life-altering secrets from today's leading doctors in the field of anti-aging medicine, explores cutting-edge science, and delivers smart, proactive advice on the newest treatments for breakthrough health and longevity.

"Ms. Somers writes with the passion of the prophet."

—*Wall Street Journal*

SUZANNE SOMERS is the author of seventeen books, including the #1 *New York Times* bestseller *Ageless* and *New York Times* best-sellers *Keeping Secrets*; *Eat Great, Lose Weight*; and *The Sexy Years*.

Health & Nutrition (HEA006000)

5³/₁₆ x 8; 464 pages

Paperback ISBN/EAN: 978-1-4000-5328-5

eBook ISBN: 978-0-307-40930-0

\$15.00 (Canada: \$18.95)

On Sale 9/29/09

British: Crown

Translation: Loeb and Loeb

First Serial: Crown

Audio: Crown

Pub History: A Crown hardcover (Fall 2008)

978-1-4000-5327-8

SEE PAGES 74–75 FOR DETAILS ABOUT THE HARDCOVER
PUBLICATION OF SUZANNE SOMERS' *KNOCKOUT*.

AMERICAN LIGHTNING

TERROR, MYSTERY
& THE BIRTH OF
HOLLYWOOD

“Hugely engaging...has tremendous verve...*American Lightning* throws valuable new light on an episode that seems, for us today, particularly pertinent. Terrorism happened here.”

—*Los Angeles Times*

“A fast-moving, skillfully constructed account...
Blum’s style is cinematic.”

—*Chicago Sun-Times*

“Compelling...a tense detective story.”

—*Seattle Times*

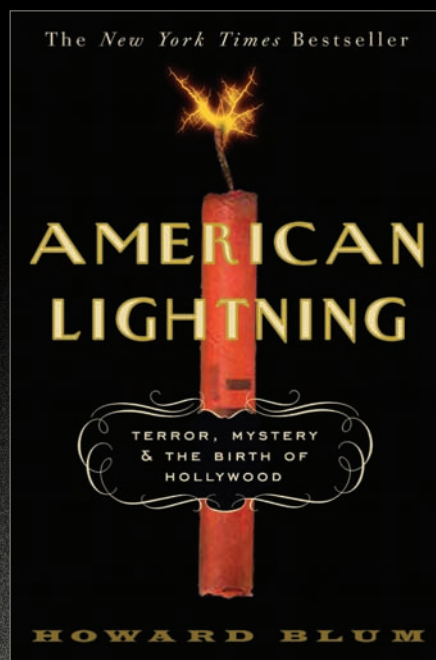
“A thumping-good drumroll of narrative history...
the cross-country manhunt reads like a great mystery novel...
Blum blows the dust off a page of America’s own incendiary past
and brings it to pulsating life.”

—*Dallas Morning News*

HOWARD BLUM



In this critically acclaimed *New York Times* bestseller, Howard Blum masterfully evokes the original “crime of the century” and an aftermath even more dramatic than the crime itself—a seminal episode in America’s history that would spark national debate and draw into its orbit master sleuth William J. Burns, crusading lawyer Clarence Darrow, and industry-shaping filmmaker D. W. Griffith.



HOWARD BLUM is the author of *Gold of Exodus*, *Gangland*, and the *New York Times* bestseller *Wanted*.

History—U.S.—20th Century (HIS036060)
5³/₁₆ x 8; 352 pages; 8-page black-and-white insert
Paperback ISBN/EAN: 978-0-307-34695-7
eBook ISBN: 978-0-307-41026-9
\$15.00 (Canada: \$18.95)
On Sale 10/6/09

British: Crown
Translation: Janklow & Nesbit Associates
First Serial: Janklow & Nesbit Associates
Audio: Crown
Pub History: A Crown hardcover (Fall 2008)
978-0-307-34694-0

National Publicity

Online Promotion
Feature in Read It Forward newsletter

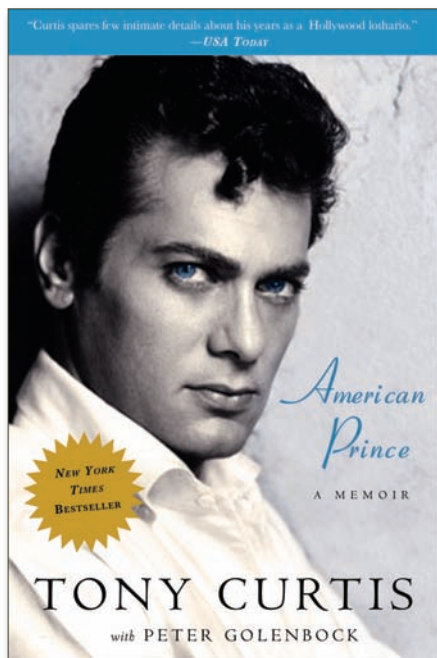
Buzz Mailing to Booksellers

Discussion Guide Available Online at
ReadItForward.com

A Random House AudioBook
Unabridged, 9 CDs
978-0-7393-7455-9
\$34.95 (Canada: \$39.95)

“Extraordinary...[reads]
like a horseless-carriage
episode of 24.”

—*Wall Street Journal*

**National Publicity****National Radio Campaign****Online Promotion**

- Advertising on movie blogs
- Outreach and book giveaways for movie and Hollywood blogs
- E-card for 50th anniversary of *Some Like It Hot*
- Feature in Read It Forward newsletter

Hollywood Box Mailing

American Prince

A Memoir

Tony Curtis with Peter Golenbock

There is only one Tony Curtis. In American Prince, Tony tells the story of his amazing life, a story that no one else can tell. And he tells it with humor and grace and complete candor—unabashed and unabridged. Some like it hot, and they will not be disappointed!

He was the Golden Boy of the Golden Age. Dashing and debonair, Tony Curtis arrived on the scene in a blaze of bright lights and celluloid. His good looks, smooth charm, and natural talent earned him fame, women, and adulation—Elvis copied his look and the Beatles put him on their Sgt. Pepper album cover. But the Hollywood life of his dreams brought both invincible highs and debilitating lows. Now, in his captivating, no-holds-barred autobiography, Tony Curtis shares the agony and ecstasy of a private life in the public eye.

Curtis revisits his immense body of work—including the classics *Houdini*, *Spartacus*, and *Some Like It Hot*—and regales readers with stories of his associations with Frank Sinatra, Laurence Olivier, and director Billy Wilder, as well as paramours Natalie Wood and Marilyn Monroe, among others. Written with humor and grace, *American Prince* is a testament to the power of living the life of one's dreams.

"Curtis spares few intimate details about his years as a Hollywood lothario, including his teenage affair with a redheaded, pony-tailed Marilyn Monroe."
—USA Today

TONY CURTIS is one of Hollywood's greatest stars.

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

Autobiography—Personal Memoirs (BIO026000)

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

16-page full-color insert; 11 black-and-white photos

Paperback ISBN/EAN: 978-0-307-40856-3

eBook ISBN: 978-0-307-44946-7

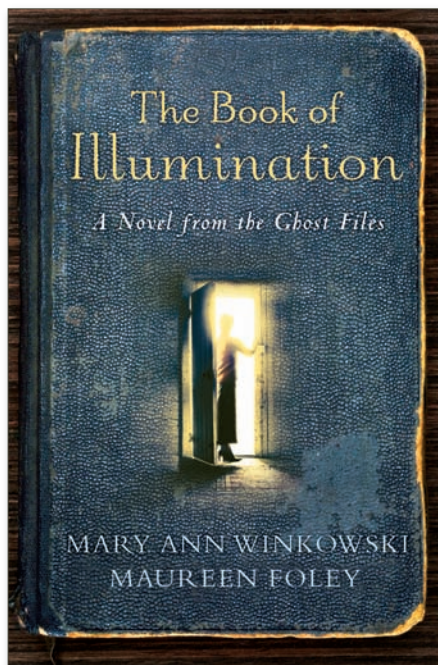
\$15.00 (Canada: \$18.95)

On Sale 10/6/09

All rights: Crown

Pub History: A Harmony hardcover (Fall 2008)

978-0-307-40849-5



National Publicity

Online Promotion

- Science Fiction blog advertising
- Cross-promotion on author's website, MaryAnnWinkowski.com
- Promotional e-card mailing
- Targeted search campaign

Crown Fiction Buzz List Mailing

Halloween Box Mailing

The Book of Illumination

A Novel from the Ghost Files

Mary Ann Winkowski and Maureen Foley

The criminal underworld collides with the spiritual otherworld in this thrilling fiction debut, from the country's leading paranormal investigator and an award-winning writer/director.

Anza O'Malley is in most ways a typical single mom. She lives a happy, busy life with her five-year-old son in Cambridge, Massachusetts, juggling the joys and challenges of life as a doting parent and freelance bookbinder. But there is more to Anza than meets the "ungifted" eye: She can see and speak with ghosts.

Although she's been solving cold cases for the police for years, Anza's been hoping to focus her energies on her son and her book-binding career. But when an exquisite and priceless illuminated manuscript is stolen from the Boston Athenæum, and when its desecration spurs the appearance of some very unhappy spirits, Anza can neither look nor walk away. With an unlikely trio of ghosts by her side—a charming butler and two medieval monks—Anza leads us on an urgent journey through Boston's winding, cobbled streets to uncover a trail of deceit, danger, and ghoulish intrigue.

MARY ANN WINKOWSKI is the author of *When Ghosts Speak*. A paranormal investigator who has collaborated closely with several federal agencies, she is the high-profile consultant for the CBS series *The Ghost Whisperer*.

MAUREEN FOLEY is the acclaimed writer, producer, and director of the films *American Wake* and the award-winning *Home Before Dark*.

Fiction—Ghost (FIC012000)

5³/₁₆ x 8; 288 pages

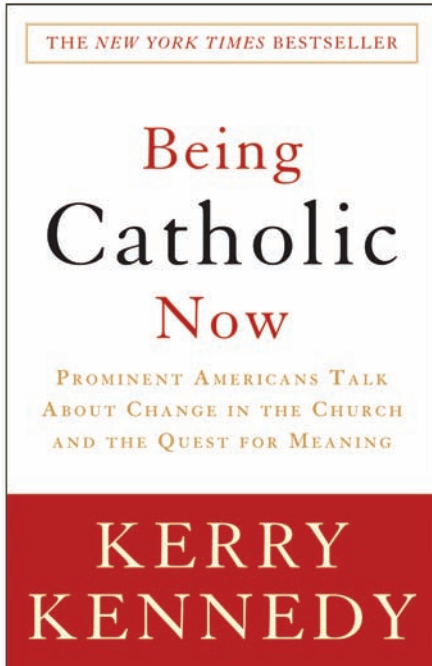
Paperback ISBN/EAN: 978-0-307-45244-3

eBook ISBN: 978-0-307-45245-0

\$14.00 (Canada: \$17.99)

On Sale 10/6/09

All rights: Crown



Being Catholic Now

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

Kerry Kennedy

In this New York Times bestseller, human rights activist Kerry Kennedy presents her deeply revealing and thought-provoking interviews with some of America's most extraordinary celebrities, artists, and thinkers, all of whom have distinctly different opinions on what the Church is and what it should be.

In this illuminating book that redefines an ancient institution in the most contemporary of terms, Kerry Kennedy asks 37 American Catholics to speak candidly about their own faith—whether lost, recovered, or deepened—and about their feelings regarding the way the Church hierarchy is moving forward.

The extraordinary lineup of interviewees includes Anna Quindlen, Bill O'Reilly, Susan Sarandon, Dan Aykroyd, Bill Maher, Douglas Brinkley, Frank McCourt, Doris Kearns Goodwin, Cardinal McCarrick, Gay Talese, Nancy Pelosi, Andrew Sullivan, Martin Sheen, Gabriel Byrne, and many more.

"Has something to say to almost every Catholic, or even one-time Catholic, who cracks open its pages...One finishes the book feeling grateful for [Kennedy's] subjects' honesty and moved in a hundred different ways by what they reveal of their aspirations and struggles."
—*National Catholic Reporter*

KERRY KENNEDY, the daughter of Robert F. Kennedy and Ethel Skakel Kennedy, has led more than 40 human rights delegations to more than 30 countries. She is the author of *Speak Truth to Power*.

Religion (REL000000)

5³/₁₆ x 8; 288 pages; 35 black-and-white photos

Paperback ISBN/EAN: 978-0-307-34685-8

eBook ISBN: 978-0-307-44975-7

\$15.00 (Canada: \$18.95)

On Sale 10/6/09

British: Kuhn Projects

Translation: Kuhn Projects

First Serial: Crown

Audio: Crown

Pub History: A Crown hardcover (Fall 2008)

978-0-307-34684-1

National Publicity

Advertising

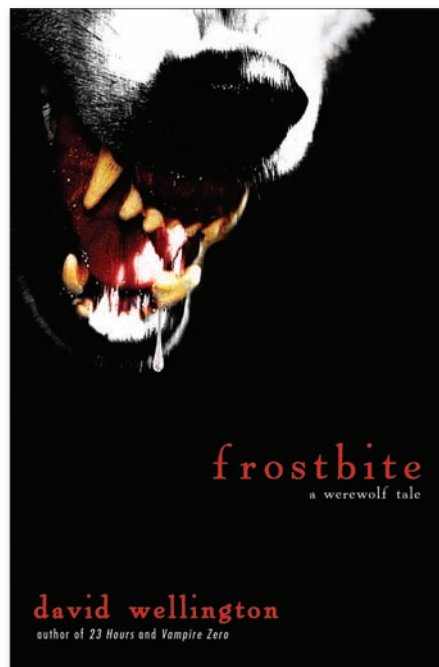
Regional NPR Campaign

Online Promotion

- Advertising on social networks
- Feature in Read It Forward newsletter
- Outreach to religious bloggers

Discussion Guide Available Online at
ReadItForward.com

Outreach to Catholic Groups



National Publicity

Online Promotion

- Advertising on sci-fi podcasts and horror websites
- Advertising on social networks
- Promotion on author's website, DavidWellington.net
- E-card to horror blogs and author's contacts

Mailing to Video Game Companies

Halloween Box Mailing

Also by David Wellington

Vampire Zero

978-0-307-38172-9

\$13.95 (Canada: \$15.95)

13 Bullets

978-0-307-38143-9

\$13.95 (Canada: \$17.95)



Frostbite

A Werewolf Tale

David Wellington

Horror star David Wellington returns with the first book in a new series, introducing an unforgettable new heroine with an impossible choice to make...and a brilliant twist on the werewolf genre in which the hunter becomes the hunted.

Deep in the uninhabited forests of Canada's Northwest territories, a young woman named Chey is on a quest; she has vowed to seek revenge on the werewolf who killed her father. But to her horror, Chey herself is bitten and infected with the curse. As she reluctantly accepts her new existence as a lycanthrope, she is forced to bond with the very man—or wolf—she's sworn to kill...and to accept that she has now become the monster she most despises.

When a team of killers descends on the forest, Chey is faced with an unimaginable decision—will she help the men sent to kill her enemy or embrace the beast she has become?

"Dave Wellington's books are great, fast-paced, modern, pulp action machines, yet he somehow manages to preserve the weird mystery, the magic, of the old classics."

—Mike Mignola, creator of *Hellboy*

DAVID WELLINGTON is the author of the Laura Caxton vampire series (*13 Bullets*, *99 Coffins*, *Vampire Zero*, and *23 Hours*) and the cult classics *Monster Island*, *Monster Nation*, and *Monster Planet*. Find him online at DavidWellington.net.

Fiction—Horror (FIC015000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-46083-7

eBook ISBN: 978-0-307-46084-4

\$14.00 (Canada: \$17.99)

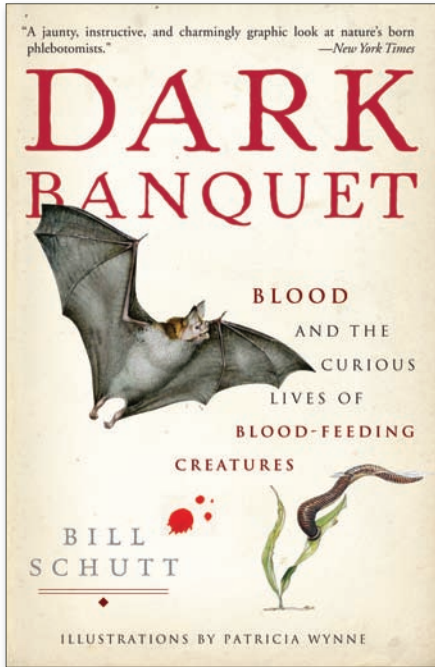
On Sale 10/6/09

British: Scovil Chichak Galen Literary Agency

Translation: Scovil Chichak Galen Literary Agency

First Serial: Crown

Audio: Crown

**National Publicity****Online Promotion**

Outreach to book websites and science blogs

Halloween Box Mailing

Dark Banquet

Blood and the Curious Lives
of Blood-Feeding Creatures

Bill Schutt

A fascinating foray into the world of blood-feeding animals—from vampire bats to leeches, ticks, bedbugs, and even vampire catfish.

In *Dark Banquet*, zoologist Bill Schutt takes readers on an entertaining voyage into the world of some of nature's strangest creatures—the sanguivores. Using a sharp eye and mordant wit, Schutt makes a remarkably persuasive case that blood feeders are as deserving of our curiosity as warmer and fuzzier species are—and that many of them are even worthy of conservation.

Enlightening and alarming, *Dark Banquet* peers into a part of the natural world to which we are, through our blood, inextricably linked.

"I was totally absorbed by this thoroughly charming and scientifically accurate account." —Edward O. Wilson

"A jaunty, instructive, and charmingly graphic look at nature's born phlebotomists." —Natalie Angier, *New York Times*

"Bill Schutt turns whatever fear and disgust you may feel toward nature's vampires into a healthy respect for evolution's power to fill every conceivable niche." —Carl Zimmer, author of *Parasite Rex*

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

Nature—Animals (NAT001000)

5³/₁₆ x 8; 336 pages; 54 line drawings throughout

Paperback ISBN/EAN: 978-0-307-38113-2

eBook ISBN: 978-0-307-44992-4

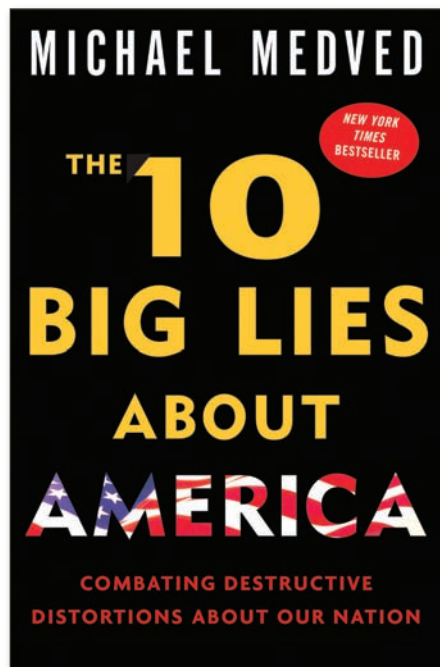
\$15.00 (Canada: \$18.95)

On Sale 10/6/09

All rights: Crown

Pub History: A Harmony hardcover (Fall 2008)

978-0-307-38112-5



National Publicity

Online Promotion

- Advertising on conservative blogs and news websites
- Promotion on author's website, MichaelMedved.com
- Outreach to political bloggers

Mailing to Conservative Interest List

Buzz Mailing to Senate and Congressional Pages

Also by Michael Medved

Right Turns

978-1-4000-9832-3

\$14.95 (Canada: \$21.00)



The 10 Big Lies About America

Combating Destructive Distortions About Our Nation

Michael Medved

A bold correction of anti-American myths that will surely generate controversy and appeal to the millions of listeners of the top-rated Michael Medved Show.

In this brilliantly argued book, acclaimed author and talk-radio host Michael Medved zeroes in on ten of the biggest fallacies that millions of Americans believe about our country—in spite of incontrovertible facts to the contrary.

The myths that Medved debunks include:

- The founding of America brought genocide to Native Americans and built its wealth on stolen African labor.
- The rise of big business hurts the United States and oppresses its people.
- The Founding Fathers intended a secular, not Christian, nation.

Each of the ten lies is a grotesque, propagandistic distortion of the historical record. Medved's witty, well-documented rebuttal supplies the ammunition necessary to fire back the next time somebody tries to recycle these baseless beliefs.

"Systematic and convincing...Those who read *10 Big Lies* will be well-armed against...vicious slanders about America that need to be put to rest."

—*The Washington Times*

MICHAEL MEDVED is the host of one of the most popular talk radio programs in the country, reaching more than 4 million loyal listeners.

Current Affairs (CUR000000)

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

Paperback ISBN/EAN: 978-0-307-39407-1

eBook ISBN: 978-0-307-44983-2

\$15.00 (Canada: \$18.95)

On Sale 10/13/09

British: InkWell Management

Translation: InkWell Management

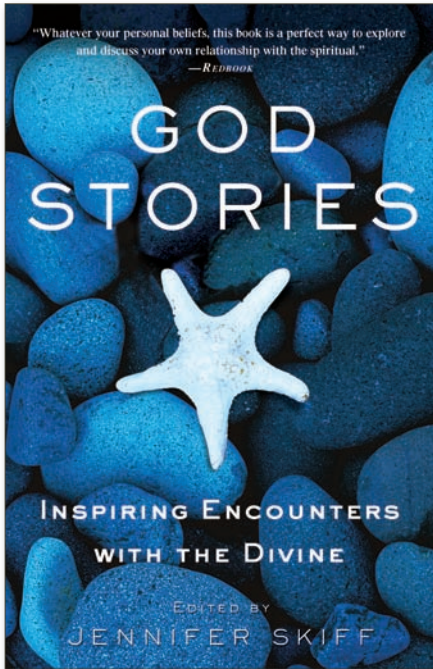
First Serial: Crown

Audio: Crown

Pub History: A Crown Forum hardcover (Fall 2008)

978-0-307-39406-4

**SEE PAGE 99 FOR DETAILS ABOUT THE HARDCOVER
PUBLICATION OF MICHAEL MEDVED'S
5 BIG LIES ABOUT AMERICAN BUSINESS.**



National Publicity

Online Promotion

- Advertising and blogger outreach to major Christian websites
- Feature in Read It Forward newsletter

Mailing to Church Groups

Discussion Guide Available Online at
ReadItForward.com

God Stories

Inspiring Encounters with the Divine

Edited by Jennifer Skiff

A collection of inspiring personal essays from high-profile celebrities and everyday folk about miracle-like encounters they experienced that proved to them God exists and is present in their daily lives.

In *God Stories*, Jennifer Skiff shares the extraordinary experiences of people who have felt the power of God's presence in their lives and been forever changed. Marines watch as a fellow soldier in Iraq is hit by a powerful explosion, only to discover, when the dust settles, that he is still standing and has no injuries; a doctor opens the chest of a dying heart patient to discover her heart is healed; a struggling couple receive an answer to a prayer and are prevented from making a mistake that could cost them their children; a young woman loses her boyfriend on 9/11 and receives a message that brings her peace.

Reassuring, hopeful, and unforgettable, these amazing confirmations of divine intervention will lift your spirit and leave you wondering—and even remembering—when your life was touched by a miracle.

"Whatever your personal beliefs, this book is a perfect way to explore and discuss your own relationship with the spiritual."

—Redbook

"Mysterious and faith-inspiring."

—Publishers Weekly

"Skiff has gathered a bouquet of inspiring stories written in plain English. This book is for the believer and nonbeliever alike."

—Julia Cameron, bestselling author of *The Artist's Way*

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 Australia, London, and Maine.

Religion—Inspirational (REL036000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-38269-6

eBook ISBN: 978-0-307-44993-1

\$14.00 (Canada: \$17.99)

On Sale 10/13/09

British: David Black Literary Agency

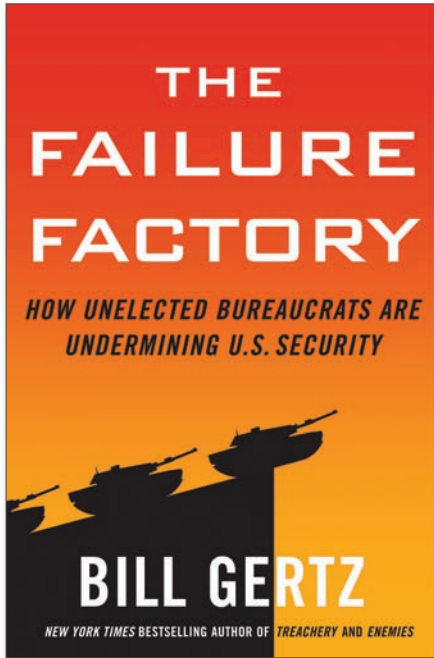
Translation: David Black Literary Agency

First Serial: Crown

Audio: Crown

Pub History: A Harmony hardcover (Fall 2008)

978-0-307-38268-9



The Failure Factory

How Unelected Bureaucrats
Are Undermining U.S. Security

Bill Gertz

A new exposé from the bestselling author of Treachery and Enemies reveals a U.S. government in crisis—overrun with entrenched liberals who see America as the real threat to world security and who actively subvert the U.S. position on Iran, North Korea, and other pressing threats.

The U.S. government is in crisis. The real power in America has shifted to a vast network of unelected officials whose authority has grown wildly out of control. In his latest blockbuster book, acclaimed defense and national-security reporter Bill Gertz exposes this group of astonishingly powerful leaders—and their enablers in the political class—and its devastating impact on America's national security. Gertz names names of those who actively subvert official U.S. policy—including not only liberal Democrats but also a number of so-called Republicans who have joined this insidious "Blame America First" crowd.

Based on scores of exclusive interviews and displaying the groundbreaking reporting that has made Bill Gertz's previous books smash bestsellers, *The Failure Factory* offers a chilling look at the threats to our national security that exist within our own government.

"Mr. Gertz makes some extremely important points."

—*Washington Times*

Defense and national security reporter for the *Washington Times*, **BILL GERTZ** is the author of the *New York Times* bestsellers *Enemies*, *Treachery*, *Breakdown*, and *Betrayal*.

National Publicity

National Conservative Radio Campaign

Online Promotion

- Outreach to conservative bloggers
- Targeted search campaign

Also by Bill Gertz

Enemies

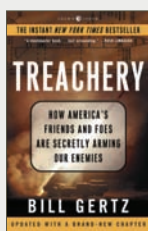
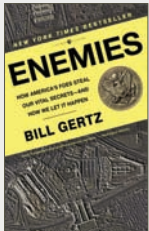
978-0-307-33806-8

\$14.95 (Canada: \$19.95)

Treachery

978-1-4000-5316-2

\$14.95 (Canada: \$21.00)



Current Affairs (CUR004000)

6½ x 9¼; 304 pages; 30 black-and-white photos

Paperback ISBN/EAN: 978-0-307-33808-2

eBook ISBN: 978-0-307-44986-3

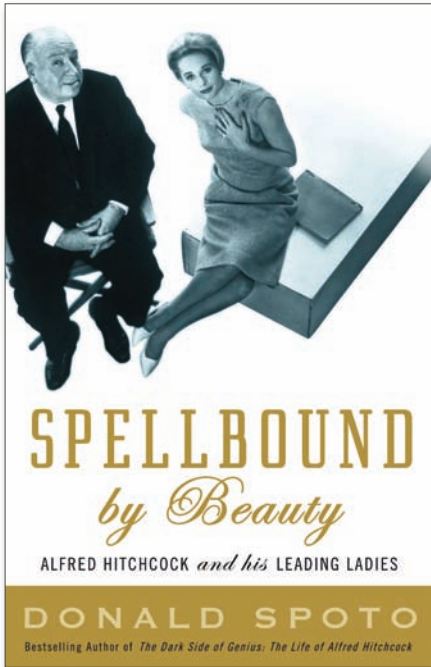
\$16.00 (Canada: \$19.95)

On Sale 10/27/09

All rights: Crown

Pub History: A Crown Forum hardcover (Fall 2008)

978-0-307-33807-5



National Publicity

Online Promotion

- Advertising on social network websites
- Feature in Read It Forward newsletter
- Targeted search campaign

Hollywood Box Mailing

Also by Donald Spoto

Enchantment

978-0-307-23759-0

\$14.95 (Canada: \$21.00)



Spellbound by Beauty

Alfred Hitchcock and His Leading Ladies

Donald Spoto

A new look at Alfred Hitchcock's life and career through his complex and often shocking relationships with legendary actresses—among them Ingrid Bergman, Grace Kelly, Kim Novak, and Tippi Hedren.

It is remarkable how infrequently, over a period of more than fifty years, Alfred Hitchcock spoke about the legendary actresses he directed—including Madeleine Carroll, Joan Fontaine, and Grace Kelly. But his leading ladies greatly enriched his films, and many of them achieved international stardom precisely because of their work for Hitchcock.

Rich with new material, anecdotes, and never-before-told personal observations, this explosive portrait details Hitchcock's outbursts of cruelty, the shocking humor, and the odd amalgam of adoration and contempt that characterized his obsessive relationships with women—and that also, paradoxically, fed his genius.

Spellbound by Beauty offers important insights into the life of a brilliant and tortured artist, and pays tribute to the memorable actresses who gave so much to his films.

"Spoto has enjoyed extraordinary access to Hitchcock's players over a long period of time...[and] enhances an understanding of his work."
—*New York Times*

"Fascinating new book...Spoto probes an even darker side of Hitchcock."
—*Newsday*

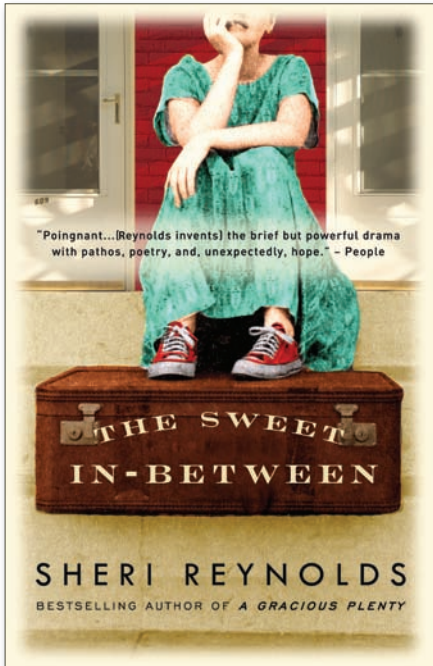
DONALD SPOTO is the author of *The Art of Alfred Hitchcock* and *The Dark Side of Genius: The Life of Alfred Hitchcock*. His other best-selling biographies include the lives of Audrey Hepburn, Ingrid Bergman, and Marlene Dietrich.

Biography—Entertainment & Performing Arts (BIO005000)
6¹/₈ x 9¹/₄; 352 pages; 16-page black-and-white photo insert
Paperback ISBN/EAN: 978-0-307-35131-9
eBook ISBN: 978-0-307-44997-9
\$16.00 (Canada: \$19.95)
On Sale 10/27/09

British: Elaine Markson Literary Agency
Translation: Crown
First Serial: Crown
Audio: Crown

Pub History: A Harmony hardcover (Fall 2008)
978-0-307-35130-2

SEE PAGE 124 FOR DETAILS ABOUT THE HARDCOVER
PUBLICATION OF DONALD SPOTO'S *HIGH SOCIETY*.



National Publicity

Online Promotion

- Advertising on womens' interest blogs
- Feature in Read It Forward newsletter
- Outreach to women's interest bloggers

Buzz Mailing to Booksellers

Discussion Guide Available Online at
ReadItForward.com

Also by Sheri Reynolds

Firefly Cloak

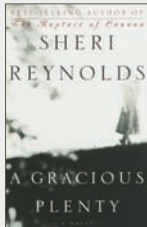
978-0-307-34183-9

\$13.95 (Canada: \$16.95)

A Gracious Plenty

978-0-609-80387-5

\$13.95 (Canada: \$17.95)



The Sweet In-Between

A Novel

Sheri Reynolds

Author of *The Rapture of Canaan* and *Firefly Cloak*

#1 New York Times bestselling author Sheri Reynolds weaves unforgettable characters and sumptuous southern storytelling into this compelling coming-of-age novel.

Kenny Lugo has grown up in a family that's not really hers. Her mother died of cancer when Kenny was very young, and Aunt Glo—who is, in fact, her daddy's girlfriend—who took her in when her father was sent to jail for drug trafficking. When a senseless murder occurs in their small coastal town, Kenny becomes obsessed with thoughts of the dead girl and with her own fears that she will be alone in the world when she turns eighteen.

"There's something about [narrator] Kendra Lugo that's as true as butter in your grits...[Reynolds invests] the brief but powerful drama with pathos, poetry and, unexpectedly, hope."

—*People* (3-1/2 stars)

"Tender...[a] sweet coming-of-age story, thanks to its young, wise-beyond-her-years, Scout Finch-esque heroine."

—*Entertainment Weekly*

"Reynolds moves so smoothly back and forth between the past and the present that her novel feels like a keg of dynamite sitting on a slow-burning fuse...as riveting as a fast-paced thriller."

—*Richmond Times-Dispatch*

SHERI REYNOLDS is the author of *The Rapture of Canaan*, *Bitter-root Landing*, *A Gracious Plenty*, and *Firefly Cloak*.

Fiction (FIC000000)

5³/₁₆ x 8; 224 pages

Paperback ISBN/EAN: 978-0-307-39390-6

eBook ISBN: 978-0-307-45004-3

\$14.00 (Canada: \$17.99)

On Sale 10/27/09

British: Wink Books

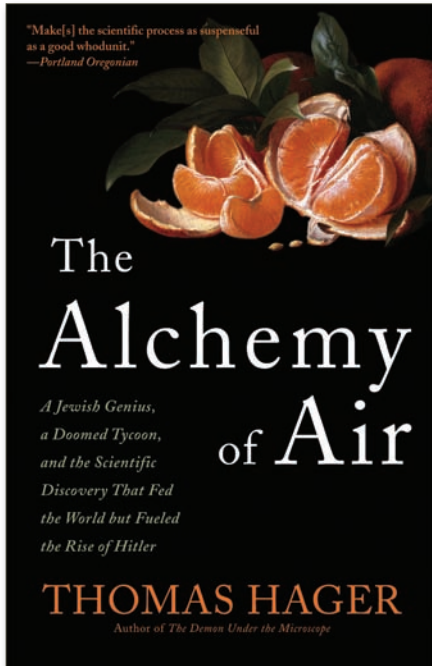
Translation: Wink Books

First Serial: Crown

Audio: Wink Books

Pub History: A Shaye Areheart Books hardcover (Fall 2008)

978-0-307-39389-0



National Publicity

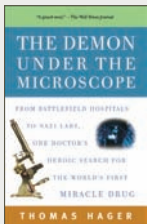
Online Promotion

- Advertising on science blogs
- Feature in Read It Forward newsletter
- Targeted search campaign

Buzz Mailing to Booksellers

Also by Thomas Hager

The Demon Under the Microscope
978-1-4000-8214-8
\$13.95 (Canada: \$17.95)



The Alchemy of Air

A Jewish Genius, a Doomed Tycoon, and the
Scientific Discovery That Fed the World
but Fueled the Rise of Hitler

Thomas Hager

Author of *The Demon Under the Microscope*

A sweeping history of tragic genius, cutting-edge science, and the discovery that changed billions of lives—including your own.

At the dawn of the twentieth century, humanity was facing global disaster: Mass starvation 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. Together they discovered a way to make bread out of air, built city-size factories, and saved millions of lives.

But their epochal triumph came at a price we are still paying. The Haber-Bosch process was also used to make the gunpowder and explosives that killed millions during the two world wars. Both men were vilified during their lives; both, disillusioned and disgraced, died tragically.

The Alchemy of Air is the extraordinary, previously untold story of a discovery that changed the way we grow food and the way we make war—and that promises to continue shaping our lives in fundamental and dramatic ways.

"As suspenseful as a good whodunit." —*Portland Oregonian*

"A Faustian tale about pride, vanity and ambition...Haber and Bosch are fascinating if troubled personalities, brought by Hager compellingly to life." —*Washington Post Book World*

"A superb narrative of these brilliant men and their scientific discovery...Science writing of the first order."

—*Kirkus Reviews* (starred review)

THOMAS HAGER is the author of *The Demon Under the Microscope* and *Force of Nature: The Life of Linus Pauling*.

Science (SCI000000)

5³/₁₆ x 8; 336 pages

Paperback ISBN/EAN: 978-0-307-35179-1

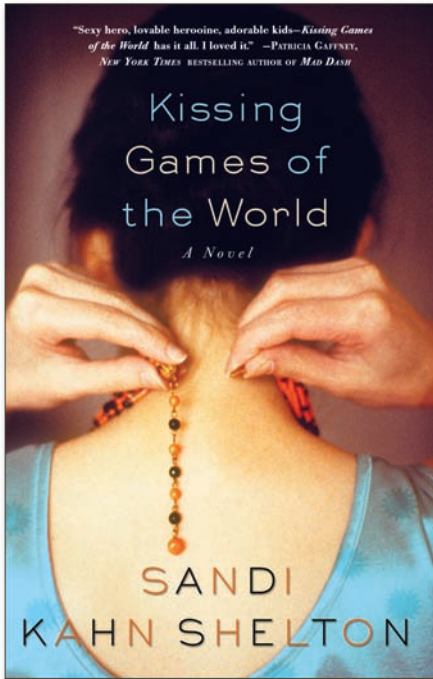
eBook ISBN: 978-0-307-44999-3

\$15.00 (Canada: \$18.95)

On Sale 11/10/09

All rights: Crown

Pub History: A Harmony hardcover (Fall 2008)
978-0-307-35178-4



National Publicity

Online Promotion

- Promotion on author's website, SandiShelton.com
- Promotion in corporate fiction e-newsletter
- Feature in Read It Forward newsletter

Discussion Guide Available at ReadItForward.com

Also by Sandi Kahn Shelton

A Piece of Normal

978-1-4000-9732-6

\$13.95 (Canada: \$17.95)

What Comes After Crazy

978-1-4000-9730-2

\$13.95 (Canada: \$21.00)



Kissing Games of the World

A Novel

Sandi Kahn Shelton

Opposites do attract in this modern-day romance whose he-said/she-said narrative delivers all the warmth, wisdom, and laughs we've come to expect from beloved novelist Sandi Kahn Shelton.

Jamie is a free-spirited artist and devoted single mom with a slightly unorthodox living situation: in exchange for free rent, she looks after the grandson of her much-older landlord. But when Harris Goddard dies of a heart attack—naked and splayed out in Jamie's bed—nobody believes that he and Jamie were just roommates.

Left alone with the rumor mill and two small children, Jamie's life is further upended when Harris's handsome son Nate, a charismatic jet-setting salesman, shows up unannounced at his childhood home to settle the estate and reclaim the five-year-old son he left behind.

As their highly guarded worlds collide, can these two damaged souls manage to see the good in each other...and maybe more?

"Has the shape of a classic romance...It's been done countless times, but rarely as engagingly as Shelton does it in this novel."

—*Boston Globe*

"Shelton's greatest talent is a gift for juxtaposing comedy and tragedy to the pulsing beat of the modern-day mating dance."

—*BookPage*

More praise for Sandi Kahn Shelton

"Shelton's writing sparkles with humor and insight."

—Lolly Winston, author of *Happiness Sold Separately*

"Sandi Kahn Shelton merits comparison with Anne Tyler."

—*Connecticut Post*

SANDI KAHN SHELTON is the author of *What Comes After Crazy* and *A Piece of Normal*.

Fiction (FIC000000)

5³/₁₆ x 8; 336 pages

Paperback ISBN/EAN: 978-0-307-39366-1

eBook ISBN: 978-0-307-45003-6

\$14.00 (Canada: \$17.99)

On Sale 11/10/09

British: Lowenstein-Yost Associates

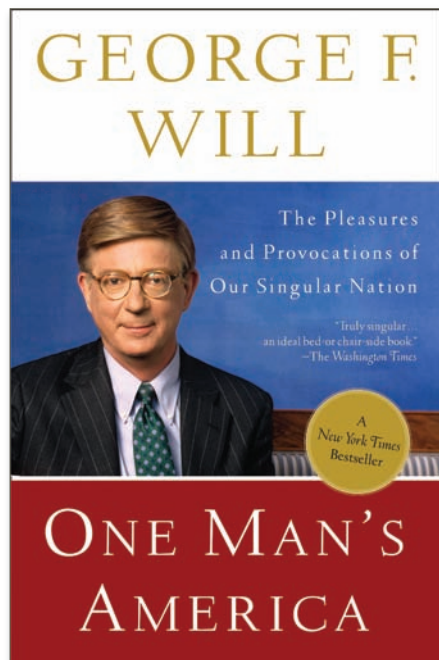
Translation: Lowenstein-Yost Associates

First Serial: Lowenstein-Yost Associates

Audio: Crown

Pub History: A Shaye Areheart Books hardcover (Fall 2008)

978-0-307-39365-4



National Publicity

Online Promotion

- Advertising on major political blogs and websites
- Advertising on social networks
- Outreach to conservative bloggers

One Man's America

The Pleasures and Provocations of Our Singular Nation

George F. Will

Tour America with George Will: In this New York Times bestseller the Pulitzer Prize winner takes readers on a fascinating exploration of our country, illuminating the people and events that have shaped our cultural and political landscape.

In his provocative new book, America's most influential commentator casts his gimlet eye on our singular nation. Moving far beyond the confines of politics, George F. Will offers a fascinating look at the people, stories, and events that make the American drama so endlessly entertaining and instructive.

In *One Man's America*, Will chronicles a spectacular procession of figures who have shaped our cultural landscape; he crisscrosses the country to illuminate what it is that makes America distinctive; takes in everything from the "most emblematic novel of the 1930s" to Ben and Jerry's to baseball; and, finally, he writes movingly of his thirty-five-year-old son Jon, born with Down syndrome, and pays loving tribute to his mother, who died after a long struggle with dementia.

This brilliantly informative book reminds us of the enduring value of "the simple virtues and decencies that can make communities flourish and that have made America great and exemplary."

"[A] droll and discerning examination of America."

—*New York Times Book Review*

"An exemplar of Will-ian rhetoric."

—*Time*

"Truly singular...an ideal bed or chair-side book."

—*Washington Times*

GEORGE F. WILL writes a twice-weekly column that is syndicated in more than 450 newspapers.

Politics—History (POL000000)

6 1/8 x 9 1/4; 400 pages

Paperback ISBN/EAN: 978-0-307-45436-2

eBook ISBN: 978-0-307-44935-1

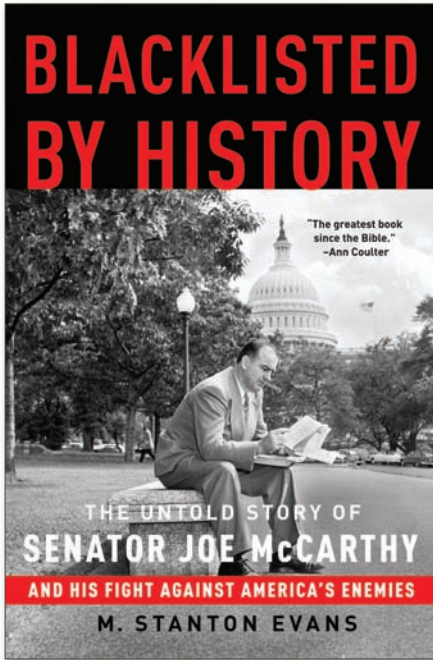
\$16.00 (Canada: \$19.95)

On Sale 11/17/09

All rights: Crown

Pub History: A Crown hardcover (Summer 2008)

978-0-307-40786-3



National Publicity

Online Promotion

- Advertising on conservative blogs
- Outreach and book giveaways to bloggers

Mailing to Conservative Interest Groups

Blacklisted by History

The Untold Story of Senator Joe McCarthy
and His Fight Against America's Enemies

M. Stanton Evans

M. Stanton Evans, who spent more than a decade researching and writing this book, destroys the standard view of Senator Joseph McCarthy as a lying Communist witch-hunter, and shows how McCarthy was mostly right.

In this groundbreaking book, veteran journalist and author M. Stanton Evans reveals that the conventional image of Senator Joseph McCarthy as a demagogue, a bully, and a liar is all wrong. Based on years of intensive research, *Blacklisted by History* dismantles the myths surrounding Joe McCarthy and his campaign to unmask Communists, Soviet agents, and flagrant loyalty risks working within the U.S. government. Evans's revelations completely overturn our understanding of McCarthy, McCarthyism, and the Cold War.

Blacklisted by History provides the first accurate account of what McCarthy did and, more broadly, what happened to America during the Cold War. It is a revealing exposé of the forces that distorted our national policy in that conflict and our understanding of its history since.

"The greatest book since the Bible."

—Ann Coulter

"Of the hundreds of books on the McCarthy era, Stan Evans has written the best—a nuanced, incredibly detailed work of scholarship."

—William Schulz, *The American Spectator*

M. STANTON EVANS is the author of seven other books, including *The Theme Is Freedom*.

History (HIS036060)

6 1/8 x 9 1/4; 496 pages

Paperback ISBN/EAN: 978-1-4000-8106-6

eBook ISBN: 978-0-307-23866-5

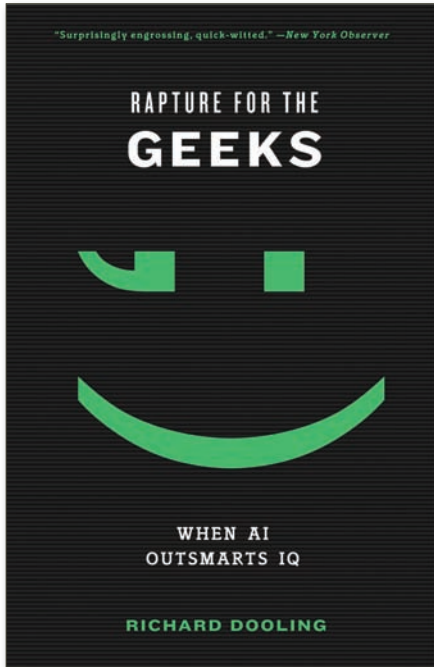
\$17.00 (Canada: \$21.00)

On Sale 11/24/09

All rights: Crown

Pub History: A Crown Forum hardcover (Fall 2007)

978-1-4000-8105-9

**National Publicity****Online Promotion**

Advertising on technology websites and blogs

Buzz Mailing to Booksellers and Technology Companies

Rapture for the Geeks

When AI Outsmarts IQ

Richard Dooling

A provocative, humorous, and richly informative account of the “brave new world” in which computer intelligence overtakes human intelligence, by the National Book Award finalist for White Man’s Grave and author of Brain Storm.

Will the Geeks inherit the earth? In this fascinating, entertaining, and illuminating book, Richard Dooling looks at what some of the greatest minds have to say about our role in a future in which technology rapidly leaves us in the dust. Is the era of Singularity, when machines outthink humans, almost upon us? Will we be enslaved by our supercomputer overlords, as many a sci-fi writer has wondered? Or will humans live lives of leisure with computers doing all the heavy lifting?

With antic wit, fearless prescience, and common sense, Dooling provocatively examines nothing less than what it means to be human in what he playfully calls the age of B.S. (before Singularity)—and what life will be like when we are no longer alone with Mother Nature at Darwin’s card table.

“One doesn’t expect a nonfiction book to be fascinating, chilling, thoughtful, and funny in equal measure. This one is. My question: When computers become smarter than humans, and especially if they take over, will they regard Rick Dooling as dangerous, prescient, sympathetic...or irrelevant?” —Kurt Andersen

“Nimble and entertaining....A fascinating historical review of our longtime obsession with machines.” —David Takami, *The Seattle Times*

“Surprisingly engrossing, quick-witted.” —Gillian Reagan, *The New York Observer*

“Dooling really is onto something here.” —*Ars Technica*

RICHARD DOOLING is a novelist, screenwriter, lawyer, and frequent contributor to the *New York Times*. He is the author of *Critical Care*, *Brain Storm*, *Bet Your Life*, and the novel *White Man’s Grave*, which was a finalist for the National Book Award.

Computers (COM079000)

5³/₁₆ x 8; 272 pages

Paperback ISBN/EAN: 978-0-307-40526-5

eBook ISBN: 978-0-307-44995-5

\$14.00 (Canada: \$17.99)

On Sale 11/24/09

All rights: Crown

Pub History: A Harmony hardcover (Fall 2008)
978-0-307-40525-8



National Publicity

National Conservative Television Campaign

National Conservative Radio Campaign

Online Promotion

- Advertising on social networks
- Outreach to conservative bloggers

Also by Ann Coulter

Godless

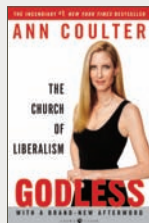
978-1-4000-5421-3

\$14.95 (Canada: \$19.95)

If Democrats Had Any Brains, They'd Be Republicans

978-0-307-40895-2

\$13.95 (Canada: \$15.95)



Guilty

Liberal "Victims" and Their Assault on America

Ann Coulter

Exposing case after case of hilariously absurd and shockingly vicious offenses committed by so-called liberal victims, #1 New York Times bestselling author Ann Coulter reveals that these "victims" are—invariably—the oppressors.

Liberals seem to have hit upon a reverse Christ story as their belief system. He suffered and died for our sins; liberals make the rest of us suffer for sins we didn't commit."

Who are the victims here? To hear liberals tell it, you'd think they do nothing but suffer at the hands of ruthless entities like the Republican Attack Machine and Fox News.

Really?

It's just another instance of the Big Lie, of course. In *Guilty*, Ann Coulter explodes this myth to reveal that when it comes to bullying, no one outdoes the Left. One recurring truth about self-righteous liberals, says Coulter, is that "they viciously attack all while wailing that they are the true victims."

With *Guilty*—a mordantly witty and shockingly specific catalog of offenses that liberals would rather we ignore and forget—Ann Coulter presents exhibits A through Z.

"Ann Coulter's new book is out...She will once again drive the Left bonkers. No institution will be more offended than the national press. Prepare to witness their meltdown."

—Brent Bozell, Townhall.com

ANN COULTER is the #1 *New York Times* bestselling author of *If Democrats Had Any Brains, They'd Be Republicans*; *Godless*; *How to Talk to a Liberal (If You Must)*; *Treason*; *Slander*; and *High Crimes and Misdemeanors*.

Current Affairs (CUR000000)

5 3/16 x 8; 320 pages

Paperback ISBN/EAN: 978-0-307-35347-4

eBook ISBN: 978-0-307-44987-0

\$16.00 (Canada: \$19.95)

On Sale 12/1/09

British: William Morris Agency

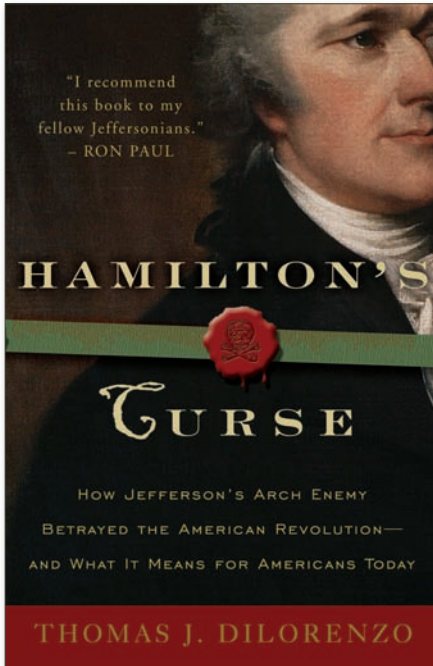
Translation: William Morris Agency

First Serial: Crown

Audio: William Morris Agency

Pub History: A Crown Forum hardcover (Fall 2008)

978-0-307-35346-7



Hamilton's Curse

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

Thomas J. DiLorenzo

Conservative economic historian Thomas DiLorenzo destroys the myth that Alexander Hamilton is the father of American capitalism—and reveals how the triumph of Hamiltonianism has been a disaster for America.

How did we go from the Jeffersonian ideal of limited government to the bloated imperialist system of Alexander Hamilton's design? Thomas J. DiLorenzo provides the troubling answer in *Hamilton's Curse*. DiLorenzo reveals how Hamilton, first as a delegate to the Constitutional Convention and later as the nation's first treasury secretary, promoted an agenda of nationalist glory and interventionist economics. By debunking the Hamiltonian myths, DiLorenzo exposes an uncomfortable truth: The American people are no longer the masters of our government but its servants.

"One of the leading economic historians working today. Combines knowledge of the principles of economics, solid historical research, and a passion for liberty." —The Honorable Ron Paul, U.S. House of Representatives, author of the #1 *New York Times* bestseller *The Revolution: A Manifesto*

"Thank heaven then for economist Tom DiLorenzo ... a modern-day Adam Smith." —*Washington Times*

"Thank goodness that the system of liberty has at this moment a worthy defender: Thomas DiLorenzo." —Llewellyn H. Rockwell Jr., president of the Ludwig von Mises Institute

THOMAS J. DILORENZO is the author of *The Real Lincoln*, *How Capitalism Saved America*, and *Lincoln Unmasked*.

National Publicity

Online Promotion

- Advertising on political blogs
- E-card to political and nonfiction book bloggers
- Outreach to conservative bloggers

Also by Thomas J. DiLorenzo

Lincoln Unmasked

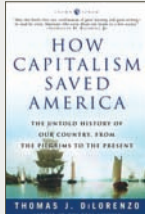
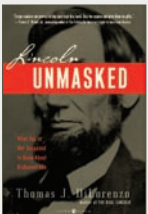
978-0-307-33842-6

\$12.95 (Canada: \$16.95)

How Capitalism Saved America

978-1-4000-8331-2

\$14.95 (Canada: \$21.00)



History (HIS036000)

5½ x 8¼; 256 pages

Paperback ISBN/EAN: 978-0-307-38285-6

eBook ISBN: 978-0-307-44985-6

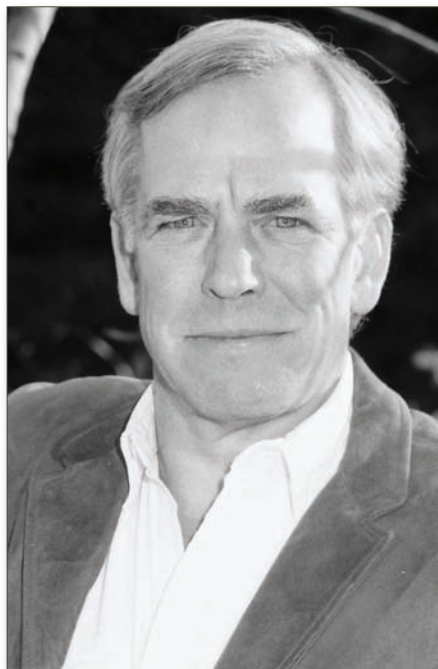
\$15.00 (Canada: \$18.95)

On Sale 12/8/09

All rights: Crown

Pub History: A Crown Forum hardcover (Fall 2008)

978-0-307-38284-9



The Errand Boy

A Novel

Don BredeS

A fast-paced novel of suspense set in the green hills of Vermont, where nature's serenity masks currents of crime and brutal violence that only the locals can fathom.

Ex-detective Hector Bellevance has settled into the tranquil rhythms of small-town life, growing vegetables for the farmers' market and, when needed, serving as Tipton's town constable. But Hector's contentment is shattered when a shocking accident leaves his pregnant wife in a coma and his strong-willed daughter, Myra, furious and distraught. Then, two days later, the young man who caused the accident turns up beaten to death in a nearby campground, and the man's father persuades Hector to find his son's killers, convinced that only a local can untangle the motives behind the murder. Yet the murder soon proves more vexing, and the motives more twisted, than Hector could ever have supposed. As he learns more, Hector finds an unsavory secret hiding behind every door, and before long, he's caught in a bewildering web of sex offenders, backwoods meth addicts, undercover federal agents, Hells Angels, and an international drug cartel. Each answer Hector pries out of his reluctant neighbors leads to another stubborn question. Just when he's ready to give up on his sputtering investigation, Myra is kidnapped, and Hector knows he cannot rest until he has found her—everything he loves and lives for is at stake.

DON BREDES is the author of four novels, including *Cold Comfort* and *The Fifth Season*. He lives in northern Vermont with his wife and daughter.

National Publicity

Online Promotion

- Advertising on top mystery websites
- Giveaway campaign on top book websites
- Book blogger outreach
- Feature in Read It Forward newsletter

Discussion Guide Available Online at
ReadItForward.com

Also by Don BredeS

The Fifth Season

978-0-609-60688-9

\$12.00 (Canada: \$17.00)

Cold Comfort

978-0-609-60687-2

\$22.00 (Canada: \$33.00)



Fiction (FIC000000)

5³/₁₆ x 8; 304 pages

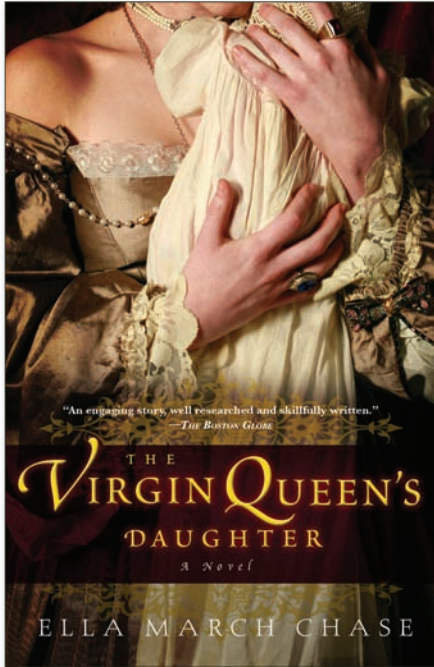
Paperback ISBN/EAN: 978-0-307-23743-9

eBook ISBN: 978-0-307-46191-9

\$14.00 (Canada: \$17.99)

On Sale 9/22/09

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National Publicity

Online Promotion

- Book and historical fiction website advertising
- Promotion on author's website, EllaMarchChase.com
- Historical fiction blogger outreach
- Feature in Read It Forward newsletter

Discussion Guide Available Online at
ReadItForward.com

The Virgin Queen's Daughter

A Novel

Ella March Chase

A fascinating glimpse into the life of Queen Elizabeth I and the shocking secret she withheld to protect the crown of England.

As captivating now as it was more than four centuries ago, the reign of Elizabeth I—with its scandal and intrigue—has sparked the imaginations of generations. In her sweeping historical debut, Ella March Chase explores a thrilling possibility: that the Tudor bloodline did not end with the Virgin Queen.

Tucked away in the country estate of her beloved father, Lord Calverley, young Nell de Lacey feeds her mind with philosophy, language, and studies of science. Her mother, once a lady-in-waiting to Henry VIII's last wife, Katherine Parr, would rather her daughter prepare for her eventual duties as a wife. But Nell's heart yearns for something more, and a chance meeting with Princess Elizabeth pushes her closer toward finding it.

Now, years later, Nell's chance arrives when she is summoned to serve as a lady-in-waiting to the newly crowned Queen Elizabeth. But a lingering rumor about nine unaccounted for months in the Virgin Queen's past reignites when the flame-haired Nell—a mirror image of Her Majesty both physically and intellectually—arrives at court.

"An engaging story, well researched and skillfully written."

—*Boston Globe*

"Meticulously researched and utilizing historical facts, Chase's novel creates a convincing and credible account of the queen's daughter, with all the court intrigue and scandals of the era."

—*Romantic Times*

ELLA MARCH CHASE lives in Moline, Illinois.

Fiction—Historical (FIC014000)

5³/₁₆ x 8; 368 pages

Paperback ISBN/EAN: 978-0-307-45112-5

eBook ISBN: 978-0-307-45018-0

\$15.00 (Canada: \$18.95)

On Sale 12/29/09

British: Jane Rotrosen Literary Agency

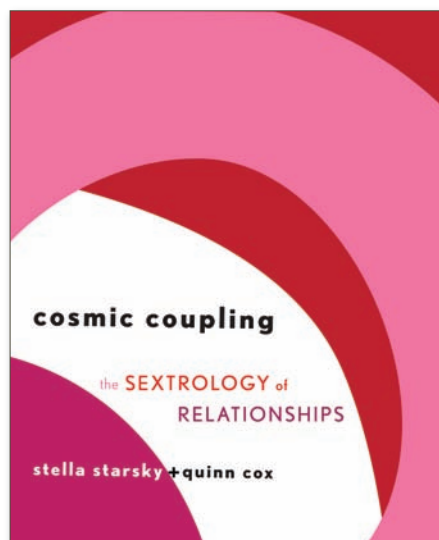
Translation: Jane Rotrosen Literary Agency

First Serial: Crown

Audio: Jane Rotrosen Literary Agency

Pub History: A Crown hardcover (Fall 2008)

978-0-307-39480-4

**National Publicity****20-City Radio Satellite Tour****Online Promotion**

Advertising on relationship, pop-culture, and gossip websites

Outreach to Sex Therapist List**Masthead Mailing to Women's Magazines**

Cosmic Coupling

The Sextrology of Relationships

Starsky and Cox

Stella Starsky and Quinn Cox, the authors who redefined the world of astrology with their first book, Sextrology, are back with an equally brazen, savvy, and witty guide that profiles every possible relationship pairing of the zodiac signs—straight and gay, 300 in all—focusing on each couple's chemistry, compatibility, and carnal connection.

Chic and cheeky, Starsky and Cox are distinguished in the realm of astrology as the favorite cosmic consultants of celebrities and fashion and entertainment luminaries. Smarter and more sophisticated than your average New-Agey astrology speak, their startling insights, laugh-out-loud delivery, pop-culture references, and frank sexual attitude inject fresh life into the genre, causing *Sextrology* to fly off shelves, and winning the authors raves from key press and personalities, from Scarlett Johansson to Marc Jacobs to J. K. Rowling.

Praise for *Sextrology*

"A marketing triumph."

—*Vanity Fair*

"Wonderfully dirty."

—*O, The Oprah Magazine*

"*Sextrology*, packed with humor and intelligence, is a rare find...thank your lucky stars."

—*Time*

"A wildly popular astrology tome whose straightforward attitude has been embraced by the chic set."

—*Vogue*

Praise for Starsky and Cox

"The favored astrologers of fashion insiders."

—*Elle*

"Sexy and brilliant."

—*Paris Vogue*

"Psychics to the stars."

—*Vanity Fair*

"Starsky and Cox know more about your love life than you do."

—*Gotham*

STELLA STARKY and QUINN COX are cosmic consultants, internationally renowned columnists, media personalities, and performers whose eponymous rock-comedy act has been staged Off-Broadway in New York, and in other major cities.

Body, Mind Spirit—Astrology (OCC002000)

7½x 9¼; 480 pages; charts and graphs throughout

Paperback ISBN/EAN: 978-0-307-33796-2

eBook ISBN: 978-0-307-45988-6

\$20.00 (Canada: \$24.95)

On Sale 12/29/09

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EXCERPT

AN EXCERPT FROM

cosmic coupling

by STARSKY + COX

CANCER MAN + LEO WOMAN

the fealty

chemistry

LEO IS GENERALLY ATTRACTED TO

flashy, passionate guys, while Cancer prides himself on being calm and collected. So the Lioness is often attracted to the Crab once she's had her fill of the tempests that her usual type has wrought upon her life. Cancer is that rare man in the zodiac who prizes a strong woman, seldom feeling threatened by her. If any-

thing he invites this lady's advances, which she readily makes. The consummate gentleman, it will most likely be Cancer who'll release the statement: to be continued. But it will also be he who commandeers the follow-up, planning a perfect afternoon or evening, treating queen Leo like a princess, a role in which she's infrequently cast.

compatibility

LEO SPENDS HER EARLY LIFE HUNTING

for a man whose passion for life rivals her own, but she may ultimately realize that she's the zodiac's prime mover who bests most men at their own game—those so-called charismatic types she falls for mostly end up being all hot air, if not hot-

heads of which to be wary. The cool Cancer cucumber provides a welcome change. He doesn't wish to dominate the Lioness, but rather be her consort, like some mythic prince wedded to a monarch of matriarchal lineage. She finds nurture from him, while it's she who rules the

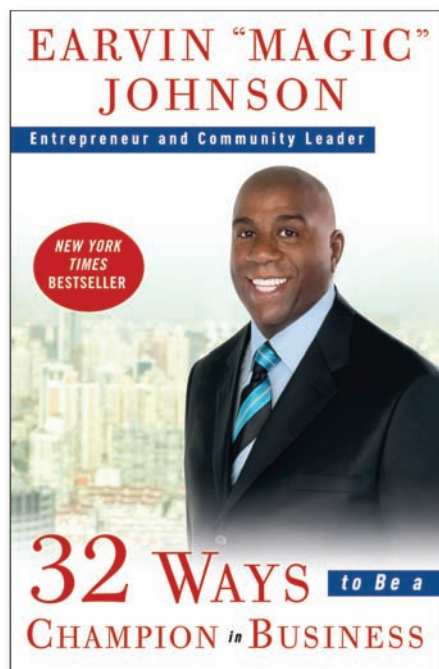
roost, day to day. Still, when push comes to shove, he will exert his masculine authority, and be the final word. This only tickles her fancy, not to mention twinging other parts of her anatomy. The Crab is the least misogynistic of men, yet he's secure in his masculinity. This quintessential family man may display a male

brand of broodiness for breeding. For Leo, who has never imagined sacrificing her career or creative path to raising a family, Cancer seems a godsend. If not outright playing house-husband, he'll pick up any and all slack for the good of his children, whose manifestation may be essential for the health and longevity of this bond.

carnality

THERE IS A GLORIOUS SENSE OF CO-existence inherent in this relationship that is devoid of codependent cling. Leo feels she's landed a mate with no mandate for controlling her, and Cancer assumes this determined female will be too preoccupied to make any demands on him. There are thus parts of their lives that remain separate from the other, which goes a long way in keeping their sex bond fresh and filled with surprises. To use a verb that most suits her, Leo prides herself on being good in bed, which, to her mind, means she's equal parts passion and athleticism and, somewhat self-consciously, she aims to strike a balance between being in the moment, letting

sensation move her, and employing, nay exhibiting, technical expertise. Cancer isn't complaining. Fittingly, the Lioness invented pussy power, as she of all women is uniquely skilled at controlling the isolated movement and muscle tensing capabilities of that extraordinary female feature. Cancer can scarcely believe that so much manipulation of his increasingly swelling member could be the product of her internal mechanism, which she'll blatantly allow to solo, as she otherwise remains perfectly still, perhaps pinning him to the bed. Indeed, vaginal intelligence tends to take over, aimed as it is, here, on simultaneous orgasm, the audio version of which can be quite alarming.

**National Publicity****Online Promotion**

- Advertising on business and sports blogs
- Targeted search campaign

32 Ways to Be a Champion in Business

Earvin “Magic” Johnson

An engaging, down-to-earth guide to success—in life and business—from a master of the game both on and off the basketball court.

In *32 Ways to Be a Champion in Business*, Earvin “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, Magic Johnson Enterprises.

As a young man, Johnson admired his father and other small-town entrepreneurs who created jobs and served as leaders. He worked for them and watched them, and his interest in building communities through economic development grew even while his basketball career flourished. He made the transition from great athlete to greater businessman—partnering with major brands such as Starbucks and T.G.I. Friday’s to lead a major economic push in densely populated urban communities—through hard work and by avidly pursuing opportunities. Johnson continues to be a leader of urban economic development that provides jobs, goods, and a new spirit of community.

32 Ways to Be a Champion in Business will inspire and enlighten readers who wish to make a similar impact with their careers and business endeavors.

Basketball superstar **EARVIN “MAGIC” JOHNSON**’s work off the court as a pioneer in urban development has helped launch major business initiatives focused on revitalizing ethnically diverse urban communities.

Business (BUS000000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-46189-6

eBook ISBN: 978-0-307-45200-9

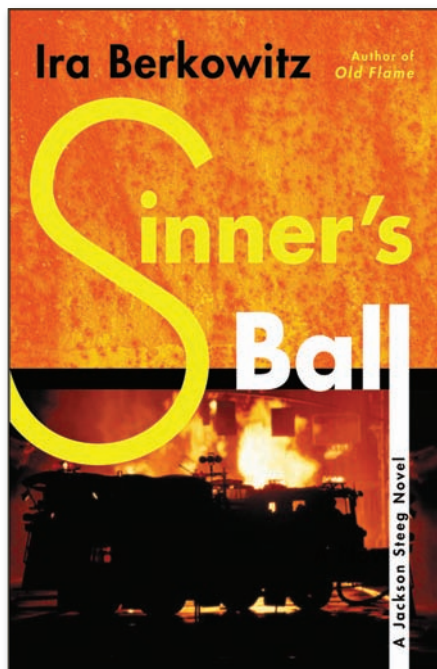
\$15.00 (Canada: \$18.95)

On Sale 12/29/09

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Pub History: A Crown Business hardcover (Fall 2008)

978-0-609-60828-9



National Publicity

Online Promotion

- Mystery blog advertising
- Facebook mystery group outreach
- Feature in Read It Forward newsletter

Outreach to Mystery Booksellers

Also by Ira Berkowitz

Old Flame

978-0-307-40862-4

\$12.95 (Canada: \$14.95)



Sinner's Ball

A Jackson Steeg Novel

Ira Berkowitz

Evoking the grittiest of New York's streets and exploring the sins fathers visit upon their sons, Sinner's Ball is another gorgeously stark noir from the acclaimed author of Old Flame.

Just when Jackson Steeg is starting to settle down and enjoy retirement from the NYPD, he learns of a mysterious fire in a warehouse belonging to his mobster brother, Dave. And when firefighters discover six charred corpses amid the debris, suddenly Dave's on the hook for six counts of murder one.

Steeg might not approve of his brother's ways, but blood is blood, and so he begins chasing the truth through the grimy streets of Hell's Kitchen. In the process, he stirs up some unsettling questions about his own family—could there be a serial killer in the Steeg fold?

Propelled by Ira Berkowitz's lean, lyrical prose, *Sinner's Ball* is another unforgettable journey into the world of old-school gangsters, complex neighborhood ties, and inherited sin that still lurks behind New York City's antiseptic modern facade.

"[*Old Flame* is] just the tonic to cure the blues...Pour yourself a healthy shot of bourbon, drink it in as few gulps as possible, and settle back with a reminder of how hard-boiled fiction used to be done, updated to reflect what is being done right now."

—Sarah Weinman, *Baltimore Sun*

IRA BERKOWITZ, a native New Yorker, is the author of the Jackson Steeg mystery *Old Flame* and a two-time winner of the Washington Irving Literary award.

Fiction—Thrillers (FIC031000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-40863-1

eBook ISBN: 978-0-307-46192-6

\$14.00 (Canada: \$17.99)

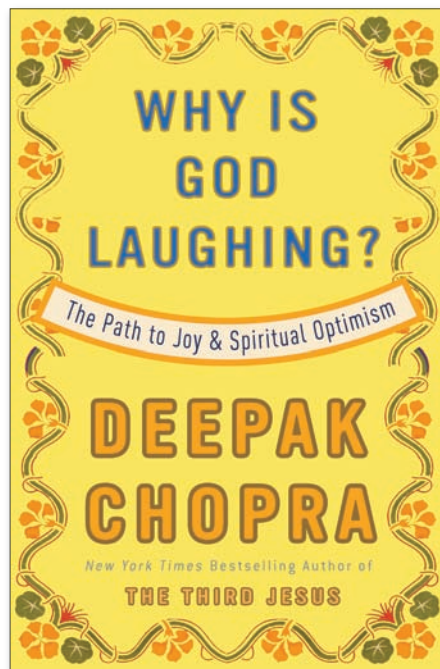
On Sale 12/29/09

British: David Black Literary Agency

Translation: David Black Literary Agency

First Serial: Crown

Audio: Crown



National Publicity

Online Promotion

- Advertising on movie blogs
- Outreach, e-blasts, and book giveaways to bloggers
- Feature in Read It Forward newsletter

Hollywood Box Mailing

Also by Deepak Chopra

The Third Jesus

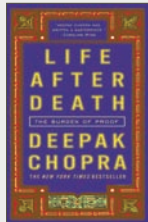
978-0-307-33831-0

\$24.00 (Canada: \$28.00)

Life After Death

978-1-4000-5235-6

\$14.95 (Canada: \$16.95)



Why Is God Laughing?

The Path to Joy and Spiritual Optimism

Deepak Chopra

A profound yet lighthearted look at the connection between spiritual awareness, optimism, and humor. With a foreword by Mike Myers.

In this refreshing new take on spirituality, bestselling author Deepak Chopra uses a fictional tale of comedian Mickey Fellows and his unlikely mentor to show us the 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, actor and comedian

"*Why Is God Laughing?* deserves a standing ovation; I couldn't put it down. Deepak Chopra has written another life-changing book that I will definitely recommend to everyone." —Mike Robles, Emmy Award-winning comedian and creator and executive producer of *Que Locos* and *Loco Comedy Jam*

DEEPAK CHOPRA is the author of more than 50 books translated into over 35 languages, including numerous *New York Times* best-sellers in both the fiction and nonfiction categories.

Body, Mind & Spirit (OCC000000)

5³/₁₆ x 8; 192 pages

Paperback ISBN/EAN: 978-0-307-40889-1

eBook ISBN: 978-0-307-45001-2

\$12.00 (Canada: \$15.00)

On Sale 12/29/09

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Pub History: A Harmony hardcover (Fall 2008)

978-0-307-40888-4

SEE PAGE 122 FOR DETAILS ABOUT THE HARDCOVER
PUBLICATION OF DEEPAK CHOPRA'S
REINVENTING THE BODY, RESURRECTING THE SOUL.



National Publicity

Author Events

out of Seattle

Online Promotion

- Advertising on major book websites
- Advertising, outreach, and book giveaways to opera blogs
- Feature in Read It Forward newsletter

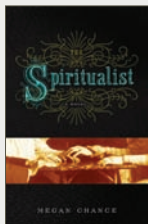
**Mailing to College Opera Groups,
Performing Arts Schools**

Outreach to Major Opera Venues

Also by Megan Chance*The Spiritualist*

978-0-307-40611-8

\$14.95 (Canada: \$16.95)



Prima Donna

A Novel

Megan Chance, author of *The Spiritualist*

From the author of The Spiritualist, another addictively readable historical novel with a twist of dark mystery.

In the glittering world of nineteenth-century opera, Sabine Conrad is a beloved star feted by New York's high society. Ensnared by a man who both loves and controls her, Sabine risks everything—including her lustrous career—to break free from her lover. But her plan backfires; by the end of the night she is a criminal on the run from a grisly murder.

Three years later, she is Marguerite, hiding out in Seattle and running a boxhouse—a low-class theater and brothel. No longer the prima donna she once was, and carefully guarding the secrets of her past, she has learned to survive on her own in a gritty frontier town, hidden among prostitutes, drunks, and miners. But then the past catches up with her to offer a terrifying proposition.

Told in two voices, by the young Sabine and the wiser, older Marguerite, *Prima Donna* is a complex portrait of a mysterious woman who must find the strength to confront her past and remake her life, despite harrowing obstacles.

Praise for *The Spiritualist*:

"Megan Chance has created a dark little confection...hypnotic and alluring."
—*Historical Novels Review*

"Atmospheric and intriguing."
—*Seattle Times*

MEGAN CHANCE is the author of *The Spiritualist*, *An Inconvenient Wife*, and *Susannah Morrow*. Visit her online at MeganChance.com

Fiction (FIC000000)

5³/₁₆ x 8; 400 pages

Paperback ISBN/EAN: 978-0-307-46101-8

eBook ISBN: 978-0-307-46102-5

\$15.00 (Canada: \$18.95)

On Sale 12/29/09

British: InkWell Management

Translation: InkWell Management

First Serial: InkWell Management

Audio: Crown

THE WALL
STREET
JOURNAL.COMPLETE
SMALL
BUSINESS
GUIDEBOOK

COLLEEN DEBAISE

The Wall Street Journal.
Complete Small Business
Guidebook

Colleen DeBaise

Even in tough economic times, starting your own business offers you control over your professional future. The country's most-trusted source for financial information offers business and lifestyle strategies that will help turn small business dreams into sustainable successes.

Now more than ever, people are looking for alternatives to corporate America, and for many that means capitalizing on their talents to create a profitable business on their own terms. Whether you're a tech-savvy young person, an early retiree who's itching to get back to work, or someone who feels constrained by the rigidity of a corporate lifestyle, *The Wall Street Journal. Complete Small Business Guidebook* is an indispensable guide to the money mechanics and lifestyle changes inherent in becoming your own boss.

- Answers the question, "How do I fund all this?"
- Explains how to create a winning business plan
- Looks at the logistics of running a business on a daily basis
- Provides advice on how to keep your stress in check and manage your time while maintaining a healthy work-life balance
- Explores avenues for growing and, ultimately, for executing your exit strategy.

COLLEEN DEBAISE is deputy editor at *BusinessWeek SmallBiz* and a former personal finance columnist for Dow Jones Newswires.

National Publicity

National Radio Campaign

Online Promotion

Outreach to freelancer and entrepreneur interest websites

Cross-Promotion with the *Wall Street Journal*, including Print, Online, and Radio

Mailing to Business Schools, Freelancers, and Entrepreneur Groups

Also by *The Wall Street Journal*

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978-0-307-23699-9

\$14.95 (Canada: \$21.00)

The WSJ. Complete Retirement Guidebook

978-0-307-35099-2

\$14.95 (Canada: \$19.95)



Business & Economics (BUS060000)

5³/₁₆ x 9¹/₄ 240 pages

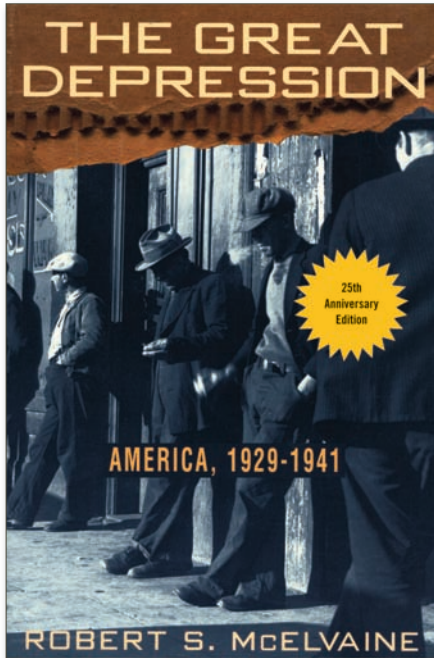
Paperback ISBN/EAN: 978-0-307-40893-8

eBook ISBN: 978-0-307-46258-9

\$15.00 (Canada: \$18.95)

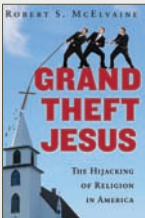
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Also by Robert S. McElvaine

Grand Theft Jesus
978-0-307-39578-8
\$23.95 (Canada: \$27.95)



The Great Depression

America 1929-1941

Robert S. McElvaine

Featuring a new introduction by the author, with insights into the economic crises of 1929 and today.

In 1984, historian Robert McElvaine's sweeping and authoritative history of the Great Depression was published. Over the following twenty-five years, the book was acknowledged as one of the classic studies of the era, becoming a perennial backlist seller and a well-loved standard in history classes. Combining clear-eyed insight into the machinations of politicians and economists who struggled to revive the battered economy, personal stories from the average people who were hardest hit by an economic crisis beyond their control, and the popular culture of the decade, McElvaine paints an epic picture of an America brought to its knees—but also brought together by people's widely shared plight.

A new introduction by McElvaine looks back at the original publication of the book in the midst of the Reagan Revolution and supply-side "Reagonomics". He compares the roots of the Great Depression and the current economic meltdown and draws striking parallels. He also examines the recent resurgence of anti-regulation free market ideology, arguing that some economists and politicians revised history and ignored the lessons of the Depression era, resulting in the collapse that began in 2008.

"It would be hard to find a fairer or more balanced account of how the American people and their leaders learned to grapple with their greatest economic crisis." —*New York Times Book Review*

"This is essential reading."

—Studs Terkel

ROBERT S. MCELVAINE is Elizabeth Chisholm Professor of Arts and Letters and chair of the Department of History at Millsaps College in Jackson, Mississippi. He is the author of ten books, most recently *Grand Theft Jesus*, and served as historical consultant for the PBS series, *The Great Depression*.

History—America (North, Central, South, West Indies) (HIS038000)

6½x 9¼; 432 pages

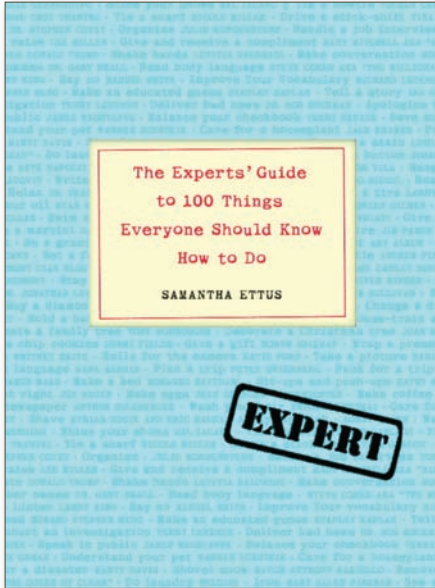
Paperback ISBN/EAN: 978-0-8129-2327-8

\$17.00 (Canada: \$25.00)

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NEW IN PAPERBACK



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

Samantha Ettus

The simplest things are the hardest to master. From brewing your morning cup of coffee and reading the newspaper to apologizing or remembering names, it's the small stuff that makes up day-to-day life. With more than 150,000 hardcover copies in print, the bestselling *The Experts' Guide to 100 Things Everyone Should Know How to Do* provides unparalleled insights into how to do them better—more resourcefully, more effectively, and more efficiently—in 100 brief, entertaining how-to essays by 100 of the world's leading authorities, from Larry King (on listening) to the head groundskeeper of Fenway Park (on mowing a lawn).

SAMANTHA ETTUS is the creator of the bestselling *The Experts' Guide to Doing Things Faster*; *The Experts' Guide to Life at Home*; and *The Experts' Guide to the Baby Years*. She is an on-air reporter for *New York 360°*.

Reference (REF000000)

5¼ x 7½; 336 pages; 28 black-and-white line drawings

Paperback ISBN/EAN: 978-0-307-58771-8

\$12.00 (Canada: \$15.00)

On Sale 9/22/09

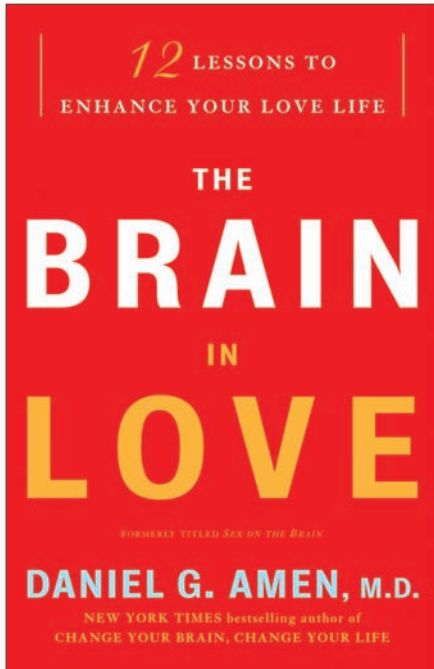
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Pub History: A Clarkson Potter hardcover (Fall 2004)

978-1-4000-5256-1



A PBS SPECIAL



The Brain in Love

12 Lessons to Enhance Your Love Life

Daniel G. Amen, M.D.

*After PBS aired a special based on Dr. Daniel Amen's *Change Your Brain, Change Your Life*, the book became an unstoppable New York Times bestseller. Now Dr. Amen is back with another inquiry into the mysteries of the brain soon to be a PBS special, *The Brain in Love*—a practical, playful guide to making the most of your love life.*

Everyone wants to know how to improve his or her love life, but so few of us understand the integral role the brain plays in our relationships and in forming strong, lasting connections. *The Brain in Love*, previously published as *Sex on the Brain*, explains it all, showing you how to use your brain to create intimacy with your partner that is healthy, happy, and loving.

DANIEL G. AMEN, M.D., is a clinical neuroscientist, psychiatrist, and brain-imaging expert who heads the world-renowned Amen Clinics. He is a Distinguished Fellow of the American Psychiatric Association, writes a monthly column in *Men's Health*, and is the author of the *New York Times* bestsellers *Change Your Brain, Change Your Life* and *Magnificent Mind at Any Age*.

Family & Relationships—Sexuality (FAM040000)

5³/₁₆ x 8; 288 pages; 2 line drawings; 2 photos

Paperback ISBN/EAN: 978-0-307-58789-3

eBook ISBN: 978-0-307-38150-7

\$13.99 (Canada: \$17.99)

On Sale 8/4/09

British: Sanford J. Greenburger Associates

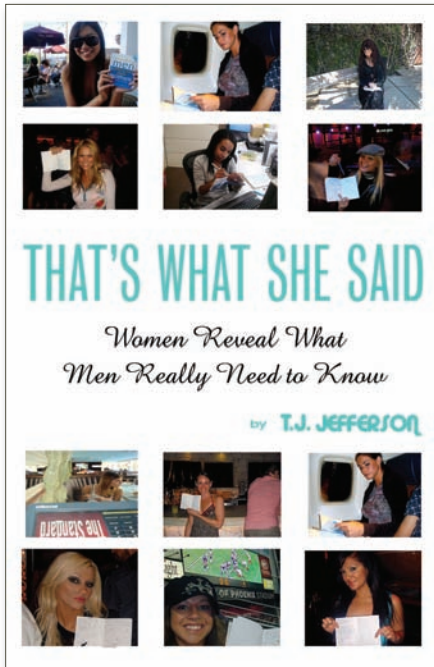
Translation: Sanford J. Greenburger Associates

First Serial: Crown

Audio: Crown

Pub History: A Harmony hardcover (Spring 2007)

978-0-307-33907-2

**National Publicity****20-City Radio Satellite Tour****Author Interviews**

out of Los Angeles

Online Promotion

- Advertising on Gawker.com
- Outreach to bloggers
- Feature in e-blast to college male list
- Targeted search campaign

Wide Magazine Masthead Mailing

That's What She Said

Women Reveal What Men Really Need to Know

T. J. Jefferson

Hundreds of women—from a variety of ages and backgrounds—offer insight into what good habits men need to learn to be good partners, and also what bad habits men need to forget.

The book was called *Everything Men Understand About Women*. Upon opening it, the reader found 100 blank pages. Get it? Very funny. But it gave T. J. Jefferson an idea. If men know nothing about the fairer sex, then why not go straight to the source? And so he began asking strangers to fill in the blank pages of his book.

In *That's What She Said*, Jefferson shares the tips he's gathered from all kinds of women, including numerous celebrities, in a collection of entries that are offbeat, funny, sometimes mean, and often poignant.

What kinds of things do men need to know?

- "If you ask for our IM you are a loser! Ask for our #."
- "Tell me that I'm pretty and skinny while simultaneously handing me a pint of Ben & Jerry's."
- "We don't always want to f*!king cuddle."
- "If you can listen and be consistent, you're in!"
- "You will not get away with it."

That's What She Said is perfect for women who will feel that sense of "Amen, Sister" and "Thank God I'm not that psycho" at the same time and for men who don't want to screw the whole thing up once they find the woman of their dreams.

T. J. JEFFERSON worked as a producer on the highly successful MTV shows *Punk'd* and *Yo Momma*.

Humor (HUM000000)

5³/₁₆ x 8; 224 pages

Paperback ISBN/EAN: 978-0-307-45065-4

eBook ISBN: 978-0-307-45092-0

\$13.95 (Canada: \$15.95)

On Sale 10/13/09

British: Endeavor Agency

Translation: Endeavor Agency

First Serial: Crown

Audio: Crown

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