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This year Clarkson Potter/Publishers is proud to celebrate its semicentennial year. On February 24, 1959, when Clarkson Nott Potter, who had been an editor at Doubleday, founded his eponymous publishing company, it was in many ways a very

different company than it is today. Although small, Clarkson Potter was at first a general publisher, issuing all kinds of books—fiction and nonfiction, essay collections and biographies, photography and travel books, anthologies and histories. The first Clarkson Potter book, published in 1960, was *The Annotated Alice* by Martin Gardner, which like so many bestsellers, sprang from an idea many other publishers had rejected. It became an international bestseller, with more than a half million copies in print, and set the company's dual publishing mission of high quality and commercial success. Despite many changes over the decades, that mission is one we still embrace.

As the small independent publisher became an imprint of larger ones-Crown bought the company in 1963, and Random House acquired Crown in 1988-Clarkson Potter/Publishers found its niche as a specialist in lifestyle books: design and decorating, gardening, gift, entertaining, and cooking. In the 1970s and 1980s, under the direction of Jane West and then Carol Southern, Potter found an audience, mostly of women, who appreciated the practicality and beauty of a Clarkson Potter book. With bestsellers such as French Style (and numerous other Style titles by a team led by Suzanne Slesin and Stafford Cliff), Mary Emmerling's American Country, Pierre Deux's French Country, Country Weekends by Lee Bailey, Having Tea by Trisha Foley, and The Scented Room by Barbara Milo Ohrbach, Potter dominated the lifestyle category. There were still award-winning biographies and other nonfiction-Jackson Pollock: An American Saga by Steven Naifeh and Gregory White Smith won the Pulitzer in 1990, for example-

dear reader,

but the overall direction of the list was driven by lifestyle.

In the 1990s, as cooking exploded in popularity, we turned our attention to publishing best-selling cookbooks in addition to the other mainstays of our list. This past year, our list included the New York Times bestsellers Georgia Cooking in an Oklahoma Kitchen by Trisha Yearwood, Yum-O! by Rachael Ray, Bobby Flay's Grill It!, Barefoot Contessa's Back to Basics by Ina Garten, Giada's Kitchen by Giada DeLaurentiis and Rachael Ray's Big Orange Book. And yes, twentysix years after she published her first book with Potter, Martha Stewart had two bestsellers this past year, Martha Stewart's Cookies and Martha Stewart's Cooking School. Not that we are bragging, but those eight bestsellers make up 16 percent of our entire 2008 list.

Over these years (I have been lucky enough to experience almost half of them), we have been very grateful for the support we have had from book sellers and from readers. Based on what we can deduce from our sales figures, there are few serious cooks who do not own at least one Potter cookbook, few decorators who do not have in their libraries one of our design books, few gardeners who do not turn to Ken Druse or P. Allen Smith, for example, when looking for both information and inspiration. We hope that the legacy of these years will be the highest possible—however divergent they may be from the founder's intentions—to serve every reader who wants to learn to live well and to hold a beautiful book in their hands while doing so.

Best,

Lauren Shakely

Senior Vice President and Publisher

Clarkson Potter, Potter Craft, Potter Style, and Watson-Guptill

Lauren Shakely

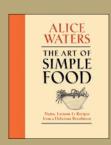


clarkson potter

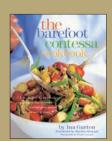
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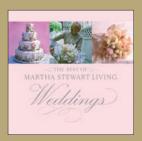
The Art of Being a Woman Véronique Vienne \$18.00 • 12/5/06 978-0-307-33724-5



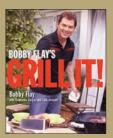
The Art of Simple Foo Alice Waters \$35.00 ⋅ 10/2/07 978-0-307-33679-8



The Barefoot Contessa Cookbook Ina Garten \$35.00 • 4/6/99 978-0-609-60219-5



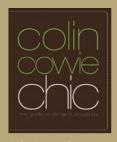
The Best of Martha Stewart Living Weddings Martha Stewart Living Magazine \$55.00 · 12/7/99 978-0-609-60426-7



Bobby Flay's Grill It Bobby Flay \$35.00 • 4/29/08 978-0-307-35142-5



Celerie Kemble: To Your Taste Celerie Kemble \$45.00 • 11/4/08



Colin Cowie Chic Colin Cowie \$30.00 • 12/31/07 978-0-307-34179-2



Craft of Cooking
Tom Colicchio
\$37.50 • 10/28/03



The Craft of the Cockta Dale DeGroff \$35.00 • 10/15/02 978-0-609-60875-3



Day of the Dachshund Jim Dratfield \$18.00 •9/21/04



Everyday Food: Great Food Fast Marthα Stewart Living Magazine \$24.95 • 3/13/07 978-0-307-35416-7



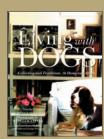
Everyday ItalianGiada De Laurentiis
\$32.50 • 2/22/05
978-1-4000-5258-5



Just a Note to Say... Florence Isaacs \$18.00 • 10/18/05 978-0-307-23665-4



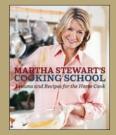
Ken Druse: The Passion for Gardening Ken Druse \$50.00 • 11/4/03



Living with Dogs Laurence Sheehan \$55.00 • 3/16/99 978-0-517-70875-0

essential books for every reader

create. inspire.



Martha Stewart's Cooking School Martha Stewart \$45.00 • 10/21/08 978-0-307-39644-0



Martha Stewart's Homekeeping Handbook Martha Stewart \$45.00 • 10/31/06 978-0-517-57700-4



Mary Emmerling's Beach Cottages Mary Emmerling \$32.50 • 4/15/08 978-0-307-33822-



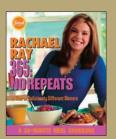
The New American Heart
Association Cookbook,
7th Edition
American Heart Associatio



Other People's Love Letters Bill Shapiro \$22.50 • 10/30/07 978-0-307-38264-1



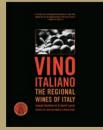
P. Allen Smith's Container Gardens P. Allen Smith \$32.50 • 3/1/05



Rachael Ray 365: No Repeat Rachael Ray \$19.95 • 11/1/05 978-1-4000-8254-4



The Splendid Table's How to Eat Supper Lynne Rossetto Kasper and Sally Swift \$35.00 • 4/8/08 978-0-307-34671-1



Vino Italiano
Joseph Bastianich
and David Lynch
\$21.95 • 8/2/O5
978-1-4/O0-9774-



Winter House Charlotte Moss \$50.00 • 11/22/08 978-1-4000-5438-1

Whether it's cooking a feast for family and friends, designing the perfect garden escape, or finding stylish inspiration for your home, look to Clarkson Potter!



Chicken Paillards with Walnut Sauce

SERVES 4

If the cutlets are thicker than one-quarter inch, or vary in thickness, place them between pieces of plastic wrap and pound with a meat mallet to help them cook evenly.

- 3 tablespoons safflower oil or other neutral-tasting oil
- 4 chicken cutlets (each 4 to 6 ounces and 1/4-inch thick)

Coarse salt and freshly ground pepper

1/3 cup walnut halves

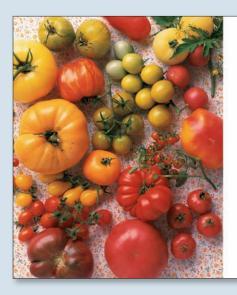
1/2 cup chicken stock, homemade or low-sodium store-bought

2 tablespoons sherry vinegar

Heat oil in a large (13-inch) sauté pan over medium-highhe at until hot but not smoking. Season chicken on both sides with salt and pepper, and place in the pan (cook in batches, if necessary, to avoid crowding). Cook until golden brown on first side, 3 to 4 minutes; turn chicken and continue cooking until golden on the other side and cooked through, 2 to 3 minutes. Transfer to a platter.

Reduce heat to medium-low. Add walnuts and toast, stirring constantly, until golden, about 3 minutes. Raise heat to medium; add stock and vinegar. Cook, swirling the pan, until liquid is reduced by half and slightly thickened, about 1 minute. To serve, divide chicken among plates and top with sauce.





summer

Summer presents a delightful conundrum: The markets are overflowing with local fruits and vegetables at their peak, yet the long, sunny days cut short any thoughts of spending house inside, in the butchen. The solution? Menus that can be prepared quickly and served (or even cooked) outdoors. Now is the time to clean the grates and stock up on charcoal. Burgers—one beet, the other turkey—anchor two of our Independence Day—worthy meals, while skewered chicken, pork kebabs, and grilled strak, fish, and pork provide ample occasion to perfect your technique. Some menus rely on other quick-cooking methods, such as poaching, to make chicken tonnato, our variation on the classic Italian hot-weather dish, and stir-fringing, for shrimp served over rice noodles. Rounding out the meals are all manner of salads, including spirach and grilled corn; cewith dill and red onion, and tomato, basil, and white beans. For dessert, think fast (and fruit) a raspberry and watermelon salad takes mere minutes to assemble, while ices, sorbets, and granitas can be quickly whisked together and then tucked into the freezer while you tend to the rest of the meal. They are light, refreshing, and just right for stretching out the evening.



Chocolate Puddings with Cinnamon Whipped Cream for her nealty, and interneed chooling with all least the commissions.

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Asparagus-Parmesan Tart Shrimp in Saffron Broth Couscous with Golden Raisins Apricot-Almond Ice Cream Sandwicher

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Shrimp in Saffron Broth

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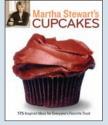
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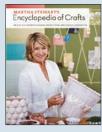
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ALSO BY MARTHA STEWART



Martha Stewart's Cupcakes 978-O-3O7-46O44-8 \$24.95 paper (Canada: \$28.95)



Martha Stewart's Encyclopedia of Crafts 978-O-307-45057-9 \$35.00 hardcover (Canada: \$40.00)



MARTHA STEWART'S easy dinners

52 Meals to Share with Family and Friends

Cooking—Entertaining (CKBO29000) 8 x 10; 272 pages; 225 full-color photographs ISBN/EAN: 978-0-307-39645-7 \$35.00 hardover (Canada \$43.00)

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Martha Stewart's timely cookbook features simple yet special dinners that take about an hour to prepare.

Whether you're preparing a Sunday dinner for your family or hosting a festive evening with friends, *Martha Stewart's Easy Dinners* offers 52 seasonal menus for nearly every occasion. In classic Martha fashion, these 200 recipes are sure to inspire and delight.

Arranged by season, each chapter features 13 menus—with starters, main courses, sides, and dessert. Each meal can be made in about an hour (and is accompanied by a practical preparation schedule), with ingredients found at the grocery store or farmers' market. Martha Stewart's Easy Dinners includes tempting dinners such as:

- Pork Chops with Sautéed Apples and Onion;
 Shaved Fennel-Celery Slaw; Mustard Mashed
 Potatoes; Maple Custards
- Chicken Breasts in Creamy Tarragon Sauce;
 Warm Lentils with Spinach; Caramelized Endive;
 Poached Pears with Chocolate Sauce
- Asparagus-Parmesan Tart; Shrimp in Saffron Broth; Couscous with Golden Raisins; Apricot-Almond Ice Cream Sandwiches
- Herbed Turkey Burgers; Tomato Salad with Toasted Garlic; Creamed Corn; Blackberry Shortbread Squares

Martha Stewart's Easy Dinners makes low-key meals with family and friends feasible, fun, and delicious.

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

National Publicity

Multi-City Author Tour

Boston New York (multiple in area) Seattle
Chicago Philadelphia Tampa
Kansas City San Francisco Washington, DC

Los Angeles Scottsdale

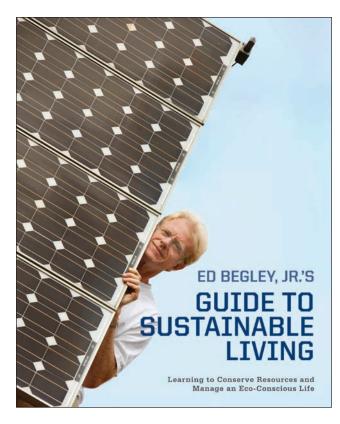
Advertising

Martha Stewart Living
NPR Sponsorship Campaign

Online promotion

- USA Todαy online campaign
- New York Times online holiday campaign
- Advertising on top women's sites
- Promotion on Potter Recipe Club e-newsletter





House & Home-Do-It-Yourself (HOMOO5000) 73/8 x 91/8; 352 pages; 100 black-and-white photographs ISBN/EAN: 978-O-307-40514-2 \$22.50 paper (Canada: \$27.95)

On Sale 9/8/09

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National Publicity

National Radio Campaign

Author Interviews

out of Los Angeles

Online Promotion

- · Advertising on green websites
- · Cross promote on author's websites, LivingWithEd.net, EdBegley.com, FixingThePlanet.com, BegleysBest.com
- · Outreach to green lifestyle bloggers
- · Targeted search campaign

Cross-Promotion with Author's Promotional Partners



Learning to Conserve Resources and Manage an Eco-Conscious Life

Ed Begley, Jr.

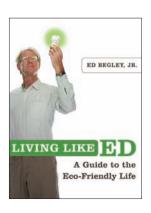
Ed Begley, Jr., Newsweek's "star of climate change," encourages homeowners to reach for a higher level of eco-responsibility with home projects ranging from planting native gardens to installing solar panels and wind turbines.

Through his Planet Green show, Living with Ed, and his first book, Living Like Ed, Ed Begley, Jr., has shown us all that living in a truly green way can be surprisingly easy. Now, with Ed Begley, Jr.'s Guide to Sustainable Living, Ed provides the ultimate handbook of projects to work your way toward a lifestyle completely enmeshed in conserving resources, producing power, and managing your home in an eco-responsible way.

Ed's approach is logical: start with the basic principle of conservation and then move on from there. Not everyone can build a completely self-sufficient solar- and wind-powered home (although that might be the ultimate goal!), but we can all reduce our carbon footprint. From simple conservation tips (which lightbulbs to use in your home), to questions of water resources and management (how to establish the most efficient systems), to more intricate matters such as installing solar panels or a wind turbine that can power your home, and to even building a home only with sustainable materials, this book covers it all-with easy-to-follow instructions using Ed's own projects as the examples.

Wherever you may be on the road to green living, Ed Begley, Jr.'s Guide to Sustainable Living is your go-to resource for making an eco-friendly lifestyle a reality for your family.

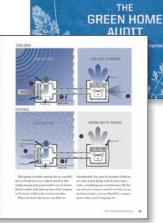
ED BEGLEY, JR., is a veteran actor, star of Living With Ed, and a committed environmentalist.



ALSO BY ED BEGLEY, JR.

Living Like Ed 978-O-307-39643-3 \$18.00 (Canada: \$21.00)





Self Help-Happiness/Success (SELO16000) 61/2 x 61/2; 96 pages; 50 black-and-white photographs ISBN/EAN: 978-O-307-45422-5 \$16.99 hardcover (Canada: \$21.99)

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National Publicity

National Radio Campaign

Author Interviews

out of Los Angeles

Online Promotion

Cross-promotion on author's site, 1001YearsofAdvice.com

Outreach to Parenting and Grandparenting Communities

WHAT I KNOW

Uncommon Wisdom and Universal Truths from 10-Year-Olds and 100-Year-Olds

Roger Fishman

For fans of real-world advice books like Chicken Soup for the Soul and How to Live, an inspiring, humorous, and entertaining look at life from centenarians and 10-year-olds.

In What I Know, author Roger Fishman brings together the learned words of the sage elderly and the spirited wisdom of children for a heartwarming and often hilarious look at life. Fishman interviewed an extraordinary cross-section of centenarians-the art director of Alfred Hitchcock's legendary films, Harry Houdini's assistant, the last living man to have played on the 1927 Yankees with Babe Ruth and Lou Gehrig—and 10-year-olds from all parts of the U.S. to compile an insightful collection of life lessons and advice.

Whether it's a 10-year-old's take on believing in yourself ("If you fall, your courage will pick you back up") or the secret of living to 100 as told by one who has been there ("Live each day with whatever happiness you can get from the day. Just take the best of it"), the thoughts shared by the old and the young who have seen it best (or can tell it plainly) are a gift to everyone, regardless of age.

ROGER FISHMAN is the founder and CEO of ZiZo Group, Inc. He lives with his wife, actress Courtney Thorne-Smith, and son in Los Angeles, California.







My wife would tell you that I often lose or misplace things in my life-such as my wallet, keys, the glasses or my forehead, or even my mind on occasion. These are the things I'm always at risk of losing. The one thing I refuse to lose is my integrity It's the one thing I totally control and one thing you can never replac Werber. I met a man who embodied this idea completely. As Bill saw it, his integrity is what really gave him an opportunity that most of us can only dream of. Fortunately, the importance of integrity is universal and is passed on generation to generation. I see it in the childre

I meet. Children talk about he it turns into integrity as they go "Try not to teach them what it means to b

attention. Your mother might think yo have not forgotten."

Give your children a feeling of platter. My son used to play his accor shows a child that they should feel good about what they're doing and that



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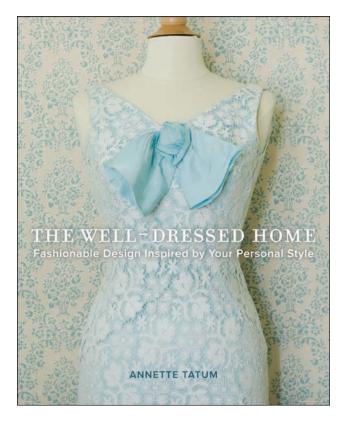
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House & Home (HOMOOOOO) 73/8 x 91/4; 256 pages; 350 full-color photographs ISBN/EAN: 978-O-307-40624-8 \$35.00 hardcover (Canada: \$43.00)

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National Publicity

Author Interviews

out of Los Angeles

Online Promotion

- · Cross-promotion on author's site, Houselnc.com, and blog, A Fashionable House
- Targeted search campaign

Promotion to Retailers who carry Annette Tatum, House, and Little House Product Lines



THE **WELL-DRESSED HOME**

Fashionable Design Inspired by Your Personal Style

Annette Tatum

Sure to delight fans of Project Runway and Top Design, The Well-Dressed Home shows how to translate your favorite wardrobe influences into stylish home décor.

If you love fashion but would like more direction on how to decorate your home, here is a gorgeous guide on how to use fashion inspiration to create exciting new spaces.

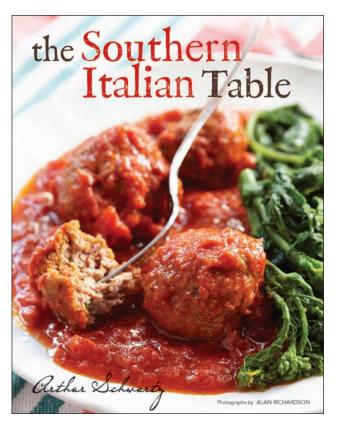
In The Well-Dressed Home, Annette Tatum-creator of high-end home décor-shares her innovative design concept of drawing from your sense of fashion to create a home that expesses your own personal style. Using fashion details from clothing and accessories, Tatum shows how closely related color, texture, and fabric are between fashion and home décor.

Do you favor an eco-approach to life with an accent on all things bohemian? Do you love vintage clothes, but with a rocker's edge? Do you think of yourself as part Marie Antoinette, part Audrey Hepburn? Tatum shows you how to blend seemingly conflicting preferences into a cohesive, thoroughly unique design aesthetic.

Illustrated with more than 300 lush, full-color photographs, The Well-Dressed Home is the perfect resource to creating the home of your dreams by infusing it with fashion.

ANNETTE TATUM is the creator of the multimillion-dollar interior décor lines Annette Tatum, House, and Little House, which are carried in more than 700 boutiques nationwide.





Cooking-Italian (CKBO47000) 71/16 x 91/2; 256 pages; 80 full-color photographs ISBN/EAN: 978-O-307-38134-7 \$32.50 hardcover (Canada: \$39.95)

On Sale 10/6/09

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National Publicity

Author Interviews

out of New York

Online Promotion

- · Advertising on major food websites and blogs
- · Cross promotion on author's website, TheFoodMaven.com. and e-newsletters
- Outreach to foodie bloggers
- Promotion in Potter Recipe Club e-newsletter

Cross-Promotion with Author's Promotional Partners

Outreach to Cooking Schools and Italian Interest Groups



THE SOUTHERN **ITALIAN TABLE**

Arthur Schwartz

An award-winning authority on all things Italian, Arthur Schwartz explores the cuisines of Southern Italy-from Campania to Sicilywith 200 classic recipes, full-color photography, and his own takes on the cultural and culinary landscapes along the way.

It wouldn't be surprising if the old proverb "Necessity is the mother of invention" was coined in Southern Italy. From this historically poor land comes some of the world's favorite foods-pizza, spaghetti, tomato sauce, meatballs, and mozzarella, to name a fewand nowadays, Southern Italian food is the most talked about and home-cooked food in America.

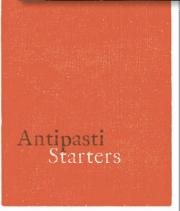
In The Southern Italian Table, Arthur Schwartz showcases the gastronomical history of the six regions of Southern Italy-Campania, Molise, Puglia, Calabria, Basilicata, and Sicily-with classic recipes, gorgeous photography, and headnotes and sidebars that put the recipes in historical, cultural, and personal context.

For lovers of Italian food, armchair travelers, and Arthur Schwartz fans alike, The Southern Italian Table will become a dog-eared favorite and a friendly guide to la vita italiana.

ARTHUR SCHWARTZ has written five award-winning cookbooks, including Arthur Schwartz's New York City Food, which was named the 2005 Cookbook of the Year by the International Association of Culinary Professionals. He has owned and operated a cooking school in Southern Italy since 2001.













Cooking—American (CKBOO2OOO)
11 X 11; 300 pages; 100 full-color photographs
ISBN/EAN: 978-0-307-40771-9
\$60.00 hardcover (Canada: \$73.00)
On Sale 10/20/09

All rights: Crown

National Publicity

Author Interviews

from the Farm

Online Promotion

- · Advertising on food and travel websites and blogs
- Outreach to food and travel blogs
- Promotion in Potter Recipe Club e-newsletter

THE BLACKBERRY FARM COOKBOOK

Four Seasons of Great Food and the Good Life

Sam Beall Introduction by Molly O'Neill

Rated #1 small hotel by Zagat, and raved about in travel and food magazines, the Smoky Mountain idyll of Blackberry Farm finally shares recipes and stories about its rustic yet refined "foothills cuisine."

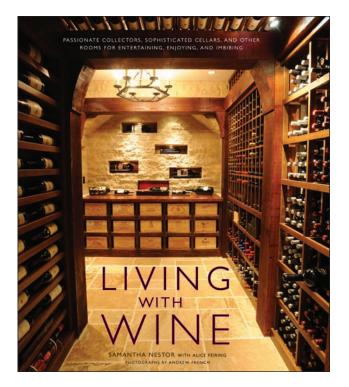
California has the French Laundry, Virginia has the Inn at Little Washington, and Tennessee has the sublime Blackberry Farm. More than just a resort, it offers a rare chance to enjoy luxury in a relaxed way: fishing in the bucolic creek, having a massage in a 130-year-old converted farmhouse, or chatting with the master gardener about his bean plants.

But most of all, it's the restaurant that defines the experience. Blackberry Farm's celebrated cuisine blends traditional Appalachian cooking with elevated techniques of the New Southern chefs. The seasonal fare ranges from delicacies such as Rye Whiskey-Cured Trout with Fresh and Pickled Fennel in spring and Chilled Corn Soup with Garlic Custard in summer, Peanut Soup in fall and Cider-Basted Venison in winter. Sophisticated in flavor yet deceptively simple for the home kitchen, the dishes are hearty, soul-warming, heavenly fare that taste better cooked in a well-loved skillet and served to a lively crowd.

Woven in among the recipes are colorful local stories about the history of the region and breathtaking photographs that capture the character of this magical place.

SAM BEALL grew up on Blackberry Farm. He apprenticed at the French Laundry and the Ritz-Carlton. He oversees the entire farmstead, from its heirloom gardens to its honey house. One of the most respected food writers today, **MOLLY O'NEILL** was the food columnist for the *New York Times Magazine* for ten years. She has been nominated twice for the Pulitzer Prize.





House & Home (HOMOOOOO) 10½ x 12; 256 pages; 300 full-color photographs ISBN/EAN: 978-0-307-40789-4 \$75.00 hardcover (Canada: \$92.00)

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ALSO BY SAMANTHA NESTOR



The Luxury Bathroom978-O-3O7-3937O-8
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LIVING WITH WINE

Passionate Collectors, Sophisticated Cellars, and Other Rooms for Entertaining, Enjoying, and Imbibing

Samantha Nestor with Alice Feiring

Featuring more than 25 of the most fabulous and inventive wine cellars in America today, *Living with Wine* conveys what it means to be passionate about wine—to collect it, to entertain with it, and to deeply enjoy it.

Given the fact that wine is poised to surpass beer as the most popular alcoholic beverage in the country, it's no surprise that wine drinkers are in need of a place to preserve their prized bottles. Today's wine collectors are more sophisticated than ever, and their dream cellars are more lavish, more inventive, and more tempting to linger in.

Within these pages, top design editor Samantha Nestor and Los Angeles Times wine columnist Alice Feiring feature some of America's most passionate collectors and show how they have reinvented the strictly utilitarian storage spaces of the past as an inviting and beautiful part of the home—a richly appointed alternative to the living room. Notable homeowners such as American Idol host Ryan Seacrest and John Lasseter, the head of Pixar Studios, share their distinctive spaces, created with the help of some of the best designers in the field. A delight for any technophile, the cellars within boast cutting-edge features such as fingerprint access, wireless monitors for temperature and humidity, systems that keep track of bottles through bar codes and offer real-time tasting notes from other collectors, and more.

From a Bordeaux-style cellar that mixes warm limestone with reclaimed oak beams to a new take on the traditional wood cellar bordered by a tony tasting bar or a hypermodern glassed-in storage room, there is something here for every taste. *Living with Wine* is the perfect gift for the discerning oenophile.

SAMANTHA NESTOR is the special projects editor at *Metropolitan Home* and the author of *The Luxury Bathroom*. **ALICE FEIRING** is the wine columnist for the *Los Angeles Times*.



LAROUSSE

GASTRONOMIQUE

THE WORLD'S GREATEST

CULINARY ENCYCLOPEDIA



COMPLETELY REVISED AND UPDATED

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LAROUSSE GASTRONOMIQUE

The World's Greatest Culinary Encyclopedia

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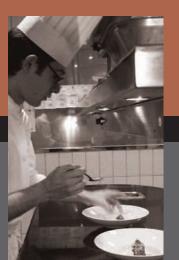
The ultimate compendium of gastronomical knowledge—a must-have reference for culinary professionals and amateur chefs alike—completely revised and updated with modern advancements in the food world.

Since its initial publication in 1938, Larousse Gastronomique has maintained its status as the bible of culinary information, with an unparalleled index of classic and modern cooking techniques, tools of the trade, and recipes; four-color ingredient glossaries; culinary histories/biographies of the greatest chefs in the world; and more.

Never has Larousse Gastronomique been so completely overhauled as in this new revision, which includes information on the latest culinary advancements-from foams to molecular gastronomy-that have made an impact in professional and home kitchens in the last decade. Dozens of new biographies will be included, featuring such luminaries as Ferran Adrià, Daniel Boulud, Alice Waters. Thomas Keller, and Julia Child. All new fourcolor ingredient identification photographs give this edition a fresh, elegant look, making it more indispensable than ever. And, for the first time, it will have more than 400 reportage photos-candid images of upscale restaurants the world overgiving the reader behind-the-scenes access into where the world's finest food is created.

This revised edition will continue the *Larousse* Gastronomique legacy by maintaining its authority as the leading culinary reference in the world.

The **LIBRARIE LAROUSSE** includes scores of writers, researchers, editors, photographers, illustrators, and translators.





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amuse-gueule

At Potel et Chabot making amuse-gueule is an art, executed with a light hand and a precise gesture. Every detail is important to this prestigious supplier, for whom visual appeal is as important as flavour.

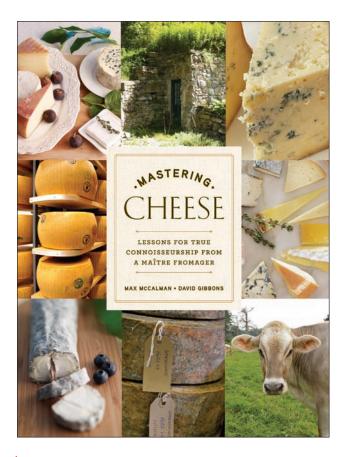












Cooking—Reference (CKBO71000) 7½16 x 10; 384 pages; 120 full-color photographs ISBN/EAN: 978-0-307-40648-4 \$40.00 hardcover (Canada: \$49.00) **On Sale 11/17/09**

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MASTERING CHEESE

Lessons for True Connoisseurship from a Maître Fromager

Max McCalman and David Gibbons

From the foremost master of cheese in the country comes a firstof-its-kind master's class to usher any enthusiast to the level of full-blown connoisseur, with 23 distinct lessons covering American and international cheeses.

In his first two books, *The Cheese Plate* and *Cheese*, Max McCalman laid the groundwork of cheese knowledge, discussing the basics of learning about and enjoying fine cheeses. *Mastering Cheese* is his ultimate book on cheese, developed out of his years teaching classes at the Artisanal Premium Cheese Center.

Delve into chapters entitled "All About Cheesemaking: The Eight Basic Steps and Beyond," "Around the Barnyard: Species and Breeds," "Raw Milk and Real Cheese," and "Taking the World Stage: American Artisans." Lessons culminate in suggested tasting plates that illustrate the information in each section deliciously. McCalman also introduces readers to many celebrated cheesemakers and their cheeses, even devoting a chapter to visiting a cheese farm for a behind-the-scenes look at the people who make premium cheeses. And, while his previous works focused primarily on international cheeses, *Mastering Cheese* emphasizes the great American artisanal cheeses that have burst onto the scene in recent years.

Complete with a cheese index and appendixes of wine and beer pairings, cheese appellations, and resources for buying cheese, *Mastering Cheese* is the most comprehensive book on artisanal cheese, and one that every cheese lover should own.

MAX McCALMAN, who was awarded the Garde de Jure by France's Guilde des Fromagers, is the Maître Fromager for the Artisanal Restaurant Group. He is dean of curriculum at the Artisanal Premium Cheese Center in New York and is a frequent lecturer at the Institute for Culinary Education and the Culinary Institute of America.







ALSO BY THESE AUTHORS

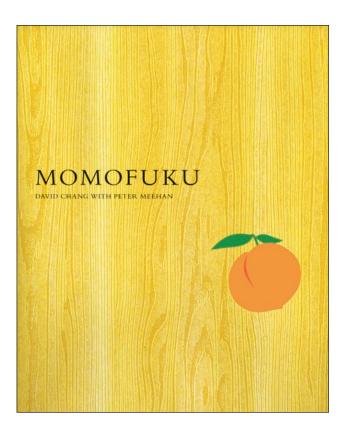


Cheese 978-1-4000-5034-5 \$35.00 hardcover (Canada: \$47.00)



The Cheese Plate 978-0-609-60496-0 \$35.00 hardcover (Canada: \$47.00)





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MOMOFUKU

David Chang with Peter Meehan

The highly anticipated first cookbook from the hottest, most respected culinary star today, Momofuku sheds light on the phenomenon of David Chang's food and his four wildly popular restaurants.

In the past few years, David Chang has been elevated from the status of ordinary cook to that of superstar chef by his legions of fans and the numerous culinary honors awarded to him. From the opening of his first cult restaurant, Momofuku Noodle Bar, in Manhattan's East Village, to Momofoku Ko, whose 12 seats are the most difficult to acquire in the country, Chang's revolutionary dishes have rocked the food scene.

Though he calls his cuisine American, it is unlike anything you've eaten before. Based on a few height-of-season ingredients to which he adds select Asian accents (and typically some form of pork), he creates otherworldly flavor combinations. His quick pickled dishes, one-pan vegetable sautés, intensely flavorful noodle soups, and myriad of pork dishes (including Momofuku's famous pork buns) are accompanied by lavish color photographs and insightful narrative essays on the founding of Chang's restaurants and his culinary inspirations.

DAVID CHANG is the chef and owner of New York City's Momofuku Noodle Bar, Momofuku Ssäm Bar, Momofuku Ko, and Momofuku Bakery & Milk Bar. Among his many awards, he was named Best Chef: New York City 2008 by the prestigious James Beard Foundation, a year after he won its Rising Star Chef Award. Chang was named Bon Appétit's Best Chef of the Year 2007 and one of GQ's Men of the Year in 2007. He has appeared on Charlie Rose and The Martha Stewart Show and was profiled in The New Yorker in 2008. PETER MEEHAN writes about food for the New York Times and has coauthored two books.





PEAS WITH HORSERADISH ...

Turn the page for an excerpt from Momofuku

MOMOFUKU PORK BUNS SERVES 1

It's weird to be "famous" for something. Can you imagine being Neil Diamond and having to sing "Cracklin' Rosie" every time you get on stage for the rest of your life? Neither can I. But if Momofuku is "famous" for something, it's these steamed pork buns. Are they good? They are. Are they something that sprang from our collective imagination like Athena out of Zeus's forehead? Hell no. They're just our take on a pretty common Asian food formula: steamed bread + tasty meat = good eating.

And they were an 11th hour addition to the menu. Almost a mistake. No one thought they were a good idea or that anyone would want to eat pork belly sandwiches.

I got into the whole steamed bread thing when I stayed Beijing; I ate char siu bao—steamed buns stuffed with dark and sweet roast pork meat—morning, noon, and night from vendors on the street who did nothing but supply that city's voracious appetite for steamed buns. When I lived in Tokyo, I'd pick up a niku-man—the Japanese version of char siu bao, with a more mildly flavored filling—every time I passed the local convenience store. They're like the 7-Eleven hot dogs of Tokyo, with an appeal not unlike that of the soft, meatiness of White Castle hamburgers.

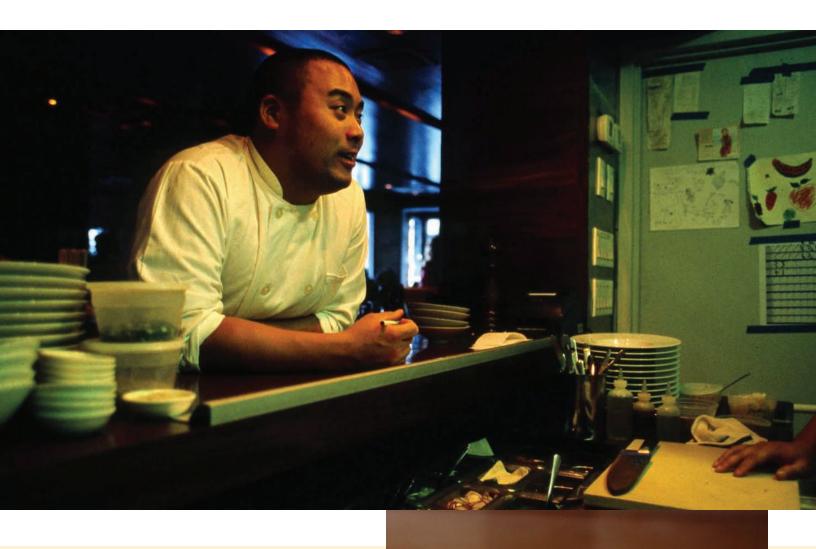
And in the early days of my relationship with Oriental Garden—the restaurant in Manhattan's Chinatown where I've eaten more meals than anywhere else on the planet—I'd always order the Peking duck, which the restaurant serves with folded-over steamed buns with fluted edges, an inauthentic improvement on the more common accompaniment of scallion pancakes. Though the char siu bao and niku-man were influential, the Peking duck service at Oriental Garden was the most important, if only because it was here in the city and I could go back and study what made their buns so good, and also because the owner of the restaurant was willing to help me out.

After I'd eaten his Peking duck about a million times, I asked Mr. Choi, the owner of Oriental Garden (whom I call Uncle Choi, because he's the Chinese uncle I never had), to show me how to make the steamed buns. For as many times as I had eaten steamed buns, I had never thought about making them, but with Noodle Bar about to open, I had the menu on my mind. He laughed me off for weeks before finally relenting. (He likes to remind me that I am the kung-fu—the student, the seeker, the workman—and he is the si-fu—the master.) But instead of taking me back into the kitchen, he handed me a scrap of paper with an address, the name "John" on it, and a note scribbled in Chinese that I couldn't read. He told me to go to that address and hand it over to John, who would teach me how to make the buns.

Have you ever seen the blaxploitation martial arts movie The Last Dragon from the '80s, where the dude is in constant search for some type of master who can provide some wisdom, and in the end it turns out to be a hoax—that the master's place is this fortune cookie factory? Probably not. Anyway, that's how I felt when the place I was sent to learn the secret of steamed bread turned out to be May May Foods, a local company that supplied dozens of New York restaurants with pre-made dim sum items, including buns, for decades before it closed in 2007. The guy there, John, showed me the dead-simple process: a little mixing, a little steaming—presto!—buns. It turns out mantou is a simple white bread dough (not at all different from, say, Wonder Bread) that is steamed instead of baked. Much easier than pie.

But when I saw the flour everywhere and tried to imagine that mess in the already-overcrowded tiny kitchen we were working in, I immediately placed an order. We didn't have the space to attempt them then, and we continued to buy them from Chinatown bakeries even after May May closed.

If you have that option—a Chinese bakery or restaurant where you can easily buy them, or a well-stocked freezer section at a local Chinese grocery store—I encourage you to exercise it without pangs of guilt. How many sandwich shops bake their own bread and grind their own mortadella? Right. Don't kill yourself. But don't be put off by making them either. They're easy as hell and they freeze perfectly, which means that a couple hours spent making buns will yield many meals from frozen ones just waiting in the freezer.



Here's the recipe for our pork buns, which you can repeat, ad infinitum, to make more to share.

1 steamed bun

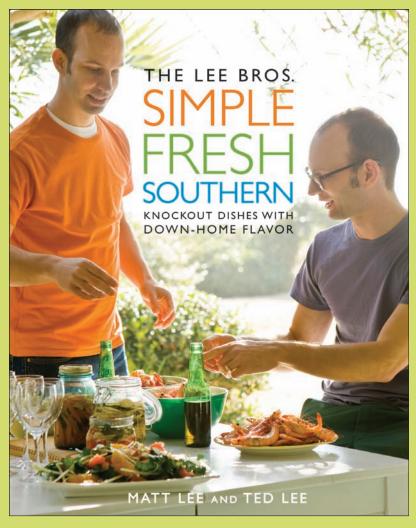
About 1 tablespoon hoisin sauce

3 or 4 slices quick cucumber pickles

1 scant tablespoon thinly sliced scallion, green and white

3 thick slices pork belly

- 1. Heat the bun in a steamer on the stovetop. It should be hot to the touch, which will take almost no time with just-made buns and 4 to 5 minutes with frozen buns.
- 2. Nab the bun from the steamer and flop it open on a plate. Slather the inside of the bun with hoisin sauce using a pastry brush or the back of a spoon. Arrange the pickles on one side of the fold in the bun and the thick slices of pork belly on the other. Scatter the belly and pickles with sliced scallion, fold closed, and voila: pork bun.



Cooking—American—Southern/Cooking—Quick & Easy (CKBOO2O6O/CKBO7OOOO)
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THE LEE BROS. SIMPLE, FRESH, SOUTHERN

Knockout Dishes with Down-Home Flavor

Matt Lee and Ted Lee

Authors of the award-winning The Lee Bros. Southern Cookbook, Matt and Ted Lee revolutionize Southern cooking with this collection of 110 fresh and quick-to-prepare recipes that have all the soul of traditional, slow-cooked dishes.

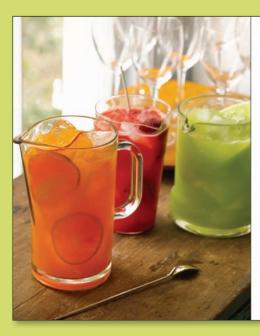
From two South Carolina-bred brothers comes the groundbreaking cookbook for new Southern cooking: The Lee Bros. Simple, Fresh, Southern. Matt and Ted Lee were raised on long-simmered greens, slow-smoked meats, and deep-fried everything. But after years of traveling as journalists and with farm-fresh foods more available than ever, Matt and Ted have combined the old with the new, infusing family recipes with bright flavors. Using crisp produce, lighter cooking methods, and surprising combinations, these are recipes to make any night of the week.

Short on prep but long on down-home flavor, favorites include: Field Pea Salad with Gingered Beets and Lemon, Easy Chicken and Dumplings, Skillet Green Beans with Orange, and Mint Julep Panna Cotta. So conjure up visions of screened-in porches and seasoned cast-iron skillets with *The Lee Bros. Simple, Fresh, Southern*, the new guide to Southern food for today's home cooks.

MATT LEE and TED LEE founded the Lee Bros. Boiled Peanuts Catalogue, America's best source for treasured Southern foods such as boiled peanuts and stone-ground grits, in 1994. Matt and Ted contribute to the New York Times, are the wine columnists for Martha Stewart Living, and are contributing editors for Travel+Leisure. Their first cookbook, The Lee Bros. Southern Cookbook, received the IACP Julia Child Award for 2007 and the James Beard Award for Cookbook of the Year 2007.







cocktails and soft drinks

its barely-perceptible standing now in a crowded field of vodkas, gins, and whiskeys, Laird and Company was America's first licensed distillery, founded in 1780 in Scobevville. New Jersey to produce appleiack ("cyder spirits." as they were known then), and once commercialized, they soon became

None other than George Washington himself was responsible for turning the state of Virginia on to appleiack in the latter half of the 18th Century, and in the 1830s Abraham Lincoln served applejack—among other beverages—in his Springfield, Illinois tavern. Today, Laird and Company, still and many bars stock a bottle of Laird's Applejack (if you can persuade the bartender to locate it). Using a French calvados in this recipe is unpatriotic but will result in a more pronounced apple flavor, since these days, Laird and Company dilute their basic applejack with neutral spirits.

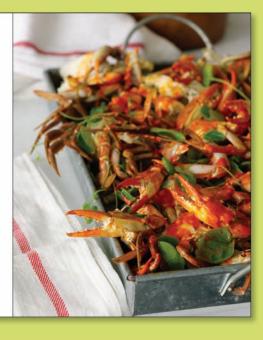
This cocktail is composed of equal parts crushed ice and punch, so that the ice partially melts into the concentrated brew, creating a slushy drink. Freeze it further after blending, and pack in a Thermos for transporting to a picnic, or double the recipe for a party and serve it in a punch bowl, floating a whole green apple in it to telegraph the main ingredient

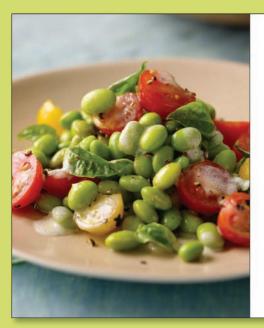
garlic-chile crabs

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or, since these days, Laird and Company dilute their basic applejack with no

In a pitcher, mix the first six ingredients and stir vigorously for a few seconds to dissolve the sugar. Fill each of four 8-ounce rocks glasses t the top with crushed ice and divide the punch evenly among the glass garnishing each with a dash of bitters and a splash of seltzer.





cherry tomato and soybean salad for 4 people * TIME: 25 minutes prep, 15 minutes resi

the Red Velvet Calar, Green Godden Densing is a recipe that was drawned up in a face, belot kitchen far from the South, but that appears so fre-quently in southern codebooks published in the mid 20" century that we've of it as out even. And really, what southern conside? It he mane above we images of herby, summer garden blins, and southerners do send to have a prevent them from going to seed between early May and line October is prevent them from going to seed between early May and line October is

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Until Red Velver Cale, Green Goddess Densing recipies sower call for food solorier.

while the potatoes coost, max the termaning ingreasents in a larger and season with salt and black pepper to taste. Add the potatoes to bowl and toos with the dressing. Season to taste with the salt and bl pepper again. Let stand 15 minutes or more before serving. As the loses its beat, it will absorb the dressing.



jade shrimp cocktail

serves 6 • TIME: 15 minutes prep; 15 minutes refrigeration

We're always seeking new recipes to flatter the sparklingly fresh local shrimp we buy in South Carolina, at docks in Shem Creek and Rockville. Recently we became restless with the red ketchupy sauce typically served with shrimp cocktail, and decided to spin it in the direction of a green ketchup, made from the tart green tomatoes and tomatillos we're using more and more in our cooking. This shrimp cocktail is tropically inclined, but still familiar, an intriguing new take on an old favorite.

41/2 teaspoons kosher salt, plus more to taste

I teaspoon ground cayenne pepper

I pound headless large shell-on shrimp (26 to 30 per pound)

I pound tomatillos (husks removed) or green tomatoes, cored and quartered

2 scallions, green tops only

I ripe avocado, halved, pitted, and peeled

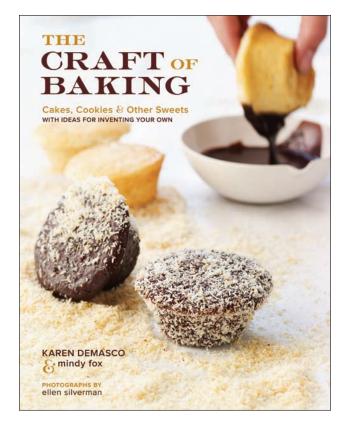
2 tablespoons prepared horseradish, drained

I teaspoon honey

2 tablespoons fresh lemon juice

Freshly ground black pepper

- Bring 2 quarts water, 2 teaspoons of the salt, and the cayenne pepper to a boil in a 4- to 6-quart pot. Remove from the heat, add the shrimp, and cook (off the heat) for 1 minute, until they're bright pink-orange and slightly firm. Drain, and rinse with cold water to keep the shrimp from cooking further and to make peeling easier. Peel the shrimp, leaving the tails on for grasping (this takes about 8 minutes). Refrigerate the shrimp for 15 minutes to cool them further.
- 2 While the shrimp are chilling, place the tomatillos in a food processor and pulse to form a smooth puree. Drain the puree through a medium-mesh strainer, reserving the strained tomatillo water. Return the puree from the strainer to the food processor (you need not wash the bowl), and add the scallion tops, avocado, horseradish, honey, lemon juice, remaining 21/2 teaspoons salt, and 1 tablespoon of the reserved tomatillo water. Process to a smooth puree. Season to taste with salt and black pepper, and adjust the consistency of the sauce as needed with more of the reserved tomatillo water. Transfer the sauce to a ramekin or a small serving bowl. (The sauce will keep for 3 days in the refrigerator.)
- **3** Serve the chilled shrimp with the sauce.



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Cakes, Cookies, and Other Sweets with Ideas for Inventing Your Own

Karen DeMasco and Mindy Fox, Photographs by Ellen Silverman

Salty, caramely cashew brittle and crispy-creamy peanut butter sandwich cookies—the secrets of award-winning pastry chef Karen DeMasco's celebrated treats are now out.

Pastry chef of Tom Colicchio's craft, craftbar, and 'wichcraft restaurants from their opening through 2008, Karen DeMasco is a master at coaxing rich, complex flavors out of pure ingredients. In *The Craft of Baking*—her first cookbook—DeMasco shares 115 recipes as well as favorite techniques and tricks of her trade.

Known for combining the bounty of local markets with the simple treats of her Midwestern roots, DeMasco creates delicious seasonal desserts. With recipes for muffins, cookies, brownies, pies, cupcakes, ice creams, and other desserts, *The Craft of Baking* satisfies every sweet tooth.

DeMasco also provides a window into her craft by offering numerous variations and creative combinations that make everyday desserts spectacular. Begin with a simple recipe for old-fashioned gingersnaps, then "vary your craft" by crushing them for the crust of Butterscotch Cream Pie. "Combine your craft" by serving complementary desserts together for a dessert such as Apple Fritters with Caramel Ice Cream and Apple Cider Caramel Sauce.

DeMasco's easy home baking techniques and inspired recipes, combined with stunning photos, are sure to inspire beginner and seasoned bakers alike.

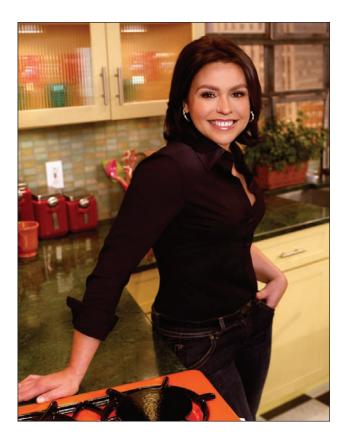
KAREN DEMASCO was the creative genius behind the desserts of Tom Colicchio's craft, craftbar, and 'wichcraft from 2001 to 2008. Winner of the 2005 James Beard Award for Best Pastry Chef, she will be the pastry chef of the new restaurant in Robert DeNiro's Greenwich Hotel in New York City.



RASPBERRY SHERBET







Cooking-American (CKBOO2OOO) 73/8 x 91/8; 336 pages; 8-page full-color photo insert ISBN/EAN: 978-O-307-3832O-4 \$19.99 paper with flaps (Canada: \$24.99)

On Sale 11/3/09

All rights: Crown

National Publicity

National Radio Campaign

15-City Author Tour

Author Interviews

out of New York

Online Promotion

- · FoodNetwork.com campaign (Preheat & On-sale)
- USAToday.com online campaign (Preheat & On-sale)
- · New York Times holiday online campaign
- · Cross-promote at RachaelRay.com
- Promotion on Potter Recipe Club e-newsletter

Co-Promotion with the Rachael Ray Show and Everyday with Rachael Ray magazine

P.O.P.

978-0-307-58765-7 12-copy floor display \$239.88 (Canada: \$299.88)

THE NEW RACHAEL RAY

Rachael Ray

More Rachael-just when you need her most!

Rachael has never been bigger: her syndicated daytime talk show, Rachael Ray, won an Emmy this year and her magazine, Everyday with Rachael Ray, is soaring with a circulation of 1.8 million. Rachael's fans love all that she stands for: effortless, inexpensive meals that are packed with flavor and made from ingredients found in any supermarket. Now, as we eat more dinners at home, who could be better to turn to for value and inspiration than Rachael?

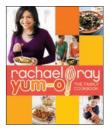
Rachael always has new tricks up her sleeve, and in this book, she shares a trove of all-new ideas and recipes for delish meals that can be stretched from one meal to the next. No one is better at not only turning Monday's tacos into Tuesday's "stoup," but also at transforming any meal into a kid friendly dish just by sneaking healthy ingredients into family favorites. From twists on comforting crowd pleasers to healthy versions of the hearty foods we all crave, no one is as inventive or as fun as Rachael.

RACHAEL RAY is a bestselling author and the host of Food Network's popular 30-Minute Meals and Tasty Travels as well as her daytime syndicated show, Rachael Ray. She is the also the founder of Yum-o!, a charitable foundation dedicated to helping parents and children develop a healthy relationship with food. This is her fifteenth book.

ALSO BY RACHAEL RAY



Rachael Ray's Big Orange Book 978-0-307-38319-8 \$24.95 paper with flaps (Canada: \$27.95)



Yum-o! The Family Cookbook 978-0-307-40726-9 \$22.50 hardcover (Canada: \$25.50)



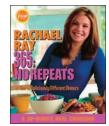
Rachael Ray: Just in Time 978-0-307-38318-1 \$19.95 paper with flaps (Canada: \$25.95)



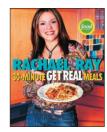
Rachael Ray 2, 4, 6, 8 978-1-4000-8256-8 \$19.95 paper with flaps (Canada: \$26.95)



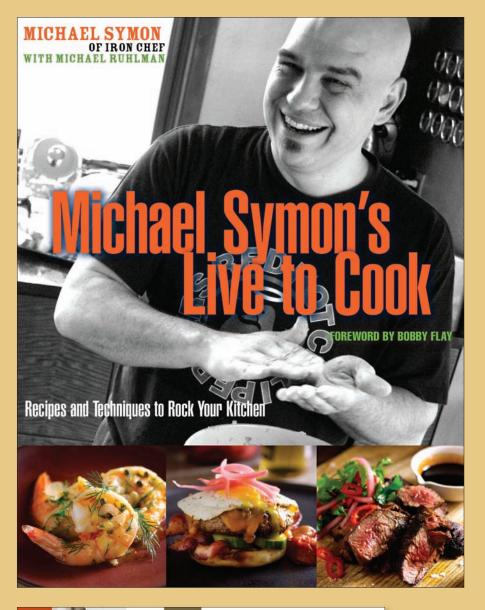
Rachael Ray **Express Lane Meals** 978-1-4000-8255-1 \$18.95 paper with flaps (Canada: \$24.95)

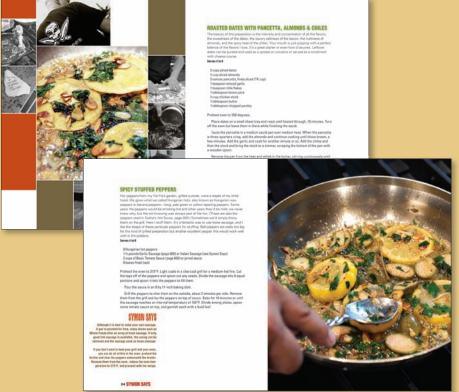


Rachael Ray 365: No Repeats 978-1-4000-8254-4 \$19.95 paper with flaps (Canada: \$22.95)



Rachael Ray 30-Minute **Get Real Meals** 978-1-4000-8253-7 \$19.95 paper with flaps (Canada: \$26.95)





MICHAEL SYMON'S LIVE TO COOK

Recipes and Techniques to Rock Your Kitchen

Michael Symon with Michael Ruhlman Foreword by Bobby Flay

The newest Iron Chef and one of the hottest stars on Food Network, Michael Symon shares secrets to the boldly flavored, seasonal cuisine that has catapulted him to fame.

Michael Symon leapt to culinary stardom in the fall of 2007 when he joined Bobby Flay, Mario Batali, Masahuru Morimoto, and Cat Cora as one of America's Iron Chefs. Yet while he holds rank with the culinary elite, he creates food based on a philosophy of simple, two-pan techniques and fresh ingredients. In *Michael Symon's Live to* Cook, Michael shares his favorite recipes, cooking methods, and tips, all while recounting the personal and professional influences that have made him the chef he is today.

A Midwestern boy of Mediterranean and Eastern European roots, Michael cooks what he calls "heritage food": hearty pastas, slowly simmered braised meats, soulful vegetables. Learn to make his Shaved Fennel Salad with Oranges, Lemon, Dill, and Watercress; Sheep's Milk Ravioli with Brown Butter and Pine Nuts; Braised Short Ribs with Pickled Green Tomatoes; and Grilled Radicchio with Orange and Balsamic Vinegar. With instructional sidebars and personal essays, Michael Symon's Live to Cook will give you insight into the life of this celebrity chef and the tools to cook the food he's known for.

MICHAEL SYMON is the host of Food Network's Dinner: Impossible and is an Iron Chef who regularly appears on Iron Chef Americα. He is the chef and co-owner of the acclaimed restaurants Lola and Lolita, located in Cleveland, Ohio, as well as the newly opened Roast in Detroit, Michigan. MICHAEL RUHLMAN is the author of twelve nonfiction books, including The Soul of α Chef. He has also coauthored The French Laundry Cookbook with Thomas Keller, as well as other cookbooks.

Cooking (CKBOOOOO) 77/16 x 91/2; 288 pages; 50 full-color photographs ISBN/EAN: 978-0-307-45365-5 \$35.00 hardcover (\$43.00)

On Sale 11/3/09

British: Elizabeth Kaplan Literary Agency Translation: Elizabeth Kaplan Literary Agency First Serial: Crown

RED POTATOES WITH ARUGULA

This dish of potatoes seasoned with mustard and spicy arugula and enriched with cream is an excellent, easy way to enliven basic potatoes and goes well with most meats and fish. **Serves 4 to 6**

2 pounds red potatoes
Kosher salt
2 tablespoons unsalted butter
1/2 cup heavy cream
2 tablespoons whole-grain
Dijon mustard
Freshly ground black pepper
1/4 to 1/2 pound arugula

Put the potatoes in a large pot and add enough water to cover by 2 inches. Season the water well with salt and bring to a boil. Cook until the potatoes are tender when pierced with a knife, 30 to 40 minutes. Drain them and let the moisture steam off. When they're cool enough to handle, peel them if you wish. Cut into 1/2-inch-thick slices.

In a medium sauté pan, melt the butter over medium heat. Add the cream and mustard and stir to combine. Add the potatoes and toss to coat. Season with salt and pepper to taste. When the cream comes to a simmer, add the arugula. Continue to cook until the arugula is completely wilted.

National Publicity

National Radio Campaign

Author Events and Interviewsout of Cleveland, Detroit, Long Island,
and New York

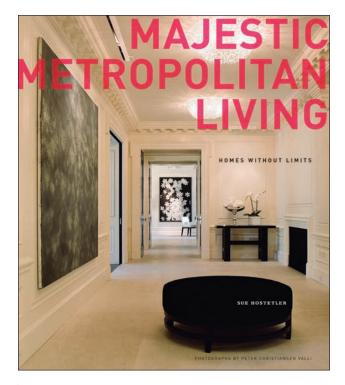
Online Promotion

- · Advertising on Food Network.com
- Major network advertising campaign
- Cross-promotion on Michael Symon's website, LolaBistro.com, and on Michael Ruhlman's website, Ruhlman.com
- Outreach to foodie bloggers
- Promotion on Potter Recipe Club e-newsletter

Cross-Promotion in Restaurants Lola, Lolita, and Roast







House & Home (HOMOOOOO) 101/2 x 12; 252 pages; 300 full-color photographs ISBN/EAN: 978-O-307-40918-8 \$65.00 hardcover (Canada: \$79.00)

On Sale 11/10/09

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National Publicity

Author Interviews

out of New York

Online Promotion

Advertising on design and lifestyle websites and blogs

Buzz Mailing to Design and Architecture Groups

MAJESTIC METROPOLITAN LIVING

Homes Without Limits

Sue Hostetler

For anyone who has dreamed of living large in the city, this book is a tour of truly legendary, uniquely beautiful, and always surprising urban homes without limits.

The attractions of city living abound. But so often, urbanites admit there's a price to pay: space. They fantasize, wondering, "What would I do if there were no limits?" This book is the jawdropping answer to that question. An unprecedented tour of 18 limitless residences in the most happening metropolises, it offers readers an in-depth view of the soaring ceilings, one-of-a-kind furnishings, quirky collections, museum-worthy art, and envyinducing number of rooms for every function and every whim.

From an artist's warren of studios in New York City-crowned by a magnificent rooftop garden draped with wisteria arbors-to a 16,000-square-foot chateau in Chicago with a kids' theater, a master bedroom created from a converted ballroom, a two-story painted-glass window, and an iron staircase that won a prize at the 1893 World's Fair, these residences are truly mega. But they are also warm, friendly, and original. In short, they are real-life homes just with many rooms and amenities. Decorated by some of the top interior designers today, these spaces brim with ideas that readers can translate for their own residences.

Majestic Metropolitan Living offers an intimate look at these inventive homes as well as the chance to live vicariously throughand dream about becoming one of—the urban revolutionaries who truly have it all.

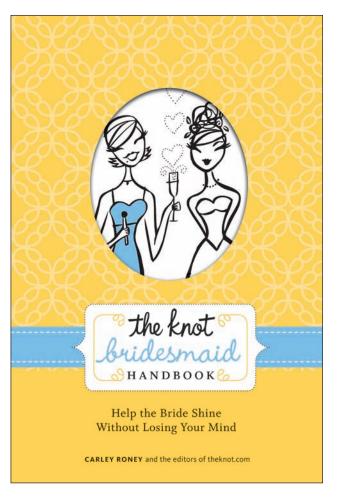
SUE HOSTETLER is the national shelter editor for Niche Media Magazines, including Gotham, Hamptons, and LA Confidential. She is the style editor for Aspen magazine and hosts Plum Homes with Sue Hostetler on Plum TV. She is also the author of Oceans and Hip Hollywood Homes.



THIS BEAUTIFUL DREAM







Reference—Weddings (REFO24000) 5½ x 8¼; 144 pages; 25 two-color line drawings ISBN/EAN: 978-0-307-46204-6 \$15.00 paper (Canada: \$18.95)

On Sale 12/22/09

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National Publicity

National Morning Show

Author Interviews
out of New York

Cross promotion including advertising with The Knot and TheKnot.com

Buzz Mailing to Bridal Industry Insiders

ALSO BY CARLEY RONEY AND THE KNOT



The Knot Book of Wedding Lists 978-O-3O7-34193-8 \$12.95 paper (Canada: \$15.95)



The Knot Guide to Destination Weddings 978-O-307-34192-1 \$19.95 paper (Canada: \$24.95)



The Nest Home Design Handbook 978-O-3O7-34191-4 \$22.95 paper (Canada: \$25.95)



The Nest Newlywed Handbook 978-0-307-34022-1 \$22.50 paper (Canada: \$30.00)

THE KNOT BRIDESMAID HANDBOOK

Help the Bride Shine Without Losing Your Mind

Carley Roney and the Editors of The Knot.com

From the #1 wedding website, the must-have, comprehensive handbook of everything bridesmaids need to know about the joys, duties, and challenges of the role.

The Knot has become the source for all things wedding, with an array of helpful books for brides-to-be. But the creators behind the popular website haven't forgotten the other VIPs in the wedding party. Well aware that being a bridesmaid is a responsibility as much as an honor, Carley Roney and the editors at The Knot have created this book to prepare those brave soldiers who act as therapists, communications coordinators, stylists, and peacekeepers to the bride.

The Knot Bridesmaid Book is the key to being the best bridesmaid ever without breaking the bank. The Knot gives readers the low-down on traditions like bridal showers and bachelorette parties; shares dos and don'ts, horror stories, and tales of success from past real-life bridesmaids; shows how to stay sane while keeping the bride happy; and provides timely tips on how to avoid ending up with the most hideous dress on the rack. The perfect gift for brides to give to their attendants, this indispensable handbook offers surefire advice on having fun while being a bridesmaid ace.

CARLEY RONEY is editor-in-chief of The Knot and The Nest. She writes a syndicated advice column and frequently appears on shows including *The Oprah Winfrey Show* and *Today*.







House & Home (HOMOOOOO) 7½6 x 10; 224 pages; 250 full-color photographs ISBN/EAN: 978-0-307-46054-7 \$35.00 hardcover (Canada: \$43.00)

On Sale 12/29/09
All rights: Crown

Jacqueline de Montravel

National Publicity

Author Interviews

out of Los Angeles

Online Promotion

Promotion in Potter Recipe Club e-newsletter

Cross-Promotion with Romantic Homes Magazine, Including Advertising and Online Promotion at RomanticHomes.com

Outreach to Major Flea Markets and Thrift Stores

ALSO BY THE EDITORS OF ROMANTIC HOMES MAGAZINE



Vintage Vavoom 978-0-307-38274-0 \$35.00 hardcover (Canada: \$44.00)

THE VINTAGE TABLE

Beloved Treasures and Standout Settings

Jacqueline deMontravel and the Editors of Romantic Homes Magazine

From the authors of the popular $Vintage\ Vavoom$, this charming book shows how to create unforgettable table settings with treasured finds.

All your friends are in awe of how effortlessly you can piece together an outfit that's part Anthropologie, part Mom's jewelry box, part antique. When you entertain, you want your table setting to express your personal flair and look timeless, unique, and utterly unforgettable too.

In The Vintage Table, you'll find hundreds of clever, cool, or romantic ideas. Create a tablescape where mismatched teacups, heir-loom silver, and embroidered napkins all come together in perfect harmony. Combine your parents' wedding pieces with new glasses from Target, a modern glass vase of hydrangeas, and napkins made by cutting up pieces of a fabulous French-patterned apron you snagged at a yard sale.

The rules are loose, the only objective is joy, and many of the tools you'll need are already hiding in your cabinets and closet. Also included in this book is a resource section on venues for finding special pieces and more.

A magnificent table is the perfect incentive to gather friends and family, and this beautifully photographed book will inspire you to make entertaining a frequent pleasure.

JACQUELINE DEMONTRAVEL is the editor of Romantic Homes magazine. She and the editors of the magazine are also the authors of Vintage Vavoom.





House & Home—Decorating (HOMOO3000) 91/4 x 11; 192 pages; 300 full-color photographs ISBN/EAN: 978-O-307-46178-O \$35.00 hardcover (Canada: \$43.00)

On Sale 12/29/09

British: Jacqui Small, LLP Translation: Jacqui Small, LLP First Serial: Crown

National Publicity

Author Interviews

out of London

Online Promotion

- · Advertising on design sites and blogs
- · Cross-Promotion with Stephanie Hoppen.com

ALSO BY STEPHANIE HOPPEN



Perfect Curtains 978-0-307-45149-1 \$35.00 hardcover (Canada: \$40.00)



Perfect Neutrals 978-0-8230-3995-1 \$35.00 hardcover (NCR)

PERFECT PALETTES

Stephanie Hoppen

Featuring more than 350 colors, complete color palettes, and an extensive resource directory, Perfect Palettes is the ultimate illustrated guide to using color in the home with confidence.

Color is both the easiest and strongest assertion of a room's personality, and today it adorns every surface—ceilings, floors, fabrics, accessories. With all of the possible color combinations for the home, how does one choose without making a garish statement? With Stephanie Hoppen's lovely rooms and color swatches, she shows how elegant and easy color can really be and proves that using different colors throughout the home doesn't have to look gaudy. Just as neutrals aren't beige and sand, neither is color merely the acquired tastes of purple and mauve.

Instead, colors can be a rich and warm base for all styles, from dramatic, stormy blues to Provençal neutrals. Hoppen helps readers identify their own unique sense of the full spectrum by taking cues from the familiar. Landscapes, food, and art all become inspiration for timeless decorating motifs, and each chapter describes the palettes derived from each natural theme.

In addition, Perfect Palettes includes information on tools and techniques, a quick tutorial on the uses of color theory, and an extensive directory of paint suppliers in the United States.

STEPHANIE HOPPEN is an art gallery owner and the author of a dozen previous decorating books, including Perfect Neutrals and Perfect Curtains.

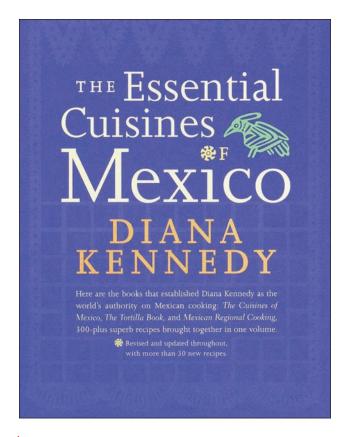








NEW IN PAPERBACK!



THE ESSENTIAL CUISINES OF MEXICO

Diana Kennedy

For the first time ever, the bestselling cookbooks of the world's leading authority on Mexican cuisine, Diana Kennedy, are available in one paperback volume. The Essential Cuisines of Mexico combines three classics—The Cuisines of Mexico, Mexican Regional Cooking, and The Tortilla Book—to make the definitive book on authentic Mexican cooking. The 300 recipes—organized into twenty chapters such as Soups, Tortillas and Tortilla Dishes, Light Meals, Vegetables, Meats, and Drinks—include dishes destined to delight Kennedy fans old and new. A final section on equipment, ingredients, and basic preparations rounds out this indispensable resource.

Cooking-Mexican (CKBO56000) 7³/₈x 9¹/₄; 544 pages ISBN: 978-0-307-58772-5 \$20.00 paper (Canada: \$24.95) **On Sale 10/20/09**

PRAISE FOR DIANA KENNEDY:

"For those who love Mexican cuisine, no better resource exists."

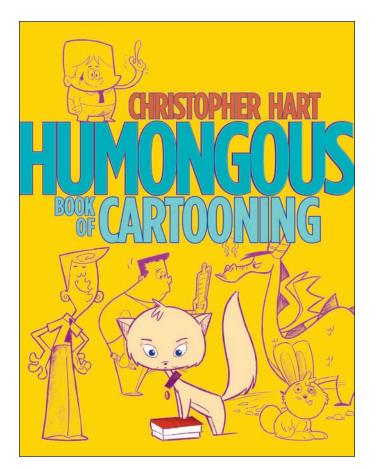
-Washington Post

"If the mention of Mexican food in the United States no longer conjures up images of rubbery melted cheese, canned tamales, and taco salads, this is largely a result of [Kennedy's] efforts."

-New Yorker



Amphoto Books, Back Stage Books, and Watson-Guptill Books



Art-Cartooning (ARTOO4000) 81/2 x 11; 224 pages; 300 black-and-white illustrations ISBN/EAN: 978-O-823O-5O36-9 \$24.99 paper (Canada: \$29.99)

On Sale 9/22/09

All rights: Crown

National Publicity

Online Promotion

Activity kit on Watson-Guptill website

Promotion at New York Comic-Con and Comic-Con San Diego

HUMONGOUS BOOK OF CARTOONING

Christopher Hart

The world's bestselling author of drawing and cartooning books has finally packed all of his expertise and experience into one exhaustive, enormous guide to all things cartoon.

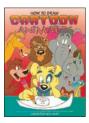
Christopher Hart's newest book is humongous in more ways than one: generously sized and over 200 pages long, Humongous Book of Cartooning is loaded with enough information for even beginners to master the art of cartooning. Featuring a new, cutting-edge retro style, this book truly has it all-cartoon people and animals, funny robots, and fantasy characters, as well as sections on character design, composition, backgrounds, drawing action, and more. If you want to know how to draw it, it's in this book-the only how-to guide a cartoonist will ever need. And at a price this low, it's a resource that neither hobbyists nor professional cartoonists will be able to pass by.

CHRISTOPHER HART's books have set the standard for art instruction, both nationally and internationally, with more than 2.5 million copies in print in eighteen languages. Renowned for up-to-the-minute content and easy-to-follow steps, Hart's books have been selected by the American Library Association for special notice.

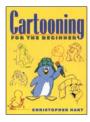
ALSO BY CHRISTOPHER HART



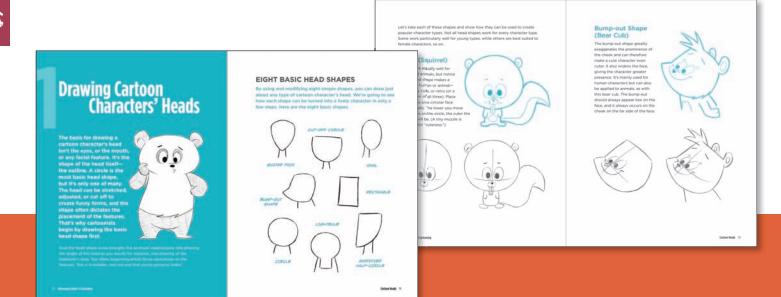
The Cartoonist's Big **Book of Drawing Animals Cartoon Animals** 978-0-8230-1421-7 978-0-8230-236 \$21.95 paper (Canada: \$25.95))



How to Draw 978-0-8230-2360-8 \$19.95 paper (Canada: \$25.95)



Cartooning for the Beginner 978-O-823O-O586-4 \$19.95 paper (Canada: \$24.95)



AN EXCERPT FROM HUMONGOUS BOOK OF CARTOONING

Do you enjoy drawing, but are frustrated that you aren't getting to the next level? Would you like to improve your drawing skills? That's exactly what this book is designed to do. It will give you practical insights into cartooning that you can apply immediately to your drawings, so that you can see results right away.

This book is more than your average tutorial. It's like having a personal mentor by your side while you draw. It will give you the encouragement you deserve and the benefit of my years of experience in cartooning. I cover professional techniques that I have personally distilled into easy-to-grasp lessons. I have filled the book from beginning to end with scores of visual hints, which will give you a clear concept of the techniques at a gut level. As a result, aspiring cartoonists will find that they can start to draw with a professional flair, whereas before they were often struggling. What a thrill it is to see your cartoons spring to life, and surpass even your own

expectations. I believe you'll get a real

learning to draw the characters in this book will give you all the principles you need. In fact, there are large sections devoted entirely to character design.

This book covers the widest spectrum of subjects, from cartoon people, cartoon animals, funny robots, cos-

TV shows and movies. Virtually all cartoonists began by

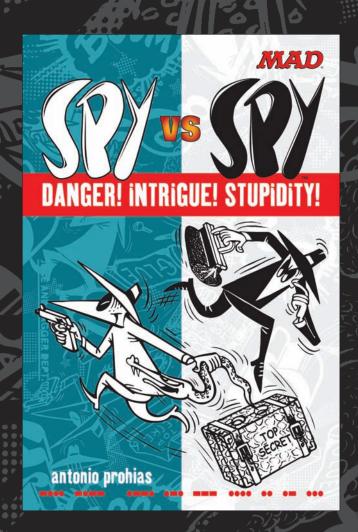
drawing other people's characters first. However, if your

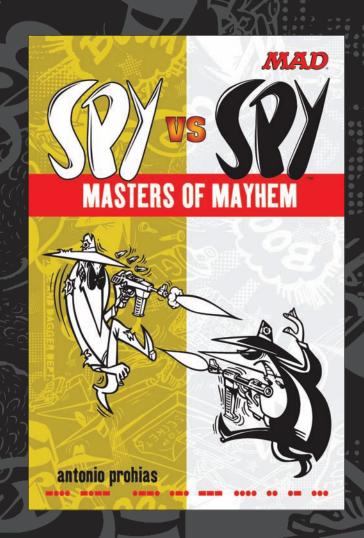
goal is to create something totally original, then first

This book covers the widest spectrum of subjects, from cartoon people, cartoon animals, funny robots, costumed characters, layout, cartoon backgrounds, fantasy creatures, to expressions, drawing action and more.

Everyone needs a little encouragement. I got it when I was still a high school student, by attending some life drawing classes taught by animators at the Cartoonist's Union in North Hollywood, California. Being well situated in the film capital of the world, Los Angeles, I was also ambitious. I sought out mentors in the form of animation directors and producers who looked over my portfolio and gave me advice along the way. You many not live in Los Angeles, or have any contacts in cartooning or animation. Not to worry. Because we're about









Out of print for more than 40 years, these three books bring the lost episodes of MAD magazine's longest-running and best-loved feature back to life.

Comics & Graphic Novels—Anthologies (CGNO01000)

5 x 71/2; 192 pages

Spy vs Spy! Danger! Intrigue! Stupidity! ISBN/EAN: 978-0-8230-5052-9 Spy vs Spy! Masters of Mayhem ISBN/EAN: 978-0-8230-5051-2

Spy vs Spy! Missions of Madness ISBN/EAN: 978-0-8230-5050-5

\$11.99 paper (Canada: \$14.99)

On Sale 8/11/09

British: DC Comics

Translation: DC Comics

First Serial: Crown

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On July 12, 1960, a political cartoonist named Antonio Prohias arrived at the New York offices of MAD magazine. He had come to America two months earlier, after the new Cuban dictator-a death threats to Prohias and his family.

with him of two pointy-nosed characters, equally silent, were more than enough to catch MAD magazine's attention.

What followed was a prodigious career spanning decades, and at its center, the classic, worldfamous cartoon Spy vs Spy. The Black Spy and The White Spy, masters of their own mutual destruction, became a cultural touchstone for generations of readers, representing the absurdity of senseless wars and the culture of deceit that is still weaved into our own societal fabric.

These three books celebrate both Spy vs Spy and its creator, showcasing Prohias's genius as an artist, storyteller, and graphic designer, and revive episodes that have been lost to the public for

An award-winning and influential political cartoonist in Cuba, ANTONIO PROHIAS fled Havana when Castro seized control of the country's free press. Prohias quickly immigrated to America, where he became one of MAD's "Usual Gang of Idiots." Although Prohias died in 1998, his Spy vs Spy comic strip continues to be one of the magazine's best-loved features, as well as a pop culture hallmark. JOHN FICARRA, the editor of MAD magazine, wrote the forewords to all three Spy books. He also wrote this brief bio, which he considers his finest work to date.

National Publicity

Advertising

MAD magazine

Online Promotion

Advertising on ICv2.com

Cross-Promotion with DC Comics

Promotion at New York Comic Con and Comic-Con San Diego

Mailing to Comic Museums and **International Spy Museum**





The Complete Casebook 978-0-8230-5021-5 978-0-8230-5035-2 \$24.95 paper (Canada: \$31.00) \$25.95 paper (Canada: \$31.95)



Spy Vs Spy[™] 2 The Joke and Dagger Files







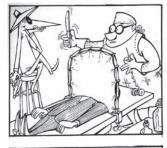




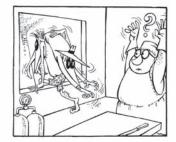


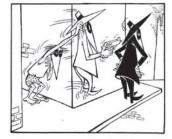




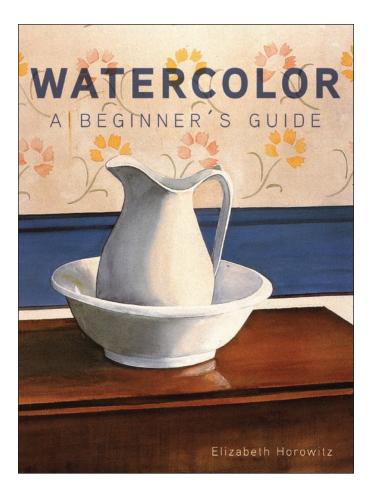












Art—Watercolor (ARTO29000)
7 x 10; 144 pages; 200 full-color illustrations ISBN/EAN: 978-0-8230-3300-3
\$23.50 hardcover (Canada: \$29.95)

On Sale 9/1/09

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National Publicity

ALSO AVAILABLE



The Watercolor Artist's Flower Handbook By Patricia Seligman

By Patricia Seligman 978-0-8230-5616-3 \$19.95 hardcover (NCR)





WATERCOLOR A BEGINNER'S GUIDE

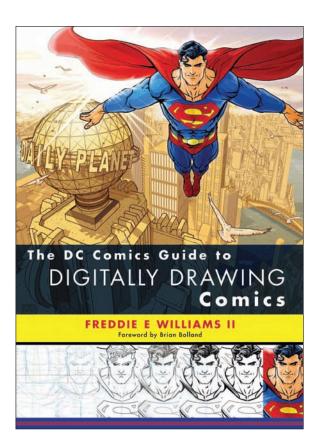
Elizabeth Horowitz

This easy-to-follow primer helps beginning watercolorists develop basic painting skills, as well as their own personal style.

Watercolor a Beginner's Guide is the perfect jumping-off point for potential painters of all stripes. Everyone, from young students to retirees trying their hand at art for the first time, will be drawn to the book's logical, progressive organization and straightforward subject matter. As a veteran artist and teacher, author Elizabeth Horowitz understands the challenges that many beginners face, and her book is filled with encouraging pointers as well as examples of other beginners' artwork. Horowitz's unique approach promotes and emphasizes individual creativity, and her exercises help painters develop their own style, setting this book apart from the many primers that only teach readers how to copy the author. Watercolor A Beginner's Guide is the perfect resource for aspiring artists who want to create charming paintings—with a personal touch.

ELIZABETH HOROWITZ has been a professional artist for more than 28 years. She also teaches popular watercolor classes at the New Jersey Center for Visual Arts in Summit, New Jersey. An accomplished artist with many awards and solo shows, Horowitz's work is in many private collections, museums, and corporations, including Merck, Cosmair-Lancome, and State Farm.





Art–Digital & Video (ARTO46000) 7½ x 10½; 144 pages; 75 full-color and 75 black-and-white illustrations ISBN/EAN: 978-0-8230-9923-8 \$22.99 paper (Canada: \$27.99)

On Sale 9/1/09

British: DC Comics Translation: DC Comics First Serial: Crown

National Publicity

Online Promotion

- Advertising on ICv2.com
- Advertising on comic and pop culture sites

Cross-Promotion with DC Comics

Promotion at New York Comic Con and Comic-Con San Diego

Mailings to Comic, Graphic Novel and Cartoon Outlets

THE DC COMICS GUIDE TO DIGITALLY DRAWING COMICS

Freddie E Williams II; Foreword by Brian Bolland

New in the bestselling DC Comics Guide series—more than 100.000 sold!

Abandon pencil, pen, and paper for effortless sketching, resizing, and more!

Author Freddie E Williams II is one of the industry's leading digital artists

Artists! Gain incredible superpowers with the help of your computer! The DC Comics Guide to Digitally Drawing Comics shows how to give up pencil, pen, and paper and start drawing dynamic, exciting comics art entirely with computer tools. Author Freddie E Williams II is one of DC Comics' hottest artists and a leader in digital pencilling and inking—and here, in clear, step-by-step directions, he guides readers through every part of the digital process, from turning on the computer to finishing a digital file of fully inked comic art, ready for print. Creating a template, sketching on the computer, pencilling, and inking digitally are all covered in depth, along with bold, time-saving shortcuts created by Williams, tested by years of trial and error. Step into the digital age, streamline the drawing process, and leap over the limitations of mere physical drawing materials with The DC Comics Guide to Digitally Drawing Comics.

All characters, names, and elements are trademarks of DC Comics. © 2009. All Rights Reserved.

FREDDIE E WILLIAMS II, one of DC Comics' hottest artists, has been drawing digitally since 2000. He has worked on the record-breaking Countdown, Robin, and The Flash. Visit him on the web at freddieart.com. He lives in Missouri.

ALSO AVAILABLE



The DC Comics Guide to Coloring and Lettering Comics By Mark Chiarello and Todd Klein 978-0-823O-1030-1 \$21.95 paper (Canada: \$26.95)



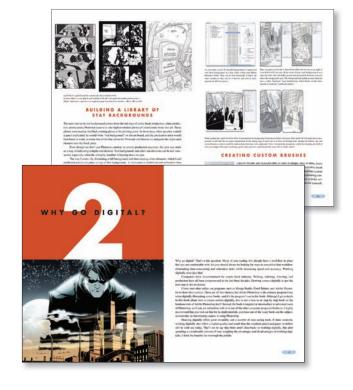
The DC Comics Guide to Inking Comics By Klaus Janson 978-O-823O-1O29-5 \$21.95 paper (Canada: \$26.95)

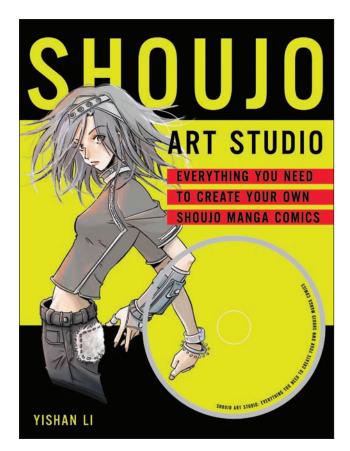


The DC Comics Guide to Pencilling Comics By Klaus Janson 978-O-823O-1O28-8 \$21.95 paper (Canada: \$26.95)



The DC Comics Guide to Writing Comics By Dennis O'Neil 978-O-823O-1027-1 \$21.95 paper (Canada: \$26.95)





Comics & Graphic Novels—Graphic Novels—Manga (CGNOO4O5O) 81/2 x 11; 128 pages; 350 illustrations ISBN/EAN: 978-O-823O-9973-3 \$25.99 paper over board (Canada: \$32.99) On Sale 9/8/O9

British: Ilex Press Translation: Ilex Press First Serial: Crown

National Publicity

Online Promotion

- · Advertising on ICv2.com
- Online advertising on teen and girl pop culture sites
- Clip art promotion on Watson-Guptill website

Promotion at New York Comic Con and Comic-Con San Diego

"Girl Power" Mailing to Teen Publications



Everything You Need to Create Your Own Shoujo Manga Comics

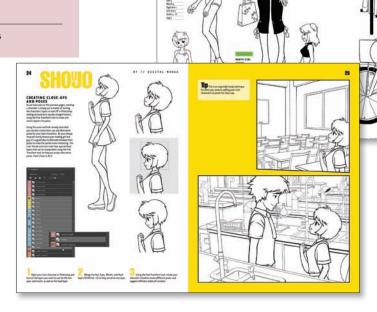
Yishan Li

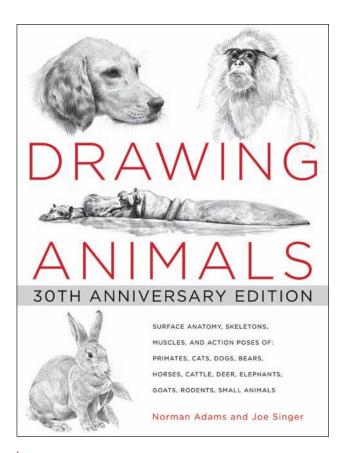
Manga is the world's most popular visual art-and within it, there's a subgenre dedicated to teenage girls about teenage girls-shoujo manga. Now, creating this popular genre is easier than ever with this ultimate guide that includes a CD to help you draw your own shoujo stories!

From serialized soap operas about everyday girl drama or a high school swim team that transforms into magical warriors fighting for love and justice, in shoujo manga there's no limit to what you can write or draw. All of the characters are supremely adorable, with the trademark big, expressive manga eyes and cool outfits.

From background scenes, speech balloons, color, accessories, tones, and effects (like speed lines), the CD offers templates you can work with in Photoshop and Illustrator and customize to your liking and your unique story. Whether you're a beginner who prefers to work with the templates provided, or a more experienced shoujo creator who adds her own flourishes, you'll find tips and illustrations to help you use the programs effectively. Covering topics like dreaming up an interesting story line, writing compelling dialogue, creating page layouts and drawing hairstyles, outfits, and accessories—this is the first book to distill all the elements of shoujo into one easy-to-use guidebook.

YISHAN LI is a professional manga artist whose work has been published worldwide. She draws the monthly strip for *The Adventures of CG!* for CosmoGIRL, and her Beijing-based company, Yishan Studio, is made up of a small group of artists who have worked on many manga titles in the United States.





Art—Drawing (ARTO10000) 9 x 12; 160 pages; 200 black-and-white illustrations ISBN/EAN: 978-0-8230-1366-1 \$21.99 paper (Canada: \$26.99)

On Sale 9/15/09

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National Publicity

Advertising

Library Journal

Online Promotion

Advertising and promotion on top art websites

Promotion at NAMTA and CAA

Academic Marketing Campaign to Art Schools

DRAWING ANIMALS

30th Anniversary Edition

Norman Adams and Joe Singer

Celebrating its 30th anniversary, this classic, bestselling book uses a sequence of studies, step-by-step drawings, and anatomical progressions to teach readers how to draw myriad animal species.

Since its publication in 1979, *Drawing Animals* has sold over 100,000 copies, and it is still a beloved resource for hobbyists, cartoonists, illustrators, and painters, as well as a new generation of computer and game animators. Professional and amateur artists alike all love to draw animals, and this book contains all their favorites, from domestic pets to exotic wildlife.

To help readers understand the similarities, differences, and unique characteristics of each species, each chapter focuses on a specific animal, using this formula:

- A view of the animal from three perspectives
- · A breakdown of the basic shapes of the body and head
- Drawings clearly showing the animal's skeletal, musculature, and surface anatomy
- A detailed step-by-step demonstration

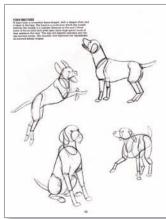
ELEPHANTS

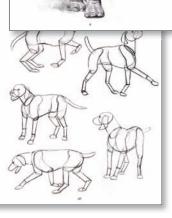
 Drawings that show the animal in characteristic behaviors and poses

Trusted by artists for decades, *Drawing Animals* will be an invaluable resource for generations to come.

NORMAN ADAMS is a successful wildlife artist who has been featured in such publications as National Geographic, Field & Stream, Reader's Digest, and Penthouse. JOE SINGER is both an artist and a writer. He has co-authored several books and contributed to American Artist magazine.



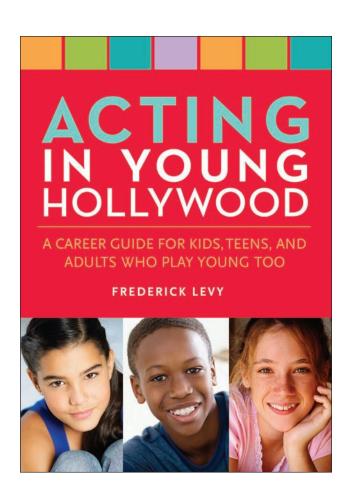












Performing Arts-Acting & Auditioning (PEROO1000) 5 X 7; 336 pages ISBN/EAN: 978-O-823O-9967-2 \$18.99 paper (Canada: \$23.99)

On Sale 9/15/09

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National Publicity

Author Interviews

out of Los Angeles

Tie-In with Author's Appearances

Advertising

Back Stage magazine

Online Promotion

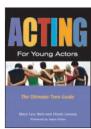
Advertising and promotions on backstage.com and Mandy.com

Cross-Promotion at Actorfest

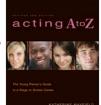
Academic Mailing to Theater and Film High Schools and Colleges

Mailing to Theater Camps

ALSO AVAILABLE



Acting for Young Actors By Mary Lou Belli and Dinah Lenney 978-O-823O-4947-9 \$16.95 paper (Canada: \$21.00)



Acting A to Z By Katherine Mayfield 978-0-8230-8797-6 \$16.95 paper (Canada: \$21.00)

ACTING IN YOUNG HOLLYWOOD

A Career Guide for Kids, Teens, and Adults Who Play Young Too

Frederick Levy

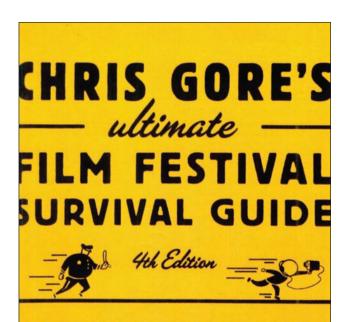
Top talent manager Frederick Levy, a leading expert in developing young talent, offers practical advice and much-needed encouragement to steer today's performing youth toward the career of their dreams.

Hannah Montana, iCarly, Gossip Girl, High School Musical: all of these franchises are part of the evergreen, ever-growing empire that is Young Hollywood. There has never been a better time for aspiring kid and teen actors to break into show business-but the path to stardom can be notoriously harsh. Enter Frederick Levy, a veteran talent manager and sympathetic advocate for young stage and screen actors across the country. Speaking to them on their own level, Levy advises young people on everything from headshots and reels to the role of agents, managers, and parents to auditions and booking a job. Filled with inspiring anecdotes about the biz, this book entertains readers while offering sound, proven advice from not only the author, but also other actors, acting coaches, agents, and casting directors. In addition, Levy provides a comprehensive appendix filled with contact information for talent agencies, management companies, unions, studios, and more.

FREDERICK LEVY is the author of five books and the owner. of Management 101. He also develops and produces film and television, and has been a featured guest on Entertainment Tonight, CNN, Fox News, MTV and VH1.

The audition starts the moment you enter the building. You never know who might be roaming in the hallways, so always be on your best behavior. You don't want a casting associate to pass you in the hall as you're screaming into your cell phone at the best pal you're fighting with or your ex-girlfriend. The audition has begun. Everyone you come in contact with could be someone who helps you get this job.

> -EXCERPT FROM ACTING IN YOUNG HOLLYWOOD



THE ESSENTIAL COMPANION FOR FILMMAKERS AND FESTIVAL-GOERS

INCLUDES ACCESS TO CHRIS GORE'S ONLINE DATABASE WITH

Performing Arts—Film—General (PEROO4000) 6 X 9; 320 pages; 50 black-and-white photographs ISBN/EAN: 978-0-8230-9971-9 \$19.99 paper (Canada: \$24.99)

On Sale 10/6/09

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National Publicity

Author Events and Interviews

out of Los Angeles

Online Promotion

- Promotion on filmthreat.com
- · Promotion on backstage.com
- Outreach to film festival sites and film fan websites

Promotion at Comic-Con San Diego

ALSO BY CHRIS GORE



Ultimate Film Festival Survival Guide 978-1-58065-057-1 \$21.95 (Canada: \$26.95)

CHRIS GORE'S ULTIMATE FILM FESTIVAL SURVIVAL GUIDE, 4TH EDITION

The Essential Companion for Filmmakers and Festival-Goers

Chris Gore

This fully revised and updated edition of an industry standard offers in-depth analysis of the top ten festivals, timely tips on marketing and publicity for your film, and secure access to the author's upto-the-minute online film festival database containing thousands of festivals.

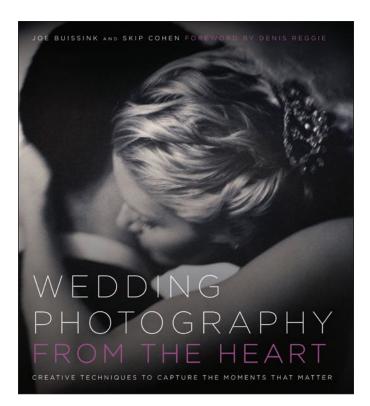
Thanks to their high-profile screenings and star-studded attendance, the names Sundance, Tribeca, and Coachella are now part of the popular vernacular. But every aspiring filmmaker knows that these three festivals only represent the tip of the iceberg—and in the past ten years, the number of festivals worldwide has shot from 400 to 4,000. Chris Gore, the hilariously irreverent host of IFC's Ultimate Film Fanatic, has traveled to more than 100 festivals as a critic, judge, and filmmaker. In this, the fourth edition of his classic survival guide, Chris unlocks all the secrets of successfully selling and marketing a film at each venue, putting on (or crashing) a great party, and signing a distribution deal. New features include:

- Filmmaker interviews with Morgan Spurlock (Super Size Me) and Jared Hess (Napoleon Dynamite)
- Tips on building buzz with the Internet
- Appendices that break down festivals by genre, geography, and submission deadlines
- A code that grants access to the author's secure online database, with up-to-the-minute festival updates

CHRIS GORE is a writer, filmmaker, and the creator of the top-five film site filmthreat.com.

Secret: MAKE FRIENDS WITH EVERYONE ON THE FESTIVAL STAFF, ESPECIALLY THE

VOLUNTEERS. Festival staffs are your best allies when it comes to creating buzz for a film. And the volunteers are even more important, as they'll often be asked, "What is the hot ticket?" So treat them well, enlist their aid, and, if appropriate, shower them with gift baskets of muffins or even swag. Nothing is better than seeing a volunteer who has just gotten off her shift slipping on the free T-shirt with your project's name emblazoned on it for all to see.



Photography—Techniques (PHO18000) 9 X 10; 192 pages; 200 black-and-white and full-color photographs ISBN/EAN: 978-0-8174-2454-1 \$29.99 paper with flaps (Canada: \$37.99)

On Sale 10/20/09

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National Publicity

Advertising

Rangefinder magazine

Online Promotion

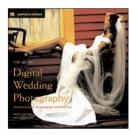
- Cross-promotion on author's website,
 JoeBuissink.com, and both authors facebook pages
- Targeted search campaign

Promotion at WPPI Show

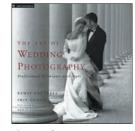
Promotion at PhotoPlus Show

Targeted Mailings to Wedding, Entertainment, Celebrity and Photography Media

ALSO AVAILABLE



The Art of Digital Wedding Photography By Bambi Cantrell and Skip Cohen 978-0-8174-3324-6 \$29.95 paper with flaps (Canada: \$36.95)



The Art of Wedding Photography
By Bambi Cantrell
and Skip Cohen
978-0-8174-3325-3
\$29.95 paper with flaps
(Canada: \$36.95)

WEDDING PHOTOGRAPHY FROM THE HEART

Creative Techniques to Capture the Moments that Matter

Joe Buissink and Skip Cohen; Foreword by Denis Reggie

This lushly illustrated book from premiere celebrity photographer Joe Buissink introduces wedding photographers of all levels to his world-renowned style, offering creative techniques for capturing a couple's most special moments.

Joe Buissink, one of American Photo's Top 10 Wedding Photographers in the World, has for the first time collected 200 of his stunning images (including several from celebrity weddings), with creative inspiration and unparalleled advice for a behind-the-scenes look at his acclaimed style of wedding photography.

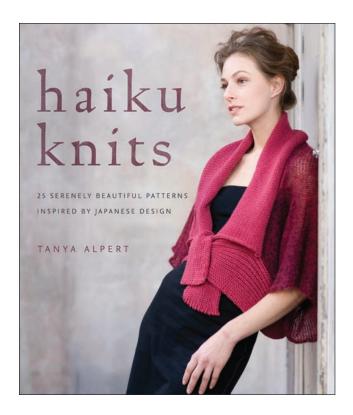
Rather than just listing technical details of how to shoot a wedding, Joe emphasizes "learning to see"—training yourself to anticipate the moments that matter, and most important, developing a relationship of complete trust with your clients. His goal is not necessarily to take technically perfect photos, but to capture perfect moments, transforming intimate, emotional memories into timeless images. Combining Joe's creative insights and technical expertise, Wedding Photography from the Heart is a must-have for all professional, semi-pro, and aspiring wedding photographers, as well as brides and grooms seeking inspiration for their own special day.

JOE BUISSINK has photographed the weddings of many of Hollywood's biggest stars, including Jennifer Lopez, Christina Aguilera, and Jessica Simpson. Visit his website at JoeBuissink.com. SKIP COHEN is the coauthor of several books, and the president of Rangefinder Publishing, Inc. DENNIS REGGIE, a nationally renowned society wedding photographer and Canon Explorer of Light, has been proclaimed "the best in the business" by Oprah Winfrey.









Crafts & Hobbies-Knitting (CRAO15000) 81/2 x 107/8; 144 pages; 100 full-color photographs ISBN/EAN: 978-O-823O-98O7-1 \$29.99 hardcover (Canada: \$37.99)

On Sale 10/20/09

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

National Publicity

Author Events and Interviews

out of San Diego

Online Promotion

- · Advertising and promotion on major craft sites
- · Cross-promotion on store's website, knittingbythebeach.com
- Outreach to knitting blogs

Promotion at the Consumer Craft Shows Nationwide, Including Craft and Hobby Association and The National **NeedleArts Association**

Targeted Mailings to Asian and New Age Outlets





HAIKU KNITS

25 Serenely Beautiful Patterns Inspired by Japanese Design

Tanya Alpert

For beginning to advanced knitters who share an affinity for the understated beauty and simplicity of Japanese design.

Like the graceful, evocative form of Japanese poetry, Haiku, which celebrates nature in all its subtle and unobtrusive beauty, so these 25 patterns highlight casual elegance and are also extremely fashion forward, with innovative elements such as asymmetry, twisted cables, and decorative seaming. Some of the pieces are made of distinctive fibers, such as linen, silk-mohair, even blends of stainless steel and silk, or use more traditional yarns in unique ways-giving each design an extremely original, but Japaneseinspired look.

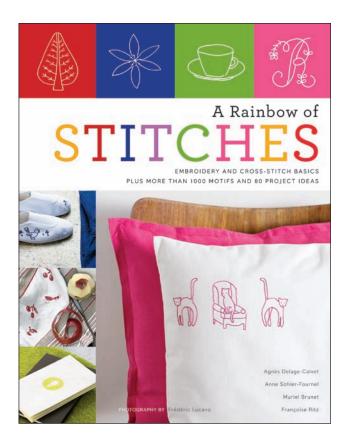
Technically simple but supremely stylish and sophisticated, these designs will appeal to knitters with a modern aesthetic. Each pattern is introduced by explaining the inspiration behind it and falls into one of five nature-themed chapters:

- · Lingering Snow: cold-weather designs
- · Wind and Stream: transitional garments for spring or fall
- Ocean Breeze: summer wear
- · Fading Light: clothes meant to be worn at night
- · Beauty in Motion: garments with a casual, relaxed feel

Illustrated with stunning photographs, this beautiful book also includes an illustrated appendix of essential techniques that will guide new knitters and refresh veterans.

TANYA ALPERT is a fiber artist, knitwear designer, and knitting instructor. She owns Knitting By the Beach, a yarn store in Solana Beach, California.





Crafts & Hobbies–Embroidery, Crafts & Hobbies–Cross-Stitch, Crafts & Hobbies (CRAOO8OOO) 71/2 X 95/8; 240 pages; 900 full-color illustrations ISBN/EAN: 978-O-823O-1478-1 \$24.99 paper (Canada: \$29.99)

On Sale 10/20/09

British: Hachette Livre Translation: Hachette Livre First Serial: Crown

National Publicity

Online Promotion

- · Advertising and promotion on major craft sites
- · Outreach to craft and embroidery blogs and websites

Promotion at the Consumer Craft Shows Nationwide, Including Craft and Hobby Association and The National NeedleArts Association

ALSO AVAILABLE



Super Stitches Crochet By Jennifer Campbell and Ann-Marie Bakewell 978-0-8230-9908-5 \$19.95 paper (Canada: \$24.95)



Super Stitches Knitting By Karen Hemingway 978-0-8230-9957-1 \$19.95 paper (Canada: \$24.95)

A RAINBOW OF STITCHES

Embroidery and Cross-Stitch Basics
Plus More Than 1,000 Motifs and 80 Project Ideas

Agnès Delage-Calvet, Anne Sohier-Fournel, Muriel Brunet, and Françoise Ritz; Photography by Frédéric Lucano

A how-to stitch guide, project idea book, and encyclopedia of motifs in one volume, A Rainbow of Stitches is an invaluable resource for embroiderers of all skill levels, with enough project ideas and colorful inspirations to last a lifetime.

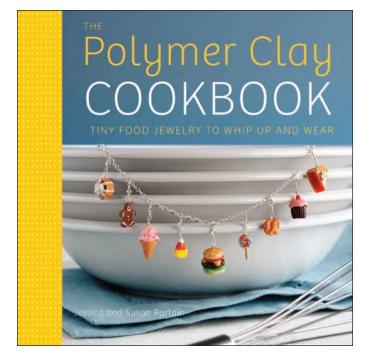
A Rainbow of Stitches is a classic guide whose appeal grows as its users' skills develop. Beginning embroiderers will love the introduction to basic techniques and simple stitches. Intermediate stitchers can turn to its 1,000 embroidery and cross-stitch techniques, including charming flourishes, sweet vintage themes, and elegant monograms. And even the most advanced indie embroiderista will love the 80 project ideas that are grouped by color—rich reds, elegant whites, pretty pinks, timeless blues, and fresh greens. Beautifully photographed and elegantly designed, this book is sure to satisfy stitchers new and old.

AGNÈS DELAGE-CALVEY, ANNE SOHIER-FOURNEL, MURIEL BRUNET, and FRANÇOISE RITZ are lifelong needle arts enthusiasts and experienced teachers of fiber crafts. FRÉDÉRIC LUCANO is a professional photographer specializing in fashion and home décor.









Crafts & Hobbies—Jewelry (CRAO14000) 7½6 x 7½6; 160 pages; 200 full-color photographs ISBN/EAN: 978-0-8230-2484-1 \$16.99 paper (Canada: \$21.99)

On Sale 10/20/09

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National Publicity

Author Events

out of Washington, DC

Online Promotion

- · Advertising and promotion on top crafting websites
- Cross-promotion with author's blogs, tinyfood.blogspot.com and inediblogspot.com, and with their website, inediblejewelry.com
- Outreach to polymer clay blogs

Cross-Promotion with the Polymer Clay Artists Guild of Etsy

Promotion at Craft and Hobby Association
Trade Show

THE POLYMER CLAY COOKBOOK

Tiny Food Jewelry to Whip Up and Wear

Jessica Partain and Susan Partain

A collection of 20 "recipes" for deliciously realistic, delightfully simple pieces of polymer clay jewelry, all inspired by your favorite foods.

Sisters Jessica and Susan Partain bring the kitchen into their crafting when they combine two of their favorite hobbies, cooking and polymer clay jewelry, in *The Polymer Clay Cookbook*. As we all know, food isn't just about the taste—it's about the memories, emotions, and people it evokes. And what better way to indulge some alone time, an afternoon with friends, or precious mother-daughter time, than by pouring your creativity into tiny, adorable charms that celebrate your favorite foods? The easy-to-follow "recipes" are perfect for even beginning miniaturist "chefs," with complete directions for making charms, earrings, bracelets, necklaces, and more. There are even ideas for edible cooking with real food recipes for five of the authors' favorite dishes.

Easy to make, fun to wear, and perfect for gifts and holidays, these tiny, adorable charms are sure to delight foodies and crafters of all ages.

JESSICA and SUSAN PARTAIN are the founders of Inedible Jewelry (www.inediblejewelry.com). Jessica teaches workshops on sculpting miniature food jewelry to children, teens, and adults, and is based in Charlottesville, Virginia. Susan lives and works in Washington, DC. Visit their blog at http://inediblog.blogspot.com.

Rainbow Swirly Lollipop











FROM THE INTRODUCTION:

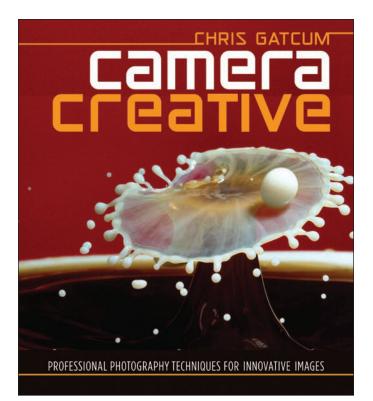
Why We're Obsessed with Tiny Food Jewelry (and Why You Should Be, Too!)

As sisters, we first discovered polymer clay as kids, and haven't been able to put it down since. Combine our love of clay with a healthy obsession with food, and naturally we pour our creativity into cooking up miniature polymer clay food jewelry. Most of all, we love sharing our passion for food, and watching people dangle a cupcake around their neck—or waffles from their ears!

Food isn't just about the taste—it's also about memories, emotions, and people. We all have favorite foods that evoke ties to special times and places in our lives. Who can eat popcorn without thinking of afternoons at the movies? Or watermelon without remembering childhood summer picnics? We particularly love spaghetti, not only because of the zesty marinara and mouth-watering meatballs, but because it brings us back to visits with our grandma, watching her stir and taste the sauce while we caught up around her dining room table. To celebrate food is, we think, to celebrate life.

The main "ingredient" of our food miniatures is polymer clay, an incredibly versatile and inexpensive medium that is easy to find in craft stores. With a little imagination and ingenuity, you can sculpt polymer clay to look like just about any food you can imagine. We hope you have a lot of fun creating and wearing these projects—and enjoying the memories they bring. Bon appétit!

* JESSICA AND SUSAN PARTAIN



Photography-Techniques (PHOO18000) 81/4 x 91/4; 176 pages; 300 full-color photographs ISBN/EAN: 978-O-8174-245O-3 \$24.99 paper (Canada: \$29.99)

On Sale 11/03/09

British: Ilex Press Translation: Ilex Press First Serial: Crown

National Publicity

Online Promotion

- · Advertising and promotion on flickr.com, Makezine.com, and Photo.net
- · Co-promotion on PhotoNotes.org
- · Targeted search advertising

Promotion at PhotoPlus Show

Academic Mailer to High Schools

Mailings to Photography and Men's Interest **Publications**



CAMERA CREATIVE

Professional Photography Techniques for Innovative Images

Chris Gatcum

Amateur photographers looking to go beyond the basics will love this collection of 50 ways to take those amazing "wow" shots. These are the insider techniques today's enthusiasts want to learn but won't find in any camera manual, from exciting photo-taking ideas to post-processing tips and easy, inexpensive make-at-home gear.

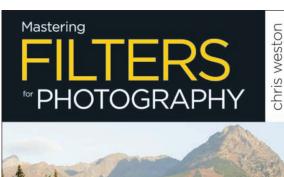
Camera Creative is about breaking the rules and taking stunning, innovative images that will amaze your friends. Here are the secrets behind 50 of today's most popular creative photo techniques, from achieving the popular "bokeh" effect to taking water droplet photos, faking tilt-shift (model world) shots, TTV (through the viewfinder) photography, creating small-world panos, freezing moments you thought were beyond your camera's capacity, and so much more.

Readers also learn to make at-home versions of expensive camera gear and accessories, such as flash diffusers, special lenses, beauty dishes, filter gels, and tripods—a great way to experiment without spending big dollars. The projects are all relatively quick and are applicable to a range of levels. Throughout, eye-popping images from a wide range of professional photographers inspire and instruct.

Ever wonder how to take some of the great shots you see on Flickr? Camera Creative is the manual that will show you how.

CHRIS GATCUM is an award-winning photographer, the former technical writer for American Photography magazine, and a frequent contributor of technique-based photography articles to various online and print publications.









Photography—Techniques (PHOO18000) 71/2 x 97/10; 192 pages; 300 full-color photographs ISBN/EAN: 978-0-8174-2451-0 \$25.99 paper (Canada: \$32.99)

On sale 11/03/09

British: RotoVision Translation: RotoVision First Serial: Crown

National Publicity

Online Promotion

- Advertising and promotion on OutdoorPhotographer.com, Makezine.com, and Strobist.blogspot.com
- $\bullet \ {\hbox{\it Co-promotion on author's website, chrisweston.} uk.com$
- Targeted search advertising

Promotion at PhotoPlus Show

MASTERING FILTERS FOR PHOTOGRAPHY

The Complete Guide to Digital and Optical Techniques for High-Impact Photos

Chris Weston

The most comprehensive, up-to-the-minute resource on the market for serious amateurs and semi-pros on using optical and digital filters to create stunning effects.

Filters are used in photography to bring an image closer to the way our eyes actually perceived the original scene, which often isn't possible for a camera on its own. They can also be used to create unique mood and color effects—allowing for considerably more artistic license.

Mastering Filters for Photography examines all aspects of using optical filters, such as understanding and managing light, contrast, and color; and using filters for black-and-white and special effects photography. It then lays out digital filter techniques just as comprehensively, covering the very latest options and technology, including filters that can be applied as part of post-processing in Photoshop. Most important, it shows in a very practical way how to apply filters to a variety of genres, from landscape to portrait, wedding, fine art, architectural, commercial, and studio photography.

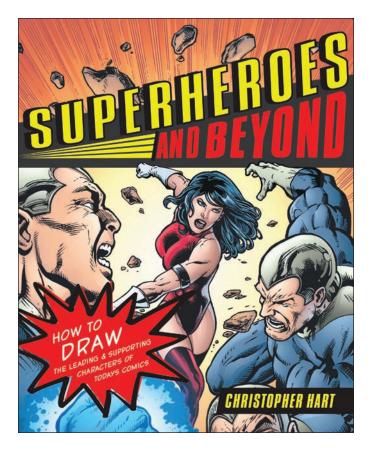
Filled with more than 300 visually dramatic images from master photographers, Mastering Filters for Photography is the definitive guide to using filters—an important part of any professional or semi-pro photographer's arsenal—for optimal effects.

CHRIS WESTON is the author of 20 photography books, including a joint project with world-renowned wildlife photographer Art Wolfe. He's also a regular contributor to *Practical Photography*, *Outdoor Photographer*, and *DSLR User* magazines.









Art-Cartooning (ARTOO4000) 81/2 x 10; 160 pages; 30 full-color and 250 black-and-white illustrations ISBN/EAN: 978-O-823O-33O5-8 \$21.99 paper (Canada: \$26.99) On Sale 11/10/09

All rights: Crown

National Publicity

Online Promotion

Activity kit on Watson-Guptill website

Promotion at New York Comic Con and Comic-Con San Diego

ALSO BY CHRISTOPHER HART







Drawing Cutting Edge Comics 978-O-823O-2397-4 \$19.95 paper (Canada: \$24.95)



Simplified Anatomy for the Comic Book Artist 978-0-8230-4773-4 \$19.95 papei (Canada: \$24.95)

SUPERHEROES AND BEYOND

How to Draw the Leading and Supporting Characters of Today's Comics

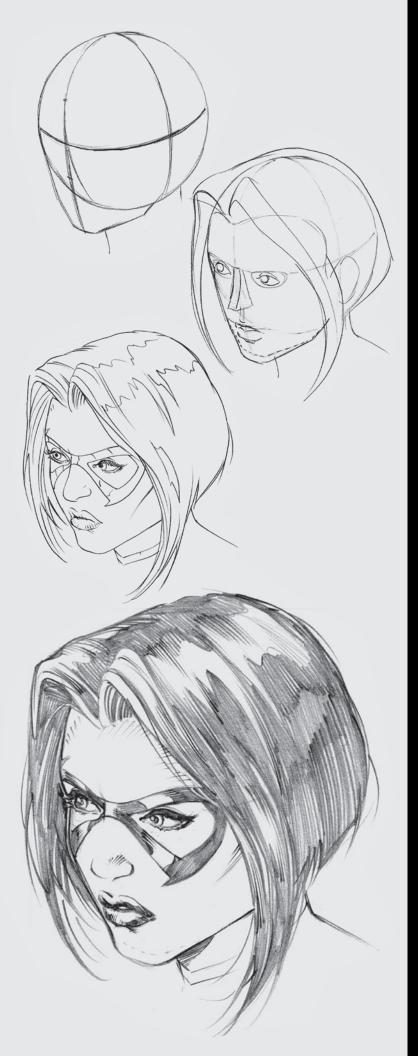
Christopher Hart

When it comes to comics, it's all about the superhero. Now the world's bestselling author of drawings and cartooning books shows in-depth and step-by-step how aspiring and accomplished artists can create a wide array of original comic book heroes and villains—all the types of characters that star in today's comicsdriven media.

Christopher Hart's eight previous comics-related booksincluding Drawing Cutting Edge Comics and How to Draw Comic Book Heroes and Villains—have sold a total of 427,000 copies. Now, in Superheroes and Beyond, he focuses on how to draw the superheroes that are the basis of comics and comics-inspired movies and video games. Unlike many books on the subject, Superheroes and Beyond goes far beyond a superficial approach, developing each character with clearly delineated constructions. It explains the importance of foreshortening poses, the use of light and dark, superhero environments, the dynamics of drawing superhero action, devising an attention-getting splash page, and the treatment of villains and supporting characters.

CHRISTOPHER HART's books have set the standard for art instruction, nationally and internationally, with 2.5 million copies in print in eighteen languages. Hart's books have become staples for a new generation of aspiring artists and professionals, and they have been selected by the American Library Association for special notice.





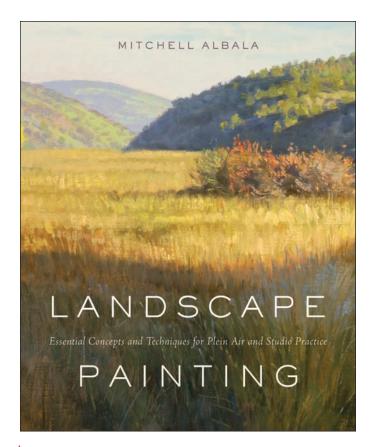
ACTION HEROES

They are, beyond question, the most popular characters in comics. Their eye-catching costumes, super powers, and sculpted physiques capture the imaginations of readers of all ages. Now there's a book devoted to how to draw them. You can draw the way you've always wanted to, but didn't quite have the knowledge necessary. Designed to give you the edge, this book is for beginners as well as more experienced artists. These carefully crafted, step-by-step tutorials will help you to crush the competition. That's because there are a huge number of illustrated examples in this book. You won't have to read your way into drawing, you'll see exactly how to do it.

You'll also learn how to draw the supporting characters essential to any good action hero adventure, including super-villains, cub reporters, newspaper editors, and more. There's a must-know chapter on drawing the sexy gals (the action heroines) of comics. As any comic book editor will tell you, beautiful women are what sell comics. So you'll definitely want to use this chapter to sharpen your game.

You'll get the know-how about body dynamics, and use it to draw convincing action poses. We'll also cover exaggeration, expressions, costumes, using light and shadow to create intensity, drawing the splash page, and layout and composition.

The power of the universe is in your hands.



Art-Painting (ARTO2OOO)

9 X 11; 192 pages; 200 full-color and 30 black-and-white illustrations ISBN/EAN: 978-O-823O-322O-4

\$35.00 hardcover (Canada: \$43.00)

On Sale 11/17/09

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National Publicity

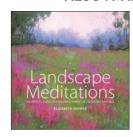
Online Promotion

Advertising and promotionon major artist websites

Promotion at CAA and NAMTA

Academic Marketing to Schools

ALSO AVAILABLE



Landscape MeditationsBy Elizabeth Mowry
978-O-823O-26O2-9
\$24.95 paper with flaps
(Canada: \$31.00)



LANDSCAPE PAINTING

Essential Concepts and Techniques for Plein Air and Studio Practice

Mitchell Albala

An in-depth guide to all aspects of landscape painting, ideally suited for anyone who wants to get started in the genre, as well as more experienced practitioners who want to hone their skills or learn new perspectives.

Concise, practical, and inspirational, Landscape Painting focuses on the greatest challenges for the landscape artist, such as:

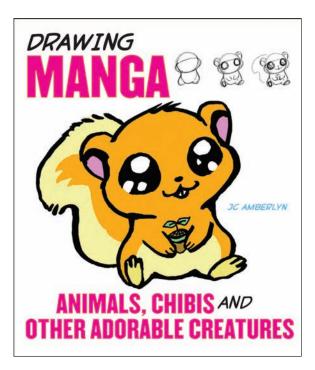
- Simplification and Massing: Landscape painters must learn to reduce nature's complexity by looking beneath the surface of a subject to discover the form's masses and basic shapes.
- Color and Metaphor: As author Mitchell Albala points out, artists can't replicate light, but they can employ color strategies that lead the eye to perceive a subject in a certain way.
- Composition and Design: Learn to select wisely from nature's vast panorama. Albala's "outside-in" approach lets you discover the most promising subject from a world of possibilities.

The illustrations draw from the work of more than 30 notable artists, including the work of such masters of landscape painting as John Constable, Sanford Gifford, Meyndert Hobbema, and Claude Monet, in order to cover the broadest range of approaches. The essential concepts and practices that Albala explores are applicable to both plein air and studio painting, and are based on his many years of landscape painting and teaching workshops.

MITCHELL ALBALA teaches landscape painting at the Gage Academy of Art in Seattle. He has lectured on Impressionism at the Seattle Art Museum and has written about landscape painting in American Artist magazine.

Light and Color





Art–Drawing (ARTO10000) 8½ x 10; 160 pages; 37 full-color illustrations and 250 black-and-white illustrations ISBN/EAN: 978-0-8230-9533-9 \$21.99 paper (Canada: \$26.99)

On Sale 11/17/09

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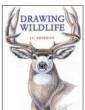
National Publicity

Online Promotion

- · Advertising and promotion on ICv2.com
- Promotion on girls' websites

Promotion at New York Comic Con and Comic-Con San Diego

ALSO BY J.C. AMBERLYN



Drawing Wildlife 978-O-823O-2379-O \$24.95 paper (Canada: \$31.00)



J.C. Amberlyn

Animals and manga are a winning combination, and this is one of the few books to focus specifically on drawing animals manga-style.

The world of manga is populated by strange creatures and adorable sidekicks. Just about every manga hero and heroine has an animal mascot, and all the most popular manga characters have a cute "chibi" form. Drawing Manga Animals, Chibis, and Other Adorable Creatures teaches aspiring manga artists how do create the funny critters that populate both girls' manga, and the more gritty, Gothic creatures found in boys' manga.

Organized into three sections, the book begins with an overview on manga style, including chapters on anatomy, cute monsters, and mascot creatures common to the genre, and more advanced manga techniques such as light and shadow, drawing hair, scales, fur, and speed lines. In part two, Japanese manga creatures both actual and mythological are profiled in a more realistic manga-style drawing as well as in a cartoon-like or "chibi" version. The final section is comprised of step-by-step demonstrations that take an initial pencil sketch to finished character, colorized with digital programs like Photoshop and Painter X.

For tweens and teens who love shoujo (young girls) and shonen (young boys) manga, here's a book that will help them create their own otherworldly adventures, and the all-important adorable animals and minimonsters who propel them.

J.C. AMBERLYN is an award-winning artist, animator, graphic novelist, photographer, and naturalist. She is the author of the bestselling Drawing Wildlife.



IMAGINATION RUN

NEW IN PAPERBACK!

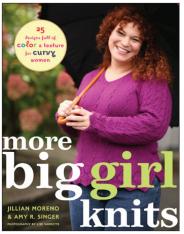
BIG GIRL KNITS



Big Girl Knits features a collection of 25 stylish, unique patterns for women size 14 and up. From flattering pullovers and sexy tees to sleek skirts and fun accessories, this book is overflowing with options for knitting up an entire wardrobe to complement your shapely shape.

Crafts & Hobbies—Knitting (CRAO15000) 8½ x 11; 160 pages ISBN/EAN: 978-0-307-58637-7 \$22.99 paper (Canada: \$27.99) On Sale 11/17/09

MORE BIG GIRL KNITS



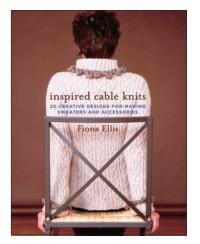
The geniuses behind *Big Girl Knits* present 25 all new curve-flattering projects that explore the beauty of color and texture, plus adaptations to make almost any pattern suitable for all shapes and sizes. Look great without adding bulk.

Crafts & Hobbies—Knitting (CRAO15000) 8½ x 11; 160 pages ISBN/EAN: 978-0-307-58638-4 \$22.99 paper (Canada: \$27.99) **On Sale 10/6/09**

"Thanks to Moreno and Singer's collection of clever, figure-flattering patterns . . . you'll never again knit a sweater that makes your big top look like The Big Top."

-DEBBIE STOLLER, editor-in-chief of BUST magazine and author of the Stitch 'n Bitch series

INSPIRED CABLE KNITS



Internationally acclaimed knitwear designer Fiona Ellis shares the meditative power of "mindful" knitting in this collection of 20 stunning cable designs. Inspired Cable Knits is ideal for intermediate and returning knitters looking for a new approach to a traditional technique.

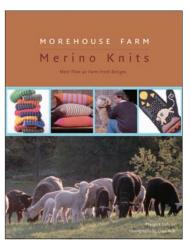
Crafts & Hobbies—Knitting (CRAO15000) 8½ x 11; 144 pages ISBN/EAN: 978-0-307-58639-1 \$22.99 paper (Canada: \$27.99)

On Sale 9/22/09

"Fiona Ellis is a master at combining textures and knitting techniques in new and creative ways. *Inspired Cables* is a must-have for all those who knit with their hearts and minds, as well as their hands."

-Trisha Malcolm, Editor-in-Chief, Vogue Knitting Magazine

MOREHOUSE FARM MERINO KNITS



Morehouse Farm Merino Knits opens the gates of this magical farmland with a true city-to-country fairy tale and a fresh crop of patterns for merino hand knits. With more than 40 designs geared for knitters who delight in the soothing qualities of working with a plush fiber. Spoil yourself with merino, the world's most luxurious wool yarn.

Crafts & Hobbies—Knitting (CRAO15000) 8½ x 11; 144 pages ISBN/EAN: 978-0-307-58640-7 \$22.99 paper (Canada: \$27.99)

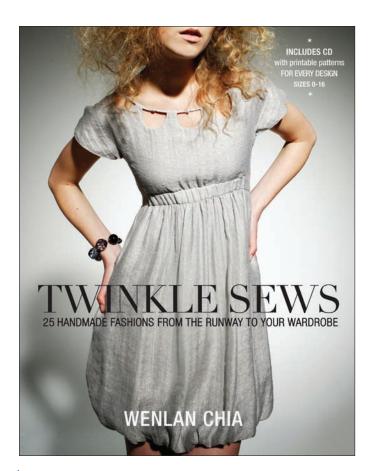
On Sale 9/8/09

"Morehouse Farm's hard-won success has come in part from their unusually sophisticated approach to [sheep and wool], bringing big-city marketing skills to a down-home endeavor."

— New York Times



potter craft



Crafts & Hobbies—Sewing (CRAO35000) 8½ x 10½; 160 pages; 90 full-color photographs ISBN/EAN: 978-0-307-40935-5 \$30.00 hardcover (Canada: \$37.00) On Sale 9/29/09

All rights: Crown

National Publicity

Online Promotion

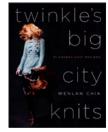
- Advertising on fashion, pop culture and craft websites
- Cross-promotion at TwinklebyWenlan.com and TwinkleLiving.com
- · Feature in PotterCraftNews.com
- · Outreach to craft bloggers

Promotion at Twinkle Fashion Shows

Promotion at The National NeedleArts Association and the Crafts & Hobby Association Trade Shows

Buzz Mailing to Fashion and Design Schools and Organizations

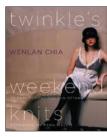
ALSO BY WENLAN CHIA



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



Twinkle's Town & Country Knits 978-0-307-34612-4 \$32.50 hardcover (Canada: \$37.95)



ENGLISH

GARDEN

Twinkle's Weekend Knits 978-O-3O7-34613-1 \$24.95 hardcover (Canada: \$29.95)

TWINKLE SEWS

25 Handmade Fashions from the Runway to Your Wardrobe

Includes CD with printable patterns for every design sizes 0-16

Wenlan Chia

For the first time, fashion designer Wenlan Chia shares sewing patterns from her playfully sophisticated, popular ready-to-wear line Twinkle by Wenlan.

Many Twinkle fans were first introduced to Wenlan Chia's signature fresh, young, whimsical style through her knitting books. But before Wenlan knitted, she sewed. And the arresting pieces in her collections for Twinkle are seen not just on fashion runways but in high-end stores with high-end prices like Barneys, Nordstrom, Bloomingdale's, and Saks Fifth Avenue.

Now intermediate sewers who love Wenlan's looks can choose from 25 of her patterns, including favorites like her Annie Hall Skirt, Origami Blouse, White Magic Dress, and Flapper Camisole. Even better, the full-size patterns are included on a CD for you to print out at home, and come in five different sizes so they can be customized for every body type.

Besides the coveted patterns, Wenlan helps you pick the best fabric for each project and teaches core home sewing techniques, like how to sew a seam, insert a zipper, and interface fabric. To wear a Wenlan piece is to feel flirtatious and smart. To make one yourself is all that and more.

WENLAN CHIA made her runway debut in 2002 and has shown her collections consistently since then during New York Fashion Week. She is also the author of *Twinkle's Big City Knits*, *Twinkle's Weekend Knits*, and *Twinkle's Town & Country Knits*. In addition to clothing, Twinkle has expanded to include accessories, fine jewelry, yarn, and home furnishings.







Crafts & Hobbies—Sewing (CRAO35000) 8½ x 10% 160 pages; 75 full-color and 100 line drawings ISBN/EAN: 978-0-307-45139-2 \$24.99 paper (Canada: \$29.99)

On Sale 9/22/09

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National Publicity

Author Events

out of New York City

Online Promotion

- Advertising on key sewing and craft websites
- Cross promotion on author's website and blog, HodgePodgeFarm.net
- Feature in PotterCraftNews.com
- · Craft Blogger Outreach

Promotional Materials Available for Author's Workshops and Craft Show Appearances

Buzz Mailing to Fashion Schools and Design Organizations



DESIGN-IT-YOURSELF CLOTHES

Patternmaking Simplified

Cal Patch

For the 3.8 million *Project Runway* fans and the 35 million home sewers in the U.S., a fresh approach to modern patternmaking.

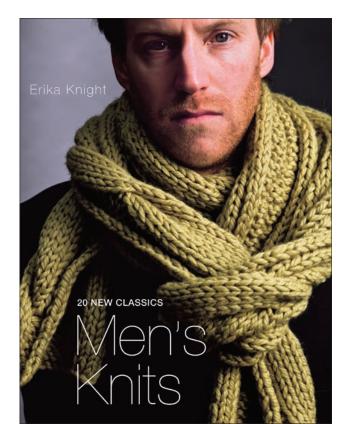
Ever since *Project Runway* began dominating the reality show circuit, there's been a resurgence in people, particularly college students, who want to become fashion designers—or at least design some cool outfits for themselves! Yet the few teaching tools on the market are dry textbooks or books with outdated looks.

In Design-It-Yourself Clothes, former Urban Outfitters designer Cal Patch brings her youthful aesthetic to a how-to book that will speak to those who want to wear something they can't find on store racks. With Cal, those who have mastered sewing can make clothes that express their individual style.

In five key projects (with four variations on each)—including a perfect-fitting dress, T-shirt, button-down shirt, A-line skirt, and pants—Cal shares the art of patternmaking, proving that it's much simpler than you think by offering tips, explanations, options, and exercises throughout. From taking measurements, drafting the patterns, and choosing fabrics to making the patterns your own by adding darts, waistbands, pockets, and ruffles, Cal covers everything an intermediate sewer needs to become a fabulous fashion designer.

CAL PATCH has been a clothing designer for seventeen years, and most notably designed the Free People label for Urban Outfitters before creating her own label, Hodge Podge Farm. She teaches sewing and patternmaking throughout New York City.





Crafts & Hobbies—Knitting (CRAO15OOO) $71/2 \times 93/4$; 144 pages; 105 full-color photographs ISBN/EAN: 978-O-3O7-46O49-3 \$21.99 paper (Canada: \$26.99)

On Sale 9/22/09

British: Quadrille Publishing Translation: Quadrille Publishing First Serial: Crown

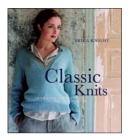
National Publicity

Online Promotion

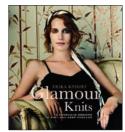
- Advertising on top knitting websites and key craft blogs
- Cross-promotion on ErikaKnight.com
- Feature in PotterCraftNews.com
- · Craft Blogger outreach

Promotion at The National NeedleArts Association Trade Show

ALSO BY ERIKA KNIGHT



Classic Knits 978-O-307-34719-O \$19.95 paper-over-board (Canada: \$25.95)



Glamour Knits 978-0-307-34720-6 \$19.95 paper-over-board (Canada: \$25.95)

MEN'S KNITS

20 New Classics

Erika Knight

For any knitter who wants to make the perfect gift for the toughest possible person: the man in her life.

While there's a small, but growing contingent of male knitters, there are plenty of women who want to find the right knitting project for a guy in their life—be it their husband, dad, or best friend. But men are difficult to buy clothes for, not to mention knit for. They don't want anything fussy or too trendy. The color palette needs to be classic, and the yarn should be soft but durable. In short, men want something comfortable that they can wear for years.

So, what's a woman to do? Turn to knitter extraordinaire Erika Knight for knitwear men love. Knight started her career designing menswear, and over the decades she has learned all of their clothing preferences. In *Men's Knits* she applies that expertise to 20 projects that guys are sure to wear day in and day out. Using classic shapes, a mostly neutral palette (but with some teals and chocolates thrown in for the slightly flashier guy) and natural yarns like wool, bamboo, and hemp, every piece is distinctive and stylish.

So whether it's a button-up cardigan fit for the office or a comfy sweater perfect for the weekend, you're sure to find something that'll look good on the man in your life—and not end up forever buried in his closet.

ERIKA KNIGHT is the author of Classic Knits, Glamour Knits, Classic Knits at Home, and Glamour Knits at Home and is a highly sought-after fashion and crafts consultant.





Crafts & Hobbies—Papercrafts/Photography—General (PHOOOOOO)
77/16 x 1O; 192 pages; 4OO full-color photographs
ISBN/EAN: 978-O-3O7-45142-2
\$21.99 paper (Canada: \$26.99)

On Sale 9/15/09

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Online Promotion

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- · Advertising on Facebook
- · Photo, Craft and Mommy blogger outreach
- Cross-promotion on Photojojo.com and in their e-newsletters
- Feature in PotterCraftNews.com

Buzz Mailing to Camera Enthusiasts and Professionals





РНОТОЈОЈО!

Insanely Great Photo Projects and DIY Ideas

Amit Gupta with Kelly Jensen

From new parents to 20-plus million Flickr users, Photojojo! will delight anyone with a digital camera and a hankering for inspiring ideas to keep their shutters snapping and cool photo projects that show off all those images locked on their hard drives.

Hard drives are the new attics. Memories get filed away in a digital "shoebox," rarely to be seen again. But it doesn't have to be that way. In *Photojojo!* you'll find 50 projects you can gift or make for yourself—from a photo snow globe or a temporary tattoo to a wall-sized mural or a photo chandelier, and simple but clever camera hacks, like how to make your own fish-eye lens, turn any plastic bottle into a tripod, or make a secret spy cam.

Most of the projects require only basic crafting skills like cutting and gluing, so just about anyone can make them. A great opportunity to reach both photography buffs as well as the crafting set, *Photojojo!* represents a fresh and approachable take on a newly emerged category: photo crafts.

AMIT GUPTA started *Photojojo!* as a newsletter that quickly grew to include 250,000 subscribers, an eager and engaged fan following and a website with a half million monthly visitors. He is an avid photographer and photoblogger and has been featured in the *New York Times*, MTV, NPR, and the *Todαy* show. **KELLY JENSEN** sews, knits, draws, builds stuff, and has worked as a freelance photographer.





Five Ways to Take **Amazing Portraits**



1. Use the frame.

The emphasis in any portrait should always be on the person. Fill the frame with their face, or compose your shot to make them the most interesting thing in the picture.

2. Keep it simple.

To keep the focus on the subject, choose simple backgrounds and keep distracting elements out of the foreground. When a tree or a lamppost or other background element draws the eye away from the person, move around until you find an angle that takes it out of the picture.

3. Create interest.

When you can't eliminate a distracting background, move the person away from it and use a low aperture (f4.0) to blur the background. This will create an interesting texture behind the person, but won't take focus away from their face.



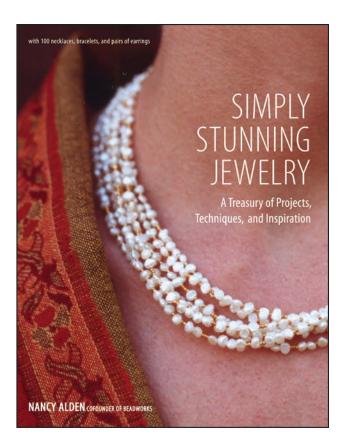
4. Use natural light.

On-camera flash is great when you really need it, and it's handy for filling in backlit pictures. That said, avoid using it for portraits unless you really have to. Natural light is almost always your best option. The exception is harsh noonday sun, which brings out the nooks and crannies of a person's skin in the most unpleasant way. Shoot in the morning or afternoon when you can. If you have to shoot at noon, move the person into the shade for more flattering light.



5. Make the pose count

A head-on portrait with the person staring directly into the lens is usually boring. Turn the person away from the camera slightly, or get up higher than your subject and have them look up at you. It'll make for a more interesting photo and will be more flattering to your subject.



Crafts & Hobbies—Jewelry (CRAO14000) 8½ x 11; 224 pages; 85 full-color photographs ISBN/EAN: 978-O-307-46459-O \$24.99 paper with flaps (Canada: \$29.99)

On Sale 10/06/09

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National Publicity

Author Events

out of Connecticut

Advertising

Bead & Button Magazine

Online Promotion

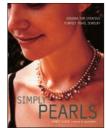
- · Craft Blogger Outreach
- Feature in PotterCraftNews.com
- · Cross-promote at NancyAlden.com

Promote at the Crafts & Hobby Assocation Trade Show

ALSO BY NANCY ALDEN



Simply Gemstones 978-O-3O7-45135-4 \$22.95 paper with flaps (Canada: \$26.95)



Simply Pearls 978-O-3O7-33949-2 \$22.95 paper with flaps (Canada: \$29.95)



Simply Silver, Simply Gold 978-0-307-33952-2 \$22.95 paper with flaps (Canada: \$29.95)

SIMPLY STUNNING JEWELRY

A Treasury of Projects, Techniques, and Inspiration

Nancy Alden

Filled with countless jewelry patterns, jewelry-making techniques, and clearly illustrated step-by-step instructions, this comprehensive reference book collects 100 of the best projects from one of the world's most revered jewelry experts.

Gold, silver, pearls, glass, gems . . . No matter what material you want to work with, *Simply Stunning Jewelry* has it covered. In one indispensable volume, Nancy Alden has compiled her expansive knowledge of jewelry design and technique so that even novice jewelers can create stunning, one-of-a kind pieces. *Simply Stunning Jewelry* gives readers all the tools they need to create necklaces, bracelets, and earrings that perfectly suit their taste—and cost a mere fraction of the commercial retail price.

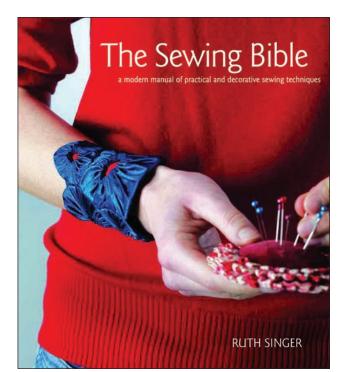
With projects and materials ranging from a simple silver bracelet to sparkling pink sapphire earrings, from precious pearls to plated base metal, *Simply Stunning Jewelry* has something for crafters on every budget. Featuring a primer on the basics; resources for locating all the necessary findings, wire, and tools; and a complete index of all the materials used, including care instructions, and insider tips; *Simply Stunning Jewelry* is a must-have for anyone who loves to create uniquely beautiful jewelry.

NANCY ALDEN is a jewelry designer and cofounder of the Beadworks Group, one of the world's largest bead retailers. Visit them at www.beadworks.com.









Crafts & Hobbies—Sewing (CRAO35000) 87/8 x 10; 304 pages; 750 full-color photographs ISBN/EAN: 978-0-307-46237-4 \$35.00 hardcover (Canada: \$43.00)

On Sale 11/10/09

British: Kyle Cathie Translation: Kyle Cathie First Serial: Crown

National Publicity

Online Promotion

- · Advertising on sewing and key craft websites
- Feature in PotterCraftNews.com
- Craft Blogger Outreach

Promotion at the Craft and Hobby Assocation Trade Show



THE SEWING BIBLE

A Modern Manual of Practical and Decorative Sewing Techniques

Ruth Singer

The first all-encompassing guide to sewing that is as attractive as it is comprehensive; a must-have reference for sewers of every level.

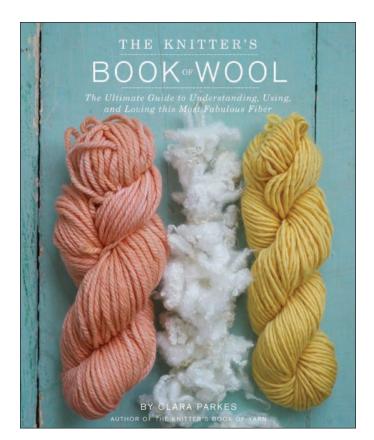
Sewing for pleasure is both a burgeoning trend and an enduring national pastime. Last year, 3 million people bought a new sewing machine in the United States, and 35 million people already consider themselves sewers. Finally, this already-impressive and ever-increasing community of seamsters and seamstresses, will have a comprehensive book on every aspect of sewing, from the most basic (threading a needle) to the advanced (trapunto quilting and couture hemming). From simple tutorials to in depth masterclasses, Singer packs in lesson after lesson.

The Sewing Bible is not only filled with easy-to-use instructions, it also contains more than 750 four-color photographs. In addition to the techniques, Singer includes 20 functional, fashionable sewing projects that illustrate many of the techniques, making this a how-to guide and pattern book in one. With more inspiration and excitment than traditional sewing manuals, and more depth than the average book of projects, The Sewing Bible is truly a complete course on sewing in book form.

RUTH SINGER is an accomplished textile designer and historian. Her work has appeared at exhibitions including the Craft Council's "Origin" show and New York Design Week.







Crafts & Hobbies—Knitting (CRAO15000) 77/16 x 9; 208 pages; 100 full-color photographs ISBN/EAN: 978-0-307-35217-0 \$30.00 hardcover (Canada: \$37.00)

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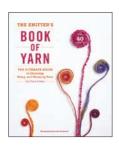
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ALSO BY CLARA PARKES



The Knitter's Book of Yarn 978-0-307-35216-3 \$30.00 hardcover (Canada: \$38.00)

THE KNITTER'S BOOK OF WOOL

The Ultimate Guide to Understanding, Using, and Loving this Most Fabulous Fiber

Clara Parkes

From bestselling author and fiber connoisseur Clara Parkes comes a complete guide to the most popular yarn around.

Every skein of wool has its own story. Like wine, cheese, and coffee, wool is artisanal, it varies according to region, production method, and of course, raw material—the sheep from which it is shorn

For the 53 million-plus women who know how to knit and crochet, wool yarn is far and away the most popular yarn on hook and needle. Parkes, a knowledgeable and passionate wool aficionado, zeroes in on what makes wool so special and dynamic, explaining how differences between breeds of sheep, components of the wool fiber, processing methods, and many other factors contribute to the finished yarn you hold in your hand. In this age of eating, buying, and crafting locally, this book is an indispensable guide for any knitter in search of a deeper connection to the people, farms, and sheep that make their knitting possible.

In addition to providing a framework that helps knitters intuitively understand which wools should become scarves and which should become sweaters, which belong in a blanket and which in a handbag, A Knitter's Book of Wool features twenty unique patterns, specifically designed to showcase the special qualities of wool yarns.

CLARA PARKES is the author of *The Knitter's Book of Yarn*, the publisher of the top-ten knitting website knittersreview. com, and a frequent contributor to *Interweave Knits* and *Twist Collective*.



MEET THE BREEDS

CATEGORY	BREED	FINENESS (in microns)
FINEWOOL	Cormo	17–23
	Merino	17–22
	Polwarth	22–25
	Rambouillet	19–23
	Romeldale	22–25
man of the state o	Targhee	21–25
MEDIUMWOOL	California Red	28–31
	Columbia	24–31
M2-4	Corriedale	25–31
Grand San	Finnish Landrace (Finn)	24-31
	Montadale	25–30
	Tunis	24–29
DOWNWOOL AND	Cheviot	27–33
DOWN-TYPE WOOL	Clun Forest	28-33
	Dorset Down	26–29
	Dorset Horn and Poll Dorset	27–33
	Oxford	28–34
	Ryeland	26–32
(1911) and to me	Shropshire	25-33
	Southdown	24–29
11-16	Suffolk	26–33
LONGWOOL	Bluefaced Leicester	24–28
	Border Leicester	30–38
	Coopworth	35–39
	Cotswold	34–40
	Leicester Longwool	32–38
	Lincoln	34–41
4	Perendale	29-35
A CONTRACTOR OF THE PARTY OF TH	Romney	32–39
E W. S. S. Marrielle	Teeswater	30–36
	Wensleydale	33–35
DUAL-COATED	Icelandic	19–30
AND PRIMITIVE	Jacob	27–35
	Navajo-Churro	18–47
92	Scottish Blackface	28–38+
	Shetland	12–40



LILY CHIN'S rochet

SHORTCUTS and TECHNIQUES every crocheter should know

Crafts & Hobbies-Crocheting (CRAOO4000) $5\frac{1}{4} \times 7\frac{1}{8}$; 208 pages; 125 two-color illustrations ISBN/EAN: 978-O-307-46106-3 \$19.99 paper over board (Canada: \$24.99) On Sale 10/13/09

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LILY CHIN'S knitting

SHORTCUTS and TECHNIQUES every knitter should know

Crafts & Hobbies-Knitting (CRAO15000) 51/4 x 71/8; 208 pages; 125 two-color illustrations ISBN/EAN: 978-O-307-46105-6 \$19.99 paper over board (Canada: \$24.99) On Sale 10/13/09

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For all the **knitters** and **crocheters** who can't make it to Lily Chin's popular Tips & Tricks classes (they are, after all, almost always sold out),

Lily shares more than 75 of her best tricks and

secret-weapon techniques.

plus a primer with all the basics,

in each of these Convenient, pocket-sized books.

If there is one thing that every knitter and crocheter can use, it's an accessible technique guide. And who better to compile it than Lily Chin—the author of four immensely popular books, a veteran teacher, and (as proven during her appearance on Late Night with David Letterman) the reigning fastest crocheter in the world?

Lily's new Tips & Tricks series is perfect for knitters and crocheters of all levels. Everyone can appreciate the solid techniques, time-saving shortcuts, and best-of-the best advice that Lily has distilled from her decades of experience. Time-crunched stitchers, beginners who are looking for a leg up, as well as experienced knitters and crocheters in search of troubleshooting techniques will all want to toss these handy volumes into their project bags and bring Lily's know-how along wherever their projects and yarn takes them.

LILY CHIN was named a "Master Knitter" by Vogue Knitting International and was the reigning World's Fastest Crocheter. She has designed knitwear for more than 25 years, and has worked with Ralph Lauren, Vera Wang, Diane von Furstenberg, and Isaac Mizrahi. She is the author of four books.

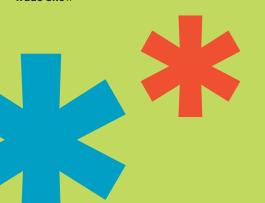
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Lify Chin's Best Crochet Tips

TO USE)

Why YOU NEED This Book

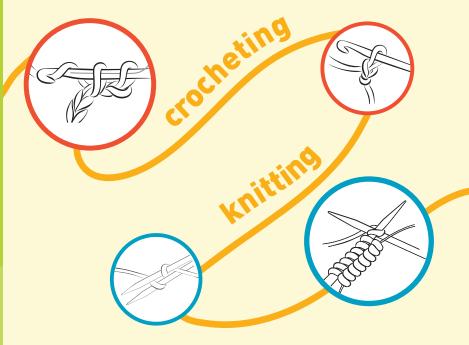
What you hold in your hands is a compilation of things that I've come up with over the years that solve my personal crecheting problems and "Dugaboos." You will most likely not find these techniques and tips in other standard crochet books as a result. Famed knitting guru, Elizabeth Zimmerman, has labeled these kinds of tips as "unvention." That's when you come up with something on your own but you know you can't possibly be the first. Yet, a lot of these techniques, tips and tricks are not common knowledge. Many have become more popularized, I'm sure, as a result of my classes that I have been holding about every other month since 1997. Word gets around. Thus, some may be familiar to you but I guarantee that many will be eye-openers.

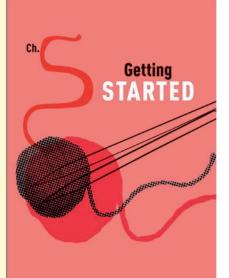


I cover things chronologically. That is, they are presented in the order of your crocheting. One of the first things you do when you begin to crochet is to work the foundation chain. One of the first things you make before you begin a project is the sample swatch ... and so on.

I'm sure over the years, you may have come up with your own tips and tricks that you've "unvented." Maybe one day, we can all compare notes and begin a massive data base. One day ...

Til then...





Making Swatches

One of the very first things you make before you begin a project is the gauge swatch. Although it's not so important for items such as scarves or stoles of alighans (those don't have to be exact sizes), getting gauge when knitting a garment is crucial if you want it to fit. If you're making a garment and refuse to swatch, all I can say is -- you get what you deserve

Gauge

what is gauge and why is getting the gauge important in essence, the gauge is the number of stitches and the number of rows it takes to get a certain measurement. That measurement is usually taken over a four-inch square, though many talk about gauge in terms of one inch such as "4 stitches per inch" or "5 rows per inch." If the size of your stitches and your rows do not match that of the pattern, the piece will not result in the intended size.

This makes a hole or an eyelet. The yarn over creates an extra stitch but the knit two together or k2tog takes away a stitch so that the stitch count remains the same after doing both of them. Later when you see 8 holes or



Getting Started

9 r Getting S



Crafts & Hobbies—Sewing (CRAO35000) 85/8 x 85/8; 112 pages; 50 full-color photographs ISBN/EAN: 978-0-307-46088-2 \$19.99 paper with flaps (Canada: \$24.99)

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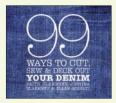
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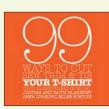
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REFASHIONED BAGS

Upcycle Anything into High-Style Handbags

Faith Blakeney and Justina Blakeney

From the authors of the popular 99 Ways... series comes this new collection of decidedly chic, deceptively quick designs for couture-looking bags—all made with everyday items from around the home.

Don't just recycle—upcycle and repurpose! For the legions of DIY aficionadas and handbag addicts out there, the Blakeney sisters are back with a new book of 24 clever, do-it-yourself projects. *Refashioned Bags* is full of great designs for every occasion, and they're all made from everyday items most people already have! An old blazer finds new life as a shoulder bag, zippers become a disco-ready handbag, and plastic bags fuse together for a ready-for-anything-but-the-landfill clutch. The book shows you how to be stylish without spending more than a dollar or two on materials.

Projects are rated according to level of difficulty, and there are even no- or low-sew options for the inexperienced seamstress. Full-color photography and detailed how-to illustrations accompany each project. The authors also profile seven innovative designers, who share their stories, tips on sourcing, and of course, crafty inspiration for aspiring designers of all levels.

JUSTINA and FAITH BLAKENEY are founding members of Compai, a company and clothing line whose mission is to create fabulous, eco-friendly fashion. Compai's work has been featured in Vogue, Glamour, VenusZine, and Marie Claire, as well as on the Today show.





QUICK FIXES

DIFFICULTY



TOOLS







There are so many bags in the world that are a great shape, but might not be the right color, or have that special "something" that makes a bag spectacular. These quick fixes will show you how to take existing bags and with a little glue or a little paint, make it what it aint'!

Add a new handle made of buttons! Use a pair of pliers to help weave a thin, pliable wire through the holes in vintage buttons, and create a button handle.

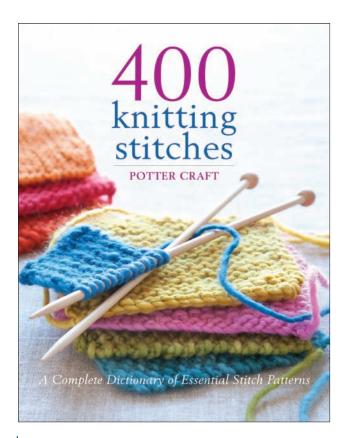
Get busy with the hot glue gun! Cover unsightly or stained bags with fake flowers, buttons, foreign coins or even a bamboo sushi mat. Give the bag a whole new look in a matter of minutes.

Acrylic paint is another quick fix for a raggedy bag. With 2 coats of paint and a Sharpie pen, an old box turns into a modern Marimekko®-inspired masterpiece.









Crafts & Hobbies—Knitting (CRAO15000) 6¹⁵/₁₆ x 8⁷/₈; 256 pages; 440 full-color photographs ISBN/EAN: 978-O-307-46273-2 \$18.99 paper (Canada: \$23.99)

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400 KNITTING STITCHES

A Complete Dictionary of Essential Stitch Patterns

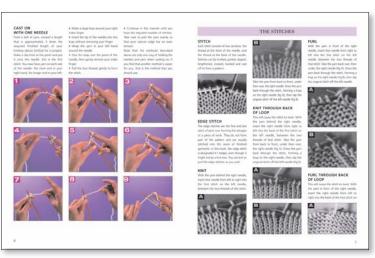
Potter Craft

For knitters of every skill level, an extensive full-color guide to more than 400 stitches.

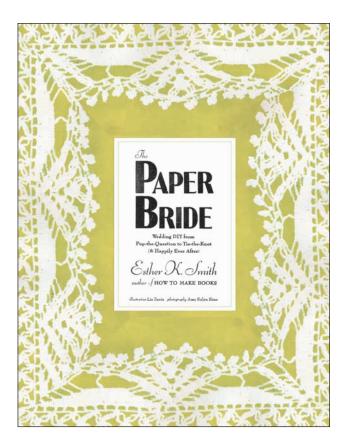
Young knitters, old knitters, hip knitters, traditional knitters: they all wear different styles. But every knitter from age 5 to 95 needs a good dictionary of stitches. 400 Knitting Stitches is a comprehensive ready reference manual that is conveniently divided into eight categories: knit-purl, crossed and cables, slipped, lacy, double, twisted, cast-off, and fancy stitches.

Each of the 400-plus featured stitches is accompanied by easy-to-follow written and charted instructions, as well as a full-color photograph. A section on basic knitting information and techniques at the front of the book makes this volume even more invaluable. From advanced knitters experimenting with their own designs to beginners looking for clear instruction and explanation, 400 Knitting Stitches is essential reference for knitters of all stripes.





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Crafts & Hobbies—Papercrafts (CRAO25000) 8½ x 10½; 144 pages; 50 full-color photographs ISBN/EAN: 978-0-307-40710-8 \$24.99 paper with flaps (Canada: \$29.99)

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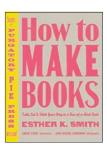
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How to Make Books 978-O-307-35336-8 \$25.00 paper-over-board (Canada: \$32.00)



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THE PAPER BRIDE

Wedding DIY from Pop-the-Question to Tie-the-Knot & Happily Ever After

Esther K. Smith

For the one million brides who get married every year, a guide to creating one-of-a-kind wedding stationery and paper accents that will make your special day that much more unique, that much more you.

Some brides choose engraved invitations. Others prefer modern typefaces in bolder colors and patterns. Still others take a more adventurous route with pop-up cards in the shape of Cuba. But no matter what your sense of style, everyone can agree that an invitation sets the tone for the entire wedding experience. And your invitation, along with the albums, programs, and other paper accents, can create a distinctive and lasting impression.

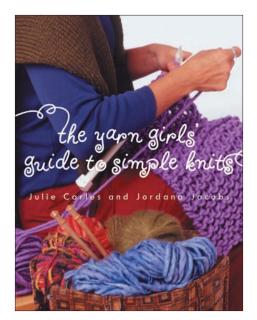
Esther K. Smith provides fun, low-stress, and budget-friendly options for injecting creativity and personality into the celebration. Learn to make your own one-of-a-kind save-the-dates, place cards, menus, thank you notes, coasters, photo albums, favors, and more. With more than thirty paper projects, the book is filled with gorgeous, full-color photography, whimsical illustrations, and anecdotes of couples who have collaborated with Esther on custom designs for their wedding stationary.

The Paper Bride offers not only simple ways to save thousands of dollars on custom paper products, but also the freedom to create wedding keepsakes that reflect the bride and groom's personal style.

ESTHER K. SMITH is a co-owner and operator of Purgatory Pie Press in New York. Their wedding stationery has been featured in the *New York Times* and *Martha Stewart Weddings*.



NEW IN PAPERBACK!



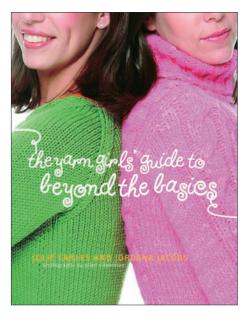
Crafts & Hobbies—Knitting (CRAO15000) 77/16 x 10; 160 pages ISBN/EAN: 978-0-307-58641-4 \$19.99 paper (Canada: \$24.99) On Sale 10/13/09

YARN GIRLS' GUIDE TO SIMPLE KNITS

In their bustling New York City yarn shop Julie Carles and Jordana Jacobs—a.k.a. the Yarn Girls—have helped thousands of new and lapsed knitters rediscover the pleasures of knitting. The Yarn Girls have selected thirty of their most popular basic-but-beautiful projects in a range of must-have styles, from trendy funnel-necks and classic cardigans to sexy tanks. Each project includes pointers to ensure that the finished project will fit properly and look like a million bucks.

YARN GIRLS' GUIDE TO BEYOND THE BASICS

The yarn girls are upping the ante on quick-to-knit, sassy looks in Beyond the Basics. Without abandoning their straightforward instructions and fast-working chunky yarns, the Yarn Girls present thirty-four of their freshest patterns to introduce clever techniques such as cabling, color work, and shaping to turn a simple sweater into a smart number. The projects in this book cover a range of apparel and accessories—hip tees, cozy sweaters, chic hats, delicate scarves, stunning ponchos, and even blankets—enough to take you through all sorts of styles and seasons, with the investment of a little time and a few clever stitches.



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"Does the book live up to its promise? Absolutely. Carles and Jacobs clearly show how—with a little work and a realistic yarn budget—any beginner or lapsed knitter can quickly create a fashionable sweater."

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