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Spring
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SPRING 2005

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discussion group guides

@ C R O W N

The Crown Publishing Group is excited to offer free discussion group guides for a variety of titles on the spring 2005 list.

BEAUTIFUL INEZ

Shaye Areheart Books

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

THE DEVIL YOU KNOW

Three Rivers Press

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

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Three Rivers Press

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

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

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Three Rivers Press

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

WOULD I LIE TO YOU?

Three Rivers Press

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



harmony books & shaye areheart books

SPRING '05

I NEED YOUR LOVE —IS IT TRUE?—

How to Find All the Love, Approval,
and Appreciation You Want

BYRON KATIE

Byron Katie, who taught countless people to do “The Work” in the hugely successful Loving What Is (more than 110,000 combined copies sold), now addresses the most important and emotionally vital area of people’s lives—the yearning for love, approval, and appreciation.

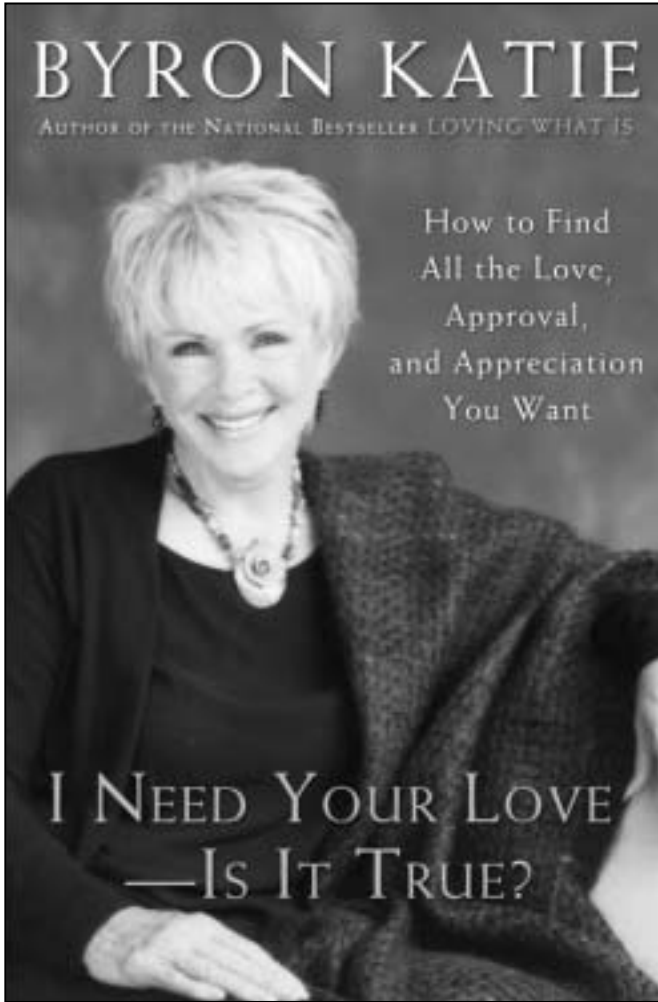
Byron Katie’s breakthrough program, The Work, is simply four questions that, when applied to a specific problem, enable you to see what is troubling you in an entirely different light. In *I Need Your Love—Is It True?*, Katie uses her elegant and precise tools of inquiry to question the most cherished yet misleading belief system in modern life—the quest for love and approval. The book examines both our attempts to win people over—what we do to be liked, approved of, and loved—and also the imaginary needs that drive that quest. The insights that emerge apply equally to casual friendships, workplace relations, and romance and intimate relationships. Finally, through the

process of leaving behind the thoughts and activities that oppose it, the book helps readers arrive at the experience of love itself.

I Need Your Love—Is It True? questions everything we have been taught to think and do to gain love and approval and is organized around the specific false beliefs that we use to torment ourselves. Katie helps readers unravel these beliefs and teaches us how to connect with ourselves and others in truly loving and nonmanipulative ways. *I Need Your Love—Is It True?* has implications that reach into every corner of life.

This is a truly liberating, far-reaching and life-altering book, suffused on every page with the wise and compassionate voice of Byron Katie.

BYRON KATIE conducts seminars and workshops worldwide. She lives in California.



Also by Byron Katie

(with Stephen Mitchell)

Loving What Is

1-4000-4537-1

\$15.00 paper (Canada: \$23.00)

MARKETING

National Publicity

Author Tour

- Atlanta
- Chicago
- Cincinnati
- Dallas
- Denver
- Kansas City, MO
- Los Angeles
- New York
- Phoenix
- Portland, OR
- Raleigh-Durham
- San Diego
- San Francisco
- Santa Barbara
- Seattle

National Print Advertising

P.O.P.

- 1-4000-9778-9
- 12-copy floor display
- \$288.00 (Canada: \$408.00)

Major Promotion on Author's Site, TheWork.org

Also Available as a Random House AudioBook

- Abridged, 4 CDs
- 0-7393-1699-0
- \$27.50 (Canada: \$39.95)
- Abridged, 3 cassettes
- 0-7393-1698-2
- \$25.00 (Canada: \$35.00)



Self-Help—Motivational (SEL021000)

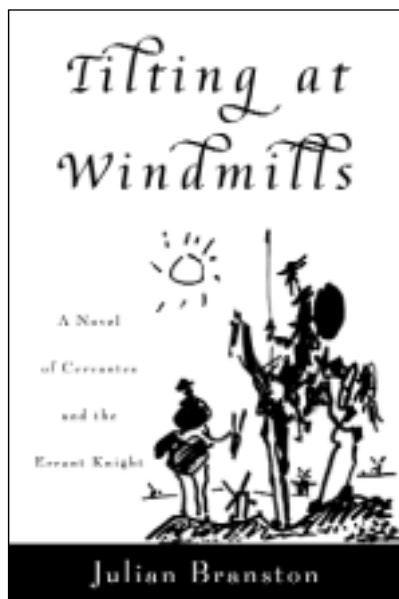
6 1/8 x 9 1/4; 240 pages

Harmony

1-4000-5107-X. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400051076

On Sale 3/22/05



MARKETING

National Publicity

TILTING AT WINDMILLS

A Novel of Cervantes and the Errant Knight
By Julian Branston

A playful reinvention of the story behind Cervantes's classic epic Don Quixote, which The Guardian calls "[A] lively pastiche that includes fine Cervantian comic stereotypes, feisty, foul-mouthed Iberian babes, and a vivid portrait of 17th-century Spain."

Already a hit in the U.K. and among authors such as Martin Amis and Edward Rutherfurd, *Tilting at Windmills* is sure to become a favorite among lovers of historical fiction and fans of the classic tale of *Don Quixote*.

The story follows the fictional trials and tribulations of Cervantes as *Don Quixote* is being released by installments in Spain. Though Cervantes is already enjoying great success with his comic masterpiece as he works on its conclusion, a trio of tragedies suddenly strike, throwing the author's world into turmoil: Cervantes discovers the fictional hero he created has a very real live counterpart; a rival poet plots to humiliate Cervantes with a scheme involving the novel's other characters; and the author falls in love with a beautiful and unavailable duchess.

Against a brilliantly painted background of the slipping empire of 17th-century Spain, a cast of Cervantian stereotypes—complete with scheming dukes, misanthropic poachers, and plotting poets—comes together to hilarious effect in this charming and thoroughly entertaining farce.

JULIAN BRANSTON lives in California and London. This is his first novel.



SHAYE AREHEART BOOKS

Fiction—Literary (FIC019000)

5½ x 8¼; 320 pages

Shaye Areheart Books

1-4000-4928-8. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400049288

On Sale 1/18/05

BABA

Autobiography of a Blue-Eyed Yogi

By Rampuri

A remarkable and unprecedented account of the initiation and training of a young American into India's ancient yogi/shaman tradition.

Although *Baba* often reads like a fast-paced adventure story, it is the true account of a 19-year-old Jewish boy (the son of a Beverly Hills pediatric surgeon) who, in the late 1960s, after experimenting with drugs, sex, and political activism, went off to India in search of the truth. He arrived with \$20 in his pocket and no clue as to where to go or what to do, but stumbled into the ashram of Shri Hari Puri Maharaj, the head of the most ancient oral tradition of yogi/shamans in India. Hari Puri Baba proceeded to shave the stranger's head and initiate him into his order, renaming him Rampuri. Rampuri was not sure what he had gotten into, but he never doubted the authenticity of his teacher. Despite overwhelming odds (he had to learn Hindi and Sanskrit and also to overcome opposition as an outsider), he stayed the course and has remained in India to this day.

In describing what he has learned over the years and the ceremonies and pilgrimages he has participated in, Rampuri reveals more about the Indian yogi/shaman tradition than any Westerner has before. He also shares the battle that raged within him as he tried to reconcile the Western view of India with the reality of Indian culture and belief.

RAMPURI is a teacher and lecturer. He lives in the Himalayas, where he has established Hari Puri Ashram, and continues his study of the yoga tradition as well as that of medicinal herbs.



Religion—Hinduism/Biography

(RELO32000/BIO018000)

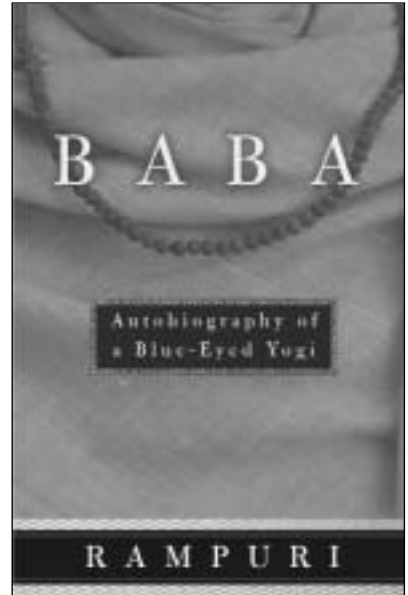
5½ x 8¼; 256 pages

Bell Tower

1-4000-8038-X. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400080380

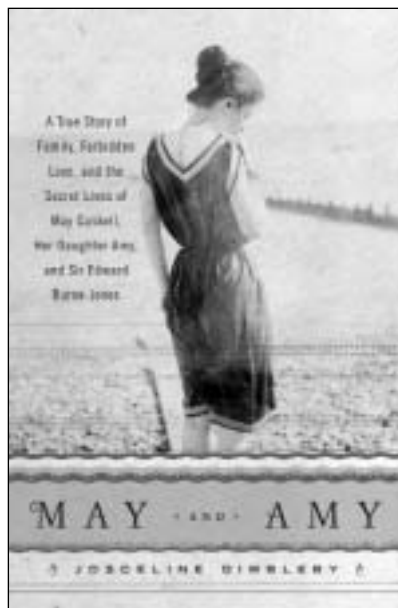
On Sale 1/25/05



MARKETING

National Publicity

Tie-In with Author Lectures



MARKETING

National Publicity

Promotion to the Historical Fiction Community Through MaidensCrown.com, Including:

- Book giveaways
- E-mail blasts with book excerpts and author q&a

MAY AND AMY

A True Story of Family, Forbidden Love, and the Secret Lives of May Gaskell, Her Daughter Amy, and Sir Edward Burne-Jones

By *Josceline Dimbleby*

Inspired by an evocative portrait by a famous artist, the author's search into her family history uncovers a remarkable story of humor, tragedy, secret loves, and endless mystery.

Josceline Dimbleby had always known her great-aunt Amy's face. Amy Gaskell's portrait, by pre-Raphaelite painter Sir Edward Burne-Jones, shows a beautiful but haunted young woman of Victorian England. But beyond the family rumor that Amy had died young "of a broken heart," Dimbleby knew little of her female forebears. That changed when a forgotten trunk of letters was found, and with it, a long-buried story of romance and tragedy with all the color and intrigue of great historical fiction.

This engrossing family memoir details Dimbleby's investigation of the past. The letters, revealing a long friendship between Amy's mother May and Burne-Jones, hint at a shared secret, a simmering passion, and tantalizing clues about a mysterious woman.

Praise for the U.K. edition:

"More compelling than many novels and more informative than most history books." —*Observer*

"An entirely captivating book." —*Sunday Times*

"Utterly charming...as tightly structured as a crime novel." —*Sunday Telegraph*

Award-winning writer **JOSCELINE DIMBLEBY** has authored several bestselling cookbooks and was a food columnist for London's *Sunday Telegraph* for 15 years. She has written for many British periodicals and lives in London.



Biography—Women (BIO022000)

58 black-and-white photographs

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

Harmony

0-609-60999-8. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9780609609996

On Sale 1/11/05

BEDSIDE MANNERS

One Doctor's Reflections on the Oddly Intimate Encounters Between Patient and Healer

By David Watts, M.D.

In beautifully crafted vignettes, physician and NPR commentator David Watts, M.D., explores the world of modern-day medicine and reveals the emotional truths and practical realities at the heart of the doctor-patient relationship.

Bedside Manners is an engaging, often surprising investigation into what happens when we sit down and talk openly about vital issues of health and mortality. Combining the grace and precision of a poet with the down-to-earth, compassionate manner of a doctor who deals with the problems of real people every day, David Watts describes situations both odd and touching: the patient who stays awake to ward off demons during an endoscopy; the woman who recites poetry to get through a frightening treatment; the man who arrives at Watts's office bearing Internet research on syndromes that have little to do with his own condition; and the 74-year-old architect who faces a tough cancer diagnosis with dignity and courage.

As he tells each story, Watts closes for the reader the "protective distance" many doctors employ. Refreshing, wry, and reassuring, *Bedside Manners* holds important lessons for both healers and those who seek their help.

DAVID WATTS, M.D., is a poet and regular commentator on NPR's *All Things Considered*. He has published three books of poetry and organized the "Writing the Medical Experience" workshops at the Squaw Valley Community of Writers. He lives in Mill Valley, California.



MARKETING

National Publicity

Author Interviews
out of San Francisco

National Public Radio Campaign

Postcard Mailings to Medical
Professionals



Medical—History (MED039000)

5½ x 8¼; 288 pages

Harmony

1-4000-8051-7. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400080519

On Sale 2/8/05



BEAUTIFUL Inez

— A Novel —

FROM CRITICALLY-ACCLAIMED NOVELIST BART SCHNEIDER COMES A CAPTIVATING TALE OF ROMANTIC LOVE AND SEXUAL ADVENTURE, SOCIAL CHANGE AND FAMILY UPHEAVALS, SET AGAINST THE VIBRANT BACKDROP OF SAN FRANCISCO IN THE 1960S.

Inez Roseman has a brilliant career as a violinist with the San Francisco Symphony, a successful husband, and two bright and talented children. But despite her seemingly perfect life, Inez is obsessed with thoughts of suicide.

Sylvia Bran also has an obsession. Enraptured with the beautiful violinist, Sylvia pretends to be a reporter and arranges to interview Inez. At once seductive and solicitous, she awakens Inez from the suffocating grip of her career, the demands of motherhood, and the tensions caused by her husband's many affairs. The two women become lovers, embarking on a dance of passion and betrayal that soon spins out of control.

Bart Schneider re-creates the heady atmosphere of an era of daring experimentation in music, sexuality, and just about everything else. His intimate portraits of Inez and of Sylvia, and their struggles to define themselves, ring with an authenticity that recalls Michael Cunningham's award-winning *The Hours*.

BART SCHNEIDER is the author of the novels *Blue Bossa*, a finalist for a *Los Angeles Times* Book Prize, and *Secret Love*, a *New York Times* Notable Book of the Year. He was the founding editor of *Hungry Mind Review* (later *Ruminator Review*) and now edits *Speakeasy* magazine.



MARKETING

National Publicity

National Public Radio Campaign

Author Interviews
out of Minneapolis and
San Francisco

Readers Editions Available

Advertising
New York Times Book Review
The New Yorker
Speakeasy

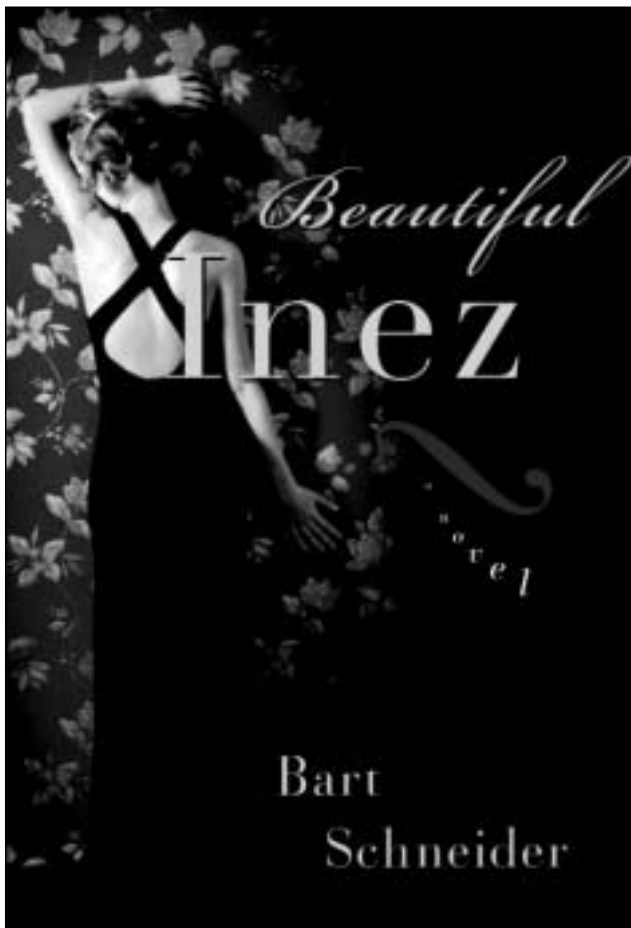
Easel-Backed Posters Available
Ask your Random House rep
for details

Discussion Group Guide
Available at
www.CrownPublishing.com

Also by Bart Schneider

Blue Bossa
0-140-27570-3 paper
(Penguin USA)

Secret Love
0-142-00054-X paper
(Penguin USA)



Praise for *Secret Love*:

“Extraordinary....The urge to flutter...to preen, to spread, to indulge, to do exactly what you want, itches through every line of this fine novel.”

—WASHINGTON POST

Praise for *Blue Bossa*:

“A haunting portrait of a troubled musician and the complex relationships of his strangely loving extended family. There is an essential poetry here that mirrors the music in these lives.”

—CHICAGO TRIBUNE



SHAYE AREHEART BOOKS

Fiction—Literary (FIC019000)

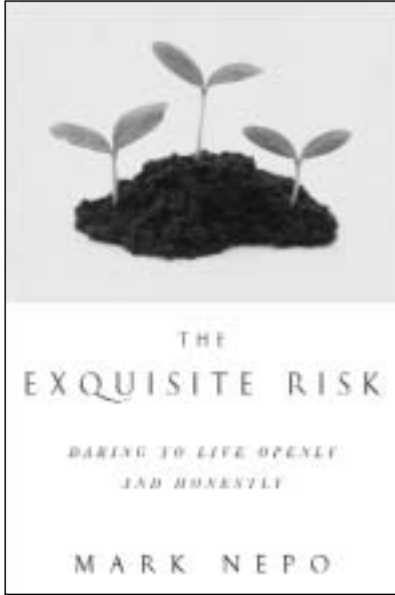
6¼ x 9¼; 320 pages

Shaye Areheart Books

1-4000-5442-7. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400054428

On Sale 2/8/05



MARKETING

National Publicity

Tie-In With Author Lectures

Previous Book

The Book of Awakening
1-57324-117-2 paper
(Conari Press)

THE EXQUISITE RISK

Daring to Live Openly and Honestly

By Mark Nepo

Reminiscent of the books of Deepak Chopra and Ram Dass, this beautifully written book brings fresh perspective to the question of how to live each moment to its fullest.

In *The Exquisite Risk*, poet and spiritual teacher Mark Nepo encourages readers to become quiet enough and open enough to listen to what truly matters—our own hearts, our loved ones, the wonders of nature—in order to live the life we desire. In rich, lyrical prose, Nepo shares his own spiritual path, including a battle with illness that helped him understand how only by daring to embrace all that life has to offer can we come to a deeper appreciation of its meaning and beauty.

The Exquisite Risk unfolds in four movements: Movement 1: There Are Teachers Everywhere; Movement 2: Steering Our Way to Center; Movement 3: How Can We Go There Together?; and Movement 4: Honoring the Mystery. Nepo's thoughtful discussion of these essential themes is a welcome companion on our lifelong journey of self-discovery.

MARK NEPO is a program officer and poet-in-residence at the Fetzer Institute and a teacher of poetry and spirituality, as well as a frequent guest speaker at seminars and workshops around the country. Nepo's *The Book of Awakening* was a Books for Better Life Award finalist and was cited by *Spirituality and Health Magazine* as one of the Best Spiritual Books of 2000.



Self-Help—Motivational (SELO21000)

5½ x 8¼; 288 pages

Harmony

1-4000-5177-0. \$21.00 hardcover (Canada: \$28.00)

EAN Code 9781400051779

On Sale 2/15/05

SWEETNESS & LIGHT

The Mysterious History of the Honeybee

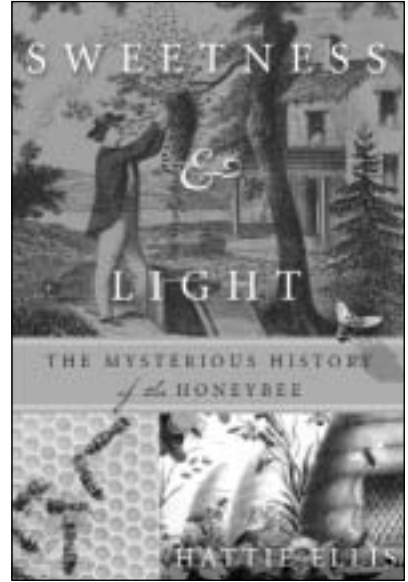
By *Hattie Ellis*

In a delightful tapestry of popular science and social history, Hattie Ellis explores the fascinating ways of the honeybee, one of our natural world's true wonders.

Honey is nature in a pot. The rich, global history of honeybees and their miraculous product travels from the Cretaceous period to our own time, and across Zambian rainforests, Midwestern prairies, Scottish heather moorland, Sicilian mountainsides, and even Manhattan roof gardens. Bees are the most-studied creatures on the planet after man, and these wonderfully industrious insects—so intricately connected to nature in general and humanity in particular—have fascinated, inspired, and enriched people throughout the ages.

Sweetness and Light takes us deep into the hive, where up to one hundred thousand bees live and work with a purposefulness unequalled in any human city, through the bee-inspired musings and works of artists and thinkers from Aristotle and Shakespeare to Charles Darwin and Marc Chagall, inside the honey-laden burial chambers of Egyptian pharaohs and on to modern honey farms in every earthly habitat. To tell the story of bees and honey in all of its wondrous particulars, author Hattie Ellis traveled the globe, from Nepal to New Zealand; from Paris to Tahiti; and from New York to Utah, the "Beehive State."

HATTIE ELLIS is an award-winning newspaper food columnist and author who lives and works in the U.K.



MARKETING

National Publicity

National Public Radio Campaign

Promotion to Beekeeper Societies and Beekeeping Enthusiasts



Nature (NAT000000)

20 black-and-white photographs

5½ x 8¼; 288 pages

Harmony

1-4000-5405-2. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400054053

On Sale 3/22/05

What Comes After Crazy

Maz Lombard craves a nice, normal life, and who can blame her? Having grown up as the daughter of Madame Lucille, "Fortune-Teller to the Stars," she spent her childhood traveling from carnival to carnival, wondering which of the many men her mother brought home would become her next stepfather (in a long line of stepfathers). Maz's soon-to-be-ex-husband, Lenny, left for New Mexico after his very public affair with a fetching young day-care teacher imploded. And her daughter, Hope, is convinced she's inherited the family "seeing" gene and is scaring her classmates with séances and dark prophecies.

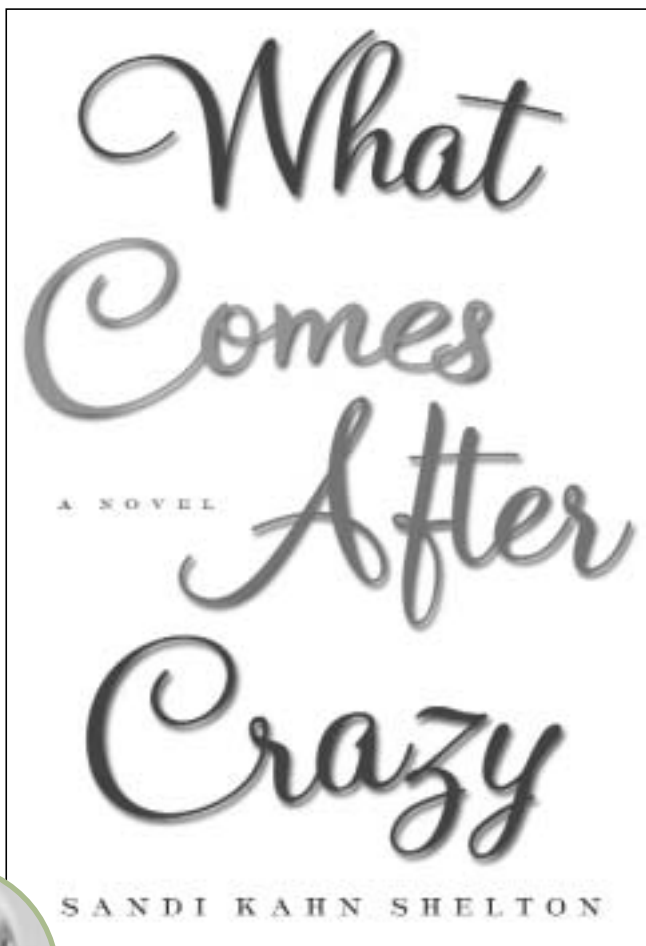
When Lenny shows up on the doorstep wanting another chance, and Madame Lucille pulls into town with her latest husband, any chance Maz has for a quiet, ordinary life seems to go out the window. But is life at its craziest also life at its most instructive? Will seeing her family in all its complicated, infuriating, and mystifying splendor enable Maz to define herself on her own terms and live the life she's always wanted? Fast-paced, fresh, and laugh-out-loud funny, *What Comes After Crazy* chronicles a quest for normalcy that nearly drives a woman nuts.

SANDI KAHN SHELTON

is author of three parenting books and has contributed to *Working Mother*, *Family Circle*, *Redbook*, *Ladies Home Journal*, and other magazines. She lives in Connecticut.



A warm and funny novel about a woman who finally moves out of the shadow of her larger-than-life mother. Equal parts *I Don't Know How She Does It* and *Bridget Jones's Diary*, but with a delightfully rollicking style all its own, *What Comes After Crazy* is the debut of a radiant new talent in women's fiction.



MARKETING

National Publicity

Author Interviews
out of New Haven and
New York

Readers Editions Available

National Print Advertising
Campaign

Mailings to Magazine Industry
Insiders and Influential
Webloggers



SHAYE AREHEART BOOKS

Fiction (FIC000000)

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

Shaye Areheart Books

1-4000-8295-1. \$19.95 hardcover (Canada: \$27.95)

EAN Code 9781400082957

On Sale 3/8/05



MARKETING

National Publicity

Author Interviews
out of New York and
Washington, DC

CHANGE YOUR LIFE IN SEVEN DAYS

The World's #1 Hypnotist Shows You How

By Paul McKenna

Through a clever and clear program, the world's leading hypnotist teaches how to control your mind, change your outlook, and vastly improve your life in one week.

Paul McKenna is Britain's answer to Dr. Phil. He has a raft of celebrity clients and is constantly in demand, and his hypnotherapy CDs have helped millions to quit smoking, lose weight, and increase their self-confidence. The UK edition of this book hit #1 on the best-seller list and has stayed there for 16 weeks and counting for one reason: it works.

The idea at the heart of *Change Your Life in Seven Days* is simple: habits and imagination are more powerful than logic or willpower. Over years of counseling people, Paul McKenna has discovered that success and happiness are not accidents—they are created by ways of thinking and acting. In this practical and engaging book, he distills the strategies he has learned and helps us integrate this powerful new "software" into our minds, using a combination of checklists, exercises, informative sidebars, and encouraging anecdotes.

All it takes is seven days to turn our lives in a positive new direction. With his charismatic personality energizing every page, Paul McKenna shows us how to do it.

PAUL MCKENNA has dazzled American audiences with a primetime special on ABC and appearances on *Good Morning America*, *Entertainment Tonight*, *Primetime Live*, and many other shows.



Self-Help (SEL000000)

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

Harmony

1-4000-8287-0. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400082872

On Sale 3/22/05

THE EIGHTH DAY

On the Front Lines of Stem Cell Research
and the Countdown to a Human Clone

By Wendy Goldman Rohm

Foreword by Christopher Reeve

Introduction by Robert Lanza, M.D.

A riveting account of the most controversial research in science today, The Eighth Day offers an unprecedented portrait of the scientists whose cutting-edge work will have a tremendous impact on our future.

In October 2003, in Worcester, Massachusetts, human embryos were cloned beyond a few cell divisions for the first time and history was made. Wendy Rohm was there, witnessing the breakthrough with Robert Lanza, M.D., one of the scientists responsible for the achievement. The collaboration between reporter and scientist resulted in a cover story for *Wired* and sowed the seeds for *The Eighth Day*, a groundbreaking look at the new sciences of stem cell research and human cloning and the political, social, and religious controversies they have ignited.

Moving with the urgency of an international thriller, *The Eighth Day* takes readers to institutions developing stem cell therapies that hold the promise of cures for everything from Alzheimer's to spinal-cord injuries, and opens the doors to highly secret labs pursuing cloning for reproductive purposes. It discloses for the first time the startling advances being made and offers a much-needed framework for addressing the ethical questions of just how far we can—and should—go.

WENDY ROHM is an award-winning journalist and the author of the *New York Times* bestseller *The Microsoft File*. She has worked as a correspondent for *Wired*, *Talk*, the *Chicago Tribune*, and the *Los Angeles Times*. She lives in Evanston, Illinois.



Science (SCI000000)

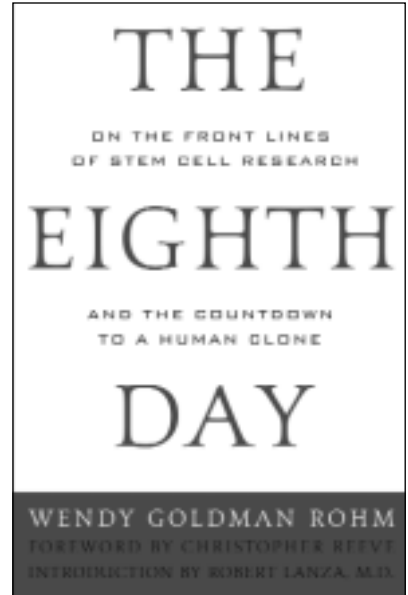
6 1/8 x 9 1/4; 336 pages

Harmony

1-4000-5317-X. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9781400053179

On Sale 4/26/05



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of New York

Advertising
Atlantic Monthly
Harper's
Roll Call

Google Keyword Advertising

Major Promotion to Research
and Medical Advocacy Groups,
As Well As Political
Organizations

Also by Wendy Rohm

The Microsoft File

0-8129-2716-8

\$25.95 hardcover (Canada: \$35.95)

THE LAST MINUTE MILLIONAIRE

When You Need to Make Some Serious Money *Fast*

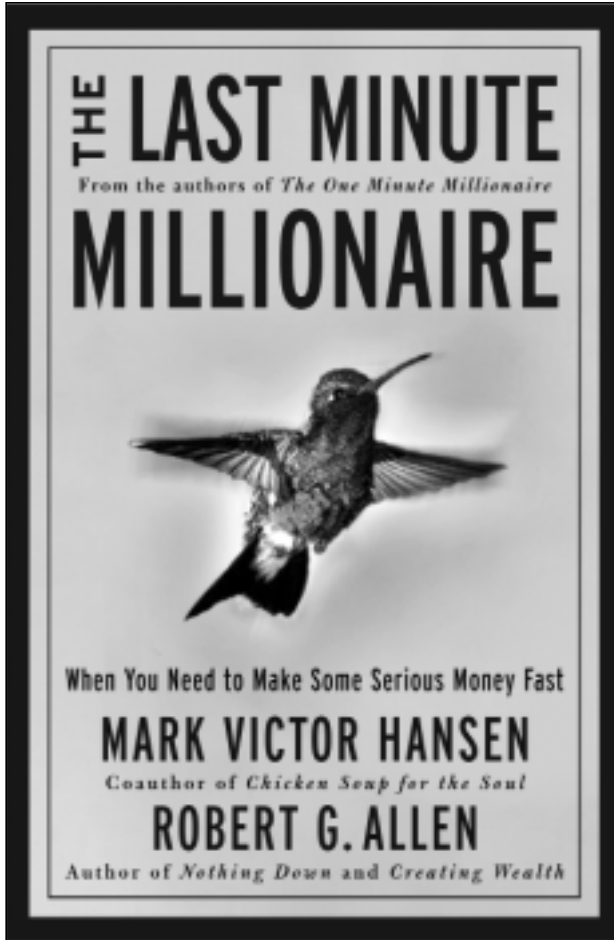
Must-reading for the hundreds of thousands who bought The One Minute Millionaire and for everyone who wants to increase their personal net worth in record time.

Robert Allen and Mark Victor Hansen's *The One Minute Millionaire* featured an inspirational fable about a woman who had 90 days to make a million dollars, combined with nuts-and-bolts advice on how to uncover multiple streams of income in real estate, the stock market, and other major business areas. *The Last Minute Millionaire* gets more specific, showcasing real-life stories of men and women who have capitalized on their own million-dollar ideas. These "MDI"s, say the authors, are right under our noses, just as bottled water, Post-it notes, and many other lucrative ideas once were.

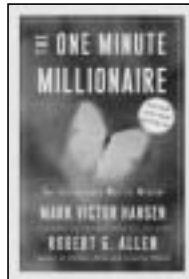
Again, the authors employ a left side/right side format, with concise, real-life success stories on the right-hand page and nitty-gritty, you-can-do-it-too advice on the left. Here are the secrets for finding, funding, and "flipping" your own million-dollar idea, along with ingenious tweaks you can employ to place it as high as possible in the authors' "wheel of wealth" spectrum. This book is the ultimate tool for unleashing your inner entrepreneur and focuses on the benefits of sharing what you earn through philanthropy. *The Last Minute Millionaire* is about achieving wealth honorably, ethically, and, most of all, fast!

MARK VICTOR HANSEN is the coauthor of the *Chicken Soup* books, one of the biggest selling series in history. **ROBERT G. ALLEN**'s books include *Nothing Down*, *Creating Wealth*, and *Multiple Streams of Income*, all of which have been major *New York Times* bestsellers.

MARK VICTOR HANSEN AND ROBERT ALLEN



Also by These Authors
The One Minute Millionaire
 0-609-60949-1
 \$21.00 hardcover (Canada: \$32.00)



MARKETING

National Publicity

National Radio Campaign

Author Tour

Atlanta
 Boston
 Chicago
 Dallas
 Denver
 Los Angeles
 New York
 Portland, OR
 San Diego
 San Francisco
 Seattle
 Washington, DC

Major Tie-In with Author
 Lectures and Seminars

National Network Radio
 Advertising

P.O.P.

1-4000-9748-7
 12-copy floor display
 \$263.40 (Canada: \$359.40)

Also Available as a Random
 House AudioBook

Abridged, 3 CDs
 0-7393-1777-6
 \$23.95 (Canada: \$33.95)

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Business & Economics—Personal Finance (BUS050000)

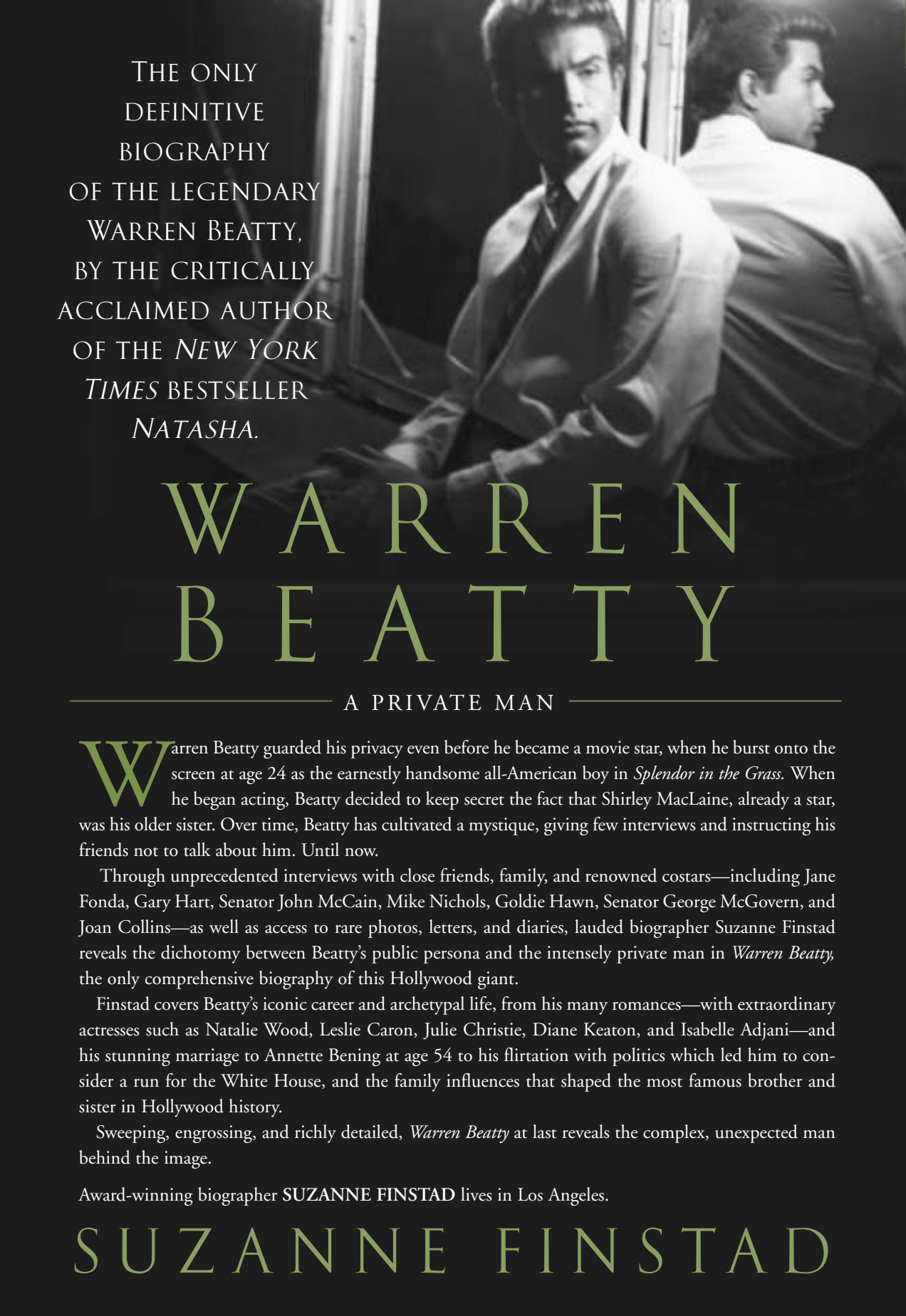
6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 240 pages

Harmony

1-4000-8294-3. \$21.95 hardcover (Canada: \$29.95)

EAN Code 9781400082940

On Sale 4/12/05



THE ONLY
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WARREN BEATTY,
BY THE CRITICALLY
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NATASHA.

WARREN BEATTY

A PRIVATE MAN

Warren Beatty guarded his privacy even before he became a movie star, when he burst onto the screen at age 24 as the earnestly handsome all-American boy in *Splendor in the Grass*. When he began acting, Beatty decided to keep secret the fact that Shirley MacLaine, already a star, was his older sister. Over time, Beatty has cultivated a mystique, giving few interviews and instructing his friends not to talk about him. Until now.

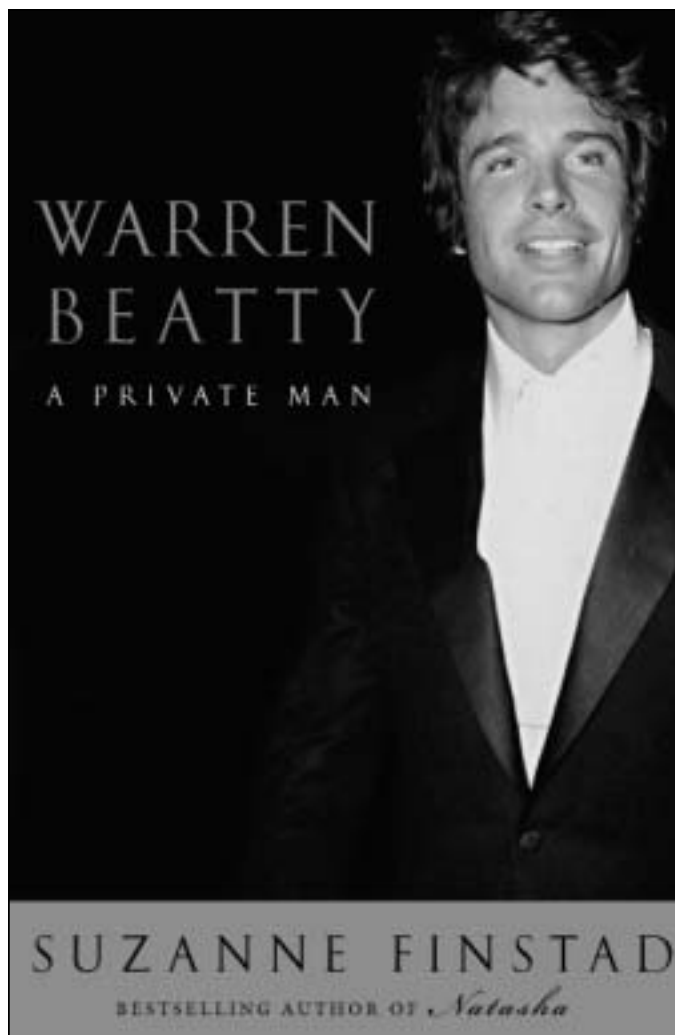
Through unprecedented interviews with close friends, family, and renowned costars—including Jane Fonda, Gary Hart, Senator John McCain, Mike Nichols, Goldie Hawn, Senator George McGovern, and Joan Collins—as well as access to rare photos, letters, and diaries, lauded biographer Suzanne Finstad reveals the dichotomy between Beatty’s public persona and the intensely private man in *Warren Beatty*, the only comprehensive biography of this Hollywood giant.

Finstad covers Beatty’s iconic career and archetypal life, from his many romances—with extraordinary actresses such as Natalie Wood, Leslie Caron, Julie Christie, Diane Keaton, and Isabelle Adjani—and his stunning marriage to Annette Bening at age 54 to his flirtation with politics which led him to consider a run for the White House, and the family influences that shaped the most famous brother and sister in Hollywood history.

Sweeping, engrossing, and richly detailed, *Warren Beatty* at last reveals the complex, unexpected man behind the image.

Award-winning biographer SUZANNE FINSTAD lives in Los Angeles.

SUZANNE FINSTAD



Also by
Suzanne Finstad:
Natasha
0-609-80957-1
\$15.00 paper
(Canada: \$23.00)

MARKETING

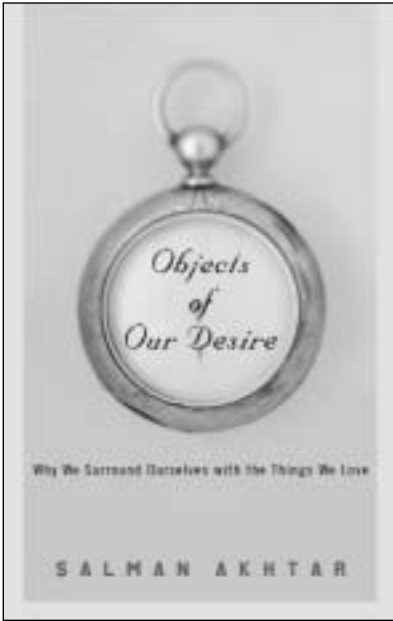
National Publicity

Author Interviews
out of Los Angeles and New York

20-City Radio Satellite Tour



Biography—Entertainment & Performing Arts (BIO005000)
6¹/₈ x 9¹/₈; 464 pages
Harmony
1-4000-4606-8. \$25.00 hardcover (Canada: \$35.00)
EAN Code 9781400046065
On Sale 4/5/05



MARKETING

National Publicity

National Public Radio Campaign

OBJECTS OF OUR DESIRE

Why We Surround Ourselves
with the Things We Love

By Salman Akhtar

You can't take it with you, of course, but we certainly do value and treasure our precious things while we're here. Salman Akhtar's beautiful book is a fascinating historical, cultural, and psychological exploration of the objects that occupy our lives from family heirlooms to everyday objects.

Why are some things regarded as sacred and others profane? What makes something "sexy"? Why do mourners face such difficulty in parting with a beloved's possessions? Why do we often feel distraught when we lose something, even when the object has little real value? And why, when we're feeling stressed, do we reach for the comfort of a favorite afghan or a smooth stone from a recent vacation?

Like *The Botany of Desire* by Michael Pollan, *Objects of Our Desire* uses the lenses of history, sociology, psychology, literature, and philosophy to offer insights, both deep and delightful, into the ways we invest objects with meaning.

As a psychiatrist and a poet, Salman Akhtar, is uniquely qualified to combine the intellectual with the aesthetic. The result is a book that helps us to appreciate anew the intricate nature of our relationship with the objects that accompany us throughout our lives.

SALMAN AKHTAR is a lecturer at Harvard Medical School and a professor at Jefferson Medical College in Philadelphia. He has published six volumes of poetry.



History/Social Science—Popular Culture
(HIS000000/SOC022000)

5½ x 8¼; 208 pages

Harmony

1-4000-5444-3. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400054442

On Sale 4/19/05



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SPRING '05

A ONE-OF-A-KIND BOOK, *a memoir that breaks all the conventions and captures in wonderful detail the experiences and emotions that comprise a life, revealing what it's like to be a young woman at the beginning of the 21st century.*

Encyclopedia of an Ordinary Life

I was not abused, abandoned, or locked up as a child. My parents were not alcoholics, nor were they ever divorced or dead. We did not live in poverty, or in misery, or in an exotic country. I am not a misunderstood genius, a former child celebrity, or the child of a celebrity. I am not a drug addict, sex addict, food addict, or recovered anything. If I indeed had a past life, I have no recollection of who I am. I have not survived against all odds. I have not lived to tell. I have not witnessed the extraordinary. This is my story.

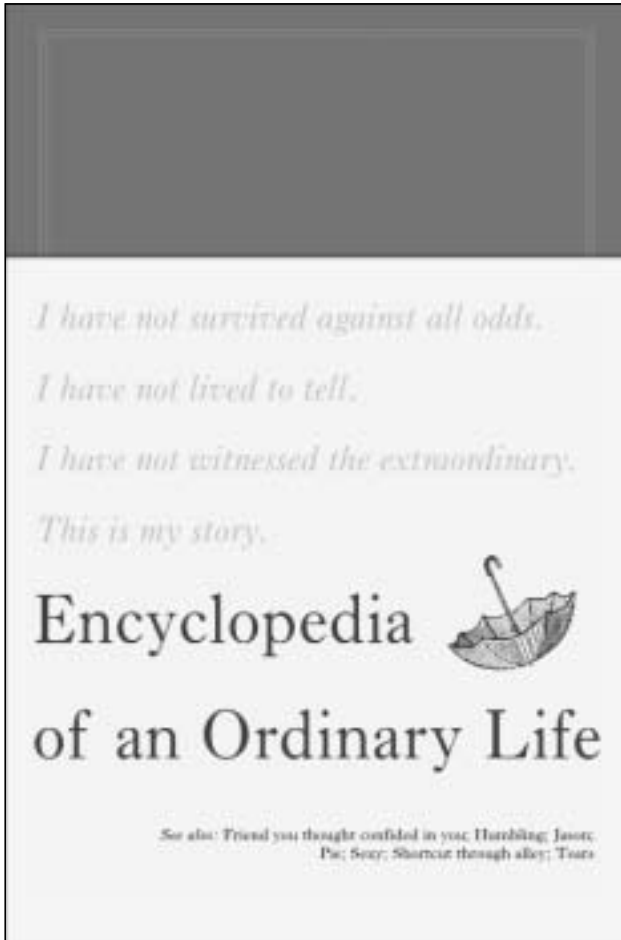
—from the Foreword

So writes Amy Krouse Rosenthal in *Encyclopedia of an Ordinary Life*, an ingeniously conceived, movingly executed, genre-transforming memoir. Taking the form of an encyclopedia, Rosenthal ponders on the trivial and essential, in a style both random and obsessive. From “love” and “truth” to “sandwiches,” “shower tiles,” and “uneasy conversation,” she takes readers through the stuff of her life. In these A to Z entries, a unique voice emerges and creates a narrative that is at times poignant, often humorous and ironic, and filled with moments that will make a reader nod in recognition.

The book is illustrated throughout with handsome line drawings by the acclaimed artist Jeffrey Middleton.

An ordinary life, perhaps, but certainly an extraordinary book.

By Amy Krouse Rosenthal

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Milwaukee
New York
San Francisco

Readers Editions Available**Advertising**

The New Yorker

Mailings to Magazine Industry Insiders and Influential Webloggers**Promotion on and to Author's Site, EncyclopediaofanOrdinaryLife.com****Also by Amy Krouse Rosenthal**

The Book of Eleven
0-8362-6775-3 hardcover
(Andrews McMeel)

The Mother's Guide to the Meaning of Life
1-57954-342-1 hardcover
(Rodale Press)

AMY KROUSE ROSENTHAL is, alphabetically, an author of adult and children's books; contributor to publications such as the *New York Times*, *Parenting*, *The Utne Reader*, and *McSweeney's*; host of "Writers' Block Party" on Chicago Public Radio; and mother of some kids. She lives in Chicago.



Autobiography (BIO000000)

35 line drawings; 26 black-and-white photographs

5½ x 8¼; 256 pages

Crown

1-4000-8045-2. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400080458

On Sale 1/25/05



YOU'RE IN CHARGE, NOW WHAT?

The 8-Point Plan

By Thomas J. Neff and James M. Citrin

The eight-point how-to-succeed guide for anyone about to start a new job, based on lessons learned from 100 recent leadership transitions, both successful and not.

Tom Neff and Jim Citrin are two of the world's leading experts on what must be done to succeed in a new job. As key figures at Spencer Stuart (hailed by the *Wall Street Journal* as the number one brand name in CEO searches), they must understand the criteria for success when they place someone in a new job. They have also had the opportunity for person-to-person, in-depth conversations with people of the caliber of Jeffrey Immelt, CEO of GE, and Paul Pressler of The Gap about what they did right and what they did wrong when starting new jobs. The result is *You're in Charge, Now What?*—a story-driven book centered on eight specific lessons that will form the foundation for success for everyone, from the person assigned to lead a new project to someone who manages a product line or department, all the way up to the CEO.

At one time or another, most people have started a new job and felt temporarily incompetent, faced with having to do the most when they know the least. But with *You're in Charge, Now What?*, the broad audience for this book will have a road map that will enable them to build the foundation of success.

THOMAS J. NEFF is chairman of Spencer Stuart U.S. **JAMES M. CITRIN** leads Spencer Stuart's Global Technology, Communications, and Media Practice.



Business & Economics—Management (BUS041000)

5½ x 8¼; 288 pages

Crown Business

1-4000-4865-6. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400048656

On Sale 1/11/05

MARKETING

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National Radio Campaign

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See Page 9 of the Spring 2005
Three Rivers Press Catalog for
Details About the Paperback
Publication of James M. Citrin's
*The 5 Patterns of Extraordinary
Careers*

MY JIM

A Novel

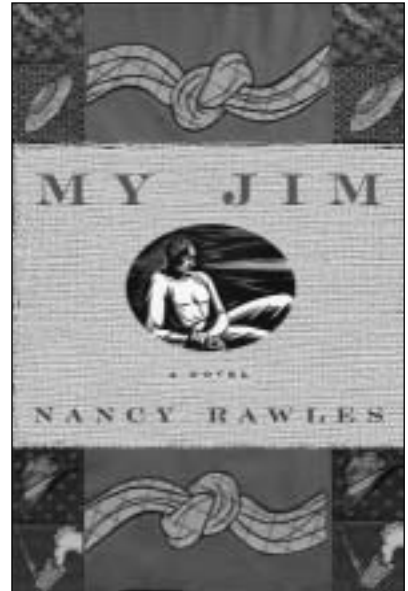
By Nancy Rawles

A spare, moving, and beautiful meditation on love and loss, My Jim is the story of Sadie, the abandoned wife of the slave Jim from Mark Twain's The Adventures of Huckleberry Finn.

In the literary tradition of novels of American slavery and Reconstruction such as *The Wind Done Gone* and *The Known World*, in *My Jim* Sadie Watkins recalls the story of her romance with Jim, an ambitious young slave renowned as a fortune-teller. When Jim is faced with the prospect of being sold downriver, he runs away with a white boy named Huckleberry Finn in the hopes of coming back to buy his family. But Sadie and her children are left alone in the clutches of a sadistic plantation owner who takes pleasure in breaking the bodies and spirits of his workers. Worried about the safety of her children, convinced that her husband is dead, reviled as a witch, and beaten for associating with an escapee, Sadie's incredible strength of will is barely enough to see her through to freedom.

Told through the bleak eloquence of slave dialect and mirroring the true stories of countless women enslaved in the days before the Civil War, and true to Mark Twain's narrative as well as historical records of the antebellum South, *My Jim* is a haunting story of freedom and longing, suffering and transcendence.

NANCY RAWLES is an award-winning novelist and playwright. She lives in Seattle.



MARKETING

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out of Seattle

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Poets & Writers

Quarterly Black Review

Speakeasy

Discussion Group Guide
Available at
CrownPublishing.com

Also by Nancy Rawles

Crawfish Dreams

0-385-50418-7

\$21.95 hardcover (Canada: \$32.95)



Fiction (FIC000000)

8 line drawings

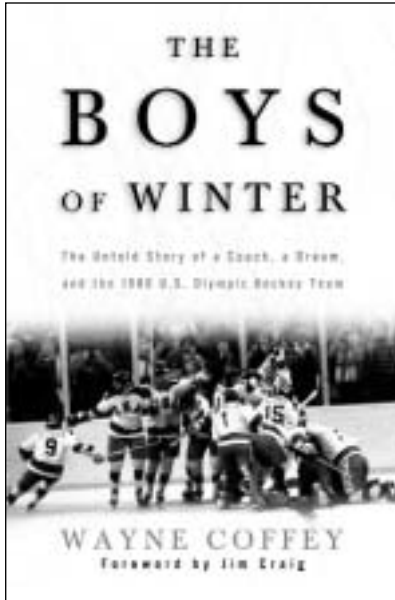
5½ x 8¼; 192 pages

Crown

1-4000-5400-1. \$19.95 hardcover (Canada: \$27.95)

EAN Code 9781400054008

On Sale 1/11/05



THE BOYS OF WINTER

The Untold Story of a Coach, a Dream,
and the 1980 U.S. Olympic Hockey Team

By Wayne Coffey

Foreword by Jim Craig

An evocative account of the unforgettable 1980 "Miracle on Ice" that explores both the riveting game and the untold stories of the American upstarts, their Soviet opponents, and the forces that brought them together.

Sports Illustrated called it the greatest sports moment of the 20th century: A U.S. hockey team with amateur players and an unconventional coach unseated a Soviet squad that many regarded as the greatest hockey team ever assembled. But for the U.S.—plagued by the Iran hostage crisis, economic troubles, and the ongoing Cold War—this triumph over the U.S.S.R. was worth far more than gold.

Award-winning sportswriter Wayne Coffey draws on hundreds of hours of interviews to get at the heart of both sides of the story. It's not only a portrait of David and the unusual chemistry that led to victory, but an insider's look at Goliath and how it felt to be taken down by an unlikely opponent—an angle that never before has been explored intently. Coffey also traces the paths of the players and coaches since 1980, looking at how Lake Placid has directed their lives. The world stage has changed drastically since the team won the gold, but the appeal of this story endures at its 25th anniversary.

WAYNE COFFEY is an award-winning sportswriter for New York's *Daily News* and the author of more than 30 books. He lives in the Hudson Valley region of New York.



Sports & Recreation—Hockey (SPO020000)

One 8-page black-and-white photo insert

6¹/₈ x 9¹/₄; 320 pages

Crown

1-4000-4765-X. \$23.95 hardcover (Canada: \$33.95)

EAN Code 9781400047659

On Sale 1/11/05

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Also by Wayne Coffey

Winning Sounds Like This

1-4000-4678-5

\$13.00 paper (Canada: \$20.00)

ROSA

A Novel

By Jonathan Rabb

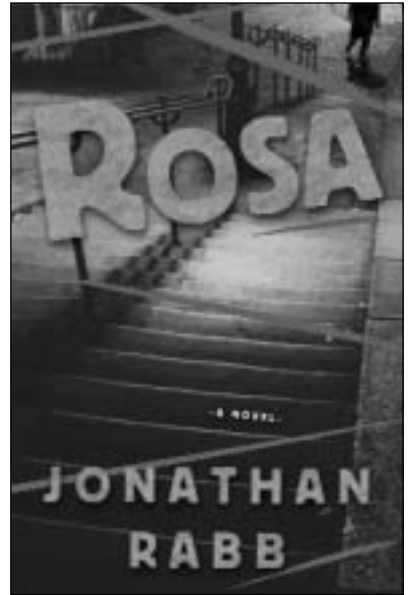
Not since Philip Kerr's Berlin Noir trilogy, or Alan Furst's Dark Star, has a writer painted a city in such stark and striking colors as does Jonathan Rabb (author of The Overseer) in his latest and most riveting novel. Within the chaos of post-World War I Berlin, a police inspector is caught up in an investigation of a serial murder that ultimately takes him to the highest levels of the new socialist government.

For *Kripo* (criminal police) Detective-Inspector Nikolai Hoffner and his young assistant, Hans Fichte, the recent socialist revolution that sent Kaiser Wilhelm into exile is a mere inconvenience. They are investigating a bizarre series of murders in the slums of Berlin. Four women with no apparent connection have been found dead, all with identical markings etched into their backs.

The case takes a troubling turn when the German political police take an interest in Hoffner's investigation. Hoffner has no idea why the *Polpo* would get their hands dirty until he discovers the corpse of Rosa Luxemburg, one of the leaders of the revolution, who has also fallen victim to the killer's signature marks across her back. Exactly what kind of case is he now investigating?

Disturbingly evocative of a world capital on the brink of chaos, with a compellingly complex central character, this is the finest novel yet from a brilliant young writer.

JONATHAN RABB lives in New York City.



MARKETING

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The New Yorker
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Promotion on and to
Rosa.CrownPublishing.com

Also by Jonathan Rabb

The Book of Q
0-609-60483-X
\$23.95 hardcover (Canada: \$35.95)

The Overseer
0-515-12558-X paper
(Jove)



Fiction—Mystery/Thriller (FIC022000)

6¹/₈ x 9¹/₄; 416 pages

Crown

1-4000-4921-0. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9781400049219

On Sale 2/22/05

*In his bestselling $E=mc^2$, David Bodanis led us, with astonishing ease, through the most enigmatic equation in the history of science. Now, in *Electric Universe*, he illuminates the wondrous yet invisible force that permeates our world—and introduces us to the virtuoso scientists who plumbed its secrets.*

The Shocking True Story of Electricity

**E L E C T R I C
U N I V E R S E**

D A V I D B O D A N I S

For centuries, electricity was seen as little more than a curious property of certain substances that sparked when rubbed. Then, in the 1790s, Alessandro Volta began the scientific investigation that ignited an explosion of knowledge and invention. The force that once seemed inconsequential was revealed to be responsible for everything from the structure of the atom to the functioning of our brains. In learning to harness its powers, we have created a world of wonders—complete with roller coasters and radar, computer networks and psychopharmaceuticals.

A superb storyteller, Bodanis weaves tales of romance, divine inspiration, and fraud through lucid accounts of scientific breakthroughs. The great discoverers come to life in all their brilliance and idiosyncrasy, including the visionary Michael Faraday, who struggled against the prejudices of the British class system, and Samuel Morse, who ran for mayor of New York City on a platform of persecuting Catholics before inventing the telegraph.

From the cold waters of the Atlantic to the streets of Hamburg during a World War II firestorm to the interior of the human body, *Electric Universe* is a mesmerizing journey of discovery by a master science writer.

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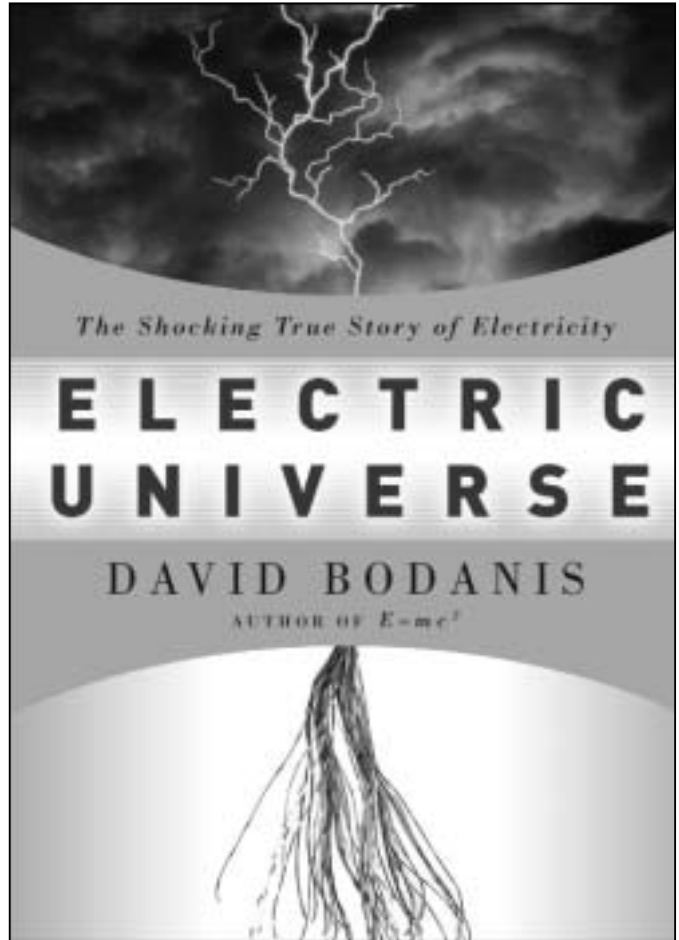
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 \$27.50 (Canada: \$39.95)

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 \$25.00 (Canada: \$35.00)

Also by David Bodanis

E=mc²
 0-425-18164-2 paper
 (Berkeley Publishing Group)



DAVID BODANIS taught a survey of intellectual history at Oxford for many years and is the author of *E=mc²* and *The Secret House*, among other books. A native of Chicago, he lives in London.



Science (SCI000000)

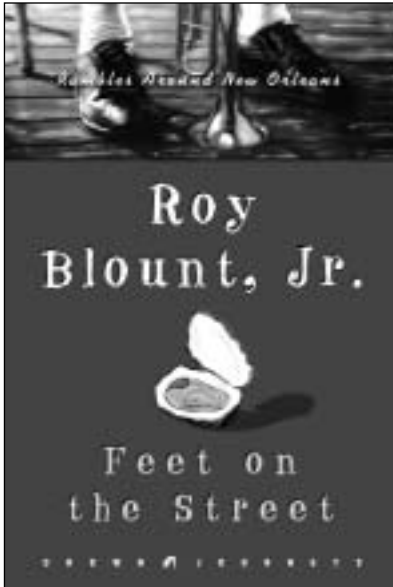
5½ x 7⅝; 320 pages

Crown

1-4000-4550-9. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400045501

On Sale 2/15/05



FEET ON THE STREET

Rambles Around New Orleans

By Roy Blount, Jr.

New in the Crown Journeys series—a rollicking journey on foot through one of America's most fascinating, historic cities, by acclaimed humorist Roy Blount, Jr.

The history around here is so thick you could pop it open with an oyster-knife, and oh, the aroma: fresh-ground coffee, yesterday's fish, spilt beer, sloshed Tabasco, hot pastry, patchouli oil...and hints of some fortuitous compound...mule plop and olive salad?" So writes Roy Blount, Jr., in this exuberant, character-filled saunter through a place he has loved almost his entire life—a city "like no other place in America, and yet (or therefore) the cradle of American culture." Here we experience it all through his eyes, ears, and tastebuds: the architecture, music, romance (yes, sex too), historical characters (everyone from Walt Whitman to Chuck Berry) and all that glorious food. The book is divided into eight Rambles through different parts of the city. Each closes with a *lagniappe*—a little bit extra, a special treat for the reader: here a brief riff on Gennifer Flowers, there a meditation on naked dancing. It's a book to savor and return to, and one that will appeal as much to the armchair traveler as the visitor to New Orleans.

ROY BLOUNT, JR., has written many books, including the memoir *Be Sweet* and the novel *First Hubby*, and is a contributor to many national publications.

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out of New Orleans

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(Viking)

*Roy Blount's Book of
Southern Humor*
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(W. W. Norton)



Travel—Essays & Travelogues (TRV010000)

1 map

5 x 7⁵/₈; 144 pages

Crown Journeys

1-4000-4645-9. \$16.00 hardcover (Canada: \$23.00)

EAN Code 9781400046454

On Sale 2/1/05

THE ENDURING REVOLUTION

How the Contract with America Continues
to Shape the Nation

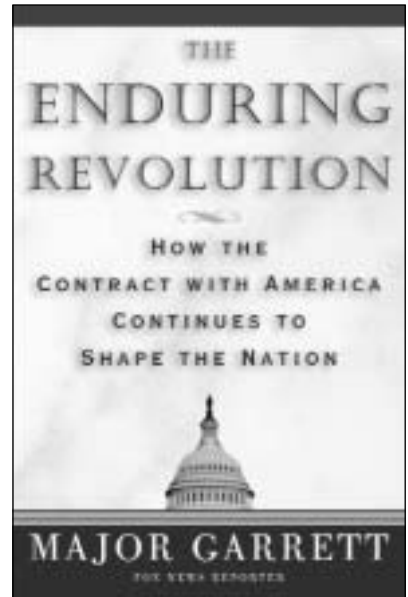
By Major Garrett

From journalist Major Garrett comes a radical reassessment of a critical and often-misunderstood episode of America's recent history. The Enduring Revolution reveals how the Republican Revolution of 1995 completely reshaped America and American politics.

In the 1994 elections, Republicans won control of both houses of Congress for the first time since 1952. But many critics today believe that this "revolution" was anything but revolutionary, and that the Contract with America was just a gimmick. In *The Enduring Revolution*, Major Garrett turns that conventional wisdom on its head, proving that the Republican Revolution brought a very real and fundamental change in the way Americans think and debate on any number of issues—welfare, taxes, defense, health care, education, entitlements, terrorism, gun control, and crime, among others.

Garrett has uncovered crucial, previously unpublished documents that give a unique insider's view of how the revolution came to pass. And most important, he shows how the Republican Revolution was so far-reaching that it has shaped much of George W. Bush's presidency and set the terms of the debate in the 2004 election.

MAJOR GARRETT is a reporter for the Fox News channel and is coauthor of two books: *The 15 Biggest Lies in Politics* and *Common Cents*. He lives in Washington, D.C.



MARKETING

National Publicity

Major National Conservative
Radio Campaign

Author Interviews

out of New York and
Washington, DC

Advertising

The American Spectator
The Atlantic Monthly
The National Review
The New Republic

Also by Major Garrett

The 15 Biggest Lies in Politics
(with Timothy J. Penny)
0-312-25459-8 paper
(St. Martin's Press)



Political Science—Congress (POL006000)

6⅞ x 9¼; 272 pages

Crown Forum

1-4000-5466-4. \$25.95 hardcover (Canada: \$39.95)

EAN Code 9781400054664

On Sale 2/8/05

THE FUTURE FOR INVESTORS

**BREAK THE CONVENTIONAL WISDOM
TO BUILD YOUR WEALTH**

One of the world's top investing experts, and bestselling author of *Stocks for the Long Run*, turns conventional market wisdom on its head and provides a practical, radical new way for investors to achieve financial success.

The Must-Have Book
EVERY
Investor
Needs

Most investors agree that getting in on the ground floor of companies coming out with world-changing new products and technologies is the way to investment wealth. In his new book, based on groundbreaking research, Jeremy Siegel shows that the exact opposite is true. New companies and new industries often generate returns inferior to older companies in slow-growth or even shrinking industries. In fact, growth itself is an investment trap, luring us into overpriced stocks and overly competitive industries. In his timely and practical book—essential for navigating today's ever-changing market—Siegel shows that as an investor you are better off with old, reliable companies, many of whose products have not changed for years. Siegel shows that what was true for innovative companies like RCA in the 1920s, IBM in the 1950s, and the digital giants of the 1990s will be true for the Googles of today.

Siegel places this key idea into the context of crucial issues like the aging crisis and the shift in global economic power to the emerging markets of China and India. The result is an extraordinary book that provides actionable insights for investors while taking its place among classic investment books like *A Random Walk Down Wall Street* and *The Intelligent Investor*.

JEREMY J. SIEGEL is the Russell E. Palmer Professor of Finance at the Wharton School. He lives in Philadelphia.

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National Publicity

National Radio Campaign

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Author Interviews

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Cross-Promotion with
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Advertising

*Wall Street Journal*Promotion on Author's Site,
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\$29.95 (NCR)

Abridged, 4 cassettes

0-7393-1732-6

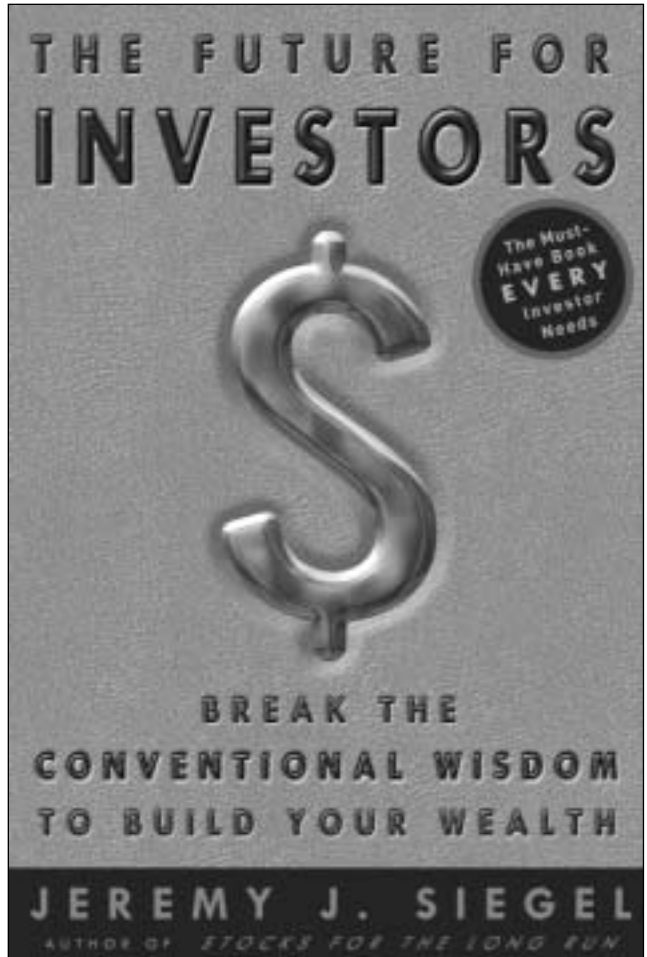
\$25.95 (NCR)

Also by Jeremy J. Siegel

Stocks for the Long Run

0-07-137048-X hardcover

(McGraw-Hill)



Business & Economics—Investing (BUS036000)

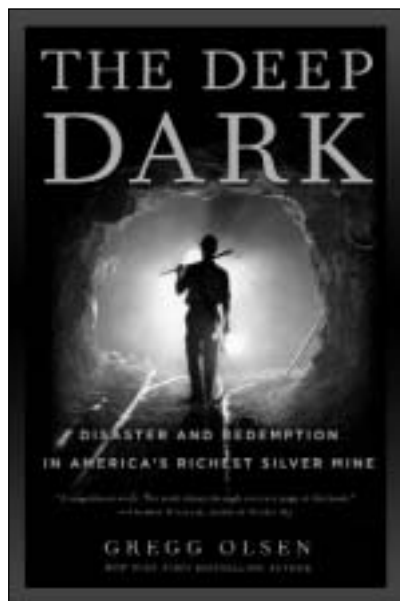
6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 288 pages

Crown Business

1-4000-8198-X. \$27.50 hardcover (Canada: \$39.95)

EAN Code 9781400081981

On Sale 2/1/05



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of Seattle

Easel-Backed Posters Available
Ask your Random House rep
for details

Also by Gregg Olsen

Abandoned Prayers
0-312-98201-1 paper
(St. Martin's Press)

If Loving You Is Wrong
0-312-97012-9 paper
(St. Martin's Press)

THE DEEP DARK

Disaster and Redemption in America's
Richest Silver Mine

By Gregg Olsen

*The heart-stopping story of a deadly fire deep beneath the earth's surface and the dramatic rescue of two survivors, **The Deep Dark** vividly captures the terror, grief, and sustaining bonds of friendship of a community rocked by an unimaginable tragedy.*

Kellogg, Idaho, is the home of the Sunshine Mine, a maze of tunnels laced with rich veins of silver. With its rock walls constantly wetted down by hoses, Sunshine was considered invulnerable to fire. But on May 2, 1972, dark smoke began billowing out of the airshafts. Eighty-one miners escaped; rescue teams entering the mine found 91 others, felled not by smoke but by a thick blanket of carbon monoxide. Two men defied the odds. For more than a week, they survived on a trickle of fresh air, water, and the brown-bag lunches of fellow miners as their friends and families waited anxiously above.

A narrative with the nonstop suspense of *The Perfect Storm* and *In the Heart of the Sea*, *The Deep Dark* moves beyond the chaos at the mine and into the wounded heart of a close-knit company town. It is an unforgettable portrait of working-class Americans and their heroic actions in one of the greatest rescue stories of the 20th century.

Bestselling true-crime writer **GREGG OLSEN** has won numerous writing, editing, and photojournalism awards and has appeared on CBS's *48 Hours*, A&E's *Biography*, and many other national television programs. He lives in Olalla, Washington.



History—U.S.—20th Century (HIS036060)

5 black-and-white photographs; 2 line drawings

6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 320 pages

Crown

0-609-61016-3. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9780609610169

On Sale 2/8/05

HAVE GLOVE, WILL TRAVEL

Adventures of a Baseball Vagabond

By Bill "Spaceman" Lee with Richard Lally

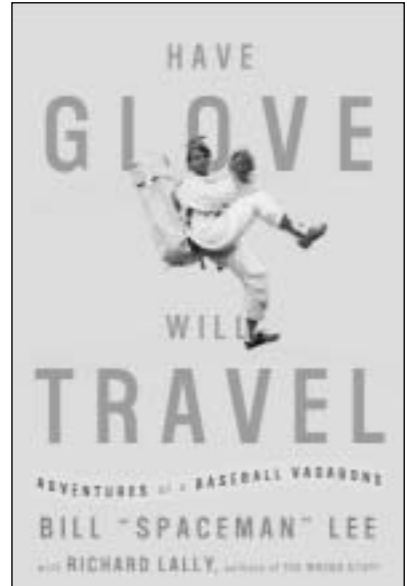
*The long-awaited sequel to the classic 1984 bestseller **The Wrong Stuff**, which Jonathan Yardley called "the funniest book to come out of a baseball locker room since Jim Bouton's **Ball Four**."*

Bill "Spaceman" Lee was the ultimate gonzo player, a brilliant left-handed pitcher who flouted every manager or front-office executive who tried to control him. The fans loved him and so did the sports writers, who delighted in asking him the usual baseball questions only to get philosophical responses involving the relationship between Camus and the curveball or the effects of karma on a pitcher's rotator cuff.

This book picks up where *The Wrong Stuff* left off when Lee, having been released by the Montreal Expos, finds himself blacklisted from professional baseball and left to roam the world in search of a chance to play the sport he loves. Lee's adventures take him across the U.S. and to China, Cuba, Russia, South America, and every province in Canada. He competes in pickup games, town tournaments, senior leagues, and fantasy camps—anywhere he can find a team that wants to play behind a pitching legend.

It's the ultimate road trip cum baseball memoir, a love story about a middle-aged maverick who refuses to stop pursuing his passion for a boy's game long after the grown-ups tell him he can't play on their team anymore.

BILL LEE is a pitcher and remains so. **RICHARD LALLY** coauthored *The Wrong Stuff*.



MARKETING

National Publicity

National Sports Radio Campaign

Author Interviews

out of Boston and New York

Also by These Authors

The Wrong Stuff

0-140-07941-6 paper

(Penguin USA)



Sports & Recreation—Baseball (SPO003000)

5½ x 8¼; 320 pages

Crown

1-4000-5407-9. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400054077

On Sale 3/8/05

LEAVING THE SAINTS

How I Lost the Mormons and Found My Faith

In a thoughtful, moving, and ultimately inspiring examination of faith, bestselling author and life coach Martha Beck chronicles her difficult decision to leave the Mormon church, and her struggle to overcome a dark secret buried in her childhood.

While growing up as “Mormon royalty” within the Church of Jesus Christ of Latter Day Saints, Martha Beck lived in a home frequented by the church’s high elders—known as the Apostles. Her existence was framed by their strict code of conduct. Martha was raised Mormon and married Mormon. When her son was born with Down syndrome, she and her husband left their graduate programs at Harvard to return to Provo, Utah, where they could be assured of the love and support of the people Martha always found to be the kindest on earth.

But after Martha began teaching at Brigham Young University, she saw firsthand the Mormon church’s ruthlessness in silencing dissidents and masking truths that contradict its beliefs. Most troubling of all, Martha was jolted into recovering memories of sexual abuse at the hands of one of the church’s most respected members. She describes how her decision to speak up publicly and the resulting furor led her to leave the church, while opening herself more than ever to the transformative power of a new spirituality.

Filled with insight and humor, *Leaving the Saints* is an unforgettable memoir that offers a rare glimpse inside one of the world’s most secretive religions while telling a profoundly moving story of personal courage and survival.

MARTHA BECK

writes a column for *O Magazine*. She lives in Arizona.

MARKETING**National Publicity**

20-City Morning-Drive Radio
Satellite Tour

Author Tour

Chicago
Denver
New York
Phoenix
San Francisco
Washington, DC

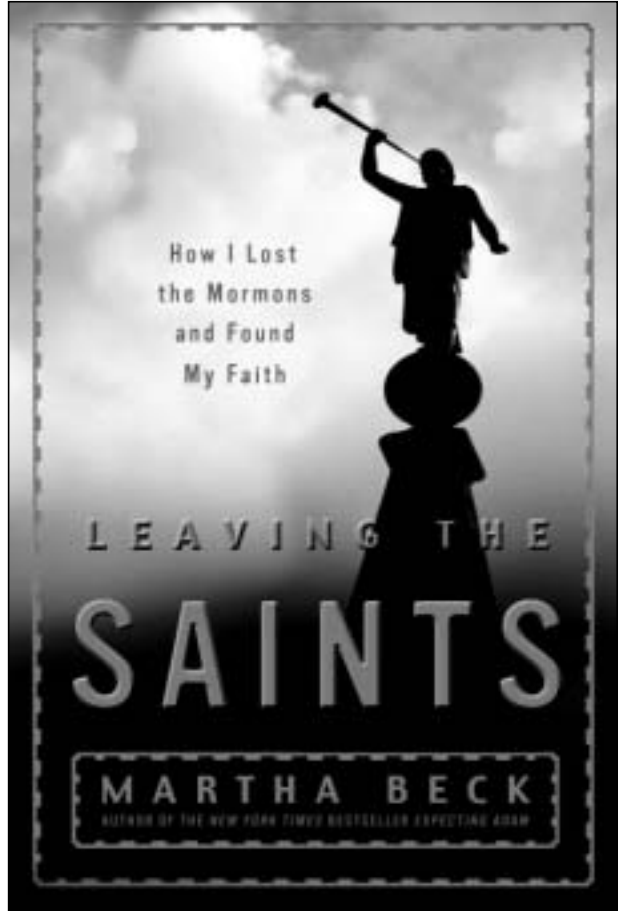
Advertising

USA Today

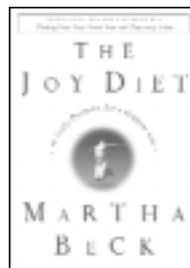
**Outreach to Ex-Mormon
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Abridged, 4 CDs
0-7393-1780-6
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Abridged, 3 cassettes
0-7393-1779-2
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**Also by Martha Beck:**

*Finding Your Own
North Star*
0-8129-3218-8
\$14.95 paper
(Canada: \$22.95)



The Joy Diet
0-609-60990-4
\$16.00 hardcover
(Canada: \$25.00)



Autobiography (BIO000000)

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

Crown

0-609-60991-2. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9780609609910

On Sale 3/1/05



LEGENDS OF WINTER HILL

Cops, Con Men, and Joe McCain,
the Last Real Detective

By Jay Atkinson

A year in the life of a rookie private investigator and the story of a legendary incorruptible cop and genuine American hero.

Legends of Winter Hill combines the dramatic tension of James Ellroy's *L.A. Confidential* and Dennis Lehane's *Mystic River* with the smooth style of classic detective tales like *The Maltese Falcon*. But this book isn't fiction. Jay Atkinson takes the reader directly into the real-life sphere of crime, investigation, and retribution on which those classic works are based.

Atkinson spent a year as a rookie P.I. for McCain Investigations, founded by the late Joe McCain, Sr., the most decorated police officer in Boston's history. In his colorful style, Atkinson describes the cases he works, and also traces Joe McCain's story from the day he donned a Boston Metropolitan Police uniform in the 1950s through the heyday of his run-ins with Mafioso and ruthless killers, like James "Whitey" Bulger, who grew up on the same Winter Hill streets as Joe.

Atkinson works with Joe McCain's son, Joe Jr., himself a police detective, whose run-ins with his father's old enemies on the force reveal a dark and dangerous aspect of the job, where it's uncertain which side some cops are on.

Fans of crime literature and narrative adventure will identify with big Joe McCain and enjoy living a year in the life of a private eye.

JAY ATKINSON is the author of the critically acclaimed *Caveman Politics* and the bestselling *Ice Time*. He lives in Methuen, Massachusetts.



True Crime (TRU000000)

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

Crown

1-4000-5075-8. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400050758

On Sale 3/15/05

MARKETING

National Publicity

National Radio Campaign

Author Tour

Boston

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Washington, DC

Easel-Backed Posters Available

Ask your Random House rep
for details

Also by Jay Atkinson

Ice Time

0-609-80994-6

\$13.00 paper (Canada: \$20.00)

WILSON'S WAR

How Woodrow Wilson's Great Blunder Led to Hitler, Lenin, Stalin, and World War II

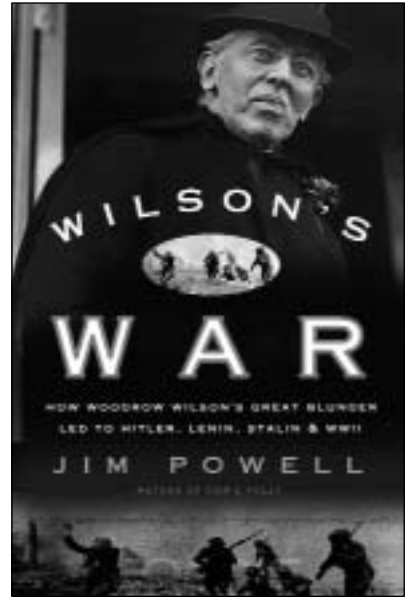
By Jim Powell

From the author of FDR's Folly, a stunning reappraisal of President Woodrow Wilson and his decision to push the U.S. into World War I. Sure to be controversial, Jim Powell's Wilson's War forcefully argues that Wilson ranks as the worst president in American history.

Woodrow Wilson, according to the conventional view, was a great progressive president who rallied the United States to enter the Great War by saying the nation had a duty to make the world safe for democracy. In *Wilson's War*, historian Jim Powell shows that Wilson in fact made a horrible blunder by entering the fight and succeeded only in paving the way for some of history's most murderous dictators. Why? First, America's entry into a stalemated war led to millions of additional casualties. Even worse, the decisive Allied victory that followed American intervention made possible the harsh surrender terms for Germany that paved the way for Adolf Hitler's rise to power. Powell also shows how Wilson's poor strategy led to the rise of Lenin and ultimately Stalin in Russia, and then to a Communist government that murdered tens of millions of people.

Wilson's War is an engaging and powerful reexamination of a critical episode in our history.

A senior fellow at the Cato Institute, **JIM POWELL** has written more than four hundred articles for the *New York Times*, the *Wall Street Journal*, *Money*, and other publications. He lives in Connecticut.



MARKETING

National Publicity

National Conservative Radio Campaign

Author Interviews
out of New York

Advertising on NewsMax.com

Also by Jim Powell

FDR's Folly

1-4000-5477-X

\$14.95 paper (Canada: \$21.00)



History—U.S.—20th Century (HIS036060)

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

Crown Forum

1-4000-8236-6. \$27.50 hardcover (Canada: \$39.95)

EAN Code 9781400082360

On Sale 3/8/05

Aging gracefully takes on a new meaning with *New York Times* bestselling author Suzanne Somers, who shares the secret to her fountain of youth by combining her ever popular Somersize series with her phenomenally successful *The Sexy Years* to teach readers the easy and effective way to lose weight, keep it off for good, and to balance hormones for optimal health and vitality.

slim and sexy FOREVER



© JEFF KATZ

The hormone solution for permanent weight loss and optimal living

In her Somersize books, Suzanne has shown more than five million readers how to lose weight by controlling insulin levels while indulging in an incredible variety of delicious foods. Amidst the low-carb mania, Somersizing stands out as the fast, effective, and sensible way to slim down without going to the extreme of eliminating carbs altogether. Suzanne Somers' *Slim and Sexy Forever* includes updated research and new science on dangerous cellular damage created by the long-term effects of eliminating carbs and stresses the importance of adding healthy carbs to maintain weight loss for life. Plus, it contains more than 100 new recipes and menus for flavor-packed food, which still remains the biggest draw of her books.

Most important, it links the science of Somersize with the information presented in Suzanne's groundbreaking book *The Sexy Years*, which demonstrated how replacing lost hormones with doctor-prescribed bioidentical hormones can create greater vitality, health, and sexuality. The combination, woven together in this one book, promises the complete health and weight loss solution for staying slim and sexy forever.

MARKETING

Major National Publicity

20-City Television Satellite Tour

Author Interviews
out of Los Angeles and New York

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Advertising Campaign

Google Keyword Advertising

P.O.P.

1-4000-9772-X
12-copy floor display
\$311.40 (Canada: \$431.40)

Promotion on
SuzanneSomers.com

SUZANNE SOMERS

is the author of 13 books which have more than eight million copies in print.

suzanne somers

New York Times Bestsellers by Suzanne Somers



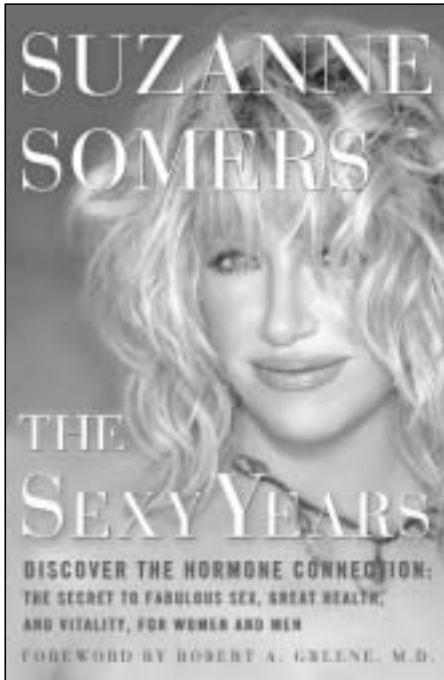
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(Canada: \$24.00)



The Sexy Years
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\$25.00 hardcover
(Canada: \$37.00)

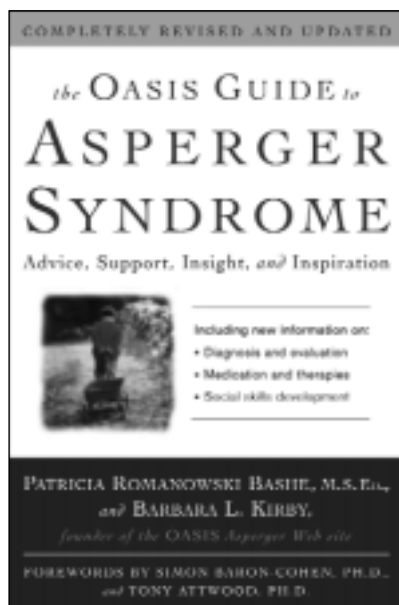


*Get Skinny on
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\$16.95 paper
(Canada: \$25.95)



Health & Fitness—Diets (HEA006000)
50 black-and-white photographs;
three 8-page full-color photo inserts
7³/₈ x 9¹/₈; 352 pages

Crown
1-4000-5325-0. \$25.95 hardcover (Canada: \$35.95)
EAN Code 9781400053254
On Sale 3/29/05



THE OASIS GUIDE TO ASPERGER SYNDROME: REVISED AND UPDATED EDITION

Advice, Support, Insight, and Inspiration
By Patricia Romanowski Bashe, M.S., Ed.
and Barbara L. Kirby

A fully revised edition of the comprehensive parents' and teachers' guide to Asperger Syndrome, by the owners of the internationally renowned OASIS website.

Asperger Syndrome has become an exceedingly common disorder. One in 300 individuals may have AS, and it is now more prevalent than childhood cancer and Down syndrome. *The Oasis Guide to Asperger Syndrome*, inspired by the OASIS website, has sold more than 25,000 hardcover copies since its publication in 2001, becoming the standout authority in the field and a must-have for this growing audience.

This edition includes new developments made in AS research over the past four years. Revised topics cover new thinking on diagnosis and evaluation; the latest approaches to medication and social skills development; and tips on navigating the maze of interventions, therapies, and special education. In addition to the original foreword by Asperger expert Dr. Tony Attwood, this edition features a foreword from autism authority Dr. Simon Baron-Cohen. Filled with practical information and emotional support, this is the most complete and authoritative guide to Asperger Syndrome available.

PATRICIA ROMANOWSKI BASHE, M.S., Ed., is a bestselling author and certified special education teacher. She lives on Long Island, New York. **BARBARA L. KIRBY** is the founder and moderator of OASIS. She lives in Delaware. Both are parents of children with Asperger Syndrome.



Health/Family—Parenting (HEA000000)

8 line drawings

6¹/₈ x 9¹/₄; 512 pages

Crown

1-4000-8152-1. \$27.50 hardcover (Canada: \$39.95)

EAN Code 9781400081523

On Sale 3/29/05

Previous Edition (Fall 2001)

ISBN 0-609-60811-8

MARKETING

National Publicity

Major Promotion to Asperger Community:

- On and to author's site, www.udel.edu/bkirby/asperger/
- Outreach to Asperger support groups

Advertising in *Exceptional Parent* and *Autism/Asperger Digest* Magazines

THE LIKEABILITY FACTOR

How to Boost Your L Factor
and Achieve Your Life's Dreams

By Tim Sanders

The author of the New York Times and international bestseller Love Is the Killer App reveals why likeability is the key to success and happiness—and how you can develop a high L Factor and maintain it throughout your entire life.

It's a fact (and Tim Sanders cites more than 400,000 pages of research to prove it): Doctors spend more time in office visits with likeable people and offer them more free advice. Likeable plaintiffs in civil suits are granted more money in settlements. Likeable people do better in job interviews and receive higher merit raises. They also have lower divorce rates and lower blood pressure; they even receive better service in restaurants.

In a book replete with countless scientific studies and polling data, Sanders shows how we can all develop the ability to create positive feelings in others and how to increase our own L Factors by learning and mastering four key principles: how to be friendly; how to be relevant; how to show empathy; and how to keep it real. Likeability is a factor that politicians and advertisers have already spent massive amounts of money mastering. It's time, says Sanders—a modern-day Dale Carnegie—that the rest of us catch up. This book is the road map.

TIM SANDERS is the leadership coach at Yahoo! and gives lectures and seminars around the world each year. He lives in northern California.



Self-Help—Success (SEL027000)

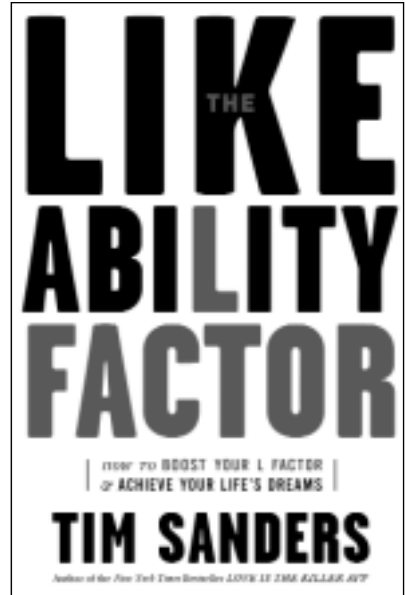
5½ x 8¼; 224 pages

Crown

1-4000-8049-5. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400080496

On Sale 4/5/05



MARKETING

National Publicity

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Satellite Tour

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Promotion on TimSanders.com

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Abridged, 3 cassettes

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\$25.00 (Canada: \$35.00)

Also by Tim Sanders

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1-4000-4683-1

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out of New York and Portland, OR

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- WSJ.com, OpinionJournal.com, and more
- *Wall Street Journal* radio network
- *Barron's*

Advertising in *The New Yorker*

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DINING AND FOOD:

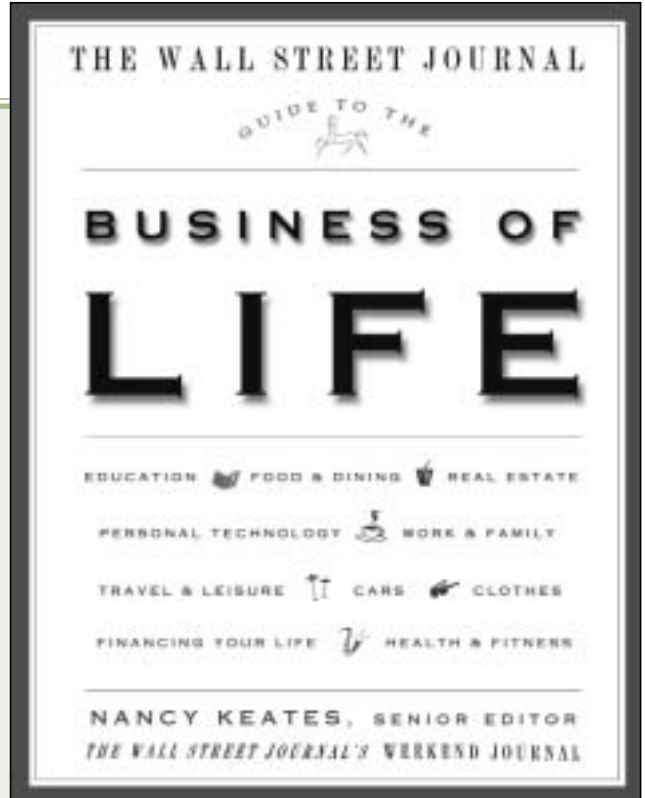
How to get into hot restaurants. Primers on wines and beers. The dinner party made easy.

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What you should know about home refinancing, home equity loans, 401ks, wills and trusts, and much more for a world in which there's so much to know and precious little time to learn it.



NANCY KEATES

is a senior editor and reporter for the *Wall Street Journal's* Weekend Journal.



Self-Help (SEL000000)

7³/₈ x 9¹/₄; 384 pages

Crown

1-4000-8159-9. \$27.50 hardcover (Canada: \$39.95)

EAN Code 9781400081592

On Sale 4/5/05



TERROR IN YOUR LIVING ROOM

By Colonel David Hunt

Fox News' senior military analyst, who has 30 years of counterterrorism experience with the U.S. Army, reveals what our nation—and every American—must do to win the war on terror.

In the 25 years before 9/11, in places like Washington, D.C., Beirut, Nairobi, the skies over Scotland, and the waters off Yemen, Islamic terrorists had killed some 780 U.S. citizens. America's response ranged from simple retreat to the firing of cruise missiles into hillsides and aspirin factories. In *Terror in Your Living Room*, Colonel David Hunt makes a compelling case that terrorism feeds on anything less than fierce and unrelenting retribution from those it targets. Even today, says Colonel Hunt, in the wake of the bloodiest day on American soil since the Civil War, our nation is in danger of losing the resolve it needs to prevail.

As a participant in a NATO raid on a terrorist training camp in Bosnia, a trainer for Special Forces units and SWAT teams, and an antiterrorism advisor for the Olympic Games from 1980 to 2002, Col. Hunt has been a career soldier in the fight against terror. In this book he offers his perspective on how the problem took root and what we now must do at every level—as individual citizens, as a government, and as a military power—to emerge victorious in the challenge that history has given us.

COLONEL DAVID HUNT retired from the U.S. Army in 2000 and has been an analyst with Fox News since 2001.

MARKETING

National Publicity

Major National Conservative
Radio Campaign

Author Interviews
out of Washington, DC

Advertising on Conservative
Weblogs



Current Affairs (CUR000000)

6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 272 pages

Crown Forum

1-4000-9741-X. \$25.95 hardcover (Canada: \$35.95)

EAN Code 9781400097418

On Sale 4/12/05

BAR MITZVAH DISCO

Everyone's Invited

By Roger Bennett, Nick Kroll,
and Jules Shell

Based on the popular website, Bar Mitzvah Disco is a full-color, outrageously funny celebration of the Jewish-American coming-of-age phenomenon that is equal parts ritual, suburban excess, and adolescent awkwardness.

Bar Mitzvah Disco is for everyone who ever begged their mother for a Laura Ashley dress, slow-danced to *Lady in Red*, practiced getting to second base with their pillow, or survived their 13th year with a fraction of their dignity intact.

An irresistible nostalgia trip full of hilarious pictures and tales from survivors of real bar/bat mitzvahs (circa late 1970s to early 1990s), *Bar Mitzvah Disco* is a first-class, sit-down dinner (you were expecting a buffet?) of both tender and mortifying moments. Photographs of celebrity impersonators, amateur DJs, tall girls dancing with short boys, and early suburban break-dancing pioneers vie with essays on music, style, and adolescence from contributors including Jonathan Safran Foer, A. J. Jacobs, Sarah Silverman, Joel Stein, Gideon Yago, Jessi Klein, and *Will & Grace* creator David Kohan. *Bar Mitzvah Disco* is two parts *Fantasy Island* and one part Vegas, rife with acne, piles of cash, and ungracious thank-you notes—straight from those who lived to tell the tale.

ROGER BENNETT is a cofounder of the Reboot Network. **NICK KROLL** is a comedian and a contributing writer to Comedy Central's *Chappelle's Show*. **JULES SHELL** is a documentary filmmaker and the founder of the Bar Mitzvah Disco clothing line.



Humor (HUM000000)

100 black-and-white and 100 full-color photographs

7³/₈ x 9¹/₄; 192 pages

Crown

1-4000-8044-4. \$23.95 hardcover (Canada: \$33.95)

EAN Code 9781400080441

On Sale 4/12/05



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of New York

Advertising on Fark.com,
Gawker.com, and Onion.com

Promotion on
BarMitzvahDisco.com

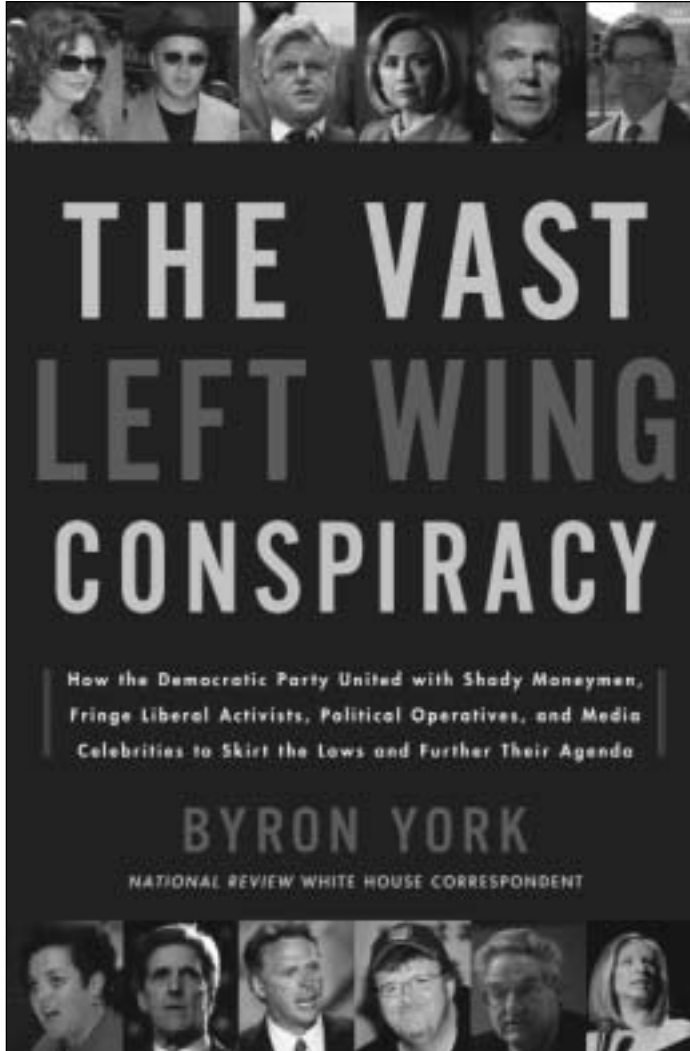
THE VAST LEFT WING CONSPIRACY

An explosive exposé of the most important new political movement in decades: the Left is on a mission to win the White House and is working on an unprecedented scale to succeed at any cost.

Destined to garner huge media buzz, Byron York's *The Vast Left Wing Conspiracy* is a provocative look at how liberal media, money, and minds are uniting as never before. York—the White House correspondent for *National Review*—describes how formerly disparate Democratic groups, galvanized by a common goal to take back the White House after the 2000 “stolen election,” are channeling resources into a far-reaching organization that is just under the radar—while saturating the electorate with a message that is anything but. He explains who is at the helm of the all-out effort—Hillary Clinton, George Soros, Michael Moore, and other heavy hitters—and how they intend to win. York uncovers the truth about the “think tank” whose daily e-mail blasts deliver anti-Bush sound bites to the media, how the \$200 million planned for the 2004 election slips by campaign-finance laws, and why the “VLWC” is the most important political movement of our generation.

BYRON YORK

has contributed to *The Atlantic Monthly*, the *Wall Street Journal*, *The Weekly Standard*, and *The American Spectator*, and is a frequent guest on Fox News, MSNBC, CNBC, and *The News Hour with Jim Lehrer*.



MARKETING

National Publicity

Major National Conservative
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\$25.00 (Canada: \$35.00)



Current Affairs (CUR00000)

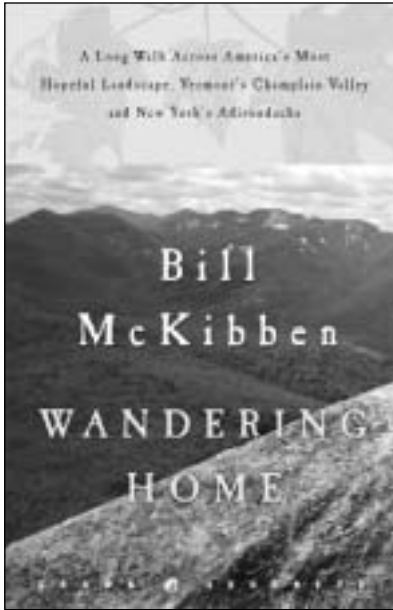
6 1/8 x 9 1/4; 288 pages

Crown Forum

1-4000-8238-2. \$26.95 hardcover (Canada: \$37.95)

EAN Code 9781400082384

On Sale 4/5/05



MARKETING

National Publicity

Regional NPR Campaign

Author Interviews
out of Vermont

Crown Journeys Series
Advertising in *The New Yorker*

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See Pages 56–57 For Other
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Also by Bill McKibben

Enough
0-8050-7096-6 hardcover
(Times Books)

Long Distance
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(Simon & Schuster)

WANDERING HOME

A Long Walk Across America's Most
Hopeful Landscape, Vermont's Champlain
Valley and New York's Adirondacks

By Bill McKibben

*New in the Crown Journeys series—the bestselling author of *The End of Nature* walks from his current home in Vermont to his former home in the Adirondacks and reflects on the two landscapes, places of diverse human habitation and pure wilderness that share a border.*

Bill McKibben opens this book atop Vermont's Mt. Abraham, with a stunning view to the west that introduces us to the broad Champlain Valley of Vermont, the expanse of Lake Champlain, and behind it the towering wall of the Adirondacks. On the Vermont side he visits with old friends who are trying to sustain old ways of living on the land and to invent new ones, from wineries to biodiesel. After crossing the lake in a rowboat, he backpacks south for ten days through the vast Adirondack woods and contemplates questions about the wild that he first began to raise in his groundbreaking meditation on climate change, *The End of Nature*: What constitutes the natural? How much human intervention can a place stand before it loses its essence? What does it mean for a place to be truly wild?

Wandering Home is a wise and hopeful book that enables us to better understand our place in the natural world, and readers will find here some of the best nature writing McKibben has done in his career.

BILL MCKIBBEN is the author of, most recently, *Enough* and is a regular contributor to *The New York Review of Books*, *The Atlantic*, and the *New York Times*. He lives near Middlebury, Vermont.



Travel—Essays & Travelogues (TRV010000)

1 map

5 x 7^{5/8}; 160 pages

Crown Journeys

0-609-61073-2. \$16.00 hardcover (Canada: \$23.00)

EAN Code 9780609610732

On Sale 4/19/05

ON BEING JOHN McENROE

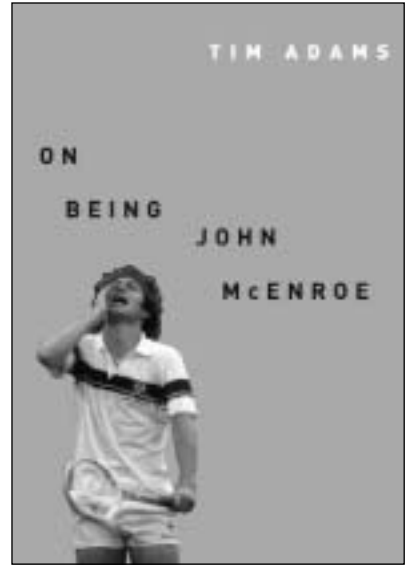
By *Tim Adams*

A fascinating look at the volatile, self-obsessed John McEnroe and his impact on tennis and sport in general, by the former editor of Granta.

The greatest sports stars characterize their times and also help to tell us who we are. John McEnroe, at his best and worst, told us the story of the 1980s; he dramatized the volatile self-absorption of a generation. In this short, wonderfully written book, Adams sets out to explore what it might have meant to be John McEnroe during those times, and in his subsequent lives, and to define what exactly it is that we want—and need—from our sports heroes.

This book was published in the U.K. in 2003 to universal and lavish praise: *The Independent* called it “a brilliantly insightful essay about a tormented genius who found in tennis an expressionist art form.” The *Times* said: “It is full of pleasures. Adams writes beautifully.” Nick Hornby wrote: “[The book] is great... it’s witty and smart, and has ideas about sport that don’t strain for significance.” Like John McPhee’s *Levels of the Game* and Michael Lewis’s *Moneyball*, it has the potential to reach far beyond the traditional sports-book market.

TIM ADAMS was an editor at *Granta* and is currently literary editor of the *Observer*. He lives in London.



MARKETING

National Publicity

National Radio Campaign



Sports & Recreation—Tennis (SPO045000)

5 x 7 1/8; 176 pages

Crown

1-4000-8147-5. \$16.00 hardcover (NCR)

EAN Code 9781400081479

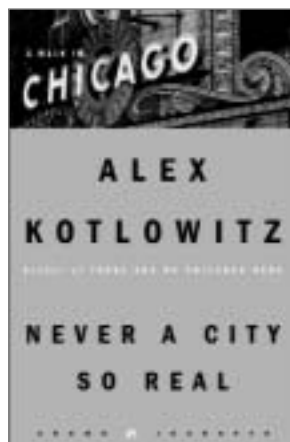
On Sale 4/5/05

Canadian Edition (Yellow Jersey Press):

0-224-06961-6. \$25.95 hardcover

walk

WITH THE WORLD'S BEST WRITERS



ALEX KOTLOWITZ

Never A City So Real:

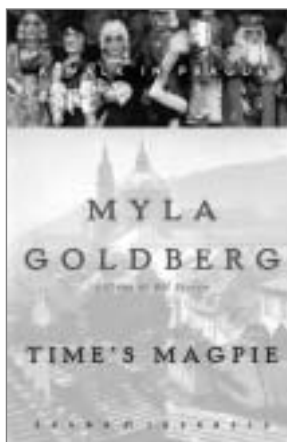
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\$16.00 hardcover

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MYLA GOLDBERG

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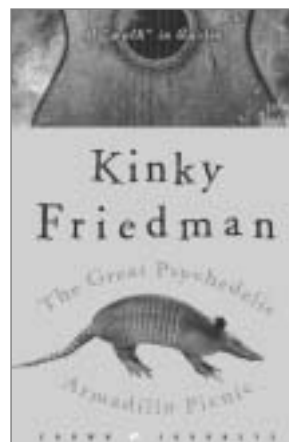
A Walk in Prague

1-4000-4604-1

\$16.00 hardcover

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On Sale: 11/16/04



KINKY FRIEDMAN

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1-4000-5070-7

\$16.00 hardcover

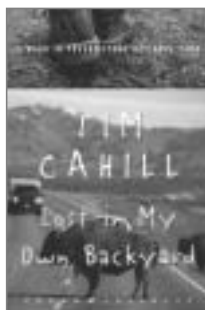
(Canada: \$23.00)

On Sale: 10/19/04

PRAISE FOR THE CROWN JOURNEYS SERIES:

“Extraordinary....True to their mission, these titles remind us that the essence of a place cannot be found in any guidebook.”
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—*Washington Post*



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—*Rocky Mountain News*

Lost In My Own Backyard: A Walk in Yellowstone National Park

1-4000-4622-X

\$16.00 hardcover (Canada: \$25.00)

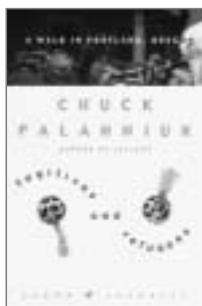
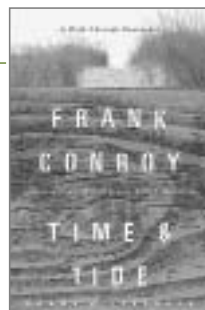
“Eloquent and bittersweet, *Time & Tide* is a celebration of Nantucket’s enduring beauty and a nostalgic nod to the simple pleasures of its past.”

—*Entertainment Weekly*

Time and Tide: A Walk Through Nantucket

1-4000-4659-9

\$16.00 hardcover (Canada: \$25.00)



“An intoxicating trip to a place you never knew you wanted to visit.”

—*Entertainment Weekly*

Fugitives and Refugees: A Walk in Portland, Oregon

1-4000-4783-8

\$16.00 hardcover (Canada: \$25.00)

**New York
Times
Bestseller**

**New York
Times
Bestseller**

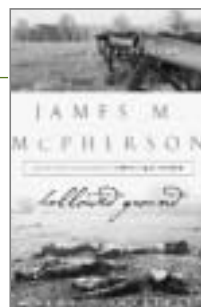
“A leisurely walk through a former inferno with a most eloquent Virgil.”

—*Kirkus Reviews* (starred)

Hallowed Ground: A Walk at Gettysburg

0-609-61023-6

\$16.00 hardcover (Canada: \$25.00)



ALSO AVAILABLE:

CHRISTOPHER BUCKLEY

*Washington Schleppe Here:
Walking in the Nation’s Capital*

1-4000-4687-4

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EDWIDGE DANTICAT

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Carnival in Jacmel, Haiti*

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\$16.00 hardcover (Canada: \$25.00)

ISHMAEL REED

Blues City: A Walk in Oakland

1-4000-4540-1

\$16.00 hardcover (Canada: \$25.00)

MICHAEL CUNNINGHAM

Land’s End: A Walk in Provincetown

0-609-60907-6

\$16.00 hardcover (Canada: \$25.00)

WILLIAM MURRAY

City of the Soul: A Walk in Rome

0-609-60614-X

\$16.00 hardcover (Canada: \$25.00)

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clarkson potter/publishers & potter style

SPRING '05

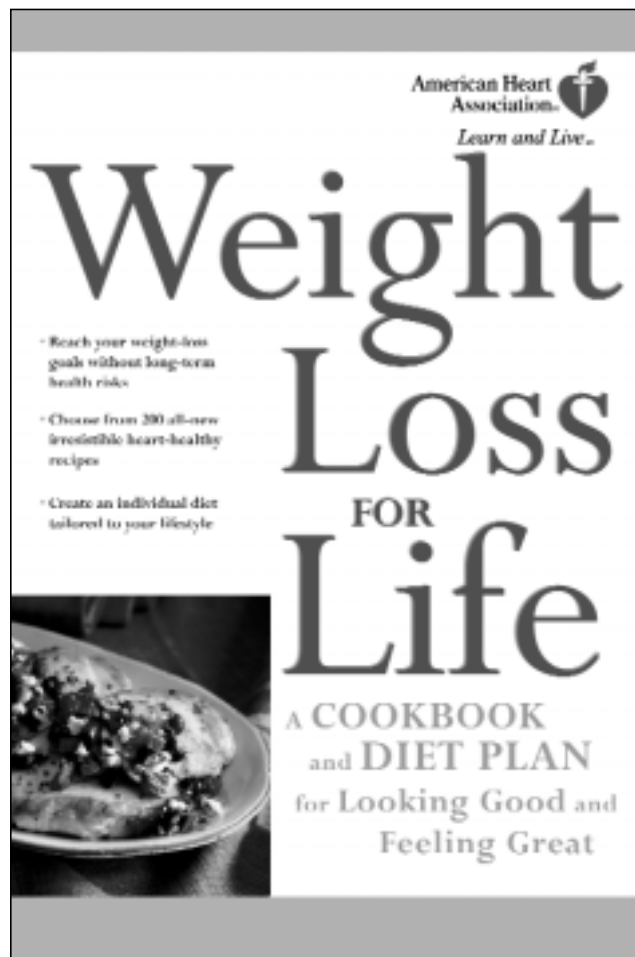
Weight Loss FOR Life

A Cookbook and Diet Plan for
Looking Good and Feeling Great

The American Heart Association has long been the nation's most trusted authority on heart-healthy living. Now the Association presents a heart-healthy diet plan that is a cornerstone of its continuing work to decrease Americans' waistlines.

American Heart Association *Weight Loss for Life* is the answer for all those who want a balanced, practical strategy for weight loss and heart health from an authoritative source. It offers an appealing, reliable, and sensible alternative for those who are concerned about the negative effects of low-carb diet plans and the inability of quick-fix diet fads to ensure lasting weight loss.

Featuring a simple method for calculating an ideal personal caloric intake, two weeks' worth of menus, nutritional analyses, and 200 new recipes—including irresistible dishes such as Sole Champignon, Wrapped Asparagus Spears with Tarragon Aioli, Cream of Triple-Mushroom Soup, and Vanilla Soufflé with Brandy-Plum Sauce—*American Heart Association Weight Loss for Life* is the book to trust for people who are serious about feeling and looking their best while taking care of their health for many years to come.



MARKETING

National Publicity

National Media with
New AHA President

National Radio Campaign

Video News Release Campaign

Major Cross-Promotion
with AHA, Including:

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

Also Available as a Random
House Large Print Edition

0-375-43445-3

\$25.95 hardcover (Canada: \$35.95)

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



Cooking—Health (CKB039000)

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

Clarkson Potter/Publishers

1-4000-5159-2. \$23.95 hardcover (Canada: \$33.95)

EAN Code 9781400051595

On Sale 4/26/05



MARKETING

National Publicity

National Media with AHA Spokesperson

Cross-Promotion with Hardcover Publication of *AHA Weight Loss for Life*

See pages 60–61 for details

Also Available

AHA Low-Calorie Cookbook

0-8129-2855-5

\$15.95 paper (Canada: \$22.95)

AHA Low-Fat, Low-Cholesterol Cookbook, 3rd Edition

1-4000-4827-3

\$25.95 hardcover (Canada: \$37.95)

AHA Low-Salt Cookbook, 2nd Edition

0-609-80968-7

\$15.95 paper (Canada: \$23.95)

AHA Meals in Minutes Cookbook

0-609-80977-6

\$15.95 paper (Canada: \$23.95)

The New American Heart Association Cookbook, 7th Edition

1-4000-4826-5

\$30.00 hardcover (Canada: \$42.00)

AMERICAN HEART ASSOCIATION ONE-DISH MEALS

Over 200 All-New, All-in-One Recipes

By the American Heart Association

For busy cooks who love convenience but still want heart-healthy meals with less saturated fat, cholesterol, and salt, here is the paperback edition of the American Heart Association's one-dish cookbook (more than 20,000 copies sold in hardcover). It features more than 200 quick, easy recipes for any time- and budget-conscious family.

Forget the days of four burners going at once, followed by a sinkful of dishes. Unlike other "one-dish" cookbooks, *American Heart Association One-Dish Meals* offers recipes that are truly made in just one dish—so dinner is simple to make and quick to clean up. These 200-plus recipes prove that you don't have to sacrifice flavor or spend all day in the kitchen to have healthful meals.

The book is divided into four sections: meat, poultry, seafood, and vegetables. Each recipe supplies protein, starch, and at least a half-cup serving of fruit, vegetables, or a combination of both. Every recipe—from simple dinners to festive dishes for entertaining—makes a balanced meal that helps provide all the essential nutrients needed for heart-healthy living.

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



Cooking—American—Quick & Easy (CKB002000)

6 $\frac{1}{8}$ x 9 $\frac{1}{8}$; 336 pages

Clarkson Potter/Publishers

1-4000-8184-X. \$15.95 paper (Canada: \$22.95)

EAN Code 9781400081844

On Sale 12/28/04

Pub. History: A Clarkson Potter hardcover (Fall 2003)
ISBN 0-609-61085-6

SMALL CHANGES, BIG RESULTS

A 12-Week Action Plan to a Better Life

By *Ellie Krieger, M.S., R.D.*

No carbs! No white food! No cooked food! Who can live that way? Here, a renowned nutritionist and television personality offers a blissfully simple plan that focuses on the cumulative effects of small changes in diet, exercise, and well-being.

In nutritionist Ellie Krieger's practice, new clients would arrive confused by conflicting diet advice, intimidated by the major upheaval some of these diets require, and not confident about losing weight and getting fit. What Ellie found works best is incremental, sensible change—three small, scientifically sound changes a week over three months. And these changes truly are small—Week One's are to shop for healthful pantry items, take three 20-minute walks, and do a five-minute breathing exercise. No food is off-limits; instead, they should be thought of as Usually, Sometimes, and Rarely eaten. Results are noticeable right away, and after 12 weeks of small steps in diet, exercise, and emotional wellness, readers will have lost weight, boosted their energy, reduced cholesterol, and lowered blood pressure, among many other benefits.

Small Changes, Big Results takes readers from sitting on the sofa, thinking about change, to actually doing it.

ELLIE KRIEGER, M.S., R.D., hosted a nationally syndicated television show, *Living Better*, and is now an adjunct professor at New York University and frequent guest on national television shows. She lives in New York City.



MARKETING

National Publicity

Author Interviews
out of New York



Health & Fitness—Diets & Nutrition (HEA006000)

25 line drawings

7³/₈ x 9¹/₈; 256 pages

Clarkson Potter/Publishers

1-4000-5102-9. \$19.95 hardcover (Canada: \$27.95)

EAN Code 9781400051021

On Sale 2/22/05

P. Allen Smith's CONTAINER GARDENS

60 Recipes to Accent Your GARDEN HOME

P. Allen Smith, television's favorite garden designer and author of the bestselling *P. Allen Smith's Garden Home*, reveals how to add beauty, depth, and structure to any setting with well-designed and creatively arranged container plantings.

Colorful, versatile, and portable, container gardens are a gardener's dream come true. The container designs in this book are presented in an innovative recipe format complete with an ingredients list, step-by-step instructions, and ideas for substitutions.

P. Allen Smith's Container Gardens is an inspiring guide to creating instantly gratifying, supremely flexible gardens every season of the year. Assembled in a matter of minutes, they bring color and greenery to decks, porches, and balconies; serve as eye-catching focal points or whimsical touches within an existing garden; and are unbeatable for fashioning stylish entryways and privacy screens. Each recipe fulfills one of Allen's 12 Principles of Design, and it is guaranteed to further enhance the beauty of your garden home.



MARKETING**National Publicity**

Tie-In with Author Appearances
at Garden Shows and Home
Centers

Author Tour

Atlanta
Chicago
Los Angeles
Minneapolis
New York
Orlando
St. Louis
San Francisco

Cross-Promotion with P. Allen
Smith Outlets, Including
Weather Channel and the
Saturday Early Show



P. ALLEN SMITH is the host of the syndicated television show *P. Allen Smith Gardens* and of *P. Allen Smith's Garden Home* on public television. He appears regularly on *The Saturday Early Show* on CBS. He also serves as the contributing gardening editor for *Woman's Day* and *Cottage Living* magazines.

ALSO BY P. ALLEN SMITH

P. Allen Smith's Garden Home
0-609-60932-7
\$29.95 hardcover \$44.95 Canada



Gardening—Container (GAR001000)
180 full-color photographs
8½ x 11; 224 pages
Clarkson Potter/Publishers
1-4000-5343-9. \$29.95 hardcover (Canada: \$42.00)
EAN Code 9781400053438
On Sale 4/19/05



RACHAEL RAY'S 30 minute meals

Rachael Ray, Food Network superstar and bestselling cookbook phenomenon, now joins Potter's blockbuster cookbook program. First up: a collection of easy and irresistible recipes that are light on carbs but still satisfy the carb-lover in all of us!

FOR THE

Rachael Ray loves carbs and hates trendy diets that go to extremes. The current low-carb craze has us all buying "low-carb" foods that taste like cardboard and eating too much animal fat. When we give in to the frustration of carb denial, we pig out, causing "yo-yo" depression from weight loss and regain.

Well, the vicious cycle stops here! Rachael Ray's latest collection is full of recipes that are well balanced and healthful—as well as carb-conscious—for those of us who just cannot and will not live totally carb-free!

Chapters include dishes that show how a half-pound of pasta can serve four adults, quick and easy meals like Thai and Mexican lettuce wraps, and tons of burger ideas. The big finish? A dessert section for people who both don't bake (like Rachael) *and* are watching carbs! The best part is that the dishes in this book—like all of Rachael's recipes—can be turned out in 30 minutes or less.

With plenty of hassle-busting tips and a generous serving of Rachael's "you can do it" attitude, *30-Minute Meals for the Carb-Frustrated* makes America's new way of eating as easy and delicious as it is healthful.

The popular host of Food Network's *30 Minute Meals*, *\$40 a Day*, and *Inside Dish*, **RACHAEL RAY** is the author of eight previous books, including the *New York Times* bestseller *30-Minute Meals 2*.

CARB-FRUSTRATED

*Confessions of a
Low-Carb Life*



MARKETING

National Publicity

National Print Attention

20-City Television Satellite Tour

Tie-In with Author's Ongoing
Media and Appearance Schedule

Author Interviews
out of New York

Announcement Ad in
Publishers Weekly

Advertising
Cooking Light
Family Circle
Ladies Home Journal

P.O.P.

1-4000-9749-5

12-copy floor display

\$227.40 (Canada: \$323.40)



Cooking—Quick & Easy (CKB070000)

30 full-color photographs

7³/₈ x 9¹/₄; 256 pages

Clarkson Potter/Publishers

1-4000-8253-6. \$18.95 paper (Canada: \$26.95)

EAN Code 9781400082537

On Sale 3/29/05



MARKETING

National Publicity

Author Interviews

out of Los Angeles and New York

Author Tour with Food Network

Atlanta

Boston

Chicago

Dallas

Denver

Miami

St. Louis

San Francisco

EVERYDAY ITALIAN

125 Simple and Delicious Recipes

By *Giada De Laurentiis*

The first cookbook from Food Network's latest breakout star, Giada De Laurentiis (recently seen in People magazine's 50 Most Beautiful People issue).

Charming, gorgeous, and extremely talented, Giada De Laurentiis is the star of Food Network's *Everyday Italian*. Viewers will also soon see her in the network's All-Star Thanksgiving special with Emeril Lagasse, Rachael Ray, and others; cohosting (with Mario Batali) the Italian Christmas special and a cross-country series; and starring in her own special from Italy.

The reason for all this excitement? Beyond Giada's on-camera presence, it's her food: quick, simple, and bursting with the ripe, rich flavors that reflect the best of Italian home cooking. Giada is a Cordon Bleu-trained chef who's worked in some of L.A.'s finest restaurants, but she's also not afraid to use shortcuts and the occasional packaged ingredient. She makes it all look easy because it is, with such features as seven ways to transform red sauce, five variations on cutlets, four great uses for prosciutto, and more than 100 other dishes for speedy but special dinners. Filled with gorgeous photographs, this is the debut cookbook from a major new star.

Before joining Food Network, **GIADA DE LAURENTIIS** was a Los Angeles restaurant chef and caterer. The granddaughter of film producer Dino De Laurentiis, she lives in Los Angeles.



Cooking—Italian (CKB047000)

50 full-color and 80 black-and-white photographs

7⁷/₁₆ x 9¹/₂; 256 pages

Clarkson Potter/Publishers

1-4000-5258-0. \$30.00 hardcover (Canada: \$42.00)

EAN Code 9781400052585

On Sale 3/15/05

THE SWIMMING POOL

Stylish and Inspirational Ideas for
Building and Decorating Your Pool

By Martha Baker

*An invaluable guide to creating a sparkling new gathering place for family and friends, **The Swimming Pool** provides expert information on construction techniques and materials and highlights a wealth of design options with beautiful, full-color photographs.*

The pleasure of owning a private swimming pool is no longer a perk reserved for the very rich. Throughout the country hundreds of thousands of homeowners will be planning, installing, or designing pools this year. *The Swimming Pool* is the ideal book for everyone about to take the plunge.

An experienced landscape and pool designer, Martha Baker explains how to site a pool for maximum aesthetic and practical value; design the shape of the pool and the surrounding area; select appropriate materials; and choose the furnishings, decorative elements, and plantings that will pull it all together. Photographs of pools located in places ranging from Connecticut to the Caribbean to California illustrate the distinctive styles and special details readers can adapt, whether they envision a romantic backdrop for entertaining; an area that re-creates the serene elegance of classic design; the pure, "sculptural" look of the modern style; or the natural beauty of a rustic setting.

MARTHA BAKER is a certified landscape designer. Her gardens have been included in the Parrish Museum tours and Horticultural Allican tours and featured in *Martha Stewart Living*, *House Beautiful*, and *Elle*. She lives in New York City.



House & Home—Outdoors/Landscape

(HOM013000/ARC008000)

275 full-color photographs

9 x 12; 224 pages

Clarkson Potter/Publishers

0-609-61076-7. \$50.00 hardcover (Canada: \$70.00)

EAN Code 9780609610763

On Sale 3/22/05



MARKETING

National Publicity

Also by Martha Baker

Garden Ornaments

0-609-60264-0

\$40.00 hardcover (Canada: \$56.00)

The Outdoor Living Room

0-609-60646-8

\$40.00 hardcover (Canada: \$65.00)

eat THIS BOOK

REAL KITCHEN RECIPES FOR EVERYDAY OCCASIONS

Tyler Florence's debut cookbook, *Tyler Florence's Real Kitchen*, was one of the fastest-selling cookbooks of 2003. Now he's back, complete with all of his irrepressible enthusiasm and culinary panache, as well as more *Real Kitchen* wisdom and irresistible recipes for everyday occasions.

One of Food Network's most engaging personalities brings his philosophy of full-flavored, low-stress cooking to bear on the way we really eat today: noshing, devouring, and licking the plate clean.

In *Eat This Book*, Tyler introduces a well-stamped passport of cooking experiences and bold, bright flavors interpreted for today's real kitchen with dishes that engage the senses.

Taking inspiration from his international travels and cross-country treks to visit working families with food quandaries, Tyler has created more than 150 new recipes that sing with excitement but don't require every pot and pan in the kitchen to create. With small plates and cocktail bites, crowd-pleasing favorites, tempting desserts, and more, *Eat This Book* proves there's no reason to eat out when the food at home can be so delicious.

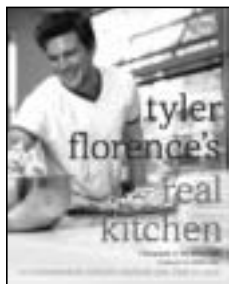


MARKETING

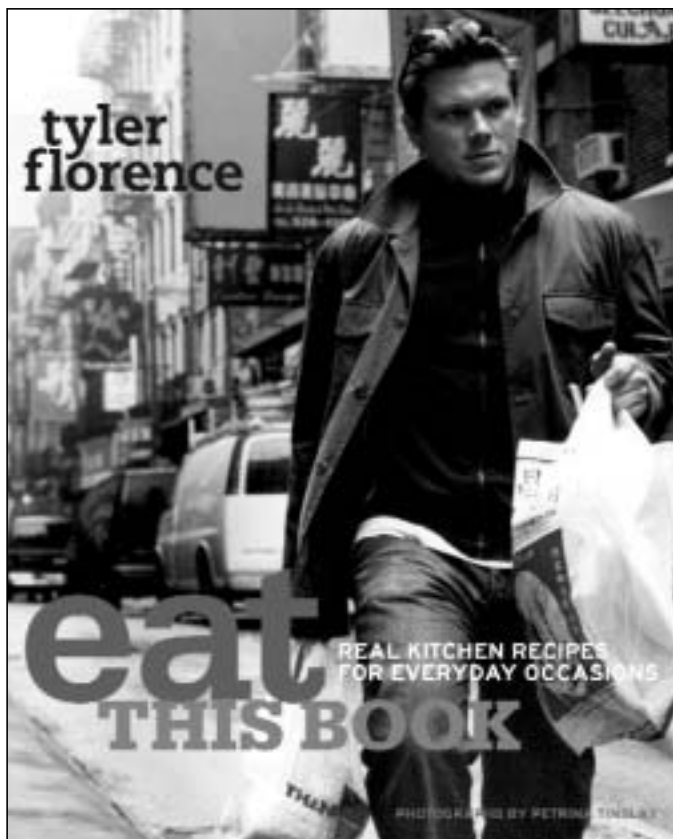
National Publicity

Author Interviews
out of New York

Author Tour

Chicago
Detroit
Houston
Los Angeles
Minneapolis
New York
San Francisco

Also by Tyler
Florence
*Tyler Florence's
Real Kitchen*
0-609-60997-1
\$32.50 hardcover
(Canada: \$48.50)



tyler florence

has been heating up the airwaves on Food Network since 1996 when he first appeared on *Ready, Set, Cook* and *Chef du Jour*. Today he appears several times weekly as the host of *Food 911* as well as *Tyler's Ultimate*, and as co-host of the network's classic *How to Boil Water*.



Cooking (CKB000000)
150 full-color photographs
8 x 10; 288 pages
Clarkson Potter/Publishers
1-4000-5237-8. \$32.50 hardcover (Canada: \$45.00)
EAN Code 9781400052370
On Sale 4/12/05



MARKETING

National Publicity

Author Interviews
out of New York

PICNICS

70 Recipes for the Best Alfresco Foods

By Robin Vitetta-Miller

Packed with fast, fun, and easy recipes and tips on wrapping, transporting, and serving food to preserve both taste and appearance, this colorful book provides all the ingredients for delightful outdoor eating.

When the weather warms up and the great outdoor beckons, no one wants to spend time on elaborate meal-planning and complicated cooking. Created with alfresco dining in mind, the 70 recipes in *Picnics* are easy to prepare and pack up for family outings, festive feasts on the beach or in the park, or a special weeknight meal right outside the back door.

Picnics presents a tempting range of tasty treats, including finger-foods like Mini Crab Cakes with Wasabi Mayonnaise and Smokey Chicken Fingers with Creamy Honey Mustard Dip; Thai Chicken Roll-Ups, Chicken Meatloaf Sandwiches with Spicy Ketchup, and other wonderful wraps and sandwiches; an international array of great salads; and delicious cookies and assorted desserts. Each recipe is accompanied by advice on packing and serving, and photographs throughout the book celebrate the food and the mood that make outdoor meals so popular.

ROBIN VITETTA-MILLER is the author of five cookbooks and a contributing editor to *Health* and *Cooking Light* magazines. She has written features for *Shape* and *Men's Fitness* and is a frequent guest on such television shows as *The View*, *Good Morning America*, and *Today*. She lives in Yardley, Pennsylvania.



Cooking—American (CKB002000)

60 full-color photographs

7¹/₁₆ x 7¹/₁₆; 96 pages

Clarkson Potter/Publishers

1-4000-4696-3. \$14.95 hardcover (Canada: \$21.00)

EAN Code 9781400046966

On Sale 4/12/05

DEBBIE TRAVIS' FACELIFT

Solutions to Revitalize Your Home

By Debbie Travis with Barbara Dingle

Top television host and author Debbie Travis presents the tie-in book to her successful Facelift series on HGTV, complete with behind-the-scenes stories from the show and plenty of fresh ideas and totally doable projects for real homes.

Star renovator Debbie Travis is back with innovative solutions for the decorating doldrums. This time, she's joined by the cast of the hit series *Facelift*, who share their best ideas for rethinking and revamping rooms. With a splash of color and a creative approach to bringing out a desired mood in a room, Debbie and her crack team of carpenters, painters, and decorators show what is possible even with limited time and budgets.

In addition to the step-by-step directions for paint, glaze, and plaster projects, the book offers instructions for more substantial renovations like tearing down a wall and adding a fireplace. Debbie shows how to move beyond bland beige and builder's white by breaking down color palettes into four moods: Calm and Serene; Cheerful; Nostalgic; and Dramatic. For each mood, Debbie presents several facelifts, along with a bevy of design schemes for living room, dining room, bedroom, and bathroom. It's all captured in 300 photographs that show a wealth of color and design combinations.

In addition to hosting television's *The Painted House* and *Facelift*, **DEBBIE TRAVIS** writes a syndicated newspaper column, "Debbie Travis' House to Home." She lives in Quebec, Canada.



MARKETING

National Publicity

Author Interviews

out of New York and Toronto

Tie-In with Author Appearances

Also by Debbie Travis

Debbie Travis' Decorating Solutions

1-4000-5263-7

\$19.95 paper (Canada: \$29.95)

Debbie Travis' Painted House

0-609-80816-8

\$19.95 paper (Canada: \$29.95)

*Debbie Travis' Painted House
Bedrooms*

0-609-80548-7

\$19.95 paper (Canada: \$29.95)

*Debbie Travis' Painted House
Kids' Rooms*

0-609-80551-7

\$19.95 paper (Canada: \$29.95)

*Debbie Travis' Painted House
Kitchens and Baths*

0-609-80549-5

\$19.95 paper (Canada: \$29.95)



House & Home—Decorating (HOM003000)

300 full-color photographs

9 x 9 7/8"; 160 pages

Clarkson Potter/Publishers

1-4000-8153-X. \$19.95 paper (Canada: \$27.95)

EAN Code 9781400081530

On Sale 4/5/05

Perfect Balance

Written for women of all ages by an internationally acclaimed hormone specialist, this breakthrough book describes—for the first time—findings about the effects of hormones on the brain, clarifies the pros and cons of hormone-replacement therapy, and provides a lifelong program for hormonal balance.

DR. ROBERT GREENE'S Breakthrough Program for Finding the Lifelong Hormonal Health You *Deserve*

Perfect Balance is a revolutionary approach to one of the most controversial issues in women's health today. Drawing on his pioneering research into the hormone-brain connection, Robert A. Greene, M.D., explains the role of hormones at every stage of a woman's life—including their impact on mood, cognitive functions, sleep, and sex—and presents cutting-edge information about the relationship between hormones and

breast cancer, Alzheimer's and Parkinson's disease, and other medical conditions. Dr. Greene shows how exercise, diet, and mind-centering techniques can alleviate—and even eliminate—common hormonal imbalances. His detailed examination of all types of hormone therapy gives women the facts they need to deal with specific problems and enjoy optimal health.

By Robert A. Greene, M.D., and Leah Feldon

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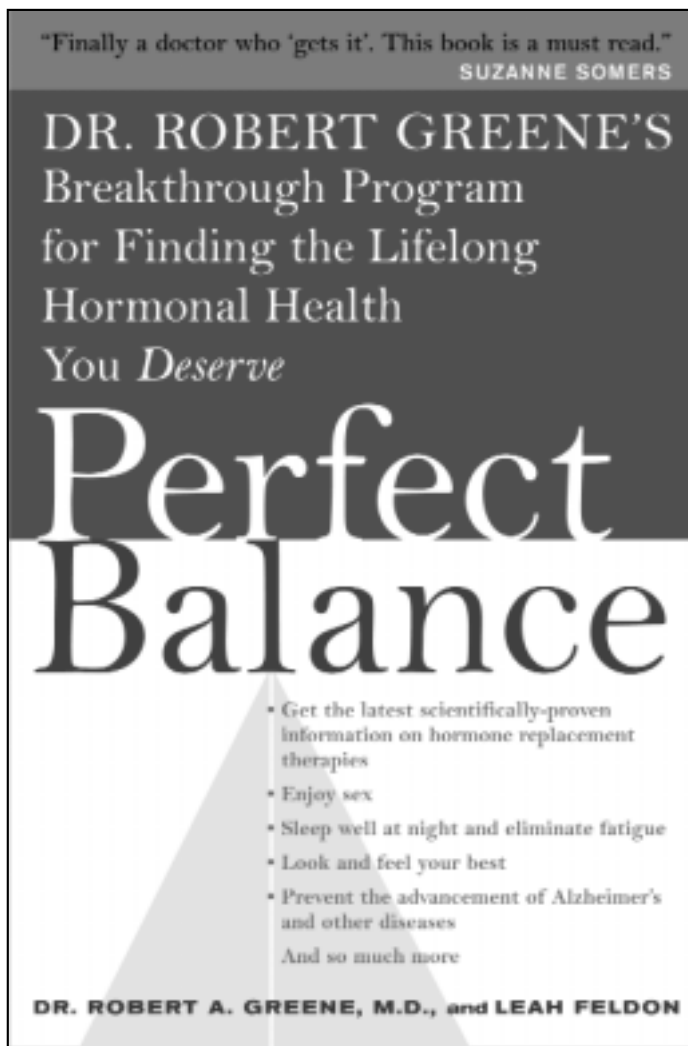
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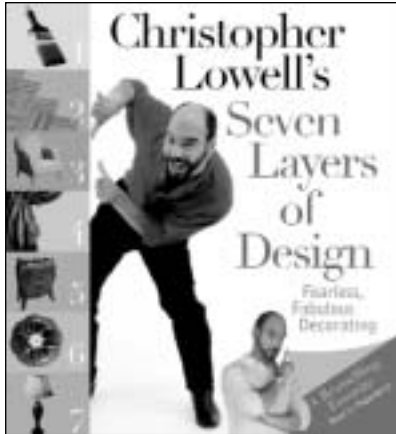
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A sampling of
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flirting tip
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