

the crown publishing group spring 2004
crown crown business crown forum
clarkson potter potter style
harmony books shaye areheart books bell tower





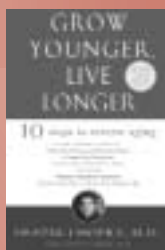
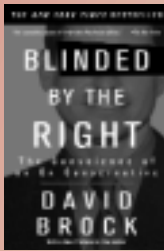
look

what's happening
at the **CROWN**
publishing group!

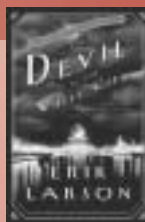
NEW YORK TIMES

BEST SELLERS

2003



#1 Hardcover
Nonfiction



#1 Paperback
Nonfiction

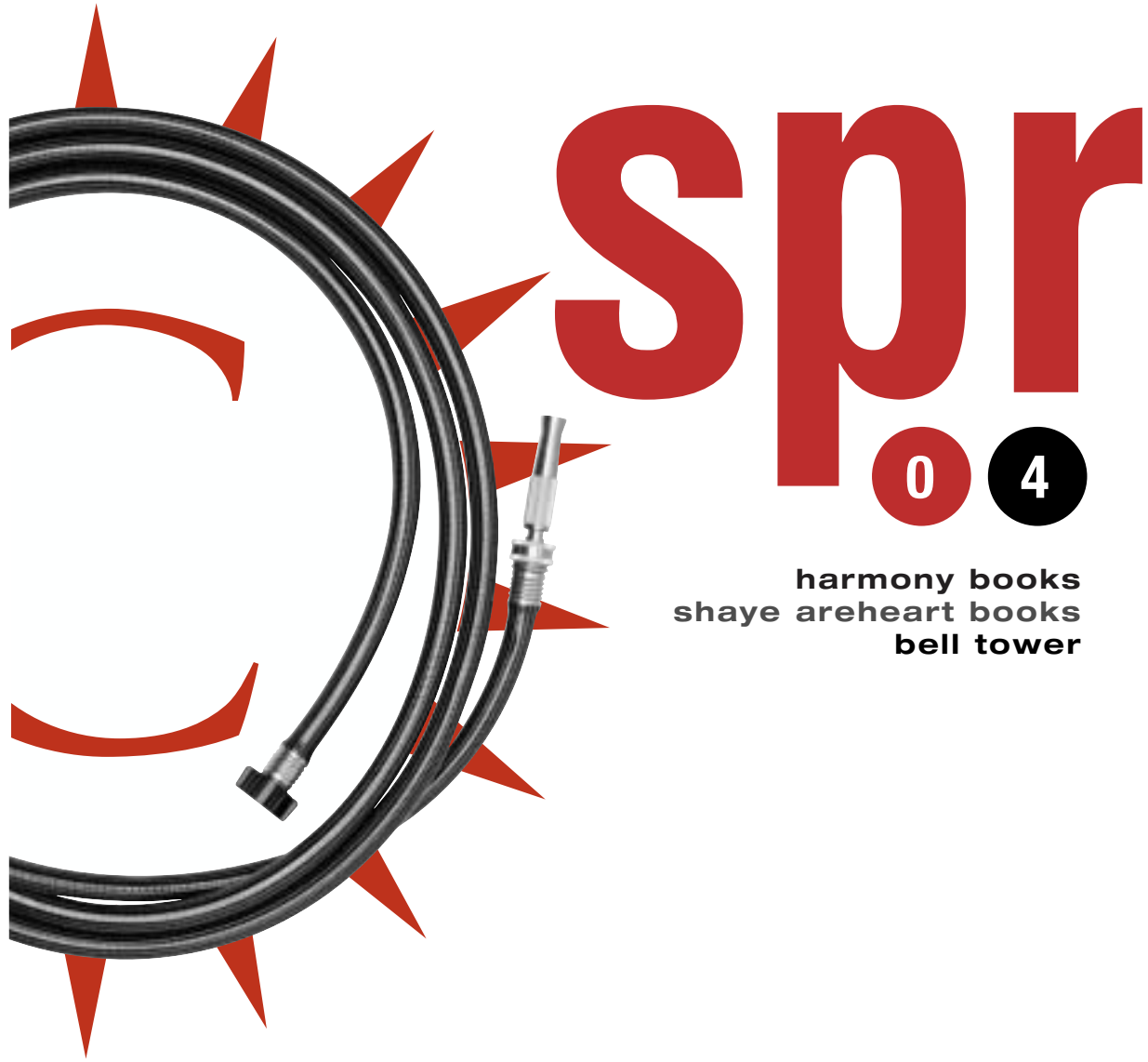


#1 Advice/
How-To



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harmony books
shaye areheart books
bell tower

FROM CHRIS BOHJALIAN—CRITICALLY ACCLAIMED AUTHOR OF
THE NUMBER-ONE *New York Times* BESTSELLER *Midwives* AND
THE NATIONAL BESTSELLER *The Buffalo Soldier*—COMES A
COLLECTION OF ESSAYS EXPLORING LIFE IN A SMALL TOWN.

*“We are a place in which
the ladies’ auxiliary of the
volunteer fire company still
holds a bake sale with cream
cheese brownies at the polling
station each election day, and
we vote there with number two
pencils on paper ballots twice
the size of diner placemats.
At the general store, neighbors
actually gather to discuss an
ailing Latino cockatiel, and
every year on the Tuesday after
Memorial Day, our elementary
school walks en masse to the
local cemetery to remember
family and friends and,
perhaps, find a few rusted
G. A. R. stars beside the
tombstones of the town’s Civil
War veterans. We share certain
universalities with small towns
in Nebraska, New Mexico,
and North Carolina.”*

IDYLL BANTER

WEEKLY EXCURSIONS TO A VERY SMALL TOWN

In March 1986, while living in Brooklyn, Chris Bohjalian and his wife were cab-napped on a Saturday night and taken on a 45-minute joy ride in which the cabbie ignored all traffic lights and stop signs. Around midnight he deposited the young couple on a near-deserted street where officers were about to storm a crack house. Bohjalian and his wife were told to hit the ground for their own protection. While lying on the pavement, Bohjalian’s wife suggested that perhaps it was time to move to New England.

Months later they traded their co-op in Brooklyn for a century-old Victorian house in Lincoln, Vermont, and Bohjalian began chronicling life in that town in a wide variety of non-fiction magazine essays and in his weekly newspaper column.

This column, “Idyll Banter,” written weekly for 12 years, is a diary of both this writer’s life and how America has been transformed in the past decade. It is rich with the idiosyncratic universals that come with being a parent, a child, and a spouse. Bohjalian’s wondrous non-fiction is a reflection of our own common experience.



CHRIS BOHJALIAN

MARKETING

National Publicity

National Radio Campaign

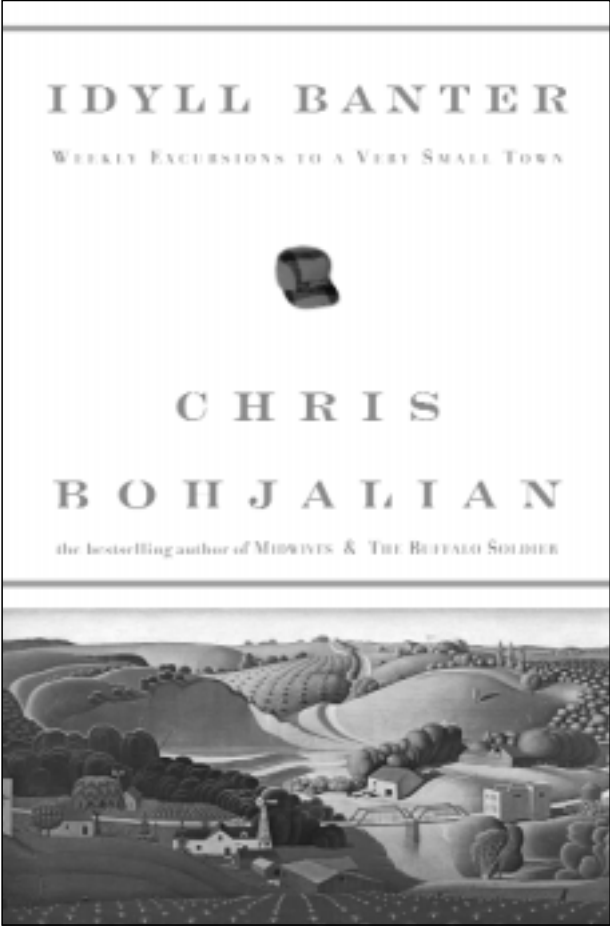
Author Tour
 Boston
 Burlington, VT
 Nashville
 New York
 Portland, ME
 San Francisco
 Seattle

Advertising
New York Times Book Review
The New Yorker

NPR Sponsorships

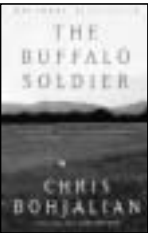
Also Available as a Random House AudioBook
 Abridged, 5 CDs
 0-7393-0914-5
 \$29.95 (Canada: \$44.95)

Free Freight

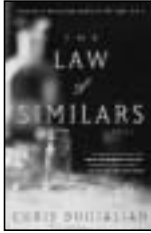


CHRIS BOHJALIAN

is the award-winning author of eight novels including:



The Buffalo Soldier
 0-375-72546-6
 \$13.95 paper
 (Canada: \$21.00)



The Law of Similars
 0-679-77147-6
 \$13.00 paper
 (Canada: \$19.95)



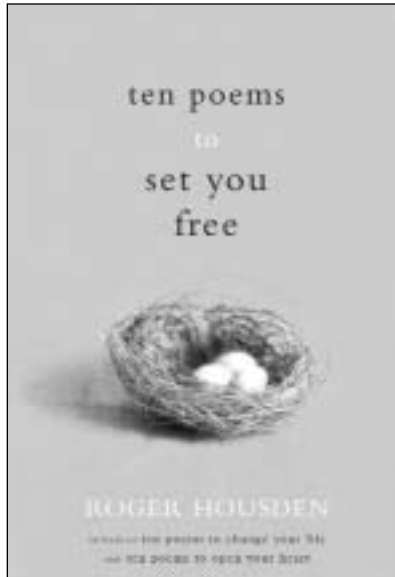
Midwives
 0-375-70677-1
 \$14.00 paper
 (Canada: \$21.00)



Trans-Sister Radio
 0-375-70517-1
 \$14.00 paper
 (Canada: \$21.00)



Current Affairs—American (CUR001000)
 5½ x 7½; 224 pages
 A Harmony Book
1-4000-5215-7. \$22.00 hardcover (Canada: \$33.00)
 EAN Code 9781400052158
On Sale 12/16/03



MARKETING

National Publicity

Also by Roger Housden

Risking Everything

1-4000-4799-4

\$20.00 hardcover (Canada: \$30.00)

Ten Poems to Change Your Life

0-609-60901-7

\$15.00 hardcover (Canada: \$23.00)

Ten Poems to Open Your Heart

1-4000-4563-0

\$15.00 hardcover (Canada: \$23.00)

Free Freight

TEN POEMS TO SET YOU FREE

By Roger Housden

The third in the successful "Ten Poems" series (more than 100,000 copies sold), Ten Poems to Set You Free features poems that lead us to live life to the fullest by giving ourselves the freedom to claim the life that is truly ours.

In the latest volume of his affecting and inspiring "Ten Poems" collections, Roger Housden has chosen poems by Thomas Merton, David Whyte, Miguel de Unamuno, Anna Swir, Stanley Kunitz, C.P. Cavafy, and Jane Hirshfield, as well as three of his old favorites: Rumi, Mary Oliver, and Naomi Shihab Nye. Housden complements each poem with an essay that helps us integrate the poet's truth into our lives and focuses on how enthusiasm, creativity, and the courage to hold on to our principles can unlock the door to authenticity and set us free. He opens the eyes and hearts of his readers to the power of poetry. What more can one ask?

Praise for *Ten Poems to Change Your Life*:

"Housden offers a unique map for the soul's journey and encourages us to begin. Accessible, elegant, luminous, and wise."

—Rachel Naomi Remen, M.D.,
author of *Kitchen Table Wisdom*

Praise for *Ten Poems to Open Your Heart*:

"Housden's book will provide the key to life's best-kept secret garden, a place [the reader] can receive refuge and sustenance for the rest of her life." —O magazine

ROGER HOUSDEN lives in Woodstock, New York.



Poetry—Inspirational (POE003000)

5½ x 7⅝; 144 pages

A Harmony Book

1-4000-5112-6. \$15.00 hardcover (Canada: \$23.00)

EAN Code 9781400051120

On Sale 12/30/03

THE WILD PARROTS OF TELEGRAPH HILL

A Love Story . . . With Wings

By Mark Bittner

The inspiring story of how the author found his life's work—and true love—as caretaker to a flock of wild parrots roosting in one of America's most picturesque urban settings.

Mark Bittner came to San Francisco at the age of 17 in the footsteps of his heroes, Allen Ginsberg, Gregory Corso, and Jack Kerouac, the beat poets and writers who had found inspiration in the city. What Mark found, mostly, was joblessness, homelessness, and hunger.

That all began to change when he took a job as housekeeper and helpmate for an elderly woman. The job came with a rent-free apartment on the city's famed Telegraph Hill, which had somehow become home to a flock of brilliantly colored wild parrots. In this unique story, Bittner recounts how he became fascinated by the birds and made up his mind to get to know them and gain their trust. He succeeded to such a degree that he became the local wild parrot expert and a tourist attraction. People couldn't help gawking at the Birdman of Telegraph Hill who, during daily feedings, stood with parrots perched along both arms and atop his head. And the story really takes flight when a documentary filmmaker comes along to capture the phenomenon on film and the two end up falling in love.

An unlikely story indeed, but a delightful, colorful, and unforgettable one.

MARK BITTNER is the subject of a documentary film, also titled *The Wild Parrots of Telegraph Hill*. He lives in San Francisco.



Nature—Birds & Birdwatching (NAT004000)

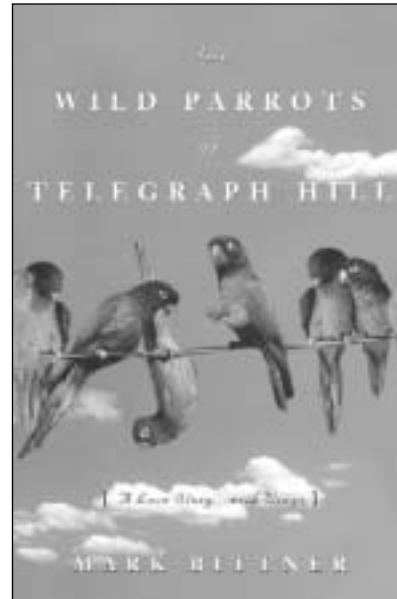
5½ x 8¼; 240 pages

A Harmony Book

0-609-61055-4. \$22.00 hardcover (Canada: \$33.00)

EAN Code 9780609610558

On Sale 1/27/04



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of San Francisco

Online Promotion with
Birding, Naturalist, and
Wildlife-Interest Sites

Free Freight

COOKING FOR Harry



A Low-Carbohydrate Novel

Francie was the envy of the neighborhood. Her husband, Harry, was an amateur chef without peer—they raised four kids on crispy duck breast in pear-and-mango chutney, chocolate-bourbon pie, even homemade peach ginger ale. Neither of them mentions the gradual but obvious heft Harry's added over the years. But when Harry wins a talking scale at his company's Christmas party, the truth is told, loud and clear: he weighs two hundred sixty-nine pounds. Terrified, Francie convinces him to join a weight-loss study and takes away his kitchen privileges.

At first Francie's thrilled to see her husband losing weight, going for long power walks with an overweight neighbor, coming out of his shell and taking on a big project at work. But it means they're spending less time together, and when she meets Lucy, the often-mentioned (and gorgeous) leader of Harry's support group, Francie fears that maybe a svelte Harry is more trouble than she bargained for.

Filled with sharp-as-a-chef's-knife observations on love, marriage, life with grown children, and the danger of taking things for granted, *Cooking for Harry* is as delicious as a chocolate-raspberry truffle.

KAY-MARIE JAMES is the pseudonym for a bestselling author.

by
Kay-Marie James

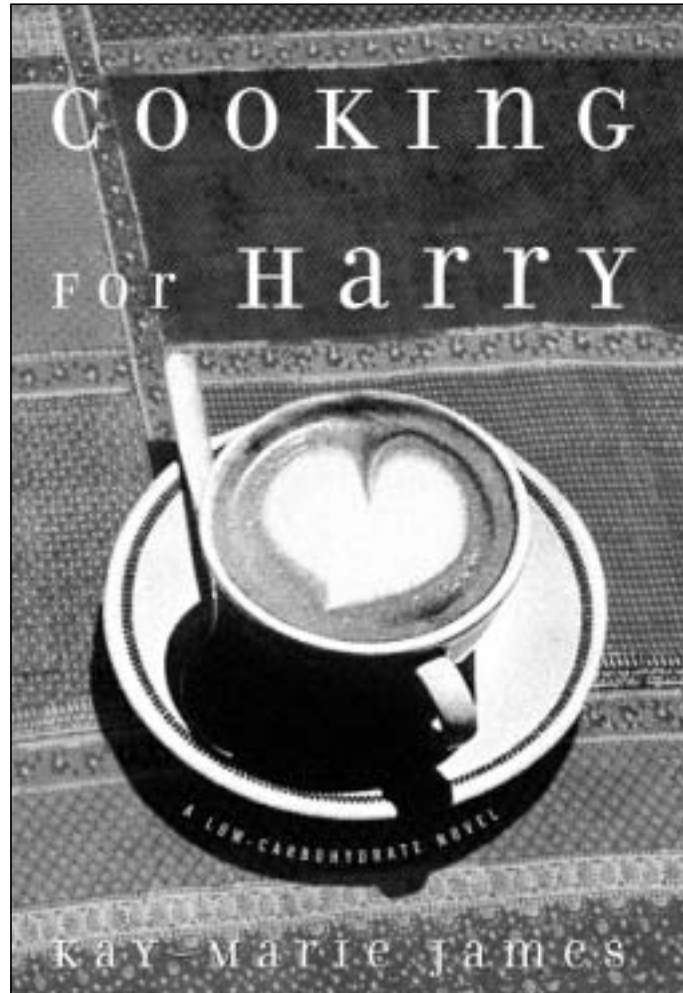
Jeanne Ray meets Robert Atkins in a fast, funny, and food-laced romance about a woman who falls in love with a new man after 25 years: her 100-pounds-lighter husband.

MARKETING

National Publicity

Readers Editions Available

Free Freight



Fiction (FIC000000)

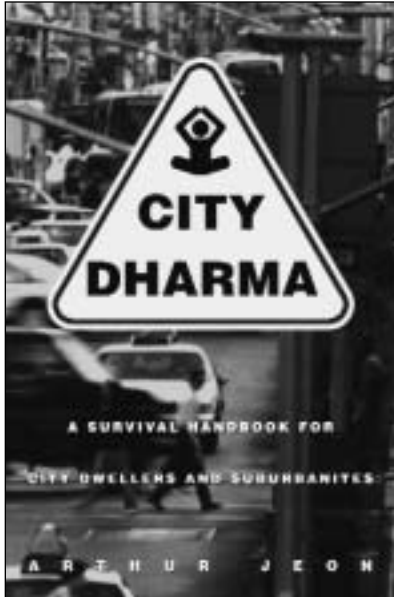
5½ x 8¼; 208 pages

Shaye Areheart Books

1-4000-4502-9. \$22.00 hardcover (Canada: \$33.00)

EAN Code 9781400045020

On Sale 2/17/04



MARKETING

National Publicity

15-City Radio Satellite Tour

Author Interviews
out of Los Angeles and
San Francisco

Included in the Harmony
E-Newsletter

Free Freight

CITY DHARMA

A Survival Handbook for
City Dwellers and Suburbanites

By Arthur Jeon

It's one thing to live in the present moment in a quiet, cozy ashram or monastery, but what about where most of us actually live—in a noisy, bustling, isolating metropolis? Hip, helpful, and frequently funny, City Dharma tells you how to deal when the road to enlightenment leads through downtown at rush hour.

In traffic, on the subway, in a supermarket, or just trying to walk down a crowded street, it seems all but impossible to avoid the kind of rude, aggressive, or indifferent behavior that makes your blood pressure rise. But it doesn't need to be this way. In *City Dharma*, Arthur Jeon offers a survival handbook for everyone who's forced to make a living, find someone to love, or just get through the day in the congested and inhospitable environments most of us call home. Jeon explores nine of the most enlightenment-dimming aspects of urban and suburban life, including alert overdose, road rage, and the struggle with status envy, and offers practical, intelligent ways to overcome the daily stresses therein.

Filled with engaging and amusing stories, *City Dharma* will appeal to readers of Jack Kornfield, Lama Surya Das, and Eckhart Tolle, as well as everyone who's eager to discover that peace is possible in the present moment, wherever they happen to be spending it.

ARTHUR JEON is a screenwriter and yoga practitioner who leads a weekly class called Dharma Conversations in Santa Monica, California.



Self-Help (SEL000000)

5½ x 8¼; 224 pages

A Harmony Book

1-4000-4908-3. \$23.00 hardcover (Canada: \$35.00)

EAN Code 9781400049080

On Sale 4/6/04

INDEPENDENT NATION

How Centrism Is Changing
the Face of American Politics

By John P. Avlon

John P. Avlon, New York Sun columnist and former chief speechwriter for Mayor Rudolph W. Giuliani, charts America's steady progress toward centrist politics, from the Theodore Roosevelt era to George W. Bush's campaign as a "compassionate conservative."

Fifty percent of Americans define themselves as political moderates, two thirds favor political solutions that come from the center of the political spectrum, and registered independents outnumber either Democrats or Republicans. Both Bill Clinton and George W. Bush explicitly used centrist strategies to win the White House—and 21st-century candidates will be compelled to do the same.

Independent Nation documents the defining political movement of our time. In the tradition of Arthur Schlesinger, Jr.'s classic *The Vital Center* and organized as a series of short political biographies in the style of John F. Kennedy's *Profiles in Courage*, it offers an insightful analysis of the successes and failures of key centrist leaders throughout the 20th century. In the process, it demonstrates that centrism is not only a winning political strategy, but an enlightened philosophy that best reflects the will of the people by putting patriotism ahead of partisanship and the national interest ahead of special interests.

Also a veteran of Bill Clinton's 1996 reelection campaign, **JOHN P. AVLON** is president of Prides Crossing Executive Communication. He lives in New York City.



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of New York
and Washington, DC

Free Freight



Current Affairs—American (CUR001000)

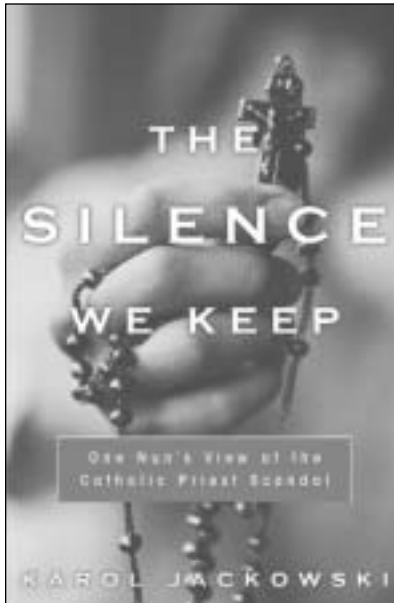
6¹/₈ x 9¹/₄; 272 pages

A Harmony Book

1-4000-5023-5. \$24.00 hardcover (Canada: \$36.00)

EAN Code 9781400050239

On Sale 2/10/04



MARKETING

National Publicity

National Radio Campaign

Author Tour

Boston
New York
Washington, DC

Previous Book

Ten Fun Things to Do Before You Die
0-786-88547-5 paper
(Hyperion)

Free Freight

THE SILENCE WE KEEP

One Nun's View of the
Catholic Priest Scandal

By Karol Jackowski

A Catholic nun speaks out about her life and vocation, women in the Church, the sexual scandal in the priesthood, why the Catholic hierarchy won't fix it, and how Catholics will take back their Church.

Karol Jackowski joined the sisterhood nearly 40 years ago and remains a devoted Catholic, but she is also an activist who now considers the reformation of the Church to be a part of her calling. In *The Silence We Keep*, she takes an honest look at the priesthood throughout history and reveals a culture of privilege and sexual permissiveness that is as old as the Church itself. She turns a critical eye on a spirituality that she describes as hypocritical in its condemnation of the sins of others, while far worse behavior is perpetrated by the condemners. She also discusses the sisterhood and its culture of submissiveness to the male clergy, a passivity that prevented a system of checks and balances that could have stopped the abuse.

The Silence We Keep is hard-hitting in its frank discussion of these issues, but ultimately Sister Karol's message is an uplifting and empowering call to action for all believers to seize upon this historic opportunity, break a centuries-old silence, and take back the Church.

KAROL JACKOWSKI, a nun since 1964, lives in New York City, where she is a member of the Sisters for Christian Community. She is also the bestselling author of *Ten Fun Things to Do Before You Die* and *Sister Karol's Book of Spells and Blessings*.



Religion—Catholicism/Current Affairs—International
(REL010000/CUR004000)

5½ x 8¼; 224 pages

A Harmony Book

1-4000-5055-3. \$23.00 hardcover (Canada: \$35.00)

EAN Code 9781400050550

On Sale 2/17/04

I KNOW WHY WE'RE HERE

The True Story of an Ordinary
Woman's Extraordinary Gift

By Mia Dolan

The compelling memoir of one of England's best-known psychics, Mia Dolan, recounting her working-class childhood and the discovery of her remarkable gift of clairvoyance.

Mia Dolan was 22 when she first heard a voice she could not explain. She had always considered herself to be a down-to-earth person and certainly never believed in "psychic" phenomena. But now that this voice had spoken to Mia, strange things began to happen: she "left" her body and walked through the house, she congratulated a friend on her pregnancy before the friend even knew she was pregnant, and she "saw" a plane crash in horrific detail, only to hear it reported on the news that evening. She thought she was going insane.

Discovering she had a rare psychic gift, Mia learned how to control and use it. Though she realized that she could not cure grief, she decided to use her gift to connect loved ones to those they had lost. This power took on a new, deeply personal dimension when, a few years later, Mia tragically foresaw the murder of her own brother and had to endure the loss of her young son.

I Know Why We're Here is the fascinating story of an ordinary woman's extraordinary gift—an inspirational life lived with honesty, humor, and compassion.

MIA DOLAN works full time as a clairvoyant specializing in psychic predictions, hauntings, and police investigations. This is her first book. She lives in England.



MARKETING

National Publicity

National Radio Campaign

Promotion on Author's Website,
MiaDolanLTD.com

Included in the Harmony
E-newsletter

Free Freight



Body, Mind & Spirit—ESP (OCC007000)

5½ x 8¼; 256 pages

A Harmony Book

1-4000-5216-5. \$24.00 hardcover (NCR)

EAN Code 9781400052165

On Sale 3/23/04



SONGS *of the* GORILLA NATION

“THIS IS A BOOK ABOUT AUTISM. *Specifically, it is about my autism, which is both like and unlike other people’s autism. But just as much, it is a story about how I emerged from the darkness of it into the beauty of it.*”

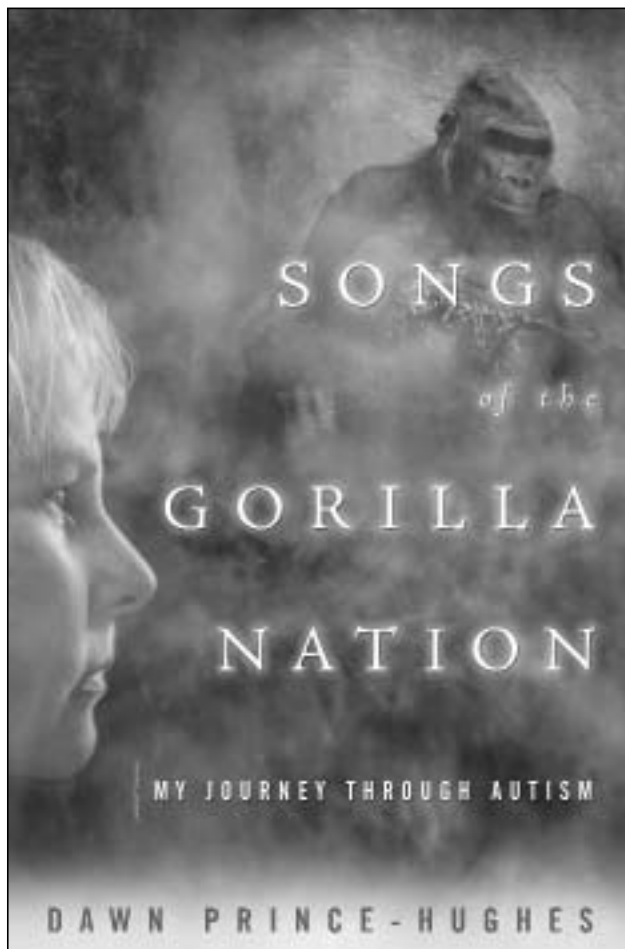
So writes Dr. Dawn Prince-Hughes in her introduction to *Songs of the Gorilla Nation*. Undiagnosed with a form of autism called Asperger’s Syndrome until age 36, Dawn struggled with isolation and antisocial impulses during her childhood, and by the time she was 16, she had dropped out of high school and was living on the streets of Seattle, barely surviving. But Dawn’s life suddenly changed the first time she entered Seattle’s Woodland Park Zoo and recognized her immediate connection to its gorillas. Watching them taught her how to relate to others and understand the impact of emotion, and she was able not only to finish her education and even earn her Ph.D. in anthropology, but also to develop lasting love relationships in her life.

Inspiring, haunting, and unforgettable, this memoir is unique in teaching all of us about the mysterious and miraculous nature of human emotion and connection.

DAWN PRINCE-HUGHES, PH.D.

has a doctorate in interdisciplinary anthropology and is an adjunct professor in the department of anthropology at Western Washington University.

In a **moving** and **inspirational** memoir that recalls the powerful true stories of autism told by **Temple Grandin** and **Donna Williams** as well as the works of **Jane Goodall**, Dawn Prince-Hughes tells the remarkable story of her journey out of the isolation of **Asperger's Syndrome**, and of the role played by a family of captive gorillas in her transformation.



MARKETING

National Publicity

20-City Radio Satellite Tour

Author Tour

Boston
Chicago
Denver
New York
San Francisco
Seattle
Washington, DC

Readers Editions Available

Advertising

Harper's
New York Times Magazine
The New Yorker

Major Online Promotion with Asperger's Syndrome Support Groups, as Well as Nature and Wildlife Organizations

Previous Books

Aquamarine Blue 5
0-8040-1054-4 paperback
(Swallow Press)

Gorillas Among Us
0-8165-2150-6 hardcover
(University of Arizona Press)

Free Freight



Biography—Social Scientists/Nature—Apes & Monkeys
(BIO021000/NAT002000)

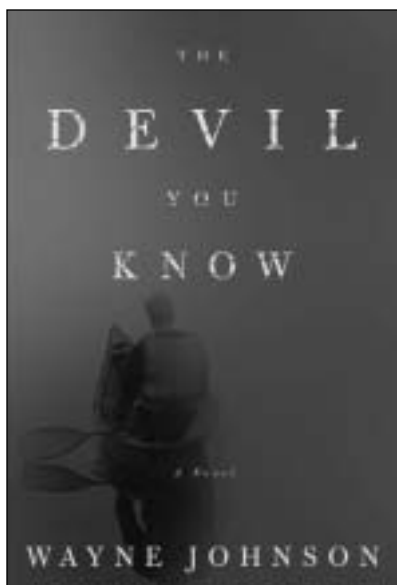
6 1/8 x 9 1/4; 288 pages

A Harmony Book

1-4000-5058-8. \$24.00 hardcover (Canada: \$36.00)

EAN Code 9781400050581

On Sale 3/9/04



THE DEVIL YOU KNOW

A Novel

By Wayne Johnson

The Devil You Know combines the breathtaking intensity of a first-rate literary thriller with the complexity and heart of a classic coming-of-age novel.

Wayne Johnson is a brilliant writer of prose whose novels have been consistently well reviewed. Discussing his earlier novel *Don't Think Twice*, the *New York Times Book Review* wrote, "Johnson's sentences shimmer, dip, swoop, and stretch. He has a fine eye."

At the heart of *The Devil You Know* is 15-year-old David Geist, whose estranged parents have announced their intention to get back together. David is skeptical, knowing his father, Max, to be an angry bully. Trying to win his son over, Max arranges a canoe trip for himself, David, and David's sister, Janie.

David goes along reluctantly, prepared to protect his sister and himself from their father's emotional abuse. But deep in the northern Minnesota woods, the three cross paths with a small crime ring—a group of meat packers on the run from the law. Fearing that Max may have learned too much about them, the thugs set out to silence the Geist family. So begins a furious and deadly chase. As the conflict escalates, David must rise above his own anger to protect the sister he loves and the father he never thought he would believe in. The chilling outcome of this ordeal will shape the rest of David's life.

Award-winning writer **WAYNE JOHNSON** lives in Lawrence, Kansas.

MARKETING

National Publicity

Author Tour

Duluth, MN
Iowa City
Kansas City, KS
Kansas City, MO
Minneapolis/St. Paul
San Francisco
Seattle
Wichita, KS

Also by Wayne Johnson

Don't Think Twice
0-609-60460-0
\$23.00 hardcover (Canada: \$32.00)

Six Crooked Highways
0-609-60459-7
\$23.00 hardcover (Canada: \$35.00)

Free Freight



Fiction—Literary (FIC019000)

6¹/₈ x 9¹/₄; 304 pages

Shaye Areheart Books

0-609-60964-5. \$23.00 hardcover (Canada: \$35.00)

EAN Code 9780609609644

On Sale 3/9/04

POSITIVE ENERGY

10 Extraordinary Prescriptions for Transforming Fatigue, Stress, and Fear into Vibrance, Strength, and Love

By Judith Orloff, M.D.

A psychiatrist and bestselling medical intuitive shows how to use the new science of "energy psychiatry" to bring yourself to an enhanced level of vitality and well-being.

Dr. Judith Orloff offers a lifeline to all of us who feel exhausted and stressed out by the demands we put on ourselves and the pressures of an often hostile world. The field of energy psychiatry, which Orloff has pioneered, incorporates intuition, the body's subtle energies (sometimes called chi), and traditional medicine to provide practical, effective solutions in areas from workaholicism to feeling overwhelmed in crowds. In *Positive Energy*, Dr. Orloff:

- Teaches you to combat "Energy Vampires"
- Offers a cure for Technodespair, overload from today's technology
- Defines and reveals how to end Energy Defensive Eating

Dr. Orloff makes it all easy with her ten prescriptions for *positive energy*, as well as simple exercises that take just one to three minutes, and celebrity interviews with the likes of Quincy Jones, Larry King, Naomi Judd, and Shirley Maclaine, who share their personal secrets about energy at each chapter's end.

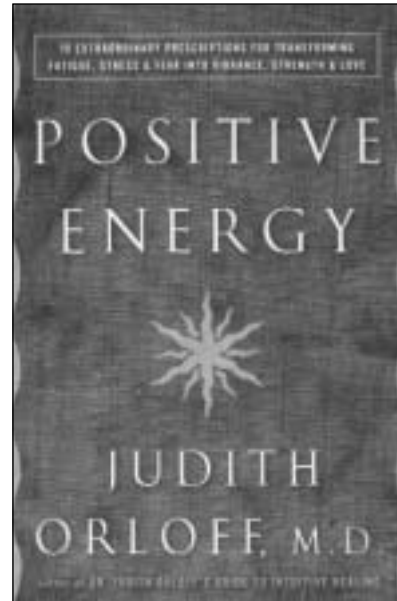
"Extraordinary, intriguing, and extremely practical."

—Caroline Myss, Ph.D.

JUDITH ORLOFF, M.D., is an assistant clinical professor of psychiatry at UCLA. She lectures internationally and her work has been featured on NPR, CNN, and NBC News and in *USA Today* and *O* magazine.



Self-Help (SEL000000)
6 1/8 x 9 1/4; 368 pages
A Harmony Book
0-609-61010-4. \$24.00 hardcover (Canada: \$36.00)
EAN Code 9780609610107
On Sale 4/6/04



MARKETING

National Publicity

National Radio Campaign

Author Tour

Atlanta	New York
Boulder	Phoenix
Chicago	Portland, OR
Denver	San Francisco
Kansas City, MO	Seattle
Los Angeles	

Major Promotion on Author's Website, DrJudithOrloff.com

Included in the Harmony E-Newsletter

Also Available as a Random House Dimensions AudioBook
Abridged, 3 CDs
0-7393-0911-0
\$19.95 (Canada: \$29.95)

Also Available as a Random House Large Print Edition
0-375-43309-0
\$26.00 (Canada: \$38.00)

Also by Judith Orloff
Dr. Judith Orloff's Guide to Intuitive Healing
0-8129-3098-3
\$14.00 paper (Canada: \$21.00)

Free Freight



spr
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crown
crown business

RAM CHARAN—

renowned business advisor and coauthor of the bestselling *Execution*—provides a practical, breakthrough program for solving today's toughest business challenge: creating profitable, sustainable, internally generated growth.

PROFITABLE GROWTH IS EVERYONE'S BUSINESS

9 TOOLS YOU CAN USE MONDAY MORNING

Cost-cutting and productivity improvement are fine (and necessary), says Ram Charan, but the problem for businesses is that at a certain point there are no more costs to cut, no more efficiency to be gained, and no more workable acquisitions on the horizon. Ultimately, a business needs to rely on long-term, profitable growth that results from a steady increase of top-line revenues.

Profitable Growth Is Everyone's Business combines the story-based elements of Charan's *What the CEO Wants You to Know* with the real-life practicality of his smash hit *Execution*. It breaks through the conventional wisdom that big growth is better and enormous growth is best. Applicable to all industries and appealing to managers of any level, Charan makes a persuasive case for generating steady growth by focusing on the business equivalent of what baseball fans call "small ball"—singles, doubles, and scrappy base-running—which shows readers how to take maximum advantage of the home runs when they happen to come along.

Filled with useful and relevant stories and anecdotes, *Profitable Growth Is Everyone's Business* is essential reading for everyone who must make decisions that affect the long-term health and prosperity of a business.



RAM CHARAN's articles have appeared in *Time*, *Fortune*, and *Harvard Business Review*, and he has served on the faculty of Harvard Business School. He lives in Dallas, Texas.

MARKETING

National Publicity

Author Interviews
out of New York

Advertising
Wall Street Journal

Included in the 2003-2004
Crown Business Catalog
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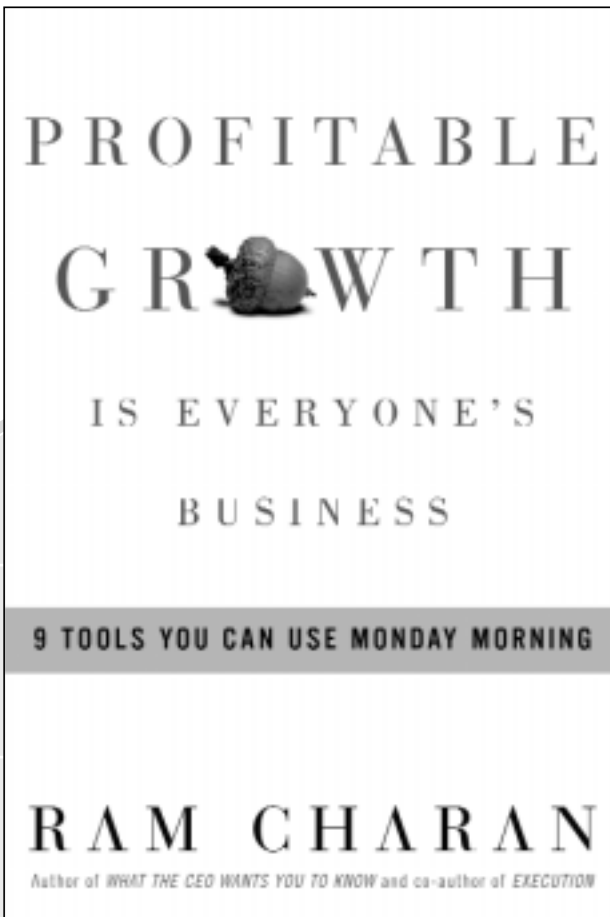
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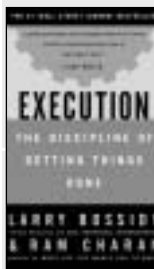
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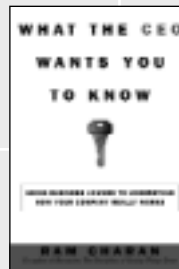
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GENGHIS KHAN

and the Making of the
MODERN WORLD



JACK WEATHERFORD
is chair of the Department of
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Based on eight years of ground-breaking research in Mongolia, this history of the great conqueror argues that rather than a crude barbarian, Khan was one of the most progressive and influential rulers in all of world history.

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spent eight years working with a team of Mongolian scholars unearthing revelatory details about the revolutionary reforms Genghis Khan instituted in his empire. Weatherford shows how Khan was the first ruler to grant religious freedom; transformed the perilous Silk Road into a vast free-trade zone; instituted diplomatic immunity; and outlawed torture. Most significantly, Weatherford demonstrates how Khan was responsible for uniting East and West and laying the foundations for the modern era of nation-states and global economic systems.

The only Western scholar ever to be allowed into the Mongol's "Great Taboo," the region of Khan's birth and death, Weatherford's unprecedented access makes *Genghis Khan and the Making of the Modern World* revisionist history at its best.

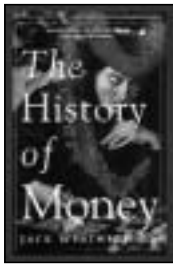
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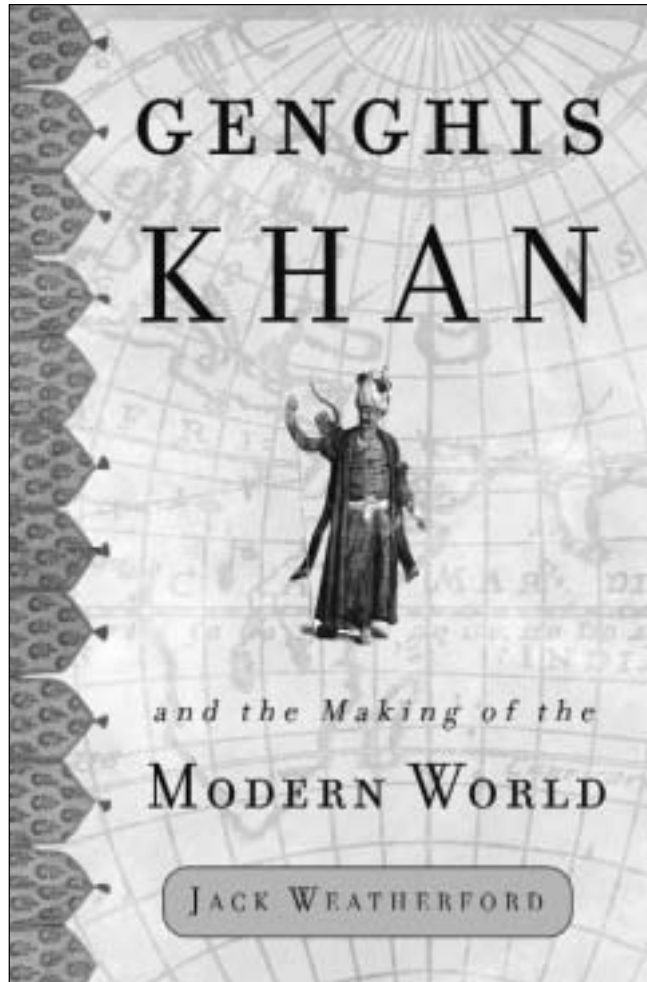
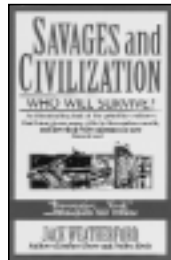
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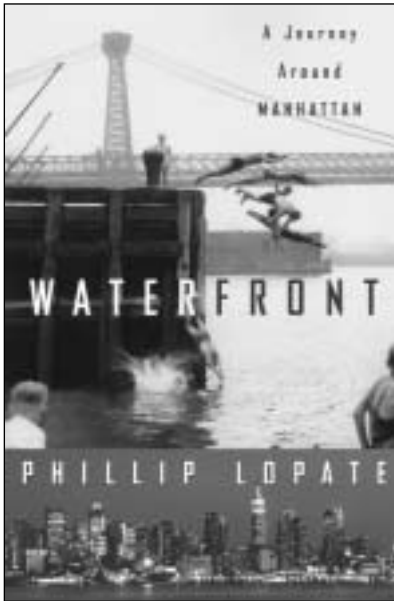
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WATERFRONT

A Journey Around Manhattan

By Phillip Lopate

Fusing history, lore, and on-sight adventures, esteemed essayist and author Phillip Lopate takes readers on an exuberant, affectionate, and eye-opening excursion around Manhattan's shoreline.

Waterfront captures the ever-changing character of New York in the best way possible: a series of exploratory walks conducted by one of the city's most engaging and knowledgeable guides. Starting at the Battery and moving at a leisurely pace along the banks of the Hudson and East Rivers, Phillip Lopate describes the structures, public spaces, and landmarks he encounters, along with fascinating insights into how they came to be. Unpeeling layers of myth and history, he reveals the economic, ecological, and political concerns that influenced the city's development, reporting on everything from the building of the Brooklyn Bridge to the latest projects dotting the city's shorelines.

Along the way, Lopate draws on the treasury of literature and films about New York, presenting quotations from writers such as Joseph Mitchell and F. Scott Fitzgerald and recalling the timeless images of such films as *On the Waterfront*. *Waterfront* is an unparalleled look at New York's landscape and history and an irresistible invitation to meander along its outmost edges.

PHILLIP LOPATE is the author of eight books. A lifelong resident of New York City, he lives in Brooklyn.

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WOULD I LIE TO YOU?

A Novel

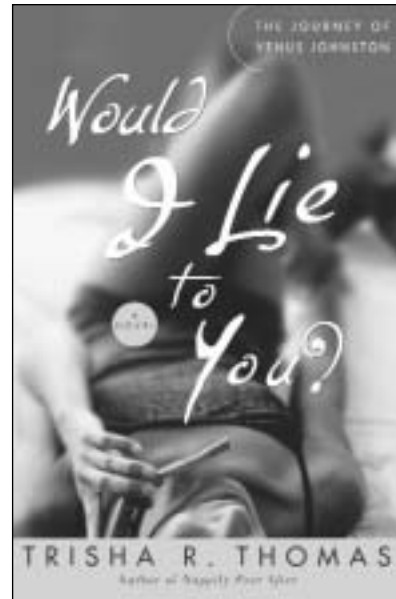
By Trisha R. Thomas

Feisty and daring fictional heroine Venus Johnston returns in this much-anticipated sequel to Trisha Thomas's hit debut, Nappily Ever After.

For all the readers who have been wondering whatever became of Venus Johnston, the spirited young woman who declared her independence in *Nappily Ever After*, here comes *Would I Lie to You?*, the continuing adventures of Venus Johnston, with a few unexpected twists and turns.

So what's new with Venus? Her fiancé Airic, the handsome entrepreneur, is still in the picture, but they can't quite seem to set a date. Venus has taken a temporary assignment in Los Angeles, where she'll spend time with her parents, attempt the long-distance thing with Airic, and get to know Jake Parsons, a former rapper turned clothing designer who needs someone with Venus's marketing skills for his new line of urban wear. Venus can't quite decide whether she loves him or hates him, but she thinks about him all the time. And when Venus's mom receives a devastating diagnosis, Venus needs someone to lean on, but who? Then, a final complication from her past leaves Venus wondering if she's being given one last chance at happiness, or is being tempted to give up the things she's worked so hard for.

A former marketing executive and fashion designer, **TRISHA R. THOMAS** lives in Los Angeles.



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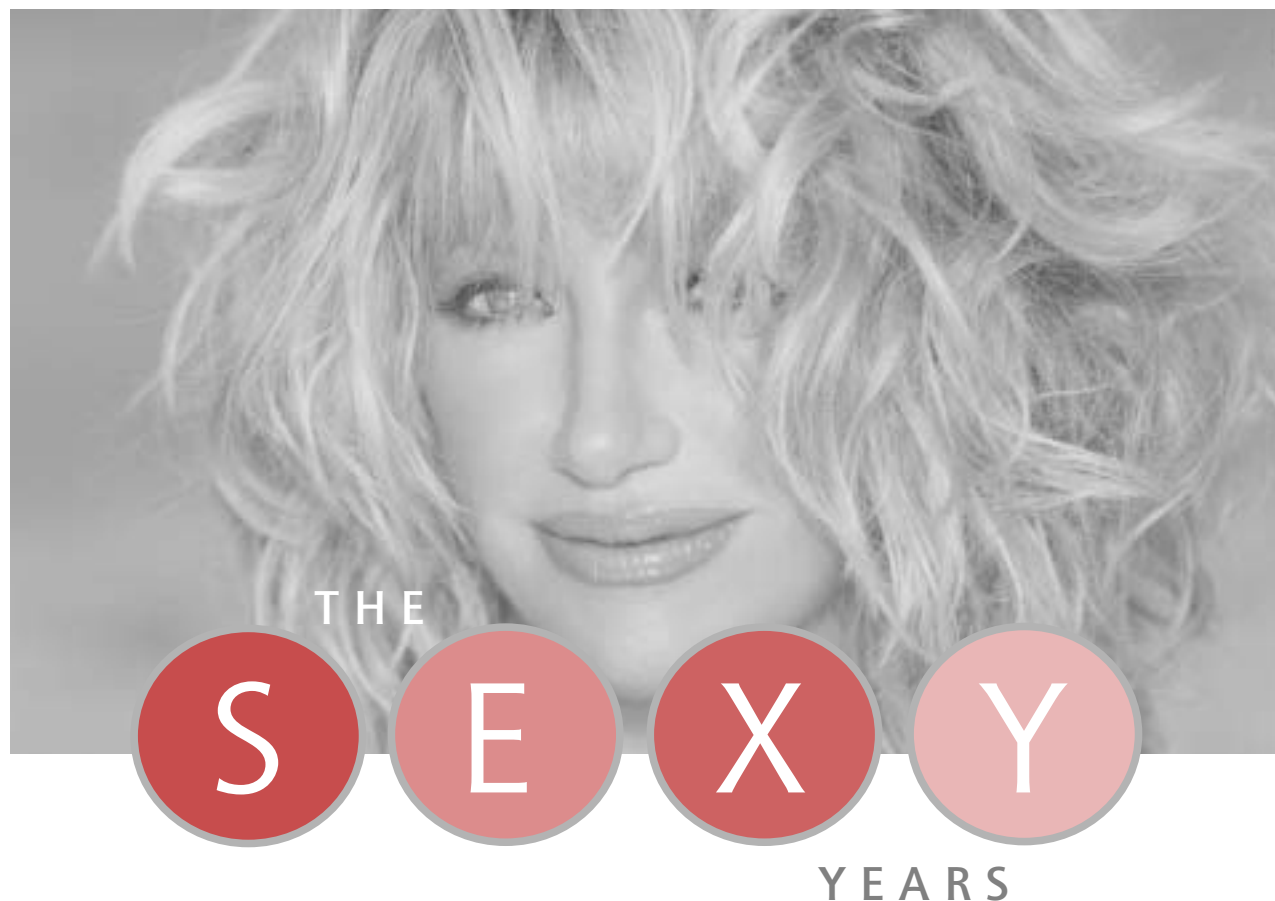
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Suzanne Somers has written about her secrets to losing weight in her bestselling Somersize books (more than three million copies sold), but now she is on an even bigger mission. *The Sexy Years* is her passionate call to arms for women to radically rethink how they approach life after 50.

Middle age does not have to be about hot flashes, irritable tempers, and no sex drive. Suzanne has discovered that the second half of her life has been more rewarding and even sexier than her younger years. The key to her happiness? Taking natural hormones. After years of talking to doctors about natural hormone replacement and experiencing the benefits herself, Suzanne shares why it is essential to replace lost hormones as we age. In *The Sexy Years* she discusses how natural hormones are better than synthetic; how replacing hormones will bring back your sex drive, help you keep weight off, and give you better looks and greater energy; how men go through a male menopause; how you can reinvent yourself after 50; and much more.

Full of vital information (including interviews with several doctors) and written in Suzanne's inspiring tone, *The Sexy Years* is an eye-opening book for all women, whether approaching middle age or already there.

also by
**SUZANNE
SOMERS**

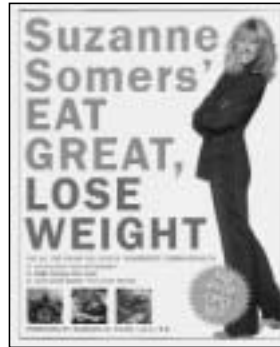
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New York Times bestselling author **SUZANNE SOMERS** represents lines of cosmetics and skin care products, apparel, jewelry, fitness products, and prepared foods. She lives in Malibu, California.

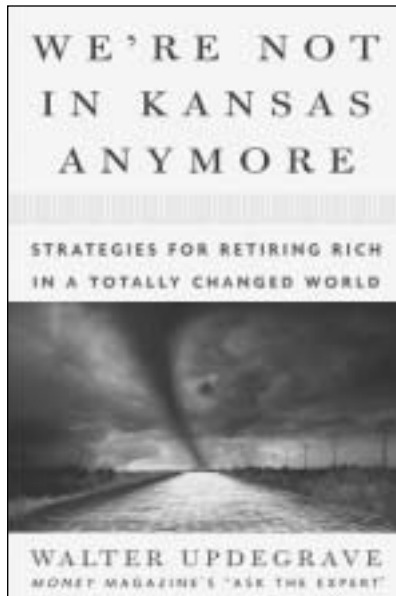


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WE'RE NOT IN KANSAS ANYMORE

Strategies for Retiring Rich
in a Totally Changed World

By *Walter Updegrave*

Cleverly incorporating the metaphors of Dorothy, the Tin Man, the Scarecrow, and the Cowardly Lion into an empowering and practical program, financial expert Walter Updegrave provides a vital wake-up call and shows how to plan a safe, secure, prosperous retirement.

Given corporate downsizings, battered 401(k)s, cuts in pensions and healthcare benefits for retirees, and the latest crisis in Social Security, there may not be a better line to describe how people feel about today's retirement landscape than when Dorothy says, "Toto, I have a feeling we're not in Kansas anymore."

All of this uncertainty means more responsibility—and stress—for people planning for retirement, but also more opportunity. In *We're Not in Kansas Anymore*, Walter Updegrave (senior editor of *Money* magazine) shows how to use a little passion, ingenuity, and courage to design an overall retirement strategy that makes sense for you. Using the comforting images of Dorothy and friends, Updegrave shows how to get the most out of retirement accounts, create a realistic investing strategy, and make retirement money last a lifetime.

Empowering and clear, this book provides the inspiration and the up-to-date information needed to get out of the Land of Oz and on the way to a solid retirement.

WALTER UPDEGRAVE is a columnist for AOL Personal Finance and CNNMoney.com. He lives in Pelham, New York.



Business & Economics—Personal Investing (BUS050020)

5½ x 7⅝; 256 pages

Crown Business

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LOST IN MY OWN BACKYARD

A Walk in Yellowstone National Park

By *Tim Cahill*

*New in the Crown Journeys series—the author of such travel adventure classics as **Jaguars Ripped My Flesh** and **Road Fever** takes us on an informative and fun set of walks in Yellowstone Park—which may not be his backyard exactly, but it's close.*

The latest in the Crown Journeys series brings Tim Cahill together with one of his—and America's—favorite destinations: Yellowstone National Park. Cahill has been going there all his life, slowly covering its vast scope and exploring its remote backwoods. So does this mean he knows what he's doing? Hardly. "I live 50 miles from the Park," says Cahill, "but proximity does not guarantee competence."

In *Lost in My Own Backyard*, Cahill stumbles from glacier to geyser; encounters wildlife, some of it weighing at least a ton; muses on the microbiology of thermal pools; gets spooked in the mysterious Hoodoos; sees moonbows arcing across waterfalls at midnight; and generally has a fine old time walking several hundred miles while contemplating the concept and value of wilderness. Mostly, Cahill says, "I have resisted the urge to commit philosophy. This is difficult to do when you're alone, 20 miles from the nearest road, and you've just found a grizzly bear track about the size of a pizza."

TIM CAHILL is the author of eight books. He is a founding editor of *Outside* magazine and writes frequently for *National Geographic Adventure* and other national publications. He lives in Montana.



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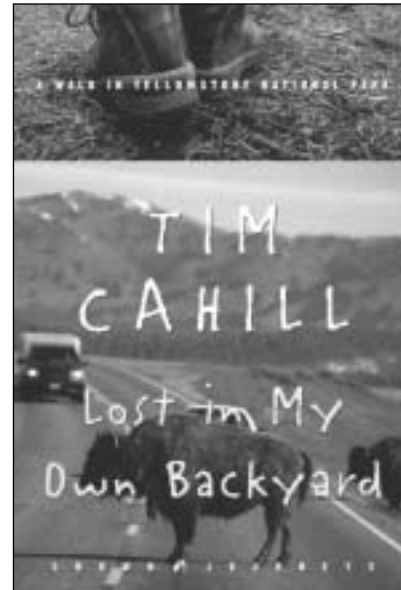
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LOVE IN THE DRIEST SEASON

A Family Memoir | *by Neely Tucker*

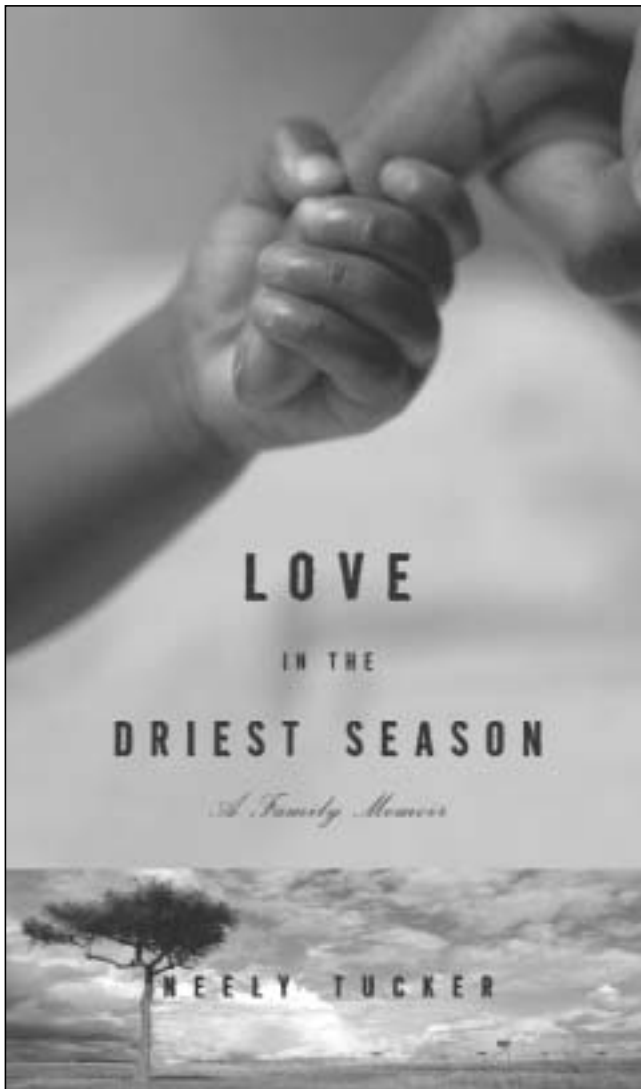
In the heart of conflict-torn Zimbabwe, an American couple fights to save the life of—and ultimately adopt—an infant girl who'd been abandoned beneath an acacia tree on the day she was born. Gripping, heart-breaking, and triumphant, this family memoir will resonate throughout the ages.

In the late 1990s, foreign correspondent Neely Tucker was one of the only American reporters to be based in Zimbabwe, ground zero of the worldwide AIDS epidemic and on the brink of economic and political disaster. As Zimbabwe began its violent meltdown, he and other western reporters were declared to be “enemies of the state.” All would soon flee the country or face torture, beatings, and expulsion.

During this upheaval, Neely, a white man from Mississippi, and his wife Vita, a black woman from Detroit, began volunteering at the largest orphanage in the capital, Harare. Shortly after, they were compelled by an attending doctor to take a desperately ill infant home to ensure her survival. And so began the struggles that consumed their lives for the next 18 months. First, they fought to save Chipó's life as her tiny, malnourished body was attacked by one near-fatal illness after another. Then, they faced an endless series of bureaucratic and political obstacles in their single-minded attempt to adopt the child whose name means “gift.”

Against a background of war, terrorism, and unbearable uncertainty about the future, Chipó's story emerges as an inspiring testament to the miracles that love—and dogged determination—can sometimes achieve.





© Bill O'Leary

NEELY TUCKER
is now a staff writer for
The Washington Post.

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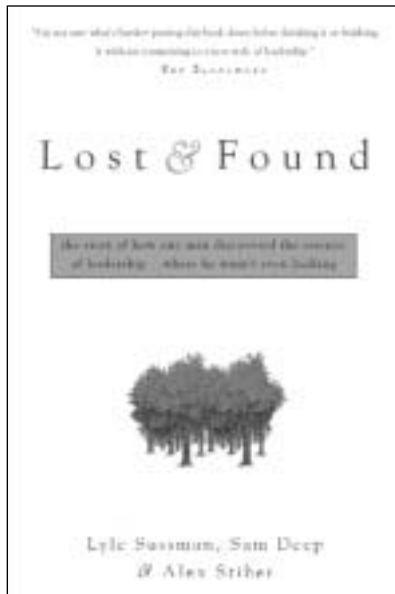
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LOST AND FOUND

The Story of How One Man Discovered the Essence of Leadership . . . Where He Wasn't Even Looking

By Lyle Sussman, Ph.D., Sam Deep, and Alex Stiber

In the tradition of Fish! and The One Minute Millionaire, three respected author/consultants launch a new management philosophy in the form of a fable for managers who have the technical side of their jobs down cold but struggle as leaders.

Meet Larry Parks, new manager of a major project. To develop his sorely lacking leadership skills, his boss sends him for training. Larry responds as he has before: repeating the platitudes but not changing his behavior.

Of course, that's not the end of the story. After costly delays, a forced vacation, and a fishing trip misadventure, Larry is finally ready for leadership lessons to sink in. In unexpected places, he realizes that leading his employees means fulfilling their needs to:

- KNOW—to understand his vision
- GROW—to feel themselves becoming more capable
- OWN—to feel like partners

Adopting the KNOW/GROW/OWN strategy turns Larry's team into a success, just as reading this book will help talented workers become great leaders.

"I'm not sure what's harder: putting this book down before finishing it or finishing it without committing to a new style of leadership."

—Ken Blanchard, coauthor, *The One Minute Manager*

LYLE SUSSMANN, Ph.D., is professor of management at the University of Louisville. **SAM DEEP** is adjunct professor of management at Carnegie Mellon University. **ALEX STIBER** has developed and implemented culture change initiatives with clients such as GM and GE Appliances.



Business & Economics (BUS000000)

5³/₁₆ x 8; 144 pages

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1-4000-5085-5. \$19.95 hardcover (Canada: \$29.95)

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LIGHT THIS CANDLE

The Life and Times of Alan Shepard—
America's First Spaceman

By Neal Thompson

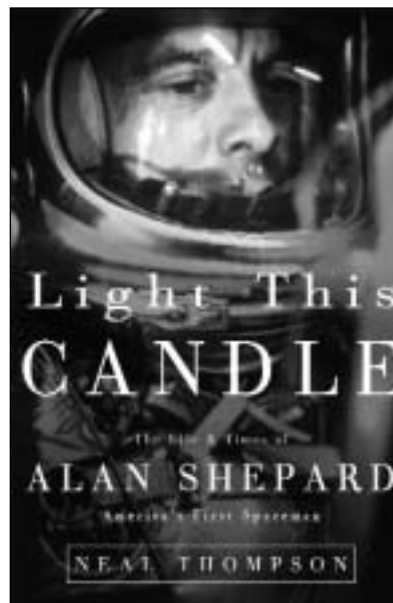
The first biography of America's first man in space.

"Why don't you fix your little problem and light this candle."
—Alan Shepard, to NASA technicians at liftoff for
America's first manned spaceflight

Alan Shepard was the brashest, cockiest, and most flamboyant of America's original Mercury Seven, but also the one all the others regarded as the best. Intense, colorful, and dramatic—the man who hit a golf ball on the moon—he was among the most private of America's public figures, and until his death in 1998, he guarded the story of his life zealously.

Light This Candle, based on Neil Thompson's exclusive access to private papers and interviews with Shepard's family and closest friends—including John Glenn, Wally Schirra, and Scott Carpenter—offers a riveting, action-packed account of Shepard's life. Among the first men to fly off aircraft carriers, he was one of the most fearless jet test pilots. Hugely competitive, he beat out John Glenn for the first Mercury spaceflight, and then overcame a rare illness to return to space again on Apollo 14. Long overdue, *Light This Candle* is a candid and inspiring account of a bold American life.

Journalist **NEAL THOMPSON** has worked for the *Baltimore Sun* and has also written for *Outside*, *Men's Health*, and other publications. He lives in North Carolina.



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The author of the bestselling and critically acclaimed BLINDED BY THE RIGHT (more than 140,000 combined copies sold) delivers a searing attack on Republican efforts to stifle the Democratic message—while revealing how Democrats can counter this strategy in the coming election year.

THE REPUBLICAN NOISE MACHINE

RIGHT-WING MEDIA AND HOW
IT CORRUPTS DEMOCRACY

Bestselling author David Brock documents perhaps the most important but least understood political development of the last thirty years: how the Republican Right has won political dominance and hijacked public discourse in America.

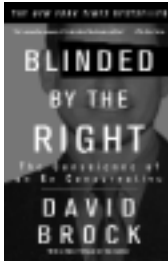
Brock, a former right-wing journalist, uses his keen understanding of the strategies, tactics, financing, and personalities of the American right-wing to show how the once fringe phenomenon of conservative media has all but subsumed the regular media conversation and shaped the national consciousness, skewing American politics sharply to the right.

From the disputed 2000 presidential election to the war with Iraq to the upcoming political battles of 2004, Brock's penetrating analysis of right-wing media theories and operations reveals that the Republican Right views the media as an extension of a broader struggle for political power, and values not journalistic freedom or standards, but absolute control of the debate—and with billions of dollars at their disposal, their ideological fervor and willingness to say anything to win, their ability to demonize dissenting voices, and the trends toward media consolidation, profit-seeking, and deregulation of the airwaves, they have all but won it.

Brock has opened a new and original front in the media wars in this critical campaign season, and his book is sure to transform the raging but mostly unsatisfying debate over media politics for years to come.

DAVID BROCK lives in Washington, D.C.

DAVID BROCK



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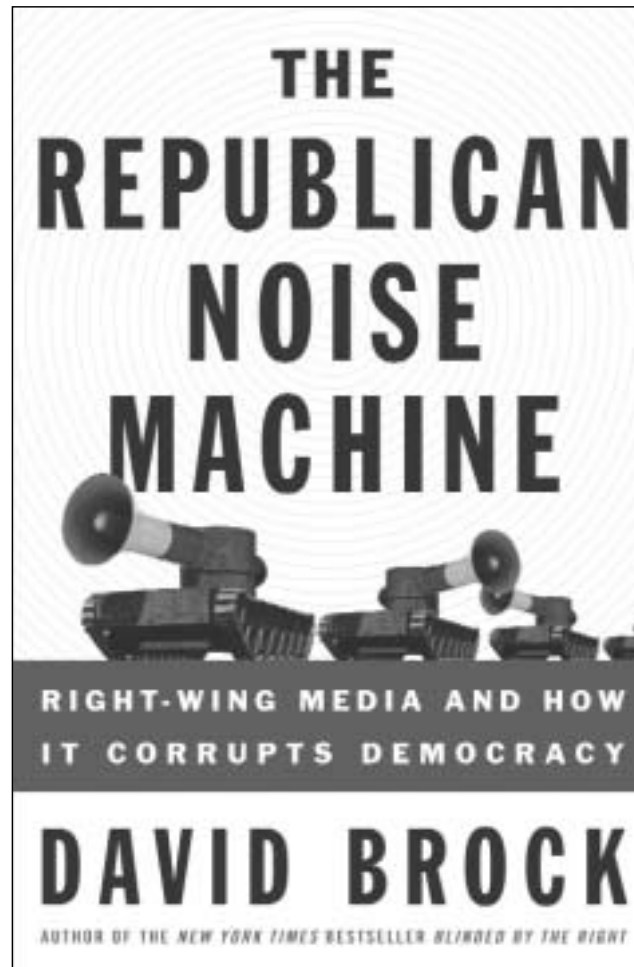
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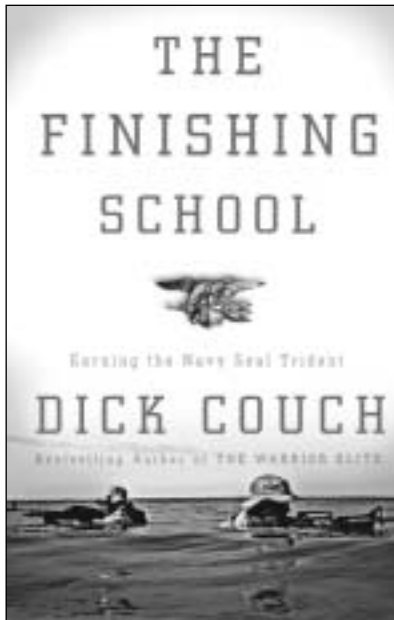
6 1/8 x 9 1/4; 256 pages

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Earning the Navy Seal Trident

By Dick Couch

Written by a former Navy SEAL commander, here is the very first in-depth account of the advanced training that prepares Navy SEALs for combat.

In *The Warrior Elite*, Dick Couch chronicled the grueling basic training of a class of Navy SEALs. Less than 30 of the original 137 young men made it through to graduation. But all those graduates really earned was an admission slip to Finishing School, the advanced professional training that hones the endurance and skills of would-be SEALs to full operational readiness.

Couch spent six months living with and observing SEALs in this training. In *The Finishing School*, he puts readers on the ground and in the water with the SEALs as they undergo SEAL Tactical Training, where they master combat skills such as precision shooting, demolitions, secure communications, parachuting, diving, and first aid. From there, the men enter operational platoons, where they subordinate their individual skills to the mission of the group and train for special operations in specific geographical environments.

Never before has a civilian writer been granted such close access to the training of America's most elite military forces. *The Finishing School* is essential reading for anyone who wants to know what goes into the making of America's best warriors.

DICK COUCH commanded a SEAL team in Vietnam that conducted one of the few successful POW rescue operations of the war. He lives in Ketchum, Idaho.



Current Affairs—Military (CUR007000)

16-page black-and-white photo insert

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

Crown

1-4000-4654-8. \$25.00 hardcover (Canada: \$38.00)

EAN Code 9781400046546

On Sale 3/2/04

INSIDE THE CRIMINAL MIND

Revised and Updated Edition

By Stanton E. Samenow, Ph.D.

In 1984, this groundbreaking book offered a chilling profile of the criminal mind. Now, armed with two decades of additional knowledge and insight, Stanton Samenow offers a fully updated and revised edition including new material on crimes in the spotlight today, from stalking and domestic violence to white-collar crime and political terrorism.

Clinical psychologist Dr. Stanton Samenow's three decades of working with criminals have reaffirmed his argument that factors such as divorce, media violence, and poor schools do not cause criminality. Rather, as Samenow documents here, all criminals share a certain mindset—often evident in childhood—very different from that of responsible citizens.

According to Samenow, to embark on a truly corrective program, we must understand that the criminal chooses crime; he chooses to reject society. Only by "habilitating" the criminal, so that he sees himself realistically and develops responsible patterns of thought, can we change his behavior.

This revised edition of *Inside the Criminal Mind* will reach a whole new generation of criminology and psychology students, as well as mainstream readers interested in this always relevant topic.

STANTON E. SAMENOW, Ph.D., has spent 30 years as a researcher, clinician, consultant, and expert witness specializing in criminal behavior. He lives in Virginia.



Social Science—Criminology (SOC004000)

6¹/₈ x 9¹/₄; 288 pages

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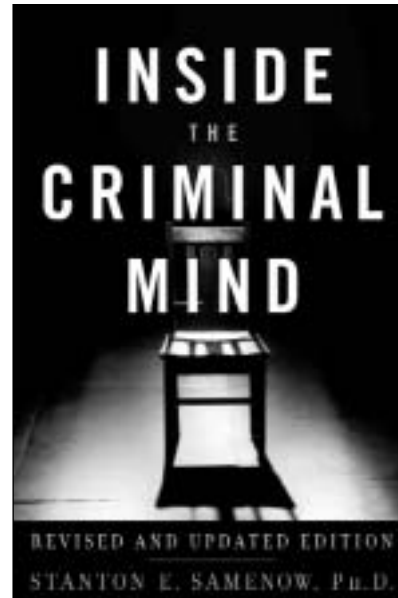
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Pub. History: A Times Books hardcover (Winter 1984)

ISBN 0-8129-1082-6



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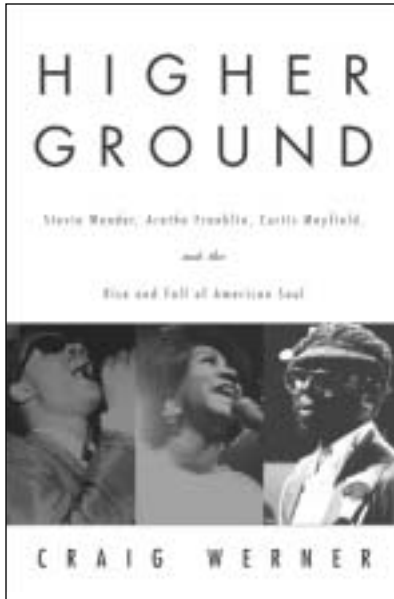
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HIGHER GROUND

Stevie Wonder, Aretha Franklin, Curtis Mayfield,
and the Rise and Fall of American Soul

By Craig Werner

Stevie Wonder, Aretha Franklin, and Curtis Mayfield provided the soundtrack to the political and social revolutions of mid-20th century America. This is the story of their lives and music, the traditions that inspired them, and their lasting contributions to American culture.

Rooted in the hopeful vision of southern gospel music, the music of Stevie, Aretha, and Curtis resonated with the determination of a new generation of African Americans to make that vision a reality. All three grew up in the North during the formative years of the Civil Rights Movement, and in this lively group biography, acclaimed music writer Craig Werner shows how each reinterpreted the gospel vision and brought it to mainstream culture.

Aretha, the daughter of a renowned Detroit preacher, transformed the gospel of her childhood into a universal call for respect and equality. Curtis, raised in Chicago's projects, captured the energy of the movement's foot soldiers. And Stevie, graced with a deep-seated spirituality, extended the gospel vision in music as compatible with the Beatles and New Age mysticism as Duke Ellington and Mahalia Jackson.

Combining extensive interviews, astute analysis, and masterful storytelling, *Higher Ground* is an unforgettable tribute to three artists who defined a generation.

CRAIG WERNER is a professor of African-American studies at the University of Wisconsin, Madison.



Biography—Music (BIO004000)

8-page black-and-white photo insert

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

Crown

0-609-60993-9. \$24.00 hardcover (Canada: \$36.00)

EAN Code 9780609609934

On Sale 3/9/04

WORDCRAFT

The Art of Turning Little Words
into Big Business

Alex Frankel

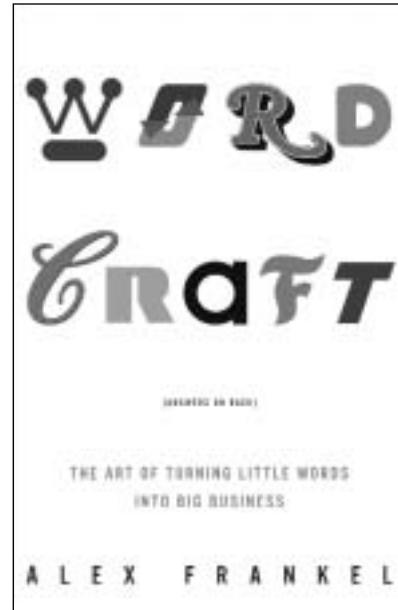
A lively fly-on-the-wall narrative about how companies come up with powerful names and distinctive identities for new products, and the people who drive the creative process behind corporate storytelling and wordcraft.

Words carry more power than ever in the global marketplace. The most powerful are brand names—monikers created by a largely unheralded collection of marketers known as professional namers. These coiners of words are a fascinating group who play a major role in creating the cultural and business vernacular that defines our world.

In *Wordcraft*, Alex Frankel, a business writer who once briefly worked as a namer, tells the story of how five major brands got their names: BlackBerry, Accenture, Viagra, the Porsche Cayenne, and IBM's "e-business." Behind each name is a different account of how words and language infuse the products we use every day with meaning, and how great words actually succeed in changing people's behavior. The book is filled with stories about words that come from every corner of our world: technology, health, sports, food, business and more.

Wordcraft will appeal to readers of books like *Word Freak* as well as business narratives like *The Tipping Point* and *Why We Buy*. It's for anyone who's intrigued by the power of words and ideas in the modern marketplace.

ALEX FRANKEL has written for *Forbes*, *Wired*, *Fast Company*, and *The New York Times Magazine*. He lives in San Francisco.



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Author Interviews
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Business & Economics—Marketing (BUS043000)

5½ x 8¼; 256 pages

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a man
after his own
heart

IN THE TRADITION OF SUCH
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THAT ILLUMINATES THE
LITERAL AND METAPHORICAL
POWER OF THE HUMAN HEART.

by
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SIEBERT

“In *A Man After His Own Heart* Charles Siebert has found a fascinating subject—the quest to square the science and poetry of our bodily lives—that summons all his prodigious gifts. A delight to read, from first page to last.”

—Michael Pollan, author of *The Botany of Desire*

Several years ago, writer Charles Siebert was given the rare opportunity to join a team of surgeons as they removed the heart of a young woman who had died of a brain aneurysm and transplanted the precious organ into a waiting recipient. During the procedure, the implant surgeon suddenly placed Siebert’s hand on the wildly beating heart. Profoundly stirred by his experience, Siebert embarked on a journey to learn all he could about the physical workings of the heart and its connections, both real and symbolic, to human emotions. *A Man After His Own Heart* is the extraordinary record of his observations and reflections.

Siebert weaves together the latest discoveries about the heart’s origins and its true significance to our humanity, insights into the heart’s significance as an image in art and literature, and intensely personal ruminations about the links between his obsession with the organ and his father’s death from heart disease. Blending scientific observation and poetic eloquence, this is a stunning work of art, a “biography” of the heart that is destined to become a classic.

CHARLES SIEBERT has contributed essays and poems to the *New York Times Magazine*, *The New Yorker*, and *Harper’s*. He lives in Brooklyn, New York.



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National Publicity

National Radio Campaign

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Science—Medicine (SCI000000)

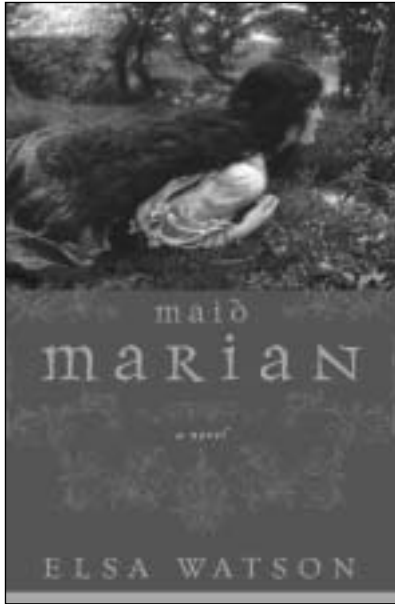
5½ x 8¼; 288 pages

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0-609-60221-7. \$23.95 hardcover (Canada: \$35.95)

EAN Code 9780609602218

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MARKETING

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Author Interviews out of Seattle

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MAID MARIAN

A Novel

By Elsa Watson

Filled with romance, political intrigue, and breathtaking adventures, this wonderful retelling of the legend of Robin Hood and Maid Marian introduces a heroine for our times—a woman with the passion, intelligence, and wit to take charge of her own destiny.

The orphaned heiress to a large country estate, Marian Fitzwater is wed at the age of five to an equally young nobleman, a union that joins her inheritance to his and vastly enriches his family. But her husband dies under mysterious circumstances, and at age 17 Marian is made a ward of King Richard, who has the power to choose her next husband. With Richard away at the Crusades, however, Marian's fate lies in the hands of his formidable mother, Queen Eleanor of Aquitaine. Unwilling to be a pawn in Eleanor's ambitious and notoriously devious schemes, Marian seeks out the outlaw Robin Hood to help her thwart the queen and reclaim her inheritance.

Narrated in the first person, *Maid Marian* is both a thrilling journey into the tumultuous world of medieval England and an endearing, refreshingly contemporary portrait of a romance that has enchanted generations of readers and moviegoers. The first novel by a gifted storyteller, it is the perfect choice for fans of Rosalind Miles, Sharon Kay Penman, and Pamela Kaufman.

ELSA WATSON is a graduate of Carleton College and lives in Seattle, Washington.



Fiction—Historical (FIC014000)

6¹/₈ x 9¹/₄; 304 pages

Crown

1-4000-5041-3. \$23.95 hardcover (Canada: \$35.95)

EAN Code 9781400050413

On Sale 4/13/04

TIME AND TIDE

A Walk Through Nantucket

By Frank Conroy

New in the Crown Journeys series—one of America's most acclaimed memoirists offers a lyrical, nostalgic reminiscence of the joys of life on Nantucket.

Written in the hauntingly evocative memoir style that brought him to literary acclaim with the publication of his classic memoir *Stop-Time*, this journey begins when Frank Conroy first finds his way to Nantucket as a college student, working there in the summer of 1955. He relives for us those initial years of getting to know the island—sweeping dunes, rugged moors, remote beaches, hidden forests, and cranberry bogs—as he deftly captures the enduring appeal of this unique American place: “To walk through old Nantucket town is to enter a living dream of the past.”

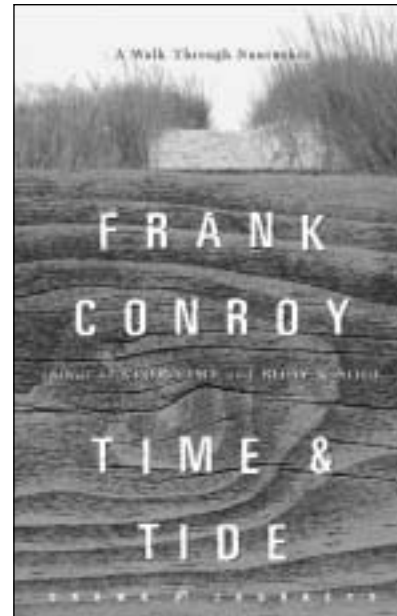
Conroy recounts the island's history—from the glory days of the whaling boom to the current influx of the super-rich—and blends in the story of his own love affair with the island: buying a tiny plot of oceanfront property and building a small house of his own, playing jazz piano at the local bars, enjoying the peaceful desolation of the island winters.

The publication of a new book by Frank Conroy, who has published only four beloved books, is a joyous literary event.

FRANK CONROY is the long-time director of the prestigious Iowa Writers' Workshop. He is the author of *Stop-Time*, *Midair*, *Body & Soul*, and *Dogs Bark, but the Caravan Rolls On*.



Travel—New England (TRV025060)
1 map; 5 black-and-white photographs
5 x 7^{5/8}; 144 pages
Crown Journeys
1-4000-4659-9. \$16.00 hardcover (Canada: \$25.00)
EAN Code 9781400046591
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THE BASES WERE LOADED AND SO WAS I

Up Close and Personal with
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By Tom Callahan

From one of America's premier sports writers comes a collection of candid and penetrating profiles of the most colorful and fascinating people in sports.

Tom Callahan is in a league with the likes of Red Smith and Roger Angell and is known for engaging the subjects of his sports profiles in ways that find the real person behind the public image. In Sonny Liston's case, Callahan's and Liston's noses were pressed flat against each other's faces in a Baltimore hotel room. He volleyed tennis balls with Arthur Ashe and swatted flies in a stall with Secretariat. The result is the kind of sports writing that is writing first and sports second, that cares little about the score but very much about the athletes who put the numbers on the board.

The Bases Were Loaded and So Was I is the ultimate collection of Callahan's sports profiles, with subjects ranging from Muhammad Ali and Pete Rose to Joe Montana and Michael Jordan. Based on decades of sports reporting, in these essays (90 percent of them are original to this book), Callahan takes athletes we thought we knew and reveals how wrong we often are.

"Tom Callahan is the most complete sports writer in America. He knows the most and writes the best."

—Roger Rosenblatt, *Time* magazine essayist

Author of *In Search of Tiger*, **TOM CALLAHAN** is a columnist for *Golf Digest* and author of more than 30 *Time* magazine sports-related cover stories. He lives in Virginia.



Biography—Sports/Sports & Recreation—Essays
(BIO016000/SPO012000)

6 1/8 x 9 1/4; 256 pages

Crown

0-609-60942-4. \$24.95 hardcover (Canada: \$37.95)

EAN Code 9780609609422

On Sale 4/27/04

MAKE THE RULES OR YOUR RIVALS WILL

By G. Richard Shell

The first book to articulate what smart businesspeople like Bill Gates and Sumner Redstone have always known—how managers at any level can control markets and battle competitors through the important high-stakes game of competitive legal strategy, where winners make the laws and rules that others live by.

Market leaders can't ban the competition, but they can use existing laws and regulation to add cost and inconvenience to other businesses trying to gain a foothold in the market. It's called competitive legal strategy, where some businesses make the rules, while others are forced to operate within frustrating boundaries.

With a wealth of instructive stories from history and today's headlines, G. Richard Shell—one of the leading authorities in the field of law and business—shows how smart businesspeople use the 10 percent of legal knowledge that really counts to crack open new markets, fight competitive wars, block new entrants, keep upstarts in their place, and both protect and retard innovation. From Henry Ford's battles to Napster's difficulties, to why railroads are responsible for truck weigh-in stations on highways, Shell shows how businesses have integrated the law into their corporate strategies—and why no one can afford to discount its importance in their own business plans.

G. RICHARD SHELL, Thomas Gerrity Professor at the Wharton School, has also taught at Harvard Law, and consults for major companies and unions.



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Business & Economics (BUS000000)

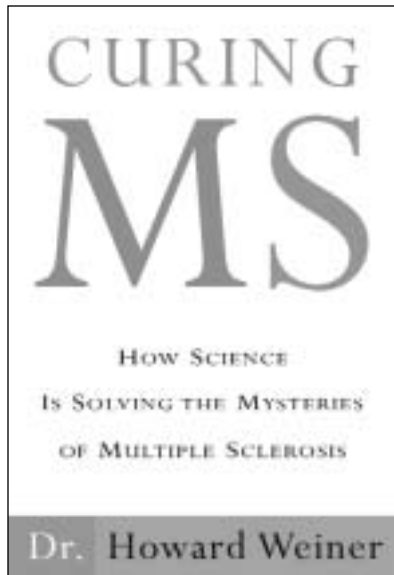
6 1/8 x 9 1/4; 288 pages

Crown Business

1-4000-5009-X. \$27.50 hardcover (Canada: \$41.95)

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CURING MS

How Science Is Solving the Mysteries of
Multiple Sclerosis

By Dr. Howard Weiner

One of the nation's leading multiple sclerosis physicians and researchers recounts the scientific quest to cure MS, unveiling the profusion of promising treatments and recently discovered drugs, and charting the course to the cure.

Multiple sclerosis is a particularly frustrating and unpredictable disease, characterized by attacks that come and go randomly and that affect each patient differently. MS sufferers and their friends and family are always eager for explanations of the latest scientific discoveries about this puzzling affliction and for news about the progress being made toward a cure.

Dr. Howard Weiner has been at the forefront of that effort for more than two decades, both as a researcher and as one of the leading physicians in the field. He is, in fact, the doctor that Montel Williams turned to when he was diagnosed with MS. In *Curing MS*, Dr. Weiner outlines recent groundbreaking findings about how viruses, the immune system, and genes interact in causing the disease and reveals the path ahead that he argues will lead to a cure in the near future.

This is vital reading for the 400,000 MS sufferers in the United States and for their families.

HOWARD WEINER, M.D., is the Robert L. Kroc Professor of Neurology at the Harvard Medical School and director of the Multiple Sclerosis Center at Massachusetts General Hospital.



Medical—Diseases—Neuromuscular (MED022200)

6¹/₈ x 9¹/₄; 256 pages

Crown

0-609-60900-9. \$24.95 hardcover (Canada: \$37.95)

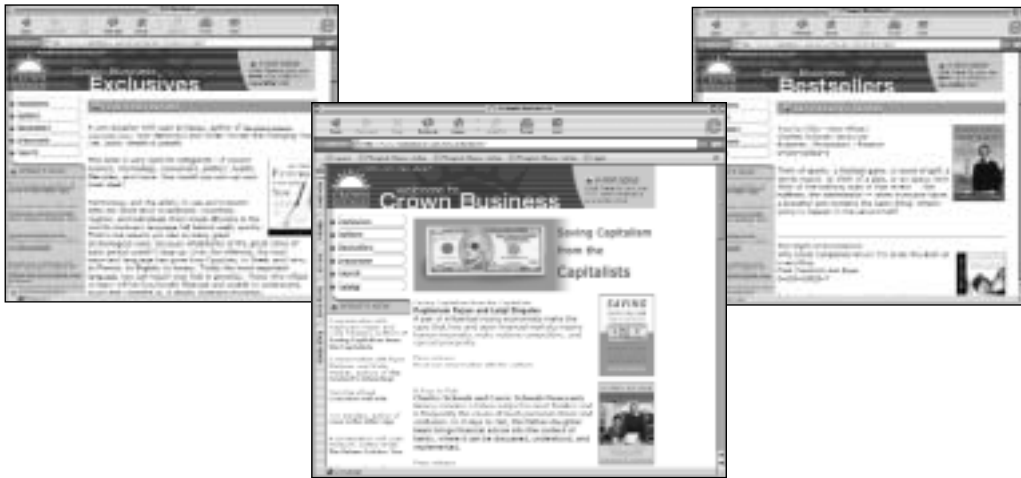
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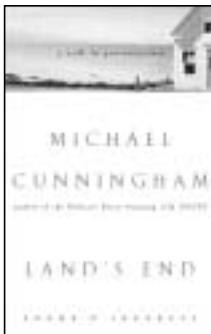
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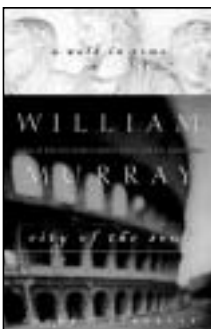
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AFTER THE DANCE

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CITY OF THE SOUL

“Murray is a graceful stylist, a seasoned navigator of these streets, and he knows well how to lure a reader forward.”

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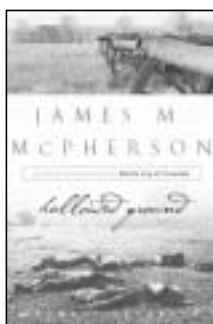
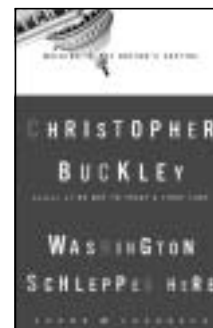
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A leisurely walk through a former inferno with a most eloquent Virgil.”

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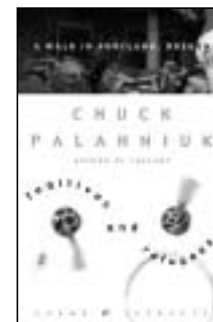
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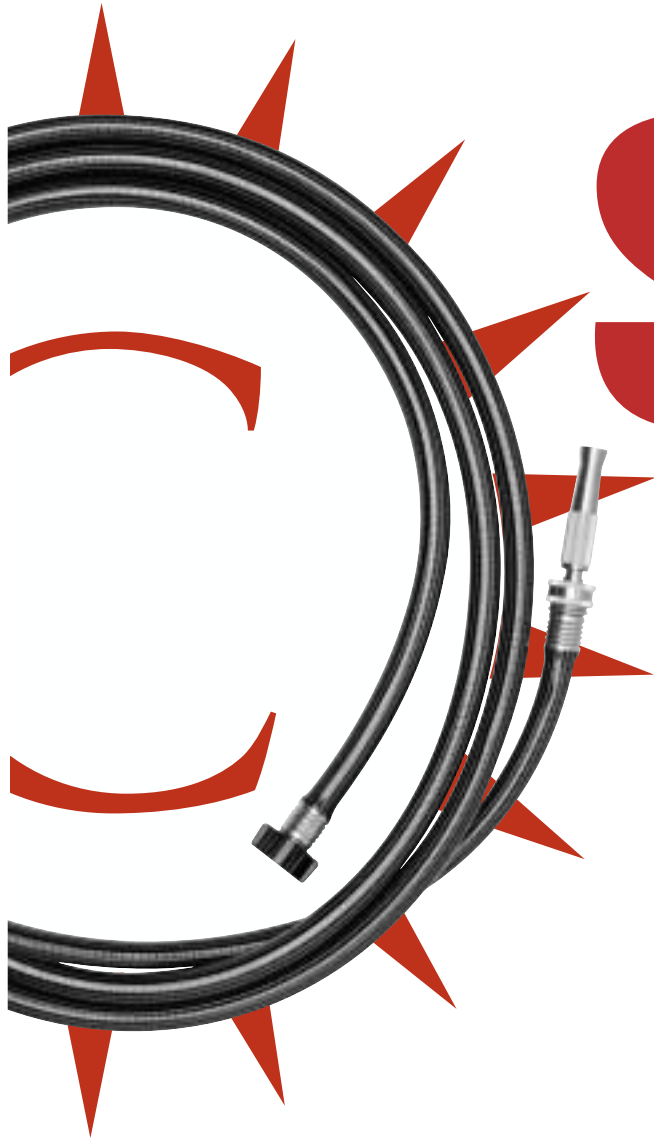
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31 and 45 for
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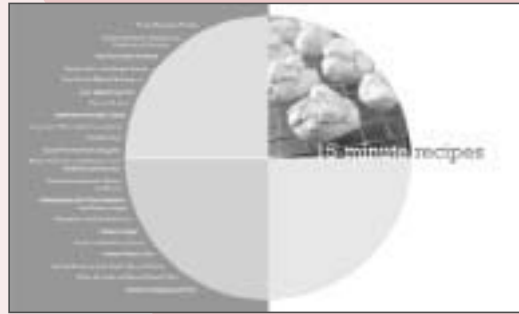
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GALE GAND'S short+sweet

quick desserts with eight ingredients or less



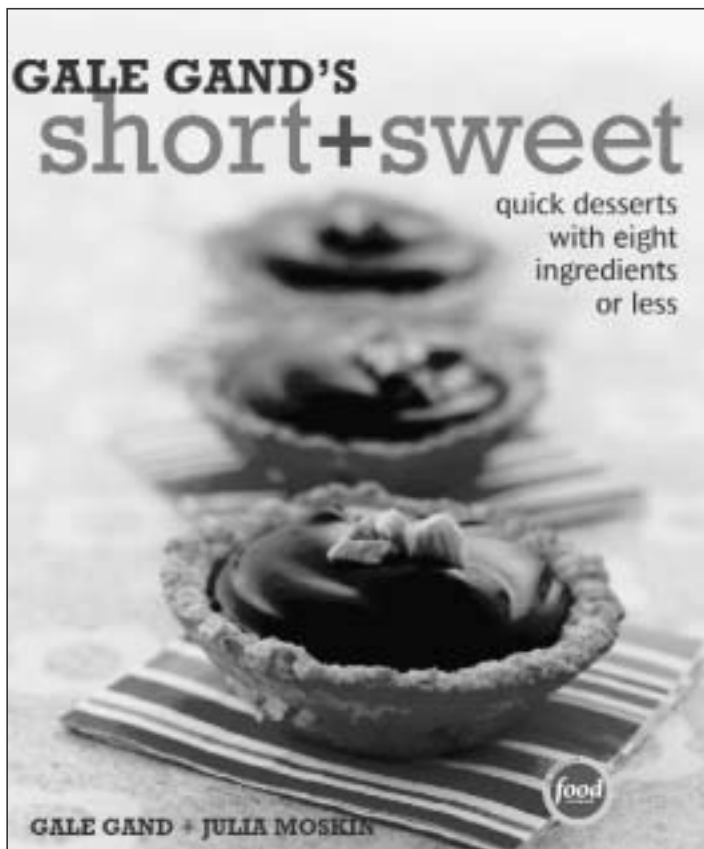
Gale Gand, the host of Food Network's *Sweet Dreams* and James Beard nominee as author, baker, and restaurateur, offers the cookbook her fans have been begging for—beautifully illustrated and filled with quick and easy desserts that deliver bold flavor with minimum effort.

GALE GAND + JULIA MOSKIN

Deep Chocolate Terrine in fifteen minutes? Chai-Spiced Cheesecake in half an hour? Not impossible, but easy—and inspired! As an executive pastry chef, Food Network host, author, and mom, Gale Gand knows how hard it is to maintain an active schedule and still find time for home cooking. In *Gale Gand's Short and Sweet*, she shows readers how to make quick confections that deliver full, complex flavor—all with eight ingredients or less.

Here are such classics as carrot cake, shortbread, and pudding, but with new flavor accents, like fresh berries, orange zest, even fragrant lavender. Other dishes are speedy innovations from Gale's restaurant kitchen, including Banana Bisque and Roasted Peaches with Thyme and Ricotta. There are even a handful of kid-friendly recipes, such as Cookieburgers and Peanut Butter Worms, perfect for getting busy parents and their little ones together in the kitchen.

Proving that simple can be synonymous with delicious and exciting, *Gale Gand's Short and Sweet* is a truly indispensable dessert book.



In addition to hosting *Sweet Dreams*, **GALE GAND** appears as a national spokesperson for Nestlé and Millstone coffee. She lives in Chicago.



Also by Gale Gand



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Flour Eggs*
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(Canada: \$48.95)



*Gale Gand's
Just a Bite*
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Cooking—Desserts (CKB024000)

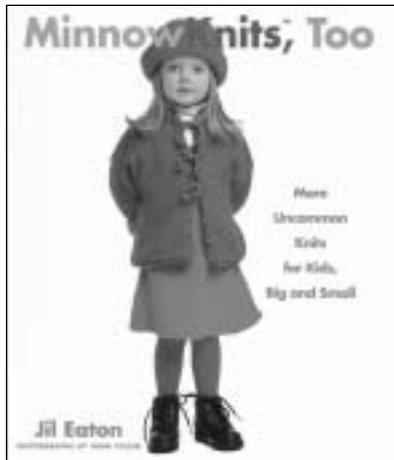
7¹/₁₆ x 9; 160 pages

Clarkson Potter/Publishers

1-4000-4733-1. \$27.50 hardcover (Canada: \$41.95)

EAN Code 9781400047338

On Sale 2/17/04



MARKETING

National Publicity

Online Promotion with Knitting and Yarn Sites

Featured on ClarksonPotter.com

Included in the Potter E-Newsletter

Free Freight

MINNOWKNITS™, TOO

More Uncommon Knits for Kids, Big and Small

By Jil Eaton

Photographs by Nina Fuller

Jil Eaton, author of the popular MinnowKnits™, is back in paperback with her second collection of smart and sassy knitwear designs for kids of all ages.

Kids are lively, they have fun, they attract attention. So shouldn't their clothes do the same? Jil Eaton's spunky, colorful, and playfully stylish designs are both fashionable and wearable, with sweaters, jumpers, hats, and rompers featuring kid-friendly details like color-blocked borders, frizzy tassels, soft plush yarns, and interesting buttons and trim.

With a focus on color and texture, *MinnowKnits, Too* stresses the extraordinary effects that can be achieved without the use of fancy stitches, cables, or other complicated techniques. And each design features full-color photographs and clear schematics, so even novices will find exciting projects within their reach.

Praise for Jil Eaton:

"The neatest, niftiest, most super-deluxe delicious kids' clothes I've seen in a very long time. . . . Hooray for Ms. Eaton, a new star in the knitting firmament."

—Carol LaBranche, *Knitters*

"[Jil Eaton] has created a new approach to children's wear that is innovative and exciting . . . definitely one to add to the knitters' bookshelf!"

—*Vogue Knitting*

JIL EATON designs, publishes, and distributes internationally a line of MinnowKnits™ patterns for children's wear. She lives in Portland, Maine.



Crafts & Hobbies—Knitting (CRA015000)
125 full-color photographs; 50 line drawings
7⁷/₁₆ x 9; 176 pages

Clarkson Potter/Publishers

1-4000-5248-3. \$16.95 paper (Canada: \$25.95)

EAN Code 9781400052486

On Sale 12/30/03

Pub. History: A Clarkson Potter hardcover (Spring 1998)

ISBN 0-517-70785-3

MACHO NACHOS

50 Toppings, Salsas, and Spreads for
Irresistible Snacks and Light Meals

By Kate Heyhoe

Just in time for the intensive TV-and-snacking season that runs from the Super Bowl through the Final Four, Macho Nachos is a full-color impulse book filled with irresistible variations on the ultimate simple-to-make, versatile American snack.

Forget the gooey, gloppy stuff served in ballparks and cheap restaurants. Real nachos are macho—topped with fresh, natural ingredients, tangy cheeses, flavorful spices, and hearty beans, meats, or even seafood. As finger food they can't be beat: they're crunchy, cheesy, easy, tasty, and satisfying. And anyone—even the kitchen-phobic who think microwave popcorn is real cooking—can make them.

Macho Nachos features more than 50 sensational variations on the original melted-cheese-and-jalapeño nacho. The recipes range from Speedy Nachos (like BBQ Chicken & Smoked Cheese) for the basic watching-the-game-with-the-guys afternoon, to Uptown Nachos (like Popcorn Shrimp Baja Nachos) for those more "formal" occasions that might require you to tuck your shirt in and converse with a woman or two.

Nachos are crowd-pleasing fast food, but they're decidedly not junk food. With *Macho Nachos* at hand, even if the home team tanks, the homemade snacks will always be a winner.

KATE HEYHOE is the author of *Cooking with Kids for Dummies* and the cofounder of the successful food site eGG.com. She lives in Cherry Valley, California.



MARKETING

National Publicity

Author Interviews
out of Los Angeles

Featured on ClarksonPotter.com

Included in the Potter
E-Newsletter

Free Freight



Cooking—Appetizers (CKB003000)

40 full-color photographs

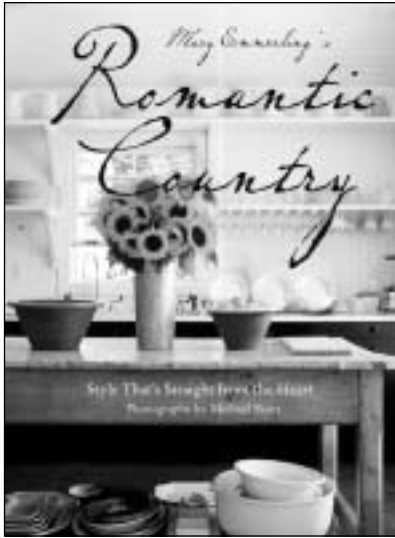
7⁷/₁₆ x 7⁷/₁₆; 96 pages

Clarkson Potter/Publishers

1-4000-5042-1. \$16.95 hardcover (Canada: \$25.95)

EAN Code 9781400050420

On Sale 12/30/03



MARY EMMERLING'S ROMANTIC COUNTRY

Style That's Straight from the Heart

By Mary Emmerling

Bestselling author Mary Emmerling is back with Romantic Country, a continuation of her successful American Country series, which has sold more than 118,000 copies—but this time she's adding a dash of romance.

These days, who couldn't use a little more romance? In her long-awaited new book, Mary Emmerling showcases 25 beautiful houses and offers her unique mix of ideas and inspiration. She looks at living and dining rooms, kitchens, bathrooms, garden rooms, and bedrooms, all filled with personal touches and intimate details. She explores the elements of a home that lend themselves to romantic style, like porches, canopy beds, fireplaces, and window seats. What quickly becomes apparent is how easy it is to fall in love with your home all over again.

Especially delightful are Mary's fun and quirky lists, such as the 10 sexiest cars, cocktails, movies, scents, and pieces of music. Mary also offers her choices for the most romantic getaways, restaurants, and places to fall in love.

In *Romantic Country*, Mary Emmerling brings a fresh spirit of youthful elegance to her country roots. It's the ideal guide for creating a home that is nurturing, indulgent, beautiful, and, of course, romantic.

MARY EMMERLING is the bestselling author of 17 books. She is Creative Director of *Country Home* magazine, and her HGTV program, *Country at Home*, airs three nights a week. She lives Des Moines, Iowa.

MARKETING

National Publicity

Tie-In with Author Appearances

Featured on ClarksonPotter.com

Included in the Potter
E-Newsletter

Also by Mary Emmerling

*Mary Emmerling's American
Country Details*

0-517-58369-0

\$25.00 hardcover (Canada: \$35.00)

Mary Emmerling's Quick Decorating

0-517-70467-6

\$27.50 hardcover (Canada: \$38.00)

Mary Emmerling's Smart Decorating

0-609-60325-6

\$27.50 hardcover (Canada: \$41.50)

Free Freight



House & Home—Decorating (HOM003000)

250 full-color photographs

7⁷/₁₆ x 10; 208 pages

Clarkson Potter/Publishers

0-609-61009-0. \$30.00 hardcover (Canada: \$45.00)

EAN Code 9780609610091

On Sale 2/10/04

PILLSBURY BEST OF THE BAKE-OFF® COOKBOOK

Recipes from America's Favorite Cooking Contest

By The Pillsbury Editors

Revised to include the 2002 million-dollar-prize-winning recipe from America's best-known cooking contest and a new chapter of Quick & Easy Main Meals, and featuring a fresh new jacket, Pillsbury Best of the Bake-Off® Cookbook is an exciting addition to the Pillsbury library.

For more than half a century, people have looked to one cooking contest for the most delicious American recipes—mouthwatering appetizers, everyday dinners, and special occasion desserts. This full-course cookbook presents a wide variety of family favorites from the famous Pillsbury Bake-Off® Contest in chapters on Soups, Sandwiches and Snacks; Main Dishes; Side Dishes and Salads; Breads; Cookies and Bars; Cakes and Tortes; Pies and Tarts; and more.

With anecdotes about contestants and profiles of Bake-Off® winners, a brand-new chapter of simple and fast meals for the family, as well as helpful cooking tips and fascinating trivia, this is an irresistible record of the evolution of American home cooking.

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



Cooking—American (CKB002000)
130 full-color and 15 black-and-white photographs
7⁵/₁₆ x 10; 384 pages
Clarkson Potter/Publishers
1-4000-5133-9. \$27.50 hardcover (Canada: \$41.95)
EAN Code 9781400051335
On Sale 2/3/04

Pub. History: Previous edition (Spring 2001)
ISBN 0-609-60838-X



MARKETING

National Publicity

Tie-In with Pillsbury's 41st Bake-Off® Contest

Advertising

Pillsbury Come & Eat

Featured on ClarksonPotter.com and Pillsbury.com

Included in the Potter E-Newsletter

Also by The Pillsbury Editors

Pillsbury Complete Cookbook

0-609-60284-5

\$26.95 ringbound hardcover

(Canada: \$39.95)

Pillsbury: Dough Magic!

0-609-60863-0

\$25.95 hardcover (Canada: \$39.95)

Pillsbury: Slow Cooker Recipes

0-609-60862-2

\$19.95 hardcover (Canada: \$29.95)

Free Freight



John Ash cooking one- on- one

Award-winning cookbook writer, renowned chef, and peerless teacher John Ash shares his experience, know-how, and dozens of tasty, healthful recipes in a book so engagingly personal and impeccably clear, it's like getting private lessons in your own kitchen.

Kitchen Secrets from a Master Teacher

John Ash believes that the best way to become a confident, creative cook is to plunge right in, explore the possibilities, and learn as you go. *John Ash: Cooking One-on-One* presents his liberating approach in 22 lessons, each one focusing on a specific technique, underused or unusual ingredient, or a flavor maker—the vinaigrettes, salsas, and other components that turn ordinary dishes into something special.

Each lesson opens with an essay that deepens the reader's understanding and appreciation of the technique, ingredient, or extra component. Ash then provides simple recipes and explains how to build on them to develop a personal repertoire of dishes both plain and fancy. His sensational recipes for fresh, satisfying California-style food will inspire readers to new heights of culinary inventiveness.

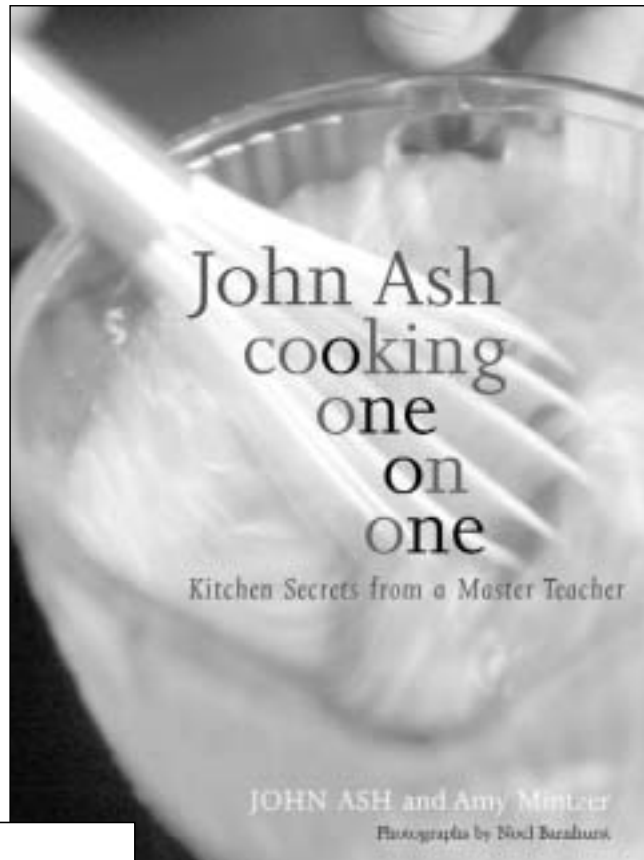
JOHN ASH is the author of *From Earth to Table*, which won the Julia Child Award as Best American Cookbook and was named Cookbook of the Year by the IACP. He teaches at the Culinary Institute of America, gives classes at such popular venues as De Gustibus at Macy's, and is a columnist for the *Los Angeles Times*. He lives in Santa Rosa, California.

MARKETING**National Publicity****Author Tour**

Boston
Chicago
Dallas
Kansas City
Montreal
New York
San Francisco
San Jose
Santa Monica
Santa Rosa
Toronto
Vancouver

Featured on ClarksonPotter.com**Included in the Potter E-Newsletter****Previous Book**

From Earth to Table
0-5259-4000-6 hardcover
(E. P. Dutton)

Free Freight

Cooking—Natural Foods (CKB059000)

50 full-color photographs

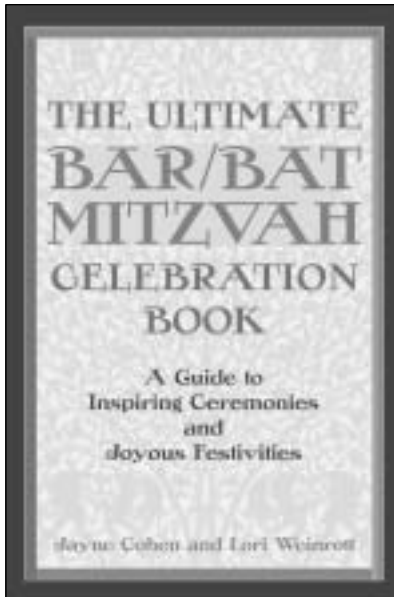
7⁷/₁₆ x 10; 352 pages

Clarkson Potter/Publishers

0-609-60967-X. \$37.50 hardcover (Canada: \$56.50)

EAN Code 9780609609675

On Sale 3/23/04



MARKETING

National Publicity

Featured on ClarksonPotter.com

Included in the Potter
E-Newsletter

Free Freight

THE ULTIMATE BAR/BAT MITZVAH CELEBRATION BOOK

A Guide to Inspiring Ceremonies
and Joyous Festivities

By Jayne Cohen and Lori Weinrott

More than ever, Jewish parents are looking for imaginative ways to blend traditional and personal values into their child's bar or bat mitzvah, creating a meaningful ceremony and a truly joyous party. Now, this refreshingly contemporary guide to a centuries-old rite of passage shows them how.

A bar or bat mitzvah welcomes a child into the adult Jewish community, but it is also an occasion to honor the family's own unique beliefs and traditions. To do this, Jewish cookbook author Jayne Cohen and event planner Lori Weinrott cover every aspect of creating a meaningful service, from meeting with the rabbi and working with a tutor, to special "mitzvah" projects. For the festivities that follow, they make the tradition come alive, with details on everything from a simple do-it-yourself Garden of Eden party to a dinner-dance inspired by Exodus. Cohen and Weinrott include ideas for motifs, tips on hiring a caterer, information on decoration and flowers, nearly 40 scrumptious recipes, and budget guidelines. Filled with anecdotes and inspiration, this guide ensures an unforgettable celebration.

Cookbook author **JAYNE COHEN** has written articles for *Bon Appétit*, *Gourmet*, and *Food & Wine*. **LORI WEINROTT** is the cofounder of Peachtree & Ward Catering in Philadelphia and managing partner of its kosher division, which has organized countless bar and bat mitzvah celebrations.



Religion—Judaism—Practices (REL040010)

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

Clarkson Potter/Publishers

0-609-80992-X. \$18.00 paper (Canada: \$27.00)

EAN Code 9780609809921

On Sale 3/9/04

THE I LOVE TO COOK BOOK

Rediscovering the Joy of Cooking
for Family and Friends

By Lauren Groveman

Put an end to "take-out syndrome" with this beautifully illustrated cookbook that's full of recipes for the kind of delicious family meals that most of us mistakenly believe we don't have time to cook.

For Lauren Groveman, busy mother, cooking teacher, and television host, serving delicious, healthful meals is more than just a way to satisfy hunger. It is a celebration of the love and warmth that is the heart of family life. In *The I Love to Cook Book* she brings to life the pleasures and rewards of the whole cooking process, not just the final product.

These 100 satisfying, soulful recipes feature detailed instructions, full-color photographs for each recipe, and, because Groveman knows that "timing is everything," invaluable time-saving advice on preparing dishes ahead, instructions for freezing them, and ideas for reusing leftovers.

With recipes for family pleasers such as Spiced Oven-Puffed Pancakes and Barbecued Chicken and company-worthy dishes like Three-Cheese French Onion Soup and Pan-Fried Lemon Sole with Herbed Tartar Sauce, *The I Love to Cook Book* will get raves from cooks and their families and friends.

LAUREN GROVEMAN is the host of public television's *Welcome to Lauren Groveman's Kitchen*, which was nominated for a James Beard Award, and is a frequent guest on such national television shows as *The Early Show* and *Today*. She lives in Larchmont, New York.



Cooking—American (CKB002000)

125 full-color photographs

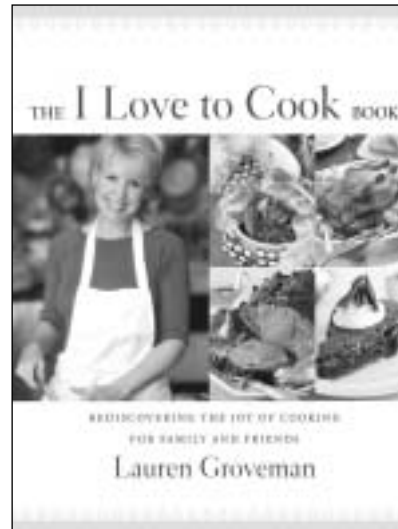
7⁷/₁₆ x 10; 336 pages

Clarkson Potter/Publishers

0-609-61087-2. \$35.00 hardcover (Canada: \$53.00)

EAN Code 9780609610879

On Sale 4/13/04



MARKETING

National Publicity

Author Interviews
out of New York

Featured on ClarksonPotter.com

Included in the Potter
E-Newsletter

Previous Book
Lauren Groveman's Kitchen
0-8118-3249-X paper
(Chronicle)

Free Freight

CLEAN LIKE A MAN

HOUSEKEEPING FOR MEN . . . and the Women Who Love Them

Most men face a couple of problems when it comes to cleaning house: they don't know how to do it, and they don't particularly want to learn. *Clean Like a Man* is the solution.

Comprehensive in scope, but written specifically for the attention-challenged and motivation-impaired, it's filled with advice that's short, pithy, and direct (and often pretty funny). It starts with the basics—tools, products, techniques—and then continues room by room with tips on how to scrub, scour, wash, and vacuum your way to a clean house.

From attacking a refrigerator filled with deli meats that have grandchildren to dealing with a male-pattern-baldness-clogged drain, from getting the most bang for your buck when buying a vacuum to getting the best results in a fifteen-minute "blitzcleaning," *Clean Like a Man* is an essential guide to making the joint look presentable.

TOM McNULTY is the copy director for the Minneapolis-based Carlson Marketing Group. He spent 43 years as a bachelor and 8 years married, observing all facets of the "Clean Like a Man" dynamic.



by **TOM McNULTY**

Great for **Father's Day** and **graduations** (and **spring cleaning!**), here is the present that every man needs—a witty, get-right-down-to-it primer on maintaining an acceptable level of cleanliness around the house (without getting too Felix Unger about it).

MARKETING

National Publicity

Featured on ClarksonPotter.com

Included in the Potter
E-Newsletter

Free Freight



House & Home—Caretaking (HOM019000)

15 line drawings

5 1/2 x 8 1/4; 224 pages

Clarkson Potter/Publishers

1-4000-4975-X. \$19.95 hardcover (Canada: \$29.95)

EAN Code 9781400049752

On Sale 3/30/04



MARKETING

National Publicity

Author Interviews
out of New York

Featured on ClarksonPotter.com

Included in the Potter
E-Newsletter

Also by Linda Dannenberg
Paris Bistro Cooking
0-517-57433-0
\$40.00 hardcover (Canada: \$60.00)

Free Freight

NEW FRENCH COUNTRY

A Style and Source Book

By Linda Dannenberg

Photographs by Guy Bouchet

The stunning, long-awaited sequel to Pierre Deux's French Country, one of Potter's most successful lifestyle books, New French Country revisits Provence for an up-to-date exploration of its culture, decorating traditions, and spirited new design trends.

Twenty years ago, Americans were captivated by the Provençal colors, textures, and styles presented in *Pierre Deux's French Country*. The infatuation continues today: the *New York Times* recently reported that 66 percent of Americans favor French Country in their home decor, and Provence remains a popular tourist destination.

New French Country takes a fresh look at this rich, colorful region. In 275 full-color photographs and engaging, informative text, it showcases 13 remarkable homes and explores every element of Provençal design—from architectural details (fireplaces, windows, stairways) and furniture to pottery, tiles, fabrics, and gardens. On a tour that includes stops at a lavish apartment in Avignon, a dramatic ranch in the Camargue, and an artist's retreat in Lacoste, readers are treated to a fascinating narrative about local customs, handicrafts, and foods. An authoritative guide to French Country sources is also included.

LINDA DANNENBERG is the author of 11 books on French lifestyle and cuisine, including *Pierre Deux's French Country*. She lives in Westchester County, New York. **GUY BOUCHET** provided the photographs in *Pierre Deux's French Country*.



House & Home—Decorating/Travel—France
(HOM003000/TRV009050)

275 full-color photographs

8 x 10; 304 pages

Clarkson Potter/Publishers

0-609-61041-4. \$40.00 hardcover (Canada: \$60.00)

EAN Code 9780609610411

On Sale 4/20/04

DISHING WITH STYLE

Secrets to Great Tastes and Beautiful Presentations

By Rori Trovato

Photographs by Luca Trovato

Foreword by Ina Garten

Dishing with Style offers not only simple and tasty recipes for every part of the meal, but clever and creative presentation ideas that make food look as great as it tastes.

Rori Trovato is the not-so-secret ingredient behind scores of major cookbooks—including Ina Garten's Barefoot Contessa books. As one of today's top food stylists, it's Rori's job to make dishes look their best for the camera—and for the eyes of food lovers.

Rori is also a fabulous cook, and she has packed *Dishing with Style* with recipes for delicious main courses, side dishes, drinks, and desserts—from bloody marys you can eat with a spoon to elegant and easy chocolate pots de crème. For each recipe, Rori gives at least two ideas for making the dish look good enough to grace the cover of a fine cookbook—to say nothing of a tabletop at your next party.

From tricks of the food stylist's trade to simple tips for everything from tossing the perfect salad and cutting a flawless slice of cake to ladling soup into a bowl without splashing, *Dishing with Style* is filled with ingenious advice and spectacular photos every home cook and entertainer is hungry for.

RORI TROVATO has worked for every major food magazine, including *Food & Wine* and *Bon Appétit*. She now develops all the recipes for *O* magazine, for which she writes a regular column. She teaches cooking in the U.S. and France and lives in Santa Barbara, California.



Cooking—Tablesetting (CKB082000)

150 full-color photographs

7⁷/₁₆ x 9; 160 pages

Clarkson Potter/Publishers

1-4000-5040-5. \$29.95 hardcover (Canada: \$44.95)

EAN Code 9781400050406

On Sale 4/27/04



MARKETING

National Publicity

Author Interviews

out of Los Angeles and New York

Featured on ClarksonPotter.com

Included in the Potter

E-Newsletter

Free Freight

This follow-up to the *New York Times* bestseller features an eight-week weight-loss plan, 200 delicious recipes, and the author's trademarked Okinawa Caloric Density Index to help readers join the Okinawans in staying slim and active at any age.

THE OKINAWA 8-WEEK DIET PLAN

EAT BETTER, LIVE LONGER, AND NEVER FEEL HUNGRY

In *The Okinawa Program*, Drs. Bradley and Craig Willcox identified the factors—chiefly diet—that make Okinawans the healthiest and longest-lived people in the world. Now, in *The Okinawa 8-Week Diet Plan*, the authors adapt the dietary principles of the Okinawans so that anyone can stop gaining weight with age.

The key is the simple but powerful concept of “caloric density.” Simply put, by ensuring that the bulk of your diet consists of foods with a low ratio of calories per gram, you can enjoy delicious, fully satisfying meals—without portion restrictions—and still lose weight.

To get you started, the book offers 200 irresistible recipes—created by Okinawan and American chefs and reviewed by a Harvard nutritionist—that have been organized into three tracks: Western, for those who want familiar foods and tastes, an East-West fusion track, and Eastern, for the more adventurous. From Walnut-Dressed Chicken and Balsamic Pork with Mushrooms to Chocolate Chip Cookies, the recipes are hearty, flavorful, and satisfying—and fully in tune with the Okinawan way of eating for health, longevity, and the maintenance of ideal weight at any age.

BY BRADLEY WILLCOX, M.D., AND CRAIG WILLCOX, PH.D.

DR. BRADLEY J. WILLCOX, M.D., is the director of geriatrics research for the Pacific Health Research Institute in Honolulu and is affiliated with the Division on Aging at Harvard Medical School. CRAIG WILLCOX, PH.D., is a medical anthropologist based in Okinawa.

MARKETING

National Publicity

20-City Radio Satellite Tour

Author Tour

Boston
Honolulu
New York
Washington, DC

Advertising

USA Today

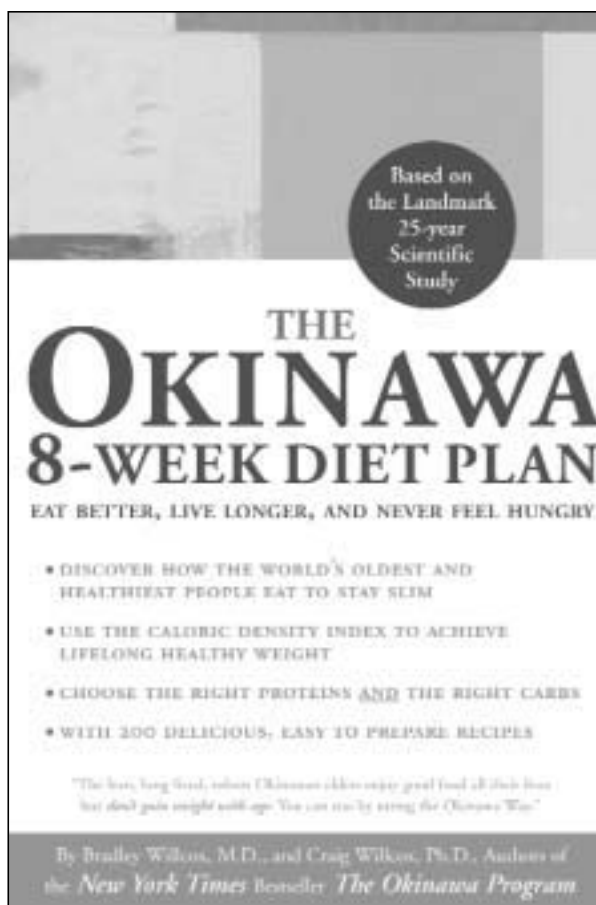
P.O.P.

1-4000-5254-8
12-copy floor display
\$299.40 (Canada: \$455.40)

Featured on ClarksonPotter.com

Included in the Potter
E-Newsletter

Free Freight



Also by These Authors

The Okinawa Program

0-609-80750-1

\$14.00 paper (Canada: \$21.00)



Health & Fitness—Diets (HEA006000)

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

Clarkson Potter/Publishers

1-4000-4953-9. \$24.95 hardcover (Canada: \$37.95)

EAN Code 9781400049530

On Sale 4/6/04



DEBBIE TRAVIS' DECORATING SOLUTIONS

More Than 65 Paint and Plaster
Finishes for Every Room in Your Home

By *Debbie Travis with Barbara Dingle*

In this book, now in paperback, Debbie Travis helps readers to realize their home's full potential with imaginative solutions to common decorating problems and instructions for producing more than 65 unique paint and plaster finishes.

Wherever you live, chances are there are a few things about your home you'd like to change. *Debbie Travis' Decorating Solutions* presents ideas and techniques that highlight a home's best features and mask or transform its drawbacks. Accompanied by full-color step-by-step photographs, these projects are accessible to beginners as well as more experienced home decorators, and can have as much impact as a major renovation at a fraction of the cost and fuss.

"[This book] proves there's more to a painted wall than a flat or semigloss finish." —*Good Housekeeping*

"Full of inspiring decorating ideas." —*Ottawa Citizen*

"Beautifully told in photographs and step-by-step instructions. . . This is a book with shelf life." —*Sacramento Bee*

DEBBIE TRAVIS is the host of the acclaimed television series *Debbie Travis' Painted House* and *Debbie Travis' Facelift*, which air nationally on Oxygen in the U.S. and in more than 60 other countries. She lives in Montreal, Canada. **BARBARA DINGLE** is a former magazine editor and coauthor of the award-winning *Debbie Travis' Painted House*. She lives in Toronto.



House & Home—Decorating (HOM003000)

400 full-color photographs

8½ x 11; 192 pages

Clarkson Potter/Publishers

1-4000-5263-7. \$19.95 paper (Canada: \$29.95)

EAN Code 9781400052639

On Sale 4/6/04

Pub. History: A Clarkson Potter hardcover (Fall 1999)

ISBN 0-609-60251-9

MARKETING

National Publicity

Author Tour

Montreal

New York

Toronto

Vancouver

Major Promotion on DebbieTravis.com

Featured on ClarksonPotter.com

Included in the Potter E-Newsletter

Also by Debbie Travis

*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)

Free Freight

CHOCOLATE AMERICAN STYLE

By Lora Brody

When it comes to creating chocolate indulgences, America wins (sticky) hands down. Renowned cookbook author Lora Brody now pays tribute to everyone's favorite guilty pleasure with the ultimate collection of all-American recipes.

Chocolate is America's national indulgence, our favorite way of saying "Welcome home," "Happy birthday," and, of course, "I love you." *Chocolate American Style* brings out the gusto, down-home practicality, and uninhibited creativity that make the American way with chocolate refreshingly different from the fussy, overly complicated approach of continental chefs.

With her distinctive and charismatic voice, Brody sets out an enticing array of beloved classics such as Devil's Food Cake with White Chocolate Icing, Toll House Cookies, Chocolate Bread Pudding, and Brownies (eight different kinds!), then adds to the mouthwatering buffet recipes for new confections gathered from home cooks and restaurants across the country, and even divulges the secret of making that irresistible, I-want-to-be-a-kid-again treat, the Whoopie Pie. Organized by occasion, these no-fail recipes will keep chocoholics satisfied from morning to night, and give once-in-a-while indulgers a greatest-hits selection of simple-to-make and spectacular-tasting chocolate treasures.

LORA BRODY is the author of the memoir *Growing Up on a Chocolate Diet* and more than 20 cookbooks. She lives in Waltham, Massachusetts.



Cooking—Chocolate (CKB018000)
50 full-color photographs
8 x 10; 288 pages
Clarkson Potter/Publishers
1-4000-4597-5. \$35.00 hardcover (Canada: \$53.00)
EAN Code 9781400045976
On Sale 4/13/04



MARKETING

National Publicity

Author Interviews
out of Boston and New York

Promotion on Author's Website,
LoraBrody.com

Featured on ClarksonPotter.com

Included in the Potter
E-Newsletter

Previous Books

Basic Baking
0-688-16724-1 hardcover
(William Morrow)

Slow-Cooker Cooking
0-688-17471-X hardcover
(William Morrow)

Free Freight



LANDS' END BUSINESS ATTIRE

MASTERING THE NEW ABCs OF WHAT TO WEAR TO WORK

Sure, it's great that business attire today is more varied than ever, but it also causes some confusion. Is a certain outfit too formal? Is another too casual? The experts at Lands' End lead you to the "just right" solution with this unique guide to the ABC's of work wear—from "Almost a Suit" to "Best of Both Worlds" to "Clearly Casual." Packed with advice for developing the building blocks of an attractive and appropriate wardrobe—as well as shopping lists, tips for decoding business invites, and lots of callouts and sidebars—these books will have you looking terrific and feeling comfortable in every business situation.

for

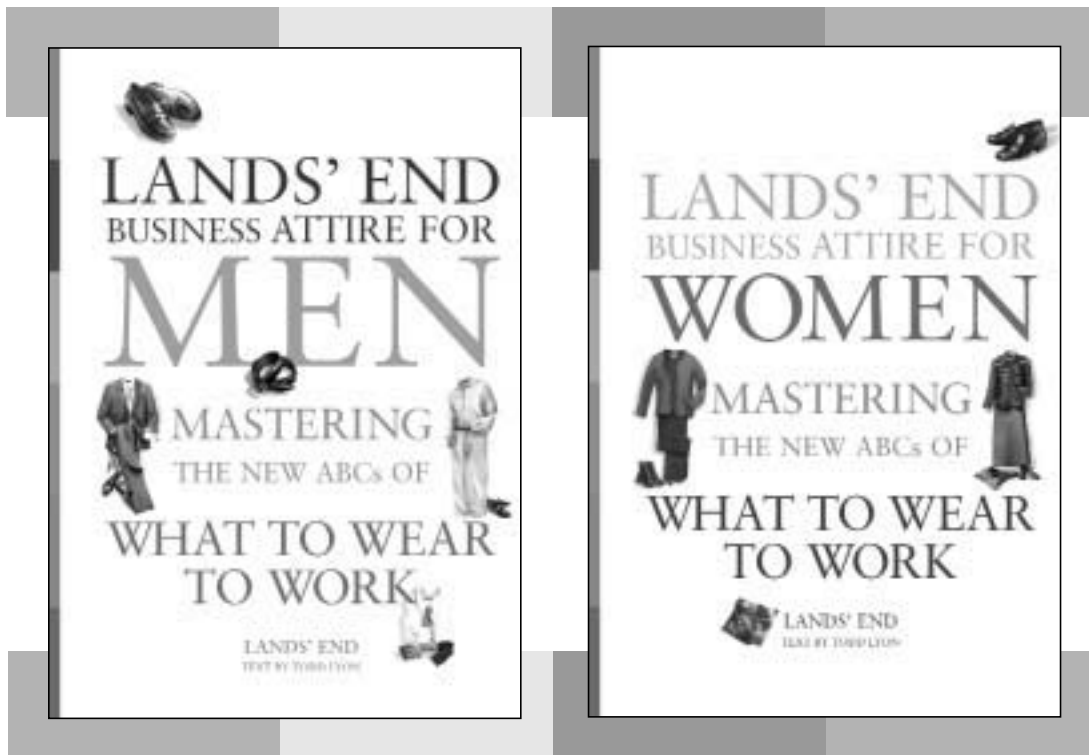
MEN

for

WOMEN

Until recently, the only question facing men getting dressed in the morning was: blue or gray? These days, the options have expanded, but so have the uncertainties. Now, using plenty of illustrations and examples of outfits ranging from Traditional Tailored to Weekend Wear, the experts at Lands' End enable any man to match his clothing choices to any workplace and any business occasion. With this guide, men can look great and feel comfortable everywhere, from the boardroom to the ballpark.

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Cover design by Theresa M. Evangelista
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