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THREE RIVERS PRESS SPRING 2004



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The *New York Times* bestseller with more than 75,000 copies sold in hardcover—and now updated with new material, including details about American Airlines, Health South, Halliburton, and more.

PIGS AT THE TROUGH

HOW CORPORATE GREED AND POLITICAL
CORRUPTION ARE UNDERMINING AMERICA

“Yanks back the curtains to reveal a picture of Dorian Greed . . . wicked gallows humor . . . scrupulous detail.”

—*Christian Science Monitor*

“Arianna Huffington knows how to entertain her readers. It’s a good thing people usually sit while they read.”

—*USA Today*

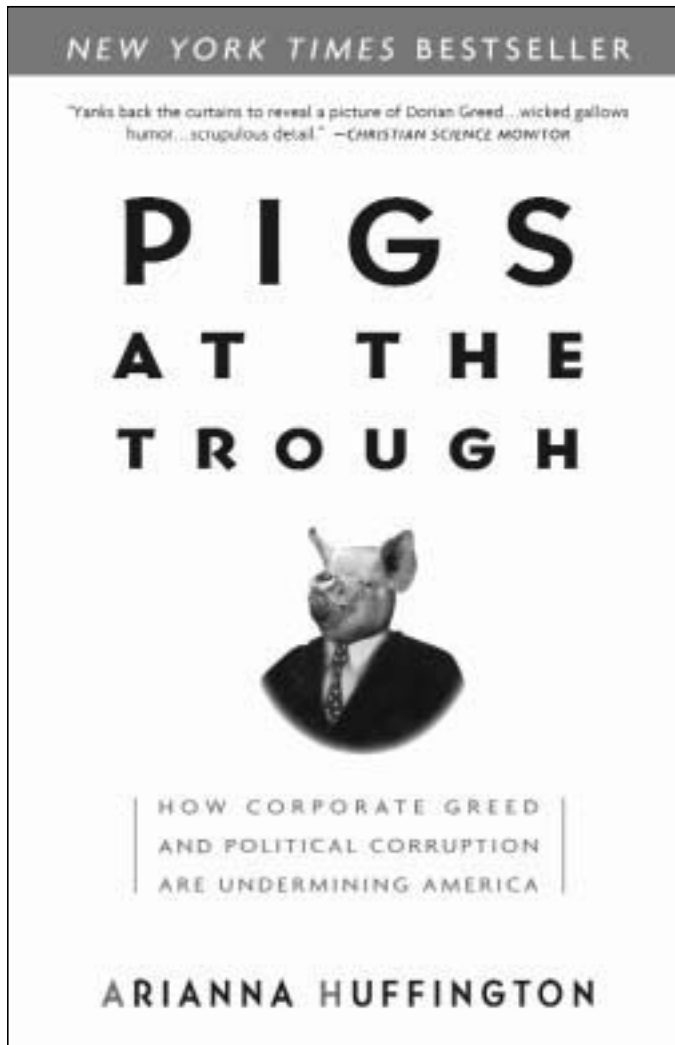
“[A] wonderfully incendiary and right-headed book. Arianna Huffington is marvelously assertive about all the right issues.”

—*Esquire*

In promoting the hardcover publication of *Pigs at the Trough*, Arianna Huffington appeared in media outlets from *Larry King Live* to *Real Time with Bill Maher* and *Hardball with Chris Matthews*, deftly connecting the book’s themes to the very latest headlines about corporate accounting scandals, the awarding of Iraqi rebuilding contracts to American companies that evade taxes, or companies caught negotiating for concessions from labor unions while hiding exorbitant executive compensation. In corporate America, dirty deeds like these show no sign of slowing down—and in the coming election year they will blaze from more front pages than ever. With the paperback publication of this book (which includes new material on continuing scandals in the corporate world, like Health South and American Airlines), Arianna is poised to take her message to an even larger and more receptive audience.



The author of eight other books, **ARIANNA HUFFINGTON** writes a syndicated column that appears in 144 newspapers nationwide. She lives in Los Angeles.



MARKETING

National Publicity

20-City Morning Drive Radio
Satellite Tour

Author Interviews
out of Los Angeles and New York

Included in the Three Rivers Press
Advertising Campaign

- Boston Phoenix*
- Chicago Reader*
- LA Weekly*
- The Onion*
- San Francisco Bay Guardian*
- Seattle Weekly*
- Village Voice (New York)*
- Washington, DC, City Paper*

Advertising in College Newspapers

Major Promotion on
PigsattheTrough.com, Including:

- Downloadable "most wanted CEOs" poster
- P.I.Q. (Porcine Intelligence Quotient) test
- E-mail blasts and e-newsletter features

Previous Book

How to Overthrow the Government
0-06-098831-2 paper
(Regan Books)

Free Freight



Current Affairs—American (CUR001000)

5³/₁₆ x 8; 288 pages

Three Rivers Press

1-4000-5126-6. \$13.00 paper (Canada: \$20.00)

EAN Code 9781400051267

On Sale 1/27/04

Pub. History: A Crown hardcover (Spring 2003)

ISBN 1-4000-4771-4

THE RIGHT STOCK AT THE RIGHT TIME

Worth's Greatest Stock Picks of All Time

By **W. Randall Jones** with **Julie Fenster**

Worth magazine founder Randy Jones shows how to pick the best stocks of the future by learning the lessons of the greatest stocks of all time.

The people who bought McDonald's in 1965 or MCI in 1980 weren't just lucky, says Randy Jones. Most of them knew how to read the signs of a good stock and jumped on the opportunity. Such stocks exist in every economic climate, and in *The Right Stock at the Right Time*, Jones shows readers exactly how to find them.

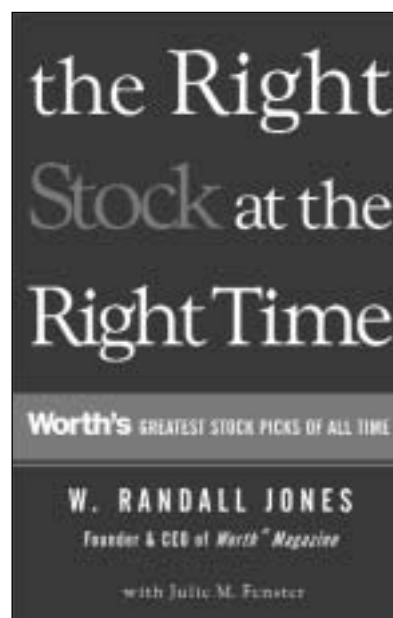
This book describes 25 of the greatest stock picks of all time and explains what made them great. It shows how the smartest investors find companies that are about to zoom and gives readers a framework for analyzing stocks today. For example, it explains why AT&T was a great stock pick in the 1920s, Polaroid in the 1940s, Xerox in the 1950s, Teledyne in the 1970s, and Intel in the 1990s. Jones then guides readers to discovering stocks that represent the same kinds of path-breaking products, innovative business models, great management teams, and other harbingers of success that will certainly be characteristic of the great stock picks of tomorrow.

W. RANDALL JONES is the founder, chairman, and CEO of Worth Media LLC, the parent company for *Worth* magazine. He is also the voice of the syndicated ABC News radio program *A Minute's Worth*, as well as a commentator on numerous television shows. He lives in Manhattan and Bronxville, New York.



Business & Economics—Personal Investing (BUS050020)
 5³/₁₆ x 8; 288 pages
 Three Rivers Press
 1-4000-5141-X. \$15.00 paper (Canada: \$23.00)
 EAN Code 9781400051410
 On Sale 12/30/03

Pub. History: A Crown Business hardcover, previously titled *Worth's Greatest Stock Picks of All Time* (Fall 2002)
 ISBN 0-609-60931-9



MARKETING

National Publicity

National Radio Campaign

Author Interviews
 out of New York

Included in the 2003-2004 Crown
 Business Catalog (available 7/03)

Featured on CrownBusiness.com

Included in the Crown Business
 E-Newsletter

Free Freight

THE DEWEY COLOR SYSTEM

Choose Your Colors, Change Your Life

By Dewey Sadka



Are you a red-orange-black? Or a yellow-green-white? This reliable, and easy-to-use personality test uses color preference to explain your personality in accurate and compelling detail. You'll gain powerful insights in your relationships, solve problems easier, make better decisions, and have fun!

What motivates you? What is your favorite color? Believe it or not, these two questions are inherently linked. And in this groundbreaking system, pioneered as a diagnostic test by the CEO of one of the nation's top employment agencies, you'll learn to fine-tune your career goals, refine your communication skills, and have more fun with your romantic partner, friends, siblings, parents, coworkers or child—all based on your color choices.

Simply flip to the color insert in the book and select "your" colors. Then turn to your individual color profile and see how you stack up in areas ranging from love and relationships to career, family, money, and much more.

Based on a study of over 5,000 people from all walks of life, *The Dewey Color System* reveals your hidden strengths and passions, and shows how to harness their power in every day life.

DEWEY SADKA has been featured on the Discovery Channel and in *Woman's Day*, *Woman's World*, *Modern Bride*, and other national magazines. His color system appears on the homepage of iVillage.com, where hundreds of thousands of people have taken the evaluation. He lives in Atlanta.

MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of Atlanta

Promotion on Author's Website,
DeweyColorSystem.com

Free Freight



A THREE RIVERS PRESS ORIGINAL

Self-Help (SEL000000)

2-page full-color insert

5³/₁₆ x 8; 304 pages

Three Rivers Press

1-4000-5062-6. \$14.00 paper (Canada: \$21.00)

EAN Code 9781400050628

On Sale 12/30/03

Pub. History: An Energia Systems paperback (Spring 2001)

ISBN 0-967-12070-5

LANDING ON THE RIGHT SIDE OF YOUR ASS

A Survival Guide for the Recently Unemployed

By **Michael B. Laskoff**

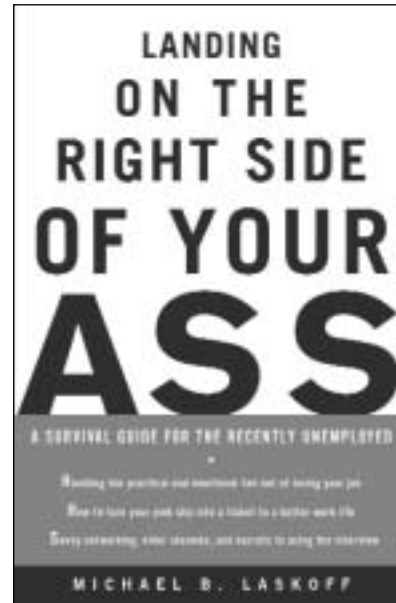
A helpful, funny, kick-in-the-pants survival guide for licking your wounds, moving forward, and getting a better job after you got the boot from your former one.

Millions of people landed what looked like great, secure jobs during the late, lamented economic boom. They never expected to face unemployment in a brutal job market, but today many of them—especially highly educated people in white collar professions—are doing just that. Here is their lifeline.

Michael Laskoff, a Harvard M.B.A. who epitomizes the new face of unemployment, has been through the job-loss, job-search drill more than once, each time ending up with a better job than the one he lost. In *Landing on the Right Side of Your Ass*, he shares his hard-won wisdom about the practical and emotional aspects of getting canned, including who to blame and why, how long to wait before launching yourself back out there, and how to make yourself attractive to potential employers, from snagging recommendations and savvy networking to knocking out a killer resume and acing the interview.

Aimed at aiding the “reemployment” of professionals in their 20’s, 30’s, and 40’s—who know that job hunting is a whole new ballgame when you’re holding a pink slip and not a brand-new college diploma—*Landing on the Right Side of Your Ass* is a razor-sharp book that speaks to today’s job-seekers in a way that stodgy old job search books can’t.

Since graduating from Harvard Business School in 1994, **MICHAEL B. LASKOFF** has held increasingly high-profile jobs at major corporations such as Bertelsmann, CompUSA, and McKinsey & Company. He lives in New York City.



MARKETING

National Publicity

20-City Morning Drive Radio
Satellite Tour

Author Interviews
out of New York

Major Promotion on Author's
Website, AskYourAss.com
Including e-mail blasts to sub-
scribers and e-newsletter features

Featured on CrownBusiness.com

Included in the Crown Business
E-Newsletter

Free Freight



A THREE RIVERS PRESS ORIGINAL

Business & Economics—Careers (BUS012000)

5³/₁₆ x 8; 256 pages

Three Rivers Press

1-4000-5114-2. \$14.00 paper (Canada: \$21.00)

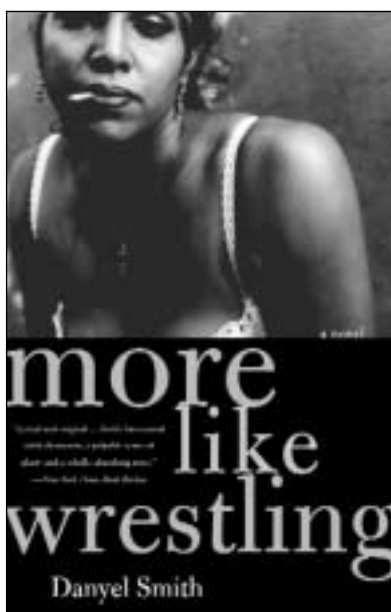
EAN Code 9781400051144

On Sale 1/6/04

MORE LIKE WRESTLING

A Novel

By **Danyel Smith**



Danyel Smith's critically acclaimed first novel—a San Francisco Chronicle bestseller—details the lives of two unforgettable sisters in beautiful, crumbling Oakland, and the searing devastation left in the wake of America's crack epidemic.

Told in the alternating voices of sisters Pinch and Paige, *More Like Wrestling* examines an unconventional family living life on the rundown streets of Oakland in the 1980s. When Paige, the dreamer, begins to unravel, Pinch is forced to chart an escape for them, as they are dragged heartbreakingly further and further apart by the tragedies that begin to litter their lives. This is a story about love—its potential for salvation and its limitations—as well as the dangers of apathy and the ultimate necessity for forgiveness.

"A proud, loving, and painful novel . . . Beautiful, and in its way, miraculous."

—*San Francisco Chronicle Book Review*

"Lyrical and original . . . Smith has created vivid characters, a palpable sense of place and a wholly absorbing story."

—*New York Times Book Review*

"At once a deeply felt coming-of-age-novel and a love letter to [Smith's] native Oakland."

—*VIBE*

DANYEL SMITH has written for the *San Francisco Bay Guardian*, *New York Times*, *The New Yorker*, *People*, and *InStyle*, among others. She was editor-in-chief of *VIBE* and editor-at-large at Time, Inc. She is currently working on her next novel, to be published by Crown in late 2004. She lives in Brooklyn, New York.



Fiction—Literary (FIC019000)

5³/₁₆ x 8; 304 pages

Three Rivers Press

0-609-80993-8. \$12.95 paper (Canada: \$19.95)

EAN Code 9780609809938

On Sale 1/6/04

Pub. History: A Crown hardcover (Spring 2003)

ISBN 1-4000-4644-0

MARKETING

National Publicity

Author Tour with Trisha Thomas,
author of *Would I Lie to You?**

Atlanta

Chicago

Los Angeles

San Francisco

Seattle

Washington, DC

*See page 27 of the *Crown Spring 2004 catalog*

Author Available for Reading Group
Events Via Request

Discussion Group Guide Printed
in the Book

Also available at
www.CrownPublishing.com

Advertising

Black Issues Book Review
Quarterly Black Review

Free Freight

CHASING HEPBURN

A Memoir of Shanghai, Hollywood, and a Chinese Family's Fight for Freedom

By **Gus Lee**

"[Gus Lee] has created a gripping and beautiful portrait of his ancestors and their powerful legacy . . . it reads just as richly as any novel." —**Boston Globe**

When Gus Lee's mother is rescued from the foot-binding ritual by her forward-thinking father, the whole family is irreconcilably shunted out of ancient Chinese tradition and lands squarely in the 20th century. And when Lee's father, a brilliant young pilot who tried to kill Mao Tse-tung, flees to America, it is in search of his screen idol, Katharine Hepburn.

In the spirit of his lauded novel *China Boy*, Lee's richly textured memoir is the story of the uniting of these two culturally displaced clans as the Cultural Revolution sweeps China. Provocative, wise, and bittersweet, this is an unforgettable story of the clash between the changing world and an ancient way of life.

"The vanished world of traditional China and the chaos of its post-Revolutionary era are brought vibrantly to life, and Lee's affection for his parents shines through . . . rich in detail: a uniquely personal perspective on one of the most fascinating and tumultuous periods in history."

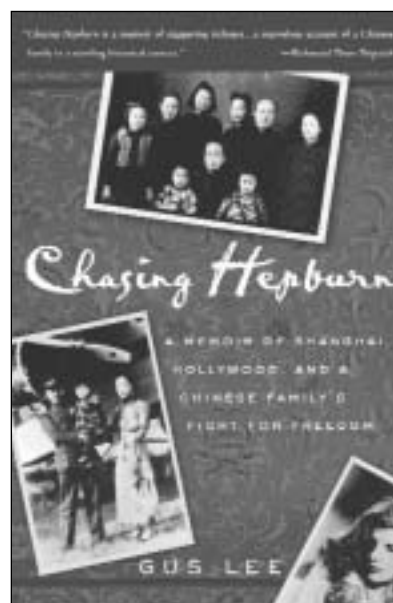
—**Kirkus Reviews**

GUS LEE is the award-winning author of four novels. He has also been a supervising deputy district attorney, an army judge advocate, and a paratrooper. He lives in Colorado.



Autobiography (BIO000000)
17 black-and-white photographs
6 $\frac{1}{8}$ x 9 $\frac{1}{8}$; 544 pages
Three Rivers Press
1-4000-5155-X. \$14.95 paper (Canada: \$22.95)
EAN Code 9781400051557
On Sale 1/27/04

Pub. History: A Harmony hardcover (Spring 2003)
ISBN 0-609-60876-2



MARKETING

National Publicity

Also By Gus Lee

China Boy
0-452-27158-4 paper
(Plume)

Tiger's Tail
0-8041-1326-2 paper
\$6.99 paper (Canada: \$8.99)

Free Freight

KNITLIT TOO

Stories from Sheep to Shawl and More Writing About Knitting

Edited by Linda Roghaar and Molly Wolf



Without dropping a stitch, the editors of KnitLit: Sweaters and Their Stories return with another collection of tales by contributors as diverse as folksinger Christine Lavin, and novelists Leslea Newman and Suzanne Strempek Shea. Some are sweet, some touching, some inspirational, some funny, and all are woven together by the dedication and devotion that knitters feel for their cherished hobby.

It's hard to say exactly when it happened, but knitting has shed its solitary, old-fashioned image and become (in the words of *Real Simple* magazine) "the new yoga." That—along with a wonderful selection of stories about knitting by people who love it—explains the popularity of *KnitLit*. And now, with the addition of an assortment of more well-known writers and knitters, *KnitLit Too* is a sure bet to keep the ball rolling.

Praise for *KnitLit*:

"Knitting is, of course, a labor of love—and sometimes of frustration, sorrow, humility, and hilarity. *KnitLit* collects the stories of such endeavors . . . and shares them like light-hearted knit-chat over shop tables." —*Interweave Knits*

"The rare book on knitting that captures the many voices of that singular world." —*Bookpage*

"People who love to knit will love this book." —*Booklist*

LINDA ROGHAAR is a literary agent based in Massachusetts, and an obsessive knitter. **MOLLY WOLF** is a book editor and occasional knitter who lives in Canada.

MARKETING

National Publicity

"Knit-In" Events with Contributors Nationwide

Author Interviews out of Amherst, MA

Advertising in Select Knitting and Yarn Publications

Online Promotion with Major Knitting and Crafts Sites

Also by These Authors

KnitLit

0-609-80824-9

\$13.00 paper (Canada: \$20.00)

Free Freight



A THREE RIVERS PRESS ORIGINAL

Crafts & Hobbies/Self-Help (CRA000000/SEL000000)

5³/₁₆ x 8; 288 pages

Three Rivers Press

1-4000-5149-5. \$14.00 paper (Canada: \$21.00)

EAN Code 9781400051496

On Sale 1/27/04

VIRGIN TERRITORY

Stories from the Road to Womanhood

By Cathy Alter

First-person accounts of joyful passages and flaming wrecks on the road to ever-more-experienced womanhood. A must for fans of The Vagina Monologues, The Bitch in the House, and That Takes Ovaries.

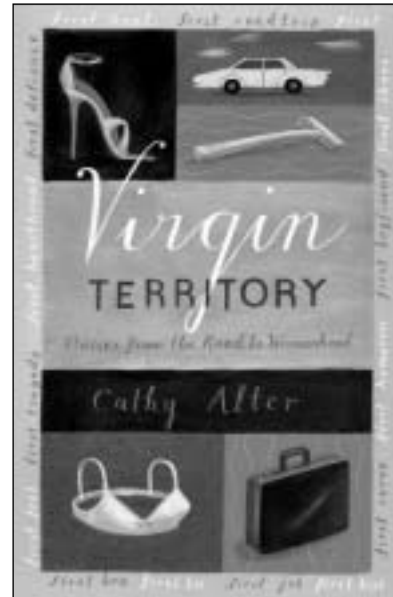
The voyage from girl to woman involves a series of life-altering experiences—wonderful or horrible, exhilarating or humiliating. Some are obvious and unavoidable: first bra, first period, first hot flash. Others are more complex: first divorce, first time being hit on by a married colleague, first bout with depression. Some offer opportunities for growth and empowerment; others become touchstones of anger and disenfranchisement.

This heartfelt, intelligent collection of real-life stories from women of all ages, backgrounds, and geographic locations celebrates these landmark moments, such as:

- First Frog: Kissing, Warts and All
- First Frill: Bras, Designer Jeans, and Stilettos
- First Flicker: Recognizing the Power of T&A
- First Falter: From Wage Slave to Career Woman
- First Farewell: Leaving Home, Breaking Up, and Moving On

In *Virgin Territory*, here is an intimate portrait of the experiences, both life-altering and minor, that make women strong.

CATHY ALTER is a Washington, D.C., correspondent for *People* magazine. Her articles have also appeared in *The Washington Post* and *The Washingtonian*.



MARKETING

National Publicity

Regional NPR Campaign

Author Interviews
out of Washington, DC

Free Freight



A THREE RIVERS PRESS ORIGINAL

Women's Studies (SOC028000)

5³/₁₆ x 8; 256 pages

Three Rivers Press

1-4000-4781-1. \$13.95 paper (Canada: \$21.00)

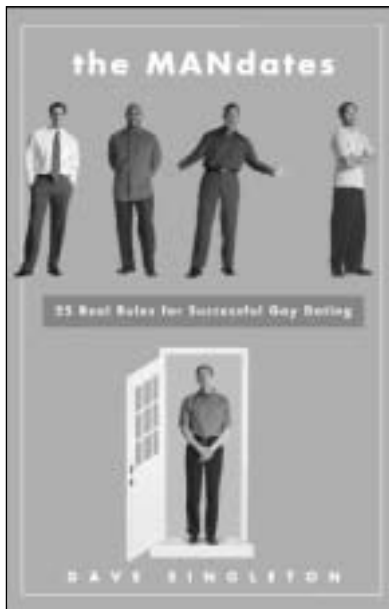
EAN Code 9781400047819

On Sale 1/27/04

THE MANDATES

25 Real Rules for Successful Gay Dating

By David Singleton



MARKETING

National Publicity

Author Interviews
out of Washington, DC

Included in the Three Rivers Press
Advertising Campaign
See page 5 for details

Free Freight

If you're a straight woman on the prowl, you've got advice books coming out the yin-yang for how to snare the perfect mate. But if you're a gay man in search of a hip, honest guidebook to dating, you've been out of luck. Until now. Here's the hilarious, definitive gay man's guide to finding Mr. Right.

In *The Mandates*, author Dave Singleton tells how he tackled the mysteries of the gay dating scene with what he calls a "gay Margaret Mead-like zeal," drawing on his own life-lessons and interviewing hundreds of men on the front lines. The result is a laugh-out-loud, surprisingly thoughtful guide to the joys and pitfalls of gay dating.

A few of Dave's most crucial Mandates:

- #2: Always Get the Card, Don't Give the Card
(or, Control Freaks Don't Sit by the Phone)
- #13: Things You Should Never, Ever Say Out Loud
in the First Six Months of Dating
- #22: Be True to Your Own Standards
(And If You Don't Have Any, Get Some!)

With features such as "The Who, What, Where, and How of Meeting a Guy," and even a quiz or two to keep you on your toes, *The Mandates* is packed with straight talk from a gay guy who's been there.

A former book publishing professional, **DAVID SINGLETON** has written extensively on pop culture and entertainment, and founded the e-zine *E-Pop!* He works in public relations and lives in Washington, D.C., with his partner, the (hopefully) last and (definitely) best date of his life.



A THREE RIVERS PRESS ORIGINAL

Family—Love & Romance (FAM029000)

5³/₁₆ x 8; 208 pages

Three Rivers Press

1-4000-4702-1. \$12.00 paper (Canada: \$18.00)

EAN Code 9781400047024

On Sale 1/6/04

WAS IT BEAUTIFUL?

A Novel

By *Alison McGhee*

"McGhee has written a lovely and successful third novel. She brilliantly captures the close but guarded ties between residents of a grieving small town, and delivers dialogue with the uncommon and impressive mix of precision, poignancy, and believability."

—*Minneapolis Star Tribune*

Two years ago, Alison McGhee's *Shadow Baby* received widespread praise upon publication, becoming a *Book Sense* 76 pick, as well as one of *Kirkus Reviews'* eight best novels of 2000. Now with *Was It Beautiful?* in paperback, McGhee continues her winning streak with this spare, powerful novel of loss and renewal.

Was It Beautiful? is a haunting, luminous portrayal of one man's crisis at midlife, as he loses everything and everyone important to him. With the help of the kind, idiosyncratic community around him, he comes to terms with what has been lost and what may yet be saved in the frigid Adirondack cold.

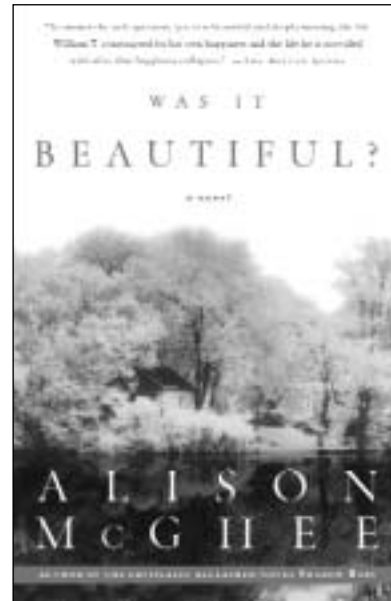
"Beautiful and deeply moving."

—*Boston Globe*

"McGhee is not the first writer to explore the chilling, overwhelming power of grief, but few have done it so atmospherically."

—*Denver Post*

ALISON MCGHEE is the author of two previous novels. She lives in Minneapolis.



MARKETING

National Publicity

Previous Book

Shadow Baby

0-312-27529-3 paper

(Picador)

Free Freight



Fiction—Literary (FIC019000)

5³/₁₆ x 8; 256 pages

Three Rivers Press

1-4000-5154-1. \$13.00 paper (Canada: \$20.00)

EAN Code 9781400051540

On Sale 1/27/04

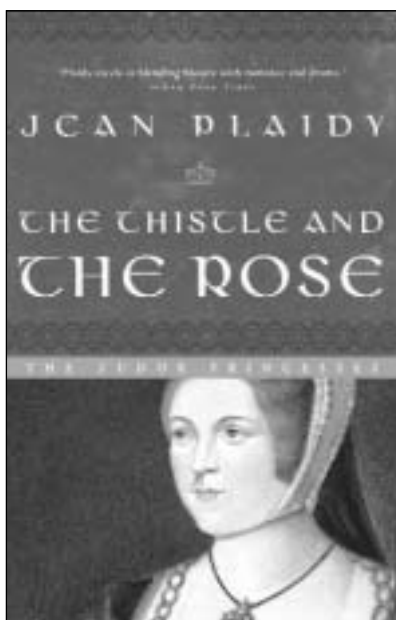
Pub. History: A Shaye Areheart Books hardcover (Spring 2003)

ISBN 0-609-60978-5

THE THISTLE AND THE ROSE

A Novel

By *Jean Plaidy*



Publishing legend Jean Plaidy (a.k.a. Victoria Holt and Eleanor Hibbert) returns to print with the Three Rivers Press relaunch of 10 of her most beloved novels. The Thistle and the Rose is the fourth in the series.

Princess Margaret Tudor is the greatest prize in a peace treaty when her brother, Henry VIII of England, betroths her to King James IV of Scotland in a bargain meant to end decades of bloody border wars. To her surprise, Margaret finds joy in the arranged marriage—but it is not to last. The violence rages on and, when she is widowed at the hand of her own brother, her fealty to the English crown is derailed forever. Margaret remains in Scotland, and must fight to carve out her own destiny, survive scandal, and lead her descendents toward political peace.

No other period in history draws readers like the era of Henry VIII and the celebrated House of Tudor. And no other writer captures the magnificent Tudor women and all the majesty and mayhem of 16th-century court life like Jean Plaidy, godmother of historical fiction. For the fans who have kept Jean Plaidy clubs and websites thriving for years, as well as the millions of historical fiction buffs, *The Thistle and the Rose* is a thrilling addition to the canon.

JEAN PLAIDY published more than 200 novels under three pseudonyms. The Jean Plaidy novels alone—about 90 in all—have sold more than 14 million copies worldwide. Plaidy died in 1993.

MARKETING

National Publicity

Major Promotion on
MaidensCrown.com
See page 2 for details

Discussion Group Guide Printed
in the Book
Also available at MaidensCrown.com

Also by Jean Plaidy

Lady in the Tower

1-4000-4785-4

\$12.95 (NCR)

Mary, Queen of France

0-609-81021-9

\$12.95 (NCR)

The Rose Without a Thorn

0-609-81017-0

\$12.95 (NCR)

Free Freight



Fiction—Historical (FIC014000)

5³/₁₆ x 8; 256 pages

Three Rivers Press

0-609-81022-7. \$12.95 paper (NCR)

EAN Code 9780609810224

On Sale 1/27/04

Pub. History: A Putnam hardcover (Summer 1973)

ISBN 0-399-11196-4

YOU DESERVE HEALTHY LOVE, SIS!

The Seven Steps to Getting the Relationship You Want

By *Dr. Grace Cornish*

"Dr. Grace Cornish breaks down all the nuances of a positive partnership. . . . Cornish sprinkles her points with smart aphorisms that you'll be sure to remember even if your intuition is on vacation." —Heart and Soul

In her previous books, celebrated television personality, motivational speaker, and author Dr. Grace Cornish showed African-American women how to kick unhealthy habits and transform themselves into self-assured sisters. Now, in *You Deserve Healthy Love, Sis!*, Dr. Grace goes the extra mile and gives a simple, workable plan to help women find their true soulmate and cultivate healthy love.

Chapters outline the seven steps in Dr. Grace's program, including "Connecting with Respect Has the Best Effect" and "Don't Be Fooled—Read Him Well and Remove the Mask," and in them Dr. Grace provides her readers with plenty of insightful tips on how to avoid the pitfalls that can sink even the strongest relationships.

"Packed with tips on everything from how to befriend a brother to tossing your emotional baggage to the curb, it's the remedy you've been searching for!"

—*Black Expressions*

DR. GRACE CORNISH is a relationship expert, business-woman, and the author of *Radiant Women of Color* and the 10 Choices books. She has appeared on the *Queen Latifah Show*, *Ricki Lake*, and the *Ananda Lewis Show*, and she is a regular on *Good Day New York*. She lives in Bronxville, New York.



Self-Help—Motivational (SEL021000)

5³/₁₆ x 8; 240 pages

Three Rivers Press

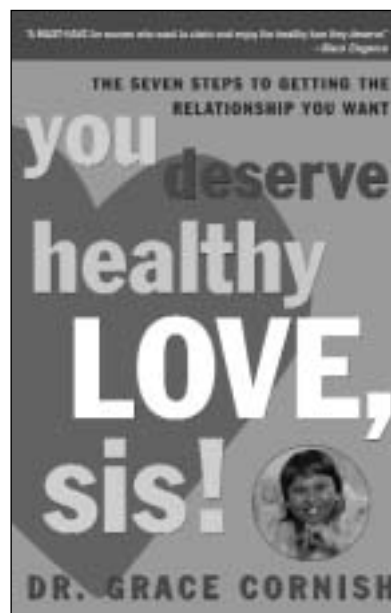
1-4000-5130-4. \$12.00 paper (Canada: \$18.00)

EAN Code 9781400051304

On Sale 1/6/04

Pub. History: A Crown hardcover (Spring 2003)

ISBN 0-609-60995-5



MARKETING

National Publicity

Also by Dr. Grace Cornish

10 Bad Choices that Ruin

Black Women's Lives

0-609-80133-3

\$12.00 paper (Canada: \$17.95)

10 Good Choices that Empower

Black Women's Lives

0-609-80717-X

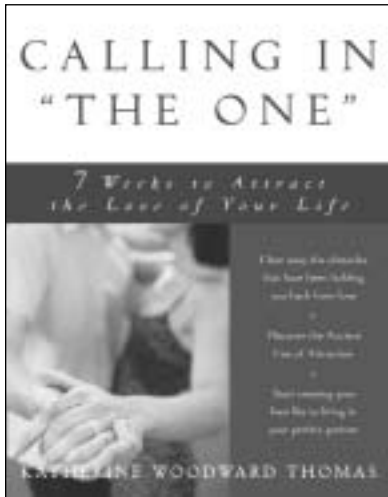
\$12.00 paper (Canada: \$18.00)

Free Freight

CALLING IN "THE ONE"

7 Weeks to Attract the Love of Your Life

By Katherine Woodward Thomas



The Rules can now be permanently shelved, thanks to this groundbreaking, no-nonsense seven-week plan for attracting the love of your life.

Over the past three years, hundreds of women in Katherine Woodward Thomas's "Calling in 'The One'" workshop have found happiness and success through the 7-week course she developed to call forward the love of your life. Now, in *Calling in "The One,"* Thomas guides readers through this step-by-step, life-altering plan.

Based on the Law of Attraction, which is the concept that we can only attract what we're ready to receive, the provocative yet simple program in this book prepares readers to "call in" the love they seek. For each of the 49 days of Thomas's plan, there is a daily activity and journaling exercise to help readers recognize the obstacles holding them back and find ways to steer around them, in order to cultivate the ideal emotional state to receive the perfect partner.

Combining the successful format of *The Artist's Way* with a potent new philosophy of self-nurturing and tossing the baggage, this unique guide is a powerful tool for every woman searching for her soulmate.

KATHERINE WOODWARD THOMAS, M.A., M.F.T. has appeared on *Today* and *Good Day L.A.*, and is a licensed psychotherapist who has been creating and facilitating seminars for over a decade. She lives in Los Angeles.

MARKETING

National Publicity

Tie-In with Author Workshops Throughout 2004

Author Interviews out of Los Angeles

Major Promotion on CallingintheOne.com

Free Freight



A THREE RIVERS PRESS ORIGINAL

Self-Help/Family—Love & Romance
(SEL000000/FAM029000)

7³/₈ x 9¹/₄; 352 pages

Three Rivers Press

1-4000-4929-6. \$15.95 paper (Canada: \$23.95)

EAN Code 9781400049295

On Sale 1/20/04

WHAT CHILDREN NEED WHEN THEY GRIEVE

The Four Essentials: Routine, Love, Honesty, and Security

By Julia Wilcox Rathkey

Foreword by Barbara Bush

Introduction by Cynthia Pfeffer, M.D.

Written from the perspective of a 9/11 widow and mother, this is a simple but essential reference for parents of children who are mourning the loss of a loved one, with a focus on the indispensable things—like honesty and routine—that children value most during this difficult time.

When Julia Rathkey lost her husband in the World Trade Center attacks, she also lost the father of her 10-year-old twin boys and 12-year-old daughter. She scoured the available books on children and grieving, but didn't find the brief, focused, and realistic advice she needed to help children rise above their emotional devastation and move forward.

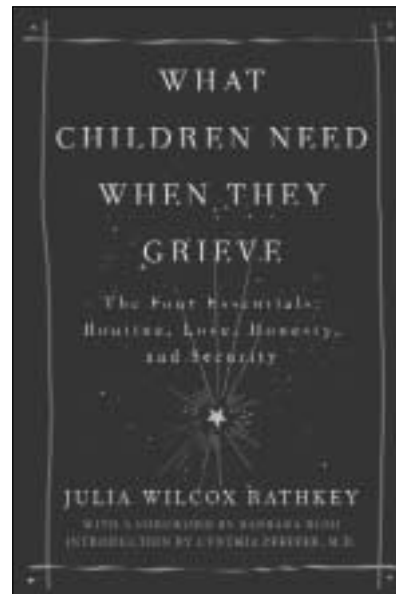
Based on her experiences with her own children and in support groups for parents in her situation, *What Children Need When They Grieve* explores a youngster's reactions to grief and identifies the four basic needs of bereaved children: routine in their daily lives, honesty about their loss, assurances of their own security, and of course, love.

Written with deep compassion, sensitivity, and clarity, *What Children Need When They Grieve* offers highly targeted help to families during their most difficult times.

"A wonderful gift for parents."

—from the foreword by Barbara Bush

JULIA WILCOX RATHKEY is a trained facilitator for Parent to Parent, a counseling service for parents. She lives in Mountain Lakes, New Jersey.



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of New York

Free Freight



A THREE RIVERS PRESS ORIGINAL

Family—Death, Grief (FAM014000)

5³/₁₆ x 8; 208 pages

Three Rivers Press

1-4000-5116-9. \$12.95 paper (Canada: \$19.95)

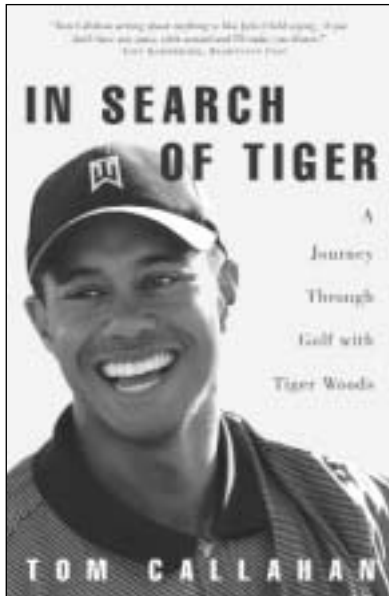
EAN Code 9781400051168

On Sale 1/27/04

IN SEARCH OF TIGER

A Journey Through Golf with Tiger Woods

By **Tom Callahan**



"If you are looking for a straight-up biography of Tiger Woods, In Search of Tiger is not it. It is much more, a loving appreciation of golf and those who play it, using Tiger Woods as the standard against whom all golfers will be forever judged."

—New York Times Book Review

Enjoying an unprecedented level of access to Tiger Woods, sportswriter Tom Callahan traveled alongside him for seven years to all the majors, including the Masters, the U.S. Open, the British Open, and everything in between. He carries on a dialogue with Tiger and Earl Woods as he goes, making stops in golf history and hearing what other Tour heavyweights have to say about Tiger. He even goes so far as to travel to Vietnam to learn the fate of the South Vietnamese soldier who was Earl Woods's best friend during the war—and his son's namesake.

In Search of Tiger gives the reader an inside look at Tiger's life and career—we see moments that unveil him, his awesome drive, and his enormous talent.

"Callahan has finally given us a Tiger treatise worthy of its lofty subject matter. If you buy just one sports book, much less golf book, this year, it should be this jewel."

—Washington Times

TOM CALLAHAN is a columnist at *Golf Digest*. He is the author of more than 30 *Time* cover stories on subjects ranging from Joe Montana to Pete Rose. He lives in Charlottesville, Virginia.



Biography—Sports/Golf (BIO016000/SPO016000)

5³/₁₆ x 8; 272 pages

Three Rivers Press

1-4000-5140-1. \$14.00 paper (Canada: \$21.00)

EAN Code 9781400051403

On Sale 2/24/04

Pub. History: A Crown hardcover (Spring 2003)

ISBN 0-609-60943-2

MARKETING

National Publicity

See Page 46 of the Crown Spring 2004 Catalog for Details About the Author's New Hardcover, *The Bases Were Loaded and So Was I*

Online Promotion with Golf and Sports Sites

Featured on CrownBusiness.com

Included in the Crown Business E-Newsletter

Previous Book

Around the World in 18 Holes
0-385-47848-8 paper
(Main Street Books)

Free Freight

WEDDING

A delightful Jane Austen–inspired comedy of manners that’s as much fun as *Sex and the City*, and as intelligent and witty as *The Girls’ Guide to Hunting and Fishing*, *Wedding Season* follows the ordeal of Joy Silverman, who is forced to reevaluate her attitude toward marriage when she is invited to 17 weddings in 6 months.

Season

Meet Joy Silverman—20-something law-school dropout turned founding member of a ghostwriting agency. She’s happily living with Gabe, her longtime boyfriend, and enjoying nights out with her gaggle of gal pals, when disaster strikes. Seventeen wedding invitations—all for the next six months!

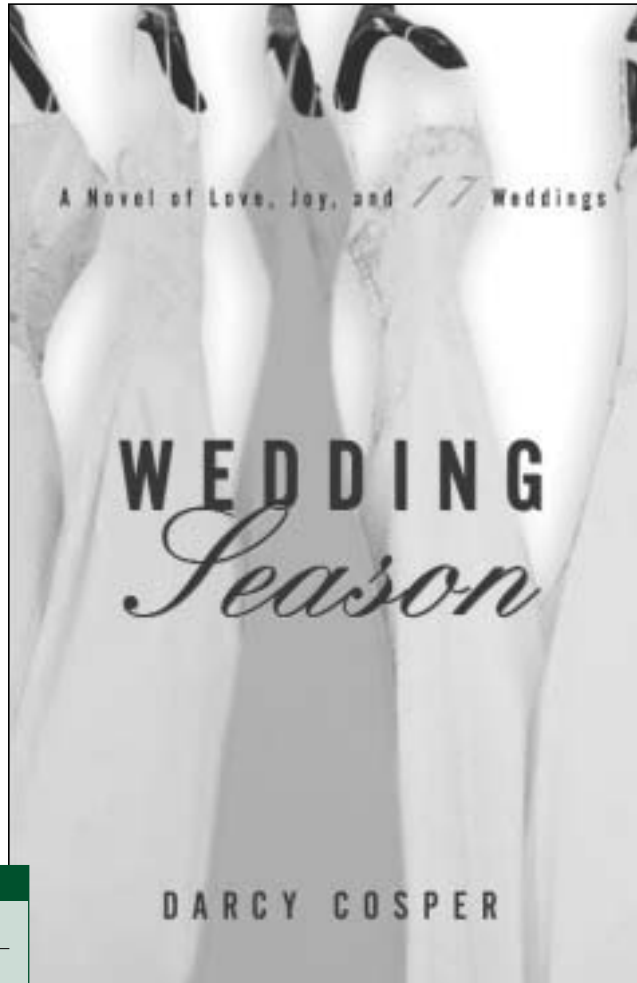
While this would scatter anyone’s brain, Joy is particularly overwhelmed, especially since she’s downright hostile toward the institution of marriage. Although she believes in love, Joy will do anything she can NOT to land herself at the altar. Things go from bad to worse when Gabe suddenly proposes and this opinionated wedding-hater finds herself questioning her long-held beliefs. Then the pressure mounts when a sexy writer sets her sights on Gabe and refuses to back off. Will our feisty heroine tie the knot just to keep everyone happy? Or will she stick to her principles, no matter what the cost?

Charming and intelligent, *Wedding Season* is a hilarious look at commitment, integrity, and what happens to those who dare to challenge convention.

by DARCY COSPER

DARCY COSPER

has written for *GQ*,
Interior Design, *The
Village Voice*, *Metropolis*,
Salon, and *Nerve*. This is
her first novel. She lives
in New York.



MARKETING

National Publicity

Author Interviews
out of New York

Readers Editions Available

Free Freight



A THREE RIVERS PRESS ORIGINAL

Fiction (FIC000000)

5³/₁₆ x 8; 272 pages

Three Rivers Press

1-4000-5145-2. \$11.95 paper (Canada: \$17.95)

EAN Code 9781400051458

On Sale 2/24/04

NOTHING SACRED

The Truth About Judaism

By Douglas Rushkoff

"This is one of the most important books I have read about contemporary faith and particularly about Judaism. It is uncompromising and honest and brilliant and true."
—Naomi Wolf

Is it possible that the most orthodox of today's Jews have strayed furthest from the path? Are the Jews labeled as "lapsed" practicing the most legitimate form of Judaism today, and are they the best hope for its future? Has the state of Israel been a good or bad thing for the world's Jews? In *Nothing Sacred*, Douglas Rushkoff offers a prescription for returning Judaism to its original vitality and outlook, and smashing sacred cows like temple, Jewish "fidelity," even Israel. Now in paperback, *Nothing Sacred* will continue to spark fierce debate with its assertions and recommendations, even if few would disagree with its motivating perception—that Judaism is today at a crucial and pivotal point in its 3,000-year history.

"Penetrating and provocative . . . Rushkoff's timely and well-argued presentation deserves the attention of thoughtful Jews everywhere."
—*Library Journal*

"Rushkoff represents the best of what it means to be Jewish, to approach life—and in this book, Judaism itself—as an open-minded quest for knowledge and wisdom."

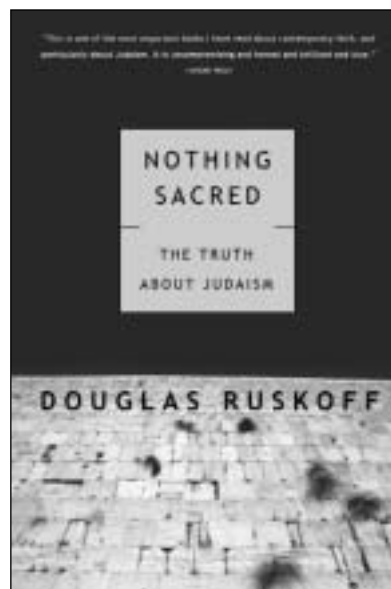
—Brian Lehrer, National Public Radio

DOUGLAS RUSHKOFF's radio commentaries air on NPR's *All Things Considered*, and his column on cyberculture is distributed through the New York Times Syndicate. He lives in New York City.



Judaism (REL040000)
5½ x 9¼; 304 pages
Three Rivers Press
1-4000-5139-8. \$14.00 paper (Canada: \$21.00)
EAN Code 9781400051397
On Sale 2/24/04

Pub. History: A Crown hardcover (Spring 2003)
ISBN 0-609-61094-5



MARKETING

National Publicity

Tie-In with Author Lectures
Throughout 2004

Author Interviews
out of New York

Online Promotion with Jewish
Interest and Religion Sites

Previous Books

*Cyberia: Life in the Trenches of
Cyberspace*
1-903083-24-9 paper
(Clinamen Press)

Ecstasy Club: A Novel
1-57322-702-1 paper
(Riverhead)

Free Freight

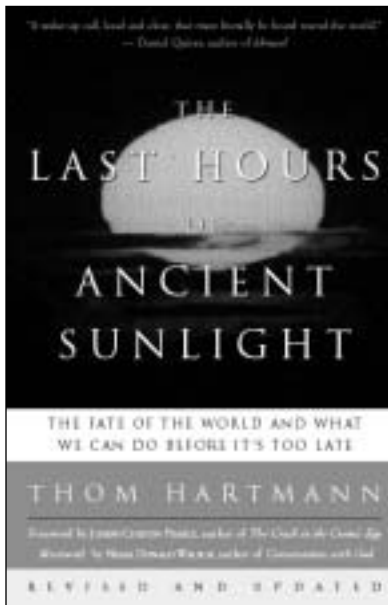
THE LAST HOURS OF ANCIENT SUNLIGHT

The Fate of the World and What We Can Do Before It's Too Late

By Thom Hartmann

Foreword by Joseph Chilton Pearce

Afterword by Neale Donald Walsch



A fully revised and updated edition of a landmark book that is fast becoming the handbook of the environmental activist movement.

From the time he self-published this book in 1998 and through its Harmony hardcover and Three Rivers Press paperback editions, Thom Hartmann's *The Last Hours of Ancient Sunlight* has been carving out an increasingly prominent place for itself in the literature of environmental awareness and activism. In recent months, celebrities such as Leonardo DiCaprio, Sting, and Alanis Morissette have endorsed the book and brought it to the attention of a wider audience, while Thom Hartmann has increased his prominence as an author, lecturer, and host of a daily radio program on the IE America Radio Network.

For this revised edition, Hartmann has updated statistics and other material to reflect the current state of the world and put a fresh emphasis on political activism and the effect it can have in reversing the corporate behaviors and government policies that threaten the future of the global environment. More than ever, this is essential reading for everyone who cares about the kind of planet we leave to our children and grandchildren.

"A wake-up call, loud and clear, that must literally be heard round the world." —Daniel Quinn, author of *Ishmael*

The author of *Unequal Protection* and other books, **THOM HARTMANN** lives in Montpelier, Vermont.



Current Affairs (CUR000000)

5³/₁₆ x 8; 336 pages

Three Rivers Press

1-4000-5157-6. \$15.00 paper (Canada: \$23.00)

EAN Code 9781400051571

On Sale 2/24/04

Pub. History: Previous Edition (Fall 2000)

ISBN 0-609-80529-0

MARKETING

National Publicity

National Radio Campaign

Tie-In with Author Lectures
Throughout 2004

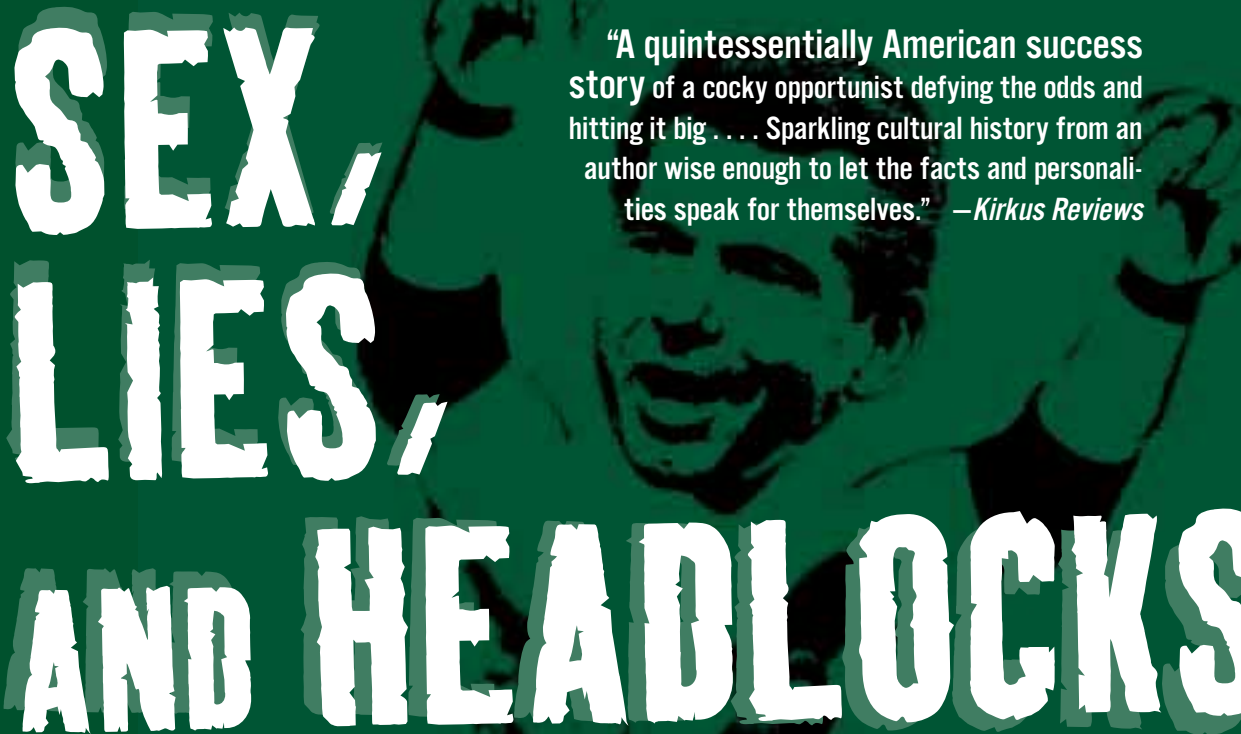
Author Interviews
out of Montpelier, VT

Promotion on Author's Website,
ThomHartmann.com

Included in the Harmony
E-Newsletter

Previous Book
Unequal Protection
1-57954-627-7 hardcover
(Rodale)

Free Freight



SEX, LIES, AND HEADLOCKS

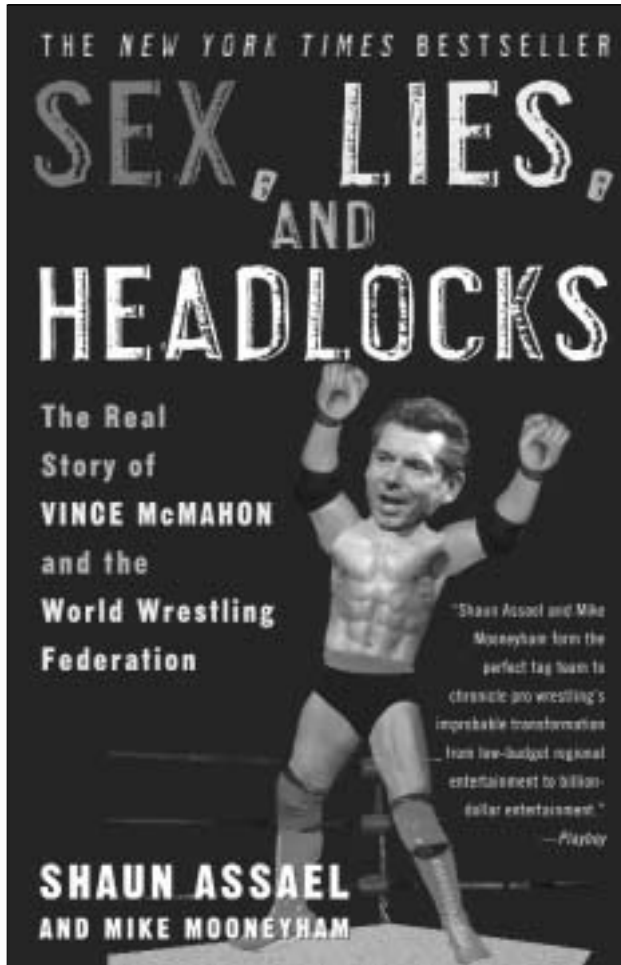
“A quintessentially American success story of a cocky opportunist defying the odds and hitting it big . . . Sparkling cultural history from an author wise enough to let the facts and personalities speak for themselves.” —*Kirkus Reviews*

**BY SHAUN
ASSAEL
AND MIKE
MOONEYHAM**

A NEW YORK TIMES bestseller in hardcover with more than 33,000 copies sold, *Sex, Lies, and Headlocks* is the ultimate behind-the-scenes look at the back-stabbing, scandals, and high-stakes gambles that have made wrestling an enduring phenomenon. The man behind it all is Vince McMahon, a ruthless and entertaining visionary whose professional antics make some of the flamboyant characters in the ring look tame by comparison. Now, with a new afterword covering the landmark case between the W.W.E. (formerly WWF) and the World Wildlife Fund, this is the definitive book about wrestling's history.

“READING THIS EXCELLENT BEHIND-THE-SCENES LOOK AT WRESTLING PROMOTER McMAHON . . . IS ALMOST AS ENTERTAINING AND SHOCKING AS WATCHING THE MOST EXTREME ANTICS OF McMAHON'S COMIC-BOOK STYLE CREATIONS SUCH AS STEVE AUSTIN AND THE ROCK.”

—PUBLISHERS WEEKLY



SHAUN ASSAEL is a senior writer for *ESPN: The Magazine*, and is the author of *Wide Open: Days and Nights on the NASCAR Tour*. He lives in Pelham Manor, New York.



MIKE MOONEYHAM, an editor with the *Charleston Post and Courier*, pens the longest-running wrestling column in the country. He lives in Charleston.

MARKETING

National Publicity

20-City Morning Drive Radio Satellite Tour

Author Interviews out of New York

Advertising
High Times
Mad
The Onion

Online Promotion with Sports and Wrestling Fan Sites

Also by Shaun Assael
Wide Open
0-345-42677-0
\$5.99 paper (Canada: \$6.99)

Free Freight



Sports & Recreation—Wrestling (SPO053000)

5³/₁₆ x 8; 272 pages

Three Rivers Press

1-4000-5143-6. \$12.95 paper (Canada: \$19.95)

EAN Code 9781400051434

On Sale 2/24/04

Pub. History: A Crown hardcover (Summer 2002)

ISBN 0-609-60690-5

WIFE OF THE CHEF

By Courtney Febbriello

This smart behind-the-scenes look at restaurant life—written by the ever-underappreciated woman behind the chef—is a heartfelt and often hilarious riposte to Kitchen Confidential.

W*ife of the Chef* is at once a no-holds-barred memoir of restaurant life and a revealing look at married life. Author Courtney Febbriello and her husband own an American bistro in Connecticut. As the chef, her husband tends to get all the credit for the restaurant's success. But Febbriello's role as the chef's wife comes front and center in this book where she details her everyday challenges. From hounding suppliers to handling unreasonable customers, and occasionally dealing with crises such as bailing waiters out of jail, Febbriello describes how it takes more than just a chef to keep a restaurant in business. Spiced with a healthy spoonful of feminism and enriched with a cup of humor, *Wife of the Chef* is the tastiest dish of the season.

"[A] savory slice of epicurean life."

—*Entertainment Weekly*

"A tell-all leavened with deadpan humor."

—*Hartford Courant*

"A revealing look at the strange things that go on behind a kitchen's swinging doors amid the crashing of pans and bubbling of egos."

—*Kirkus Reviews*

"Insightful, often hilarious." —*San Jose Mercury News*

COURTNEY FEBBRIOELLO and her husband, Christopher Proserpi, opened Metro Bis in Simsbury, Connecticut, in 1998. This is her first book.



Autobiography (BIO000000)

5³/₁₆ x 8; 288 pages

Three Rivers Press

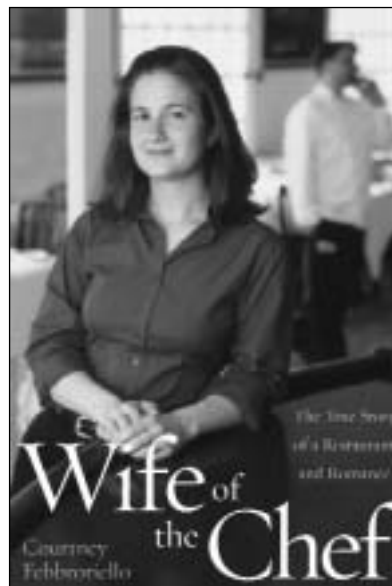
1-4000-5144-4. \$13.00 paper (Canada: \$20.00)

EAN Code 9781400051441

On Sale 2/24/04

Pub. History: A Clarkson Potter hardcover (Spring 2003)

ISBN 0-609-61106-2



MARKETING

National Publicity

Featured on ClarksonPotter.com

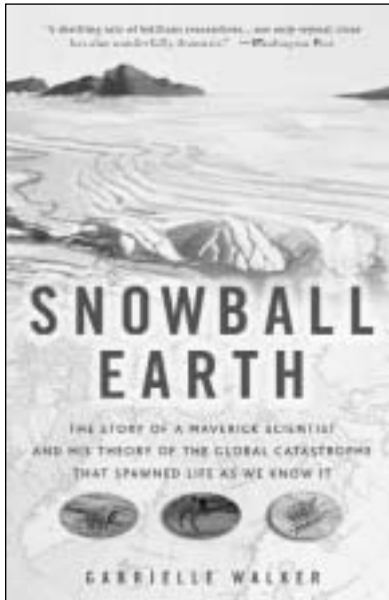
Included in the Potter E-Newsletter

Free Freight

SNOWBALL EARTH

The Story of a Maverick Scientist and His Theory of Global Catastrophe
That Spawned Life As We Know It

By **Gabrielle Walker**



MARKETING

National Publicity

Free Freight

"A thrilling tale of brilliant researchers . . . not only crystal clear but also wonderfully dramatic."

—Washington Post

From acclaimed science writer Gabrielle Walker, *Snowball Earth* is both a global adventure story and a fascinating account of scientist Paul Hoffman's quest to prove his revolutionary theory that 700 million years ago the Earth completely froze over, which then set the stage for the arrival of complex life on the planet.

"Thrilling. . . A superb page-turner. . . This is science writing at its best." —*Library Journal* (starred review)

"Paul Hoffman . . . is fortunate to have a writer as gifted as Gabrielle Walker to document his extraordinary intellectual adventures. . . A fascinating story, brilliantly told."

—Simon Singh, author of *The Code Book*

"*Snowball Earth* is more than a great geological detective story—it's a great illustration of how science works."

—Carl Zimmer,

author of *Evolution: The Triumph of an Idea*

"Walker has written an important, provocative book that is a joy to read." —*Publishers Weekly* (starred review)

GABRIELLE WALKER earned a Ph.D in natural sciences from Cambridge University. She served as the features editor at *New Scientist* magazine and is now a contributing editor there. Her travels in search of stories have taken her to all seven continents—including a stint at the South Pole. She lives in London.



Science—Earth Sciences, Evolution, Geography
(SCIO19000/SCIO27000/SCIO30000)

5³/₁₆ x 8; 288 pages

Three Rivers Press

1-4000-5125-8. \$13.95 paper (Canada: \$21.00)

EAN Code 9781400051250

On Sale 2/24/04

Pub. History: A Crown hardcover (Spring 2003)

ISBN 0-609-60973-4

THE SENSE OF BEING STARED AT

RUPERT SHELDRAKE

RUPERT SHELDRAKE—
A RENOWNED BIOLOGIST
AND THE BESTSELLING
AUTHOR OF *DOGS THAT
KNOW WHEN THEIR
OWNERS ARE COMING
HOME* (MORE THAN
160,000 COMBINED COPIES
SOLD)—EXPLORES THE
INTRICACIES OF THE MIND
AND DISCOVERS THAT OUR
PERCEPTIVE ABILITIES
ARE STRONGER, AND
MORE WIDE-RANGING,
THAN MANY OF US
COULD HAVE IMAGINED.

Most of us know it well—the almost physical sensation that we are the object of someone’s attention. Is the feeling all in our heads? Drawing from a decade of scientifically controlled experiments, Sheldrake argues in this compelling book that such phenomena are real.

Sheldrake has devoted his notable career as a scientist and writer to challenging the boundaries of “acceptable” science. A firm believer in the power of experiment to yield answers about nature, he has dedicated years of intense research to investigating what he calls our “seventh sense.”

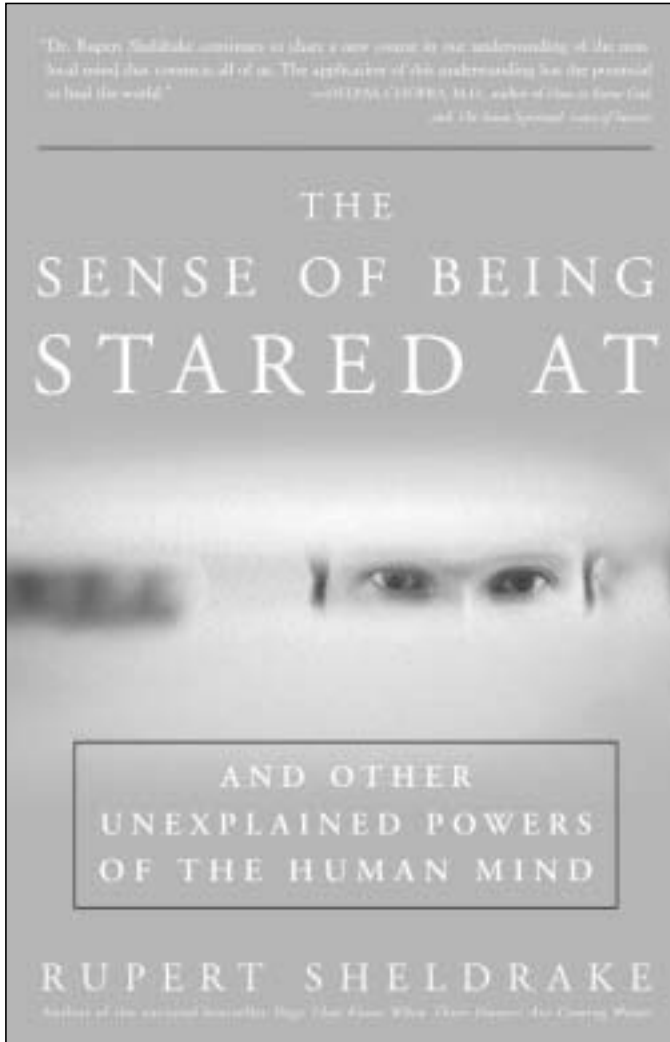
Rigorously researched, yet completely accessible, this groundbreaking book provides a refreshing new way of thinking about ourselves and our relationships with other people, with animals, and with the world around us.

“A compelling case for
human connectedness.”

—O magazine



RUPERT SHELDRAKE studied natural sciences at Cambridge and philosophy at Harvard, took a Ph.D. in biochemistry at Cambridge, and was a fellow of Clare College, Cambridge. He lives in London.



Also by Rupert Sheldrake



*Dogs That Know
When Their
Owners Are
Coming Home*
0-609-80533-9
\$14.00 paper
(Canada: \$21.00)

MARKETING

National Publicity

Included in the Three Rivers Press
Advertising Campaign
See page 5 for details

Free Freight



Psychiatry (PSY000000)
27 black-and-white illustrations
5³/₁₆ x 8; 384 pages
Three Rivers Press
1-4000-5129-0. \$13.95 paper (Canada: \$21.00)
EAN Code 9781400051298
On Sale 2/24/04
Pub. History: A Crown hardcover (Spring 2003)
ISBN 0-609-60807-X

A PILGRIM'S DIGRESS

My Perilous, Fumbling Quest for the Celestial City

By **John D. Spalding**

"John Spalding . . . a writer on active duty, canvassing the world for reality tidbits on his favorite obsession—humanity's hilariously flawed search for God."

—LA Weekly

In the hilarious tradition of David Sedaris and David Rakoff, and with Plimpton-esque flavor, John Spalding details in his *San Francisco Chronicle* bestseller *A Pilgrim's Digress* his journey as a modern-day "pilgrim" seeking the Celestial City. Loosely organizing his book according to Bunyan's classic *Pilgrim's Progress*, Spalding describes how he spent three days as a preacher in Times Square ("Excuse me, do you know you're going to hell?"); went to the mat (conversationally) with Omega and Apocalypse, two mainstays of the Christian Wrestling Federation; and experienced his own funeral, courtesy of the Dying-to-Get-In Company.

Funny, wry, and revealing, the stories in *A Pilgrim's Digress* describe one man's quest for the righteous path and what he discovers about the country's spiritual zeitgeist.

"Theology according to Woody Allen. . . Spalding's blend of humor and inquisitiveness make this an unusually enjoyable read."

—*Library Journal*

JOHN D. SPALDING has a master's degree from Harvard Divinity School and has written for a variety of publications, from *Commonweal* to *Maxim*. His popular Beliefnet.com column, "The Sick Soul," was nominated for the 2001 Columbia Online Journalism Award. A former book publicist, he lives in Westport, Connecticut.



Religion/Humor—Essays (REL000000/HUM003000)

5³/₁₆ x 8; 256 pages

Three Rivers Press

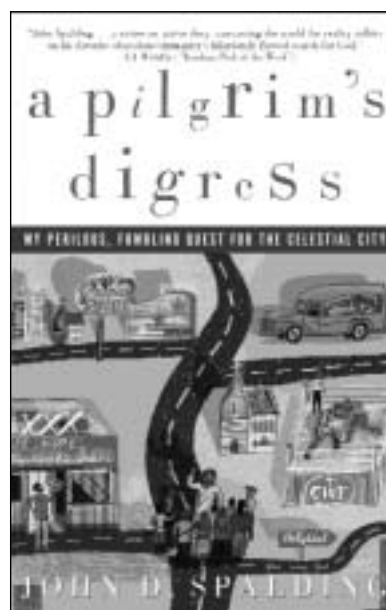
0-609-81045-6. \$14.00 paper (Canada: \$21.00)

EAN Code 9780609810453

On Sale 2/24/04

Pub. History: A Harmony hardcover (Spring 2003)

ISBN 1-4000-4653-X



MARKETING

National Publicity

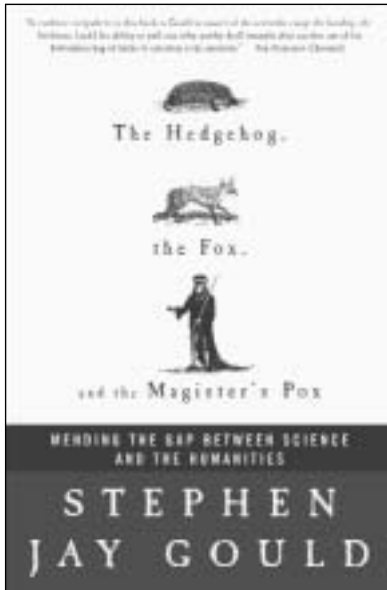
Major Promotion on Author's Website, JohnDSpalding.com

Free Freight

THE HEDGEHOG, THE FOX, AND THE MAGISTER'S POX

Mending the Gap Between Science and the Humanities

By *Stephen Jay Gould*



"In evidence everywhere in this book is Gould as master of the scientific essay: the lucidity, the liveliness, [and] his ability to pull one nifty-quirky-droll example after another out of his bottomless bag of tricks to entertain as he instructs."

—San Francisco Chronicle

The last original book from one of America's most celebrated science writers offers a surprising and nuanced consideration of the complex relationship between our two great ways of knowing: science and the humanities.

"Extravagant prose . . . exquisitely nuanced arguments . . . [Gould] illustrates that science and art are never far removed."

—Baltimore Sun

"The late paleontologist is in full and eloquent posthumous voice as he laments a false dichotomy that has pitted science against the humanities since the 17th century."

—Kirkus Reviews (starred)

"In his final book . . . [Gould] addresses his most cherished subject, the relationship between science and the humanities, masterfully debunking the 'pernicious' myth that has cast these noble endeavors as irreconcilable opposites."

—Booklist

STEPHEN JAY GOULD was one of the most influential evolutionary biologists and acclaimed science essayists of the 20th century. He died in May 2002.



Science—History (SCI034000)

38 black-and-white illustrations

6¹/₈ x 9¹/₄; 288 pages

Three Rivers Press

1-4000-5153-3. \$15.00 paper (Canada: \$23.00)

EAN Code 9781400051533

On Sale 3/23/04

Pub. History: A Harmony hardcover (Spring 2003)

ISBN 0-609-60140-7

MARKETING

National Publicity

P.O.P.

1-4000-5249-1

Easel-backed poster (no charge)

Also by Stephen Jay Gould

Full House

0-609-80140-6

\$14.00 paper (Canada: \$19.50)

I Have Landed

1-4000-4804-4

\$16.00 paper (Canada: \$25.00)

Questioning the Millennium

0-609-60076-1

\$17.95 hardcover (Canada: \$24.95)

Free Freight

IF I LIVE TO BE 100

Lessons from the Centenarians

In this poignant, personal book, Neenah Ellis recounts the unforgettable year she spent interviewing centenarians for NPR's *Morning Edition* and writes about how she found her life changed along the way. What started as a simple assignment—to speak to our oldest Americans and compile an oral history of life spanning the twentieth century—became a personal journey of growth and transformation when Ellis realized what these passionate, resilient,

spirited seniors had to say about savoring life, staying positive, loving one another, and living in the moment. Their stories add up to a course in living well, with lessons and inspiration for all of us.

NEENAH ELLIS, formerly a staff producer for NPR's *All Things Considered*, is a freelance reporter and producer who has worked for the Discovery Channel, the U.S. Holocaust Memorial Museum, and the National Park Service. She lives in Takoma Park, Maryland.

“What a beautiful book . . . amazingly vital and sensitive.”

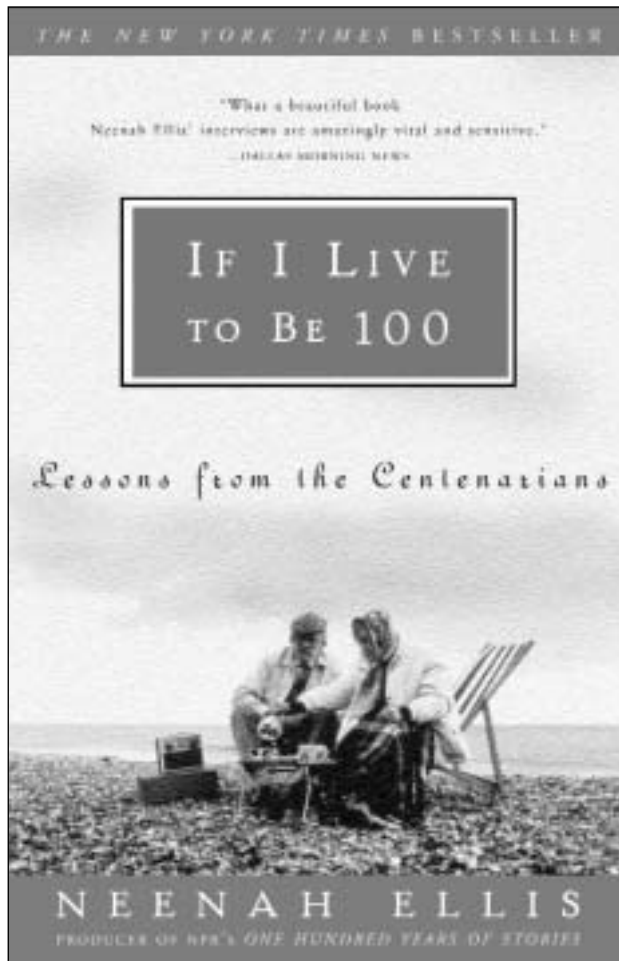
—*Dallas Morning News*

“Moving . . . the centenarians are offering much more than living history lessons; they're offering insight into how to live a meaningful, happy life.”

—*Natural Health*

BY NEENAH ELLIS

THE NEW YORK TIMES BESTSELLER THAT SHEDS NEW LIGHT ON WHAT LIFE IS LIKE FOR AMERICA'S OLDEST CITIZENS, AND THE ART OF LIVING WELL FOR 100 YEARS OR MORE.



MARKETING

National Publicity

20-City Morning Drive Radio
Satellite Tour

Author Interviews
out of Washington, DC

Free Freight

Biography (BIO000000)

5³/₁₆ x 8; 272 pages

Three Rivers Press

1-4000-5142-8. \$13.00 paper (Canada: \$20.00)

EAN Code 9781400051427

On Sale 3/23/04

Pub. History: A Crown hardcover (Fall 2002)

ISBN 0-609-60842-8

EVERYTHING YOU NEVER WANTED YOUR KIDS TO KNOW ABOUT SEX (BUT WERE AFRAID THEY'D ASK)

The Secrets to Surviving Your Child's Sexual Development from Birth to the Teens

By Justin Richardson, M.D., and Mark A. Schuster, M.D., Ph.D.

"A cradle-to-adulthood guide for parents who have come to the harsh realization that they're not nearly as hip and broad-minded as they thought they'd be."

—Washington Post

Smart, frank, and occasionally hilarious, these two physicians gained national attention—appearing on *Today*, *Good Morning America*, and NPR's *Morning Edition*—with the release of this guide depicting the challenges that bedevil parents at every stage in their children's coming-of-age. Packed with the latest research and filled with helpful stories from real parents about what worked (and what didn't) with their kids, this authoritative volume offers advice and comfort to anyone who is hoping to have a productive dialogue with young people about sex.

"Extraordinary expertise and scintillating intelligence . . . should be required reading for any parent who believes in being open about these touchy issues."

—Publishers Weekly

"A sensible, open-minded book for parents who want their kids to have a healthy attitude toward sex—but not have any. . . . A particularly hysterical primer."

—Salon

JUSTIN RICHARDSON, M.D., a professor of psychiatry at Columbia and Cornell Universities, lectures frequently on kids and sex. He lives in New York. **MARK A. SCHUSTER, M.D., Ph.D.**, is an associate professor of pediatrics at UCLA and director of the UCLA/RAND Center for Adolescent Health Promotion. He lives in Los Angeles.



Family—Parenting (FAM034000)

5³/₁₆ x 8; 400 pages

Three Rivers Press

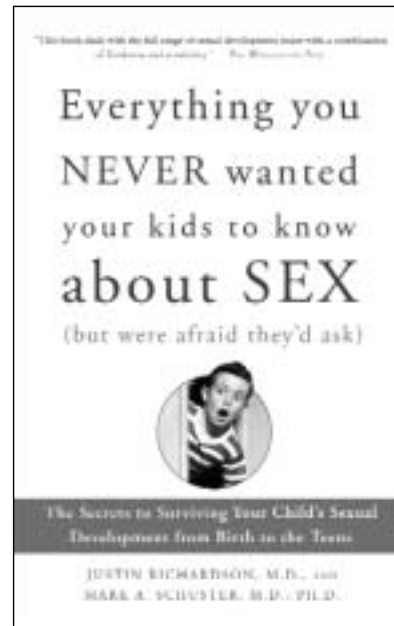
1-4000-5128-2. \$14.00 paper (Canada: \$21.00)

EAN Code 9781400051281

On Sale 3/23/04

Pub. History: A Crown hardcover (Spring 2003)

ISBN 0-8129-3157-2



MARKETING

National Publicity

National Radio Campaign

Author Interviews
out of Los Angeles and New York

Free Freight

LIQUOR

A Novel

By **Poppy Z. Brite**



Shake equal parts ambition, scandal, Cajun hot sauce, cocaine, crayfish, and murder, serve straight up—and you’ve got the brilliant new novel from Poppy Z. Brite.

For 10 years, Poppy Z. Brite has been the reigning queen of horror and erotica, selling hundreds of thousands of copies of her novels and enjoying the cultish adulation of rampant fans. With *Liquor*, Brite slides effortlessly into a new genre in a tale featuring her notoriously booze-happy hometown of New Orleans.

Rickey and G-Man are down-and-out cooks desperate to make a quick buck. When Rickey concocts the idea of a theme restaurant where every recipe packs an alcoholic punch, they know they are on their way to the bank. But first they need to sidestep Rickey’s deranged ex-boss, rein in their larger-than-life millionaire silent backer before he runs amok, and avoid the darker shadows in a town vibrating with a dangerous *je ne sais quoi*.

A manic, spicy romp through the kitchens, dive bars, and drug deals of the country’s most sublimely ridiculous city, *Liquor* is a treat for readers of Anthony Bourdain’s *Kitchen Confidential* and mystery writers like Sparkle Hayter—and of course, for Brite’s own thousands of ravenous fans.

“World-class satire and perfect New Orleans lit.”

—Andrei Codrescu, NPR commentator,
author of *Casanova in Bohemia*

POPPY Z. BRITE is the author of a dozen books including *Lost Souls*. She lives in New Orleans.

MARKETING

National Publicity

5-City Southern Regional Tour

Author Interviews
out of New Orleans

Included in the Three Rivers Press
Advertising Campaign
See page 5 for details

Previous Books
Are You Loathsome Tonight?
1-887-36825-6 paper
(Gauntlet)

Drawing Blood
0-440-21492-0
\$7.50 paper (Canada: \$10.99)

Exquisite Corpse
0-684-83627-0 paper
(Scribner)

Lost Souls
0-440-21281-2
\$7.50 paper (Canada: \$10.99)

Free Freight



A THREE RIVERS PRESS ORIGINAL

Fiction—Humorous (FIC016000)

5³/₁₆ x 8; 352 pages

Three Rivers Press

1-4000-5007-3. \$13.95 paper (Canada: \$21.00)

EAN Code 9781400050079

On Sale 3/23/04

LUCREZIA BORGIA

A Novel

By John Faunce

One of history's most enigmatic and notorious women speaks for herself in this thrilling novel.

Lucrezia Borgia. The name has long been synonymous with murder, incest, and debauchery. Was she truly guilty, or merely the pawn of powerful men? In this page-turning novel, Lucrezia tells her story, full of crime and passion. This "memoir" brings to life a woman trapped between her own desires and the iron hand of her powerful family. Her intelligence and inner steel, as conveyed by author John Faunce, mark her as one of history's great survivors.

"A searing portrait of an intelligent woman, cunning enough to manipulate all the physical, emotional, and political resources available to her to shape her own bizarre destiny." —*Booklist*

"Faunce's prose is ardently descriptive and often unsettling." —*Historical Novels Review*

"A fascinating story rich with detail." —*Library Journal*

"Witty, fun, and informative: a marvelous portrait of a monstrous family riding the whirlwind in one of history's most deliciously decadent epochs." —*Kirkus Reviews*

JOHN FAUNCE is a screenwriter living in Los Angeles. This is his first novel.



MARKETING

National Publicity

Major Promotion on
MaidensCrown.com
See page 2 for details

Discussion Group Guide Printed
in the Book
Also available at MaidensCrown.com

Free Freight



Fiction—Historical (FIC014000)

5³/₁₆ x 8; 352 pages

Three Rivers Press

1-4000-5122-3. \$13.95 paper (Canada: \$21.00)

EAN Code 9781400051229

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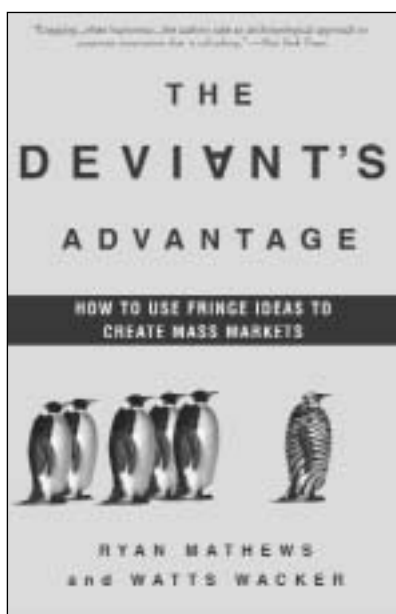
Pub. History: A Crown hardcover (Spring 2003)

ISBN 0-609-60974-2

THE DEVIANT'S ADVANTAGE

How to Use Fringe Ideas to Create Mass Markets

By **Watts Wacker and Ryan Mathews**



"Tells the story of every mass market ever created. What starts out as weird and dangerous becomes America's next big corporate payday."

—Fast Company

In this thought-provoking book, two leading futurists show how mainstream profitability springs from deviance, the crazy ideas out there on the furthest fringes. Watts Wacker and Ryan Mathews demonstrate how hot ideas move along a traceable trajectory from the fringe to the heart of the mass market and beyond. More important, they help readers determine which ideas will make the long journey and which will remain forever out there on the fringe. *The Deviant's Advantage* is essential reading for everyone who needs to stay ahead of the innovation curve in any marketplace.

"Engaging . . . humorous . . . the authors take an anthropological approach to corporate innovation that is refreshing."

—New York Times

"A fun and thought-provoking ride." —Miami Herald

"Skilled raconteurs, the authors are at their best when chronicling the progress of deviant ideas like Las Vegas and Hello Kitty."

—Fortune

WATTS WACKER is a futurist and principal of FirstMatter, a trend-watching consulting firm. He was called "one of the 50 smartest people in the business world" by the *Financial Times*. He lives in Westport, Connecticut. **RYAN MATHEWS** is CEO of Black Monk Consulting, a futuring, strategic planning, and communications company. He lives in Eastpointe, Michigan.



Business & Economics (BUS000000)

5³/₁₆ x 8; 336 pages

Three Rivers Press

1-4000-5000-6. \$14.95 paper (Canada: \$22.95)

EAN Code 9781400050000

On Sale 3/23/04

Pub. History: A Crown Business hardcover (Fall 2002)

ISBN 0-609-60958-0

MARKETING

National Publicity

Author Interviews
out of New York

Included in the 2003-2004 Crown
Business Catalog (available 7/03)

Featured on CrownBusiness.com

Included in the Crown Business
E-Newsletter

Previous Books

The 500 Year Delta
(coauthored by Watts Wacker)
0-88730-911-9 paper
(HarperBusiness)

The Myth of Excellence
(coauthored by Ryan Matthews)
0-609-81001-4
\$15.00 paper (Canada: \$23.00)

Free Freight



A graduate of the Wharton School of Business, **JIM KARAS** created Jim Karas Personal Training, LLC, the most successful weight-loss management firm in Chicago. In addition to lecturing nationwide, he is a contributing editor to *Good Housekeeping*, is the fitness contributor to ABC's *Good Morning America* (he helped cohost Diane Sawyer lose more than 25 pounds) and has been featured in the *New York Times*, *Time*, *US News & World Report*, *More*, *Cosmo*, *Glamour*, *USA Today* and *O Magazine*. He splits his time between Chicago and New York.

The author of the number-one *New York Times* bestselling **THE BUSINESS PLAN FOR THE BODY** (more than 130,000 copies sold) gives dieters who've tried it all the most essential key to success: the ability to "flip the switch" and turn weight-loss desires into reality.

FLIP THE SWITCH

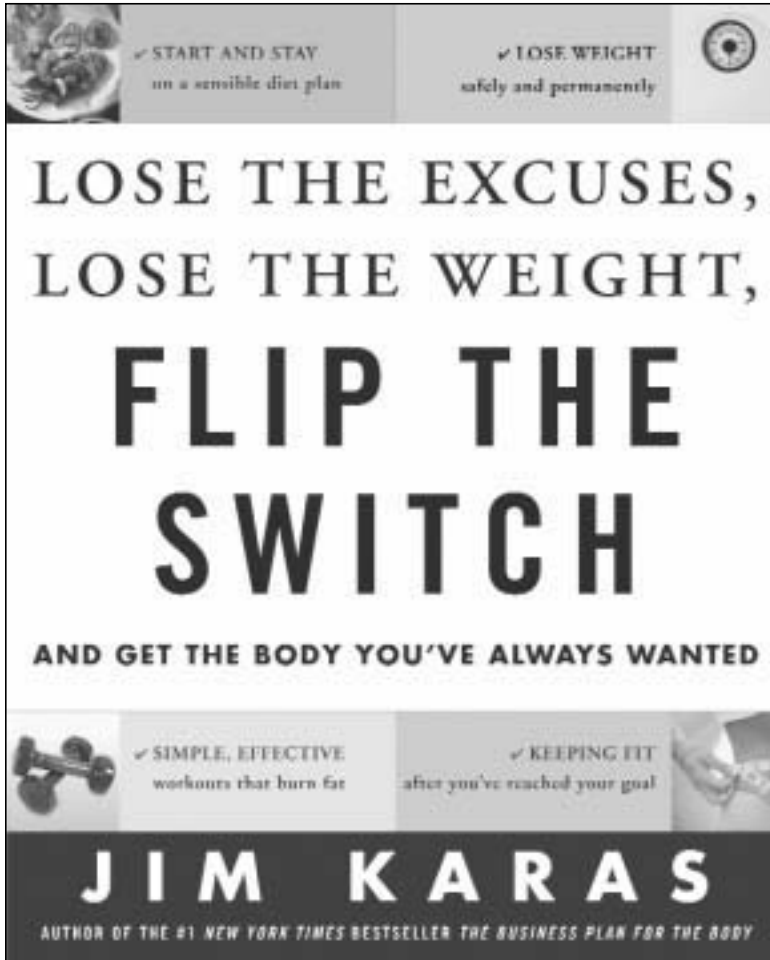
Everyone knows the hardest part of losing weight is getting started, and author and weight loss expert Jim Karas says that the biggest hurdles we face in starting a weight-loss plan are the excuses: "I don't have the time," "I don't have the energy," "I don't have the right metabolism," "I hate to exercise."

In *Flip the Switch*, Karas hacks through this nonsense and enables us to confront the reasons behind the excuses. He then motivates us to take action and provides a blueprint to success. He inspires us to "flip," and stay flipped for life. When we do that, permanent weight-loss success can be as easy as flipping a switch.

Complete with a seven-day jump-start diet plan, three illustrated exercise routines, realistic weight-loss guidelines, and loaded with Jim's trademark inspiration, *Flip the Switch* is the kick-start to weight-loss dieters have been waiting for.



**JIM
KARAS**



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*The Business Plan
for the Body*
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\$15.00 paper
(Canada: \$23.00)



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Major Promotion on JimKaras.com
Free Freight



Health & Fitness—Diets (HEA006000)
60 black-and-white photographs
7³/₈ x 9¹/₈; 336 pages
Three Rivers Press
1-4000-4970-9. \$15.00 paper (Canada: \$23.00)
EAN Code 9781400049707
On Sale 4/27/04

Pub. History: A Harmony hardcover (Spring 03)
ISBN 1-4000-4595-9

A TIME TO DIE

The Untold Story of the Kursk Tragedy

By **Robert Moore**

"Fast-paced . . . vivid . . . an emotion-packed and ultimately heartbreaking story." —Washington Post

In this internationally bestselling true story of disaster and betrayal, reporter Robert Moore vividly portrays the dying moments of the Kursk nuclear submarine and the doomed efforts to save its men. Combining the factual depth of the best journalism with the compelling moment-by-moment tension of a Clancy-style thriller, Moore takes us right down inside the Kursk as massive explosions rip through compartment after compartment and re-creates the Russians' heroic but flawed rescue efforts as, racing against time, they attempt to recover their men with outdated technology while thwarting a better-equipped Western rescue effort.

"Fast-paced and absorbing . . . a good read for Tom Clancy fans and students of contemporary world politics alike."

—Kirkus Reviews

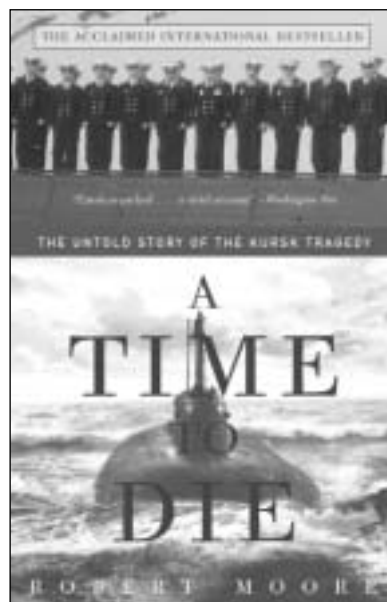
"Remarkable for its subject matter and style . . . written in the tight, lean style that exemplifies excellent journalism."

—Associated Press

"Gripping writing . . . Moore vividly describes details of this disturbing tale . . . memorable."

—Tampa Tribune

Based in Washington, D.C., **ROBERT MOORE** is chief U.S. correspondent for the U.K.'s *ITN News*.



MARKETING

National Publicity

Free Freight



Current Affairs—History/Military—Naval
(CUR000000/HIS027150)

8-page black-and-white insert

5³/₁₆ x 8; 288 pages

Three Rivers Press

1-4000-5124-X. \$13.95 paper (NCR)

EAN Code 9781400051243

On Sale 4/27/04

Vintage Canada Edition: 0-679-31203-X. \$22.00 paper

Pub. History: A Crown hardcover (Spring 2003)

ISBN 0-609-61000-7

BREAKFAST WITH SHARKS

A Screenwriter's Guide to Getting the Meeting, Nailing the Pitch, Signing the Deal,
and Navigating the Murky Waters of Hollywood

By **Michael Lent**



Not another how-to-write-a-screenplay book, but rather a prescriptive guide to handling the business side of a screenwriting career, from choosing an agent to juggling three deal-making breakfasts a day. This is what they didn't teach you in your M.F.A. screenwriting course.

Unlike most of the screenwriting books on the Performing Arts/Film Studies shelves, here's one that tells you what to do after you've written your can't-miss screenplay. From the perspective of a successful scriptwriter currently working in Hollywood, it offers a real-world look into the business as it is practiced today.

Breakfast with Sharks is filled with useful advice on everything from understanding terms like "spec," "option," and "assignment" and knowing what to expect from agents and managers, to learning who does what in the studio hierarchy and, of course, pitching your masterpiece so the powers that be can't say no.

Rounded out with a Q&A section and resource lists of script competitions, film festivals, trade associations, and more, *Breakfast with Sharks* is packed with "take this and use it right now" information for hopeful screenwriters.

In addition to being a successful Hollywood screenwriter, **MICHAEL LENT** writes the popular "Belly of the Beast" column for *Creative Screenwriting* magazine (circulation over 40,000). He lives in Los Angeles.

MARKETING

National Publicity

Author Interviews
out of Los Angeles

Advertising
College newspapers
Creative Screenwriter

Included in the Three Rivers Press
Advertising Campaign
See page 5 for details

Free Freight



A THREE RIVERS PRESS ORIGINAL

Performing Arts—Film/Screenwriting (PER004000)

5³/₁₆ x 8; 288 pages

Three Rivers Press

0-609-81043-X. \$14.00 paper (Canada: \$21.00)

EAN Code 9780609810439

On Sale 4/27/04

THE ESSENTIAL ZOHAR

The Source of Kabbalistic Wisdom

By Rav P. S. Berg

Now in paperback, the first book to offer a practical understanding of the central kabbalistic text, written by the revered leader of the Kabbalah Centre.

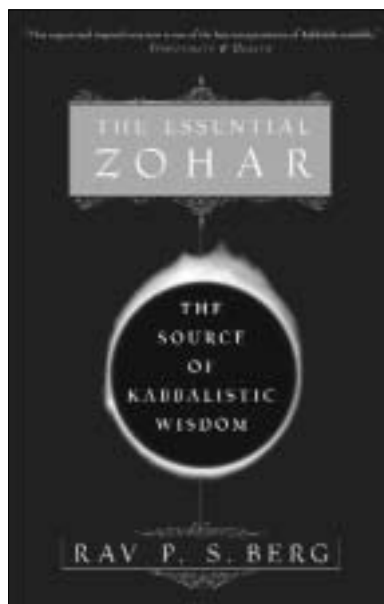
The basic text of Kabbalah, the Zohar, is a commentary on the narratives and laws of the Old Testament, complete with instructions for spiritual transformation. Kabbalah is known as one of the world's most esoteric bodies of knowledge, but in Rav Berg's view, it is still relevant today and should be accessible to everyone. *The Essential Zohar* contains 39 passages from the Zohar and decodes its teachings on evil, redemption, human relationships, wealth and poverty, the afterlife, and other fundamental concerns, while explaining how to use the principles of Kabbalah to live each day in harmony with the divine.

"Insightful . . . Berg succeeds in providing readable access to an esoteric Jewish mystical text." —*Publishers Weekly*

"Berg's elegant prose . . . bridges the gap from Jewish mysticism to a universal spiritual practice." —*NAPRA ReView*

"Cogent and inspired . . . one of the best interpretations of Kabbalah available." —*Spirituality & Health*

RAV P. S. BERG, dean and director of the Kabbalah Centre, is known as a world leader of Kabbalah. The Kabbalah Centre, the world's largest and fastest-growing organization devoted to bringing the wisdom of Kabbalah to all humanity, is based in Los Angeles and has 28 other locations in North America and 13 locations abroad.



MARKETING

National Publicity

Free Freight



Judaism—Sacred Writings (REL040040)

5³/₁₆ x 8; 288 pages

A Bell Tower Book

0-609-80731-5. \$14.00 paper (Canada: \$21.00)

EAN Code 9780609807316

On Sale 4/6/04

Pub. History: A Bell Tower hardcover (Spring 2002)

ISBN 0-609-60927-0

CATCH A FISH, THROW A BALL, RIDE A BIKE

21 Timeless Skills Every Child Should Know (and Any Parent Can Teach!)

By *Dr. Jeffrey Lee*



MARKETING

National Publicity

National Radio Campaign

Free Freight

Dr. Jeffrey Lee—a family physician, YA author, and father of two—offers 21 classic skills parents can teach their kids, from lighting a campfire to riding a bicycle to folding a paper airplane.

Kids naturally assume that grownups know how to do everything. If they only knew! *Catch a Fish, Throw a Ball, Ride a Bike* is for any parent who wants to teach their children what the kids really want to learn—even the skills about which mom or dad isn't 100 percent certain. Author Jeffrey Lee provides clear, simple, step-by-step instructions for essential "kid skills" like working a yo-yo, flying a homemade kite, building a sandcastle, skipping a stone, throwing a Frisbee, naming the stars, and planting a tree—guaranteed to make any parent seem all-knowing.

The skills range from highly practical to purely fun. Some are simple enough for a four-year-old, and others will appeal to even a jaded adolescent. Each is illustrated, introduced with a funny or touching anecdote from the author, and accompanied by amusing trivia or jokes related to the topic. But they all have one thing in common: You and your kids can do them together.

DR. JEFFREY LEE, who lives in Seattle, graduated from Harvard Medical School and trained in family medicine at the University of Washington. Dr. Lee is the author of the YA novel *True Blue* (Delacorte Press). He has taught every one of the skills in *Catch a Fish, Throw a Ball, Ride a Bike* to his own children.



A THREE RIVERS PRESS ORIGINAL

Family—Activities (FAM002000)

28 line drawings

6 1/8 x 8; 256 pages

Three Rivers Press

1-4000-4810-9. \$12.95 paper (Canada: \$19.95)

EAN Code 9781400048106

On Sale 4/27/04

THE ONION PLATINUM PRESTIGE ENCORE GOLD PREMIUM COLLECTOR'S COLLECTION

By the Staff of The Onion

*Just in time for holiday gift-giving,
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This brand-new boxed set—*The Onion Platinum Prestige Encore Gold Premium Collector's Collection*—contains the first three *New York Times* bestselling books by *The Onion*, *America's Finest News Source: Our Dumb Century*; *The Onion's Finest News Reporting, Vol. 1*; and *Dispatches from the Tenth Circle*. This handsome gift package boasts many extraordinary and unique features, including:

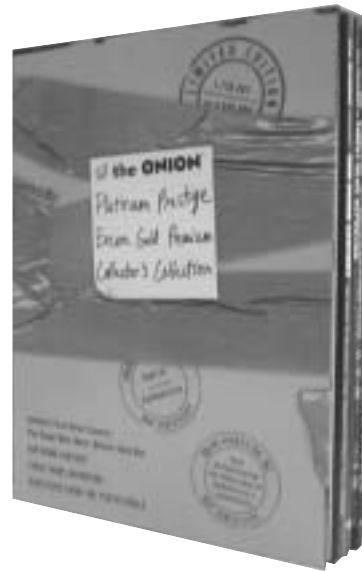
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Winner of the Thurber Award for American Humor, **THE ONION's** editorial staff is based in New York City.



Humor (HUM000000)
Slipcase dimensions: 8½ W x 11⅞ H x 1⅝ D
Three Rivers Press
1-4000-5267-X
\$49.95 slipcased paperbacks (Canada: \$75.00)
EAN Code 9781400052677
On Sale 11/04/03



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The Tenacity of the Cockroach
(by the Onion A.V. Club)
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