

SPRING

2006



CROWN



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SPRING '06

**CROWN
CROWN BUSINESS
CROWN FORUM**



John

By Cynthia Lennon
Foreword by Julian Lennon

The woman who was John Lennon's wife in the years when the Beatles rose from obscurity to the heights of Beatlemania tells for the first time the full, unexpurgated story of her life with John. Includes a foreword by Julian Lennon, son of Cynthia and John.

As John Lennon's first wife, Cynthia Lennon was one of the closest witnesses of events that have since passed into cultural legend. The ultimate insider for 10 of the most crucial Beatles years, she has hundreds of stories about him and their life together. With sensitivity and candor, Cynthia offers an unprecedented portrait of a man whose flaws were as deep as his genius.

"The time has come when I feel ready to tell the truth about John and me, our years together, and the years since his death. There is so much that I have never said, so many incidents I have never spoken of, and so many feelings I have never expressed—great love on the one hand, pain, torment, and humiliation on the other. Only I know what happened between us, why we stayed together, why we parted, and the price I paid for having been John's wife. I want to tell the story of the real John—the infuriating, loveable, sometimes cruel, funny, talented, and needy man who made such an impact on the world."

—Cynthia Lennon

CYNTHIA LENNON now lives in Spain.

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Biography—Entertainment (BIO005000)

6 1/8 x 9 1/4; 304 pages; Two 8-page black-and-white photo inserts

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For Laci

By Sharon Rocha

Laci Peterson's mother tells the story of her daughter's life, her disappearance, the trial of her murderer, and the aftermath.

A staggering amount has been written and said about the Laci and Conner Peterson murder case, but none of it has come from as privileged a perspective as this remarkable book. In *For Laci*, Laci Peterson's mother sets the record straight and lets readers meet, at last, her late daughter. There is much here that has never before been revealed, including entries from Laci's diary, as well as details from the trial and the funeral, but what is most affecting here is the sense we get of the person Laci Peterson was, and the full depth of the tragedy of two lives cut short.

Sharon Rocha has maintained her dignity through all of the events surrounding this sensational case. Her ringing declaration at the sentencing, "Divorce was an option, not murder," made her a hero to many. After all the testimony and commentary, readers will be more eager than ever to hear what this woman has to say.

SHARON ROCHA now actively campaigns for victims' rights. She has helped with the passage of the Unborn Victims of Violence Act (also known as Laci and Conner's Law), which was signed into law by President Bush in 2004. She lives in California.



Biography—Personal Memoirs (BIO026000)

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

0-307-33828-2. \$25.95 hardcover (Canada: \$35.95)

EAN Code 9780307338280

On Sale 12/27/05

British: Trident Media Group, LLC

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GET OUT OF YOUR OWN WAY

*In a world where being good isn't enough, Dr. Robert K. Cooper's *Get Out of Your Own Way* provides the inspiration and science for surpassing everyone's expectations of you—including your own.*

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AUTHOR OF THE NEW YORK TIMES BESTSELLING *THE OTHER 90%*

With a little help, your brain is capable of changing unproductive habits into positive ones that will move you toward what you want, beyond what anyone thought you could accomplish, getting remarkable results with remarkable ease. In *Get Out of Your Own Way*, Dr. Robert K. Cooper teaches you how to seize important moments of opportunity to reach your full potential and live the life you want by teaching you to choose what really matters:

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A neuroscientist, Dr. Cooper combines the wisdom he's gathered over the course of three decades of research, teaching, and hands-on work with leaders with the latest scientific findings about how the brain works and how to make your brain work for you. His simple methods will become your natural way of getting things done, simplifying effort, and sparking goal-focused energy. Using a completely new neuroscience-based understanding of how to exceed expectations while reducing stress, *Get Out of Your Own Way* provides the ingredients necessary to excel in this challenging world.

ROBERT K. COOPER, Ph.D., is a chair of Advanced Excellence Systems, a leadership consulting firm. He has worked with the leadership of companies in many industries, including 3M, Intel, Verizon, Barclays Bank, and Northwestern Mutual. He lives in Ann Arbor, Michigan.

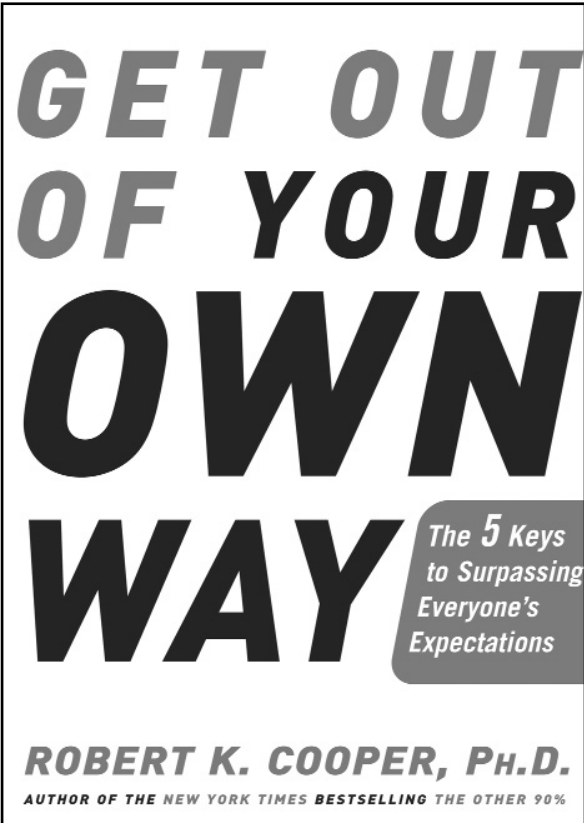
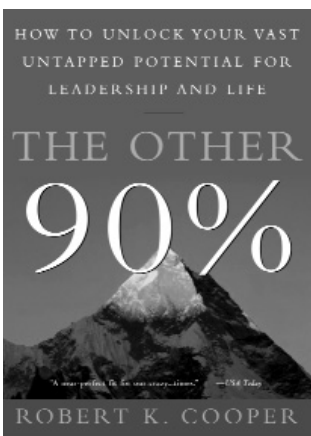
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Business & Economics (BUS000000)
 5 1/2 x 7 7/8; 272 pages
 1-4000-4966-0. \$25.00 hardcover (Canada: \$35.00)
 EAN Code 9781400049660
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 British: Crown
 Translation: Crown
 1st Serial: Crown
 Audio: Robert K. Cooper



REBEL -in- CHIEF

★ HOW GEORGE W. BUSH IS
REDEFINING THE CONSERVATIVE
MOVEMENT AND TRANSFORMING AMERICA ★

BY FRED BARNES

REBEL IN CHIEF, BY WEEKLY STANDARD EXECUTIVE EDITOR AND FOX NEWS HOST FRED BARNES, IS A COMPELLING INSIDE LOOK AT THE PROFOUND CHANGES PRESIDENT GEORGE W. BUSH IS BRINGING TO THE CONSERVATIVE MOVEMENT AND TO AMERICA AS A WHOLE.

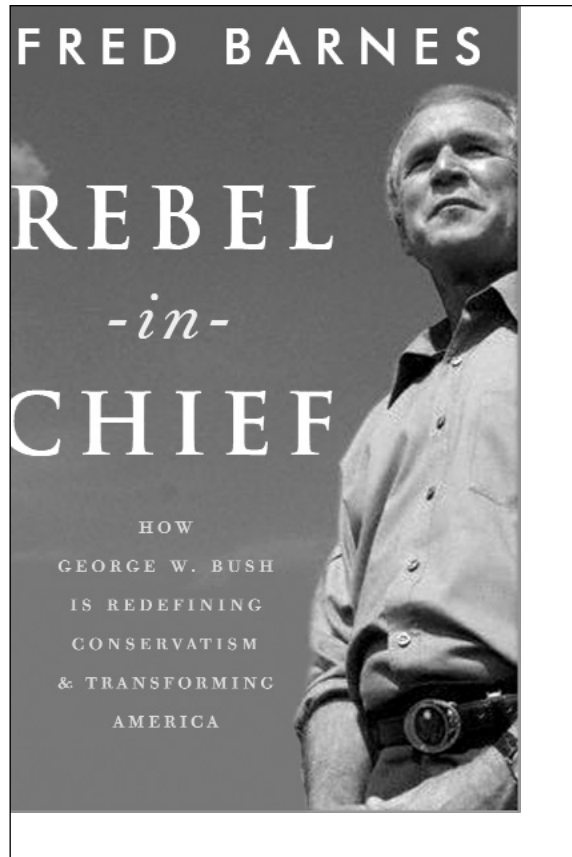


While George W. Bush's critics often portray him as a stooge of conservative interests, *Rebel in Chief* reveals how Bush is anything but a typical conservative and has challenged the Washington establishment to push through an agenda that will reshape the country. Contemptuous of the minor reforms he calls "smallball," Bush challenges the wisdom that sweeping reform is impossible. And he usually wins.



Based on exclusive interviews with President Bush, Karl Rove, Donald Rumsfeld, Condoleezza Rice, and other key figures in the administration, *Rebel in Chief* offers a never-before-seen glimpse at how the president operates and why he has set out on a path of bold—and politically risky—reform. Barnes shows how Bush has made his mark on conservative ideology and why his brand of politics has dovetailed with, and influenced, the shifting sentiments of the country.

Benefiting from Barnes’s unprecedented access to the president and his closest advisors, *Rebel in Chief* is an insider’s account that is sure to become a defining book on the Bush presidency.



FRED BARNES lives in Northern Virginia.

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5½ x 8¼; 192 pages
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EAN Code 9780307336491
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DAVE BARRY'S MONEY SECRETS

LIKE: WHY IS THERE A GIANT EYEBALL ON THE DOLLAR?

For decades, Dave Barry's many fans have relied on him for a few good laughs, some humorous insight, and a bunch of great stories, none of which he makes up. But now, Dave brings us what we've really been waiting for: his financial advice. *Dave Barry's Money Secrets* reveals everything readers need to know—and more—about the stock market, big business, and the art of making and losing money, including the all-important Stockbroker Decision-Making Chart, the shocking truth about the furniture in the CEO's office and how it affects your portfolio, plus plenty of foolproof techniques for getting rich in real estate. Or not. And if all else fails, you'll be comforted as Dave explains the significant financial benefits of an early death.

Dave Barry's Money Secrets is Dave's first completely original nonfiction book in five years. And with Dave taking a break from his wildly popular newspaper column, you can imagine how eager his fans will be to spend a few bucks on this thing, even if they would be better off putting the money in a long-term growth annuity whatsit or something.

DAVE BARRY worries about his personal finances in Miami, Florida.

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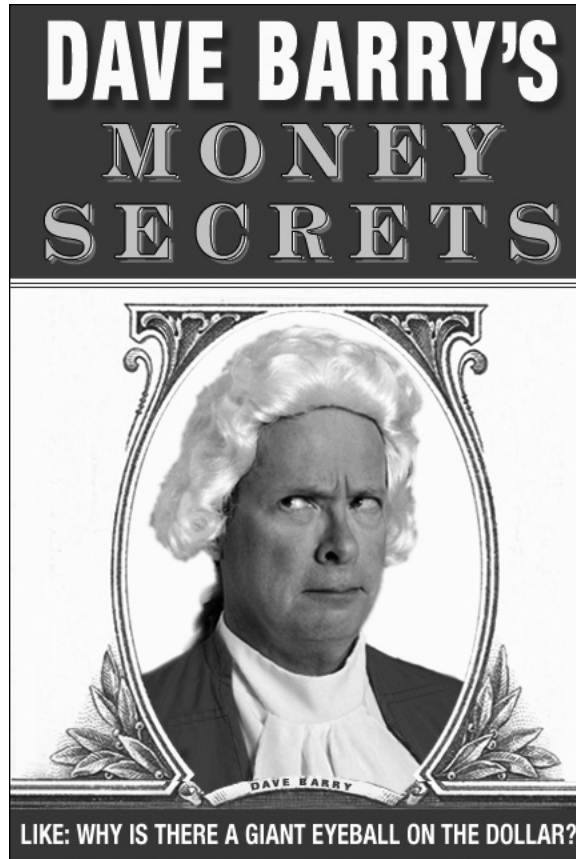
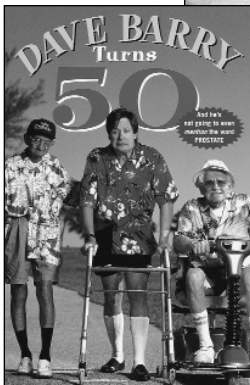
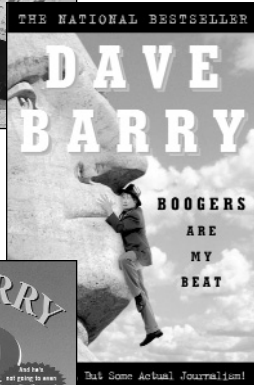
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Humor (HUM000000)

5 1/2 x 8 1/4; 256 pages; 10 black-and-white cartoons
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How Europe Fell

The Ugly Truth About
America's Former Allies

By Claire Berlinski

*As provocative as books such as Patrick Buchanan's *The Death of the West* and Kenneth Timmerman's *The French Betrayal of America*, this is an eye-opening exposé of the dysfunction that is crippling Europe and turning it against the United States.*

Many Americans are mystified by Europe's pronounced anti-Americanism. But with the continent's potential to become an economic hyperpower, it is critical to understand the source of the antagonism. At stake is every American interest and objective, from our economy to our posture toward countries like Iran, North Korea, and China. The source of the growing animosity is not, as Europe's apologists contend, that Europe is more sophisticated and worldly than America. The true causes are internal problems that threaten to tear Europe apart.

Europe's old demons—war, ethnic hatred, class divisions—are arising again. New problems are emerging as well: declining birthrates, the rise of Islamic fanaticism, and an unsustainable economic model. In *Blackmailed by History*, Claire Berlinski takes readers on an illuminating journey through this new Europe. In the end, an alarming truth becomes clear: The rift with Europe stands to become the next great threat to America's future.

CLAIRE BERLINSKI has lived and worked in Europe and Asia as a journalist, academic, and consultant. She has written for the *New York Times*, *National Review*, and many other publications. She lives in Paris.



Current Affairs—International (CUR004000)

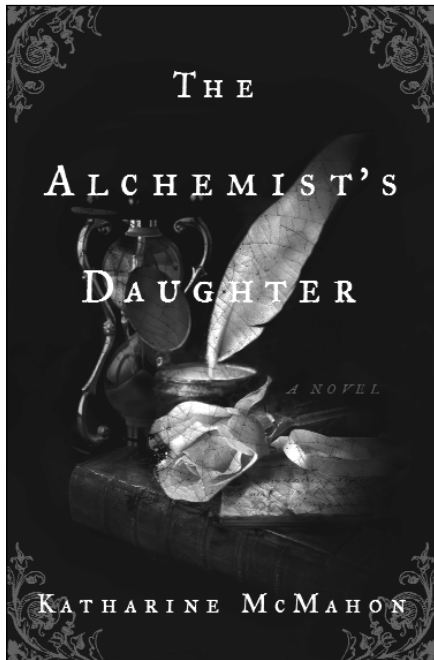
6 1/8 x 9 1/4; 272 pages

1-4000-9768-1. \$25.95 hardcover (Canada: \$35.95)

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The Alchemist's Daughter

A Novel

By Katharine McMahon

The Alchemist's Daughter is an unforgettable historical novel about a young woman's coming of age in 18th-century England, a world of secrets and science, passion and betrayal, innocence and experience.

In 1727 young Emilie Selden is that rarest of creatures—a female scientist. Under her father's watchful eye, she has learned Greek, mathematics, and physics. A gruff, secretive man, Emilie's father is a renowned chemist and a true eccentric who has molded her in his image so she can carry on his legacy, including the mysterious and heretical art of alchemy.

But for all her scientific knowledge, Emilie knows little of the world beyond the gates of the crumbling country estate where she was raised. Then an unexpected brush with the outside world awakens Emilie's long-denied passions and lures her away from her home, her work, and her beloved father. In 18th-century London society the brilliant Emilie causes a sensation. But she quickly comes to despise this superficial world and returns home, where a tragic turn of events blows open the long-hidden secrets of her father's past—including the truth about how Emilie came to be the alchemist's daughter.

KATHARINE McMAHON is the author of four novels published in England. She is currently an advisory fellow for the Royal Literary Fund. She lives in Watford, England.



Fiction (FIC000000)

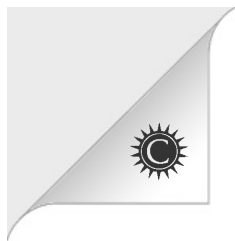
6¼ x 9¼; 352 pages

0-307-23851-2. \$23.95 hardcover (NCR)

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1st Serial: Crown
Audio: Crown



An Excerpt from

The Alchemist's Daughter

by

Katharine McMahon

To the world beyond Selden, say to the blacksmith's daughter brought up on the other side of the gates separating our manor house from the village, our life must have seemed very strange...

Had the girl poked her head through the bars to take a closer look, she would have seen a quiet house unchanging from season to season except for varying quantities of smoke coming from the chimneys. I know we were talked about in the village because when Mrs. Gill took me to church or visiting in the cottages people stared.

The church was named after St. Edelburga, a saint so fond of books that she'd built an entire abbey so that her niece could be educated in it. A window in the side chapel had a stained glass picture of Edelburga, who had black brows like my own and therefore, I presumed, my mother's. The Selden pew was at the front under the pulpit, so I had an excellent view of Reverend Gilbert's chin and nostrils and was expert at dodging a spray of spittle. After the service his damp fingers clung to my hand as I argued some point in his sermon. My father and I did not believe in the Trinity. Only God was God, not Jesus and not the Holy Spirit, whereas Gilbert preached the "three in one."

Meanwhile everyone else hung about and listened. At the time I thought it was because they were amazed at how much I knew. Actually I must have been an odd little black-haired, pale-faced thing, full of long words but no girlish charm.

Sometimes church saddened me because I couldn't help but notice that most other children had mothers. The blacksmith's wife held a baby against her shoulder and another on her hip as she thrust her way down the aisle with the rest of her brood tagging onto her skirts. What was it like, I wondered, to have a mother who let you plait her hair, kept crusts in her pocket in case you were peckish, hauled you off the gritty floor if you fell, kissed your tearful face and let you play with her string of blue beads?

My own mother was in a corner of the churchyard. Sometimes Mrs. Gill and I went and had a look at her grave. My anatomical education was such that I could picture the arrangement of her bones and the hollow of her pelvis, wide enough for my baby head to slide through, but there was

no reaching her. I was very critical of my mother's grave. All the other Seldens were under slabs in the church or had grand memorials in the wall. The Bosworth Selden even had a tomb on which his stone replica lay with a sword at his side and a book in his hand. Some Selden women had little oval plaques like afterthoughts but at least they were inside out of the rain. "So why is she out here?" I asked Mrs Gill.

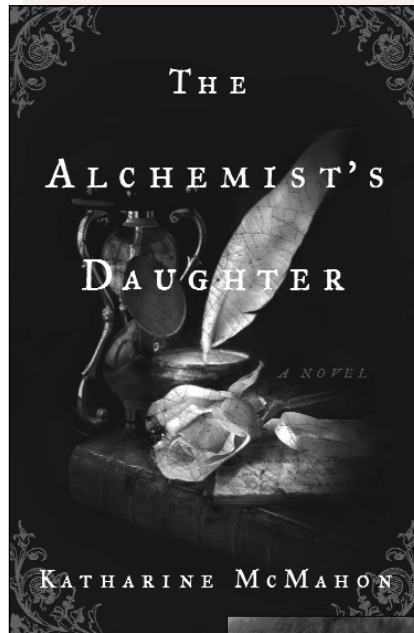
"Lord knows. I suppose because she loved the fresh air."

But I knew there was no fresh air under the ground. I had scooped up handfuls of earth and discovered that it smelt of cellars and tasted of coal. I had watched a fat worm writhe across my palm. "Was she wearing a silk dress when you buried her?" I asked Mrs Gill.

"What a waste that would have been," she said.

As we left to go home we passed villagers huddled in groups, nodding and smiling. I thought they envied me. I thought every girl in the village must want to be me and spend her days as I did, distilling and calcifying and learning the myriad qualities of sulphur, the works of Maier and Paracelsus and the 12 Keys of Basil Valentine. Anyway, usually I was too busy, too fascinated by the dramas of our investigations to pay much attention to the world beyond. My vision was so filled with books and fermentations and hypotheses that I had no time for the study of human beings other than of their anatomy and the circulation of their blood.

Selden Manor was the crucible in which my father, the Gills, and I lived together. I peer into it now with the respectful caution with which I was taught to approach any volatile experiment. I am searching for a day to illustrate our life before 1725, the year when everything changed. And unlike the blacksmith's daughter, I am an expert in observation. I know what I am looking for—bubbles of gas, a rise in temperature, an alteration in texture—small indications of chemical change that mean something significant is happening.



A PIECE OF CAKE

A PIECE OF CAKE IS AN INSPIRING, AT TIMES HILARIOUS, OFTEN DISTURBING AND DEEPLY MOVING ACCOUNT OF A WOMAN WHO TOOK ON THE WORST OF CONTEMPORARY URBAN LIFE AND SURVIVED IT WITH WIT AND AN INDOMITABLE WILL.

From beloved daughter to abused foster child to prostitute and gang member, Cupcake Brown took on the worst of contemporary urban life and survived it. In *A Piece of Cake*, she candidly recounts her remarkable story.

At 12 years old, following the death of her mother, Cupcake entered the child welfare system. Like so many, she was sexually abused and neglected. As she moved from misadventure to misadventure within the system she developed a massive appetite for drugs and alcohol—an appetite she fed by turning



tricks. From this troubled start, Cupcake's life became a dangerous mix of gang banging, prostitution, and drug dealing and addiction. At age 25, she hit rock bottom and began to rebuild her life with the help of a kind boss and an eccentric group of fellow addicts who became—at last—a family to her.

A Piece of Cake is filled with the humor and determination that carried Cupcake through her long journey. Her engaging voice, ferocious wit, and gritty prose make this an inspiring story of a woman's survival in the face of hellish circumstances.

A MEMOIR BY CUPCAKE BROWN

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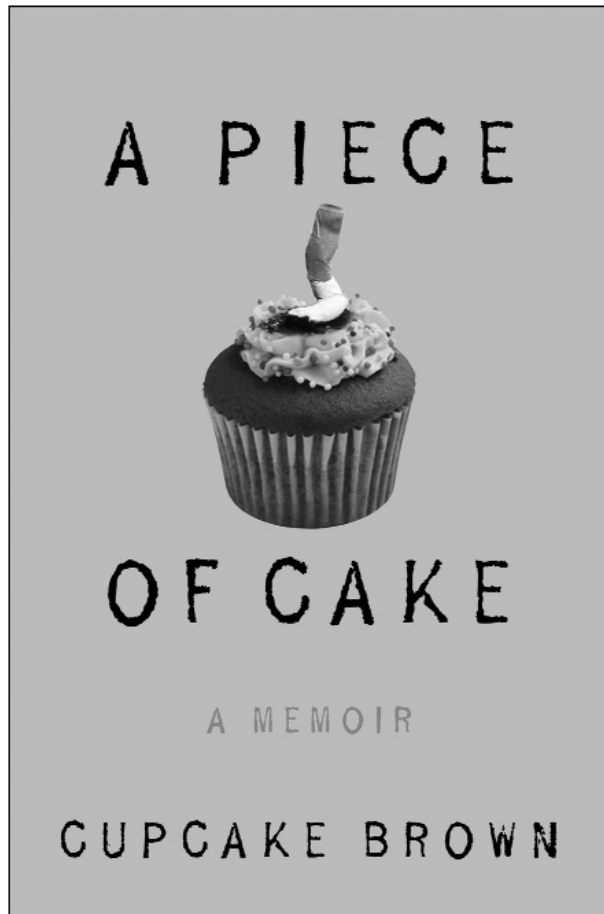
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CUPCAKE BROWN is an attorney at Bingham McCutcheon in San Francisco, one of the largest law firms in California.



Autobiography (BIO000000)

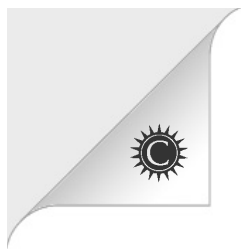
6 1/8 x 9 1/4; 464 pages

1-4000-5228-9. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9781400052288

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Translation: International Creative Management
1st Serial: Crown
Audio: Crown



An Excerpt from

A PIECE OF CAKE

by

Cupcake Brown

I was actually enjoying working—it didn't interfere with my partying, especially since when at work I stayed high on coke, meth, black beauties or other uppers, which provided me with extraordinary energy—that is, when it was good shit.

Every so often, I'd cop a "bad batch," which is what happened one particular night. The blow was so bad, it wasn't keeping me up or giving me energy—all it did was cause my nose to run nonstop. I walked around constantly sniveling and wiping my nose.

"You got a cold?" Sandra asked gruffly. We were in the bathroom. She was coming out of one of the stalls; I was standing over the sink blowing my nose, trying to get it to dry up. She wasn't trying to be gruff, it's just that she was huffing and puffing from the effort of trying to force her fat ass back into her skintight pants. Any other time the sight would have been comical, but with my nose flowing like Niagara Falls, I didn't have time to fully take it in.

"What?" I asked, irritated that she'd interrupted my concentration as I tried to stuff a large piece of twisted tissue up my nose.

"I said, do you have a cold?" she repeated. She'd successfully forced her zipper closed. But her stomach poured out over the top of her pants like beer foam.

"Ah...yeah," I replied, unsure of how to respond.

"Girl, stop lying," she snapped suddenly. Her direct tone startled me. She seemed to have forgotten about her bulging stomach and was now focusing on me and my nose. My eyes grew wide as I realized she might be a little more hip than I'd originally thought.

Play it cool, girl, I told myself. Act stupid. Just act stupid!

"What do you mean?" I asked as I fluttered my eyes and spoke in the most naive voice I could muster.

"Aw girl, come on. Everybody gets high off of something. Why you think we running our mouths a mile a minute around here and typing like Flash Gordon? Me, myself, I like blow. It looks like you do too, though it looks like you got punked on your last batch."

I wasn't sure how to deal with her comment. My mind began to race.

Was it a setup by management? Trying to see if they could get me to confess that I did drugs so they could fire me? Or maybe it was a setup by Carla on behalf of management? Hell, come to think of it, who the fuck was management?

I decided I wouldn't admit to shit.

"I...I don't know what you're talking about," I said loud and slow as I looked around the bathroom for the hidden camera. "No, no drugs here. I'd NEVER do ANYTHING like that."

I walked around checking under stalls, toilets and sinks for a hidden microphone. I wanted to make sure "they" could hear me.

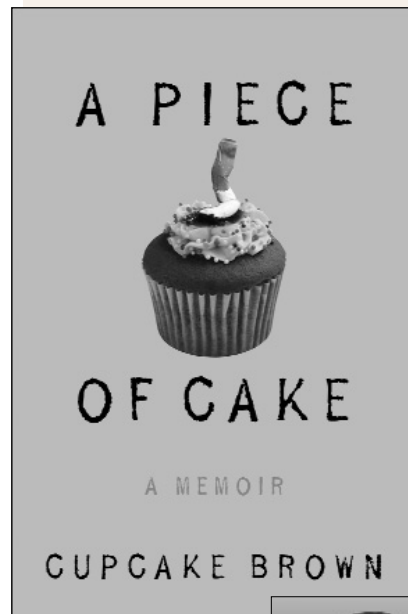
"Girl, relax," Sandra said as she began laughing. "This ain't no setup, okay? Nobody put me up to this. I've been snorting long enough to know a bad drip when I hear one."

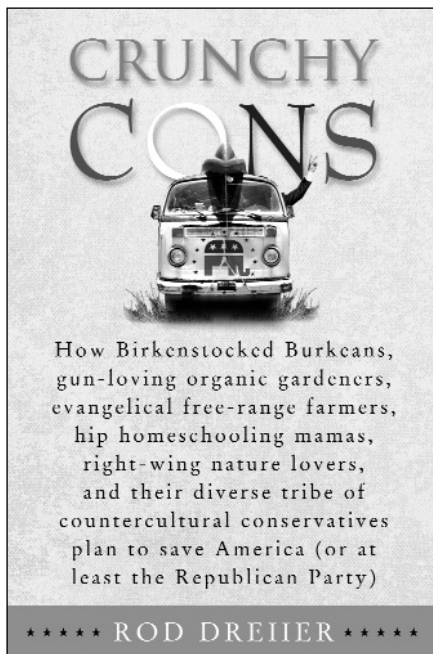
I stood there silent. Eyes wide. Mind racing. What the fuck to do?! What the fuck to do?!

"Look, try some of this," she said as she pulled a small brown glass bottle from between her huge breasts. I instantly knew what was in it. I sometimes used those little bottles myself. They were for carrying blow or meth. When the lid was unscrewed, it had a tiny spoon attached to it by a short, thin silver chain—the chain was to prevent the spoon from getting misplaced. The spoon came in handy for snorters who had no fingernails with which to hold their blow.

Sandra unscrewed the lid, grabbed the thin chain and dipped the spoon into the bottle. Making sure the spoon was overflowing with the shiny white substance, she held it up to the left side of her nose, and holding the right side closed with a finger, she snorted. As she inhaled, the white power vanished up her nose so fast that if I had blinked, it would have seemed like magic. There was no doubt in my mind—Sandra was a blow pro.

"Now that's some good shit!" she exclaimed as she held back her head, reached up and pinched her nose to keep any powder from spilling out. She closed her eyes and enjoyed the head rush.





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Crunchy Cons

By Rod Dreher

*In a book reminiscent of *Bobos in Paradise*, the former National Review writer who coined the phrase "Crunchy Conservatism" offers up a manifesto for the large but unheralded group of right-of-center Americans who reject much of Republican orthodoxy and are seeking a purer form of conservatism.*

In 2002 Rod Dreher wrote an article in *The National Review* about being a "crunchy con," a person who holds conservative beliefs but lives a lifestyle that looks awfully, well, liberal. Crunchy cons aren't liberal Republicans; rather, they lay claim to a culture-based, traditionalist conservatism that predates the rise of Reaganism. Hundreds of people, from a pro-life vegetarian Buddhist Republican to an NRA staffer with a passion for organic gardening, responded to say, "Hey, me too!"

Now, with *Crunchy Cons*, Dreher fully illuminates this "third way" in which so many Americans are choosing to define themselves, transcending the simplistic blue state/red state divide. Doubly countercultural, they affirm the value of the free market but recognize that the point of life is not to become a more satisfied shopper. They usually vote Republican but put the preservation of human communities and natural habitats above the drive for corporate profits.

The vitality and freshness of Dreher's argument will encourage crunchy cons to claim their identity and press for political and social change. As *D* magazine wrote: "Rod Dreher is stirring a controversy that has been too long in coming. He has climbed to the top of the ivory tower and started clanging an alarm bell. It is a wake-up call that all who care about conservative ideas should heed."

ROD DREHER is a writer and editor at the *Dallas Morning News*.



Political Science (POL000000)

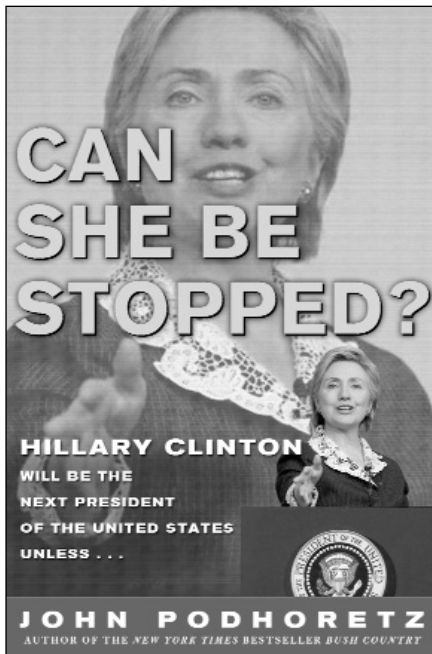
5½ x 8¼; 256 pages

1-4000-5064-2. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400050642

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Can She Be Stopped?

Hillary Clinton Will Be the Next President of
the United States Unless...

By John Podhoretz

The New York Times bestselling author of Bush Country delivers a groundbreaking—and, to conservatives, terrifying—look at why George W. Bush's political success could be paving the way for a Hillary presidency.

It's every conservative's nightmare: Hillary Clinton as president. Could this happen? Could a successful right-wing presidency be leading to an equally successful left-wing restoration? Bestselling author and political pundit John Podhoretz says yes, revealing Clinton's plan to take over the White House, and proving she's much further along than her enemies have feared.

Podhoretz documents Hillary's numerous advantages over other candidates (both Democratic and Republican) and the many outside factors that enhance her viability as a candidate. His groundbreaking analysis shows Republicans that the long-feared Hillary presidency is not just a possibility, but a likelihood.

The question is, can she be stopped? Podhoretz, again, says yes—if Republicans are prepared to fight and to address the weaknesses within their own coalition. He offers a detailed blueprint for derailing Hillary but also a warning that it will succeed only if conservatives begin working now to keep their worst dreams from becoming true.

JOHN PODHORETZ is a Fox News Channel contributor, a columnist for the *New York Post*, a one-time speechwriter for President Ronald Reagan, and has served as a consultant on NBC's *The West Wing*. He lives in New York City.



Current Affairs—American (CUR001000)

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

0-307-33730-8. \$26.95 hardcover (Canada: \$37.95)

EAN Code 9780307337306

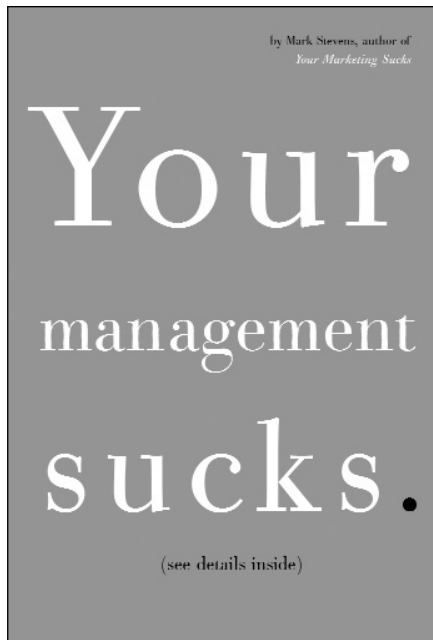
On Sale 3/7/06

British: Crown

Translation: The William Morris Agency

1st Serial: Crown

Audio: The William Morris Agency



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Also by Mark Stevens

Your Marketing Sucks

1-4000-8169-6

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Your Management Sucks

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By Mark Stevens

First Mark Stevens told you that "your marketing sucks;" now he's back with a 7-day battle plan that challenges assumptions about success and provides a road map for taking your business to the next level.

Mark Stevens, whose in-your-face approach to business has made him a very successful advisor to managers and owners at start-ups and Fortune 500s alike, wants you to declare war on your business—a constructive war that will take your company from good to great. *Your Management Sucks* challenges complacency and conventional wisdom and provides a 7-day plan of attack that will help you make the changes necessary to get there.

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Day 5: Unleash your management project: the plan that changes everything.

Day 6: Don't be afraid to have a bad day.

Day 7: The Lord may have rested on the seventh day, you can't!

Stevens's ideas will send the unmistakable signal that you are willing to take whatever steps are necessary to achieve perpetual growth and not be held hostage by internal politics, political correctness, or conventional thinking. *Your Management Sucks* offers straightforward advice that is sure to lead to outstanding results.

MARK STEVENS, president of MSCO, is an entrepreneur, advisor, business builder, and author. He lives in Bedford, New York.



Business & Economics—Management (BUS041000)

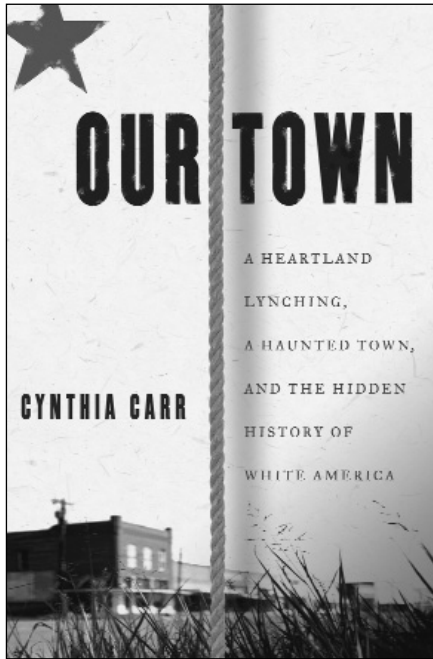
5½ x 8¼; 256 pages

1-4000-5493-1. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400054930

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[National Publicity](#)

[National and Regional NPR Campaign](#)

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Our Town

A Heartland Lynching, a Haunted Town, and the Hidden History of White America
By Cynthia Carr

Cynthia Carr's Our Town is an epic account of a brutal lynching that took place in 1930 in Marion, Indiana, and the town's struggle to forget the events of that terrible night.

In August 1930, one of the most infamous lynchings in American history took place in Marion, Indiana, and was recorded in a chilling photograph that became an iconic image of white brutality. Although she grew up in Marion, journalist Cynthia Carr was an adult before she saw that photograph and was forced to examine how the quiet Midwestern town she loved as a child could harbor this gruesome secret from its past. Using archival sources and interviews with surviving participants, she investigated the history of race relations in Marion, the events of that night, the presence of the Ku Klux Klan in Indiana, and her own grandfather's possible involvement. Carr set out to uncover the truth about Marion and in doing so discovered something essential about race and racism in America. She uses this racial conflagration to illustrate the dilemma of American memory—our inability to confront the atrocities that define our past.

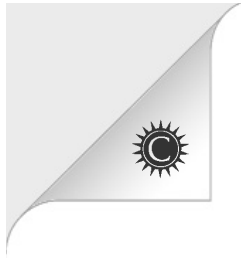
Our Town is a powerful and intensely compelling combination of contemporary history, personal narrative, and literary journalism in the tradition of *Blood Done Sign My Name* and *Slaves in the Family*.

CYNTHIA CARR was the senior arts writer for the *Village Voice* and is presently a freelance writer living in New York.



History (HIS000000)
6 7/8 x 9 1/4; 512 pages; 8-page black-and-white photo insert
0-517-70506-0. \$25.95 hardcover (Canada: \$35.95)
EAN Code 9780517705063
On Sale 3/21/06

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AN EXCERPT FROM

OUR TOWN

BY

CYNTHIA CARR

I WAS AN ADULT BEFORE I EVER SAW THE PICTURE. BUT EVEN AS A GIRL, I KNEW THERE'D BEEN A LYNCHING IN MARION, INDIANA.

That was my father's hometown. And on one of many trips to visit my grandparents, I heard the family story: The night it happened back in 1930, someone called the house and spoke to my grandfather, whose shift at the Post Office began at three in the morning. "Don't walk through the courthouse square tonight on your way to work," the caller said. "You might see something you don't want to see." Apparently, that was the punchline—which puzzled me. Something you don't want to see. Then, laughter.

I now know that, in the 1920s, Indiana had more Ku Klux Klan members than any other state in the union—from a quarter to a half million members—and my grandfather was one of them. Learning this after he died, I couldn't assimilate it into the frail grandpa I'd known. Couldn't assimilate it at all and, for a long time, didn't try. He was an intensely secretive man, and certainly, there had been

other obfuscations. He always said, for example, that he was an orphan, that his parents had died when he was three. I accepted this, but the grown-ups knew better. After grandpa's funeral, my father discovered a safe deposit box and hoped at last to find a clue to the family tree. Instead, he unearthed this other secret: a Klan membership card. All my father said later was, "I never saw a hooded sheet. He'd go out. We never knew where he was going."

Much of this story is about shame. My grandfather was illegitimate, a fact that someone born in small-town Indiana in 1886 would rather die than discuss. And so he did. But if that particular humiliation seems foreign today, what about the other secret? A lot of us who are white come from something we would rather not discuss. "That's in the past," we like to say, as if that did anything but give us another hood to wear.

I was in my late 20s when I first came upon



the lynching photo in a book: Two black men in bloody tattered clothing hang from a tree and below them stand the grinning, gloating, proud and pleased white folks. I couldn't believe that this was my Marion, the lynching referred to in my family, a tree I'd walked past as a child. I looked anxiously for my grandfather's face in that photo. Didn't find it. That was some relief. But he too had gone to the square that night. There'd been something you don't want to see. Then laughter. And as I began to tell people this story, that was one detail I left out, because it shamed me: there was laughter.

The New York Times bestselling author of Queen Bees & Wannabes—the inspiration for the blockbuster movie Mean Girls—explores the fierce social competition among parents and offers them the tools to meet it head on.

QUEEN BEE MOMS & KINGPIN DADS

Coping with the Parents, Teachers, Coaches, and
Counselors Who Can Rule—or Ruin—Your Child’s Life

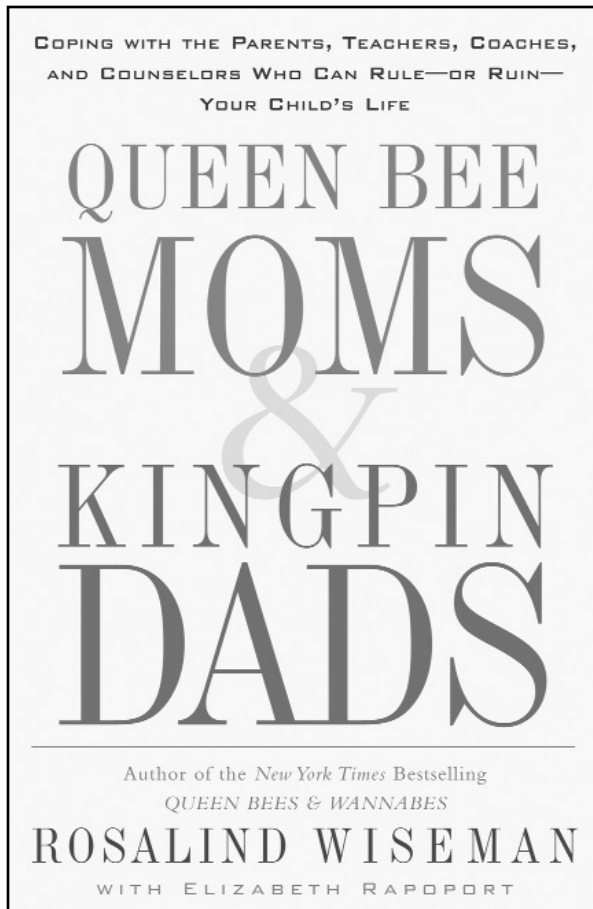
What happens to Queen Bees and Wannabes when they grow up? In her trademark style—empathic, funny, and unfailingly honest—Rosalind Wiseman shows us that becoming a grown-up doesn’t necessarily mean leaving cliques and peer pressure behind; often we just graduate to a new level.

Wiseman explores:

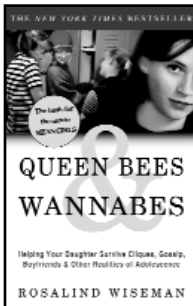
- How to recognize the archetypal moms and dads—from Caveman Dad to Hovercraft Mom
- How and when to step in and step out of your child’s conflicts with other children, parents, teachers, or coaches
- How the way you handle parties, sports, risky behavior, and academic performance affects your child
- How unspoken assumptions about race, religion, and other hot-button subjects sabotage parents’ ability to work together

Queen Bee Moms & Kingpin Dads is both a cultural exposé and a practical handbook. While it reveals the dark underside of parent-to-parent relations, it also offers readers the tools to become wiser, more relaxed parents.

ROSALIND WISEMAN
with Elizabeth Rapoport



ROSALIND WISEMAN is a cofounder of the Empower Program, a nonprofit organization that empowers youth to stop violence. She lives in Washington, D.C., with her husband and two children.



Also by Rosalind Wiseman
Queen Bees & Wannabes
 1-4000-4792-7
 \$14.95 paper (Canada: \$22.95)

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Don't Lose Money

THE SIMPLE STRATEGY FOR GETTING RICH—
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RULE

Phil Town is a very wealthy man. But he wasn't always; in fact, decades ago, as a river guide earning only \$4,000 a year, he saw his life change. One day on a rafting trip he rescued a self-made millionaire who, in a gesture of gratitude, introduced Phil to the investing wisdom of Benjamin Graham and Warren Buffett and started him on a path that led quickly to stunning results.

As Town gradually fine-tuned an approach that removed nearly all risk from the investing equation, he saw his net worth soar. The core of that approach, "Rule #1," is simple: Don't invest to make money; invest to not lose money. From that guiding principle, others follow: Don't diversify; think like an owner, not an investor; and never, ever trust that the market is efficient. Phil warns that throwing lots of money into mutual funds may be the worst strategy if you're trying to grow a nest egg. By trusting your instincts, *Rule #1*, and easy-to-use Internet tools not previously available, you can significantly outperform the market-average performance of even the largest funds.

With a wealth of clear, accessible information that offers as much value for the serious investor as for the neophyte, *Rule #1* will empower those who are afraid of investing, tired of so-so results, and eager to find new ways to achieve stellar returns.

PHIL TOWN addresses half a million people a year at the nation's largest touring success seminars, sharing the stage with such respected public figures as Bill Clinton, George H.W. Bush, Colin Powell, and Rudy Giuliani. He lives in Jackson Hole, Wyoming.

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Business & Economics—Personal Finance (BUS050000)

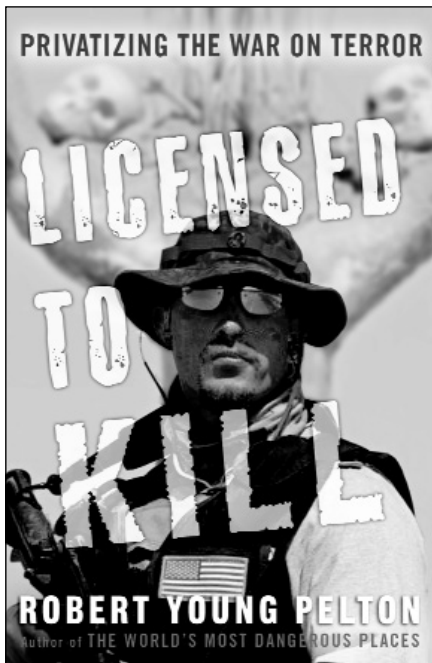
6 1/8 x 9 1/4; 288 pages

0-307-33613-1. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9780307336132

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Licensed to Kill

Privatizing the War on Terror

By Robert Young Pelton

An explosive exposé of how private military contractors are transforming the way that wars are fought.

The war on terror marks the first time that America has engaged in a major military operation using hired soldiers. According to Robert Young Pelton, the United States has actively encouraged the use of the private sector in all facets of the war effort—from intelligence gathering and combat to policy creation and peacekeeping—placing contractors in a unique role beyond legal constraints.

Licensed to Kill takes a closer look at the role of CIA paramilitaries as well as the alarming growth of private security corporations—such as DynCorp, Halliburton, and Blackwater—which, unlike the paramilitaries, are unregulated by any government. Pelton explains how these contractors are recruited, hired, and trained—and what happens when they stray from their orders.

Based on Pelton's groundbreaking reporting on Iraq and Afghanistan and including a number of news-making inside stories that have never before been told, *Licensed to Kill* offers disturbing evidence, that in the future, wars will be fought by paid contestants—and the wealthiest party will triumph.

ROBERT YOUNG PELTON is a journalist, filmmaker, and explorer whose work has appeared on the National Geographic Channel, Discovery, ABC, and CNN. A contributing editor and columnist for *National Geographic Adventure*, he lives in Los Angeles.



Current Affairs—Military (CUR007000)

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

1-4000-9781-9. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9781400097814

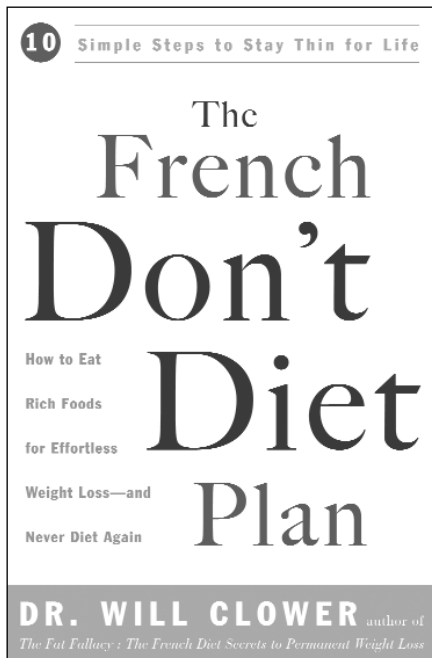
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The Fat Fallacy
1-4000-4919-9
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The French Don't Diet Plan

10 Simple Steps to Stay Thin for Life

By Dr. Will Clower

From the author of The Fat Fallacy, a practical 10-step plan to adopt French habits of eating slower and eating sumptuously for effortless weight loss and lifelong health.

By now we know that French women don't get fat. But how do you incorporate these ideas into a busy American day? An award-winning neuroscientist, Dr. William Clower has spent several years studying the skinny secrets of the French. Now, in *The French Don't Diet Plan*, Dr. Clower shows how pounds melt off as you replace low-calorie "faux foods" with rich, real meals and a fast-paced lifestyle with eating for pleasure, in 10 easy, leisurely steps.

French living is not about dieting—it's about *how* you eat. That means paying attention to the taste, pacing, and enjoyment of your meals, instead of counting calories, cutting fat and carbs, or taking guilt trips to the gym. A back-to-basics, no-deprivation approach to get thin for life, *The French Don't Diet Plan* is essential fare for anyone interested in adopting the French diet and lifestyle.

Praise for *The Fat Fallacy*:

"How is it that the French eat better and stay thinner than Americans? This book is the most complete and convincing answer I've ever seen."

—Peter Mayle, author of *A Year in Provence*

DR. WILL CLOWER is a neurophysiologist who has studied in Lyon, France. He is founder and president of PATH Enterprises, a healthy-eating and weight-loss curriculum. He lives in Pittsburgh.



Health & Fitness—Diets, Living (HEA006000/HEA010000)

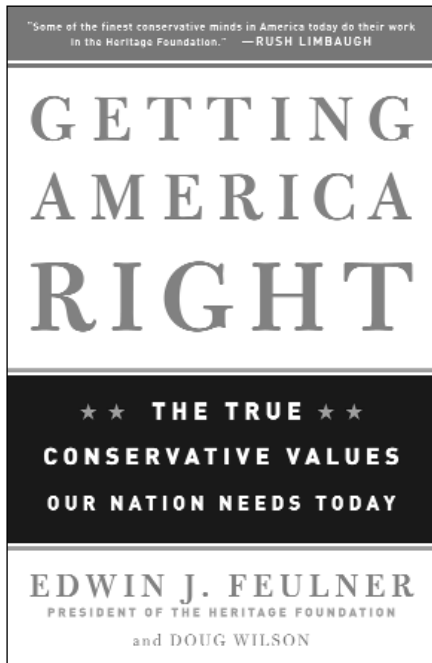
6 1/8 x 9 1/4; 320 pages

0-307-33651-4. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9780307336514

On Sale 4/11/06

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National Conservative Radio Campaign

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Washington, DC

Cross-Promotion with the
Heritage Foundation and
TownHall.com

Getting America Right

The True Conservative Values
Our Nation Needs Today

By Edwin J. Feulner and Doug Wilson

Getting America Right implores all citizens to fight for the conservative principles and values that made America great but that most of our political leaders—including Republicans—are abandoning.

Conservatives are finally steering the ship of state. But as authors Edwin J. Feulner and Doug Wilson reveal in *Getting America Right*, even Republicans are no longer fighting for the conservative principles that have always been the strength of this country: limited government and spending, individual freedom of choice, fiscal responsibility, and free markets.

Getting America Right is an eye-opening look at how our government's failure to uphold the pillars of conservatism affects every American, providing stunning real-world examples of how citizens are punished as unprincipled elected officials defend their political future rather than the country. Ultimately, *Getting America Right* is a hopeful book that offers the remedy to this problem—specific steps everyone can take to demand accountability and a return to core principles. This is a wake-up call to every American, a blueprint for making the nation as great as it can and should be.

EDWIN J. FEULNER is the president of the Heritage Foundation, a Washington, D.C.-based conservative research and educational institute. He lives in Washington, D.C. **DOUG WILSON** is the chairman of TownHall.com. He is based in Newport Beach, California.



Current Affairs—American (CUR001000)

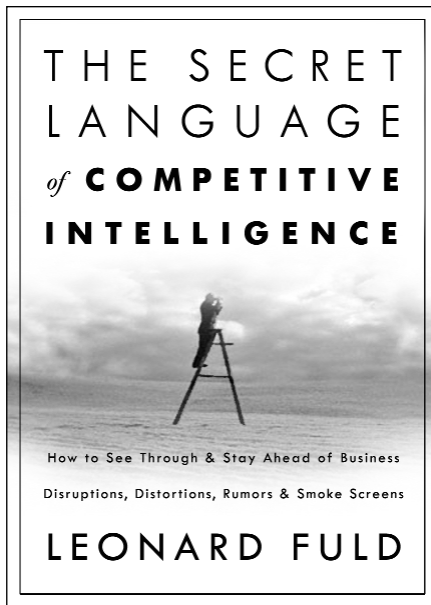
6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 272 pages

0-307-33691-3. \$26.95 hardcover (Canada: \$37.95)

EAN Code 9780307336910

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The Secret Language of Competitive Intelligence

How to See Through and Stay Ahead of Business Disruptions, Distortions, Rumors, and Smoke Screens

By Leonard M. Fuld

The "undisputed dean of competitive intelligence" (Fast Company) reveals how to discover how your competitors operate today and what their plans are for the future.

For more than 25 years, Leonard Fuld has been developing groundbreaking ways for managers in companies around the world to stay two steps ahead of the competition and discover what they are doing about pricing, new product roll-outs, strategic alliances, outsourcing, cost of operations, and other business essentials. Now, in the first book of its kind for a general business readership, Fuld shows how to understand exactly what you are up against today in business and how to anticipate the competitive threats you will face in the future.

Fuld reveals how to access the surprising amount of business data that is freely available to anyone who knows where to look, to learn the secret language of the Internet in order to extract strategic gems of information, to verify that your information is accurate, to make prudent decisions based on less-than-complete information, and to convert raw data into highly refined intelligence that leads to effective market-based decisions.

LEONARD M. FULD is the founder and president of Fuld & Company, a leader in the field of competitor intelligence. He has been profiled in major publications such as *Harvard Business Review*, *Fortune*, the *New York Times*, and *Newsweek*. He lives in Brookline, Massachusetts.



Business & Economics—Management (BUS041000)

5½ x 7⅞; 224 pages

0-609-61089-9. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9780609610893

On Sale 4/11/06

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JESSICA DARLING FANS, EXULT!

THE WILDLY ANTICIPATED FOLLOW UP TO MEGAN MCCAFFERTY'S *SLOPPY FIRSTS* AND *SECOND HELPINGS* HAS ARRIVED. COMPULSIVELY READABLE AND HYSTERICALLY FUNNY, *CHARMED THIRDS* FOLLOWS JESSICA THROUGH HER TUMULTUOUS COLLEGE YEARS.

Things are looking up for Jessica Darling. She has *finally* left her New Jersey hometown/hell-hole for Columbia University in New York; she's more into Marcus Flutie than ever (so what if he's at a Buddhist college in California?); and she's making friends who just might qualify as stand-ins for her beloved Hope.

But Jessica soon realizes that her bliss might not last. She lands an internship at a snarky Brooklyn-based magazine, but will she mesh with the über-hip staff? As she and Marcus hit the rocks, will she end up falling for her GOPunk, neo-conservative RA; the hot (and married!) Spanish grad student she's assisting on a project; or the oh-so-sensitive emo boy down the hall? And what do the cryptic one-word postcards from Marcus really mean?

With hilarious insight, the hyper-observant Jessica Darling struggles through three years of college—and the summers in between—while maintaining her usual mix of wit, cynicism, and candor.

PRAISE FOR *SLOPPY FIRSTS*:

"Judy Blume meets Dorothy Parker." —*Wall Street Journal*
"Don't miss this hilarious trip down memory lane." —*Glamour*

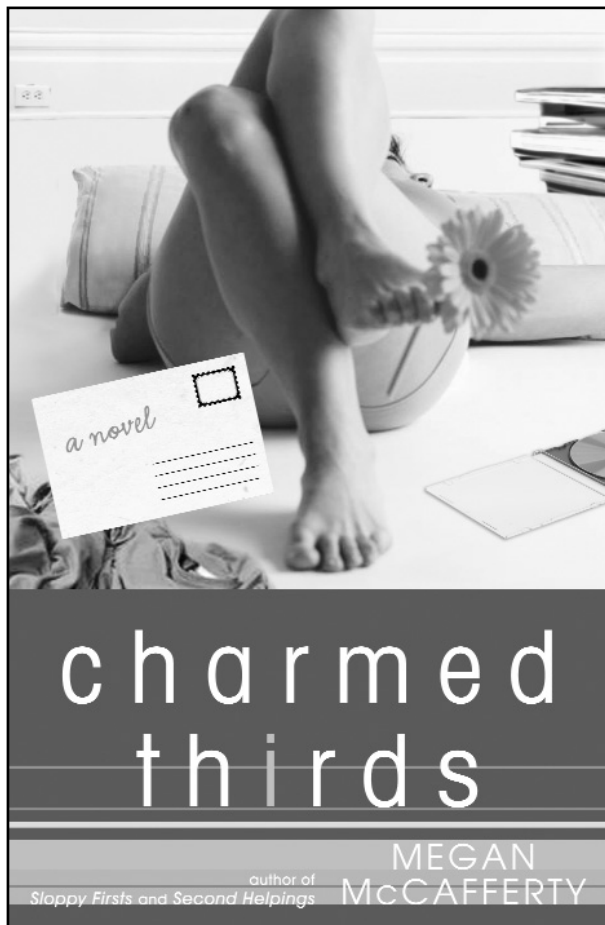
PRAISE FOR *SECOND HELPINGS*:

"Jessica is a captivating, intelligent, acidly funny—
but always believably adolescent—narrator." —*Publishers Weekly*
"McCafferty looks at teen travails with humor as well as heart." —*People*

MEGAN MCCAFFERTY has contributed to numerous national magazines. She conducts creative writing workshops for teens and is currently working on her fourth novel. She lives in Princeton, New Jersey.

charmed thirds

MEGAN
a novel by the author of
Sloppy Firsts and *Second Helpings* MCCAFFERTY



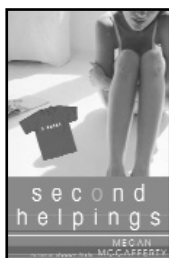
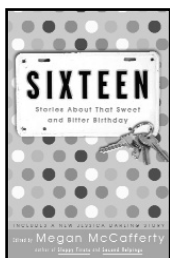
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Fiction (FIC000000)
6 1/8 x 9 1/4; 400 pages
1-4000-8042-8. \$21.00 hardcover (Canada: \$25.95)
EAN Code 9781400080427
On Sale 4/11/06

British: Joanna Pulcini Literary Management
Translation: Joanna Pulcini Literary Management
1st Serial: Crown
Audio: Crown

Reinventing the Market

HOW A MAVERICK WENT MAINSTREAM AND
CHANGED INVESTING IN AMERICA

Charles R. Schwab

with David Whitford

Charles Schwab is back at the head of the company he started 30 years ago, when he effectively opened the gates of Wall Street to America's small traders. When the SEC deregulated brokerage commissions, Schwab saw a rare business opportunity—and the chance to be his own boss while helping ordinary investors become part of a system that had formerly been reserved for the rich. More than anyone in the past 30 years, Schwab broke the mold and forever changed the way Americans look at, manage, and invest their own money.

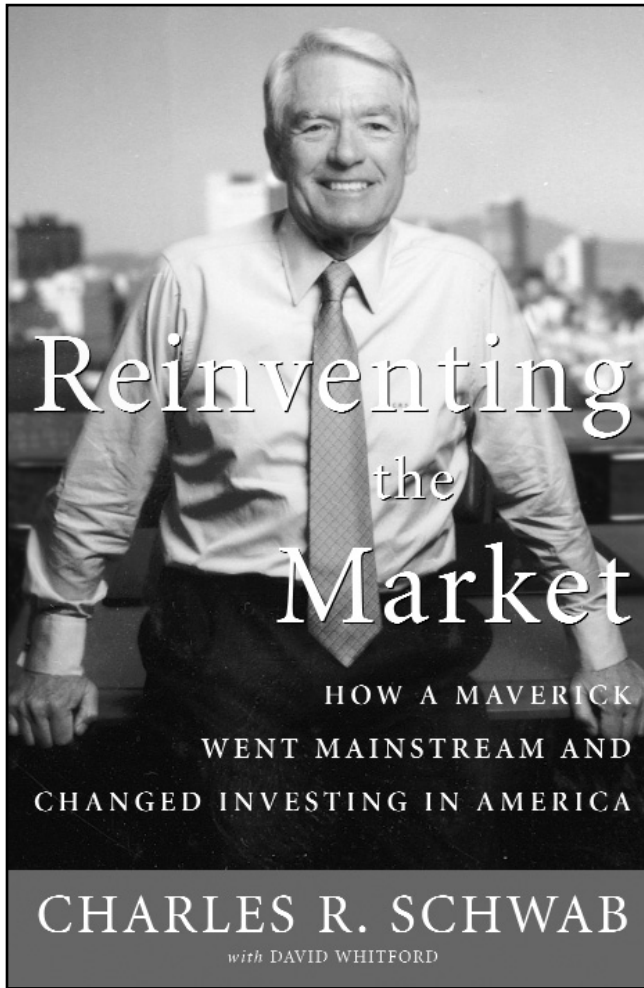
The parallel story that Schwab tells of his own life and years in business—about his struggles with dyslexia and his early difficulties as a father con-

sumed by his business ventures, for example—is refreshingly honest and revealing. But most fascinating is the story of building a company from the ground up: developing a powerful new technology that led to online trading, navigating partnerships that turned bad, resuming control after the longtime CEO was fired. As colorful and remarkable a story as any in modern business, *Reinventing the Market* is ultimately a history of how the middle class joined the moneyed class, with Charles Schwab leading the parade.

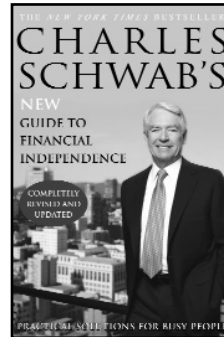
CHARLES R. SCHWAB lives in the San Francisco Bay area. DAVID WHITFORD is editor at large with *Fortune Small Business*.



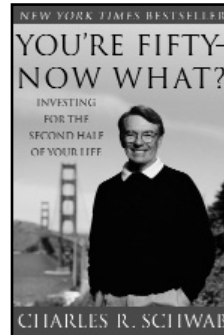
The man whose name is synonymous with the investing revolution of the last 30 years reveals how he took an idea based on the empowerment of the individual investor and created one of the nation's largest full-service financial services firms. For the first time, and with surprising candor, Schwab tells his own story, as a person and as an entrepreneur.



Also by Charles R. Schwab



Charles Schwab's New Guide to Financial Independence: Completely Revised and Updated
 1-4000-4679-3
 \$12.95 paper (Canada: \$19.95)



You're Fifty—Now What?
 0-609-80870-2
 \$14.00 paper (Canada: \$21.00)

National Television Appearances

National Publicity

20-City Morning Drive Radio Satellite Tour

Author Interviews
out of New York and San Francisco

Major National Print Advertising Campaign

Mailing to Business Leaders



Business & Economics—Economic History, Finance, Government & Business
 (BUS023000/BUS027000/BUS079000)

6 7/8 x 9 1/4; 304 pages

1-4000-5495-8. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400054954

On Sale 4/11/06

All Rights: Crown



National Publicity

20-City Political Talk Radio Campaign

Author Interviews
out of Washington, DC

Cross-Promotion with Center
for American Progress

Online Promotion
Blog ads on liberal websites

Hostile Takeover

How Big Business Bought Our Government
and How We Can Take It Back

By David Sirota

Why has government surrendered its role to protect its citizens from a corporate oligarchy bent on squeezing them dry? With fiery passion, pinpoint wit, and astute analysis, David Sirota reveals the hypocrisy, lies, and red herrings of the corporate interests and their political lackeys and shows readers how to regain control of their government.

David Sirota is a major new voice in progressive politics. He is “intense, driven, even obsessive [as he] fills the gap left by a timid Democratic establishment” (*Newsweek*). Since the last presidential election, liberal readers have been turning to books that explain what happened, like the bestselling *Try Not to Think of an Elephant* and *What’s the Matter with Kansas?* *Hostile Takeover* is the most searing and empowering book yet for this vast and ready audience.

Sirota considers major public issues—like spiraling health care and education costs, the outsourcing of jobs, the inequities of the tax code, and the declining quality of our air and water—and makes clear in each case how workable solutions are buried under the lies of lobbyists, the influence of campaign cash, and the ubiquitous spin machine financed by Big Business. And most important, Sirota enables readers to decode American politics today so they can fight back before it’s too late.

DAVID SIROTA was formerly the press secretary for Rep. Bernie Sanders of Vermont and is a veteran political operative who most recently helped Brian Schweitzer become Montana’s first Democratic governor in 16 years. He currently works as the blogger for *Working Assets*, and is a twice-a-week guest on the Al Franken Show. He also writes a bi-weekly section for *The Nation* called Permanent Minority vs. Towards the Majority about Democrats’ failures and successes.



Political Science—Government (POL040000)

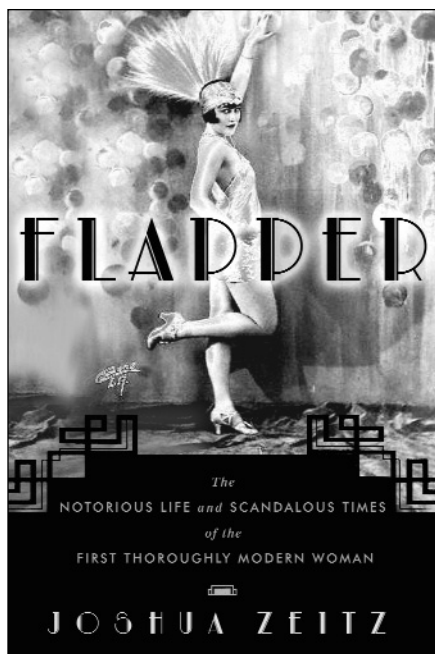
6 1/8 x 9 1/4; 288 pages

0-307-23734-6. \$24.00 hardcover (Canada: \$34.00)

EAN Code 9780307237347

On Sale 4/18/06

All Rights: Crown



National Publicity

National and Regional
NPR Campaign

Author Interviews
out of New York

Advertising
Harper's

Grassroots Outreach to Historical
Societies

P.O.P.
0-307-33871-1
Bookmarks (in packs of 25)
no charge

Flapper

The Notorious Life and Scandalous Times of
the First Thoroughly Modern Woman

By Joshua Zeitz

Through the madcap lives of Zelda Fitzgerald, Lois Long, Coco Chanel, Clara Bow, and other Jazz Age luminaries, Flapper tells the fascinating story of the new woman and the making of modern culture.

Flinging aside the Victorian manners that kept her disapproving mother tightly corseted, the New Woman of the Twenties smoked, snuck gin, hiked her hemlines, and smooched in roadsters. More important, she earned her own keep and controlled her own destiny. Her newfound freedom heralded a radical change in American culture.

Whisking us from the Alabama country club where Zelda first caught Scott Fitzgerald's eye to Muncie, Indiana, where would-be flappers begged their mothers for silk stockings, to the Manhattan speakeasies where *New Yorker* columnist Lois Long partied till daybreak, historian Joshua Zeitz brings the 1920s marvelously to life. In these pages is the story of America's first sexual revolution, its first merchants of cool, its first celebrities—and its most sparkling advertisement for the right to pursue happiness.

A dazzling weave of vivid stories and big ideas, *Flapper* offers an extraordinary look at the women who ushered in the first truly modern decade.

JOSHUA ZEITZ is a lecturer on American history at the University of Cambridge. His writings have appeared in the *New Republic*, *New York Times*, *Los Angeles Times*, and *Washington Post* and he is a contributing editor at *American Heritage* magazine. He lives in Manhattan and Cambridge, England.



History—U.S.—20th Century/Women's Studies
(HIS036060/SOC023000)

5½ x 8¼; 320 pages

1-4000-8053-3. \$24.95 hardcover (Canada: \$34.95)

EAN Code 9781400080533

On Sale 4/18/06

British: Writers House, LLC
Translation: Writers House, LLC
1st Serial: Writers House, LLC
Audio: Crown



SPRING '06

**CLARKSON POTTER/
PUBLISHERS**

The Experts' Guide to Life at Home

Read a little, learn a lot with *The Experts' Guide to Life at Home*. As the first book to join three home related genres—self-help, home improvement, and interior design, this is the ultimate must-have guide to the home. Like the first book in the series, the brief how-to chapters are writ-

ten by 100 of the world's leading experts. Famed chef Daniel Boulud shows us how to sharpen knives, Leeza Gibbons gives us tips on creating a scrapbook, Senator Dianne Feinstein provides advice on how to prevent identity theft, while Rachael Ray lays out a tailgate plan you won't want to skip. These well known experts share the spotlight with the world's leading origami expert who teaches us the art of folding a fitted sheet and the creator of the world's largest snowman who offers his secret to building one yourself.

The Experts' Guide to Life at Home helps you make the most of your home life. Relationship advice such as forgiving and having a satisfying sex life share the pages with fix-it tips like silencing a squeaky floor and doing a spring cleaning as well as top decorating advice on lighting a room and choosing a paint color. From the inside to the outside, from the bedroom to the family room, *The Experts' Guide* has it all.

As creator of "The Experts' Guide" series of books, **SAMANTHA ETTUS** has developed a "secret recipe"—a combination of talent, experience, passion, and charisma—for identifying the world's leading experts. She also pens "Celebrity Assets," a syndicated column, through Scripps Howard News Service, which appears weekly in newspapers nationwide. Samantha holds a BA in Social Anthropology and an MBA, both from Harvard University.

One hundred renowned experts offer their original insights not only into making your home more beautiful, but also living more happily within it --from balancing work and home to organizing your closets, and carving a turkey, it's in the guide.

by **Samantha Ettus**

Read a little,
learn a lot

National Publicity

National Television Campaign

20-City Radio Satellite Tour

Author Interviews
out of New York

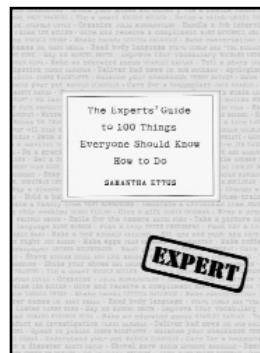
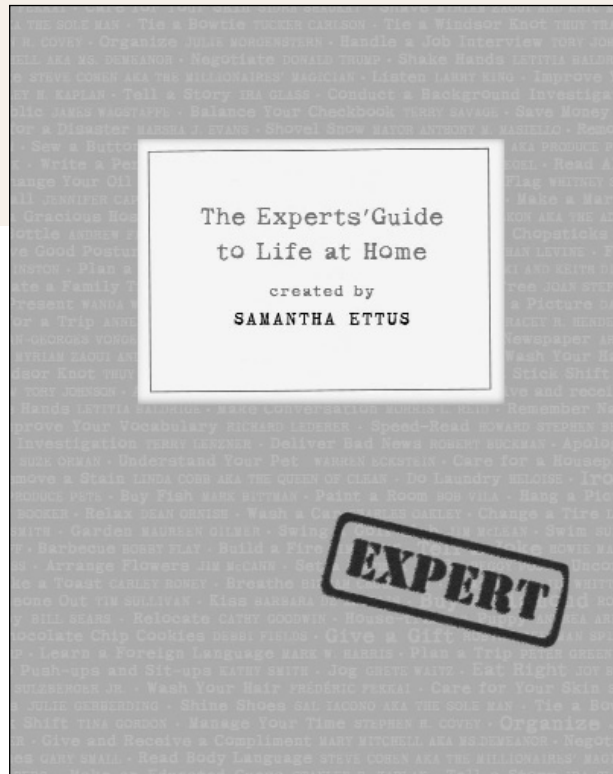
11-City Author Tour

- Chicago
- Cincinnati
- Dallas
- Denver
- Detroit
- Lexington/Louisville
- Milwaukee/Madison
- New York
- San Diego
- San Francisco
- Seattle

Advertising
The New Yorker

Included in the Clarkson Potter
New York Times Mother's Day
Advertising

Online Promotion
Promotion on author's websites,
ExpertsGuide.com, and
SamanthaEttus.com



Also by Samantha Ettus
*The Experts Guide to 100
 Things Everyone Should
 Know to Do*
 1-4000-5256-4
 \$19.95 hardcover (Canada: \$27.95)



Reference (REF000000)
 5 1/4 x 7; 336 pages; 30 line drawings
 0-307-23756-7. \$19.95 hardcover (Canada: \$27.95)
 EAN Code 9780307237569
 On Sale 10/25/05

All Rights: International Creative Management





An Excerpt from

The Experts' Guide to Life at Home

By Samantha Ettus

I will probably never feel like I am skilled enough to create a beautiful home all by myself, and after hearing from many of you, I have realized that I am in good company. In this day and age when we are all constantly on the go, trying our best to manage and balance our increasingly busy and cluttered lives, it seems like we can never do enough to improve our homes on the inside or the outside. But rather than close the book on domestic bliss, I have sought to create one. Help is here in the form of the experts' perspective. *The Experts' Guide to Life at Home* was created to help you enjoy your home life more. It is the first book to not only offer advice on how to make your home more beautiful, but also how to live beautifully within it.

As with the first book in the series, *The Experts' Guide to Life at Home* brings 100 leading experts to your fingertips. Each expert lends their own blend of passion and wisdom to their pages and you will see that their unique personalities and experience shine through in their chapters. I credit some contributors from the first

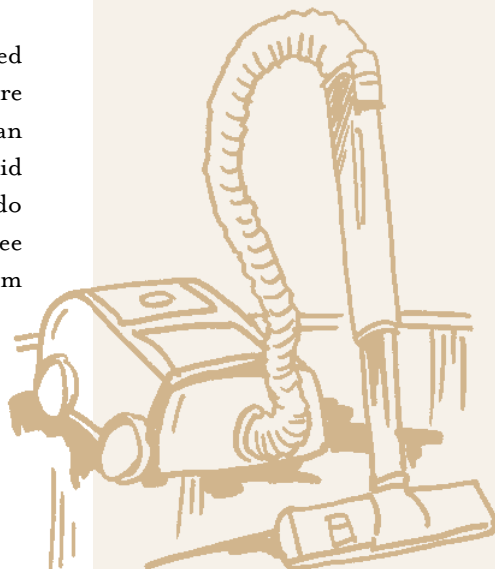
Experts' Guide with whetting my appetite for more home content. I can now hang a picture on my own thanks to **Barbara K.**, **Bob Vila** offered dependable painting techniques, and etiquette authority **Peggy Post** showed me the proper way to set a formal table, but my readers and I craved even more tips for the home. I quickly discovered that there are volumes to be said about life at home, and everyone could use some condensing.

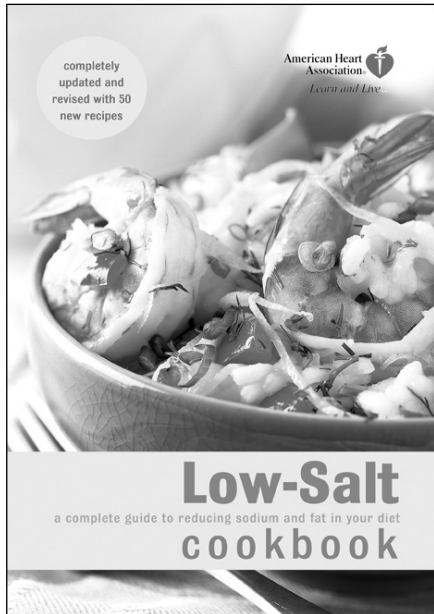
To create *The Experts' Guide to Life at Home*, I used my trusty technique of identifying and then cold calling and then persuading the world's leading authorities on the home to share their wisdom through short chapters in their areas of expertise. For the best way to organize our closets, I sought advice from the CEO of **California Closets**. For the best technique on impressing relatives over Thanksgiving, Oprah's chef, **Art Smith**, weighed in on how to elegantly carve a turkey, and for mastering the art of compromise, radio psychologist **Dr. Joy Browne** shows us the way.

The experts have given us a gift that goes

beyond their advice and tips. Infused in all of their words is their passion and devotion to what they love. Whether it is **Preston Bailey** waxing poetic about flowers or chef **Rachael Ray** describing the importance of having a “food strategy” at a ball game, these experts live their own advice. The pleasure of 100 experts sharing their work is that we are offered a window into their wealth of knowledge as well as their distinct loves and personalities. I hope the book encourages you to discover your own passion as well as the passion in those around you.

Read the book for entertainment-cloaked advice or consult the guide when you are preparing a dinner party, making a snowman with your kids, or simply exploring the kid inside of you. If the book motivates you to do something new or better, like build a tree house, meditate, or make a birthday cake from scratch, please let me know.





National Publicity

Major Cross-Promotion with the American Heart Association, Including

Ads in AHA publications
 Promotional pieces in AHA mailings and outreach
 Homepage features on AmericanHeart.org

Also by the American Heart Association

American Heart Association Low-Fat, Low-Cholesterol Cookbook, 3rd Edition
 1-4000-4827-3
 \$25.95 hardcover (Canada: \$37.95)

The New American Heart Association Cookbook, 7th Edition
 1-4000-4826-5
 \$30.00 hardcover (Canada: \$42.00)

American Heart Association One-Dish Meals
 1-4000-8184-X
 \$15.95 paper (Canada: \$22.95)

American Heart Association Low-Salt Cookbook, 3rd Edition

A Complete Guide to Reducing Sodium and Fat in Your Diet

By the American Heart Association

America's most trusted authority on heart-healthy eating presents the third edition of this low-salt classic, revised and expanded to include 50 all-new recipes and the latest health information.

The third edition of the bestselling *American Heart Association Low-Salt Cookbook* is here, as complete and informative as ever. Featuring more than 200 low-salt recipes—50 of them brand-new—this latest volume offers advice on how to eat healthy without cutting out flavor.

New recipes include savory appetizers like Spinach-Artichoke Hummus, healthy soups like Spicy Hearty Corn and Green Chile Soup, and delicious entrées like Halibut with Cilantro Pesto, Cumin-Lime Chicken with Vegetables, and Sirloin with Red Wine and Mushroom Sauce, as well as lots of new side dishes and desserts. In addition, there's plenty of advice on how to order when dining out or at the deli, how to avoid hidden sodium at the supermarket, and how to flavor food in interesting, exotic, salt-free ways.

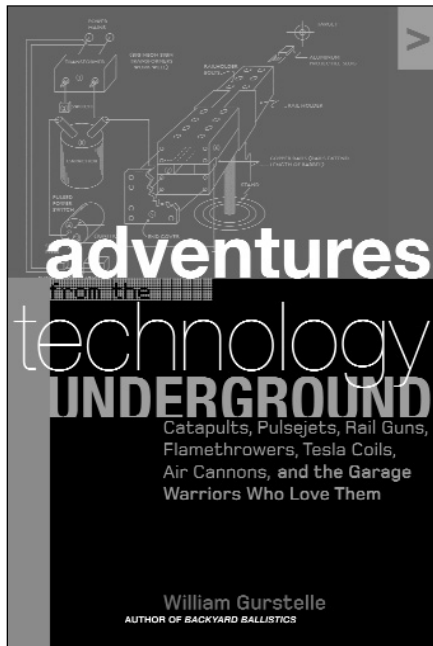
For the 65 million Americans suffering from high blood pressure, or for those who simply want to reduce their sodium intake, this latest edition of the *American Heart Association Low-Salt Cookbook* is the most up-to-date resource.

THE AMERICAN HEART ASSOCIATION is the nation's most trusted authority on heart-healthy living and diet.



Cooking—Health/Low-Salt (CKB039000/CKB052000)
 6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 368 pages
 1-4000-9761-4. \$23.95 hardcover (Canada: \$33.95)
 EAN Code 9781400097616
 On Sale 2/7/06

British: American Heart Association
 Translation: Crown
 1st Serial: Crown
 Audio: Crown



Adventures from the Technology Underground

Catapults, Pulsejets, Rail Guns, Flamethrowers, Tesla Coils, Air Cannons, and the Garage Warriors Who Love Them

By William Gurstelle

Welcome to the technology underground, the community of amateur inventors and scientific enthusiasts who exploit the laws of physics—with little regard for profit, their physical well-being, or government regulations—to build machines that move faster, fly higher, and create a bigger bang than the next guy's. Author William Gurstelle spent two years spelunking the TU, meeting and talking to these ardent technophiles in their workshops and labs and at their events and gatherings.

Meet Austin "Dr. Megavolt" Richard and his high-voltage tesla coil at the Burning Man festival. Have fun with the guys who fashion massive hurling machines for Delaware's annual World Championship Punkin Chunkin contest. And hear the roar at LDRS (that stands for Large and Dangerous Rocket Ships, by the way), the country's biggest gathering of high-power rocket enthusiasts.

A wondrous celebration of man and machine (and yeah, it's mostly a guy thing), of applied science and passion unbound, *Adventures from the Technology Underground* is proof positive that the age of invention is still going strong.

WILLIAM GURSTELLE is a professional engineer, technology consultant, and author of *Backyard Ballistics*, among other books. He lives in Minnesota.

National Publicity

National Radio Campaign

Local Publicity in Inventors' Hometowns and Technology Underground Markets

Advertising

Make Magazine

Promotion at Large Underground Events, Including:

World Championship Punkin Chunkin, and more

Outreach to engineering students and teachers

Online Promotion

Major underground technology website advertising, sponsorships, and blog campaign

Promotion on author's websites: Building-A-Catapult.com and Engineered-Words.com



Science—Applied Sciences (SCI003000)

5½ x 8¼; 240 pages; 12 line drawings

1-4000-5082-0. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400050826

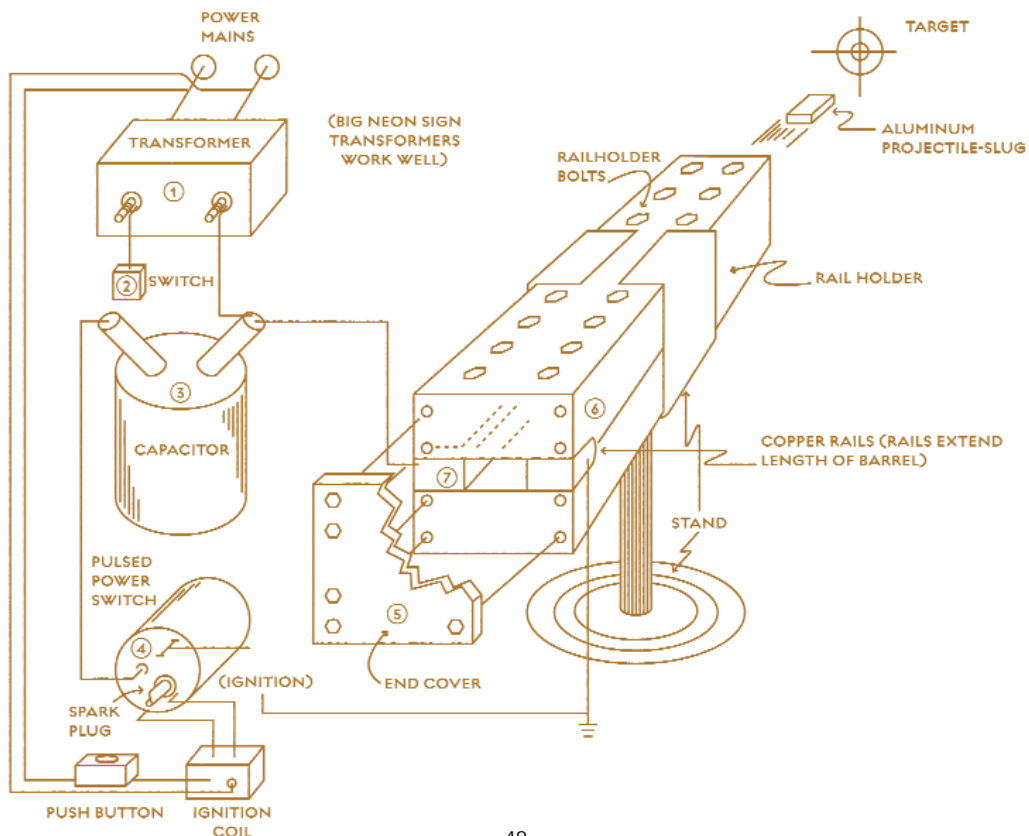
On Sale 1/3/06

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> UND

NOT EVERY PIECE OF INTERESTING TECHNOLOGICAL FABRICATION OR ECCENTRIC SCIENTIST'S FOLLY BELONGS IN THE **TECHNOLOGY UNDERGROUND (TU)**. THE RADICAL TINKERERS OF THE UNDERGROUND AND THEIR INVENTIONS ALL MEET **FIVE** CONDITIONS:

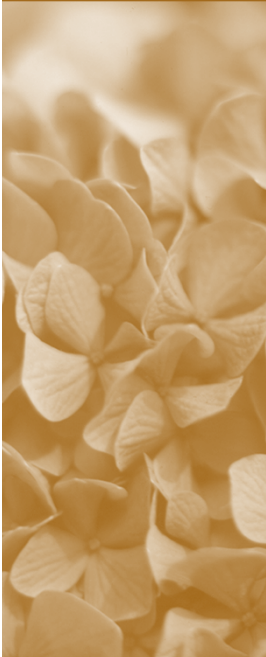


> WHAT IS THE > TECHNOLOGY ERGROUND?

- 1. PROJECTS ARE FOUNDED UPON PHYSICAL SCIENCES:** These projects are typically closer to the hammer, wrench, welding rod, and soldering gun technologies of Thomas Edison than to the virtual, computational machines of Bill Gates.
- 2. AMATEUR STANDING:** These are the projects of amateur scientists and technology enthusiasts. Qualifying projects must be motivated by love, not money. There are no large corporate R&D teams, no government-sponsored laboratories, and no real hope of a monetary profit.
- 3. ELEMENT OF DANGER:** TU projects are always “edgy” and often dangerous. Almost all have some hazardous detail, some sharp, hard, pointy thing moving at high velocity, an exposed hot surface, or with a high-voltage exposure risk.
- 4. HIGH ENERGY:** Such undertakings almost always involve the creation of large amounts of kinetic energy. In fact, in most projects, a boom starts matters off, then a whoosh, and finally a splat.
- 5. RECOGNITION:** These are social, not secret, endeavors. The projects here are meant to be seen, criticized, and lauded.

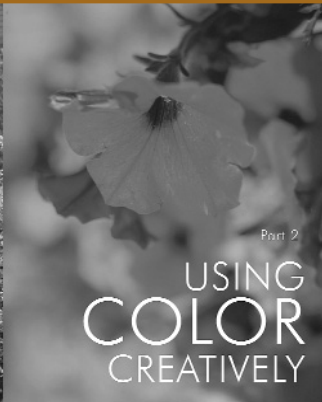
Excerpted from *Adventures from the Technology Underground* by William Gurstelle.

Celebrity home garden designer P. Allen Smith presents a fresh approach for transforming gardens into living works of art.



P. Allen Smith's COLORS for the GARDEN

Creating the Color Scheme for Your Garden



Exploring the concept of creating art with flowers and foliage, P. Allen Smith makes it easy to paint your garden with the perfect palette of plants. Smith begins with the idea that the exterior of your home and the permanent features in your garden are the canvas upon which you apply colors. He then puts a fresh spin on the

color wheel, simplifying the process of selecting compelling blends of hues to complement your home and personal style. By following his simple methods, gardeners can confidently choose just the right color combinations that seamlessly link home and garden and assemble artful compositions for satisfying results.

National Publicity

National Garden Radio Campaign

Spring Garden Giveaway Promotion to P. Allen Smith's Syndicated TV Stations in 20 Markets

12-City Author Tour

Atlanta	Minneapolis
Chicago	Nashville
Dallas	New York
Denver	Orlando
Portland, OR	St. Louis
Los Angeles	San Francisco

Cross-Promotion with P. Allen Smith's Gardening Product Line

Online Promotion

Feature on author's website, PAllenSmith.com

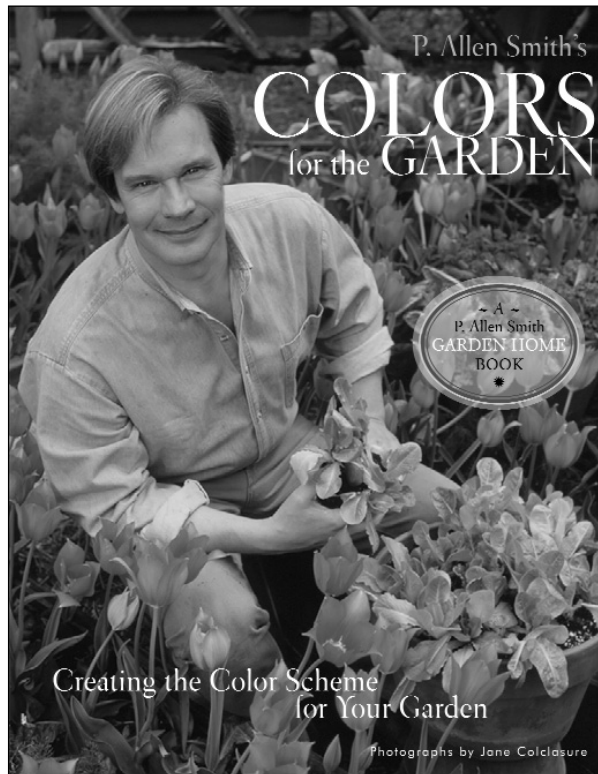
Also by P. Allen Smith

P. Allen Smith's Container Gardens
1-4000-5343-9
\$29.95 hardcover (Canada: \$42.00)

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

Particularly useful is the plant directory that he includes, a color-coded resource guide that helps gardeners choose the right plants based on their color theme, growing zone, and light requirements. Both inspirational and imminently practical, *P. Allen Smith's Color for the Garden* is an indispensable reference for gardeners of all skill levels and a welcome addition to the popular *P. Allen Smith Garden Home Collection*.

Bestselling author and professional garden designer **P. ALLEN SMITH** is the star of two nationally syndicated television shows, hosts gardening reports on the Weather Channel, and is the contributing garden editor of *Women's Day* and *Cottage Living* magazines. He is a sought-after public speaker, and his mission is to instill the joy of gardening in everyone he meets.



Gardening (GAR000000)
8½ x 11; 192 pages; 350 full-color photographs
1-4000-5342-0. \$32.50 hardcover (Canada: \$45.00)
EAN Code 9781400053421
On Sale 2/7/06

All Rights: Crown



National Publicity

Author Interviews
out of New York and San Francisco

Tie-In with Author's Appearance
Schedule

\$500 Room Makeovers

By Lisa Quinn

From hip designer and TV host Lisa Quinn comes the ultimate handbook for real-life home decorating—for real people on real budgets.

Almost everyone has that one room (or three) they'd love to redo. But not everyone has the budget for a major decorating overhaul. *\$500 Room Makeovers* provides a solution: high-impact room makeovers on extremely low budgets.

Designer Lisa Quinn walks us through more than 20 spectacular room makeovers, each with a spending limit of \$500. Her room concepts include Dramatic Rooms, like Moulin Rouge Studio and Pop Art Pad; Classic Rooms, such as Botanical Dining Room and Peaceful Bedroom; Exotic Rooms, including Moroccan Retreat and Ingénue Bath; and Kids' Rooms, like Pretty in Pink and Cowpoke Nursery.

Quinn offers creative ideas for easy, inexpensive home projects, along with step-by-step instructions. She explains how to transform everyday household objects into design pieces, how to easily create architectural statements, and how to address room-specific design challenges.

With 300 color photos and an engaging design in a paperback format at a very low price, *\$500 Room Makeovers* is an ideal guide for young decorator-on-a-dime types, as well as the many fans of TV home-makeover shows.

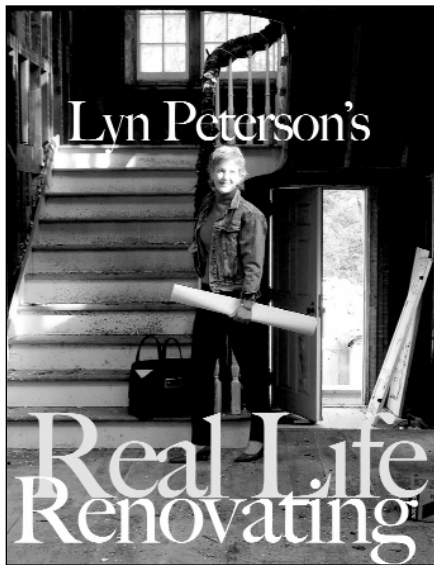
LISA QUINN is an interior designer, set designer, and segment host of CBS-5 San Francisco's *Evening Magazine*, as well as a spokesperson for IKEA. She lives in the Bay Area.



House & Home—Decorating (HOM003000)
8½ x 11; 192 pages; 300 full-color photographs
1-4000-9779-7. \$22.50 paper (Canada: \$30.00)
EAN Code 9781400097791

On Sale 2/21/06

All Rights: Crown



National Publicity

Author Interviews
out of New York

Tie-In with Author's
Appearance Schedule

Lyn Peterson's Real Life Renovating

By Lyn Peterson

Celebrated decorator, designer, entrepreneur, and inveterate renovator Lyn Peterson offers inspiration and practical advice to the millions of American homeowners who spend a combined \$500 billion a year on home renovation.

Lyn Peterson's *Real Life Renovating* is the only book on the market that addresses both the rewards and the realities of renovating with candor, empathy, and wit. How much will it really cost? How long will it really take? This wide-ranging guide shows how to renovate a variety of spaces—kitchens, bathrooms, bedrooms, home offices, family rooms, and more—from start to finish, by:

- determining the program and defining the extent of the renovation
- gathering the team—finding the right contractor, architect, and designer (and discovering what you can do on your own)
- compiling a wish list and coming up with realistic alternatives

The book chronicles the experiences of the real "experts": 13 families who undertook a variety of renovations, big and small, and tell you exactly what to expect. You'll also find savvy time- and money-saving tips (like cutting kitchen renovation costs in half by keeping the "boxes" of your old cabinets), plus lots of before and after photographs, floor plans, and an extensive resource guide.

LYN PETERSON is the founder of Motif Designs, the renowned interior design, furniture, fabric, and wall coverings firm with products sold at Calico Corners, Gracious Home, Janovic Plaza, and other design centers across the country.



House & Home—Remodeling (HOM017000)

8½ x 11; 288 pages

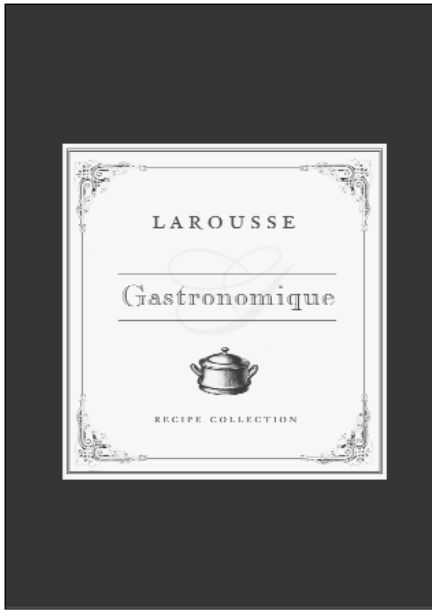
250 full-color & 25 black-and-white photographs

1-4000-5300-5. \$37.50 hardcover (Canada: \$55.00)

EAN Code 9781400053001

On Sale 3/14/06

All Rights: Crown



National Publicity

Also by Librarie Larousse

Larousse Gastronomique
0-609-60971-8
\$85.00 hardcover (Canada: \$110.00)

Larousse Gastronomique Recipe Collection

By Librarie Larousse

The Larousse Gastronomique Recipe Collection offers the 2,500 recipes from the celebrated guide to all things cooking in a handsome, convenient four-book boxed set.

Since its first publication in 1938, *Larousse Gastronomique* has been an unparalleled resource—the definitive food reference for professionals and home cooks alike. Now, for the first time, the 2,500 recipes from that indispensable encyclopedia are available in a handy boxed set, in four volumes:

- **Meat, Poultry, and Game:** Recipes for everything from beef to lamb and chicken to duck, as well as rabbit, boar, and other game
- **Fish and Seafood:** Beyond salmon and tuna, clams and lobster, there are also recipes for small fish like sardines and anchovies, shellfish like mussels and scallops, and all manner of other seafood.
- **Vegetables and Salads:** An incredible variety of recipes for greens, grains, and legumes
- **Desserts:** Puddings, cakes, pastries, breads, and an array of sweets too varied to name

The *Larousse Gastronomique Recipe Collection*—backed by the trusted Larousse name—is the perfect portable addition to every cook's library, either as a handy companion piece for the extended encyclopedia or as a stand-alone guide to world cuisine.

THE LIBRARIE LAROUSSE includes scores of writers, researchers, and editors who produced the French edition, with a great many counterparts for the translation.



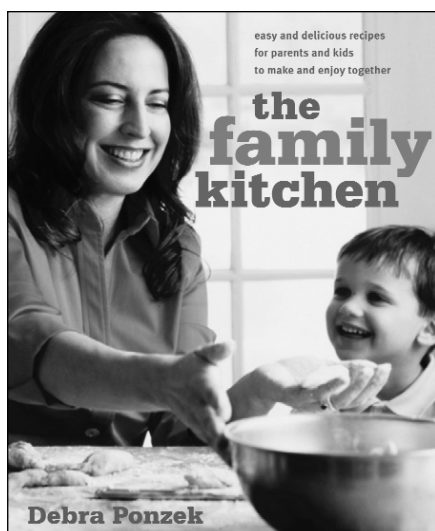
Cooking—French (CKB034000)

5⁷/₈ x 8¹/₄; 1,536 pages; 56 pages of full-color photographs
0-307-33603-4. \$60.00 boxed set of 4 hardcovers (Canada: \$80.00)

EAN Code 9780307336033

On Sale 3/28/06

British: Hamlyn Publishing Group, Ltd
Translation: Hamlyn Publishing Group, Ltd
1st Serial: Crown
Audio: Crown



National Publicity

Author Interviews
out of New York

Featured Title at 2006 IACP
Convention in Seattle

Cross-Promotion with Aux
Délices, including
Postcard mailing to restaurant
customers
Feature on AuxDelicesFoods.com

Online Promotion
E-recipe card promotion for
PotterRecipeClub.com subscribers

Also by Debra Ponzek
The Summer House Cookbook
0-609-60822-3
\$30.00 hardcover (Canada: \$45.00)

The Family Kitchen

Easy and Delicious Recipes for Parents and
Kids to Make and Enjoy Together

By Debra Ponzek

An award-winning chef and mother of three offers more than 125 recipes for the whole family to make and enjoy together.

Want to prepare one meal the entire family will actually eat? Get your kids to finish their vegetables? Spend more real time with your kids?

Enter *The Family Kitchen*, where Debra Ponzek shares recipes that are simple enough to please kids, refined enough to satisfy parents, and easy enough for everyone to roll up their sleeves and help make. From Breakfast to Dinnertime, Bake Sales to Vegetables and Salads, Snow Days to Summer Supper on the Grill, chapters include flavorful crowd-pleasers such as Pan Seared Pork Chops with Green Apple–Cranberry Compote, Double Hot Chocolate with Homemade Marshmallows, and Honey-Glazed Carrots.

Each recipe includes a list of exactly which steps kids can tackle. In addition, there are tips on how to incorporate healthy ingredients and new flavors into a child's diet, how to make a kitchen safe for kids, and how to pull off a kids' cooking party. The indispensable companion to every family's favorite gathering place, *The Family Kitchen* has a place in every home.

DEBRA PONZEK is the chef and owner of the specialty food chain Aux Délices. As former executive chef of Montrachet in New York City, she was named one of America's Ten Best New Chefs by *Food & Wine* magazine and Rising Star Chef of the Year by the James Beard Foundation. She lives in Greenwich, Connecticut.



Cooking (CKB000000)
7⁷/₁₆ x 9; 192 pages; 65 full-color photographs
1-4000-8280-3. \$25.00 hardcover (Canada: \$35.00)
EAN Code 9781400082803
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British: Dystel & Goderich Literary
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MARYJANE'S

Stitching Room Workbook

MaryJane's Stitching Room Workbook is a treasure trove of sewing, embroidery, and crocheting projects, all brand new, plus more of MaryJane's engaging essays and endearing farmgirl wisdom.

It's easy to cite reasons to choose the country life, but the abundance of songbirds tops my list. One day in the early spring, I noticed mud and twigs piling up inside a little store-bought fake nest perched on the stairway railing, about waist high, two feet from our studio door. Unbelievably, a robin was moving in! Right there, two feet from the windowed door we opened and closed dozens of times a day. We named her Trust, in E.B. White fashion.

Knowing Trust became a celebration, a shift, a farm story we love to tell, citing the principles she taught us: make do, reuse, work hard, sing, trust. Those neighbors you don't know? Plant yourself on their doorstep, deliver a cheery note, bring food, or even a "Make Do" apron fashioned from an old shirt. Forage around first, bringing with you the comforts that might matter most. Incubate trust. When it hatches, nurture and guard it with your life. It comes to us in the most fragile of shells.



Carpenter, waitress, janitor, upholsterer, secretary, milkmaid, wilderness ranger, environmental activist, entrepreneur, and founder of MaryJanesFarm, **MARYJANE BUTTERS** has worn many hats in her day, but none more proudly than that of modern-day farmgirl. She lives on a farm near Moscow, Idaho.

By MaryJane Butters



National Publicity

Author Appearances and Interviews

out of Seattle, Spokane, WA, and Boise, ID

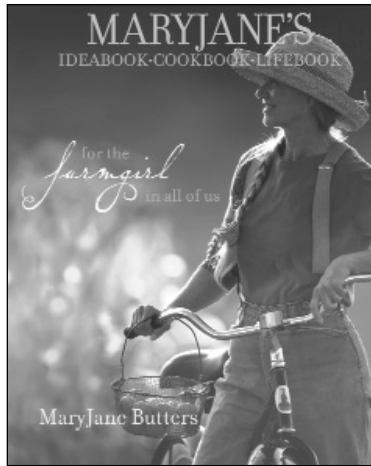
Featured Title at Craft and Hobby Association Expo and the National Needlework Association Market

Cross-Promotion with MaryJanesFarm, Including Ads in MaryJanesFarm Magazine, Product Inserts, and Postcard Mailing to Farmgirl Connection Chapters

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches MidWest, Stitches West, and more

Online Promotion

On author's website, MaryJanesFarm.com E-blast to Potter Craft Newsletter subscribers



Also by MaryJane Butters
MaryJane's Ideabook, Cookbook, Lifebook
1-4000-8047-9
\$35.00 hardcover (Canada: \$50.00)

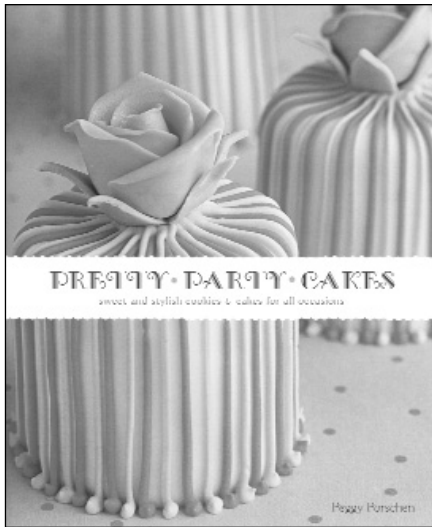


Make: Do Apron
This is a great way to bring a little bit of the farm to your kitchen. The apron is made of a sturdy fabric and has a large pocket for your tools. It also has a neck strap and a waist strap for a secure fit.
Make: Do Apron Pattern
These are just some of the many patterns included in the book. Each pattern is accompanied by a detailed illustration and a list of materials and instructions.
In America, in a farmhouse, my grandmother wore one apron and over it another, to keep it first one clean for when company came.
- Grandma (illustration and pattern)



House & Home (HOM000000)
8 x 10; 128 pages; 125 full-color photographs and illustrations
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National Publicity

Online Promotion

E-recipe card promotion to
PotterRecipeClub.com

Pretty Party Cakes

Sweet and Stylish Cookies
and Cakes for All Occasions

By Peggy Porschen

*A straightforward guide to making stunning—yet surprisingly simple—cakes, cookies, and cupcakes, **Pretty Party Cakes** offers effortless step-by-step instructions that will help hobby cooks create unique and elegant desserts.*

Peggy Porschen is a household name among those who hunger for special cakes that are as pretty as they are delicious. In *Pretty Party Cakes*, Peggy's charming designs are broken down into simple steps that turn even complicated cake sculptures into fun and accessible projects for bakers of every level.

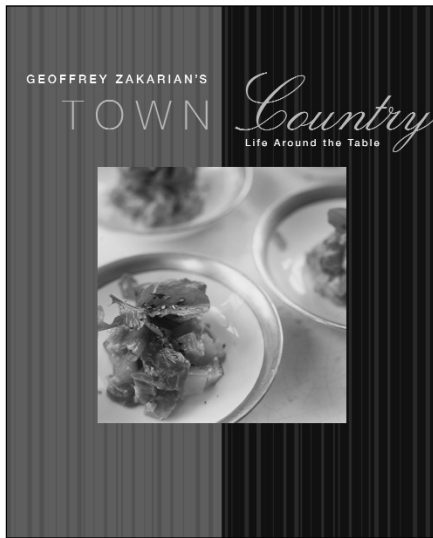
Beginning with the basics—an introduction to the equipment, recipes, and techniques needed for every project—*Pretty Party Cakes* shows how to make cookies, cupcakes, and cakes to rival those found in the most chic designer bakeries. Beautifully illustrated with step-by-step photographs and full of user-friendly text and tips, *Pretty Party Cakes* brings together everything the weekend baker needs to re-create Peggy's delightful and delicious masterpieces.

PEGGY PORSCHEN is a pastry chef whose striking designer cakes are a favorite among celebrities. Her work has been featured in a variety of magazines, including *Cosmo Bride*. She currently resides in the United Kingdom.



Cooking—Cakes, Cookies (CKB014000/CKB021000)
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Advertising
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Geoffrey Zakarian's Town/Country

Life Around the Table

By Geoffrey Zakarian

Celebrity chef Geoffrey Zakarian offers two stunningly creative recipes for each of his 60 favorite ingredients—one that's tailored for lavish "Town" meals and one that's perfect for a family-style "Country" dinner.

Whether you're in town or country, the question remains the same: What do I want to cook for dinner tonight? The answer is based as much on mood and occasion as it is on what you have on hand. Maybe it's perfectly in-season asparagus or strawberries; maybe it's a beautiful rib eye steak that caught your eye at the butcher; or maybe it's a roasting chicken that's defrosted and ready to prepare. A "Town" meal calls for something elegant, while a "Country" meal is homier and heartier. In celebrity chef *Geoffrey Zakarian's Town/Country* he offers two distinct treatments for 60 popular ingredients, including everything from the humble apple to the luxurious lobster.

Just because it's "Town" doesn't mean it's difficult, just as "Country" doesn't mean simplified flavors—it's all elegant fare you'd be proud to serve to friends and family. *Town/Country* offers recipes that are familiar and fantastic, comfortable and creative, in one attractively illustrated package that's sure to appeal to home cooks in any location.

GEOFFREY ZAKARIAN has worked in some of the world's best restaurants, including Le Cirque, '21, and 44 at the Royalton. He opened his first restaurant, New York City's Town, in 2001. This is his first book.



Cooking (CKB000000)
8 x 10; 272 pages; 60 full-color & black-and-white photographs
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1st Serial: Crown
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TOWN

Serves 4

**2 pounds sweet potatoes,
peeled and sliced thick**

8 tablespoons butter

1 fresh vanilla bean, halved

2 allspice berries

1 cinnamon stick

1 star anise

1 banana, peeled and sliced

1 orange, quartered

3 tablespoons maple syrup

½ cup heavy cream

**Kosher salt and freshly
ground black pepper**



SWEET POTATO PURÉE

with Caramelized Bananas & Oranges

Here is another perennial favorite that's been a staple on just about every menu I've ever devised. It was inspired by Alain Senderens, the great French chef, when he was at L'Archestrate, a Michelin three-star temple of gastronomy in Paris. Most people hesitate for a second, trying to figure out how the banana and orange are going to meld with sweet potato, but they're quickly convinced the second they try this dish. It goes very well with roast chicken, turkey, or duck.

Cook the sweet potatoes in salted boiling water until very soft, about 20 minutes. Drain the potatoes, then cover and keep them warm.

Meanwhile, melt 2 tablespoons of the butter in a large skillet over medium heat. Add the vanilla bean, allspice berries, cinnamon, and star anise. Toast the spices, stirring occasionally, until they are fragrant, about 3 minutes. Add the banana slices and orange quarters, increase the heat to medium-high, and cook, turning the ingredients regularly, until they brown slightly, about 2 minutes per side. Add the maple syrup to the skillet, lower the heat to a simmer, cover the skillet, remove from the heat, and set aside to allow the flavors to meld for about 30 minutes.

Squeeze the juice from the orange quarters into the syrup mixture then discard the peels. Remove and discard the spices carefully, making sure not to lose any of the syrup. (Alternately, place the contents of the pan in a strainer and press down to extract all the juices and preserve all the syrup.)

Purée the cooked sweet potatoes in a food processor on high setting, slowly adding the heavy cream and the remaining 6 tablespoons of butter. Add the banana-syrup mixture and purée until fully incorporated. Season to taste with salt and pepper and serve warm.



Country

SWEET POTATO FRIES with Lemon-Rosemary Salt

My friend the gifted chef Anne Rosenzweig used to make sweet potato fries at her restaurant Arcadia, which is where I remember first having them in the late eighties. This is my attempt to match Anne's artistry, with a zesty Middle Eastern twist in the form of lemon and cayenne. I like to serve these alongside a nice piece of grilled chicken or marinated flank steak hot off the barby, or make a big plate of them to eat with a juicy burger, washed down with cold beer. Note: when making fries, it's important to use plenty of oil at the hottest possible temperature (just below its smoke point) and don't overcrowd the pot.

Wash and brush the sweet potatoes to remove any dirt, then pat them completely dry with paper towels. (Note: they should be at room temperature for cooking.) With the skin still on, use a large knife to cut them lengthwise into strips $\frac{1}{4}$ to $\frac{1}{2}$ inch square and about 3 inches long.

Place the minced garlic, minced rosemary leaves, cayenne powder, salt and grated lemon zest in a large stainless steel or other nonreactive bowl and stir to combine well.

Fill a heavy-bottom, deep pot to a depth of at least 3 inches with oil and place it over medium-high flame until the oil is hot. (If using a pot, it should be at least 6 inches deep; alternately, use an electric fryer with built-in thermometer.) The oil is ready for frying when a thermometer indicates a temperature of no less than 375° F. or a small drop of water immediately sizzles on contact with the oil. (The oil can be as hot as 400° F. as long as it is below its smoke point.)

Working in small batches, fry the sweet potatoes in the oil until nicely crisp and light brown on the outside, about 3 minutes. Remove them from the oil with tongs or a slotted spoon and allow to drain briefly on a large plate or platter lined with paper towels. Transfer them immediately to the bowl. When all the fries are cooked, toss quickly (once or twice) in the salt-herb mixture and serve warm.

Serves 6

3 pounds medium sweet potatoes

1 teaspoon minced garlic (from $\frac{1}{4}$ medium clove)

1 teaspoon minced fresh rosemary leaves

$\frac{1}{2}$ teaspoon cayenne powder

1 teaspoon fine sea salt

Grated zest of 1 lemon

3-4 quarts peanut oil, for frying



BY DAN SILVERMAN AND JOANN CIANCIULLI



Since 1952, Lever House has been a monument to New York style. One of the city's first glass skyscrapers, the building has long garnered raves for its dazzling modernism. When the restaurant opened in 2004, it became an instant classic with the power-lunch celebrity set and acclaimed chef Dan Silverman's spectacular menu and designer Marc Newson's incomparable setting won immediate attention from *The New Yorker* and the *New York Times*.

Now this cookbook captures the essence of Lever House. Opening with a chronicle of its history by *Vanity Fair* writer Matt Tyrnauer, *The Lever House Cookbook* includes archival and modern photographs of the building and restaurant and more than 125 inventive recipes, such as Hamachi with Soy-Sherry Reduction, Risotto al Barolo with Butternut Squash, Grilled Lamb Chops with Swiss Chard-Herb Frittata, Apple Cheesecake Crisp, and Blood Orange Martinis.

Enhanced by stunning photographs and enclosed in a bold, elegant package, *The Lever House Cookbook* is sure to impress even the most sophisticated eye and palate.

Executive Chef **DAN SILVERMAN** has been cooking professionally in New York for nearly 20 years, most recently as executive chef of the Union Square Cafe. Under his eye, Lever House was nominated as one of the best new restaurants of 2004 by the James Beard Foundation. He lives in Brooklyn. **JOANN CIANCIULLI** is a food writer and culinary producer on *Food 911* and *Cooking Under Fire*. She has collaborated on Tyler Florence's *Real Kitchen* and Aaron Sanchez's *La Comida del Barrio*. She lives in Los Angeles.

Lever House
THE LEVER HOUSE COOKBOOK

National Publicity

Author Interviews
out of New York

Featured Title at 2006 IACP
Convention in Seattle

Advertising
Time Out New York

Postcard Mailing to
Lever House Customers

Online Promotion
Featured on restaurant's website,
LeverHouse.com
E-recipe card promotion to
PotterRecipeClub.com subscribers



THIS LUXURIOUS COOKBOOK CELEBRATES THE FOOD, ARCHITECTURE, AND DÉCOR OF ONE OF NEW YORK'S MOST STYLISH RESTAURANTS, LEVER HOUSE.

<p style="text-align: center;">GRILLED TUNA WITH MARINATED PROVENCAL VEGETABLES</p>  <p>1/2 cup Marinated Provencal Vegetables (recipe below), plus 1 cup liquid Flank of salmon threads 2 tablespoons cherry vinegar 6 tablespoons extra-virgin olive oil Kosher salt and freshly ground black pepper 1 1/2 pounds sushi-quality tuna file, cut into 4 pieces Chopped fresh olives and basil, for garnish</p> <p>Provencal cuisine is almost always prepared with olive oil and garlic. Tomatoes are another common ingredient. In fact, you can safely assume that any dish described as "à la provencal" will be a medley of tomatoes, squash, and peppers, just as it is here.</p> 	<p>In a blender, combine the vegetable liquid, marinated vegetables, and saffron, pulse at high speed until completely smooth. Add the vinegar for acidity and then with the motor running, slowly add 4 tablespoons of the olive oil. The emulsification should have nice acidity. Adjust with salt and pepper. Reserve cold.</p> <p>Pat the tuna dry with paper towels and sprinkle all sides with a fair amount of salt and pepper; you should see the seasoning on the meat. Heat a grill pan or cast-iron skillet over medium flame. Rub the fish with the remaining 2 tablespoons of oil. Lay the tuna in the hot pan and sear for about 1 1/2 minutes on each side to form a crust, as the tuna cooks, the red meat will become white; grill a total of 5 to 6 minutes for rare. Transfer the tuna to a cutting board and cut on a slight angle into 1-inch slices.</p> <p>To serve, for a great presentation, spoon a quarter of the marinated Provencal vegetables in a 2-inch square mold and put it in the center of a small plate, carefully remove the ring, so the vegetables keep their round shape and hold together; repeat with the remaining servings. Alternatively, simply spoon a pile of the vegetables among plates. Fan the tuna slices around the vegetables, drizzle the tuna with the emulsion, and garnish with a shower of olives and basil.</p> <p>erves 4</p> <p>marinated provencal vegetables 2 tomatoes 1/2 fennel bulb, sliced 1 small eggplant, sliced 1 yellow squash, such as goldilocks, sliced 1 red bell pepper, seeded and sliced 1 green bell pepper, seeded and sliced 1 yellow bell pepper, seeded and sliced 4 tablespoons extra-virgin olive oil 1 large Spanish onion, sliced 2 small fresh fuyu shiso, basil, and long leaves 2 garlic cloves, smashed 1/2 cup black olives, such as mission, pitted and chopped 1/2 cup green olives, such as Sicilian, pitted and chopped 2 tablespoons capers, drained, rinsed, and chopped Flank of salmon threads Kosher salt and freshly ground black pepper</p> <p>Prepare the tomatoes by making a small "X" in the bottom with a paring knife, scoring the skin but not cutting through too deep. Place the tomatoes in boiling water and cook for 10 to 15 seconds depending on ripeness. When the skin starts to peel away from the flesh of the tomato, remove from the boiling water with a slotted spoon and plunge in on to bath to "shock" them, cool down right away. Drain and peel off the skins with your fingers. Cut the tomatoes in half, squeeze out the seeds, and dice the flesh.</p> <p>Blanch and shock the rest of the vegetables, the fennel, squash, and pepper in 3 separate batches, so the colors and flavors stay individual. Put all the blanched Provencal vegetables in a large bowl.</p> <p>Heat a sauté pan over medium flame and coat with 2 tablespoons of oil. When the oil is hot, add the onion, and sauté for 2 minutes just until soft, but without color. Cool for a few minutes, then scrape the sautéed onion into the bowl of blended vegetables.</p> <p>Trim the herbs and girth into the vegetable mixture. Mix in the olives, capers, saffron, red pepper flakes, and remaining 4 tablespoons of oil, season lightly with salt and pepper. Cover and marinate 4 hours or up to overnight, turning occasionally. Pick out the herbs and garlic pieces before using the vegetable mixture. The marinated Provencal vegetables may be served cold or at room temperature.</p>
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Cooking (CKB000000)
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Kitchen Sense

A Modern Guide to American Home Cooking

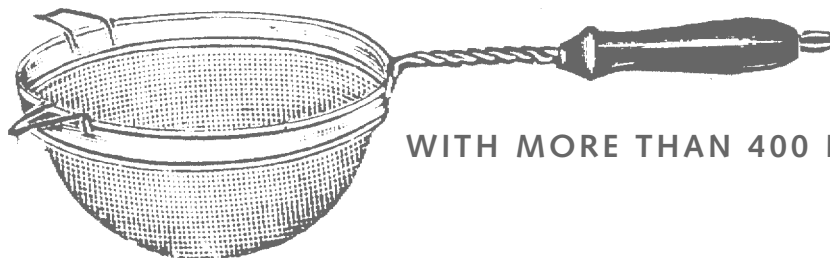


The American home has changed, and so has American home cooking. Here's the first modern, commonsense guide to cooking everything you want to eat. Whether you've got a craving for couscous or a hankering for ham croquettes, you'll find all you need to know in *Kitchen Sense*.

Packed with information about shopping for, preparing, and storing ingredients, using leftovers, and the age-old dilemma of determining doneness, *Kitchen Sense* is as much a reference as it is a collection of indispensable recipes. Mitchell Davis also provides foolproof techniques for simple

tasks like hard-boiling eggs, as well as detailed instructions to demystify more complicated techniques like working with meringue. Whether you're looking for homey classics like macaroni and cheese, buttermilk fried chicken, or devil's food cake, or international favorites like risotto, chicken curry, and biscotti, the recipes in *Kitchen Sense* deliver—just like your favorite takeout restaurant, only the food is better.

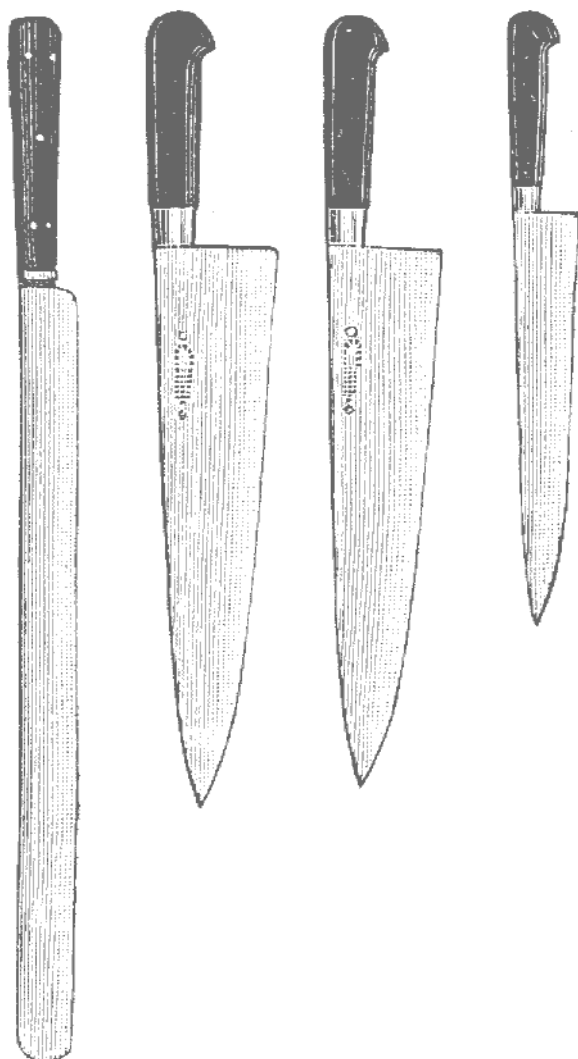
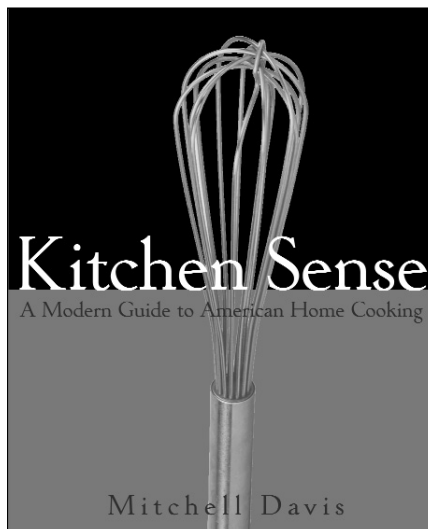
MITCHELL DAVIS is director of publications at the James Beard Foundation. He is the author of *The Mensch Chef* and *Cook Something*. He lives in New York City.



WITH MORE THAN 400 RECIPES

By Mitchell Davis

KITCHEN SENSE PROVIDES MORE THAN 400 RECIPES TO SUIT THE WAY AMERICANS REALLY COOK—FROM FAMILY-STYLE FOOD FOR EVERY NIGHT OF THE WEEK TO FANCIER FARE FOR SPECIAL CELEBRATIONS—PRESENTED WITH COMMON SENSE AND HUMOR BY INFLUENTIAL FOOD WRITER MITCHELL DAVIS.



National Publicity

Author Interviews
out of New York

**Featured Title at 2006 IACP
Convention in Seattle**

Advertising
Time Out New York

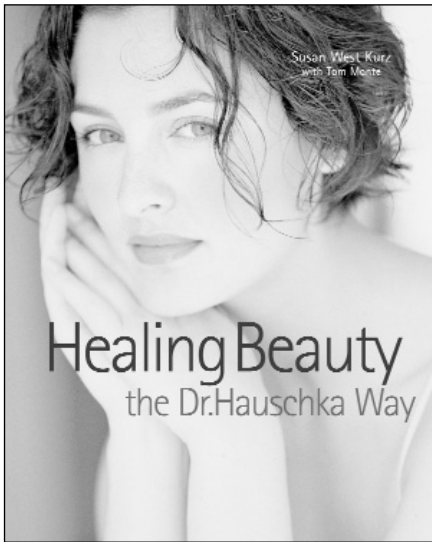
Online Promotion
E-recipe card promotion to
PotterRecipeClub.com subscribers

Also by Mitchell Davis
The Mensch Chef
0-609-80781-1
\$18.95 paper (Canada: \$28.95)



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National Publicity

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and promotion to salons and spas
nationwide

Masthead Mailing to Women's Magazines

Online Promotion

Featured on author's website,
DrHauschka.com
E-mail blasts to Dr. Hauschka's cus-
tomers and newsletter subscribers

Healing Beauty, the Dr. Hauschka Way

By Susan West Kurz

Based on the idea that true beauty comes from within, Healing Beauty, the Dr. Hauschka Way outlines a holistic program for the natural restoration of healthy, beautiful skin at any age.

For more than 35 years, Dr. Hauschka has been a leader in holistic skin care, helping women to discover and restore their natural beauty. In *Healing Beauty, the Dr. Hauschka Way*, Susan West Kurz, a trained esthetician and president of Dr. Hauschka's U.S. division, explains how the condition of your skin reflects your entire being and indicates which simple course is appropriate for creating the balance necessary in your life to enjoy lasting beauty.

The program is guided by Dr. Hauschka's proven philosophy of repairing skin with pure botanical ingredients and aligning the body with its natural rhythms through meditation, diet, and exercise. More than just a program for organic skin care, *Healing Beauty, the Dr. Hauschka Way* is an all-encompassing lifestyle guide with practical advice for slowing down, finding balance, and discovering your own natural beauty.

SUSAN WEST KURZ has a 30-year history with Dr. Hauschka's skin care products, principles, and practices. She began her career as an apprentice to a master herb grower. Susan became a licensed esthetician and eventually the president of Dr. Hauschka Skin Care, Inc., in 1993. She lives in Amherst, MA, with her husband and two younger children.



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SPRING '06

POTTER CRAFT



Lion Brand Yarn Vintage Styles for Today

More Than 50 Patterns to Knit and Crochet

Edited by Nancy J. Thomas
and Charlotte Quiggle

America's favorite yarn company offers up the ultimate idea book for vintage knits—an extensive collection of more than 50 in-vogue patterns representing 100-plus years of style.

Founded in 1878, Lion Brand Yarn is the oldest American yarn company—and one of the most treasured. So who better than Lion Brand to provide a collection of vintage knitting and crocheting patterns spanning more than a century?

In *Vintage Styles for Today*, Lion Brand patterns from the past are interpreted using the most up-to-date yarns. Simple enough for beginners, the patterns include variations in yarn types and styles that hold the attention of more experienced crafters as well. Patterns are resized for today's tastes and body shapes, and instructions are updated to be more familiar to modern knitters and crocheters.

With more than 50 timeless patterns divided into eight chapters, readers can create vintage pieces to suit a variety of looks and styles. Chapters include: "Cardigans and Jackets," "Sweaters for Men," "Hats, Caps, and Scarves," and "Baby Garments."

At 125 years and counting, **LION BRAND YARN COMPANY**, based in New York City, is the oldest American yarn brand. **NANCY J. THOMAS** is editorial director at Lion Brand Yarn and has been editor in chief of *Vogue Knitting Magazine* and founding editor of *Family Circle Knitting*. **CHARLOTTE QUIGGLE** has published designs and articles in the nation's leading knitting magazines, including *Interweave Knits*, *Knitters*, *Knit It!*, *Vogue Knitting*, and *Knit.1*.

National Print Publicity in
Knitting and Craft Publications

Direct Mailing to Yarn and
Craft Stores

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Yarns, Including Magazine
Advertising and Product Inserts

Featured Title at Craft and
Hobby Association Expo and
the National Needlework
Association Market

Promotion at Consumer Craft
Shows Nationwide, Including
Stitches East, Stitches Midwest,
Stitches West, and More

Online Promotion

- Major craft and knitting web campaign, including advertising, sponsorships, and blog campaign
- E-blast to Potter Craft Newsletter subscribers
- Features and promotions on Lion Brand's website, LionBrand.com



Crafts & Hobbies—Knitting, Crocheting (CRA015000/CRA004000)

8½ x 11; 192 pages

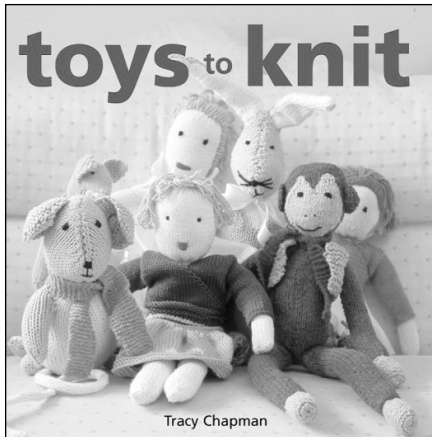
75 full-color and 50 black-and-white photographs

1-4000-8061-4. \$22.95 paper (Canada: \$32.95)

EAN Code 9781400080618

On Sale 1/17/06

All Rights: Crown



Toys to Knit

Dozens of Patterns for Heirloom Dolls, Animals, Doll Clothes, and Accessories

By Tracy Chapman

Making an heirloom toy has never been easier than with the 30 clear, easy-to-follow projects in Toys to Knit. Filled with charming and innovative patterns, this volume will delight knitters of all skill levels with adorable soft toys, doll clothes, and fun accessories.

National Print Publicity in Knitting and Craft Publications

Featured Title at Craft and Hobby Association Expo and the National Needlework Association Market

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Online Promotion

- Major craft and knitting web campaign, including advertising, sponsorships, and blog campaign
- E-blast to PotterCraftNews.com subscribers

The only thing better than a soft, cuddly, hand-knit toy is a book filled with patterns for many more! *Toys to Knit* offers more than 30 projects that will challenge and delight knitters. Only basic skills are needed to create the dozens of adorable animals, dolls, and toys found in this colorful collection, but the small size of the toys makes them a great way for beginners to learn new techniques. Intermediate and advanced knitters will love the adaptability of each project and are sure to be inspired by author Tracy Chapman’s fresh approach and clever combinations of basic stitches. From soft knitted blocks to lovable kangaroos, *Toys to Knit* has patterns for toys for toddlers and grade-schoolers alike, including many that will help knitters create an amazing array of outfits and accessories.

With *Toys to Knit*, knitters can combine the satisfaction of learning new techniques to create a wonderful heirloom toy with the joy of inspiring a child’s imagination.

TRACY CHAPMAN is a knitting designer with her own business, designing hand-knits for children. She lives in Gosport, Hampshire, England. This is her first book.



Crafts & Hobbies—Knitting (CRA015000)
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appliqué

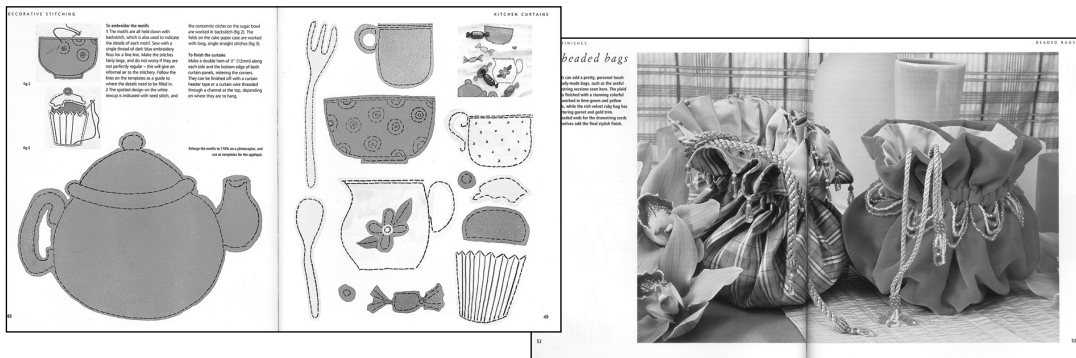
BY LUCINDA GANDERTON

The Potter Needlework Library returns with two of the most popular books in the series: Beading and Appliqué. Both crafts are hotter than ever and are represented here with classic projects that will prove irresistible to needlework enthusiasts old and new. Each book is a terrific value at this price point.

beading

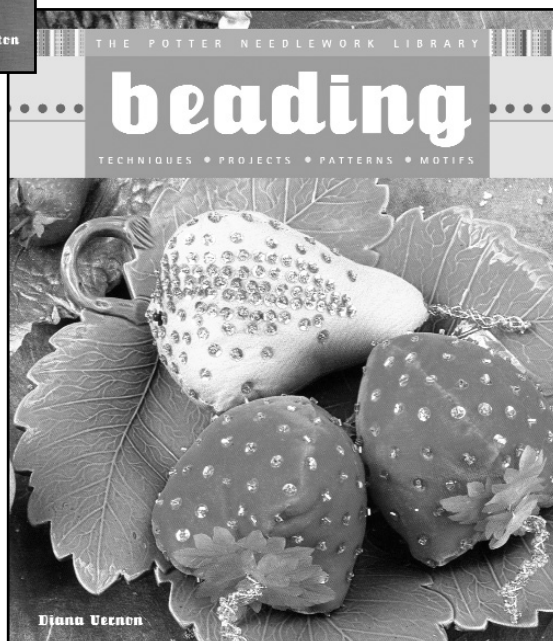
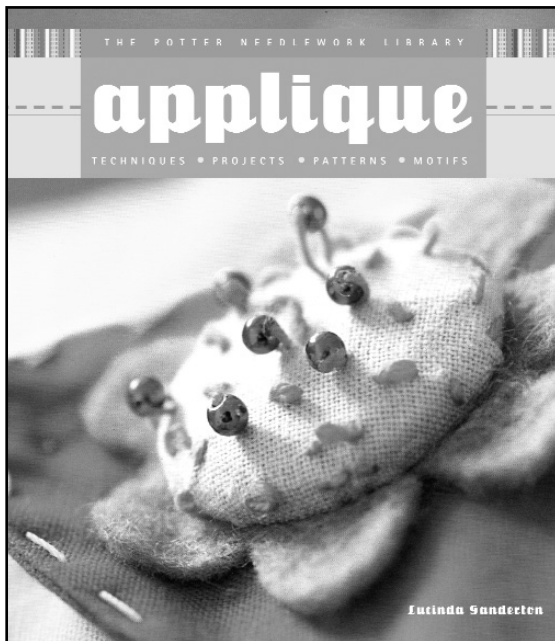
BY DIANA VERNON

Today's sophisticated, inexpensive sewing machines have created a new wave of interest in the possibilities of fabric ornamentation. *The Potter Needlework Library: Appliqué* is a fresh, up-to-date, inspiring guide that offers how-to techniques for traditional appliqué as well as the new low-sew (and no-sew) techniques. The 25 projects for making delightful gifts and home accessories include an alphabet quilt, a floral tablecloth, and herb sachets.



A sophisticated look at this ever-popular art form, *The Potter Needlework Library: Beading* offers patterns and clear, illustrated, step-by-step instructions for creating all kinds of projects—including a beaded-fringe lamp shade, bead-wrapped curtain tiebacks, and beaded evening bags—along with a range of beautiful beaded trims, edgings, and other applications perfect for transforming plain items into irresistible gifts.

GABI TUBBS, editor of the Potter Needlework Library series, worked as the Home Design editor of *Country Living*. She was also a fashion and style editor for *Good House-keeping* and the founding editor for its crafts supplement. She lives in Surrey, England.



National Print Publicity in Craft and Sewing Publications

Feature at Craft and Hobby Association Expo and the National Needlework Association Market

Promotion at Consumer Craft Shows Nationwide Including Stitches East, Stitches MidWest, Stitches West, and More

Online Promotion

E-blast to PotterCraftNews.com subscribers



Crafts & Hobbies—Sewing (CRA035000)
8½ x 9¾; 112 pages
70 full-color photographs & 100 full-color illustrations
0-307-33667-0. \$16.95 paper (Canada: \$23.95)
EAN Code 9780307336675
On Sale 1/17/06

British: Quadrille Publishing, Ltd
Translation: Quadrille Publishing, Ltd
1st Serial: Crown
Audio: Crown

Crafts & Hobbies—Sewing (CRA035000)
8½ x 9¾; 112 pages
70 full-color photographs & 100 full-color illustrations
0-307-33666-2. \$16.95 paper (Canada: \$23.95)
EAN Code 9780307336668
On Sale 1/17/06

British: Quadrille Publishing, Ltd
Translation: Quadrille Publishing, Ltd
1st Serial: Crown
Audio: Crown



inspired cable knits

20 CREATIVE DESIGNS FOR
MAKING SWEATERS AND ACCESSORIES

fiona ellis

I*nspired Cable Knits* offers new twists on a well-known classic—gorgeous cable knits that are patterned after undeniably beautiful elements from nature, including tree roots, lightning bolts, and butterflies. Fiona Ellis, who designs knitwear for fashion industry giants like Ralph Lauren, explains cable knitting thoroughly and offers step-by-step instruction and charts for each pattern. Not for beginners, these patterns offer intermediate knitters an exciting challenge and the chance to create a sweater that is also a piece of art.

The 20 unique patterns for sweaters, hats, scarves, and shawls are arranged by themes—Change, Nature, Energy, and Time—that have shaped Fiona's design philosophy and creative process.

FIONA ELLIS has been designing fashion knitwear professionally for 10 years. Her designs have been seen on the pages of premiere knitting magazines and on the racks at Ralph Lauren and Banana Republic. *Inspired Cable Knits* is her first book. She lives in Toronto, Canada.

National Publicity

Advertising

Interweave Knits
Vogue Knitting

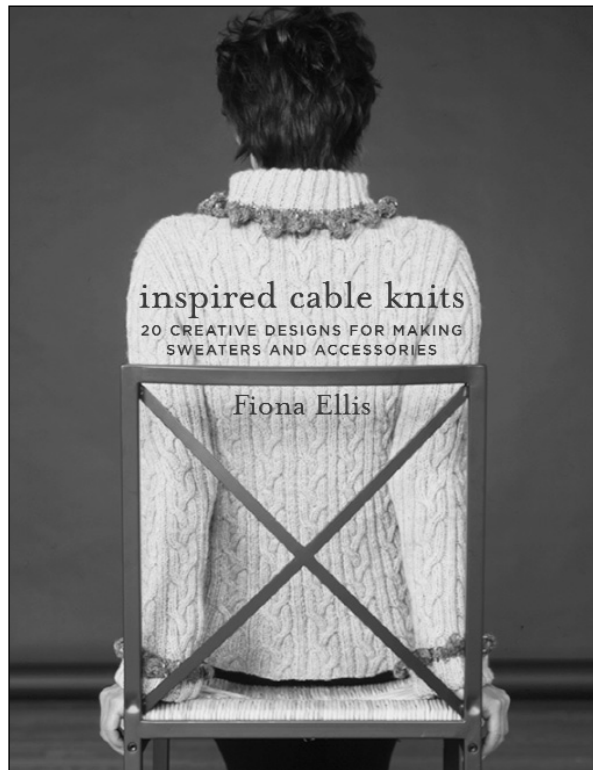
Direct Mail to Yarn and Craft Stores

Featured Title at Craft and Hobby Association Expo and the National Needlework Association Market

Promotion at Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and more

Online Promotion

Major craft and knitting web campaign including, advertising, sponsorships, and blog campaign
E-blast to Potter Craft Newsletter subscribers
Features and promotions on author's websites, Knitty.com, and AcmeKnittingCompany.com



drawing inspiration from nature and life, FIONA ELLIS HAS CREATED 20 STRIKING PATTERNS FOR BEAUTIFUL CABLE KNITS. ENRICHED BY NOTES FROM THE AUTHOR ABOUT HER CREATIVE PROCESS, *INSPIRED CABLE KNITS* IS AN IDEAL BOOK FOR INTERMEDIATE AND EXPERIENCED KNITTERS WHO ARE LOOKING FOR A NEW TAKE ON A TRADITIONAL TECHNIQUE.



Crafts & Hobbies—Knitting (CRA015000)
8½ x 11; 144 pages
75 full-color photographs, and 60 line-drawings
1-4000-8271-4. \$32.50 hardcover (Canada: \$45.00)
EAN Code 9781400082711
On Sale 2/21/06

All Rights: Crown



National Print Publicity in Craft, Sewing, and Knitting Publications

Featured Title at Craft and Hobby Association Expo and the National Needlework Association Market

Online Promotion

Major craft web campaign including advertising, sponsorships, and blog campaign

E-blast to PotterCraftNews.com subscribers

Sew Stylish

Easy-Sew Ideas for Customizing
Clothes & Home Accessories

By Katie Ebben

Make it quick; make it your own. Sew Stylish offers simple makeovers for everything from jeans to sweaters to off-the-rack basics.

In a world where mass-merchandising is king, consumers are seeking ways to embellish, reinvent, and transform clothing and everyday wares into items that are uniquely their own. These 18 fun, fresh projects help you do exactly that. Incorporating everything from beading and appliqué to hemming and trimming, *Sew Stylish* teaches you the easy way to give your soft furnishings and clothes a new lease on life.

Start with something such as a pillowcase or a sweater and follow the instructions in the book to add a patch, buttons, beads, or a little embellishment (a ribbon trim, perhaps, or some machine-stitch embroidery)—and just like that, you've got something new and stylish. The approach is fun and lighthearted, the sewing techniques are simple and inventive, and the clearly illustrated, step-by-step instructions make the projects easy for sewers of every level, including beginners.

KATIE EBBEN was deputy editor of *Elle Decoration* and before that was editor of *Kitchens, Bedrooms, and Bathrooms* magazine. She now works as a freelance interior stylist and writer and is co-editor of *Coast* magazine. She lives in the United Kingdom.



Crafts & Hobbies—Sewing (CRA035000)

8 1/4 x 9 1/2; 96 pages

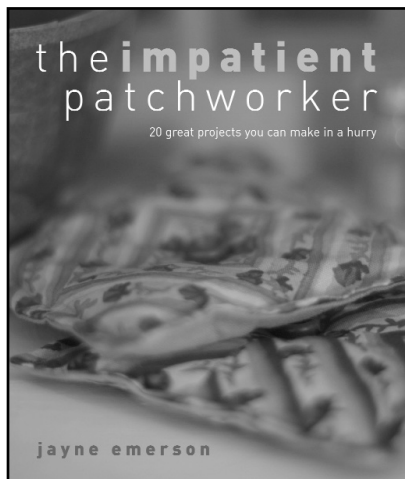
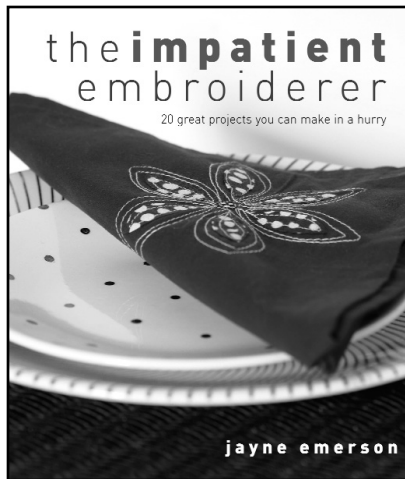
250 full-color photographs & black-and-white illustrations

0-307-33663-8. \$18.95 paper (Canada: \$26.95)

EAN Code 9780307336637

On Sale 2/14/06

British: Octopus Publishing Group
Translation: Octopus Publishing Group
1st Serial: Crown
Audio: Octopus Publishing Group



National Print Attention in Craft Publications

Postcard Mailing to the
Embroiderers' Guild of America
(EGA) and to the American
Quilter's Society

Featured Title at Craft and
Hobby Association Expo and
the National Needlework
Association Market

Online Promotion

Major craft Web campaign including
advertising, sponsorships, and blog
campaign
E-blast to PotterCraftNews.com
subscribers

The Impatient Embroiderer & The Impatient Patchworker

20 Great Projects You Can Make in a Hurry

By Jayne Emerson

Perfect for would-be stitchers and quilters who love the idea of beautiful handmade crafts for the home but don't have lots of time, The Impatient Embroiderer and The Impatient Patchworker are full of projects that are quick, clever, and elegant.

The *Impatient Embroiderer* presents a wonderful array of machine-stitch and quick-stitch embroidery projects that can be used to dress up household items such as pillows, curtains, jackets, or jeans. The easy-to-follow instructions help you match the right stitch to the right fabric, so whether you're working on cotton or velvet, you can expect successful results.

The Impatient Patchworker is for everyone who ever wanted to try their hand at the time-honored art of quilting. Using patchwork patterns and techniques, you can create beautiful things with a handmade look, including padded hangers, placemats, throws, miniquilts, and more. All the instructions are step-by-step and include great tips about choosing fabrics, matching textures, and piecing together your project. Every project in both these fantastic books is easy, fresh, fun, and most important to the impatient crafter, fast!

JAYNE EMERSON is a textile designer and embroiderer who blends fresh ideas with a passion for fabrics. She lives in Gloucestershire, England.



Crafts & Hobbies—Sewing (CRA035000)

8 1/4 x 10; 112 pages

130 full-color photographs and line drawings

The Impatient Embroiderer

0-307-33657-3. \$22.95 paper (Canada: \$32.95)

EAN Code 9780307336576

The Impatient Patchworker

0-307-33658-1. \$22.95 paper (Canada: \$32.95)

EAN Code 9780307336583

On Sale 3/21/06

British: Bridges Agency
Translation: Bridges Agency
1st Serial: Crown
Audio: Bridges Agency



M O R E H O U S E F A R M

Merino Knits

45 Farm-Fresh designs

FOLLOW THE WOOL FROM SHEEP TO SHAWL IN THIS EXTRAORDINARILY BEAUTIFUL VOLUME THAT OFFERS 45 ORIGINAL PATTERNS FOR UNIQUE MERINO WOOL HANDKNITS—INCLUDING SWEATERS, BABY GARMENTS, BLANKETS, AND MITTENS—WHILE TELLING THE STORY OF LIFE ON IDYLIC MOREHOUSE FARM.

By Margrit Lohrer

National Print Attention in Knitting and Craft Publications

Featured Title at Craft and Hobby Association Expo and the National Needlework Association Market

Advertising

Interweave Knits
Vogue Knitting

Direct Mailing to Yarn and Craft Stores

Cross-Promotion with Morehouse Farm, Including Catalog Advertising and Product Inserts

Promotion at Large Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Online Promotion

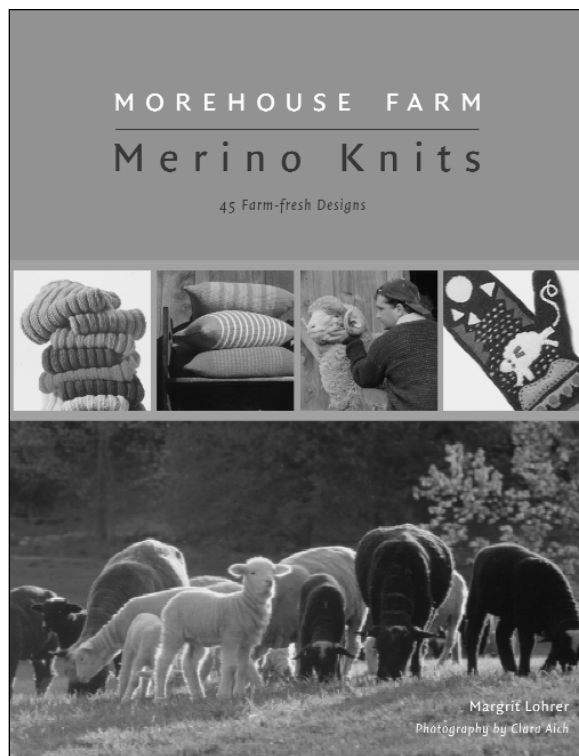
Major craft and knitting web campaign, including advertising, sponsorships, and blog campaign
E-blast to Potter Craft Newsletter subscribers
Features and promotions on authors' website, MorehouseFarm.com

MARGRIT LOHRER and her husband, Albrecht Pichler, bought their Milan, New York, farm in 1977. They are currently one of America's largest breeders of registered merino sheep. Their shop, Sheep's Clothing, showcases a wide variety of yarn.



Since 1983, Margrit Lohrer and her husband, Albrecht Pichler, have been raising champion merino sheep on the idyllic Morehouse Farm in upstate New York. Now, knitters have a chance to bring her farm-fresh lifestyle and exciting original knitting projects into their own homes with *Morehouse Farm Merino Knits*.

Featuring 45 original patterns for gorgeous merino wool handknits, *Morehouse Merino Knits* is a wonderful collection for any knitter who loves to use luxurious, high-quality wool in their projects. Fascinating sidebars from Margrit include fun fiber facts (Did you know Columbus's trip to this continent was financed by merino wool sales?), tales of life on the farm, and tidbits detailing the proper care and feeding of the world's most sought-after fiber and its source.



Craft & Hobbies—Knitting (CRA015000)
8½ x 11; 144 pages; 120 full-color photographs
1-4000-9744-4. \$29.95 hardcover (Canada: \$42.00)
EAN Code 9781400097449
On Sale 4/18/06

All Rights: Crown

DAVE DANNITZ'S MONEY SECRETS

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From the authors of the popular blog masondixonknitting.com, here is an enthusiastic and entertaining celebration of knitting that is equal parts witty narrative, helpful instruction guide, and beautiful pattern book.

Mason-Dixon Knitting offers knitters something entirely new—all the patterns and how-to advice they crave combined with a funny, fresh, and friendly narrative that knitters will love. It's a knitting book with personality that includes thoughts on life, friendship, and, of course, knitting—all in a single volume that will make readers crazy with delight.

With 30 simple and easy patterns for blankets, rugs, baby handknits, and lovely things for the home, this book presents knitters with plenty of great projects. The Mason-Dixon philosophy is that a pattern is only a place to start—the real fun

comes from applying your own creative ideas to make it something all your own. The patterns work well just as they are but leave plenty of room to experiment, making the finished product truly personal.

KAY GARDINER learned to knit as a child but put it aside to become an assistant U.S. attorney and start a family. The lure of the yarn was too strong to ignore forever, and she is once again a voracious knitter. **ANN MEADOR SHAYNE** worked in the New York publishing world before returning to her hometown of Nashville to edit BookPage. She has since decided to devote her time to her family—and knitting, of course.

.....

Inspiration, Stories, and
30 PROJECTS
for Curious Knitters

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National Publicity

Author Interviews
out of Nashville and New York

Direct Mailing to Yarn and
Craft Stores

Featured Title at Craft and
Hobby Association Expo and
the National Needlework
Association Market

Promotion at Large
Consumer Craft Shows
Nationwide, Including Stitches
East, Stitches Midwest, Stitches
West, and More

Online Promotion
Major craft and knitting web
campaign, including advertising,
sponsorships, and blog campaign
E-blast to Potter Craft Newsletter
subscribers
Features and promotions on
MasonDixonKnitting.com



Crafts & Hobbies—Knitting (CRA015000)
8½ x 11; 160 pages; 100 full-color photographs
0-307-23605-6. \$29.95 hardcover (Canada: \$42.00)
EAN Code 9780307236050

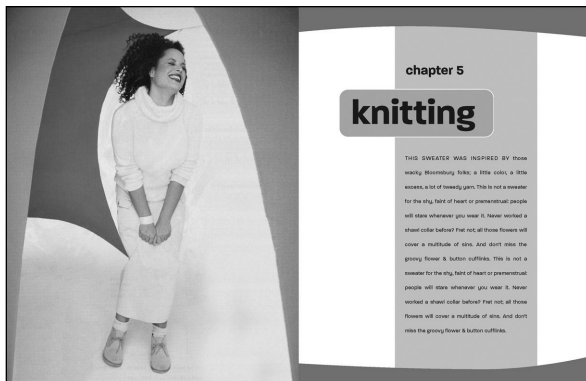
On Sale 4/18/06

All Rights: Crown

big girl knits

30 big, bold projects
shaped for
real women
with real curves

Big Girl Knits offers 30 patterns specifically designed to flatter women size 14 and up, as well as a sassy style guide to educate knitters on how to create knitwear that fits well and looks great.



jillian moreno
and
amy r. singer

Do you knit sweaters that you never wear because they are not suited to the shape of your body? Jillian Moreno and Amy R. Singer present *Big Girl Knits*, a collection of stylish patterns in sizes 14 and up. Big girls can finally create fashionable knits that are designed to look as good as they fit.

Part knitting instruction and part style guide, *Big Girl Knits* is full of useful advice to help every Big Girl figure out which styles suit her, which styles don't, and how to use clothing to make the most of the 3-Bs: the Boobs, the Belly, and the Butt. The second half of the book features attractive patterns for garments and accessories that are proportioned to fit, as well as helpful hints and tips for shaping knitwear to create a fetching silhouette. Full of flattering designs and smart advice, *Big Girl Knits* is the best friend of ample knitters everywhere.

Big girls **JILLIAN MORENO** and **AMY R. SINGER** are both avid knitters. Jillian lives in Michigan and is a knitwear designer and mother of two. Amy is a writer, with a regular column in *Interweave Knits*, editor of Knitty.com, and lives in Ontario, Canada, with her husband.



National Print Attention in Knitting and Craft Publications

Featured Title at Craft and Hobby Association Expo and the National Needlework Association Market

Advertising
Interweave Knits
Vogue Knitting

Direct Mail to Yarn and Craft Stores

Promotion at Large Consumer Craft Shows Nationwide, Including Stitches East, Stitches Midwest, Stitches West, and More

Online Promotion

- Major craft and knitting web campaign, including advertising, sponsorships, and blog campaign
- E-blast to PotterCraftNews.com subscribers
- Features and promotions on authors' websites, Knitty.com, AcmeKnittingCompany.com, and biggirlknits.com



Crafts & Hobbies—Knitting (CRA015000)
8½ x 11; 160 pages; 80 full-color photographs
0-307-33660-3. \$30.00 hardcover (Canada: \$42.00)
EAN Code 9780307336606
On Sale 4/18/06

British: Quirk Packaging
Translation: Quirk Packaging
1st Serial: Crown



SPRING '06

**HARMONY,
SHAYE AREHEART
& BELL TOWER BOOKS**



SEVEN SINS

for a Life Worth Living

In America, the goal of being a winner is instilled in the cradle and relinquished only when we drop. *Seven Sins for a Life Worth Living* is a cry for freedom from the desperate need to be productive. Housden's remedy for our national obsession is to live a warm, juicy, and satisfying life by committing the Seven Pleasurable Sins:

Sensual Pleasures: Savoring a long slow lunch, but also your lover's odor, the lick of a cat or a cow, and the rasp of wool on your skin.

Foolishness: Letting your guard down, falling in love, not taking yourself so seriously.

Do Nothing Useful: Resting in a hammock, sitting in a café, or walking in any direction without the dog.

Celebrate the Ordinary: Being aware of sights and sounds, and also your own existence, without wanting to be someone special.

Give Up on Perfection: Just being yourself.

Not Knowing: Admitting that you are not in control of your life.

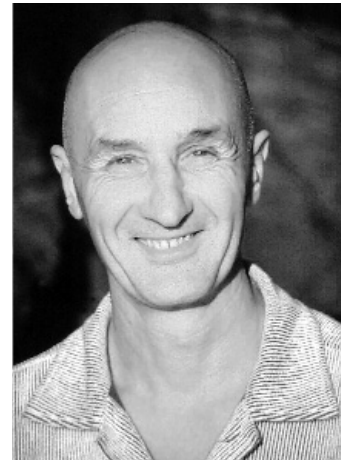
Come Home: Feeling at home in your own skin and on this earth.

Utterly delightful, *Seven Sins for a Life Worth Living* helps you find paradise long before you ever get to heaven.

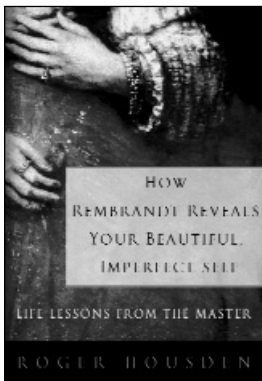
ROGER HOUSDEN

In *Seven Sins for a Life Worth Living*, Roger Housden, author of the Ten Poems series, entices us to go against the cultural grain, make fools of ourselves, celebrate our imperfections, and, yes, take pleasure in our lives.

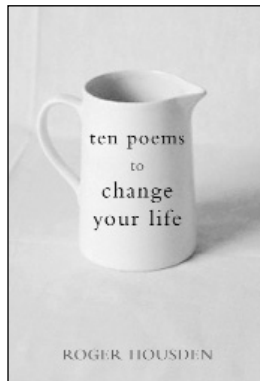
ROGER HOUSDEN was born in the U.K. and lives in New York City.



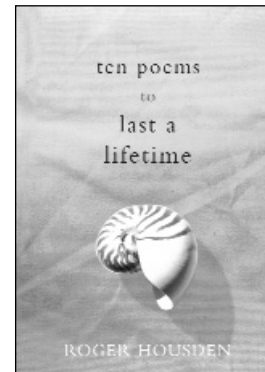
Also by Roger Housden



How Rembrandt Reveals Your Beautiful, Imperfect Self
1-4000-8229-3
\$20.00 hardcover
(Canada: \$27.00)



Ten Poems to Change Your Life
0-609-60901-7
\$15.00 hardcover
(Canada: \$23.00)



Ten Poems to Last a Lifetime
1-4000-5113-4
\$16.00 hardcover
(Canada: \$23.00)

National Publicity

National and Regional Public Radio Campaign

Author Interviews out of New York

Multi-Tiered "Seven Sins" Postcard Mailing



Self-Help (SEL000000)
5½ x 7¼; 208 pages
0-307-33671-9. \$18.95 hardcover (Canada: \$26.95)
EAN Code 9780307336712
On Sale 12/20/05

British: Crown
Translation: Joy Harris Literary Agency, Inc
1st Serial: Crown
Audio: Crown

BEAUTIFUL LIES

A NOVEL BY LISA UNGER

A sexy and fast-paced thriller, *Beautiful Lies* is the story of how a young New York City writer's good deed has terrible consequences and leaves her running for her life.

If Ridley Jones had slept ten minutes later or taken the subway instead of waiting for a cab, she might not have taken part in the extraordinary event that changed everything she thought she knew about her life. She would still be the privileged daughter of a doting father and a lovely mother. Her life would continue to be perfect—with only the tiniest of cracks in the otherwise flawless whole.

But that's not what happened. Instead those mundane decisions led her to perform a good deed that put her in the right place at the right time to unleash the chain of events that brought a mysterious package to her door. A package that abruptly informed her that her entire world might be just an illusion.

Suddenly forced to question everything she knows about herself and her family, Ridley wanders into a dark world she never knew existed, where everyone in her life seems like a stranger. She has no idea who's on her side and who has something to hide—even, and maybe especially, her new lover, Jake, who seems to have secrets of his own.

Full of suspense, with writing that takes off like a shot, *Beautiful Lies* is a true literary thriller with one of the freshest voices and heroines to arrive in years. Lisa Unger takes us on a breathtaking ride in which every choice Ridley makes creates a whirlwind of consequences that are impossible to imagine.

“A tense exploration of what lies beneath the white picket fence of ordinary life.”

—John Connolly, Author of *The Black Angel* and *Bad Men*



Major National Publicity

10-City Author Tour

Boston	Minneapolis
Chicago	New York
Houston	Seattle
Los Angeles	San Francisco
Miami	Tampa

Local Events and Interviews out of Clearwater, FL

Advance Reader's Editions Available

Advertising

New York Times Book Review

Targeted Mailing to Book Group Coordinators and Mystery Book Stores

Multi-tiered Big Mouth Postcard Buzz Mailing

P.O.P.

0-307-33868-1
12-copy floor display
\$288.00 (Canada: \$408.00)

Online Promotion

Cross promotion on author website,
LisaUnger.com, which will feature vir-
tual walking tour of NYC sites fea-
tured in the novel
Promotion on weblogs and the Book
Report Network

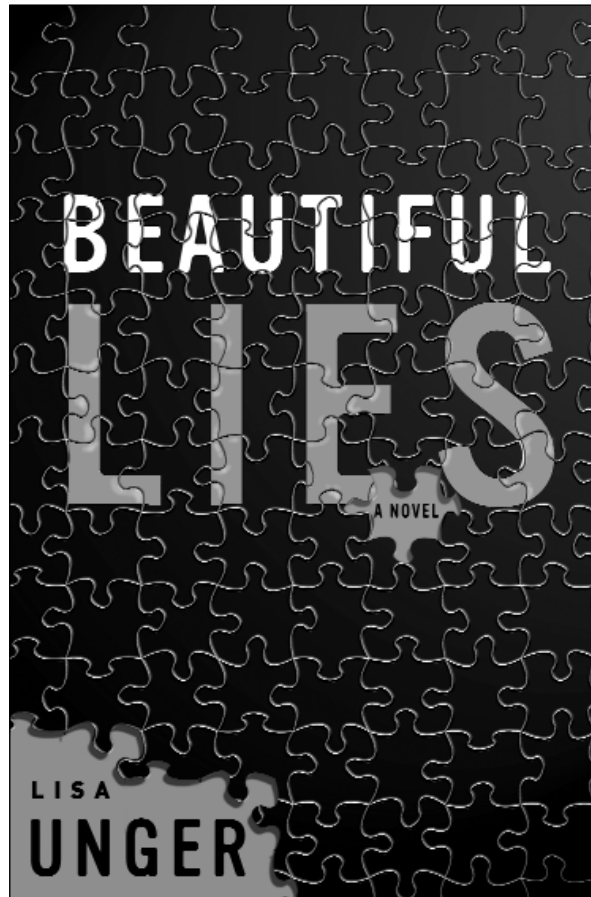
Already Sold in Eight Foreign Countries

Also Available as a Random House Audiobook

Abridged, 5 CDs
0-7393-2428-4
\$29.95 (Canada: \$42.00)

Also Available as a Random House Large Print Edition

0-7393-2580-9
\$26.00 (Canada: \$37.00)



LISA UNGER left her career in publicity to pursue her dream of becoming a full-time writer. She lives in Florida with her husband.



Fiction—Thrillers (FIC031000)

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

0-307-33668-9. \$24.00 hardcover (Canada: \$32.00)

EAN Code 9780307336682

On Sale 3/28/06

All Rights Crown

WHALE SEASON



BY N. M. KELBY

In the tradition of Carl Hiassen's *Tourist Season* and full of colorful characters who would be quite at home in any Tom Robbins novel, *Whale Season* is a sharp and funny comic adventure with a liberal dash of serial-killer inspired mayhem.

The people of Whale Harbor, a tiny town in southern Florida (where, just for the record, there have never been any whales), are putting the Christ back in Christmas—literally. A drifter in a loin-cloth is walking around town pretending to be Him, intent on delivering the Good News to everyone he meets. Having the Lord in town for his birthday is having a strange effect: Unlikely couples are breaking up and making up and making out; a luxury mobile home that belonged to an elderly couple from New Jersey (until they disappeared after a run-in with “the Lord”) is won by a down-on-his-luck gambler in an unbelievable hand of poker; the area’s most well-known and long-forgotten tourist attraction is rising up from a hole in the ground; and a gun no one has used in years is suddenly in hot demand. In the steamy climes of southern Florida, you take your miracles where you can get them—and if that means being led to salvation by a schizophrenic with a rap sheet, so be it.



“*Whale Season* is purely delightful—rich, clever, and crawling with affectionately twisted characters. N.M. Kelby is a natural-born storyteller who manages to be very funny and very wise at the same time.”

—Carl Hiassen



N.M. KELBY had a successful career as a print and television journalist before she began writing novels. She lives in Sarasota, Florida.

National Publicity

Florida Driving Tour

Public bookstore events and staff "meet & greets" with author in each market

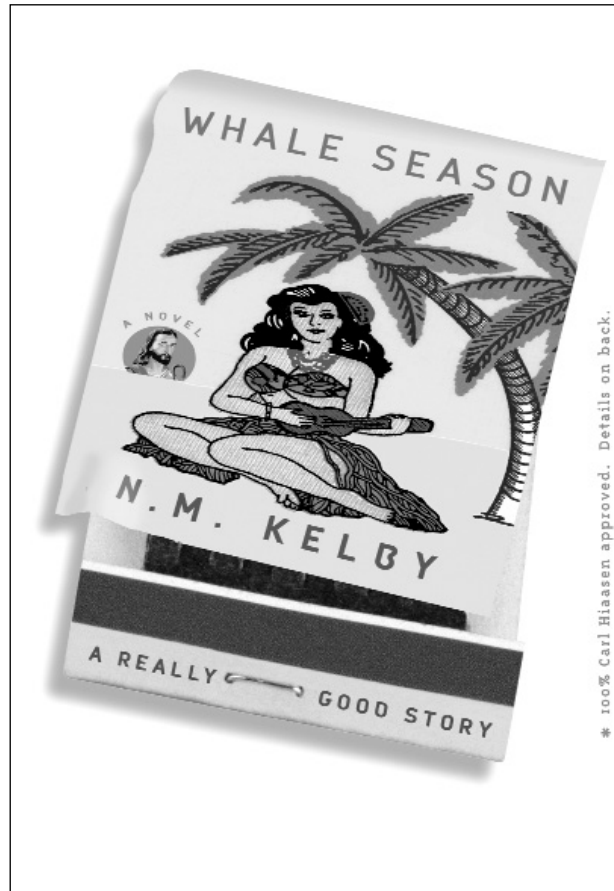
Advance Reader's Editions Available

"Greetings from Whale Harbor" bookseller postcard mailing

Targeted Mailing to Book Group Coordinators and Writers' Associations

Online Promotion

Cross-promotion on author's website, NMKelby.com
Promotion on weblogs and the Book Report Network
Core literary website outreach



* 100% Carl Hiaasen approved. Details on back.



Fiction (FIC000000)

5½ x 8¼; 320 pages

0-307-33677-8. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9780307336774

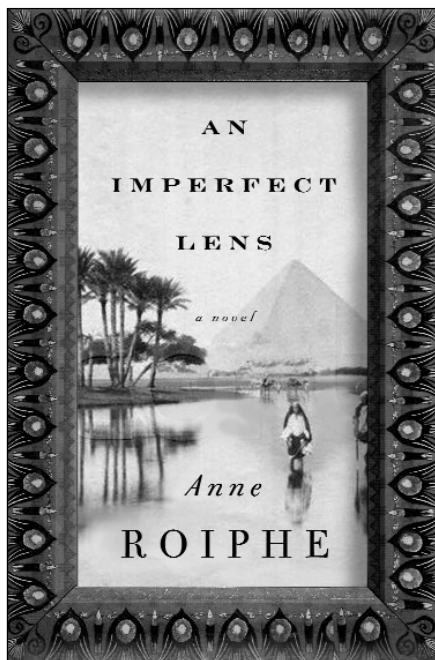
On Sale 1/17/06

British: International Creative Management

Translation: International Creative Management

1st Serial: Crown

Audio: Crown



National Publicity

Author Interviews and Events
out of New York

Discussion Group Guide Available
at CrownPublishing.com

Online Promotion

Promotion on weblogs and the Book
Report Network

Also by Anne Roiphe

Secrets of the City

1-4000-5430-3

\$13.00 paper (Canada: \$18.00)

An Imperfect Lens

A Novel

By Anne Roiphe

Celebrated author Anne Roiphe returns with a captivating historical novel set during the cholera epidemic in 1880s Alexandria, Egypt.

Louis Thuillier is only 27, but he has impressed his mentor, famed scientist Louis Pasteur, enough to be sent to Alexandria as part of the French mission searching for the source of the cholera that is terrorizing the city. Este Malina is the lovely daughter of a respected Jewish doctor, whose family has lived in Alexandria for hundreds of years. Neither expects to find a soulmate in the other, but when Este begins to help out at the French mission's lab, a deep bond forms.

As the lovers' desire grows and their fantasies threaten to distract them from their work, the disease rages on. Political intrigue threatens to separate Este and Louis permanently. Their love is in danger before it has a chance to thrive.

With this inventive novel, rich with the sights and scents of a different era, Anne Roiphe once again demonstrates the storytelling power for which she has long been hailed.

Praise for *Secrets of the City*:

"Fast-paced...Nicely conveys the frantic pressures of city life, the endless appetite of the media, the frenzied pitch of threats, denials, deceit, despair." —*Boston Globe*

"Inventive and ambitious...There's more than enough intrigue here to snare a reader's attention....Imparts a worthy message about prejudice and tolerance."

—*New York Times Book Review*

"Anne Roiphe is one of those writers whose novels...are infallible guides to the reigning cultural obsessions of the moment."

—*Washington Post Book World*

ANNE ROIPHE is the author of the National Book Award–nominee *Fruitful*. She lives in New York City.



Fiction—Historical (FIC014000)

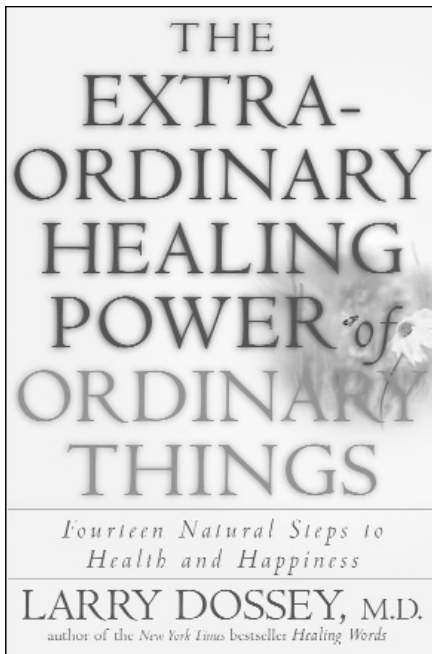
5½ x 8¼; 304 pages

1-4000-8211-0. \$25.00 hardcover (Canada: \$35.00)

EAN Code 9781400082117

On Sale 1/24/06

All Rights: Crown



National Publicity

National Radio Campaign

Tie-In with Author Lecture
Schedule

Cross-Promotion with *Explore:
The Journal of Science and Healing*

The Extraordinary Healing Power of Ordinary Things

Fourteen Natural Steps
to Health and Happiness

By Larry Dossey, M.D.

Long hailed as one of the founders of mind-body medicine, Larry Dossey directs our attention to simple sources of healing that are available all around us in The Extraordinary Healing Power of Ordinary Things.

Texas physician Larry Dossey is an influential advocate of the role of the mind in spirituality and health. Going beyond drugs, surgery, and other expensive and hazardous interventions that don't work for 90 percent of our aches and pains, Dossey explores the treasures hidden in plain sight whose healing power has been overlooked or forgotten, such as risk-taking, optimism, listening to music, doing nothing while nature takes its course, tears, dirt, and the role of mystery and miracles in our lives.

Accessible and inspirational, *The Extraordinary Healing Power of Ordinary Things* is a welcome report from the front, providing hope for those interested in low-tech, low-cost, and readily available remedies.

"Dossey is in the tradition of Richard Selzer, Lewis Thomas, and Oliver Sacks."

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

LARRY DOSSEY, M.D., is a former internist and chief of staff at Medical City Dallas Hospital and former co-chair of the Panel on Mind/Body Interventions, National Center for Complementary and Alternative Medicine, National Institutes of Health. He is the author of seven other books, including the bestselling *Healing Words*. He lives in Santa Fe.



Health & Fitness—Healing (HEA009000)

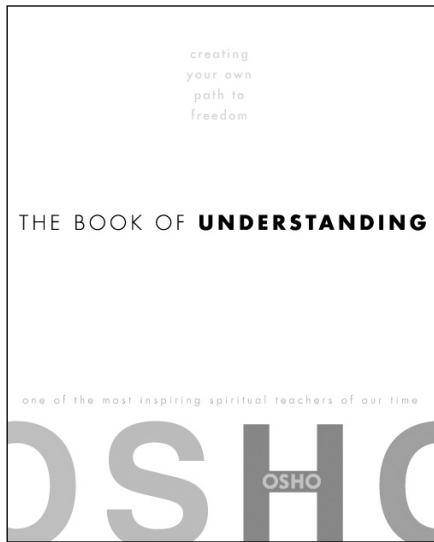
6 1/8 x 9 1/4; 320 pages

0-307-20989-X, \$24.95 hardcover (Canada: \$34.95)

EAN Code 9780307209894

On Sale 2/7/06

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National Publicity

Special Coverage in *OSHO Times Magazine*

Easel-Backed Poster Available
Ask your RH rep for details

Online Promotion

Cross-Promotion on OSHO.com
Email blasts to OSHO
International list

The Book of Understanding

Creating Your Own Path to Freedom
By Osho

The revolutionary techniques of Osho continue to inspire people 15 years after his death. The Book of Understanding is the most clear and comprehensive statement of his unique "whole person" approach to a new spirituality.

With his contemporary approach to spirituality, Osho says that most people live their lives in a destructive state of "either/or." You can be a leader or a follower, moral or immoral, spiritual or materialistic—but never both. Now, in a thought-provoking, wide-ranging new presentation of Osho's vision, we learn about the importance of embracing all aspects of ourselves, from the earthy, pleasure-loving qualities that characterize Zorba the Greek, to the watchful, silent qualities represented by Gautam the Buddha.

In this essential work, Osho challenges us to examine and break free of the antiquated belief systems and prejudices that prevent us from realizing our full potential. He offers the possibility of a new kind of human being, one in whom the material and spiritual, the earthly and the transcendent, each complement and enrich the other. Only this new kind of human being—one who is undivided and whole within—can respond creatively to the current religious, economic, cultural, and political divisions and begin to create a truly whole and harmonious world.

"The most dangerous man since Jesus Christ...He's saying the things that nobody else has the courage to say."

—Tom Robbins, author of *Villa Incognito*

OSHO is one of the best-known and most provocative philosophers of the 20th century.



Religion—Spirituality (REL062000)

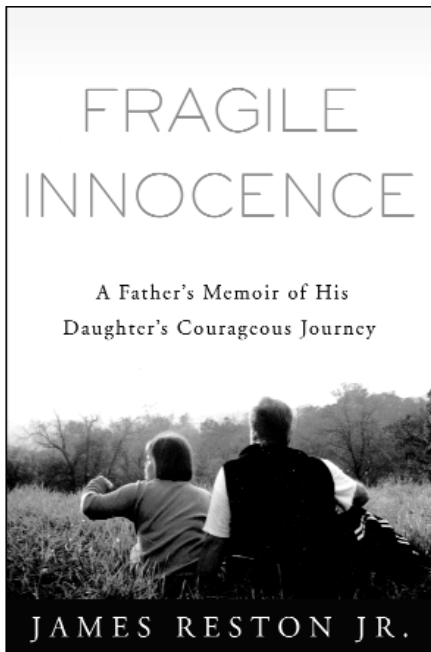
6 1/8 x 9 1/4; 288 pages

0-307-33694-8. \$22.00 hardcover (Canada: \$30.00)

EAN Code 9780307336941

On Sale 2/14/06

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National Publicity

Author Interviews
out of New York and Washington, DC

Targeted Mailing to Medical
Institutions

Online Promotion

Promotion on author's website,
RestonBooks.com

Also by James Reston

Dogs of God

0-385-50848-4

\$27.95 hardcover (Canada: \$39.95)

The Last Apocalypse

0-385-48336-8

\$14.95 paper (Canada: \$22.95)

Warriors of God

0-385-49562-5

\$15.95 paper (Canada: \$23.95)

Fragile Innocence

A Father's Memoir of His Daughter's
Courageous Journey

By James Reston, Jr.

Fragile Innocence is a riveting account of a young girl left disabled by a freak illness and the dramatic odyssey her parents took to gain understanding of their daughter's plight.

When Hillary Reston was two years old, she was struck by an incredibly high fever. On her doctor's advice, her parents administered baby aspirin and waited for the fever to subside. Within months, their child was overwhelmingly different. The family watched in horror as its once bubbly little girl lost her ability to speak, word by word, and suffered from endless brainstorms. Several years later, her kidneys also became damaged and eventually failed completely. To this day, Hillary's parents have no idea what happened to their child.

Fragile Innocence tells the story of the Reston family, from the terrible discovery of the depth of Hillary's illness to the triumphant strength and courage of the young woman she has become. It is the story of an innocent devastated by pure chance and one family's struggle with chronic illness. It also addresses some of the daunting social issues of our day, including stem cell research, animal organ transplants, and reproductive and therapeutic cloning—putting a very human face on these controversial sciences.

JAMES RESTON, JR. is the critically acclaimed author of 13 books. He lives in Chevy Chase, Maryland.



Biography (BIO000000)

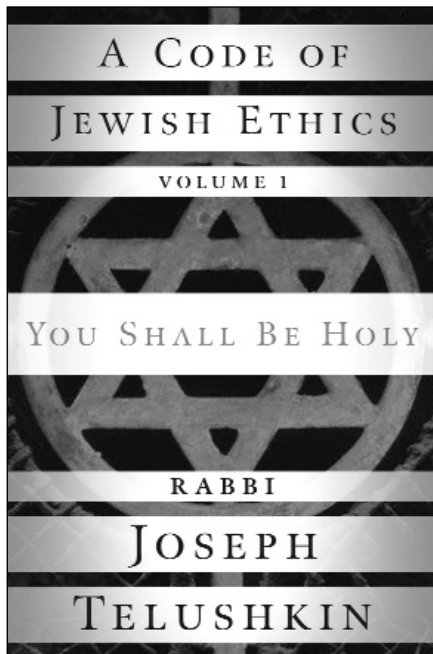
5½ x 8¼, 256 pages

1-4000-8243-9. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9781400082438

On Sale 2/21/06

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A Code of Jewish Ethics: Volume 1

You Shall Be Holy

By Rabbi Joseph Telushkin

The first book of a three-volume set, A Code of Jewish Ethics: Volume 1 is a monumental work by Rabbi Joseph Telushkin on the vital topic of personal character and integrity.

Joseph Telushkin sees his mission in life, both as a rabbi and a writer, as helping to restore ethics to their central role in Judaism. In the first volume of *A Code of Jewish Ethics*, Telushkin focuses on the importance of personal integrity and offers hundreds of examples from the Torah, the Talmud, rabbinic commentaries, and contemporary stories to illustrate how ethical teachings can affect our daily behavior. Written with great clarity and simplicity, this is a primer on fair speech, gratitude, repentance, humility, forgiveness, the relationship between truth and lies, and many other aspects of an honorable life.

Breathtaking in its scope, this comprehensive presentation of Jewish ethical teaching is a major work of scholarship that is sure to influence the lives of Jews for generations to come. *A Code of Jewish Ethics: Volume 1* is a book to be read and studied, full of serious questions to ponder and discuss, but primarily it is a book to live by.

JOSEPH TELUSHKIN is a spiritual leader and scholar. He is the author of 15 books, including *Jewish Literacy*. He lives in New York City, and lectures regularly throughout the United States.

National Publicity

Author Interviews and Events
out of New York

Tie-In with Author's Lecture
Schedule

Cross-Promotion with Jewish
Community Centers

Targeted Mailing to Jewish
Scholars and to Synagogues
Across the Country

Also By Rabbi Joseph Telushkin
The Ten Commandments of Character
1-4000-4509-6
\$25.00 hardcover (Canada: \$38.00)

The Book of Jewish Values
0-609-60330-2
\$29.95 hardcover (Canada: \$44.95)



Religion—Judaism—Practices (REL040010)

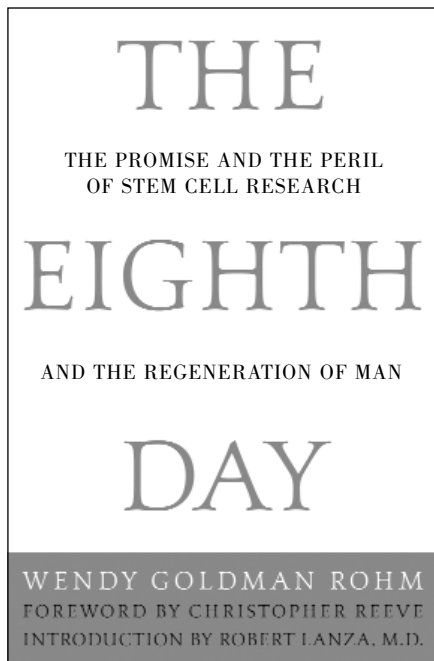
6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 544 pages

1-4000-4835-4. \$30.00 hardcover (Canada: \$42.00)

EAN Code 9781400048359

On Sale 3/7/06

British: Arthur Pine Associates, Inc
Translation: Arthur Pine Associates, Inc
1st Serial: Crown
Audio: Arthur Pine Associates, Inc



National Publicity

National Radio Campaign

Author Interviews out of New York

Advertising *Harper's*

Online Promotion Cross-promotion on author's website, WorldWideWendy.org

The Eighth Day

The Promise and the Peril of Stem Cell
Research and the Regeneration of Man

By Wendy Goldman Rohm

Foreword by Christopher Reeve

Introduction by Robert Lanza, M.D.

A behind-the-scenes look at stem cell research and cloning, The Eighth Day provides a riveting view of today's most controversial areas of biological science.

Written by award-winning journalist and *New York Times* bestselling author Wendy Goldman Rohm, *The Eighth Day* documents the pioneering work taking place on the front lines of stem cell research and the firestorm of controversy this potentially revolutionary science is creating.

The Eighth Day brings us inside the labs where doctors are doing the work that may transform modern medicine and provide treatments for many currently incurable diseases and health problems—including diabetes, multiple sclerosis, and spinal cord injuries. It also provides a much-needed historical and up-to-the-minute account of the political and religious wars this science has ignited, while sorting out the promises from the propaganda, the facts from the hypocrisy, and the witch hunts from the real peril.

With an introduction from Dr. Robert Lanza, a prominent scientist in the field, and a foreword by Christopher Reeve, *The Eighth Day* is poised to be a seminal work on some of the most hotly debated issues of our time.

WENDY GOLDMAN ROHM is an award-winning journalist and author. She lives in Evanston, Illinois.



Science (SCI000000)

6 7/8 x 9 1/4; 336 pages

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

EAN Code 9781400053179

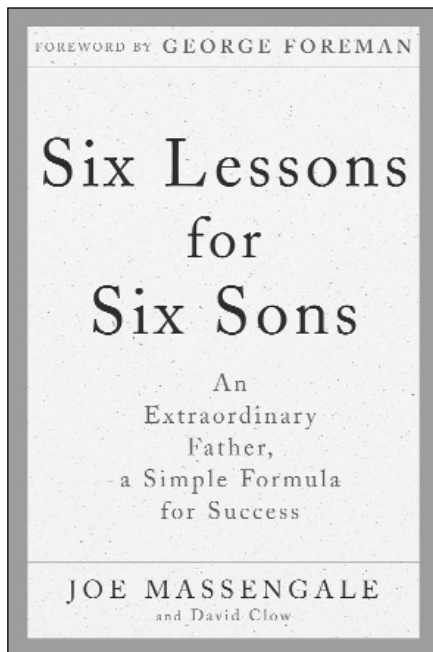
On Sale 3/14/06

British: Crown

Translation: Crown

1st Serial: Sterling Lord Literistic, Inc

Audio: Crown



National Publicity

National Radio Campaign

Targeted Mailing to African-American Book Stores and Book Groups

Online Promotion

Promotion on author's website, SixLessons.com

Six Lessons for Six Sons

An Extraordinary Father,
A Simple Formula for Success

By Joe Massengale and David Clow

Part inspiring memoir, part practical manual for building a fulfilling life, Six Lessons for Six Sons shares the important virtues that self-made man and entrepreneur Joe Massengale taught his sons.

As a kid in Marshall, Texas, Joe Massengale told the classmates who laughed at his poverty that he was going to Los Angeles to get rich and one day he'd come back in triumph—and he did. But more important than the material wealth that Joe gained are the lessons he learned and in turn taught his six sons.

Six Lessons for Six Sons distills the stories of Joe's life and those of his sons into teachings that are simple and personal, yet universal. These true stories illustrate the principles that helped an African-American family thrive. The virtues—confidence, fortitude, persistence, pride, fearlessness, and focus—are a powerful formula for success that can be embraced by anyone, starting now.

Featuring introductions by famous contributors and a foreword by George Foreman, this is the story of the American dream organized around the six inspiring principles that guided the lives of Joe Massengale and his six remarkable sons—and have the power to change yours.

Entrepreneur **JOE MASSENGALE** is the owner of Joe's Expert Tree Service. He lives in Los Angeles, California. **DAVID CLOW** is a business writer—consultant and a journalist whose work has appeared in such national publications as *USA Today*. He lives in Los Angeles, California.



Self-Help (SEL000000)

5½ x 8¼; 288 pages

0-307-23810-5, \$23.00 hardcover (Canada: \$33.00)

EAN Code 9780307238108

On Sale 3/21/06

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National Publicity

Discussion Group Guide Available
at CrownPublishing.com

Targeted Mailing to
Mystery Book Stores

Online Promotion

Promotion on weblogs and
the Book Report Network

Also by Barbara Vine

The Blood Doctor

1-4000-3252-0

\$13.00 paper (NCR)

Grasshopper

0-375-7265-0

\$13.95 paper (NCR)

The Minotaur

A Novel

By Barbara Vine

Renowned mystery writer Ruth Rendell (writing as Barbara Vine) draws on the conventions of the 19th-century novel to tell a chilling and suspenseful story of cruelty and murder in a bitterly divided family.

Kirstin Kvist, a young Swedish nurse, arrives at ancient, vine-covered Lydstep Old Hall in Essex, England, and meets the man she has been hired to care for. A 39-year-old who was diagnosed many years ago as a schizophrenic, John Cosway shuffles through each day, numbed by a heavy dose of phenobarbital. As time passes, Kirstin finds reason to doubt the accuracy of John's diagnosis and sees his former mathematical brilliance resurface when she secretly withholds his medication. She also becomes aware of bitter wrangling among John's mother and her four daughters.

When John's father died, he left the house and all of his assets to John, to be administered by a court-appointed trust, rather than leave his incapacitated son to the mercies of his mother. Soon, Kirstin finds herself privy to secrets that will propel the occupants of Lydstep Old Hall headlong into sexual obsession, betrayal, and finally murder.

Drawing from the dark, haunting themes that drive many of Barbara Vine's novels, *The Minotaur* is a masterful work from a storyteller of the first rank.

Both **BARBARA VINE** and **RUTH RENDELL** have won many literary awards, including three Edgar Awards and four Gold Daggers. The author lives in London.



Fiction—Mystery, Literary (FIC022000/FIC019000)

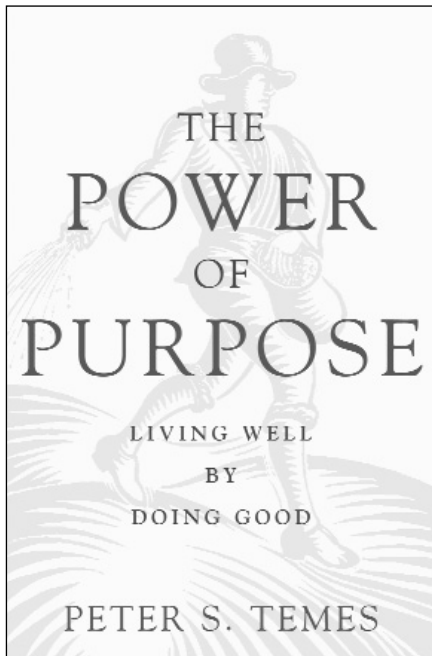
6 1/8 x 9 1/4; 320 pages

0-307-23760-5. \$25.00 hardcover (NCR)

EAN Code 9780307237606

On Sale 3/21/06

British: Sterling Lord Literistic, Inc
Translation: Sterling Lord Literistic, Inc
1st Serial: Sterling Lord Literistic, Inc
Audio: Crown



National Publicity

National Radio Campaign

Tie-In with Author's Lecture
Schedule

The Power of Purpose

Living Well by Doing Good

By Peter S. Temes

An inspiring guide that reveals the fast track to a happy life and meaningful success—learning to think of others before ourselves—with examples from Mother Teresa to Michael Jordan.

In this engaging book, Peter Temes shows how to make the connection between reaching out to others and reaching our own goals. In lively and intelligent prose, Temes explains the three levels of thinking available to us as we interact with others and shows that it is only the third level of thinking—when we think of others before ourselves—that offers us the fast track to happiness. He explores the nature of ambition, shares fascinating advice that applies to both professional and personal elements of life, and tells the stories of successful people who have lived by these very ideals.

The Power of Purpose is a map for finding the confidence and power, the opportunities and occasions, and, most important, the techniques and strategies for centering your relationships and your work on helping other people. There is no better or more rewarding purpose you can find, and no more practical tool for achieving success.

PETER S. TEMES is president of Antioch New England Graduate School in Keene, New Hampshire, and the academic director of the Great Books Summer Reading Program at Amherst College and Stanford University. He is a past president of the Great Books Foundation and has taught ethics, literature, and philosophy at Harvard, Columbia, and New York Universities.



Self-Help—Success (SEL027000)

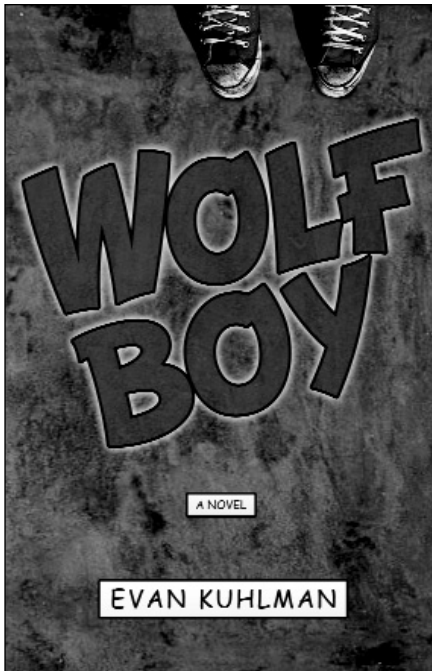
5½ x 8¼; 304 pages

0-307-33693-X, \$24.00 hardcover (Canada: \$34.00)

EAN Code 9780307336934

On Sale 3/21/06

British: Marly Rusoff & Associates, Inc
Translation: Marly Rusoff & Associates, Inc
1st Serial: Crown
Audio: Crown



National Publicity

Author Events and Interviews
out of Philadelphia

Discussion Group Guide Available
at CrownPublishing.com

Targeted Mailing to
Book Group Coordinators

Online Promotion

Promotion on weblogs and
the Book Report Network

Wolf Boy

A Novel

By Evan Kuhlman

Illustrated by Brendon and Brian Fraim

A family drama with endearing characters, lasting power, and a unique graphic element.

With the humanity and intimacy of *Ordinary People* and *Bee Season*, *Wolf Boy* reinvents a classic narrative archetype to follow a young family coping with staggering loss.

The death of Francis, cool older brother and affectionate son, leaves each member of the Harrelson family struggling to make sense of a changed world. Parents Gene and Helen lose themselves in separate fantasies; 10-year-old Crispy envisions herself carried away by pop star Marky Mark; and Francis's fiancée is haunted by his ghost. But the story's central character is Stephen, an imaginative 13-year-old boy who copes with his loss by creating a comic-strip universe; as "Wolf Boy" he manages to find power and pride despite the absence of his real-life hero. The fictional adventures Stephen creates with the help of his quirky and creative girlfriend, Nicole, are featured throughout the book, introducing a graphic-novel subplot that adds both humor and visual interest to this moving tale of hope and redemption.

EVAN KUHLMAN was nominated for a Pushcart Prize in 2003. His stories have appeared in *Glimmer Train*, *The Madison Review*, and *The Vincent Brothers Review*. He lives in Ohio. **BRENDON** and **BRIAN FRAIM** are best known for their clean line style in the *Knights of the Dinner Table: Illustrated*. Their illustrations are featured in *Wolf Boy*.



Fiction—Literary (FIC019000)

6 7/8 x 9 1/4; 320 pages; 9 black-and-white illustrations

0-307-33696-4. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9780307336965

On Sale 4/4/06

British: Writers House, LLC

Translation: Writers House, LLC

1st Serial: Crown

Audio: Crown



An Excerpt from

WOLF BOY

by

EVAN KUHLMAN

The phone call informing them of Francis's death came while Stephen was watching a Godzilla movie on TV and his sister was twirling her baton about ten feet away from him and his mother was in the kitchen making a carrot cake and his father was putzing around in the den and trying to think of something to do.

It was the second Saturday in January 1993, a day Stephen's father would later describe as "unusually beautiful," before the bottom fell out. But in truth it was a rather typical winter day for southern Illinois where it would snow for a while, let up, and start snowing again. The sun did pop out here and there and caused the snow in their yard and on the tree branches to glitter, but despite the occasional blast of sunshine the temperature stayed quite chilly, high around 15 degrees.

If that monstrous day held any beauty perhaps it was when the family gathered for breakfast, Francis still alive and with them, talking and eating and gesturing and making plans, as the Harrelsons, five then not four, spent their last moments of innocence—at least for Stephen and his sister, who knew almost nothing of death and its apparent life-long sting.

Breakfast began when Stephen appeared in the dinning room, stretched the last molecules of sleep out of his bones, and took his seat next to Crispy, his sister, and across from Francis, his brother. His parents, Helen and Gene, were seated at opposite ends of the table like children who couldn't get along..

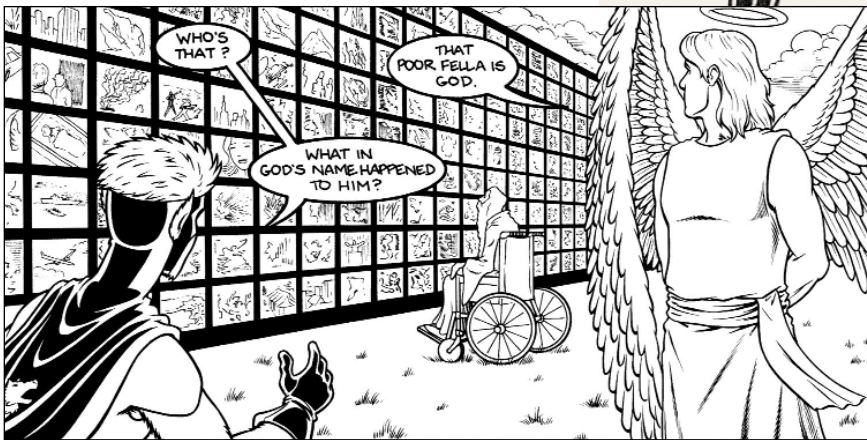
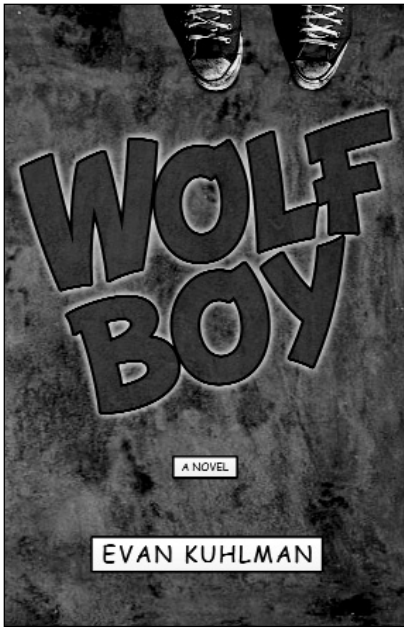
"I think it's going to be a good conference," Francis said, while chopping at his eggs with a

spoon. "Dr. Albertson from Berkeley is the keynote lecturer. He's probably the top mycology guy in the country, though Dr. Fisher at Yale might disagree." Later that day, Francis and his fiancée Jasmine were driving to Chicago to attend the annual Midwest Mycology Conference at the Sheraton. Francis was one of five undergraduates selected to present a paper to fellow students.

Gene was glaring at the slow-drip coffeemaker, encouraging it to speed up. "Sounds like a barrel of laughs," he said in Francis's direction. Stephen grimaced and momentarily lost his appetite. Why was his father someone everyone had to put up with instead of a great man?

"Drive carefully," Helen said, reaching for the saltshaker. "Arty's predicting occasional flurries for most of the day." Arty was Arthur Gifford, the Channel 7 meteorologist for the past nineteen years. He was a handsome man with a firm chin and a healthy Nordic glow, and he was Helen's imaginary lover. Helen required a rich fantasy life. Gene stopped paying attention to her sometime during the Iran-Contra hearings...

What didn't happen next: the earth didn't rumble, and the house wasn't suddenly bathed in a purplish, heavenly light. No angels descended, the sun didn't weep, and a flaming golden chariot piloted by Apollo failed to appear at the front door. Even though Francis's life was winding down none of them heard the ticking clock. So they all just sat there, eating their eggs and drinking their juice, when they should have been smothering Francis with kisses and telling him a thousand sweet things.





THE NATURAL,
COMMONSENSE
GUIDE TO
UNDERSTANDING
& CORRECTING ALL
COMMON DOG
PROBLEMS

CESAR'S WAY

Cesar Millan, star of TV's *The Dog Whisperer*, offers a fresh and readable commonsense guide to understanding dog behavior and correcting common dog problems.

In *Cesar's Way*, Cesar Millan shares the wisdom he's gathered from a lifetime of working with dogs. From bullying Chihuahuas to timid Great Danes to problem dogs of all shapes and sizes, he helps you understand what's going on in your dog's mind so you can correct his behavior—and yours—and have a happier, more fulfilling relationship.

Any dog trainer can teach your dog to respond to commands, but Cesar connects with a dog's mind and

natural instincts to help change unwanted behavior. As seen on *Oprah*, he teaches you to recognize your dog's needs and respect his natural pack instincts—if you're not the leader, he'll try to be. You'll also learn about the importance of exercise, discipline, and affection in a dog's life. *Cesar's Way* offers a fresh approach that will help you fix your dog's behavioral problems, gain a deeper understanding of his psychology, and live a happier life together.



CESAR MILLAN is one of the most sought-after experts in the field of dog rehabilitation, with clients including Nicolas Cage, Will and Jada Pinkett Smith, and Hilary Duff. He is the host of his own daily show, *The Dog Whisperer*, on the National Geographic Channel. He lives in Los Angeles with his wife and sons. **MELISSA JO PELTIER** is an Emmy Award-winning writer and an executive producer of Cesar's show. She lives in Los Angeles and Nyack, New York.

National Publicity

20-City Radio Satellite Tour

Author Interviews

out of Los Angeles and New York

Tie-In with Author Seminar Schedule

Cross-Promotion with National Geographic Channel

Targeted Mailing to Specialty Pet Shops, Animal Shelters, and Humane Societies

Online Promotion

Oprah.com

E-mail blasts to author list

Major cross-promotion on author's website, DogPsychologyCenter.com

Also Available as a Random House AudioBook

Abridged, 4 CDs

0-7393-2499-3

\$27.50 (Canada: \$39.95)

CESAR MILLAN

HOST OF TV'S *THE DOG WHISPERER*

and Melissa Jo Peltier



Pets—Dogs (PET004000)

5½ x 8¼; 304 pages; 25 illustrations and photographs

0-307-33733-2. \$24.95 hardcover (Canada: \$33.95)

EAN Code 9780307337337

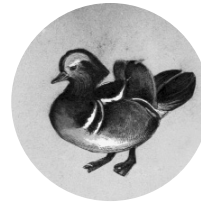
On Sale 4/4/06

British: Trident Media Group, LLC

Translation: Trident Media Group, LLC

First Serial: Trident Media Group, LLC

Audio: Crown



Dating, Mating, *and* Manhandling

The Ornithological Guide to Men

Television and radio dating expert Lauren Frances's hands-on research has proven that men are like wild things—easily startled by fast moves. And, also like birds, they often get very close to you and then fly away without warning. When threatened they may become passive-aggressive or flee in an attempt to escape real commitment.

Clever and full of invaluable advice for understanding the flightier sex, *Dating, Mating, and Manhandling* will demystify strange male mating behaviors to help you catch your man. An extensive list of bird types helps you identify who has landed in your nest. Is he a:

Nightingale: The smooth talker who sings your praises but suddenly develops laryngitis when it comes to commitment.

Dodo Bird: He's good with his tools but a very poor speller.

Pterodactyl: The extinct lover from your past who is destroying your romantic future.

Pink Flamingo: He notices when your handbag matches your shoes!

Bald Eagle: The hot older man looking for a little Lolita.

Romantic researcher Lauren Frances includes effective wrangling techniques for every species, which are sure to assist you in moving from mere bird watching to actually dating, mating, and marrying!

By Lauren Frances, Ph.Double-D

FOUNDER OF THE INSTITUTE OF ROMANTIC RESEARCH





In Dating, Mating, and Manhandling, a hysterical and illuminating guide, women learn why men are like nature's most freedom-loving and easily startled animal, the bird.

National Publicity

National Morning Drive
Radio Campaign

Author Interviews
out of Los Angeles

Cross-Promotion with *Flaunt*
Magazine

Online Promotion

Viral e-mail campaign featuring
"lovebirds quiz"
Cross-promotion on author's website,
DatingMatingManhandling.com

LAUREN FRANCES, PH.DOUBLE-D, has spent countless hours in the field perfecting her romantic research and working to decode the secret language of men. She is the founder of the Institute for Romantic Research and a columnist for *Flaunt* magazine. She lives in Los Angeles.



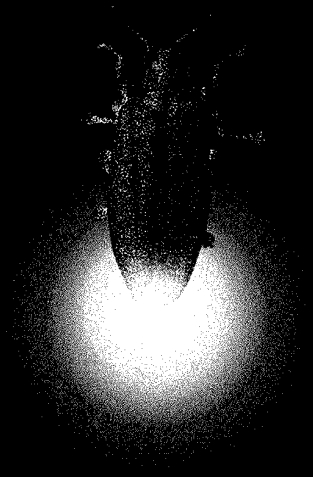
Family—Love & Romance/Humor—Relationships
(FAM029000/HUM012000)
5½ x 8¼; 240 pages; 5-10 line drawings
0-307-23804-0. \$21.00 hardcover (Canada: \$28.00)
EAN Code 9780307238047
On Sale 4/11/06

All Rights: Crown

FIREFLY CLOAK

a novel

BY SHERI REYNOLDS

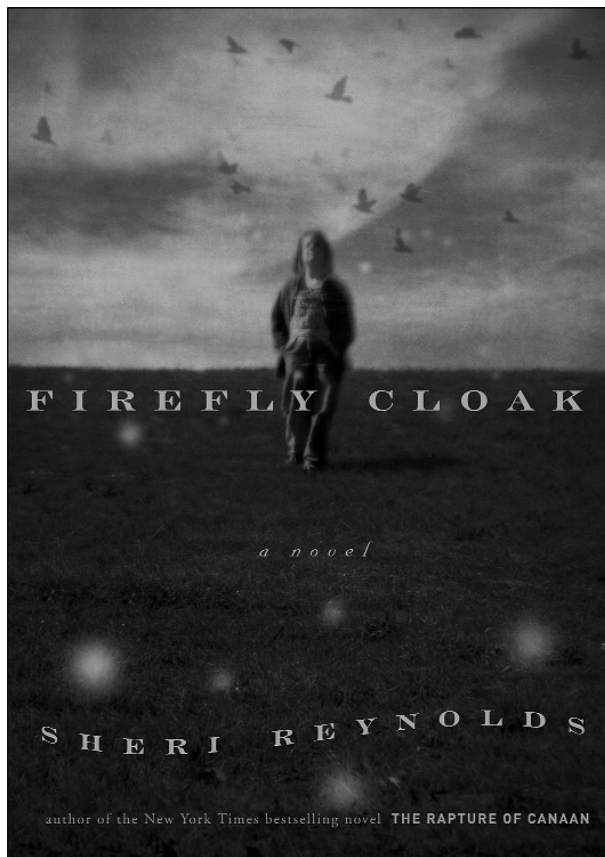


When eight-year-old Tessa Lee and her brother, Travis, are abandoned in a campground by their desperate mother and her boyfriend of the moment, their mother leaves them only two things: a phone number written in Magic Marker™ on Travis's back and her favorite housecoat, printed with tiny fireflies, that she places over her sleeping children. The phone number belongs to the children's grandparents, who are notified by the police and come for them. For Tessa Lee the housecoat becomes totemic, a cloak that provides a connection to the past and the beautiful mother she lost.

When word arrives many years later that Tessa Lee's mother has been spotted working at a pavilion on a seaside boardwalk, the teenager sets off on a dangerous and desperate journey to try to recover what it is she has lost.

Steeped in the rich tradition of Southern writers like Carson McCullers and Sue Monk Kidd, *Firefly Cloak* is a vivid coming-of-age novel about family, loss, and redemption.

FROM THE AUTHOR OF THE NEW YORK TIMES #1 BESTSELLER *THE RAPTURE OF CANAAN* COMES THE LONG-AWAITED NEW NOVEL *FIREFLY CLOAK*, THE HAUNTING STORY OF A YOUNG GIRL'S JOURNEY TO FIND THE MOTHER WHO ABANDONED HER, SET AGAINST THE BACKDROP OF THE DEEP SOUTH, WITH ALL ITS QUIRKINESS AND CHARM.



SHERI REYNOLDS is the author of three acclaimed novels, including *The Rapture of Canaan*, which was an Oprah Book Club selection. She is a professor of writing and literature.

National Review Attention

Tie-In to Southern Book Festivals

Author Events and Interviews
out of Richmond

Discussion Group Guide Available
at CrownPublishing.com

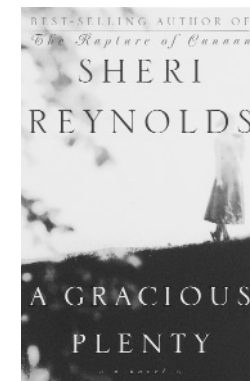
Targeted Mailing to
Book Group Coordinators

Online Promotion

Promotion on weblogs and the Book
Report Network

Signed Copies Available

Ask your RH rep for details



Also by Sheri Reynolds

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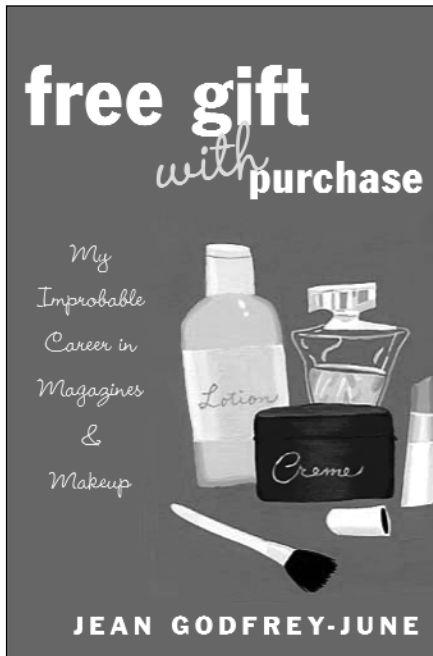
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JEAN GODFREY-JUNE is the beauty editor at *Lucky* magazine and former beauty editor of *Elle*. She lives in Upper Grandview, New York.



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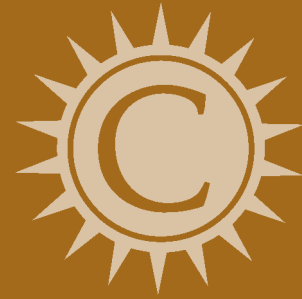
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