



Spring 09



THREE RIVERS PRESS



Spring 09



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COMING SOON

Old Flame

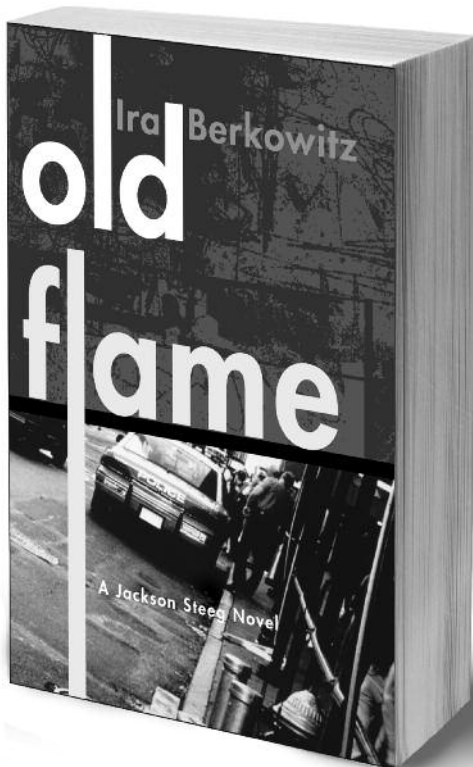
A Jackson Steeg Novel

Ira Berkowitz

A gritty, literate noir that provides a fascinating look at the seedy New York still lurking behind the city's gleaming, tourist-friendly veneer.

"Cynical, wise-cracking, and full of snappy dialog, OLD FLAME is both a valentine to hardboiled fiction fans and a great introduction to the genre for anyone looking for a good story and a reluctant hero. If Berkowitz doesn't write more books about Steeg, I may send a goon to sock him in the kisser."

—Chelsea Cain, *New York Times* bestselling author of *Heartsick*



"Hard to put down...A good old-fashioned crime novel crowded with fast-talking, colorful characters, each of whom comes with a secret or two and the temperament of a killer."—Thomas Perry, Edgar Award-winning author of *Silence*, *The Butcher's Boy*, and *Nightlife*

"Not to be missed...A sharp, clean and precise piece of crime writing. Ira Berkowitz drops you into Hell's Kitchen and leaves you wanting more."

—Michael Harvey, author of *The Chicago Way* and co-creator of *Cold Case Files*

"In Hell's Kitchen, OLD FLAME burns white hot. If gritty New York streets and rough and tumble detectives turn you on, read this book."

—Reed Farrel Coleman, Shamus and Anthony Award-winning author of *Soul Patch* and *The James Deans*



Fiction—Mystery & Detective—Hardboiled (FIC022010)

5³/₁₆ x 8; 304 pages

Paperback ISBN/EAN: 978-0-307-40862-4

eBook ISBN: 978-0-307-45013-5

\$12.95 (Canada: \$14.95)

On Sale 12/30/08

British: David Black Literary Agency

Translation: David Black Literary Agency

First Serial: Crown

Audio: Crown

“CAN] INVENTIVE, AMPED-UP YARN...FULL OF PRESSURE-COOKER
MIND GAMES.” *—ENTERTAINMENT WEEKLY*

“POWERFULLY WRITTEN... AN UNFORGETTABLE CENTRAL
CHARACTER.” *—DALLAS MORNING NEWS*

“A MARVEL OF GONZO, IN-YOUR-FACE, UP-TO-THE-MINUTE TERROR.”
*—LINCOLN CHILD, NEW YORK TIMES BESTSELLING AUTHOR OF
DEEP STORM*

“FRAUGHT WITH TENSION...*INVASION OF THE BODY SNATCHERS*
MEETS *THE HOT ZONE*.” *—ROCKY MOUNTAIN NEWS*

“A FLAWLESS THINKING-PERSON’S THRILLER...RICHARD MATHESON
FOR THE 21ST CENTURY.” *—JONATHAN MABERRY,
AUTHOR OF GHOST ROAD BLUES*

“SIGLER SHARES [STEPHEN] KING’S NATURAL STORYTELLING
SKILLS.” *—FANGORIA*

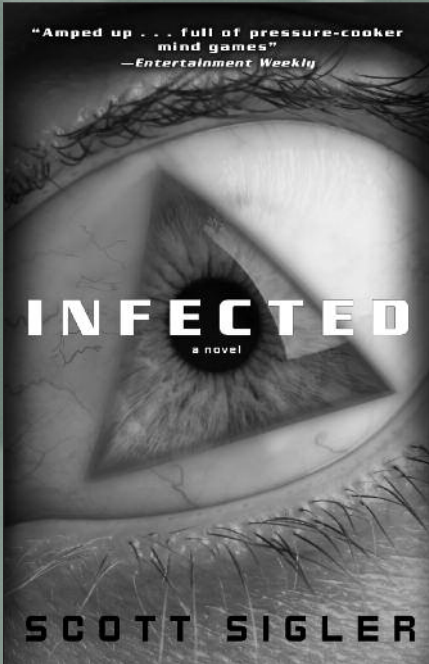
“RIVETING...EVEN HARDENED GENRE FANS WILL FIND THEMSELVES
WHIMPERING AT EACH NEW REVELATION.”
—PUBLISHERS WEEKLY (STARRED REVIEW)

INFECTED

a novel

THE FATE OF THE HUMAN RACE MAY
DEPEND ON AN EVERYMAN’S BLOODY
BATTLE AGAINST A MYSTERIOUS PARASITE
THAT HIJACKS HIS BODY AND PUSHES HIS
THOUGHTS INTO A PSYCHOTIC RAGE.

SCOTT SIGLER



A TERRIFYING THRILLER THAT WILL CRAWL BENEATH YOUR SKIN...

A mysterious disease is turning thousands of ordinary Americans into raving, paranoid murderers who inflict brutal horrors on strangers, their own families, and even themselves.

And one morning, ex-football star Perry Dawsey awakens to find mysterious welts growing all over his body. Soon Perry finds himself acting and thinking strangely, hearing voices, fighting uncontrollable rage...he is *infected*. Worse, the disease wants something from him, something that could alter the fate of the human race.

The first major print release from Internet phenom Scott Sigler, *Infected* is a cinematic, relentlessly paced combination of horror, techno-thriller, and suspense.

National Publicity

Online Promotion

- *USA Today* online campaign
- Advertising on gaming sites such as GameSpot.com
- Advertising on male interest sites such as Maxim.com
- Promotion on ScottSigler.com and InfectedNovel.com
- Featured in e-blast to college male list
- Google AdWords campaign

Buzz Campaign Through Author's Marketing Team and Fan Base

A Random House AudioBook

Unabridged, 9 CDs
978-0-7393-2885-9
\$34.95 (Canada: \$39.95)

... AND LEAVE FRESH BLOOD ON EVERY PAGE.

SCOTT SIGLER is the world's most successful podcasting author, with millions of episodes of his books downloaded. He lives in San Francisco with his wife and their two dogs. Find him online at ScottSigler.com and InfectedNovel.com.

SEE PAGE 36 OF THE SPRING 2009 CROWN CATALOG FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF SCOTT SIGLER'S *CONTAGIOUS*.



Fiction—Horror (FIC015000)

5³/₁₆ x 8; 352 pages

Paperback ISBN/EAN: 978-0-307-40630-9

eBook ISBN: 978-0-307-40917-1

\$13.95 (Canada: \$15.95)

On Sale 10/14/08

All rights: Crown

Pub History: A Crown hardcover (Summer 2008)
978-0-307-40610-1

**#1 *NEW YORK TIMES* BESTSELLING AUTHORS
OVER A MILLION COPIES SOLD**

LET'S PLAY DOCTOR

How to Look, Act, and Talk Like a Real M.D.

- Learn to Identify Medical Mysteries with “Who Am I?” quizzes:
“I’m a fluid-filled sac surrounding a testicle that results in the swelling of your scrotum. Do you want a hint? The third syllable of my name sounds just like the name of Heidi Klum’s husband.”

Answer: “I’M A HYDROCELE!”

- Take the “Diagnose This” challenge: Your patient has a headache and cramping of the jaw muscles. Then comes difficulty swallowing.... What’s he got, doc?
- Get answers to questions you’ve always wondered about:
Why are paper cuts so painful?

**MARK LEYNER
and BILLY GOLDBERG, M.D.**

National Publicity

40-City Morning Drive Radio
Satellite Tour

12-City Television Satellite Tour

Advertising

New York Times
CBS radio campaign

Online Promotion

- *New York Times* online campaign
- Advertising on Digg.com
- Co-promotion with authors' online presence
- E-blast to CrownHysterical subscribers
- Google AdWords campaign

P.O.P.

978-0-307-45114-9
6-copy L-card display
\$89.70 (Canada: \$101.70)

MARK LEYNER is a novelist and screenwriter

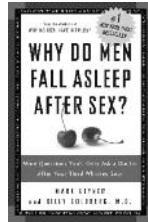
BILLY GOLDBERG, M.D., is a practicing physician at Bellevue Hospital and NYU Medical Center.



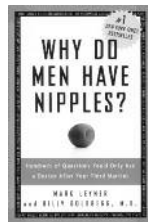
The authors of the one-million-plus-selling series that includes *Why Do Men Have Nipples?* and *Why Do Men Fall Asleep After Sex?* are back with a hilarious look at all the stuff you would learn in med school if you weren't too lazy to go yourself.

Mark Leyner and Dr. Billy Goldberg have entertained, informed, and grossed out the general populace with their disquisitions on bodily fluids, strange-but-true medical procedures, biological conundrums, bizarre sexual curiosities, and other wonders of medicine. In this new tome, they invite you to the Why Do Men Have Nipples School of Medicine, where classes focus on subjects like Do-It-Yourself Surgery, Medical Manners, Doctor Dinner-Party Entertaining Tips, and how to build your brain power for the challenge of playing doctor.

Also by Mark Leyner and Billy Goldberg, M.D.



Why Do Men Fall Asleep After Sex?
978-0-307-34597-4
\$13.95 (Canada: \$18.95)



Why Do Men Have Nipples?
978-1-4000-8231-5
\$13.95 (Canada: \$21.00)



Reference (REF000000)

5 x 7^{5/8}; 256 pages

Paperback ISBN/EAN: 978-0-307-34598-1

eBook ISBN: 978-0-307-45007-4

\$14.95 (Canada: \$16.95)

On Sale 12/2/08

British: International Creative Management

Translation: International Creative Management

First Serial: Crown

Audio: International Creative Management

AN EXCERPT FROM

Let's Play Doctor

BY MARK LEYNER AND BILLY GOLDBERG, M.D.

WELCOME CLASS OF 2009!

Welcome to Bedside Manor: The Why Do Men Have Nipples School of Medicine. This revolutionary volume is a condensed yet comprehensive curriculum that will make actually attending medical school seem like some quaint and obsolete thing of the distant past. Why pay enormous sums in tuition, waste four years of your life, and find yourself hopelessly in debt, when for only \$14.95, you get the world's EASIEST and most comprehensive guide to a sound mind and sound body? All you have to do is read a few random pages here and there (while you sit on the toilet or wait for your name to be called at the DMV) and your life will be transformed. We swear. Cross our hearts and hope to die.

By turning the page, you officially matriculate in our inaugural class. The ride may be bumpy. So sharpen those pencils, make sure your laptop is fully charged, put your tray tables and seat backs in the upright and locked position. And remember, the contents of your brain may shift in flight.

CLASS IS IN SESSION!

Lesson 1: Cure Stoners and Slackers across the Globe

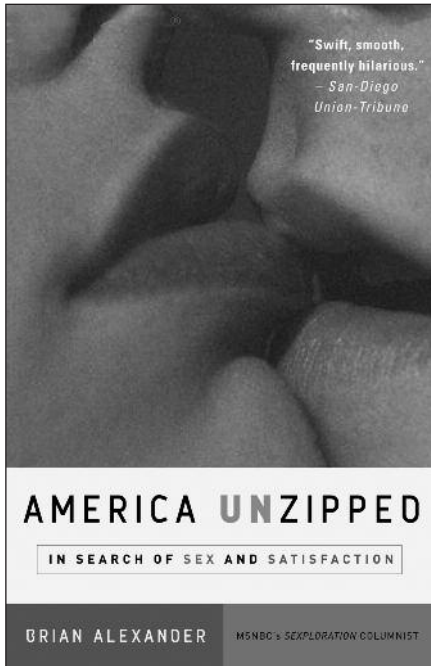
- Q.** Having trouble getting off the couch? Finding it difficult to get anything done?
- A.** Motivational Deficiency Disorder. Yes, your laziness may have a medical basis. Australian scientists have described a new condition called motivational deficiency disorder (MoDeD). It is characterized by overwhelming and debilitating apathy. Scientists at the University of Newcastle in Australia say that in severe cases motivational deficiency disorder can be fatal, because the condition reduces the motivation to breathe.

Lesson 2: Learn Simple At-Home Surgeries

In October 2006, Randall Cunningham, age 42, of Hobe Sound, Florida, and his girlfriend had a dispute with two men from whom they had purchased \$20 worth of crack cocaine. In the course of the altercation, Mr. Cunningham was shot in the right thigh. He proceeded to drive himself home, where he removed the bullet with a box cutter and then smoked the crack. Who knew bullet removal could be so simple?

Lesson 3: Medical Manners Q&A

- Q.** I'm an X-ray technologist at a gastroenterologist's office. When I give a patient who's getting an "upper GI" the liquid barium to drink, I like to pour myself a juice or a soda so we can "click glasses" and make a toast. I feel this helps put the patient at ease. Is there anything special I should say?
- A.** While it's wonderful to be able to extemporize eloquently on such occasions, it's handy to know the standard toasts. Something simple and affable like "Here's to your upper GI" is always nice. Or you might try something debonair like "A vos beaux yeux" [To your pretty eyes]. And there are always the old standbys—"Cheers!" "L'chaim!" "Salud!" "Kanpai!" and "May the road rise to meet you. May the wind be always at your back, etc., etc."



National Publicity

Online Promotion

- Promotion on AmericaUnzipped.com
- Alternative weekly online campaign
- Blogger outreach
- Google AdWords campaign

America Unzipped

In Search of Sex and Satisfaction

Brian Alexander

A funny, poignant, probing safari through the wilds of sex in modern America by the sex columnist for MSNBC.com.

Award-winning journalist Brian Alexander, the man behind MSNBC.com's popular "Sexploration" column, was confused: In an era where conservative family values dominate, why were his readers writing in with very uninhibited, very unusual, very kinky queries?

To find out what people are really doing, Alexander set out on a sexual safari in modern America. Gonzo journalism at its finest, he mixes it up at a convention of fetishists, interviews online porn entrepreneurs, and learns the surprising ways of Biblical sex from an evangelical preacher. With candor, humor, and insight, Alexander reveals a sexual world that is quickly redefining the phrase "polite society."

"Scintillating...A likeable, open-minded guide through the sexual underworld. Alexander salts his observations with causal wit."

—*Washington Post*

"A swift, smooth, contemplative and frequently hilarious travelogue through America's surprisingly mainstream nether regions."

—*San Diego Union-Tribune*

"[It] will make you laugh, cringe, whimper, wince, gasp, and laugh again."

—*Charleston Post and Courier*

BRIAN ALEXANDER is a contributing editor at *Glamour* and writes the "Sexploration" column for MSNBC.com.



Social Science—Sociology (SOC026000)

5³/₁₆ x 8; 320 pages

Paperback ISBN/EAN: 978-0-307-35133-3

eBook ISBN: 978-0-307-40738-2

\$13.95 (Canada: \$15.95)

On Sale 12/30/08

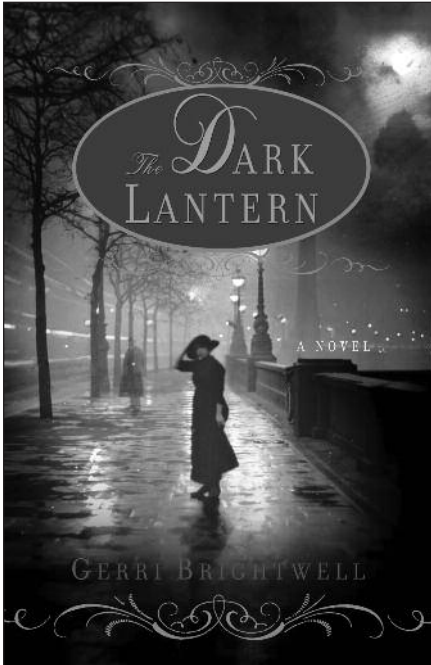
British: Regal Literary

Translation: Regal Literary

First Serial: Regal Literary

Audio: Crown

Pub History: A Harmony hardcover (Spring 2008)
978-0-307-35132-6



National Publicity

Online Promotion

- *USA Today* online campaign
- Advertising on iVillage.com
- Google AdWords campaign

Discussion Guide Included in Book

The Dark Lantern

A Novel

Gerri Brightwell

An upstairs/downstairs novel that brings a 19th-century Victorian household—and the dangerous secrets of its occupants—to life.

London, 1893. Elderly Mrs. Bentley is on her deathbed, and her son Robert has returned from France. But in the Bentleys' well-appointed home, everyone has their secrets, including Robert's beautiful and elusive wife, the orphan maid she hires from the country, and the mysterious young woman who arrives, claiming to be the bride of Robert's drowned brother.

Robert is quickly developing a reputation in anthropometry, the nascent science of identifying criminals by body measurements. Yet soon he is caught up in the deceptions swirling around him, for no one under his roof is quite what they seem. When an intruder enters the house and ransacks the study, a chain of events is set in motion that threatens not only the genteel, comfortable life the Bentleys have managed to secure but also their very survival.

A fascinating portrayal of a vanished England as well as an unconventional mystery, *The Dark Lantern* exposes the grand "upstairs" of a Victorian home and the darker underbelly of its servants' quarters. The clash between the classes makes for a suspenseful novel of mistaken identities, intriguing women, and dangerous deceptions.

"Brightwell has captured the essence of the era with masterful detail."
—*Romantic Times*

GERRI BRIGHTWELL has a doctorate in literature from the University of Minnesota. She now lives in Alaska with her husband and three sons.



Fiction—Historical (FIC014000)

5³/₁₆ x 8; 336 pages

Paperback ISBN/EAN: 978-0-307-39535-1

eBook ISBN: 978-0-307-40967-6

\$14.95 (Canada: \$16.95)

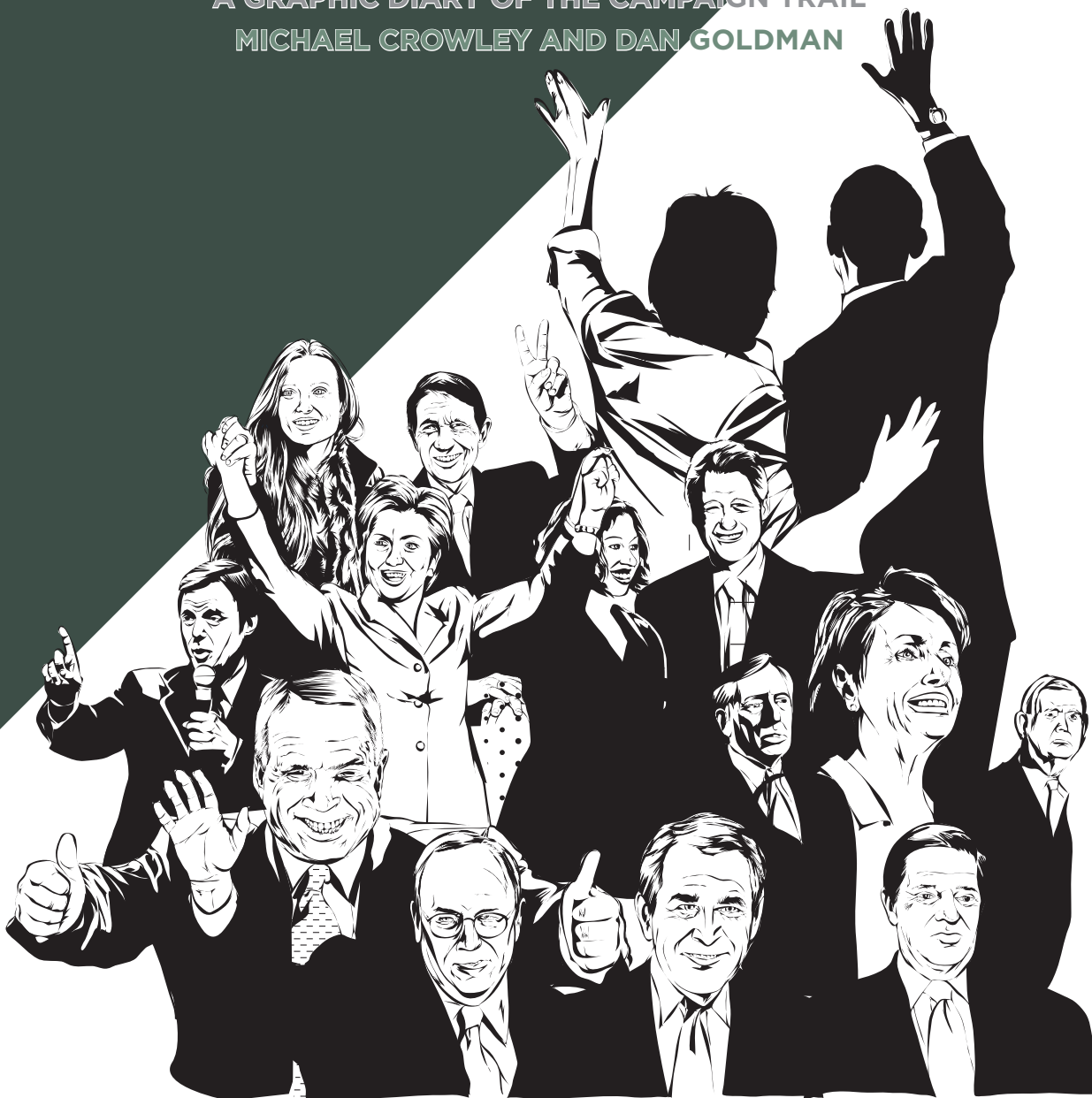
On Sale 1/6/09

All rights: Crown

Pub History: A Crown hardcover (Spring 2008)
978-0-307-39534-4



A GRAPHIC DIARY OF THE CAMPAIGN TRAIL
MICHAEL CROWLEY AND DAN GOLDMAN



SURE TO BE THE MOST TALKED ABOUT BOOK ABOUT THE MOST TALKED ABOUT ELECTION, 08, A STUNNING WORK OF GRAPHIC NONFICTION, IS A FRESH TAKE ON THE CAMPAIGN DIARY THAT WILL BURST THE PRESS BUBBLE AROUND THIS ELECTION YEAR'S CAMPAIGNS AND TELL THE UNLIKELY, TRUE STORY OF WHAT IT TAKES TO WIN A PARTY'S NOMINATION AND THE JOB OF THE MOST POWERFUL PERSON IN THE WORLD.

National Publicity

20-City Radio Satellite Tour

Online Promotion

- *New York Times* online campaign
- Advertising on political blogs
- Liberal and conservative blogger outreach
- Google AdWords campaign



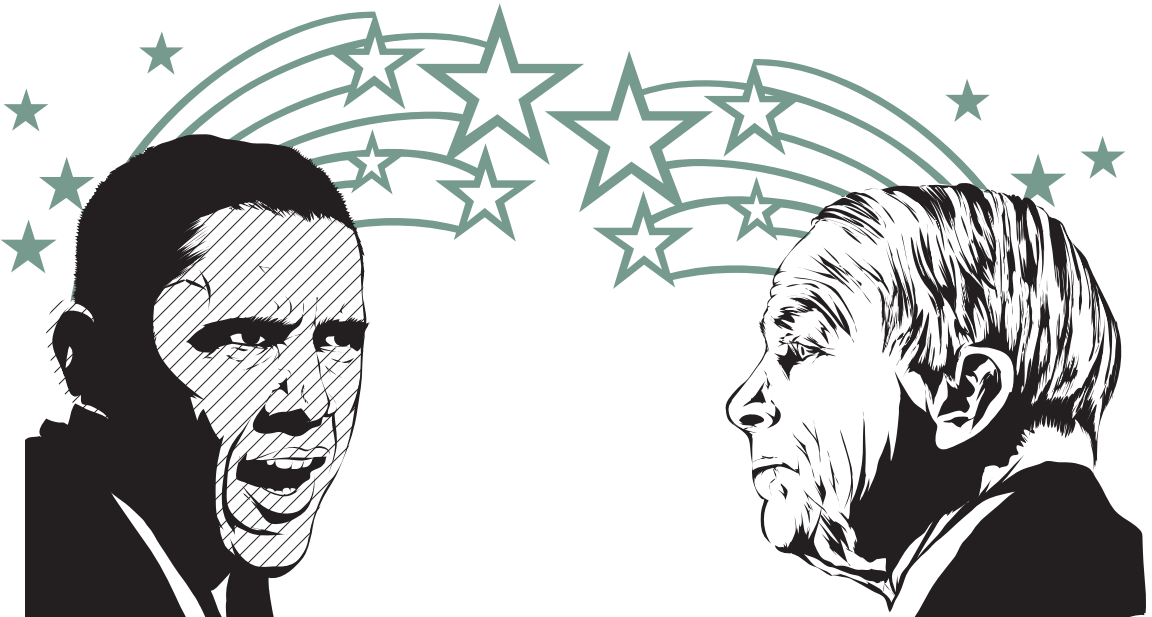
Political Science—Elections (POL008000)
 6 7/8 x 9 1/4; 160 pages
 black-and-white drawings throughout
 Paperback ISBN/EAN: 978-0-307-40511-1
 \$17.95 (Canada: \$19.95)
 On Sale 1/6/09
 All rights: Crown

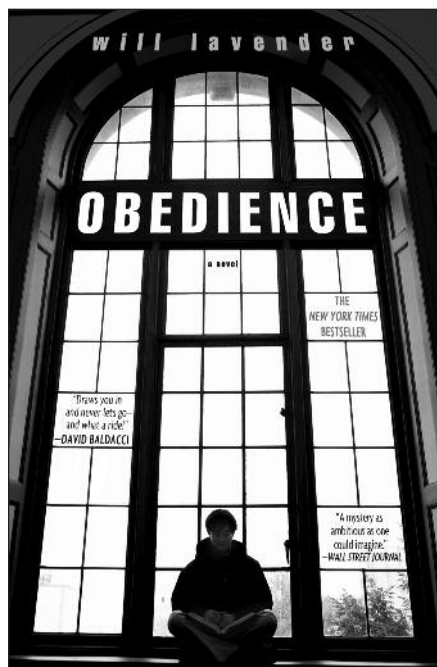
In recent years, presidential election campaigns have taken a giant leap in terms of money, marketing, media coverage, and public involvement. But no election year has ever seen anything like the struggle of 2008; the media and the public couldn't be more obsessed with the death match for the Democratic nomination and the fight for the White House between such polarized parties. Capturing the drama are one of today's most prominent political journalists and one of today's most gifted narrative artists: their fresh look at politics will appeal to a new generation of political readers.

The epic clash of Barack Obama and Hillary Clinton. The resurgence of John McCain. The issues, personalities, and photo ops. *08* takes readers deep inside the most fascinating presidential election of our time in a way that stands in bold relief to routine political journalism.

MICHAEL CROWLEY is a senior editor at *The New Republic* and a frequent political commentator on MSNBC.

DAN GOLDMAN is a founding member of daily comics anthology *Act-i-vate* and coauthor of the political graphic novel *Everyman*.





National Publicity

Online Promotion

- *New York Times* online campaign
- Google AdWords campaign

Outreach to Book Groups

P.O.P.

978-0-307-45385-3
Easel-backed poster
(no charge)

Obedience

A Novel

Will Lavender

The New York Times bestseller about a group of college students who discover that their assignment could have deadly consequences.

When the students in Winchester University's Logic and Reasoning 204 arrive for their first day of class, they are greeted not with a syllabus or texts, but with a startling assignment from Professor Williams: Find a hypothetical missing girl named Polly; if after being given a series of clues and details the class has not found her before the end of the term in six weeks, she will be murdered.

At first the students are as intrigued by the premise of their puzzle as they are wary of the strange and slightly creepy Professor Williams. But as they delve deeper into the mystery, the boundary between the classroom and the real world is blurred and the students wonder if it is their own lives they are being asked to save.

"Its ultimate implications continue to spin out in a reader's mind after the final page is turned." —*The Wall Street Journal*

"Authentic puzzle mysteries are an endangered species in these hectic times...If you solve this one without peeking at the last chapter, it's an automatic A."

—*New York Times Book Review*

"[T]his is one of those high-concept thrillers with a final twist that upends all expectations, filled with characters who are not what they seem."

—*Entertainment Weekly*

WILL LAVENDER teaches literature and writing in Louisville, Kentucky. *Obedience* is his first novel.



Fiction—Thrillers (FIC031000)

5³/₁₆ x 8; 304 pages

Paperback ISBN/EAN: 978-0-307-39638-9

eBook ISBN: 978-0-307-40734-4

\$13.95 (Canada: \$15.95)

On Sale 1/6/09

British: Folio Literary Management

Translation: Folio Literary Management

First Serial: Crown

Audio: Crown

Pub History: A Shaye Areheart Books hardcover (Spring 2008)

978-0-307-39610-5



National Publicity

20-City Radio Satellite Tour

Author Interviews out of Los Angeles

Online Promotion

- Advertising on Gawker.com
- Blogger outreach
- Feature in e-blast to college male list
- Google AdWords campaign

Wide Magazine Masthead Mailing

That's What She Said

Women Reveal What Men Really Need to Know

T. J. Jefferson

Hundreds of women—from a variety of ages and backgrounds—offer insight into what good habits men need to learn to be good partners, and also what bad habits men need to forget.

The book was called *Everything Men Understand About Women*. Upon opening it, the reader found 100 blank pages. Get it? Very funny. But it gave T.J. Jefferson an idea. If men know nothing about the fairer sex, then why not go straight to the source? And so he began asking strangers to fill in the blank pages of his book.

In *That's What She Said*, Jefferson shares the tips he's gathered from all kinds of women, including numerous celebrities, in a collection of entries that are offbeat, funny, sometimes mean, and often poignant.

What kinds of things do men need to know?

- "If you ask for our IM you are a loser! Ask for our #."
- "Tell me that I'm pretty and skinny while simultaneously handing me a pint of Ben & Jerry's."
- "We don't always want to f*!king cuddle."
- "If you can listen and be consistent, you're in!"
- "You will not get away with it."

That's What She Said is perfect for women who will feel that sense of "Amen, Sister" and "Thank God I'm not that psycho" at the same time and for men who don't want to screw the whole thing up once they find the woman of their dreams.

T. J. JEFFERSON worked as a producer on the highly successful MTV shows *Punk'd* and *Yo Momma*.



Humor (HUM000000)

5³/₁₆ x 8; 224 pages

Paperback ISBN/EAN: 978-0-307-45065-4

eBook ISBN: 978-0-307-45092-0

\$13.95 (Canada: \$15.95)

On Sale 1/6/09

British: Endeavor Agency

Translation: Endeavor Agency

First Serial: Crown

Audio: Crown

AN EXCERPT FROM

That's What She Said

BY T. J. JEFFERSON

I'M NOT SURE FROM WHERE IT CAME and I can't pinpoint the exact date it appeared. All I know is somehow it ended up in my possession. My friend Sarah now swears up and down that she's the one who put it in my hands, being the first to sign the book and all. And maybe she was. The point is, I'm not 100 percent certain how this journey of mine started, but I can tell you it's been one strange trip.

The book was called *Everything Men Understand About Women*. Upon opening it, the reader found 100 blank pages. Meaning men understand *nothing* about the fairer sex. Get it? Very funny. And it gave me an idea. If the perception is that men know nothing about women, then I would make it my mission to find some stuff out, straight from the horses mouth, so to speak. And those blank pages were gonna help me out!

Within, you'll find out everything women want men to know.

Around every 28-32 days you should tell me that I'm pretty, and skinny while simultaneously handing me a pint of Ben and Jerry's Cherry Garcia Ice Cream.

-Sarah

DO
CASH \$
COCK
LOBSTER
But not necessarily in that order
Alli for Me Nick
Party Girl

Surprising a girl w/ flowers,
dinner, or anything that she
didn't ask you to do will get you
A LOT...

Lenka

Don't be
"Mr. McFeely"
when you @ just meet
a lady! 😊

Melinda

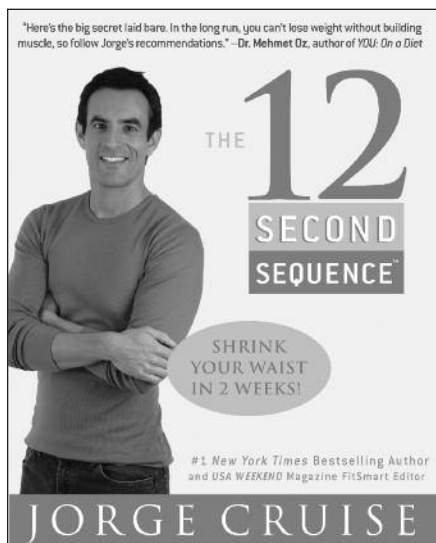
Lauren - 26, actress

Call.

We like to be contacted.
(unless you're stalking us,
of course).

But if we're into you,
and you're into us, then

Show IT! Mystery is
great, but so is
communication.



National Publicity

Online Promotion

- *New York Times* online campaign
- *USA Today* online campaign
- Advertising on MensHealth.com
- Google AdWords campaign

A Random House AudioBook

Abridged, 2 CDs
978-0-7393-5474-2
\$19.95 (Canada: \$25.95)

Also by Jorge Cruise

The 12-Second Sequence Journal
978-0-307-39556-6
\$14.95 (Canada: \$21.00)



The 12-Second Sequence

Shrink Your Waist in 2 Weeks

Jorge Cruise

Breakthrough research has confirmed that resistance training is the most effective solution for burning belly fat. The revolutionary 12-Second Sequence™ method will flatten your belly in only 20 minutes, twice a week.

All fat is not the same. Studies confirm that *belly fat* is the most dangerous. It's directly connected to heart disease and type-2 diabetes. Three-time *New York Times* best-selling author Jorge Cruise will show you how the 12-Second Sequence™ maximizes "after-burn" and helps restore precious fat-burning lean muscle. This time-saving plan will prove that quality wins out over quantity, and includes:

- how to reconfigure your metabolism to burn belly fat even at rest
- how to eat to accelerate results
- how to compress 2 hours of exercise into just 20 minutes
- an on-the-go travel routine for NO excuses

"Here's the big secret laid bare...you can't lose weight without building muscle, so follow Jorge's recommendations."

—Dr. Mehmet Oz, author of *YOU: On a Diet*

JORGE CRUISE is the author of three consecutive *New York Times* bestsellers with more than 5 million books in print. Each Sunday his *USA Weekend* magazine column is read by 49 million people.



Health & Fitness—Exercise (HEA007000)
7¾ x 9¼; 256 pages; 408 black-and-white photos
Paperback ISBN/EAN: 978-0-307-38332-7
\$15.95 (Canada: \$18.95)
On Sale 1/20/09

All rights: Crown

Pub History: A Crown hardcover (Fall 2007)
978-0-307-38331-0



Dare to Prepare

How to Win Before You Begin

Ronald M. Shapiro with Gregory Jordan

How to get your ducks in a row and achieve long-term results in a short-term world through the old-fashioned discipline of preparation.

Over the course of a 40-year career in the worlds of law, sports, business, and politics, Ron Shapiro has worked with and advised an incredible variety of people. What he's found is that the secret ingredient for getting into the winner's circle is simply the discipline of methodical preparation: that old-school, step-by-step way of having all your ducks in a row, whether you are an executive getting ready to do a deal or make a speech; a pitcher studying the traits of opposing hitters and keeping a meticulous notebook of their strengths and weaknesses; an international trade negotiator who knows all about the issues and the people on the other side before sitting down at the table; or a surgeon who rehearses like a classical musician.

In *Dare to Prepare*, successful people such as wine guru Robert Parker, investment legend Bill Miller, pianist Leon Fleisher, Goldman Sachs partner Lisa Fontenelli, broadcaster Bob Costas, and many others share the way they apply discipline in preparing for career-changing games, deals, meetings, and interviews.

"A book with a chapter titled 'I Would Like to Thank the Lord Jesus Christ and Eric Mangini' contains many delights."

—George F. Will

"Dead-on...A must-have for anyone looking to get ahead in life."

—Billy Beane, general manager, Oakland Athletics

RONALD M. SHAPIRO is the founder of the Shapiro Negotiations Institute.

National Publicity

Online Promotion

- *The Wall Street Journal* online campaign
- Advertising on job hunting sites
- Google AdWords campaign

Also by Ronald M. Shapiro

Bullies, Tyrants, and Impossible People

978-1-4000-5012-3

\$13.95 (Canada: \$17.95)

BULLIES, TYRANTS, and IMPOSSIBLE PEOPLE



The #1 Bestseller in Business & Economics
 The #1 Bestseller in Business & Economics
 For 100+ Years & Still a Bestseller



Business & Economics (BUS000000)

5³/₁₆ x 8; 304 pages

Paperback ISBN/EAN: 978-0-307-45180-4

eBook ISBN: 978-0-307-40983-6

\$14.95 (Canada: \$16.95)

On Sale 1/20/09

British: David Black Literary Agency

Translation: David Black Literary Agency

First Serial: Crown

Audio: David Black Literary Agency

Pub History: A Crown Business hardcover (Spring 2008)

978-0-307-38326-6

CHARLATAN

America's Most Dangerous Huckster, the Man
Who Pursued Him, and the Age of Flimflam



“An extraordinary saga of the most dangerous
quack of all time.”

—USA TODAY

“Heavenly. A book so lively that its wild stories
are virtually wall-to-wall.”

—Janet Maslin,
NEW YORK TIMES

“You will devour CHARLATAN, Pope Brock’s tale
of fools and fanatics.”

—CHICAGO TRIBUNE

“A compelling slice of lurid Americana.”

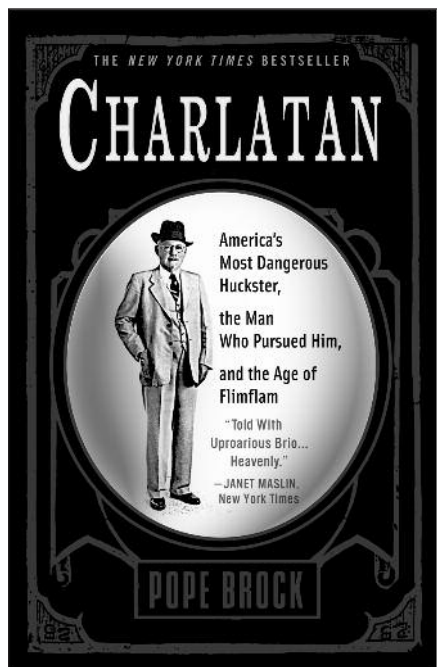
—ENTERTAINMENT WEEKLY

“Hugely amusing [but also] a reminder of the
high price of gullibility and ignorance.”

—Jonathan Yardley, WASHINGTON POST BOOK WORLD

P O P E B R O C K

A favorite of critics across America, this is a marvelously rich narrative of America's most ingenious conman, quack doctor John Brinkley, who, while bilking nearly everyone he touched, managed to transform a nation.



National Publicity

Online Promotion

- *New York Times* online campaign
- Google AdWords campaign

Outreach to Book Groups

P.O.P.

978-0-307-45387-7
Easel-backed poster
(no charge)

IN 1917, John R. Brinkley—America's most brazen conman—set up a medical practice in the tiny town of Milford, Kansas, and introduced an outlandish surgical method to restore the fading virility of local farmers.

It was all nonsense, but thousands of customers quickly turned "Dr." Brinkley into America's richest and most famous surgeon. His notoriety captured the attention of the great quack-buster Morris Fishbein, who vowed to put the country's "most daring and dangerous" charlatan out of business. But despite Fishbein's efforts, Brinkley prospered wildly. He invented campaigning techniques still used in modern politics, he became America's most popular broadcaster, and he even introduced country music and blues to the nation. In short, he is the most creative criminal this country has ever produced.

Culminating in a decisive courtroom confrontation that pits Brinkley against his nemesis Fishbein, *Charlatan* is a marvelous portrait of a boundlessly audacious rogue on the loose in an America that was ripe for the bamboozling.

POPE BROCK is the author of the critically acclaimed *Indiana Gothic*. He has written for *The New Yorker*, *Rolling Stone*, and *Esquire*, among other publications.



Biography—Criminals & Outlaws (BIO024000)
5³/₁₆ x 8; 336 pages; 8-page black-and-white insert
Paperback ISBN/EAN: 978-0-307-33989-8
eBook ISBN: 978-0-307-40965-2
\$14.95 (Canada: \$16.95)
On Sale 1/13/09

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

Pub History: A Crown hardcover (Spring 2008)
978-0-307-33988-1

The Echo from Dealey Plaza

"Riveting." —*Ebony*



The true story of the first African American on the White House Secret Service detail and his quest for justice after the assassination of JFK

Abraham Bolden



National Publicity

Online Promotion

- Advertising on HBCUConnect.com and AALBC.com
- Google AdWords campaign

The Echo from Dealey Plaza

The true story of the first African American on the White House Secret Service detail and his quest for justice after the assassination of JFK

Abraham Bolden

The incredible true story of whistle-blower and Secret Service agent Abraham Bolden, who exposed lapses in the agency's protection of President Kennedy—and paid the price for his honesty and courage by becoming the target of a conspiracy that resulted in his imprisonment.

From the first African American assigned to the presidential Secret Service detail comes a gripping and unforgettable true story of bravery and patriotism in the face of bitter hatred and unthinkable corruption.

Abraham Bolden was a young African American Secret Service agent in Chicago when he was asked by John F. Kennedy himself to join the White House Secret Service detail. For Bolden, it was a dream come true—and an encouraging sign of the charismatic president's vision for a new America.

But the dream quickly turned sour when Bolden found himself regularly subjected to open hostility and blatant racism. More of a concern was the White House team's irresponsible approach to security.

Both prior to and following JFK's assassination, Bolden sought to expose and address the inappropriate behavior and gross negligence of these agents, only to find himself the victim of a sinister conspiracy that resulted in his conviction and imprisonment on trumped-up charges filed against him by his own agency.

"Riveting."

—*Ebony*

"If a novelist set out to rewrite Franz Kafka's *The Trial* as a modern-day horror tale, it might read much like Abraham Bolden's *The Echo from Dealey Plaza*." —*Chicago Sun-Times*

ABRAHAM BOLDEN served in the U.S. Secret Service from 1960 to 1964.



Autobiography—Personal Memoirs (BIO026000)

5³/₁₆ x 8; 320 pages

Paperback ISBN/EAN: 978-0-307-38202-3

eBook ISBN: 978-0-307-40737-5

\$13.95 (Canada: \$15.95)

On Sale 1/27/09

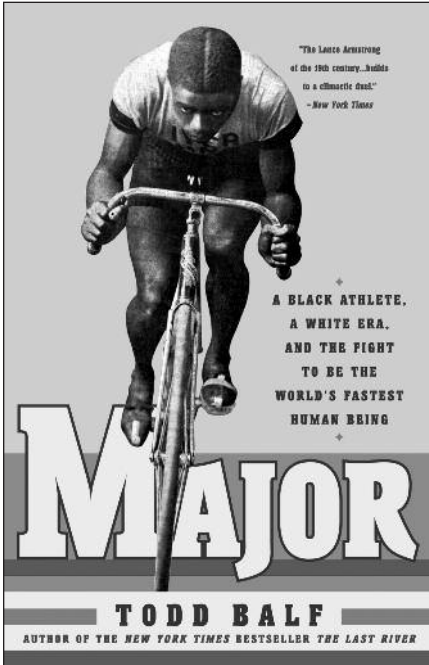
British: Victoria Sanders and Associates

Translation: Victoria Sanders and Associates

First Serial: Crown

Audio: Crown

Pub History: A Harmony hardcover (Spring 2008)
978-0-307-38201-6



Major

A Black Athlete, a White Era, and the Fight to Be the World's Fastest Human Being

Todd Balf

New York Times bestselling author Todd Balf tells the fascinating story of cyclist Major Taylor, America's first African American mega sports celebrity, and his quest to beat out his white, racist rival for the title of *Fastest Man in the World*.

At the turn of the 20th century, hundreds of lightning-fast racers won the hearts and minds of a bicycling-crazed public. Scientists studied them, newspapers glorified them, and millions of dollars in purse money were awarded to them. Major Taylor aimed to be the fastest racer.

Taylor's most formidable and ruthless opponent—a man nicknamed the “Human Engine”—was Floyd McFarland. One man was white, one black; one from a storied Virginia family, the other descended from Kentucky slaves; one celebrated as a hero, one trying to secure his spot in a sport he dominated. The only thing they had in common was the desire to be named the fastest man alive. Finally, in 1904, both men headed to Australia for a much-anticipated title match to decide who would claim the coveted title.

Major is the story of a superstar nobody saw coming, the account of a fierce rivalry that would become an archetypal tale of white versus black in the 20th century, and, most of all, the tale of our nation's first black sports celebrity.

“The Lance Armstrong of the 19th century...builds to a climactic duel.”
—*New York Times*

TODD BALF is a former senior editor for *Outside* magazine.

National Publicity

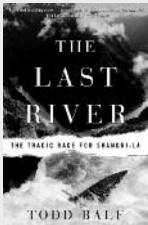
Online Promotion

- Advertising on Deadspin.com
- Google AdWords campaign

Also by Todd Balf

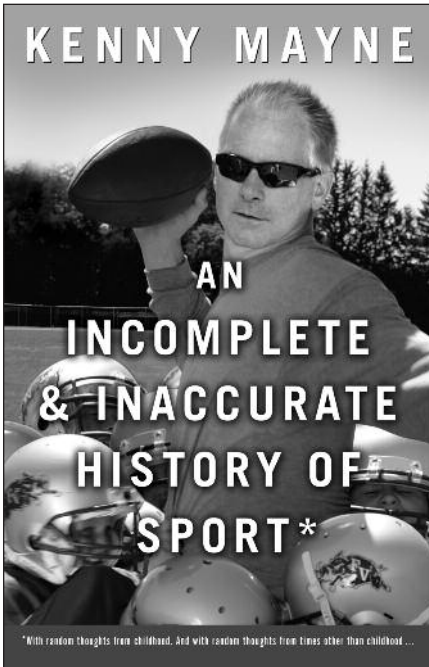
The Darkest Jungle
978-0-609-60989-7
\$24.95 (Canada: \$37.95)

The Last River
978-0-609-80801-6
\$14.00 (Canada: \$21.00)



Sports & Recreation—Cycling (SPO011000)
5³/₁₆ x 8; 320 pages; black-and-white photos throughout
Paperback ISBN/EAN: 978-0-307-23659-3
eBook ISBN: 978-0-307-40976-8
\$13.95 (Canada: \$15.95)
On Sale 1/27/09

British: Zachary Shuster Harmsworth
Translation: Zachary Shuster Harmsworth
First Serial: Crown
Audio: Crown
Pub History: A Crown hardcover (Spring 2008)
978-0-307-23658-6



An Incomplete and Inaccurate History of Sport

With random thoughts from childhood.
And with random thoughts from times
other than childhood...

Kenny Mayne

Part sports dictionary, part memoir, this is a funny, smart, surreal, self-deprecating, and totally original book in which Kenny Mayne offers both factual and completely made-up and unsubstantiated histories of the world's most beloved sports (fishing, tetherball) as well as hilarious tangents and diatribes about his life and loves (neither fishing nor tetherball).

Painstakingly faithful to its title, Kenny Mayne's book is neither complete nor is it particularly accurate. Ostensibly an A-to-Z encyclopedia of all known sports, many sports are never mentioned. There's not a word about rugby, volleyball, Roller Derby, swimming, or (shockingly) contract bridge or shinty. There is a chapter about sliding, but none about skiing. Competitive eating and rhythmic gymnastics will have to wait for another book. However, there are roughly eight chapters about tackle football—"the greatest sport in the world, and everyone knows it"—and a good four or five about horse racing, so quit complaining before you've even read the book. There will be plenty of time for complaining after you've finished it (which will take you about an hour—tops).

"Kurt Vonnegut never wrote a book about sports. This one will do just fine."
—*Daily Racing Form*

KENNY MAYNE is one of the most beloved *SportsCenter* anchors of all time. He hosted the ESPN show *2 Minute Drill*, and stars on Sunday's *NFL Countdown* in a segment called "The Mayne Event."

National Publicity

Online Promotion

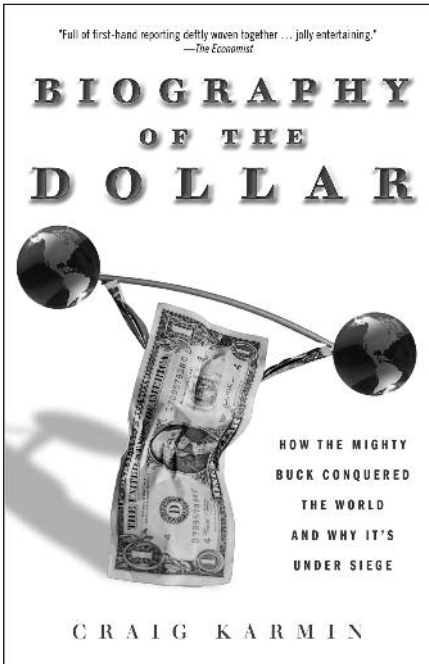
- Alternative weekly online campaign
- Advertising on sports blogs and sites
- Advertising on Facebook.com
- Feature in e-blast to college male list
- Google AdWords campaign



Sports & Recreation—Humor—Sports (SPO000000)
5³/₁₆ x 8; 256 pages; 25 black-and-white photos and line drawings
Paperback ISBN/EAN: 978-0-307-39619-8
eBook ISBN: 978-0-307-40870-9
\$13.95 (Canada: \$15.95)
On Sale 2/3/09

All rights: Crown

Pub History: A Crown hardcover (Spring 2008)
978-0-307-39615-0



National Publicity

Cross-Promotion with *The Wall Street Journal* Including Print, Radio, and Online Advertising

Online Promotion

- E-blast to list of consumers interested in investing
- Google AdWords campaign

Biography of the Dollar

How the Mighty Buck Conquered the World and Why It's Under Siege

Craig Karmin

A "biography" of the dollar, from its birth till final shredding and death, showing why and how the greenback lubricates not only the American economy, but the world's as well.

Will the sun set on the greatest currency in the history of the world? For decades the dollar has been the undisputed champ. It's not only the currency of America, but much of the world as well—the fuel of global prosperity.

But for how much longer? Economists fear America is digging a hole with an economy based on massive borrowing and huge deficits. Will the buck be eclipsed by the euro or even by China's renminbi?

Craig Karmin's in-depth biography of the dollar explores these issues and examines every aspect of its subject: the power of the Federal Reserve, the inner sanctums of foreign central banks that stockpile the currency, and the little-known circles of foreign exchange traders that determine a currency's worth. It traces the dollar's ascendancy, including one incredibly important duck-hunting trip and the world-changing Bretton Woods Conference.

"It's hard to imagine a more entertaining book on such a vital subject."
—Bloomberg.com

"Craig Karmin's fortuitously timed *Biography of the Dollar* argues that the greenback's recent plunge is more than just a market tumble."
—*Portfolio*

"A series of lively stories, full of firsthand reporting, deftly woven together...jolly entertaining."
—*The Economist*

CRAIG KARMIN is a reporter for the Money and Investing section of *The Wall Street Journal*, covering international markets and foreign exchange.



Business & Economics—Economics (BUS069000)

5³/₁₆ x 8; 272 pages; 5 graphs

Paperback ISBN/EAN: 978-0-307-33987-4

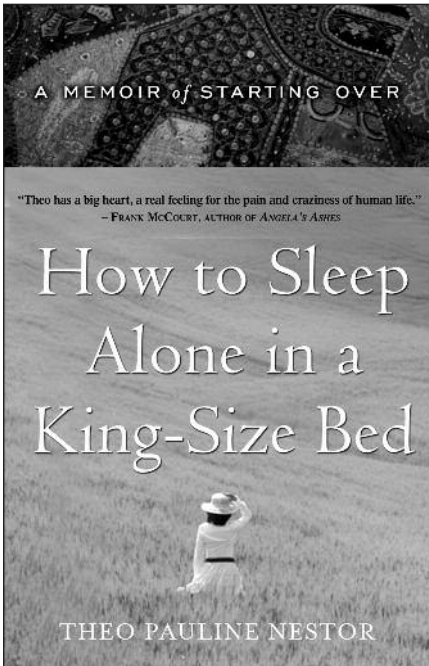
eBook ISBN: 978-0-307-40981-2

\$13.95 (Canada: \$15.95)

On Sale 2/3/09

All rights: Crown

Pub History: A Crown Business hardcover (Spring 2008)
978-0-307-33986-7



National Publicity

Online Promotion

- Advertising on women's interest sites and blogs
- Google AdWords campaign

Outreach to Book Groups

How to Sleep Alone in a King-Size Bed

A Memoir of Starting Over

Theo Pauline Nestor

Funny, knowing, and bittersweet, this is one woman's chronicle of life after divorce.

I feel like I've joined an enormous club, something like the Veterans of Foreign Wars. We are weary with battle fatigue and sometimes even gripped by nostalgia for the good old, bad old days, but our numbers are large," writes Theo Pauline Nestor in her wry, fiercely honest memoir.

Less than an hour after confronting her husband over his compulsive gambling, Theo banishes him from their home forever. With two young daughters to support and her life as a stay-at-home mother at an abrupt end, Nestor finds herself slipping from "middle-class grace" as she attends a court-ordered custody class, stumbles through job interviews, and—much to her surprise—falls in love once again. Slowly Theo recovers her sense of self, confronting her own family's legacy of divorce—an emotional odyssey that takes her to a tiny village in Mexico and to the heart of long-avoided family secrets.

This book will speak to anyone who has passed through the halls of divorce court or risked tenderness after loss.

"Has remarkable candor but also self-deprecating humor."

—*Seattle Post-Intelligencer*

"Heartbreakingly honest, wryly funny, and revelatory."

—*LadiesHomeJournal.com*

"Theo has a big heart, a real feeling for the pain and craziness of human life." —Frank McCourt, author of *Angela's Ashes*

THEO PAULINE NESTOR teaches writing at the University of Washington.



Autobiography—Personal Memoirs (BIO026000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-34677-3

eBook ISBN: 978-0-307-40972-0

\$13.00 (Canada: \$15.00)

On Sale 2/3/09

British: Writers House

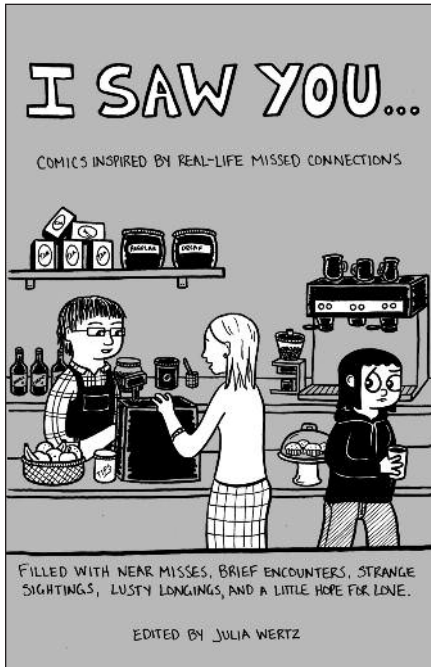
Translation: Writers House

First serial: Writers House

Audio: Crown

Pub History: A Crown hardcover (Spring 2008)

978-0-307-34676-6



National Publicity

Online Promotion

- Promotion on author's site, FartParty.org
- Alternative weekly online campaign
- Advertising on OverHeardInNewYork.com
- Google AdWords campaign

I Saw You

Comics Inspired by Real-Life Missed Connections

Edited by Julia Wertz

Featuring drawings by a mix of the best established and up-and-coming graphic artists, an anthology of comics about people looking for love—or just looking to get laid—inspired by real-life missed connection ads posted on Craigslist and in local papers around the country.

Lonely hearts, romantics, and even cynics pore over missed connection ads in search of love, to gawk and giggle, or out of curiosity about that stranger whose eye they caught oh-so-briefly. These posted stranger-sightings and chance encounters lay bare the truths and oddities of real-life attractions, longings, and might-have-beens in heartbreaking and hilarious ways that bring out the romantic voyeur in the best of us.

I Saw You takes this great thing and makes it even better. Julia Wertz has gathered the stars and soon-to-be-stars of the graphic art world, including Shannon Wheeler of *Too Much Coffee Man* and Elijah Brubaker of *Fantagraphics*, to interpret these plaintive, hopeful postings in drawings that range from laugh-out-loud funny to disarmingly touching. Other people's relationships and near misses have never been so appealing.

JULIA WERTZ is a cartoonist and writer, and the creator of the autobiographical comic *Fart Party*. She lives in Brooklyn.



Humor—Comic Books, Strips, etc. (HUM002000)

5½ x 8¼; 192 pages; black-and-white illustrations throughout

Paperback ISBN/EAN: 978-0-307-40853-2

eBook ISBN: 978-0-307-45261-0

\$12.95 (Canada: \$14.95)

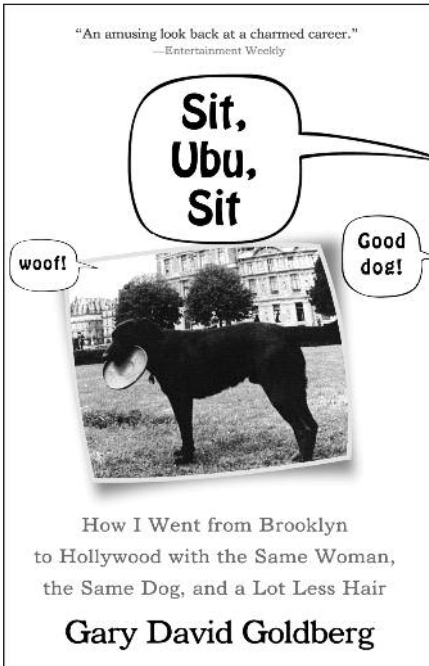
On Sale 2/3/09

British: Wendy Sherman Associates

Translation: Wendy Sherman Associates

First Serial: Crown

Audio: Crown



National Publicity

Online Promotion

- Advertising on Facebook.com
- Google AdWords campaign

Sit, Ubu, Sit

How I Went from Brooklyn to Hollywood with the Same Woman, the Same Dog, and a Lot Less Hair

Gary David Goldberg

Award-winning writer/producer/creator of Family Ties and Spin City Gary David Goldberg's unlikely journey from Brooklyn to Hollywood while keeping his soul, his heart, and his sense of humor firmly intact.

A sports-crazed kid from Bensonhurst, Brooklyn, Gary David Goldberg never imagined he'd end up in Hollywood, let alone make it big there. But when he met the love of his life, he followed her out to Northern California, moved in, and never looked back. He also, without realizing it, put himself on track to found UBU Productions (named after his beloved Labrador retriever) and become a successful creator of such family sitcoms as *Family Ties*, *Brooklyn Bridge*, and *Spin City*.*

In *Sit, Ubu, Sit*, Goldberg tells the mostly upbeat, sometimes difficult, and frequently hilarious behind-the-scenes tale, which is also a love letter to his improbable career and the people who have filled it.

"An amusing look back at a charmed career."

—Entertainment Weekly

"A refreshingly likeable memoir about a guy who made it to the top without stepping on or over anyone else."

—Minneapolis Star Tribune

"Nice guys don't always finish last. At a time when we've become obsessed with the Hilton-Lohan-Spears of the world, *Sit, Ubu, Sit* is a refreshing change."

—Milwaukee Journal Sentinel

*with Bill Lawrence

GARY DAVID GOLDBERG founded UBU Productions in 1981 and created the enormously successful television series *Family Ties*, *Brooklyn Bridge*, and *Spin City*. He has received numerous honors throughout his career, including an Emmy, two Writers Guild Awards, five Humanitas Awards, and the Producers Guild Award as Producer of the Year.



Autobiography—Personal Memoirs (BIO026000)

5³/₁₆ x 8; 272 pages

Paperback ISBN/EAN: 978-0-307-39419-4

eBook ISBN: 978-0-307-40740-5

\$13.95 (Canada: \$15.95)

On Sale 2/10/09

All rights: Crown

Pub History: A Harmony hardcover (Spring 2008)
978-0-307-39418-7

"The best legal read I've encountered in decades. A brilliantly entertaining work, both for the lawyer and the layman." —*The Washington Times*

ROBERT S. BENNETT

IN THE RING

THE TRIALS OF
A WASHINGTON LAWYER



National Publicity

Online Promotion

- Advertising on HuffingtonPost.com
- Google AdWords campaign

Outreach to Legal Organizations

In the Ring

The Trials of a Washington Lawyer

Robert S. Bennett

Robert S. Bennett has represented cabinet secretaries, Washington power brokers, heads of state, and even a sitting president. Now the famous Beltway lawyer talks about the law, his life, and how he's won his cases.

Robert S. Bennett has been a lawyer for more than 40 years. In that time, he's taken on dozens of high-profile and groundbreaking cases and emerged as the go-to guy for the nation's elite. Bob Bennett gained international recognition as one of America's best lawyers for leading the defense of President Bill Clinton in the Paula Jones case. But long before, and ever since, representing a sitting president, he has fought for justice for many famous (and some now infamous) clients. This is his story.

Bennett, born in Brooklyn and an amateur boxer in his youth, has always brought his street fighter's mentality to the courtroom. His case history is a who's who of figures who have dominated legal headlines: superlobbyist Tommy Corcoran, former secretaries of defense Clark Clifford and Caspar Weinberger, Marge Schott, and, most recently, *New York Times* reporter Judith Miller and former World Bank president Paul Wolfowitz.

Taking the reader deep within his most intriguing and difficult cases, *In the Ring* shows how Bennett has argued for what's right, won for his clients, and effected his share of change on the system.

"[A] captivating story."

—*The Wall Street Journal*

"The best legal read I've encountered in decades. A brilliantly entertaining work, both for the lawyer and the layman."

—*Washington Times*

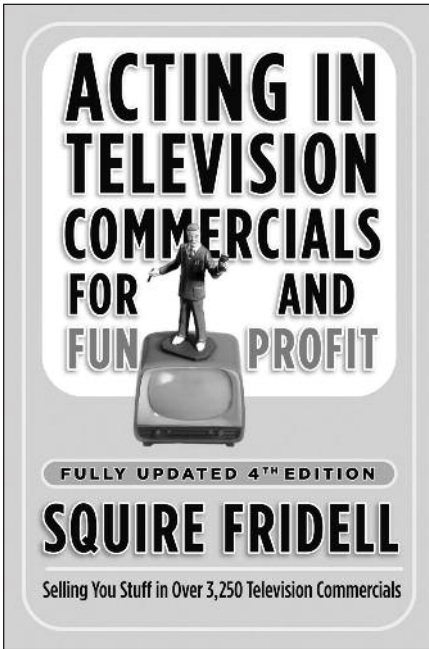
ROBERT S. BENNETT is an attorney best known for representing President Bill Clinton.



Autobiography—Personal Memoirs (BIO026000)
5³/₁₆ x 8; 400 pages; 1 8-page black-and-white insert
Paperback ISBN/EAN: 978-0-307-39444-6
eBook ISBN: 978-0-307-40974-4
\$15.95 (Canada: \$18.95)
On Sale 2/10/09

British: Crown
Translation: Crown
First Serial: Crown
Audio: William Morris Agency

Pub History: A Crown hardcover (Spring 2008)
978-0-307-39443-9



National Publicity

Online Promotion

- Advertising on Mandy.com
- E-blast to list of aspiring actors
- Google AdWords campaign

Mailing to Comedy Centers

Acting in Television Commercials for Fun and Profit

Fully Updated 4th Edition

By Squire Fridell

Fully revised and updated, the definitive guide to making it as a commercial actor from one of the most successful commercial actors of all time.

Working in television commercials is an extremely competitive business, but it can also be very lucrative. *Acting in Television Commercials for Fun and Profit* shows readers how to get a leg up on the competition to turn their talent into a paycheck.

Topics covered include everything from putting together a winning head shot and résumé, getting and keeping an agent, and joining the unions, to commercial acting techniques, nailing the audition, and much more. Smart, funny, and based on his experience over four decades and more than 3,250 commercials, this is the indispensable source of essential knowledge and guidance for making it as a commercial actor.

"A witty and complete guide...should be on every actor's shelf right next to Stanislavski." —*Time*

"Acting in television commercials is a great way to break into the business, and Squire Fridell's book is fun and informative... a must for any aspiring actor." —Carol Burnett

SQUIRE FRIDELL is one of the most successful actors ever in television commercials, having performed as principal on-camera talent in more than 3,250 commercials, including 28 years as Toyota's spokesperson and 6 years as TV's Ronald McDonald. He has taught and directed actors at every level for 40 years and lives in Glen Ellen, California.



Performing Arts—Acting & Auditioning (PER001000)

5½ x 8¼; 304 pages; illustrations throughout

Paperback ISBN/EAN: 978-0-307-45024-1

eBook ISBN: 978-0-307-45257-3

\$13.95 (Canada: \$15.95)

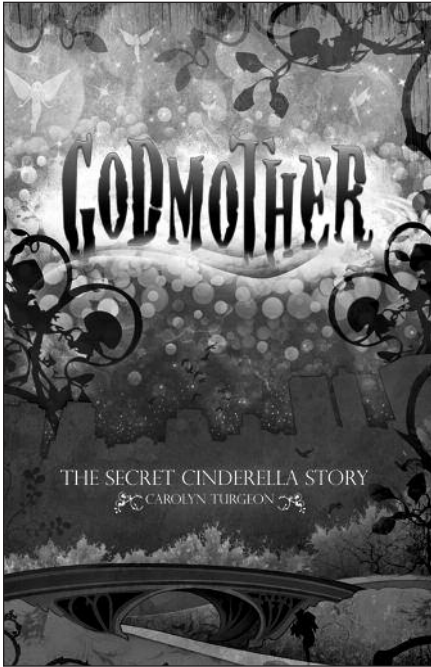
On Sale 2/24/09

British: Crown

Translation: Crown

First Serial: Sanford J. Greenburger Associates

Audio: Sanford J. Greenburger Associates



Godmother

The Secret Cinderella Story

Carolyn Turgeon

An atmospheric twist on the tale of Cinderella that centers on the dark yet enchanting backstory of the Fairy Godmother.

Lil is an old woman who spends her days shelving rare books in a tiny Manhattan bookstore and lonely nights at home in her apartment. But Lil has an intriguing secret. Tucked and bound behind her back are white feathery wings—the only key to who she once was: the Fairy Godmother responsible for getting Cinderella to the ball in order to meet, fall in love with, and marry Prince Charming.

But on that fateful night, something went terribly and beautifully wrong. Lil allowed herself the unthinkable: to feel the emotions of human beings, and she fell in love with the prince herself, going to the ball in place of Cinderella in her exquisitely gorgeous human guise. For her unforgivable mistake, she was banished to live among the humans, far from her fairy sister friends and their magical world. But then one day she meets Veronica, a fair-skinned, flame-haired young East Village beauty with a love of all things vintage and a penchant for falling in love with the wrong men. Suddenly it becomes clear to Lil that she's been given a chance at redemption. If she can find Veronica's true soul mate, she can return to the fairy world she so deeply longs for.

CAROLYN TURGEON is the author of *Rain Village* and is working on her third book, a noir.

National Publicity

Online Promotion

- Advertising on the Gothamist network
- Google AdWords campaign

Outreach to Book Groups

Outreach to Writing Teachers

P.O.P.

Easel-backed poster
978-0-307-45388-4
(no charge)



Fiction (FIC000000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-40799-3

eBook ISBN: 978-0-307-45260-3

\$13.95 (Canada: \$15.95)

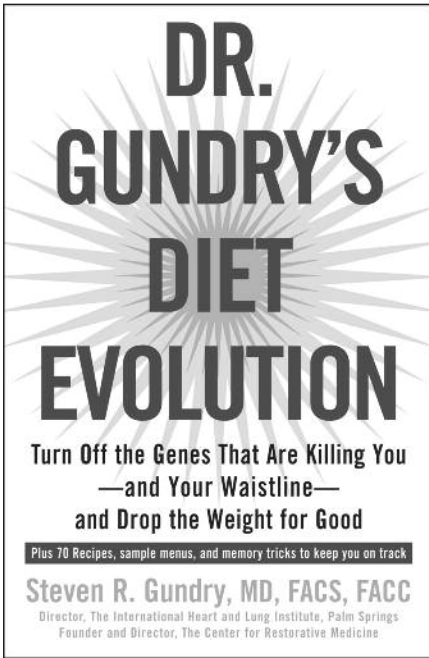
On Sale 3/3/09

British: Elaine Markson Literary Agency

Translation: Elaine Markson Literary Agency

First Serial: Crown

Audio: Crown



National Publicity

Online Promotion

- *New York Times* online campaign
- Advertising on dieting sites and blogs
- E-blast to list of doctors
- Google AdWords campaign

Dr. Gundry's Diet Evolution

Turn Off the Genes That Are Killing You—and Your Waistline—and Drop the Weight for Good

Steven R. Gundry, M.D., F.A.C.S., F.A.C.C.

A diet from an internationally renowned medical innovator that turns off killer genes and instead turns readers toward longevity.

Does losing weight and staying healthy feel like a battle? Well, it's really a war. Your enemies are your own genes, backed by millions of years of evolution, and the only way to win is to outsmart them.

Dr. Steven Gundry explains what your body is "thinking" and tells you why your genes actually "want" you to be fat—even sick. Eating many so-called healthy foods may activate what Dr. Gundry calls "killer genes," whose purpose is to get rid of you. Now, with his revolutionary ideas, you can reprogram your body for the health, life, looks, and longevity you desire!

"A seasoned veteran of bypassing your heart blockages teaches you how to avoid his services. Dr. Gundry has crafted a wise program with a powerful track record."

—Dr. Mehmet Oz, author of *You: On a Diet*

STEVEN R. GUNDRY, M.D., F.A.C.S., F.A.C.C., invented the Gundry Retrograde Cardioplegia Cannula, the world's most widely used device to infuse heart tissue with a preservative solution during surgery.



Health & Fitness—Diets (HEA006000)

5³/₁₆ x 8; 304 pages

Paperback ISBN/EAN: 978-0-307-35212-5

eBook ISBN: 978-0-307-40968-3

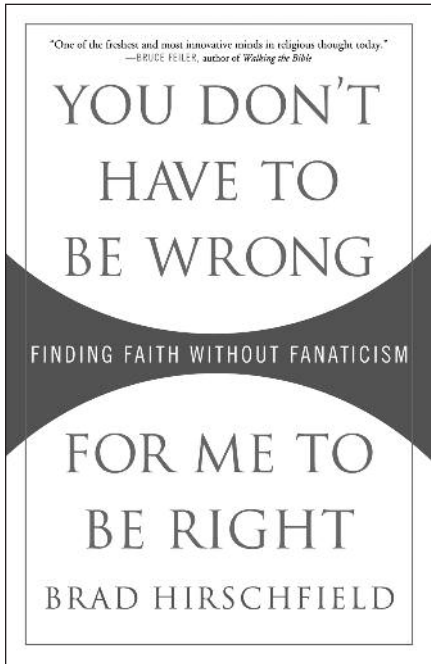
\$14.95 (Canada: \$16.95)

On Sale 3/3/09

All rights: Crown

Pub History: A Crown hardcover (Spring 2008)

978-0-307-35211-8



National Publicity

Tie-In with Author's Lecture Schedule

Online Promotion

- Advertising on BeliefNet.com
- Google AdWords campaign

Discussion Guide Included in Book

You Don't Have to Be Wrong for Me to Be Right

Finding Faith Without Fanaticism

Brad Hirschfield

Using his own spiritual journey as well as his experiences and knowledge as a rabbi, Brad Hirschfield teaches acceptance and tolerance in a way that is both pragmatic and forceful, immediate and necessary.

Brad Hirschfield knows what it means to be a fanatic; he was one. A former activist in the West Bank, he was committed to reconstructing the Jewish state within its biblical borders. Now he is devoted to teaching inclusiveness, celebrating diversity, and delivering a message of acceptance. In *You Don't Have to Be Wrong for Me to Be Right*, Rabbi Hirschfield uses his own spiritual journey to help people of all faiths find acceptance and tolerance, as well as a path to peace, understanding, and hope that will appeal to the common wisdom of all religions.

"One of the freshest and most innovative minds in religious thought today."

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"A wise and important story, engagingly told...I hope everyone reads it and absorbs its lessons."

—Rabbi Harold Kushner, author of
When Bad Things Happen to Good People

BRAD HIRSCHFIELD is president of the National Jewish Center for Learning and Leadership and a popular commentator on religion and society. He has been recognized as one of Beliefnet.com's leading preachers and teachers as well as one of the 50 most important rabbis by *Newsweek*.



Religion (REL000000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-38298-6

eBook ISBN: 978-0-307-40554-8

\$13.95 (Canada: \$15.95)

On Sale 3/10/09

All rights: Crown

Pub History: A Harmony hardcover (Fall 2007)
978-0-307-38297-9

A NEW YORK TIMES BESTSELLER
WINNER OF THE 2008 NEBA AWARD FOR FICTION
A BOOK SENSE BESTSELLER



“Passionate storytelling and intense characters make a deeply personal connection that should bewitch old fans and new readers alike.”

—*People* (A “People Pick,” four-stars)

“*The Third Angel* soars...an unforgettable portrait of the depth of true love.”

—*USA Today*

“I inhale anything Alice writes, but this stunning book is among her loveliest. Once I started it, I didn’t put it down.”

—Jodi Picoult, *Real Simple*

“*The Third Angel* is an intense, provocative, and thoroughly affecting novel.”

—*Chicago Tribune*

“Hoffman makes vivid and new the realization that grace, beauty, and forgiveness can arise out of the most devastating situations.”

—*Elle*

“Hands down, this captivating book is one of Hoffman’s best.”

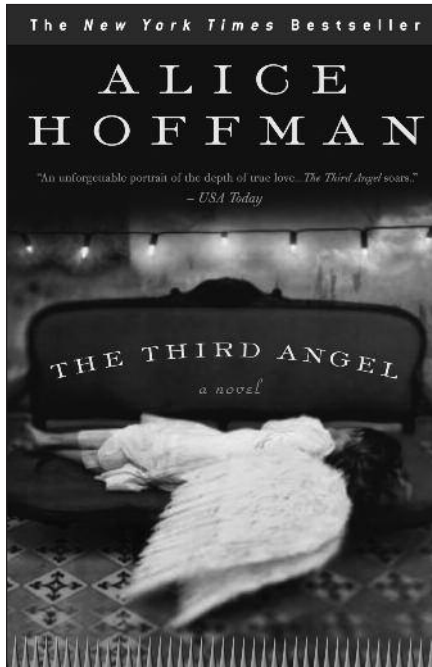
—*Redbook*

THE THIRD ANGEL

a novel

ALICE HOFFMAN

FROM BESTSELLING AUTHOR ALICE HOFFMAN COMES A NOVEL ABOUT THE MYSTERIOUS CHOICES WE MAKE IN LOVE—AND HOW THOSE CHOICES CAN HAUNT US FOR THE REST OF OUR LIVES.



IN *THE THIRD ANGEL*, Alice Hoffman weaves a magical and stunningly original story that charts the lives of three women in love with the wrong men. Headstrong Madeleine Heller finds herself hopelessly attracted to her sister's fiancé. Frieda Lewis, a doctor's daughter and a runaway, becomes the muse of an ill-fated rock star. And beautiful Bryn Evans is set to marry an Englishman while secretly obsessed with her ex-husband. At the heart of the novel is Lucy Green, who blames herself for a tragic accident she witnessed at the age of 12, and spends four decades searching for the Third Angel—the angel on Earth who will renew her faith.

ALICE HOFFMAN is the bestselling author of 19 acclaimed novels, including *Skylight Confessions*, *The Ice Queen*, *Practical Magic*, *Here on Earth*, and *The River King*.



National Publicity

Online Promotion

- *New York Times* online campaign
- Google AdWords campaign

Discussion Guide Available in Book

Outreach to Book Groups

A Random House AudioBook

Unabridged, 7 CDs
978-0-7393-6642-4
\$29.95 (Canada: \$34.00)



Fiction (FIC000000)

5⁷/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-40595-1

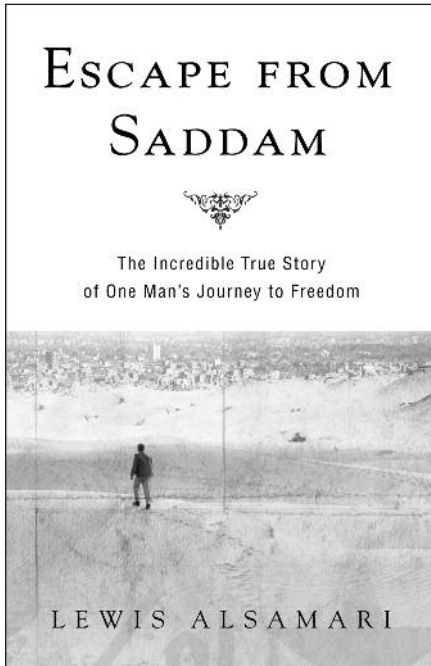
eBook ISBN: 978-0-307-40933-1

\$14.95 (Canada: \$16.95)

On Sale 3/3/09

All rights: Crown

Pub History: A Shaye Areheart Books hardcover (Summer 2008)
978-0-307-39385-2



National Publicity

Online Promotion

Google AdWords campaign

Youth Group Mailing

Escape from Saddam

The Incredible True Story of One Man's Journey to Freedom

Lewis Alsamari

Acclaimed actor Lewis Alsamari tells of his childhood in Iraq under Saddam Hussein's brutal regime, his dangerous escape to freedom, and his decision to risk everything when he learns his family in Iraq is being punished for his actions.

At the age of seventeen, Lewis Alsamari was conscripted into Saddam Hussein's army and was eventually offered a "prestigious" post within the military intelligence.

Unable to stomach the thought of becoming a cog in Hussein's machine of terror, Lewis risked his life to desert the army and made a dangerous desert crossing to Jordan, then Malaysia, and finally, to England.

As he made a life for himself in London, Lewis learned that his family, left behind in Iraq, was in danger. Somehow, Lewis had to get his hands on thousands of dollars to buy their freedom—and then risk everything he'd achieved to lead them to safety.

"Palpable, edge-of-your-chair excitement...[shows] the random violence and degraded conditions that average families were forced to endure during Hussein's reign."

—*Washington Post*

"Keeps you on the edge of your seat...a good look inside the unimaginable daily life of Saddam Hussein's twisted rule."

—*Rocky Mountain News*

"A remarkable story [and] a harrowing glimpse of the shadow world of asylum-seekers and traffickers."

—*New Statesman*

LEWIS ALSAMARI is an actor best known for his role as the lead hijacker in the award-winning film *United 93*.



Autobiography—Personal Memoirs (BIO026000)

5³/₁₆ x 8; 320 pages; 8-page full-color insert

Paperback ISBN/EAN: 978-0-307-39402-6

eBook ISBN: 978-0-307-40969-0

\$13.95 (Canada: \$15.95)

On Sale 3/10/09

British: Transworld Publishers

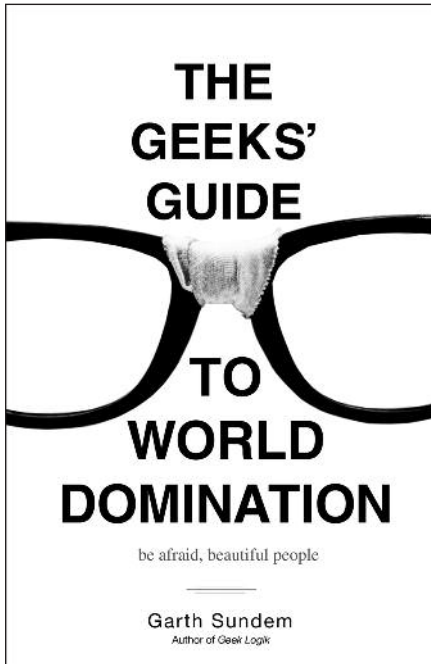
Translation: Transworld Publishers

First Serial: Crown

Audio: Crown

Pub History: A Crown hardcover (Spring 2008)

978-0-307-39401-9



National Publicity

National Radio Campaign

Online Promotion

- Advertising on tech sites and blogs
- Advertising on MySpace.com
- Advertising on Facebook.com
- Feature in e-blast to college male list
- Google AdWords campaign

The Geeks' Guide to World Domination

Be Afraid, Beautiful People

Garth Sundem

From the massive mind of alpha-geek Garth Sundem come the hacks, puzzles, and fantastically useless facts no self-respecting geek can possibly live a second longer without.

Sorry, beautiful people. These days, from government and business to technology and Hollywood, geeks rule the world. Suddenly, being a geek is *cool*.

And finally, here's a guide for them, including such essential geekish information as the best Latin phrases to shout while riding into battle, five tricks you can do with a Slinky, and real-world applications of the Pythagorean Theorem.

Science, mathematics, pop culture miscellany, and pure geekish fun coexist happily in this book's pages, just as they do in their natural habitat of the geek brain, and *The Geeks' Guide* is jam-packed with 314.15 short entries both useful (how to ask for the restroom in 12 languages or brew your own beer; the science behind laser beams and the theory of relativity) and purely silly (the quotable Yoda; the world's best corn mazes; Harry Potter spells for use in dueling). Also, to satisfy the geek's love of gaming, the book is filled with logic puzzles, sudoku strategies, even absurdly complex alternative rock-paper-scissors configurations.

Here is everything the modern geek needs to achieve nirvana. And for the pathetic non-geek, it is a chance to join the experience of *total world domination*.

GARTH SUNDEM is the bestselling author of *Geek Logik: 50 Foolproof Equations for Everyday Life*.



Humor (HUM000000)

5³/₁₆ x 8; 288 pages; black-and-white photos and illustrations throughout

Paperback ISBN/EAN: 978-0-307-45034-0

eBook ISBN: 978-0-307-45035-7

\$13.95 (Canada: \$15.95)

On Sale 3/10/09

British: The Miller Literary Agency

Translation: The Miller Literary Agency

First Serial: Crown

Audio: Crown

EXCERPT

AN EXCERPT FROM

The Geeks' Guide to World Domination

BY GARTH SUNDEM

SIXTEEN ESOTERIC TEXT MESSAGE ABBREVIATIONS

TXT	MEANING	TXT	MEANING
2G2BT	Too good to be true	IMAO	In my arrogant opinion
^5	High five	MTFBWU	May the Force be with you
AYSOS	Are you stupid or something?	MUAH	Multiple, unsuccessful attempts at humor
BIBO	Beer in, beer out	NIFOOC	Naked in front of computer
CMAP	Cover my ass, partner	SWMBO	She who must be obeyed
EBKAC	Error between keyboard and chair	WISP	Winning is so pleasurable
GDR	Grinning, ducking, and running	YRYOCC	You are running your own cuckoo clock

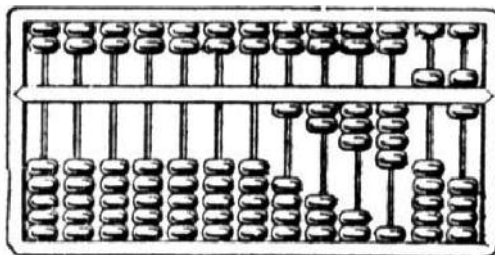
Sinus Infection Be Gone!

When mired in a sinus infection, haven't you wondered about the possibility of attaching a small-craft bilge pump to your face and sucking everything free? It turns out your face comes pre-equipped with a natural bilge pump—the vomer bone—which acts as the keystone of your sinus system. Unfortunately, the vomer bone is buried under the cartilage of your septum, making it a bit difficult to operate the pump handle. Instead, alternately push your tongue to the top of your mouth and press with one finger between your eyebrows. Keep at it. After 20 seconds, your congestion will loosen and stream out of your nose (keep a bowl or other receptacle handy).

Three Spelling Rules You Learned And Then Quickly Forgot

1. I before E, except after C or when it sounds like A as in neighbor or neigh.
2. When adding a suffix or verb ending to a word that ends with an E (i.e. confuse), drop the E if the suffix or verb ending starts with a vowel (making “confusing” not “confuseing”).
3. When adding a suffix or verb ending to a word that ends with a Y, if the letter before the Y is a consonant, change the Y to an I (i.e. geeky, geekiest); if the letter before the Y is a vowel, keep the Y (i.e. employ, employable).

HOW TO READ A CHINESE ABACUS



1. Beads pushed toward the centerline are in use.
2. “Earth” beads from below the centerline count for one, each; “Heaven” beads from above the centerline count for five, each.
3. Each rod (column) is a digit. Thus the number in the picture above is 123,456.

THE QUOTABLE *XENA WARRIOR PRINCESS*

Leah: “Life as a priestess to the virgin goddess Hestia isn’t all that hard. The most important rule is to know who you are.”

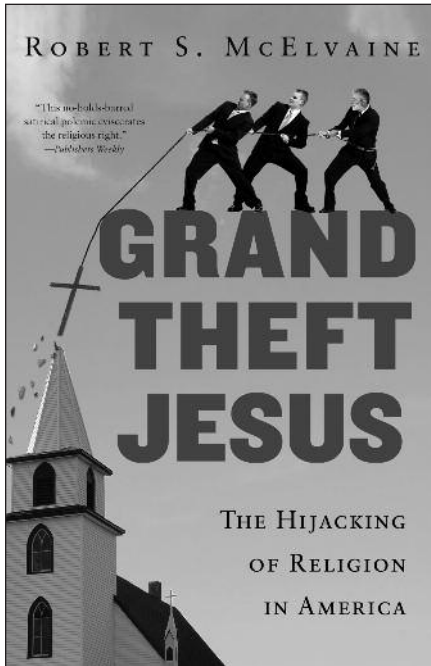
Gabrielle: “Believe me, if I have to go the rest of my life without companionship, knowing myself won’t be a problem.”

Xena: “Oh, we don’t have to run for it. I’m going to slap these bitches silly.”

Xena: “I will crush his head like a peanut between the thighs of DOOM!”

Gabrielle: “For once, Xena, I’d like to be the Roman noble and you be the slave.”

Gabrielle: “You did it! When your village was destroyed, you were infected with bloodlust. But you overcame it!”



Grand Theft Jesus

The Hijacking of Religion in America

Robert S. McElvaine

A sharp and witty attack on the hypocrites who lead the Christian Right (the false prophets Jesus warned about) and a call to arms for their followers to reject easy, Jesus-free modern Christianity and take action.

We're mad as Heaven, and we're not going to take it anymore!" declares historian Robert McElvaine in this passionate and often hilarious rallying cry for sincere Jesus followers. His whip-smart, take-no-prisoners polemic lays bare the Christian Right's "Easy Jesus" creed, in which people who claim to accept Jesus get a free pass to lie in his name.

McElvaine names names in his list of "Leading Lites" who have earned spots on Jesus' Ten Most Unwanted List and exposes the hypocritical (Ted Haggard), the disgraceful (Pat Robertson), and the shocking (Ann Coulter). *Grand Theft Jesus* blends outrage and humor in a compelling argument that will help to resurrect the real Jesus.

"A highly entertaining (and infuriating) romp through the foibles of extremism in all its forms: extremist conservative politics, extremist self-righteousness, and extremist 'Christianity Lite.'"

—Sarah Posner, *The American Prospect*

"*Grand Theft Jesus* is funny...but make no mistake, it also is blistering social commentary. Anyone who questions whether the 'Religious Right' represents Christianity will find in this book plenty of well-researched fodder."

—Salt Lake Tribune

ROBERT S. McELVAINE is the author of nine previous books, and his writing appears frequently in such publications as the *New York Times*, *Washington Post*, *Los Angeles Times*, and *The Wall Street Journal*, and he blogs on the *Huffington Post*.

National Publicity

Online Promotion

- Advertising on HuffingtonPost.com
- Liberal blogger outreach
- Google AdWords campaign

Also by Robert S. McElvaine

Great Depression

978-0-8129-2327-8

\$16.95 (Canada: \$25.00)



Religion—Christianity (REL070000)

5³/₁₆ x 8; 336 pages

Paperback ISBN/EAN: 978-0-307-39580-1

eBook ISBN: 978-0-307-40970-6

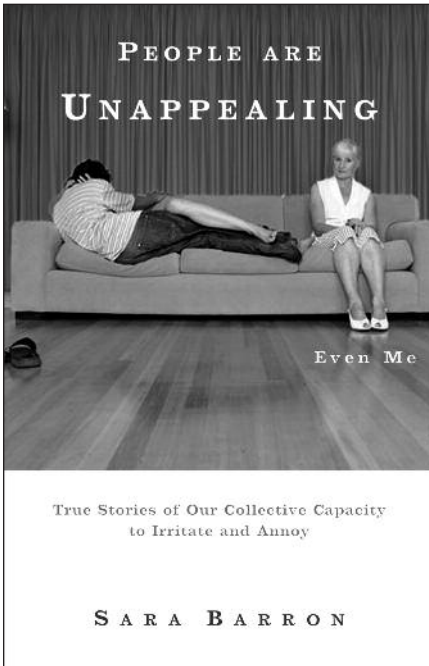
\$13.95 (Canada: \$15.95)

On Sale 3/10/09

All rights: Crown

Pub History: A Crown hardcover (Spring 2008)

978-0-307-39578-8



People Are Unappealing

Even Me

Sara Barron

Up-and-coming writer and performer Sara Barron shares the funny bits of her life story, from her upbringing in "the real Jewtopia" of Highland Park, Illinois, to a failed New York acting career, encountering people along the way who seem to be suffering from a contemporary disease that makes them endlessly sucky and unappealing.

Life is irritating. The world is annoying. And, yes, people are unappealing. And if you presume to feel otherwise, Sara Barron opens your eyes to reality in this insightful, vibrant, and wickedly funny collection of essays. Like authors Chelsea Handler, Laurie Notaro, and Paul Feig before her, Barron proves the cringe-inducing but irresistible power of brazen honesty. In *People Are Unappealing*, Barron lays bare the occasionally raunchy, often mortifying details of her past, including an early attempt at writing cheesy porn, experiencing humiliating audition debacles, and encountering celebrities who just get confused when they hear the word "no." Included is straight talk on libido, anxieties, insecurities, ego, and the endless ways we get on one another's nerves.

SARA BARRON is the host and three-time winner of The Moth, a New York-based storytelling competition that has been featured on NPR and CNN as well as in *Rolling Stone* and *The New Yorker*. Her stand-up shows were chosen for both 2004's HBO Comedy Festival in Aspen and 2005's Uno Festival of Solo Performance. Visit her at SaraBarron.com.

National Publicity

National Radio Campaign

Tie-In with Author's Appearances

Online Promotion

- Promotion on author's website, SaraBarron.com
- Alternative weekly online campaign
- Advertising on Facebook.com
- Google AdWords campaign



Autobiography—Personal Memoirs (BIO026000)

5³/₁₆ x 8; 256 pages

Paperback ISBN/EAN: 978-0-307-38245-0

eBook ISBN: 978-0-307-41002-3

\$13.95 (Canada: \$15.95)

On Sale 3/10/09

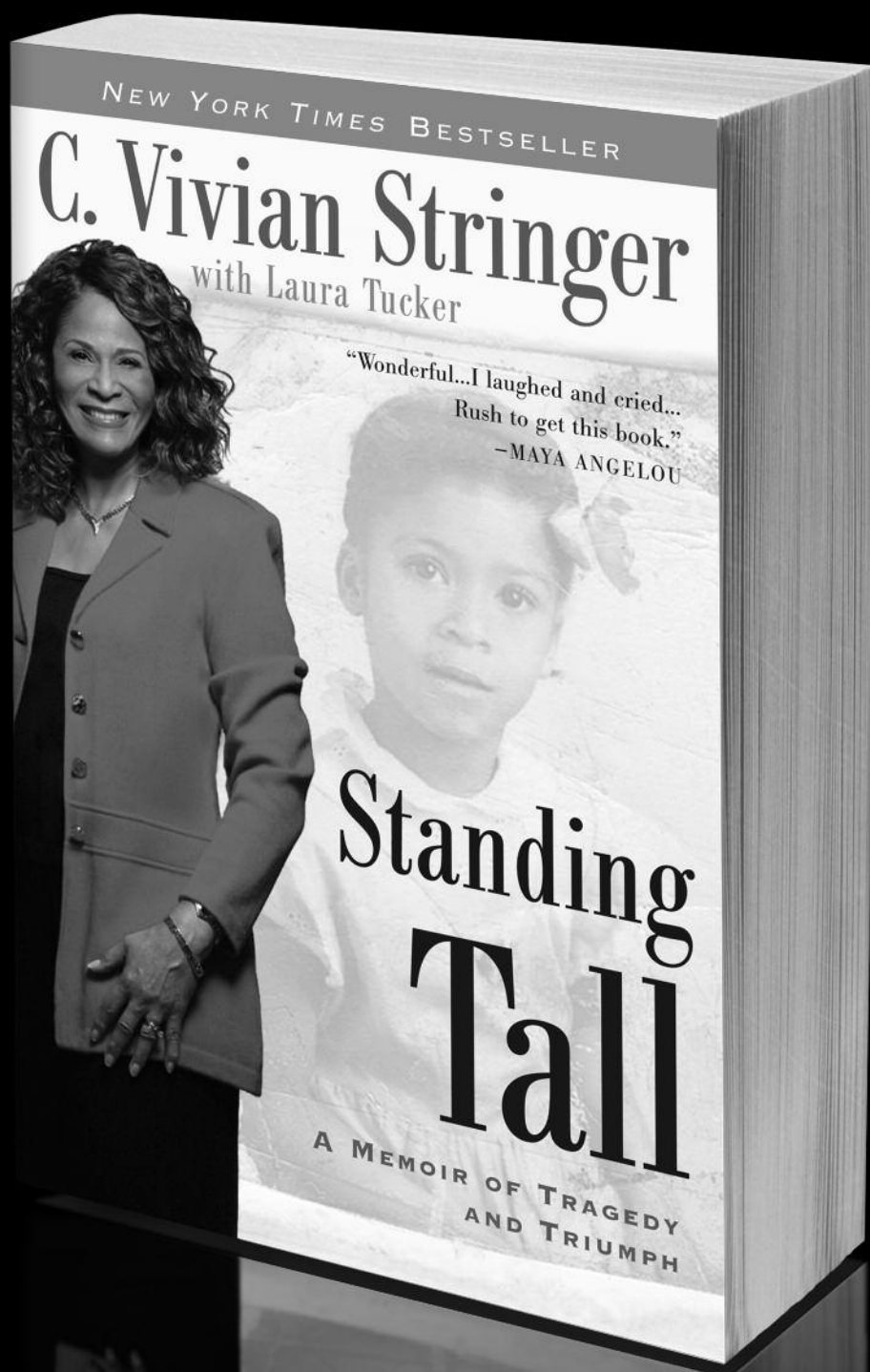
British: Trident Media Group

Translation: Trident Media Group

First Serial: Crown

Audio: Crown

— A NEW YORK TIMES BESTSELLER —



“Rich and moving.” —*People*

“Speaks eloquently about finding and losing a great love, about proud parenthood and passionate competition...Rush to get this book.”
—Maya Angelou

“A moving memoir about overcoming adversity with grace and stamina.”
—*Ebony*

National Publicity

Online Promotion

- Advertising on iVillage.com
- Advertising on HBCUConnect.com and AALBC.com
- Google AdWords campaign

Co-Promotion with Rutgers University

Outreach to Book Groups

Mailing to Women’s Basketball Coaches and Female Sports Organizations

A Random House AudioBook
Abridged, 5 CDs
978-0-7393-2911-5
\$29.95 (Canada: \$34.00)

C. VIVIAN STRINGER is the head coach of the Rutgers University Women’s Basketball Team. She lives in New Jersey. A member of the Women’s Basketball Hall of Fame, she has been named the National Coach of the Year three times by her peers.

LAURA TUCKER has coauthored books on a wide range of topics. She lives in Brooklyn, New York with her husband and daughter.

With nothing more than true grit, hard work, and a dream, this coal miner’s daughter became one of the winningest and most beloved coaches in basketball. Now she lifts us up with her extraordinary life story.

“**WORK HARD, AND DON’T LOOK FOR EXCUSES,**” C. Vivian Stringer’s parents told her, “and you can achieve anything.” And if there is one constant in Stringer’s life, it’s this: she makes the impossible possible.

Stringer’s faith and courage have been tested many times—from the day she learned that her 14-month-old daughter had spinal meningitis and would never walk or talk again, to the almost unendurable loss of her best friend and college sweetheart—her husband, Bill—to a sudden heart attack. Through these dark times and others—including her bout with cancer, which she kept secret for years—Stringer persevered, coaching underdog teams to improbable victories and transforming the lives of her young players. *Standing Tall* immerses us in an enthralling story of friendship, motherhood, a soaring career, and a deep love, lost too soon. It resonates long after the last page.

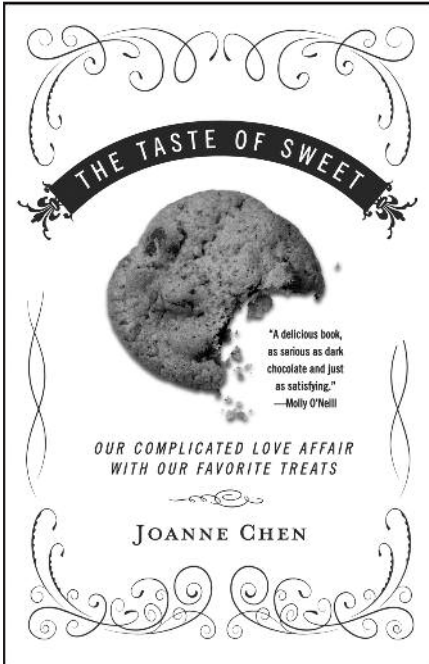


Autobiography—Personal Memoirs (BIO026000)
5³/₁₆ x 8; 304 pages; two 8-page full-color inserts
Paperback ISBN/EAN: 978-0-307-40627-9
eBook ISBN: 978-0-307-44926-9
\$14.95 (Canada: \$16.95)

On Sale 3/3/09

All rights: Crown

Pub History: A Crown hardcover (Spring 2008)
978-0-307-40609-5



National Publicity

Online Promotion

- Advertising on food blogs and sites
- Google AdWords campaign

The Taste of Sweet

Our Complicated Love Affair
with Our Favorite Treats

Joanne Chen

A journey inside the world of sweet—from taste physiologists to high-end chocolatiers, from chemistry labs to strawberry research farms—that explores why we love sweet things.

Sweet is complicated, our relationships with it shaped as much by childhood memories and clever marketing as the actual sensation of the confection on the tongue. How did organic honey become a luxury while high-fructose corn syrup has been demonized? Why do Americans think of sweets as a guilty pleasure when other cultures just enjoy them?

Chen finds the answers by visiting sensory scientists who study taste buds, horticulturalists who are out to breed the perfect strawberry, and researchers who are exploring the link between class and obesity. Along the way she sheds new light on a familiar taste by exploring the historical sweetscape through the banquet tables of emperors, the pie safes of American pioneers, and the desserts that have delighted her throughout the years. This fabulously entertaining story of sweet will change the way you think about your next cookie.

"Great read: An absorbing history of the human affinity for all things sweet."
—*People*

"*The Taste of Sweet* is a rich layer cake of biology, psychology, chemistry, and culture, all written in a humorous and refreshingly nonjudgmental tone. Finding a treat that's both good and good for you may be hard, but you don't need to look any further than this to find a book that fits the bill."

—*Body + Soul* magazine

JOANNE CHEN has been an editor at *Fortune Small Business*, *LIFE* magazine, and *Vogue*, and has covered food, health, and lifestyle trends.



Cooking—Essays (CKB030000)

5³/₁₆ x 8; 272 pages

Paperback ISBN/EAN: 978-0-307-35191-3

eBook ISBN: 978-0-307-40980-5

\$13.95 (Canada: \$15.95)

On Sale 3/10/09

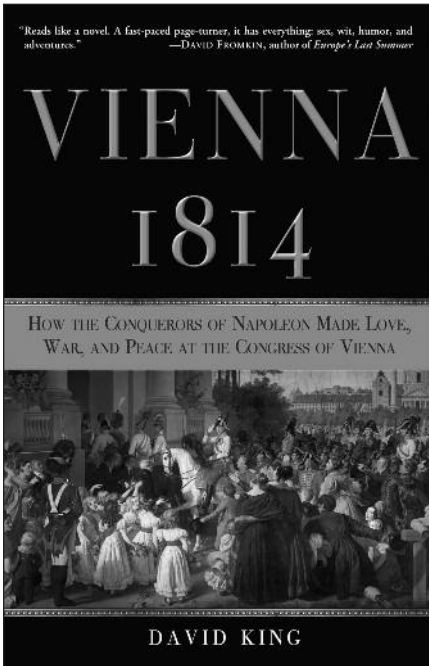
British: Larry Weissman Literary

Translation: Larry Weissman Literary

First Serial: Larry Weissman Literary

Audio: Crown

Pub History: A Crown hardcover (Spring 2008)
978-0-307-35190-6



National Publicity

Online Promotion

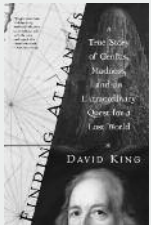
- Advertising on HistoryChannel.com
- Google AdWords campaign

Also by David King

Finding Atlantis

978-1-4000-4753-6

\$13.95 (Canada: \$18.95)



Vienna, 1814

How the Conquerors of Napoleon Made Love,
War, and Peace at the Congress of Vienna

David King

Set in glittering ballrooms, plush bedrooms, and opulent palaces, Vienna, 1814 is a fascinating story of the international peace conference of 1814–15 that resulted in the longest period of peace Europe has ever enjoyed.

Vienna, 1814 is an evocative and brilliantly researched account of the most audacious and extravagant peace conference in modern European history. With the feared Napoleon Bonaparte presumably defeated and exiled to the small island of Elba, heads of some 216 states gathered in Vienna to begin piecing together the ruins of his toppled empire. Major questions loomed: What would be done with France? How were the newly liberated territories to be divided? What type of restitution would be offered to families of the deceased? But this unprecedented gathering of kings, dignitaries, and diplomatic leaders unfurled a seemingly endless stream of personal vendettas, long-simmering feuds, and romantic entanglements that threatened to undermine the crucial work at hand, even as their hard-fought policy decisions shaped the destiny of Europe and led to the longest sustained peace the continent would ever see.

"Reads like a novel. A fast-paced page-turner, it has everything: sex, wit, humor, and adventures. But it is an impressively researched and important story."

—David Fromkin, author of *Europe's Last Summer*

DAVID KING teaches European history in the honors program at the University of Kentucky.



History—Europe (HIS010000)

5³/₁₆ x 8; 448 pages; 1 16-page black-and-white insert

Paperback ISBN/EAN: 978-0-307-33717-7

eBook ISBN: 978-0-307-40736-8

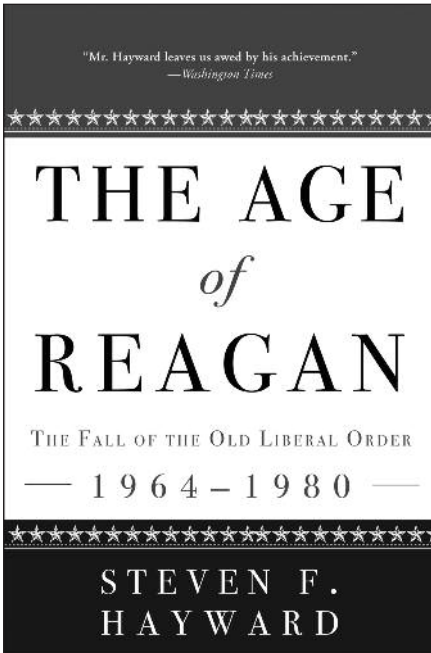
\$15.95 (Canada: \$18.95)

On Sale 3/24/09

All rights: William Morris Agency

Pub History: A Harmony hardcover (Spring 2008)

978-0-307-33716-0



National Publicity

Advertising

National Review
The Weekly Standard

Online Promotion

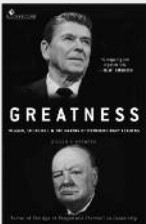
- Advertising on Townhall.com
- Advertising on conservative and liberal websites and blogs
- Google AdWords campaign

Also by Steven F. Hayward

Greatness

978-0-307-23719-4

\$12.95 (Canada: \$16.95)



The Age of Reagan: The Fall of the Old Liberal Order

1964–1980

Steven F. Hayward

The definitive examination of Ronald Reagan's pre-presidential years.

The *Age of Reagan* brings to life the tumultuous decade and a half that preceded Ronald Reagan's ascent to the White House. Based on scores of interviews and years of research, it takes us on an engrossing journey through the most politically divisive years the United States has had to endure since the decade before the Civil War.

"Reads at times like a grand historical drama...complete with romance and adventure and tragic characters, a thrilling survey of what we might have thought to be familiar history but which appears here quite transformed."

—*Times Literary Supplement*

"A massive achievement...Mr. Hayward leaves us awed."

—*Washington Times*

"Excellent...[Hayward] acknowledges Mr. Reagan's sunny personality and ease in public, but he dismisses these as significant factors in his election. What mattered was Mr. Reagan's unflinching conservatism and strong character, coupled with liberalism's failures."

—*The Wall Street Journal*

"Grand and fascinating history... goes far towards making the definitive historical case for Reagan's greatness."

—*National Review*

STEVEN F. HAYWARD is the author of *Greatness: Reagan, Churchill, and the Making of Extraordinary Leaders*; *The Real Jimmy Carter*; and *Churchill on Leadership*.



Political Science—History & Theory (POL010000)

6 x 9; 848 pages

Paperback ISBN/EAN: 978-0-307-45369-3

eBook ISBN: 978-0-307-45370-9

\$19.95 (Canada: \$22.95)

On Sale 3/24/09

All rights: Crown

Pub History: A Crown hardcover (Fall 2001)

978-0-7615-1337-7

"Perfection is the enemy of happiness. Dr. Domar teaches us how to combat this foe and be more accepting of ourselves so we don't live in fear of failure."
—MEHMET OZ, M.D., author of *YOU: The Owner's Manual* and *YOU: On a Diet*

BE HAPPY without being perfect

HOW TO BREAK FREE FROM
THE PERFECTION DECEPTION

Alice D. Domar, Ph.D.,
and Alice Lesch Kelly

National Publicity

Online Promotion

- Advertising on book group websites
- Advertising on women's interest sites
- Promotion on author's website, DomarCenter.com
- Mommy blogger outreach
- Google AdWords campaign

A Random House AudioBook

Abridged, 2 CDs
978-0-7393-5821-4
\$19.95 (Canada: \$22.95)

Be Happy Without Being Perfect

How to Break Free from the Perfection Deception

Alice D. Domar, Ph.D., and Alice Lesch Kelly

Picking up where her bestselling Self-Nurture left off, Dr. Alice Domar releases women from the straitjacket of stress and worry, and shows them how to relax, enjoy, and embrace what they have.

All of us struggle with high expectations from time to time. But for many women, the worries can become debilitating. The good news is, we have the power to break free from the perfectionist trap—and internationally renowned health psychologist Dr. Alice Domar shows us how.

"*Be Happy Without Being Perfect* gives you permission to be you, to be good enough, and find happiness along the way. It's a must for each and every one of us."

—Nancy Snyderman, M.D., chief medical editor, NBC News, and author of *Medical Myths That Can Kill You*

"If you feel trapped in any way by the need to have a perfect body, a perfect house, or a perfect life on any level—you need this book. Now!" —Christiane Northrup, M.D., author of *Mother-Daughter Wisdom; The Wisdom of Menopause; and Women's Bodies, Women's Wisdom*

"It will save your life!" —Susan Love, M.D., president and medical director, Dr. Susan Love Research Foundation, and author of *Dr. Susan Love's Menopause and Hormone Book: Making Informed Choices* and *Dr. Susan Love's Breast Book*

DR. ALICE D. DOMAR, Ph.D., is considered one of the top women's health experts in the country. Visit her online at DomarCenter.com.



Self-Help—Happiness (SEL016000)

5³/₁₆ x 8; 304 pages

Paperback ISBN/EAN: 978-0-307-35488-4

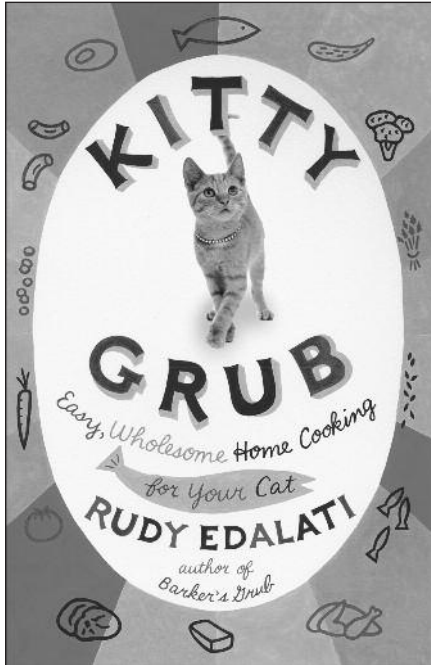
eBook: 978-0-307-40617-0

\$13.95 (Canada: \$15.95)

On Sale 3/24/09

All Rights: Crown

Pub History: A Crown hardcover (Spring 2008)
978-0-307-35431-0



National Publicity

National Radio Campaign

Online Promotion

- Advertising on pet-lover sites
- Google AdWords campaign

Mailing to Veterinary Clinics and Animal Shelters

Also by Rudy Edalati

Barker's Grub
978-0-609-80442-1
\$13.95 (Canada: \$17.95)



Kitty Grub

Easy, Wholesome Home Cooking for Your Cat

Rudy Edalati

You wouldn't eat unhealthy fast food everyday, so why should your cat? Keep your kitty healthy and happy with these easy, delicious recipes.

If processed foods aren't good for you, they're even worse for your cat. Preservatives build up very quickly in small animals, polluting their digestive systems and interfering with normal organ functions—which can lead to serious health problems down the road. Until now, cat lovers have had few choices beyond dry kitty kibble or foul-smelling canned food. But with *Kitty Grub*, you can make your cat's meals yourself, ensuring that everything he gets is good for him, too.

The recipes in *Kitty Grub* are all culled from simple ingredients you can find in your fridge or at the supermarket and presented in an easy-to-use, fun guide to making all your kitty's meals the very best way—fresh. In addition to everyday food, you'll find special recipes to ease specific health problems and custom diets for different life stages. *Kitty Grub* is a valuable resource for anyone who loves and wants the best for his or her cat.

RUDY EDALATI is the author of *Barker's Grub: Easy, Wholesome Home Cooking for Your Dog* and the founder of the pet food catering company of the same name.



Pets—Cats (PET003000)

5³/₁₆ x 8; 208 pages

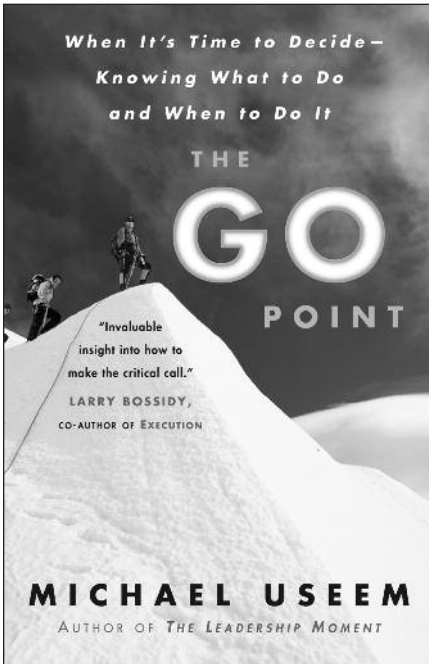
Paperback ISBN/EAN: 978-0-307-40677-4

eBook ISBN: 978-0-307-45263-4

\$13.95 (Canada: \$15.95)

On Sale 4/7/09

All rights: Crown



National Publicity

Online Promotion

- *The Wall Street Journal* online campaign
- Google AdWords campaign

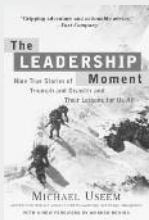
Also by Michael Useem

Leading Up

978-1-4000-4700-0
\$15.95 (Canada: \$23.00)

The Leadership Moment

978-0-8129-3230-0
\$14.95 (Canada: \$21.00)



The Go Point

When It's Time to Decide—
Knowing What to Do and When to Do It

Michael Useem

Through great stories and action-oriented tools, Michael Useem shows how to get to the go point—your moment of truth—when it's time to get off the fence, say yes or no, and jump the right way.

In *The Go Point*, Michael Useem shows how to master the art and science of being decisive. He places you smack in the middle of people facing their go point, where actions—or lack of them—determined the fates of individuals, companies, and countries.

You'll discover why some decisions were flawless, perfectly on-target, and others utterly disastrous. Most of all, you'll learn how to make the right calls yourself, whether you're changing your career, launching a product, or deciding on a potential acquisition or merger.

"Provides invaluable insight into how to make the critical call."

—Larry Bossidy, retired chairman and CEO of Honeywell International and coauthor of *Execution* and *Confronting Reality*

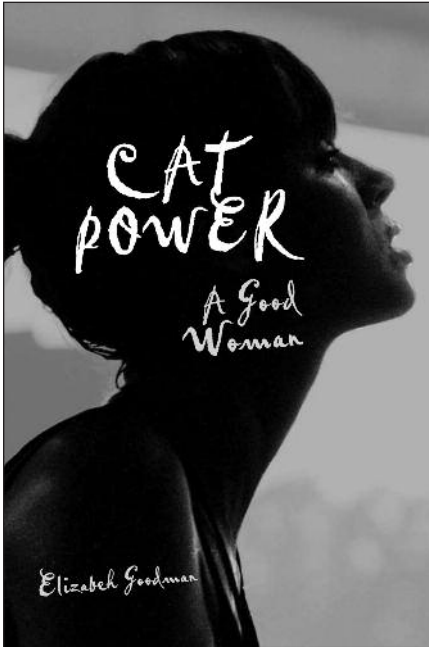
"A tour de force of a tour through battlefields and boardrooms, illuminating the differences between brilliant and tragic decisions." —Rosabeth Moss Kanter, Harvard Business School, bestselling author of *Confidence: How Winning Streaks and Losing Streaks Begin and End*

MICHAEL USEEM is a professor at the Wharton School, University of Pennsylvania, and director of its Leadership Center.



Business & Economics (BUS000000)
5³/₁₆ x 8; 288 pages; 52 black-and-white photos; 7 line drawings
Paperback ISBN/EAN: 978-1-4000-8299-5
eBook ISBN: 978-0-307-35269-9
\$14.95 (Canada: \$16.95)
On Sale 3/24/09

British: Raphael Sagalyn, Inc.
Translation: Crown
First Serial: Crown
Audio: Crown



National Publicity

National Radio Campaign

Online Promotion

- Advertising on music sites and blogs
- Outreach to music bloggers
- Google AdWords campaign

Mailing to College Radio and Newspapers

Cat Power

A Good Woman

Elizabeth Goodman

An intimate look at the complicated life of indie rock star Cat Power.

Chan Marshall started out as a poor Georgia girl, daughter of an angry alcoholic mother and a frustrated musician father. With an unsettled childhood and unfinished high school education behind her, Cat Power, as she came to be known, spent time in Atlanta, where she picked up her first guitar and played her first show, before heading to New York. As she became part of the bohemian fabric of the big city, her shows and reputation grew, and before long she was achieving worldwide acclaim for her stark lyrics, minimal arrangements, and wounded, smoky vocals.

But Chan's rapidly rising popularity was matched by her appetite for drugs and alcohol, a situation made worse by emotional problems that went unchecked. For years, Chan's musical talents were nearly eclipsed by her tabloid escapades and unprofessional behavior. Now clean and sober, she has taken her place on the world stage, selling out venues and attracting the attention of style-makers and jet-setters alike. Through exclusive interviews with Chan, members of her family, and the cast of characters she's associated with, including Thurston Moore, Yoko Ono, El-P, Liz Phair, Teenie Hodges, and Nick Cave, *Cat Power* tells the story of Chan's life, her famous meltdowns, and the remarkable music that saved this damaged southern girl from herself.

ELIZABETH GOODMAN is the editor at large at *Blender* magazine.



Biography—Composers & Musicians (BIO004000)

5½ x 8¼; 288 pages; 8-page black-and-white insert

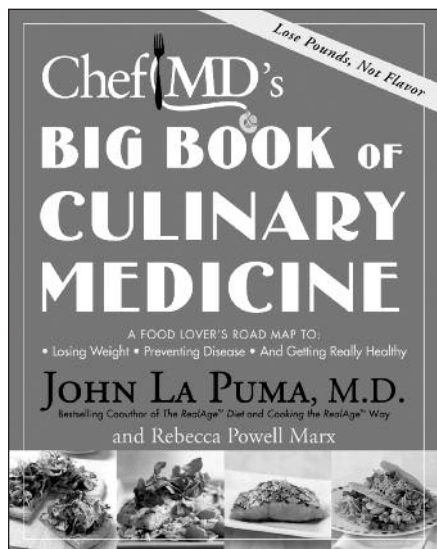
Paperback ISBN/EAN: 978-0-307-39636-5

eBook ISBN: 978-0-307-44956-6

\$13.95 (Canada: \$15.95)

On Sale 4/7/09

All rights: Crown



National Publicity

Online Promotion

- *New York Times* online campaign
- Advertising on food blogs and sites
- Promotion on author's website, ChefMD.com
- E-blast to list of doctors
- Google AdWords campaign

ChefMD's Big Book of Culinary Medicine

A Food Lover's Road Map to: Losing Weight, Preventing Disease, and Getting Really Healthy

John La Puma, M.D., and Rebecca Powell Marx

The first "healing foods" book written by a physician/chef that reverses disease processes and helps you lose pounds, not flavor.

What Dr. Andrew Weil is to herbal medicine and Dr. Phil is to TV psychology, Dr. John La Puma is to culinary medicine. At thirty-five, after eating too much of the Standard American Diet (SAD, isn't it?), Dr. La Puma had become SADly paunchy. So he decided to research the science of nutrition while also going to culinary school to learn to cook. He created the revolutionary new concept of "culinary medicine"—the art of cooking, blended with the science of medicine. The result? Restaurant-quality recipes, foods, and meals that can reverse the process of disease.

Dr. La Puma serves up a step-by-step eight-week plan to motivate you and help you change your life. Try Saffron Scallop, Shrimp, and Chickpea Paella. Or Sicilian Pasta with Swiss Chard, Goat Cheese, and Basil.

Anyone who loves food, wants to have more energy, or wants to know what to eat to get and stay healthy should read this book.

JOHN LA PUMA, M.D., hosts "What's Cookin' with ChefMD?" which can be seen on *Health Corner*, airing on Lifetime.



Health & Fitness—Nutrition (HEA017000)

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

Paperback ISBN/EAN: 978-0-307-39463-7

eBook ISBN: 978-0-307-40966-9

\$14.95 (Canada: \$16.95)

On Sale 4/7/09

British: Levine Plotkin & Menin

Translation: Levine Plotkin & Menin

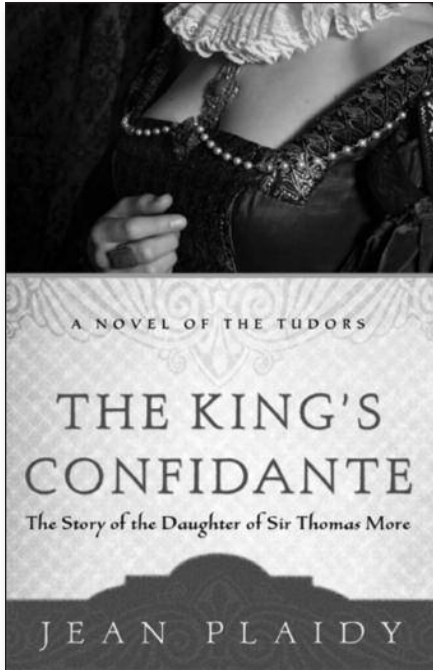
First Serial: Crown

Audio: Crown

Pub History: A Crown hardcover (Spring 2008)
978-0-307-39462-0

The
J E A N P L A I D Y

T U D O R S E R I E S



National Publicity

Online Promotion

- Advertising on BookBrowse.com and Shelfari.com
- Google AdWords campaign



Fiction—Historical (FIC014000)

5³/₁₆ x 8; 336 pages

Paperback ISBN/EAN: 978-0-307-34620-9

eBook ISBN: 978-0-307-45262-7

\$13.95 (NCR)

On Sale 4/7/09

British: McIntosh & Otis

Translation: McIntosh & Otis

First Serial: Crown

Audio: McIntosh & Otis

THE KING'S CONFIDANTE

The Story of the Daughter of Sir Thomas More

Jean Plaidy

The inimitable Jean Plaidy continues her Novels of the Tudors by taking us into the life of Sir Thomas More and his family, a man torn between devotion to religion and duty to state.

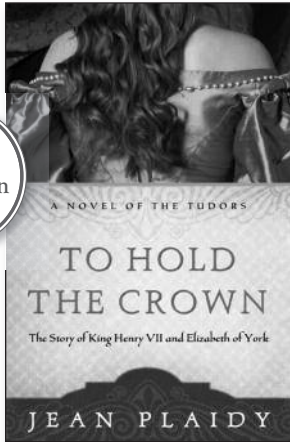
An English lawyer and statesman, Sir Thomas More was a kind father who put as much emphasis on educating his daughters as on his son, declaring that women were just as intelligent as men. His favorite daughter, Meg, is the heroine of this novel, where we see the daily life of people in Tudor England. Plaidy takes readers into a world far removed from the grandeur of the courts, into the home of a simple family and a caring father who only wants to do what is not only morally best for his family, but for England.

As secretary and personal advisor to King Henry VIII, More becomes increasingly influential in the government, welcoming foreign diplomats, drafting official documents, and serving as a liaison between the king and the Archbishop of York. His own household stands in startling contrast to the licentious Tudor court, but as Lord Chancellor he gains recognition and becomes indispensable to the king. Overall, More's love of faith surpasses his duty to the crown, and his refusal to accept King Henry VIII's claim to be supreme head of the Church of England ends his political career...and leads to his trial for treason.

J E A N P L A I D Y is the pen name of the prolific English author Eleanor Hibbert, also known as Victoria Holt. More than 14 million copies of her books have sold worldwide.

New Covers, Same Intriguing Stories!

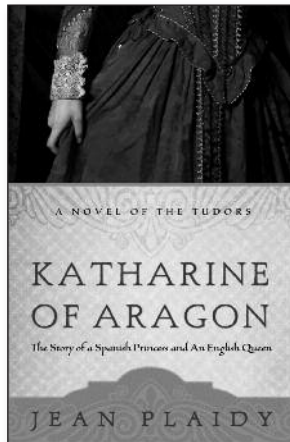

Covers
changed in
reprint.



TO HOLD THE CROWN

The first novel of Jean Plaidy's Tudor series and an unforgettable story of the couple that launched the Tudor dynasty, she brings readers inside the world of Henry VII and Elizabeth of York—their marriage and rule, heartbreak over the death of their first son, and ultimately to the crowning of their second son, the infamous King Henry VIII.

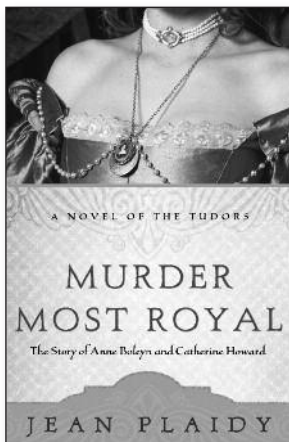
978-0-307-34619-3
\$14.95 (NCR)



KATHARINE OF ARAGON

The tragic story of Henry VIII's first wife, Katharine of Aragon, readers will see the very beginning of her life with Henry and the progressive disintegration of their relationship as the only child she holds to term is a girl, not a rightful male heir for the throne of England.

978-0-609-81025-5
\$14.95 (NCR)

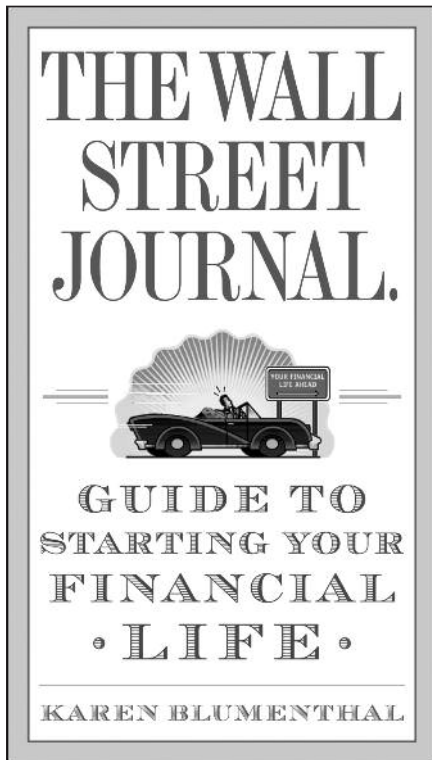


MURDER MOST ROYAL

Rich with historical detail, *Murder Most Royal* tells the entwined stories of Anne Boleyn and her cousin Catherine Howard, who both married Henry VIII and were executed on his orders.

978-1-4000-8249-0
\$14.95 (NCR)


For more information on our historical
fiction promotion throughout 2009,
visit CrownHistorical.com



The Wall Street Journal. Guide to Starting Your Financial Life

Karen Blumenthal

From the nation's most trusted authority in finance, a comprehensive, accessible guide to getting yourself on the right path for responsible money management and lifelong financial freedom.

Managing your money can seem daunting, and it only gets more complicated as you go through life: How do you establish good credit? Are you saving enough now to retire comfortably? Do you buy or rent? How much health coverage do you really need?

It can all get overwhelming very fast, particularly if you don't know where to start. For anyone who wants to feel empowered to make smart money decisions, *The Wall Street Journal Guide to Starting Your Financial Life* gets readers off on the right financial foot, tackling everyday choices ranging from cell-phone plans to pet ownership to the bigger decisions such as smart investment strategies and buying a car or house. With this valuable resource, you'll be on your way to achieving long-term financial independence.

KAREN BLUMENTHAL has spent 20 years as a reporter, editor, and Dallas bureau chief at *The Wall Street Journal*. She has appeared on *ABC World News Tonight* and the *Today* show, and her book *Grande Expectations* was named one of the five best investing reads of 2007 by *Kiplinger's* magazine. She lives in Dallas.

National Publicity

20-City Radio Satellite Tour

Promotion with *The Wall Street Journal* Including, Print, Online, and Radio Advertising

Online Promotion

- Advertising on job hunting sites
- E-blast to list of divorcee support groups
- Google AdWords campaign

Also by *The Wall Street Journal*

The Wall Street Journal. Personal Finance Workbook

978-0-307-33601-9

\$13.95 (Canada: \$21.00)



Business & Economics—Personal Finance (BUS050000)

5³/₁₆ x 9⁷/₈; 240 pages

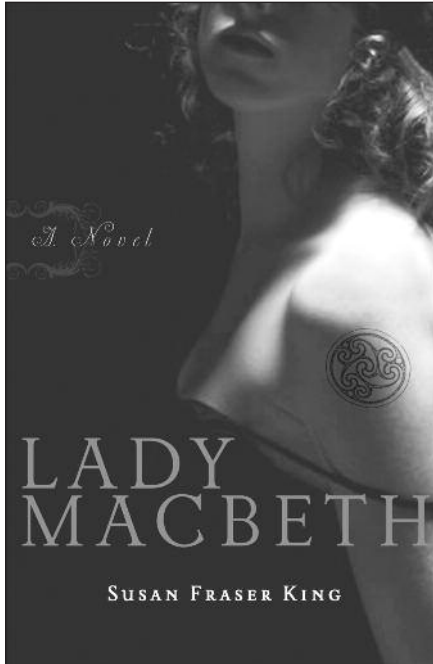
Paper ISBN/EAN: 978-0-307-40708-5

eBook ISBN: 978-0-307-45266-5

\$14.95 (Canada: \$16.95)

On Sale 4/7/09

All rights: Crown



National Publicity

Online Promotion

- *New York Times* online campaign
- Google AdWords campaign

Lady Macbeth

A Novel

Susan Fraser King

The life story of Queen Gruadh, better known as Lady Macbeth.

Lady Gruadh, called Rue, is the last female descendant of Scotland's most royal line. Married to a powerful northern lord, she is widowed while still carrying his child and forced to marry her husband's murderer: a rising warlord named Macbeth. Encountering danger from Vikings, Saxons, and treacherous Scottish lords, Rue begins to respect the man she once despised—and then realizes that Macbeth's complex ambitions extend beyond the borders of the vast northern region. Among powerful warlords and their steel-games, only Macbeth can unite Scotland—and his wife's royal blood is the key to his ultimate success.

Determined to protect her small son and a proud legacy of warrior kings and strong women, Rue invokes the ancient wisdom and secret practices of her female ancestors as she strives to hold her own in a warrior society. Finally, side by side as the last Celtic king and queen of Scotland, she and Macbeth must face the gathering storm brought on by their combined destiny.

From towering crags to misted moors and formidable fortresses, *Lady Macbeth* transports readers to the heart of eleventh-century Scotland, painting a bold, vivid portrait of a woman much maligned by history.

"If you think you know Lady M, think again."

—*Entertainment Weekly*

SUSAN FRASER KING is the author of several bestselling historical novels.



Fiction—Historical (FIC014000)

5³/₁₆ x 8; 352 pages

Paperback ISBN/EAN: 978-0-307-34175-4

eBook ISBN: 978-0-307-40975-1

\$14.95 (Canada: \$16.95)

On Sale 4/7/09

British: Crown

Translation: Spencerhill Associates

First Serial: Crown

Audio: Crown

Pub History: A Crown hardcover (Spring 2008)
978-0-307-34174-7



RIVER *of* HEAVEN


THE HIGHLY ANTICIPATED NEW NOVEL FROM PULITZER PRIZE FINALIST LEE MARTIN: TWO BROTHERS, A LIFE-TIME OF ESTRANGEMENT, AND THE LONG-BURIED SECRET THAT BINDS THEM.

On an April evening in 1955, Dewey Finn died on the railroad tracks outside Mt. Gilead, Illinois, and the mystery of his death still confounds the people of this small town.

River of Heaven begins some 50 years later and centers on the story of Dewey's boyhood friend Sam Brady, whose solitary adult life has been shaped by what really went on

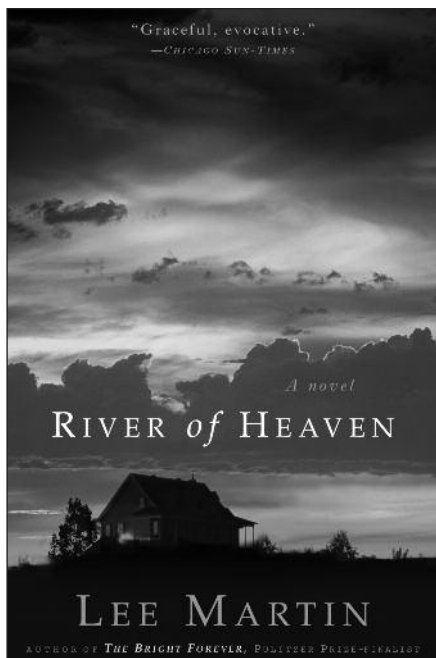
in the days leading up to that evening at the tracks. It's a story he'd do anything to keep buried, but when his brother, Cal, returns to Mt. Gilead after decades of self-exile, it threatens to come to the surface.

Powerful and captivating, *River of Heaven* is about the terrible cost of living a lie, the chains that bind us to our past, and the obligations we have to those we love.



a novel

LEE MARTIN



“Graceful, evocative...Martin’s writing is brilliantly observant.” —*CHICAGO SUN-TIMES*

“Well-crafted, a cleanly written, artful page-turner.” —*SAN FRANCISCO CHRONICLE*

“One part domestic novel, one part confession and one part thriller...This novel is about the toll living takes on our skin and our soul.”
—*CLEVELAND PLAIN DEALER*

“Few writers could unfold Sam’s history with the grace and compassion of Lee Martin. *River of Heaven* is a wise and humane novel, a story of cowardice and courage and the tortuous path between them.” —KATHRYN HARRISON

LEE MARTIN is the author of five books, including Pulitzer Prize finalist *The Bright Forever*.

National Publicity

Online Promotion

- *USA Today* online campaign
- Advertising on book group sites

Outreach to Book Groups

Discussion Guide Included in Book

P.O.P.

978-0-307-45386-0
Easel-backed poster
(no charge)

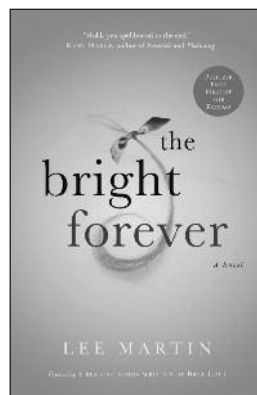
A Random House AudioBook

Unabridged, 8 CDs
978-1-4159-4577-3
\$80.00 (Canada: \$92.00)

ALSO BY LEE MARTIN

The Bright Forever

978-0-307-20986-3
\$14.00 (Canada: \$21.00)



Fiction—Literary (FIC019000)

5³/₁₆ x 8; 288 pages

Paperback ISBN/EAN: 978-0-307-38125-5

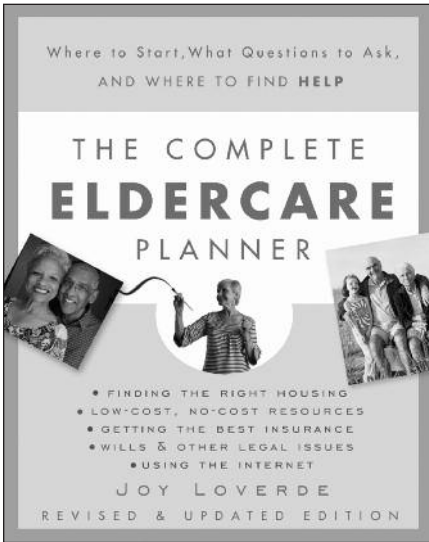
eBook ISBN: 978-0-307-40733-7

\$14.00 (Canada: \$16.50)

On Sale 4/7/09

All rights: Crown

Pub History: A Shaye Areheart Books hardcover (Spring 2008)
978-0-307-38124-8



The Complete Eldercare Planner, Revised and Updated Edition

Where to Start, Which Questions to Ask, and How to Find Help

Joy Loverde

As our society ages, the chance that you will one day be in a position to make decisions about an ailing parent or relative is extremely high. With this updated guide, you need not face the task alone.

Whether you're an only child, the person closest to an aging family member, or simply the one who chooses to be in charge of a loved one's care, the decisions and day-to-day interaction with an elderly person can be daunting, no matter how deep your love. "I work full-time—how can I be in two places at once?" "Who's going to pay for Mom's home care?" "Do I really want Dad to move in?" "Do they have a will?" It can be a full-time job—on top of regular work and family responsibilities. That's why it's essential that you have this invaluable resource to help you along.

The Complete Eldercare Planner, now fully revised with the latest information on everything from financing a longer life to in-home assisted-living care, will help you plan ahead and manage real-life eldercare issues. Everything you need is in these pages, including checklists, worksheets, websites, step-by-step action plans, and questions to ask professionals. This is the essential guide for anyone who's considering or is ready to make the commitment to caring for someone.

JOY LOVERDE is a leading expert on caregiving and has been featured on the *Today* show, CBS's *Early Show*, National Public Radio, and in *Consumer Reports* and *USA Today*.

National Publicity

Online Promotion

- Advertising on iVillage.com
- Google AdWords campaign

Mailing to Nursing Homes and Assisted Living Communities



Family & Relationships—Health (FAM023000)

8 x 10; 400 pages

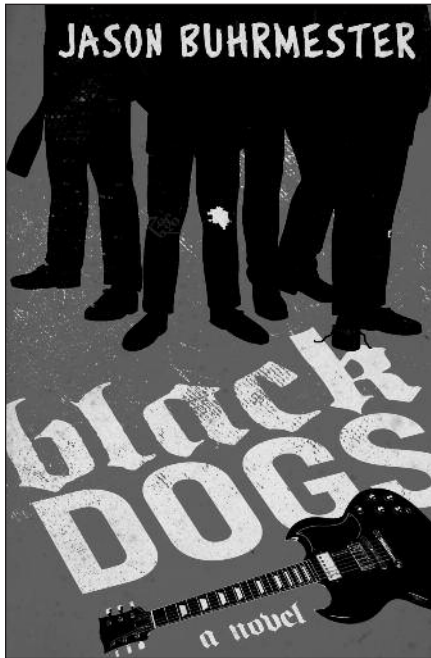
Paperback ISBN/EAN: 978-0-307-40962-1

eBook ISBN: 978-0-307-45258-0

\$19.95 (Canada: \$22.95)

On Sale 4/14/09

All rights: Crown



National Publicity

Online Promotion

- Advertising on music blogs and sites
- Music blogger outreach
- Feature in e-blast to college male list
- Google AdWords campaign

Black Dogs

The Possibly True Story of
Classic Rock's Greatest Robbery

Jason Buhrmester

A fictionalized, coulda-happened story about four Maryland hoodlums who pull off one of the greatest rock 'n' roll swindles in history. This rocking heist tale is a hysterical look at who could have possibly robbed the biggest group of the seventies.

Hours before the final show of their 1973 U.S. tour, the members of Led Zeppelin find all the cash missing from their safe-deposit box at the Drake Hotel. The \$203,000 robbery is never solved.

Due to a near miss with the cops, petty criminal/die-hard Black Sabbath fan Patrick Sullivan is just trying to lie low driving a livery cab in New York, until Zeppelin's security guys accidentally steal his prized guitar (once played by Sabbath's Tony Iommi!). To get it back, Patrick enlists his three loser friends from his hometown in Maryland to take a break from their crappy jobs, getting high, and jacking car stereos.

After Patrick and his friends get into trouble with a psychotic Christian motorcycle gang, they need cash—a lot of it, and fast—so with some help from a pill-popping DA and the Maryland chapter of the Misty Mountain Hoppers Led Zeppelin Fan Club, the four burnout slackers decide to go for the big time—they're gonna rip off Zeppelin.

Former editor at *Playboy*, current editor in chief of *Inked*, **JASON BUHRMESTER** has been published in *Maxim*, *Spin*, *Wired*, the *Village Voice*, and others. Currently working on his second novel, he also scouts quarterbacks for the Chicago Bears.



Fiction (FIC000000)

5³/₁₆ x 8; 256 pages

Paperback ISBN/EAN: 978-0-307-45181-1

eBook ISBN: 978-0-307-45202-3

\$13.95 (Canada: \$15.95)

On Sale 4/14/09

British: James Fitzgerald Agency

Translation: James Fitzgerald Agency

First Serial: Crown

Audio: Crown

A Consumer's Dictionary of Food Additives, 7th Edition

Descriptions in Plain English of More Than
12,000 Ingredients Both Harmful and Desirable
Found in Foods

Ruth Winter, M.S.

A comprehensive guide for understanding exactly what's added to processed foods—and how these ingredients affect your health.

With our culture's growing interest in organic foods and healthy eating, it is essential to understand what food labels mean and to learn how to read between the lines. This completely revised and updated edition of *A Consumer's Dictionary of Food Additives* gives you the facts about the safety and side effects of more than 12,000 ingredients—such as preservatives, food-tainting pesticides, and animal drugs that end up in food as a result of processing and curing. It tells you what's safe and what you should leave on the grocery-store shelves.

In addition to updated entries that cover the latest medical and scientific research on various chemicals, food enhancers, and preservatives, this must-have guide includes more than 250 new entries for substances recently approved for use in food. You'll also find information on recently developed food-production technologies such as bovine growth hormone and genetically engineered vegetables.

Alphabetically organized, cross-referenced, and written in everyday language, this is a precise tool for understanding food labels and knowing which products are best to bring home to your family.

RUTH WINTER is the award-winning author of 37 books. She has contributed to *Good Housekeeping*, *Harpers Bazaar*, *Self*, and *Vogue*, and has also appeared on many TV programs, including *Good Morning America* and *Today*. She runs an informational website at BrainBody.com and blogs about food and cosmetic additives at IngredientBlog.blogspot.com.



Health & Fitness—Nutrition (HEA017000)

5³/₁₆ x 8; 592 pages

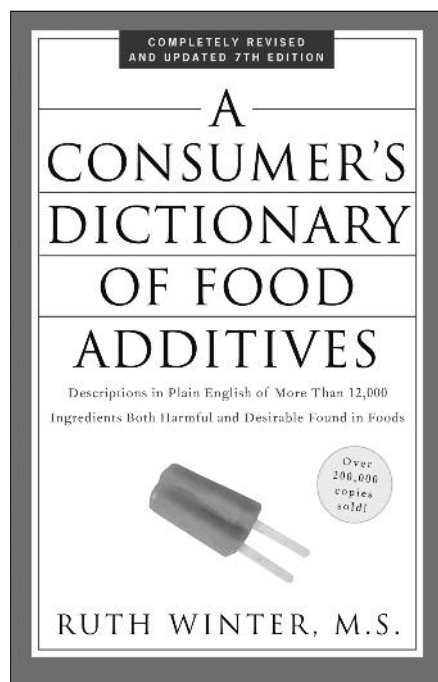
Paperback ISBN/EAN: 978-0-307-40892-1

eBook ISBN: 978-0-307-45259-7

\$17.95 (Canada: \$21.00)

On Sale 4/14/09

All rights: Crown



National Publicity

Online Promotion

- Advertising on health and vegan focused sites and blogs
- Mommy blogger outreach
- Google AdWords campaign

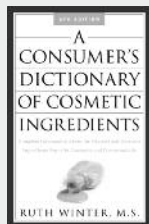
Mailing to Health Food Stores and Farmer's Markets

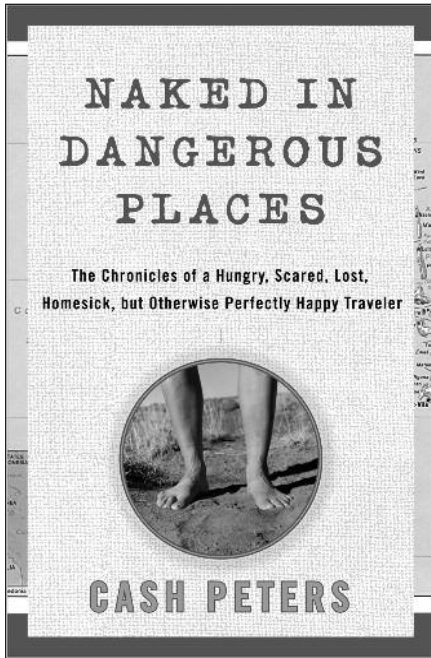
Also by Ruth Winter

A Consumer's Dictionary of Cosmetic Ingredients

978-1-4000-5233-2

\$16.95 (Canada: \$23.95)





National Publicity

National Radio Campaign

Author Events and Interviews out of Los Angeles

Online Promotion

- Promotion on author's website, CashPeters.com
- Advertising on travel sites
- E-blast to list of student travelers
- Blogger outreach
- Google AdWords campaign

Naked in Dangerous Places

The Chronicles of a Hungry, Scared, Lost, Homesick, but Otherwise Perfectly Happy Traveler

Cash Peters

The host of a short-lived television travel show relives his trying but truly funny experiences visiting exotic cultures around the world, and lets us share in the suffering.

By all the laws of television, Cash Peters had struck gold. He was given his own reality-adventure TV show on a big-time travel network. The premise of the show was simple: "Let's dump this guy in an unfamiliar culture in a far-away land with no money and no place to stay and leave him to fall back on his own resources."

Unfortunately, there was one major problem: Cash Peters has no resources to fall back on. Zero. He's not at all adventurous, *especially* when in faraway lands. In fact, he approaches foreign travel the way a kitten approaches being tossed in a wood chipper. Bottom line: they gave the show to the wrong guy.

In *Naked in Dangerous Places*, Cash Peters recounts with wit and honesty the year he spent struggling to make a survival television show. From Kenya to Cambodia, Morocco to Dubai, he visits many fascinating cultures, sleeps with them, eats with them, and very nearly doesn't survive at all.

CASH PETERS is a commentator for *Marketplace* on NPR and also a TV reviewer for the BBC. He is the author of *Gullible's Travels* and the host of a great little travel show that ran for two seasons on a "certain TV network." Ahem.



Travel—Essays & Travelogues/ Humor (TRV01000/HUM000000)

5³/₁₆ x 8; 384 pages

Paperback ISBN/EAN: 978-0-307-39635-8

eBook ISBN: 978-0-307-45264-1

\$13.95 (Canada: \$15.95)

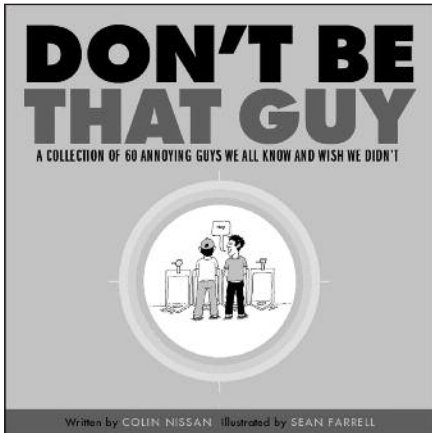
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Translation: Betsy Amster Literary Enterprises

First Serial: Crown

Audio: Crown



Don't Be That Guy

A Collection of 60 Annoying Guys We All Know and Wish We Didn't

Colin Nissan and Sean Farrell

Don't Be That Guy is a hilarious collection of 60 annoying male prototypes, both explained and illustrated in all their disturbingly manly glory. Written by men for men—and, of course, for the women who love them.

You know the type (you wish you didn't). The guy at the gym who relishes walking around naked, the one who's claimed to be a ninja for years but has never kicked *anyone's* ass, the dude who brings his own cue stick to the bar (let's hope for his sake he's a bona fide pool shark).

In *Don't Be That Guy* you'll find all the men who've ever made you cringe—whether it's your brother-in-law who announced "we're pregnant," your boss who gives you hugs in the office, or your college roommate who always insisted the stripper was into him. As a man yourself, you can spot one of these jackasses from a mile away. Now you can finally mock them in the manner you've always longed to in this spot-on parody.

And it's okay if you find yourself wondering if you've acted like one of these guys or laughing because you know you have. We've all had our regrettable moments. But if you think this book is a little *too* funny—or worse, not funny at all—that might just mean you truly are *that* guy.

COLIN NISSAN is an advertising copywriter whose past clients include AT&T, Budweiser, and HBO.

SEAN FARRELL is an illustrator whose work has appeared in campaigns for Nike, Hewlett-Packard, and 20th Century Fox.

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Humor (HUM000000)

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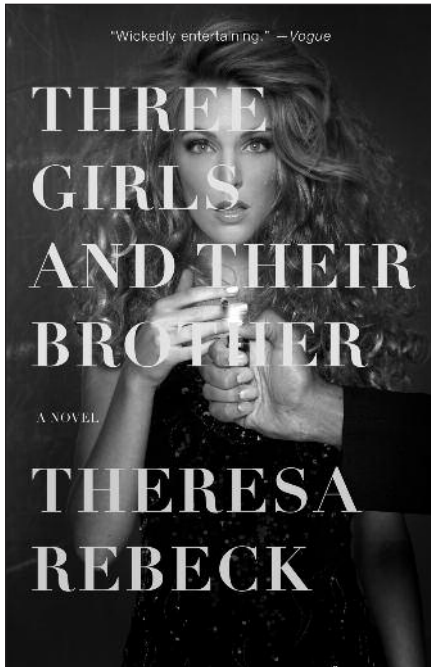
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eBook ISBN: 978-0-307-45037-1

\$12.95 (Canada: \$14.95)

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A Novel

Theresa Rebeck

Three Girls and Their Brother is a sharp, perceptive, and brilliantly written debut novel from an acclaimed playwright.

They may be the granddaughters of a famous *New Yorker* literary critic, but what really starts it all is Daria, Polly, and Amelia Heller's stunning red hair. Out of the blue, the esteemed magazine calls and says they want to feature the girls in a glamorous spread by a world-famous photographer. Before long these three beautiful nobodies from Brooklyn have been proclaimed the new "It" girls.

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Fiction (FIC000000)

5³/₁₆ x 8; 352 pages

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eBook ISBN: 978-0-307-40745-0

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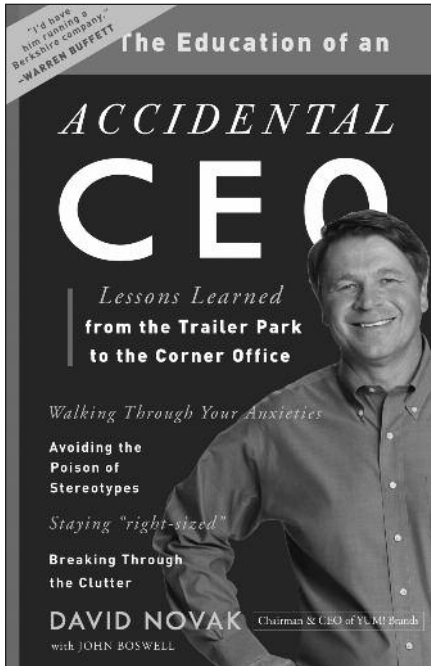
British: Loretta Barrett Books

Translation: Loretta Barrett Books

First Serial: Crown

Audio: Crown

Pub History: A Shaye Areheart Books hardcover (Spring 2008)
978-0-307-39414-9



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DAVID NOVAK is chairman and CEO of Yum! Brands, the world's largest restaurant business that includes KFC, Taco Bell, Pizza Hut, Long John Silver's, and A&W All American Food.



Business & Economics—Management (BUS041000)

5³/₁₆ x 8; 320 pages

Paperback ISBN/EAN: 978-0-307-45179-8

eBook ISBN: 978-0-307-40565-4

\$14.95 (Canada: \$16.95)

On Sale 4/28/09

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Pub History: A Crown Business hardcover (Fall 2007)

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Cover Design: Michael McGinley
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