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harmony, shaye areheart books, and bell tower	3
crown, crown business, and crown forum	35
clarkson potter/publishers	75
potter craft	105
foreign reps	120
agents	121
author/title index	122
ordering information	124



# table of contents







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# THE INHERITANCE

## THE GLOBAL CHALLENGES TO AMERICAN POWER

The chief Washington correspondent of the *New York Times* offers a riveting insider's account describing the national-security crises that will confront our next presi-

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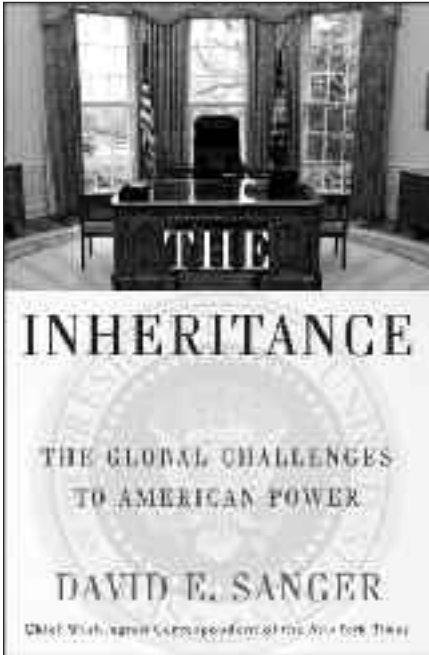
**S**cheduled for publication just prior to the inauguration, *The Inheritance* is an extraordinary look backward and forward at the rise of new challenges to American power—from new nuclear states to economic competitors—by one of America's most respected journalists.

With new reports and fresh revelations, *The Inheritance* documents the consequences of the war in Iraq and how it has drained focus, money, and manpower from an array of crises more directly tied to America's future security. From inside the White House, which he has covered for the

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# DAVID E. SANGER



Based on unparalleled access to figures within the Bush administration, *The Inheritance* is a gripping re-creation of the battles inside that administration and an incisive exploration of what choices the new president will face in order to get America back on track.

Chief Washington correspondent for the *New York Times*, DAVID E. SANGER has been on two Pulitzer Prize-winning reporting teams and won numerous awards for his coverage of the Bush White House and its national security strategy. He appears often on PBS's *Washington Week* and lives with his wife and two children in Washington, DC.



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First Serial: Crown  
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EXCERPT

# THE INHERITANCE

BY DAVID E. SANGER

## BY THE TIME PRESIDENT BUSH'S NATIONAL

security team gathered in the White House Situation Room the Thursday before Thanksgiving, 2007, the rumor had already raced through the upper reaches of the administration: America's much-maligned spy agencies had hit the jackpot.

With a mix of luck and technological genius, they had finally penetrated the inner sanctum of Iran's nuclear weapons program. For weeks the notes, laboratory drawings, and bitter complaints of Iran's weapons engineers had secretly circulated through the headquarters of the CIA and the National Intelligence Council. Now the highlights were crammed into a draft of a 140-page "National Intelligence Estimate" (NIE) that was stacked in front of every chair in the Situation Room's new, high-tech conference center, where Vice President Cheney, Defense Secretary Robert Gates, Secretary of State Condoleezza Rice, and others prepared to pick through it. Though it would never be explicitly discussed that morning, the memories of another NIE—the disastrously wrongheaded one on Iraq—was the subtext of their deliberations. No future NIE on weapons of mass destruction could ever get out from under that cloud.

But this report was different, in every respect. It detailed the names of each of the Iranian engineers and program managers whose notes had been mined, along with excerpts from their

journal entries. What those exchanges revealed turned out to be so mind-blowing that it threatened to upend Washington's strategy toward Tehran for months, maybe years, to come. The estimate concluded, in short, that while Iran was racing ahead to produce fuel that would give it the capability to build a bomb, it had suspended, in late 2003, all of its work on the actual design of a weapon. The discovery cut the legs out from under Bush's argument that Iran harbored an active nuclear weapons program, and that anyone "interested in avoiding World War III" had to stop it. Later, Gates would declare that in his whole career in American intelligence—which included being director of the CIA—he had never seen "an NIE that had such an impact on US diplomacy...."

To Bush, the whole idea that Iran had suspended its covert weapons design work sounded suspicious. Sure, he told his aides, the Iranians may have stopped work on the most incriminating part of the program, designing the actual weapons.... His anger shone through when he was questioned about the intelligence after he landed on his first trip to Israel as president, early in 2008. "That's the CIA's view, it's not necessarily my view," he told his hosts....

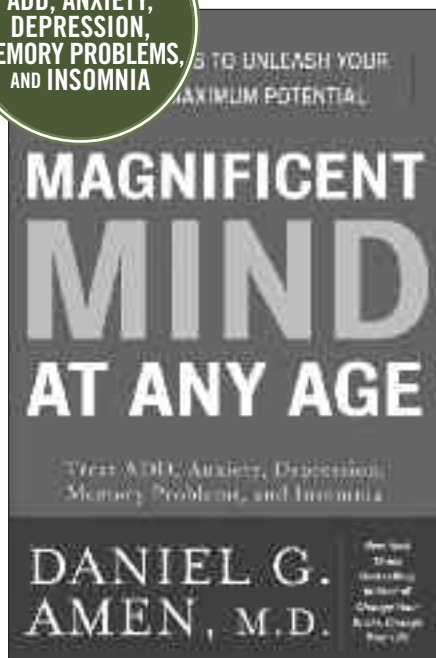
Bush was brittle because he knew that the report undercut the last bit of leverage he had with the Iranians: his ability to credibly threaten

military action if they crossed some invisible line in their drive to make a bomb. It was a loss of leverage he could not afford. In 2003, in the glow of “Mission Accomplished,” he had squandered his best moment to strike a deal with the Iranians. He had toppled their greatest enemy. He had installed a Shia-dominated government friendly to Tehran. Finally, he had put 150,000 American troops in easy reach of Iran’s elite Quds force, which apparently supplied Iraqi militants with next-generation, armor-piercing IEDs, used to horrific effect in the worst moments of anti-American violence in Iraq. It was exactly the “empowerment” of Iran that the intelligence reports sent to Bush in 2002 had warned about. Whether or not he read them is unclear.

Now the next American president faces not only a budget deficit at home and a troop deficit in Afghanistan, but a huge leverage deficit with Iran. Bush left his successor with two grim choices: Accept the reality that Iran will continue producing its own nuclear fuel and live with the clear risk that Tehran could ultimately use it for weapons, or try to force the country to disassemble nuclear production facilities that expanded while Washington engaged in an eight-year-long internal argument over whether to negotiate with Tehran. The first course could send Iran down the path blazed by North Korea, now a nuclear weapons state. The second could easily lead to economic sanctions, embargos, and, perhaps, military confrontation.

**The discovery cut the legs out from under Bush’s argument that Iran harbored an active nuclear weapons program, and that anyone “interested in avoiding World War III” had to stop it.**

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**DANIEL G. AMEN, M.D.**, is the author of *Change Your Brain, Change Your Life* and *Making a Good Brain Great*, and the medical director of the Amen Clinics.



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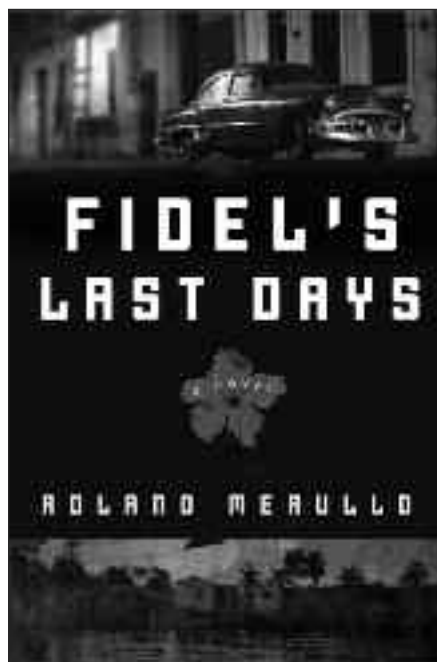
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**ROLAND MERULLO** is the critically acclaimed author of *A Little Love Story*, *Golfing with God*, and *Breakfast with Buddha*. He worked for several years for the United States government behind the iron curtain and now lives in Western Massachusetts with his wife and two children.



Fiction (FIC000000)

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

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Audio: Crown

EXCERPT



# FIDEL'S LAST DAYS

BY ROLAND MERULLO

**ERNESTO SHOOK HIS HEAD.** He could not seem to speak. He could not make his hand move further into the pocket. His legs trembled so violently he thought he would fall down at the feet of the nearest man, but before he could accomplish even that, the man reached out and slapped him very hard across the right ear, and the blow knocked him sideways against the building. “*No soy...*” he started to say, but the other men were upon him now like heavy dogs, pinning his shoulders against the stone of the building, pressing the skin of his cheek hard into the grit. He felt someone bring his wrists together and hold them in a fierce grip, and then the sharp metal of cuffs against skin. His captors jerked upward on his arms. The pain shot through his shoulders, and he screamed, and while he was screaming the men were opening the back doors of the truck. They threw

him in like a sack, and he screamed again when his shoulder struck the floor. The doors slammed closed. In a moment the truck jolted forward and then made a tight circle so that his body went skidding sideways across the corrugated metal, and the legs of a bench slammed against the middle of his back.

When the sharpest pain passed, when he could breathe in a more or less normal way again, when the truck was moving in a straight line, very fast now, the siren wailing like an urgent note sung out to his family six blocks away, Ernesto twisted his hips around violently so that he could get his right hand to the opening of his pants pocket. He twisted and bent his body and managed to get his fingers halfway down into the pocket, then further. With the tip of his middle finger he could feel the edge of the yellow pill. He pushed further, trapped the pill inside the first knuckle of that

finger and dragged it, a millimeter at a time, up the inside edge of his pocket. Margarita and Ester, he thought. He could see their faces, the innocence beaming from their eyes and mouths. Margarita and Ester.

Just as he had pulled the tablet up to the hem of the pocket, the truck's brakes squealed and he went sliding forward, turning at the last moment so that he did not hit the front wall head-on but took the force of it against his side. He screamed out in pain again as the cuffs cut into the skin of his wrists. The sound of his voice echoed in the metal box around him like the sound of a condemned soul calling from another world. The doors opened. A harsh yellow light flew into the body of the truck. He felt two of the men take hold of his feet and pull, as if he were an animal, worse than an animal, and as his face scraped along the corrugated metal he saw the tablet in the harsh light, half an arm's length away, and then all chance for that was gone forever.

**He screamed out in pain again as the cuffs cut into the skin of his wrists. The sound of his voice echoed in the metal box around him like the sound of a condemned soul calling from another world.**



Deepak Chopra

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DEEPAK CHOPRA is the internationally bestselling author of more than 50 books of fiction and nonfiction translated into more than 35 languages.



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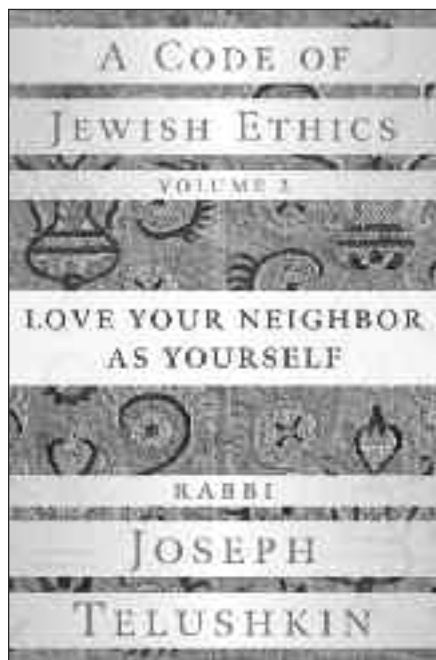
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**JOSEPH TELUSHKIN** is a spiritual leader and scholar. He is the author of sixteen books, including *Jewish Literacy*. He lives in New York City and lectures regularly throughout the United States.



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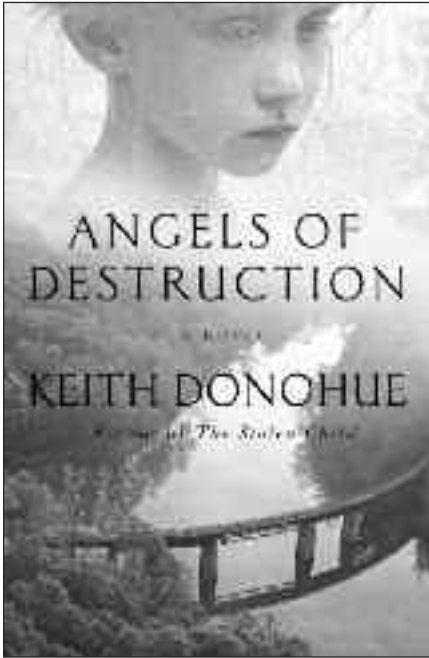
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**KEITH DONOHUE** is the director of communications for the grant-making arm of the National Archives in Washington, DC. He has written for the *New York Times* and the *Washington Post* and is the author of the bestselling novel *The Stolen Child*.



Fiction—Literary (FIC019000)

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EXCERPT

# ANGELS OF DESTRUCTION

BY KEITH DONOHUE

**SHE HEARD THE FIST TAP AGAIN,** tentative and small.

From the cocoon of her bed, she threw off the eiderdown duvet and wrapped a shawl around her shoulders against the winter's chill. Alone in the house, Margaret took the stairs cautiously, holding her breath to verify that the sound at the front door was not just another auditory hallucination to disturb her hard-won sleep. On the fourth step from the bottom, she peered through the transom window but saw only minatory blackness and the blue reflected light of moon and stars arcing off the cover of new snow. She whispered a prayer to herself: *Just don't hurt me...*

Shivering on the threshold stood a young girl, no more than nine years old, with a tattered suitcase leaning against her legs. Between the hem of her coat and the top of her kneesocks, her bare skin flushed salmon pink. She wore no hat, and even in the dim light, the tops of her ears blazed red through her

fine blonde hair. A visible chill sashayed up the girl's spine, and her bony knees knocked and her thin hips wriggled as the shiver ended in convulsions of the shoulders and an involuntary clacking of the teeth.... Winter blew right through her.

"You poor thing, come in. How long have you been out there in the cold?"

Margaret Quinn regarded her visitor, then stepped outside to the porch, brought in the miniature suitcase, and locked the door behind her. What had seemed unreal through the open door now confronted her in the safety of the house. The girl stood in the foyer, thawing and shaking with tremors. Pinned to her cloth coat was a torn paper badge with three letters printed in an earnest and unsteady hand: N-O-R.

"Is that your name, child? You're missing something. That's no way to spell Norah. It's with an A and an H. Is that who you are? Norah?"



The child did not reply, but the heat had begun to work its way into her, loosening the icy grip on her personality. When she noticed the woman watching her, she grimaced with thin blue lips. Margaret busied herself, switching on the lights through the dining room and into the kitchen; the girl followed like a pup as Margaret struck a match and lit the woodstove and, with a kindling stick, shut the iron door. "Come warm yourself."

Old habits and dormant instincts returned. Margaret heated milk in a saucepan and spread butter on saltines. Perched in a chair by the woodstove, the girl unbuttoned her coat and worked her arms from the sleeves....

"You'll have to excuse these buttered crackers, that's all I have. Don't get many children here."

The saltines vanished. The drained mug was refilled. The old house groaned and ticked, stirring from sleep. Behind the girl's eyes, a light came on inside as she sat perfectly still and poised next to Margaret at the kitchen table, the two creatures considering one another in the enveloping warmth.

"Where did you come from? How did you get here?"

**On the fourth step from the bottom, she peered through the transom window but saw only minatory blackness and the blue reflected light of moon and stars arcing off the cover of new snow. She whispered a prayer to herself: JUST DON'T HURT ME....**

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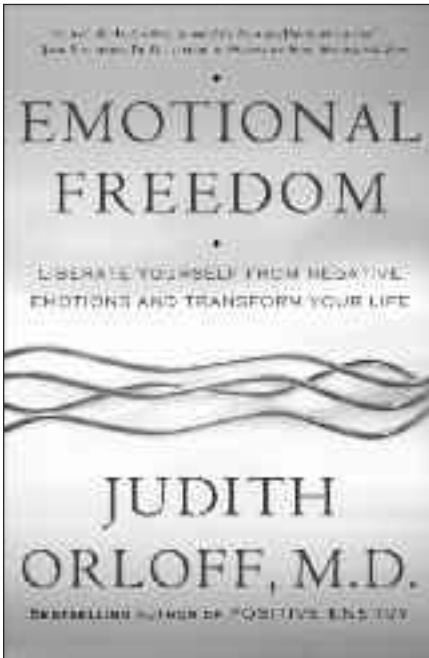
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**JUDITH ORLOFF, M.D.**, is a psychiatrist in private practice and an assistant clinical professor of psychiatry at UCLA. She is the author of the bestsellers *Positive Energy*, *Dr. Judith Orloff's Guide to Intuitive Healing*, and *Second Sight*.

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\$24.95 (Canada: \$27.95)

On Sale 3/3/09

All rights: Crown

### National Publicity

#### 20-City Radio Satellite Tour

#### Tie-In with Author's Lecture Schedule

#### 10-City Author Tour

Chicago	Phoenix
Denver	Portland, OR
Kansas City	San Francisco
Los Angeles	Seattle
New York	Washington, DC

#### Online Promotion

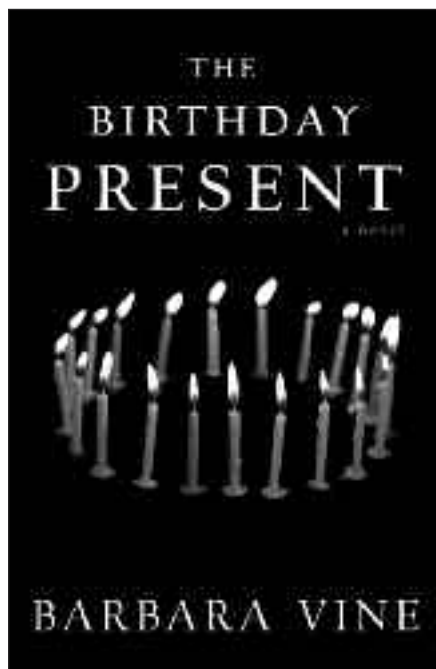
- *New York Times* online campaign
- Advertising on WomensHealthMag.com
- Advertising on YogaJournal.com
- Advertising on Myspace.com and Facebook.com
- Cross-promotion on author's website, JudithOrloff.com
- Cross-promotion on MySpace.com, Facebook.com, and YouTube.com
- Viral e-card campaign
- Google AdWords campaign

#### Targeted Mailing to Psychiatrists

#### Masthead Mailing to Mind, Body, Spirit, and Wellness Magazines

#### A Random House AudioBook

Abridged, 3 CDs  
978-0-7393-5794-1  
\$19.95 (Canada: \$22.95)



### National Publicity

#### Advertising

*BookPage*

#### Online Promotion

- *New York Times* online campaign
- Promotion on BookPageXTRA e-newsletter
- Google AdWords campaign

#### Also by Barbara Vine

*The Minotaur*

978-0-307-23760-6

\$25.00 (NCR)

# The Birthday Present

A Novel

By Barbara Vine

*Writing under the pen name Barbara Vine, the international bestselling author Ruth Rendell—"the best mystery writer in the English-speaking world" (Time)—has created an unrelentingly riveting novel of psychological suspense.*

Ivor Tesham is a handsome, single, young member of Parliament who, if he plays his cards right, is on track for higher office. One night at a party he meets Hebe, the beautiful wife of a colleague. A connection is made between them. Soon, Ivor and Hebe are entangled in a passionate affair, spiced by what the tabloids call "adventure sex." Inspired by the role-playing and edgy games of this liaison, Ivor arranges a surprise birthday gift for his beloved: a mock kidnapping intended to enact one of her favorite fantasies. Things go terribly wrong, identities are switched, and in a horrifying mix-up, someone is murdered. Neither the police, the bereaved, the media, nor anyone else has any reason to connect Ivor to the crime. But Ivor knows the truth. And as hints, nuances, and small revelations slowly lay his machinations hideously bare, he begins to feel trapped in a dangerous game of his own making.

Growing more mesmerizing and gripping by the page, *The Birthday Present* is prime Barbara Vine.

**BARBARA VINE's** acclaimed novels include *The Minotaur*, *The Blood Doctor*, and *Anna's Book*. She has won many awards for literary accomplishment, both as Barbara Vine and as Ruth Rendell, including three Edgar Awards and four Gold Daggers.



Fiction—Mystery & Detective (FIC000000)

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

Hardcover ISBN/EAN: 978-0-307-45198-9

eBook ISBN: 978-0-307-45199-6

\$25.00 (NCR)

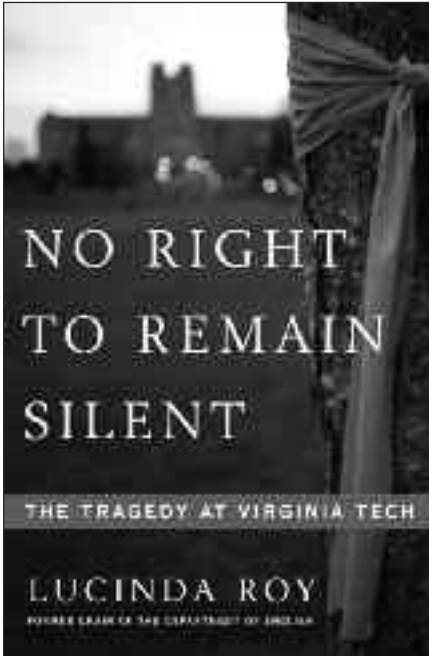
On Sale 3/10/09

British: Sterling Lord Literistic

Translation: Sterling Lord Literistic

First Serial: Crown

Audio: Sterling Lord Literistic



# No Right to Remain Silent

The Tragedy at Virginia Tech

By Lucinda Roy

*From an eminent professor who desperately tried to prevent the unthinkable comes a gripping, firsthand account of the Virginia Tech tragedy, the worst campus attack by a lone gunman in American history.*

To the world, he is known as Seung-Hui Cho, the gunman who went on a murderous rampage on the Virginia Tech campus, killing 32 of his fellow classmates and faculty, in April 2007. But to one teacher, the chair of the English department at Virginia Tech, he was an extremely troubled student whom she tried to help and whom she brought to the attention of administration authorities. But her efforts were hampered by the school's bureaucracy and rules regarding student confidentiality.

*No Right to Remain Silent* is a teacher's cri de coeur to a nation weary of the daily violence that tears apart our schools and destroys our young people's lives. A searing reconstruction of the events leading up to the attack, it is also a profound meditation on where we have gone wrong in our nation's colleges and universities. *No Right to Remain Silent* also addresses what we can do to prevent another tragedy from striking before it's too late.

**LUCINDA ROY** was the first woman and the first person of color to receive the title of Distinguished Professor at Virginia Tech, where, from 2002 to 2006, she served as chair of the Department of English. She is also the author of the novels *Lady Moses* and *The Hotel Alleluia*, and two collections of poetry.

## National Publicity

### 20-City Radio Satellite Tour

### Author Interviews out of New York

### Online Promotion

- *New York Times* online campaign
- Advertising on People.com
- Advertising on general interest websites, including CNN.com and MSNBC.com
- Google AdWords campaign

### Coordinated Outreach with Academic Marketing to First Year Experience Programs Nationwide

### Promotional Material for Author Speaking Engagements

### Targeted Mailing to PTA Organizations Nationwide



Current Affairs (CUR000000)

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

Hardcover ISBN/EAN: 978-0-307-40963-8

eBook ISBN: 978-0-307-45170-5

\$25.00 (Canada: \$28.00)

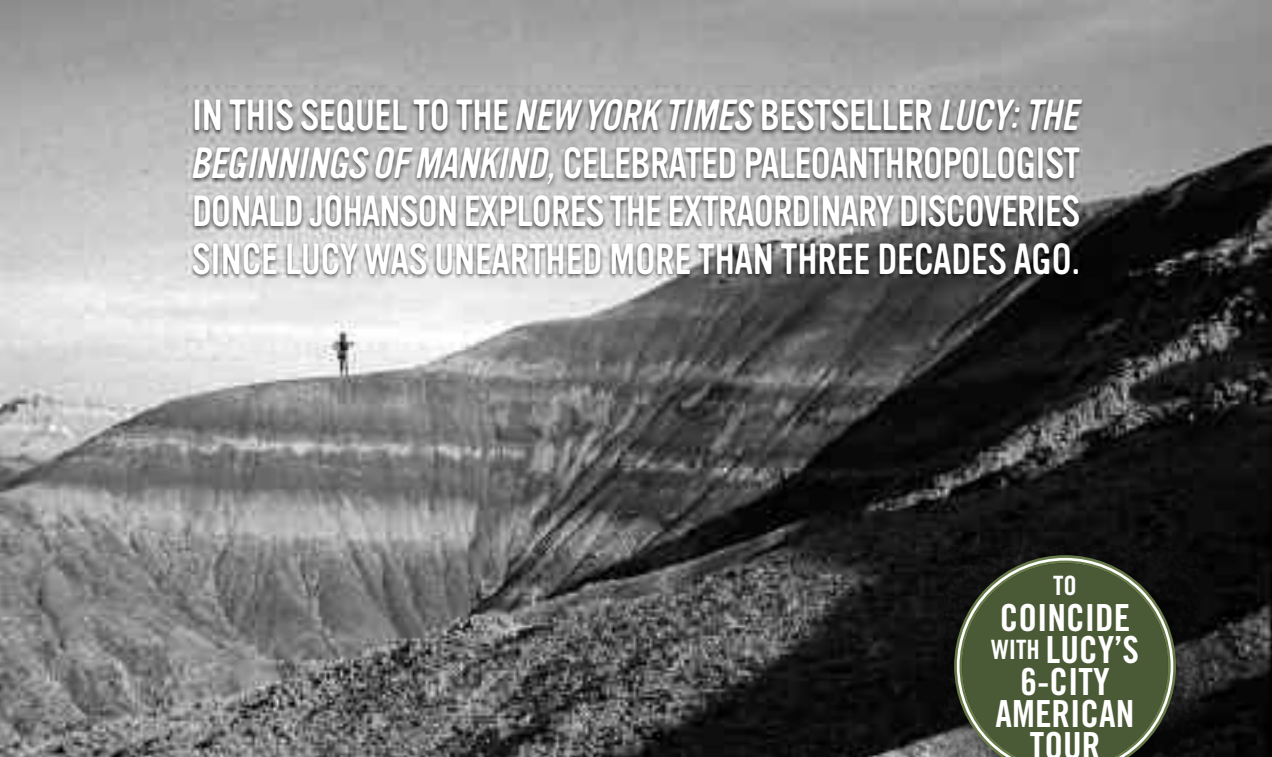
On Sale 3/24/09

British: Jean Naggar Literary Agency

Translation: Jean Naggar Literary Agency

First Serial: Crown

Audio: Jean Naggar Literary Agency



IN THIS SEQUEL TO THE *NEW YORK TIMES* BESTSELLER *LUCY: THE BEGINNINGS OF MANKIND*, CELEBRATED PALEOANTHROPOLOGIST DONALD JOHANSON EXPLORES THE EXTRAORDINARY DISCOVERIES SINCE LUCY WAS UNEARTHED MORE THAN THREE DECADES AGO.

TO  
COINCIDE  
WITH LUCY'S  
6-CITY  
AMERICAN  
TOUR

# LUCY'S LEGACY

*The Quest for Human Origins*

DONALD JOHANSON

and Kate Wong

**D**onald Johanson is arguably the world's most celebrated paleoanthropologist for the stunning discovery he made after unearthing a partial female skeleton some 3.2 million years old that would forever change how scientists think about human origins. He assigned her to a new species, *Australopithecus afarensis*, a transitional creature somewhere between apes and humans. The world knows her as Lucy.

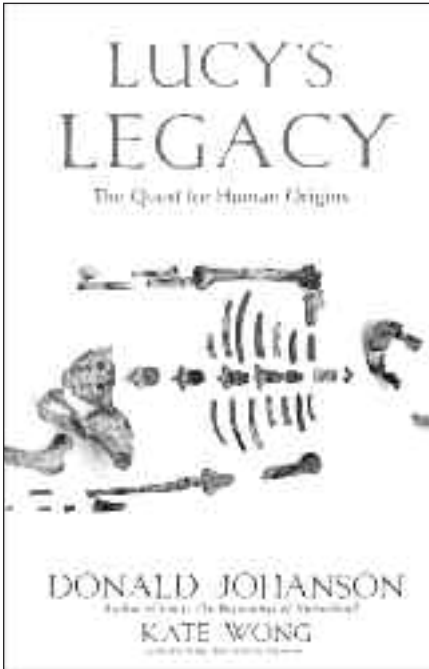
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In 1981 Johanson published a book about this discovery, *Lucy: The Beginnings of Humankind*. Now, in *Lucy's Legacy*, he explores breakthrough findings since Lucy was discovered and again expands our understanding of human origins.

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Over the past three decades, Johanson and his colleagues have uncovered a total of 363 specimens of *Australopithecus afarensis*, spanning 400,000 years. As a result, we now have a unique fossil record of one branch of our family tree—that family





being humanity—a tree that is believed to date back a staggering seven million years.

How did we evolve? What separates hominids from the apes? (It may not have been upright walking.) How has our brain triumphed over our brawn? What was life like for our closest cousins, the Neandertals? What mysteries about human evolution remain to be solved?

With the collaboration of Kate Wong, a writer and editor at *Scientific American*, Johanson takes readers on an extraordinary journey into the ancient landscape of Hadar, Ethiopia, where many of the century's most exciting fossil discoveries have been made, and again asks what it means to be human.

**DONALD JOHANSON** founded the Institute of Human Origins in 1981, now at Arizona State University in Tempe. He lives in Scottsdale, Arizona.

**KATE WONG** has been covering human evolution for *Scientific American* since 1997. She lives in New York City.

### National Publicity

### National and Regional NPR Campaign

### Tie-In with Author's Lecture Schedule

### Advertising

*Natural History*

### Online Promotion

- *New York Times* online campaign
- Advertising on Harpers.org
- Advertising on NaturalHistory.com
- Pre-publication general interest advertising targeted to tour markets
- Cross-promotion on BecomingHuman.org
- Google AdWords campaign

### Co-Promotion with *Scientific American*

### Targeted Mailing to Author Mailing List and to Science Foundations Nationwide

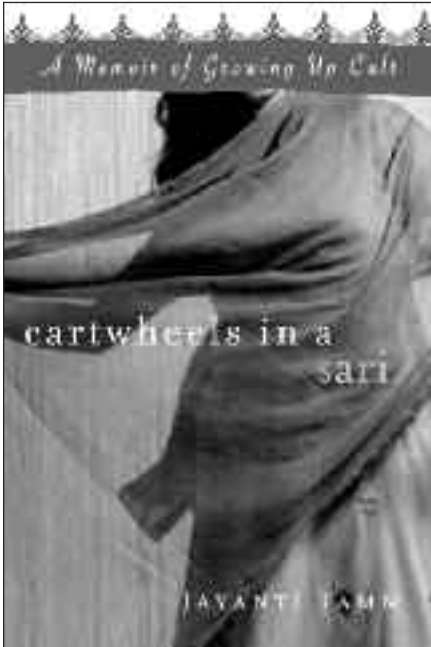
### P.O.P.

978-0-307-45392-1  
Easel-backed poster  
(no charge)



Science—Paleontology (SCI054000)  
6 7/8 x 9 1/4; 288 pages; 8-page photo insert and one map  
Hardcover ISBN/EAN: 978-0-307-39639-6  
eBook ISBN: 978-0-307-45168-2  
\$25.00 (Canada: \$28.00)  
On Sale 3/3/09  
All rights: Crown





# Cartwheels in a Sari

A Memoir of Growing Up Cult

By Jayanti Tamm

*The first inside account of growing up as the designated "chosen one" in the cult run by charismatic guru Sri Chinmoy, linked to such celebrities as Princess Diana and Mother Teresa.*

**B**orn into a family of devout followers where absolute obedience to Sri Chinmoy was required, Jayanti Tamm spent 25 years in Chinmoy's inner circle. Considered a living saint by some, a shrewd con artist by others, Chinmoy established an ashram-like hub in Jamaica, Queens, where all activities considered dangerous distractions to spiritual development were prohibited—TV, radio, dancing, eating meat, and even sex.

In this colorful, eye-opening memoir, Tamm shares the trauma and triumphs of growing up "cult" in mainstream America and the powerful hold of such a lifestyle. She also reveals a new side to the enigmatic personality of Chinmoy who until his death in 2007 managed to convince thousands of his disciples and celebrities, such as Princess Diana, Carlos Santana, Susan Sarandon, Richard Gere, Desmond Tutu, Mother Teresa, Pope John Paul II, Nelson Mandela—that he was merely a humble emissary of peace.

Tamm offers a poignant and provocative look inside the cult's lifestyle; her own rebellions and troubled coming-of-age; her hard-won decision to finally leave the cult in her twenties; and the unique challenges she confronted as she built a new life.

**JAYANTI TAMM** is an English professor at Ocean County College in New Jersey.

## National Publicity

**Author Events and Interviews**  
out of New Jersey and New York

## Online Promotion

- *New York Times* online campaign
- Advertising on YogaJournal.com, including e-blasts
- Advertising on ManhattanUser-Guide.com, including e-blasts
- Google AdWords campaign

**Targeted Mailing to Support Groups for Ex-Cult Members**

**Coordinated Outreach to Disciples and Ex-Disciples of Sri Chinmoy**

**Masthead Mailing to Mind/Body/Spirit/Wellness Magazines**

## P.O.P

978-0-307-45391-4  
Easel-backed poster  
(no charge)



Autobiography—Personal Memoirs (BIO026000)

5½ x 8¼; 304 pages

Hardcover ISBN/EAN: 978-0-307-39392-0

eBook ISBN: 978-0-307-45164-4

\$22.95 (Canada: \$25.95)

On Sale 4/14/09

All rights: Crown



### National Publicity

#### Online Promotion

- *New York Times* online campaign
- Advertising on BookReporter.com
- Cross-promotion on author's website, MaryMcGarryMorris.com
- Google AdWords campaign

#### Targeted Mailing to Book Group Coordinators Nationwide

#### Discussion Guide Available Online

# The Last Secret

A Novel

By Mary McGarry Morris

*A riveting new novel by the bestselling author of Songs in Ordinary Time, The Lost Mother, and A Dangerous Woman.*

**N**ora Hammond seems to have it all: a loving husband, two children, a job at her husband's family newspaper in a staid New England town, and an important role in her community's charitable activities. But her privileged life threatens to unravel when she learns of her husband's affair—and when the specter of her own past returns with terrifying force. A tautly told tale that accelerates to a shattering conclusion, *The Last Secret* explores the irreparable consequences of one family's crimes of the heart.

Praise for Mary McGarry Morris and her previous novels:

"A superb storyteller." —*Washington Post*

"One of our finest American writers." —*Miami Herald*

"[Morris has] prodigious talents as a weaver of intimate, emotional, intense, and unrelenting narratives."

—*Washington Post*

"There are few contemporary authors whose work can absorb readers so fully and with such immediacy that the line between character and reader begins to seem dangerously thin. Among these few is the brilliant Mary McGarry Morris."

—*Los Angeles Times*

"Morris is a master storyteller." —*USA Today*

**MARY MCGARRY MORRIS** was a National Book Award and PEN/Faulkner Award finalist for *Vanished*. Her novel *A Dangerous Woman* was chosen by *Time* magazine as one of the "Five Best Novels of the Year" and was made into a motion picture. Her novel *Songs in Ordinary Time* was an Oprah Book Club selection and a CBS television movie. She lives in Andover, Massachusetts.



Fiction (FIC000000)

6¼ x 9¼; 288 pages

Hardcover ISBN/EAN: 978-0-307-45127-9

eBook ISBN: 978-0-307-45128-6

\$25.00 (Canada: \$28.00)

On Sale 4/7/09

British: Jean Naggar Literary Agency

Translation: Jean Naggar Literary Agency

First Serial: Crown

Audio: Jean Naggar Literary Agency

EXCERPT

# THE LAST SECRET

BY MARY MCGARRY MORRIS

**THEY STILL DON'T BELIEVE HER**, and why should they, but it's always the same, it is—this same dream, darkness, heat, and the song, the same song, same deafening beat.

Driving. Midnight. Still driving; their beacon through the desert, flashing lights, pink and green neon from the roadhouse roof. Eddie cruises the parking lot. He parks on the farthest side, in shadows. Tired and hungry, she slips after him into the reek of beery dust. It coats the bar top, the windows, the dimly lit jukebox blasting that song, “Gimme Some Lovin’” over and over and over again. Their luck’s about to change, Eddie says. He feeds quarters into the jukebox, the last of their money—hers, mostly.

Sitting behind them, the only other customer, a skinny man, grimy shirt, loosened tie, jacket bunched up next to his beer mug. His head bobs over the table. Her own face floats in the murky bar mirror, outlined in blinking red Christmas bulbs. This inferno of

caged heat pulsates between the sagging ceiling and gritty plank floor....

Elbows sticking to the bar, she sips a rum and Coke; only seventeen, but as long as she keeps sliding the drink back in front of Eddie, the skinny bartender could care less.... She grabs another cherry, and Eddie winks in the mirror. Their last meal, hamburgers—this morning, “poor man’s brunch,” Eddie said. Every time the bartender looks away, she grabs more, cherries, olives, slimy little cocktail onions, shoves them into her mouth, swiveling on the stool to hide her ravenous chewing. They have devoured the bowl of pretzels. After warm beer in the car all day, it’s rum Eddie wants. The more he drinks the sharper he grows, pale eyes glinting, voice roughening, snagging on her soft parts, moving deep inside, his hard running feet, tingling through her legs and thighs, belly and heart, pounding with the music. She covers her grin. Drinking makes her tired and silly, the

least little thing, she's laughing so hard she can't stop. Or crying. Today, mostly crying.

Another quarter, that song again.

Eddie pauses by the table. The man's head jerks up. Laughing, Eddie leans close, back muscles rippling through his damp tee shirt. Blond, tanned, blue eyes, dimples, oh God. Her eyes burn. Eddie's gesturing. The man glances back, and she looks away. Now, Eddie's hand is soft on her thigh, one finger stroking flesh high, high between her legs. Her eyes close as his mouth brushes her ear, singing that song, heat in her ear.

She's known him forever, it seems through the haze of longing. But only a summer month before she was a chambermaid at the Clayborne Hotel in Lake George that drizzly day when he drove up in the yellow Mustang, top down, his arm over the back of the seat. "Hey, pretty girl," he called as she dragged along the gravel path in her baggy green uniform, arms loaded with buckets, scrub brushes, and mop. "I've come to rescue you."

**The more he  
drinks the sharper  
he grows, pale  
eyes glinting,  
voice roughening,  
snagging on her  
soft parts, moving  
deep inside, his  
hard running feet,  
tingling through  
her legs and  
thighs, belly and  
heart, pounding  
with the music.**



# Joyful Wisdom

*Embracing Change and Finding Freedom*

YONGEY MINGYUR  
RINPOCHE

with ERIC SWANSON  
*Authors of The Joy of Living*

The author of the internationally acclaimed *The Joy of Living* teaches us how to overcome the problems of everyday life and experience a profound sense of well-being.

#### National Publicity

#### National Radio Campaign

#### Tie-In with Author's Lecture Schedule

#### Advertising

*Buddhadharma*      *Shambhala Sun*  
*Psychology Today*      *Tricycle*

#### Online Promotion

- Advertising on BeliefNet.com
- Advertising on SelfGrowth.com
- Advertising on YogaJournal.com
- Advertising on Facebook.com
- Cross-promotion on author's website, Mingyur.org

#### Co-Promotion with the Yongey Foundation

#### Coordinated Outreach to Buddhist Organizations and Meditation Centers Nationwide

#### P.O.P.

978-0-307-45390-7  
 Easel-backed poster  
 (no charge)

#### A Random House AudioBook

Abridged, 5 CDs  
 978-0-7393-7717-8  
 \$29.95 (Canada: \$34.00)

Yongey Mingyur is one of the most celebrated among the new generation of Tibetan meditation masters, whose teachings have touched people of all faiths around the world. "From the 2,500-year-old perspective of Buddhism," he writes, "every chapter in human history could be described as an 'age of anxiety.' The anxiety we feel now has been part of the human condition for centuries." So what do we do? Escape or succumb? Both routes inevitably lead to more complications and problems in our lives. "Buddhism," says Yongey Mingyur, "offers a third option: We can look directly at the disturbing emotions and other problems we experience in our lives as stepping stones to freedom. Instead of rejecting them or surrendering to them, we can befriend them, working through them to reach an enduring authentic experience of our inherent wisdom, confidence, clarity, and joy."

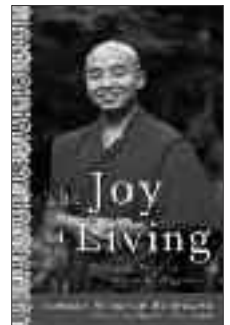
Divided into three parts like a traditional Buddhist text, *Inner Wealth* identifies the sources of our unease, describes methods of meditation that enable us to transform our experience into deeper insight, and applies these methods to common emotional, physical, and personal problems. *Inner Wealth* is wise, anecdotal, funny, informed, and graced with the author's irresistible charm.

YONGEY MINGYUR RINPOCHE is a celebrated Tibetan Buddhist master, deeply versed in the practical and philosophical disciplines of the ancient tradition of Tibetan Buddhism.

Editor and translator ERIC SWANSON is the coauthor of *The Joy of Living* and author of *What the Lotus Said*.

#### Also by Yongey Rinpoche, Mingyur

*The Joy of Living*  
 978-0-307-34625-4  
 \$24.00 (Canada: \$30.00)



Religion—Buddhism (REL007000)  
 6 1/8 x 9 1/4; 288 pages  
 Hardcover ISBN/EAN: 978-0-307-40779-5  
 eBook ISBN: 978-0-307-45166-8  
 \$25.00 (Canada: \$28.00)  
 On Sale 4/28/09

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# MOVE INTO LIFE

## The Nine Essentials for Lifelong Vitality

A CUTTING-EDGE APPROACH TO AWAKENING OUR VITALITY,  
BRINGING BETTER HEALTH, MORE ENERGY, LESS STRESS, AND  
GREATER CREATIVITY TO OUR LIVES

---

“Anat Baniel has evolved to a point few can match, let alone surpass.”

—Dr. Moshe Feldenkrais

“This book puts living back into life. It is the distilled wisdom of a great guide.”

—Larry Dossey, M.D., author of *The Extraordinary Healing Power of Ordinary Things*

“Anat Baniel’s discoveries are of vital importance to all of us because they help us reach our greatest potential and lay a new foundation for understanding movement and learning.”

—Christopher Ryan, M.D., American Academy of Physical Medicine and Rehabilitation

“A new, highly original approach to creating vitality, longevity, and self-sufficiency. This book is a must-read for every person wanting to make the best of the next phase of their life.”

—Dharma Singh Khalsa, M.D., author of *Brain Longevity: The Breakthrough Medical Program That Improves Your Mind and Memory*

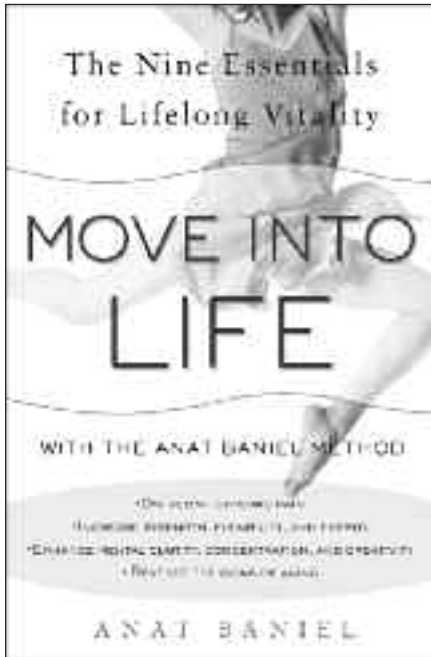
“The progress I have witnessed borders on the miraculous. What Anat does makes complete sense. How she does it is inspiring and often ingenious.”

—Cheryl Cooper, M.D., O.D.,  
Member of the Board, Rosalind Franklin University of Medicine and Science

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# ANAT BANIEL





### National Publicity

#### Tie-In with Author's Lecture Schedule

#### Advertising *Body & Soul*

#### Online Promotion

- Advertising on PBS.org
- Advertising on YogaJournal.com
- Cross-promotion on author's website, AnatBanielMethod.com
- Google AdWords campaign

#### Targeted Mailing to Parenting and Alzheimer's Associations, Yoga Studios, Massage Therapists, and Feldenkrais Teachers Nationwide

#### Postcards for Author Mailing List, Including Students across the Country

#### Masthead Mailing to Mind, Body, Spirit, and Wellness Magazines

Over time, we develop routines in the way we move—how we walk, sit at our desks, or lift a package. But these routines dull our bodies and our brains; we not only feel less vital, we begin to develop real aches and pains.

The Anat Baniel Method shows us how we can break these habits and increase our vitality by subtly changing how we move. In doing so, we trigger our brains to form new connections and patterns, invigorating us mentally and physically.

Confirmed by the most recent scientific research, *Move into Life* defines the nine essentials the brain requires in order to thrive, including variation, subtlety, slowness, and complexity. Through her revolutionary understanding of how to use movement, Baniel provides simple, safe, physical activities and mental exercises to incorporate these essentials into every activity of our daily lives and to bring about powerful, immediate changes.

- Overcome back, neck, shoulder, and joint pain
- Increase strength, flexibility, and energy
- Enhance mental clarity, concentration, and creativity
- Reverse the signs of aging

**ANAT BANIEL** is the director of the Anat Baniel Center in San Rafael, California. She worked closely with Dr. Moshe Feldenkrais for more than fifteen years.



Health & Fitness (HEA000000)

6 1/8 x 9 1/4; 320 pages; 45–55 line drawings throughout

Hardcover ISBN/EAN: 978-0-307-39529-0

eBook ISBN: 978-0-307-45169-9

\$24.95 (Canada: \$27.95)

On Sale 4/28/09

All rights: Crown



# Water, Stone, Heart

A Novel

By Will North

*Jacquelyn Mitchard called Will North's first novel, "Genuine, tender, and affecting." The Seattle Post-Intelligencer compared the novel to "the bestselling work of Nicholas Sparks and Robert James Waller." Water, Stone, Heart will not disappoint fans of The Long Walk Home. It is a moving and bittersweet novel of love, loss, and the power of nature to alter the very fabric of our lives.*

Newly divorced, Andrew Stratton is a man who has lived in his head and not with his heart. A Philadelphia professor, he teaches architectural theory but has never built a building. He writes about "The Anatomy of Livable Places"—communities where form and material are in perfect harmony—instead of finding the place he can call home. After his wife excoriates his cautious nature and leaves him, Andrew takes a trip to Boscastle, England, where he channels his pain into a course on building stone walls. Enamored with the Cornish town's stunning seascape and its charming, quirky inhabitants, Andrew begins to shed his sheltered self. But his willingness to open his heart is tested when he falls for Nicola Rhys-Jones, an artist who has fled from her ex-husband and an abusive past. And when a catastrophic storm hits the village, Andrew must decide whether to stand on the sidelines or risk his life by acting on his heart.

**WILL NORTH** is the author of the novel *The Long Walk Home*. He divides his time between Seattle, Washington, and Great Britain.

## National Publicity

Author Events  
out of Seattle

## Online Promotion

- *USA Today* online campaign
- Advertising on BookBrowse.com
- Cross-promotion on author's website, WillNorthOnline.com
- Google AdWords campaign

Targeted Mailing to Book Group  
Coordinators Nationwide

Postcards for Author Mailing List

Discussion Guide Available Online

## Also by Will North

*The Long Walk Home*  
978-0-307-38302-0  
\$24.00 (Canada: \$30.00)



Fiction (FIC000000)

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

Hardcover ISBN/EAN: 978-0-307-45161-3

eBook ISBN: 978-0-307-45162-0

\$24.00 (Canada: \$28.00)

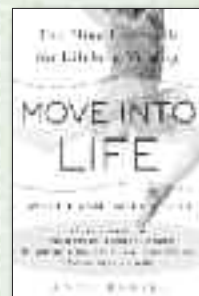
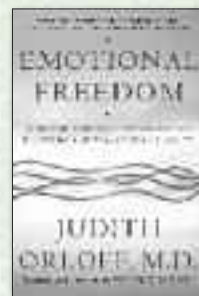
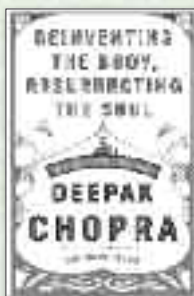
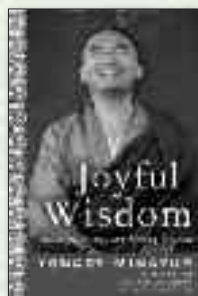
On Sale 4/28/09

British: Endeavor Agency  
Translation: Endeavor Agency  
First Serial: Crown  
Audio: Crown

# TEACHERS OF HARMONY

We've created a website so you can learn more about how Harmony authors will help you unleash negative emotions, increase vitality through movement, discover personal freedom through meditation, increase your brain's natural potential, and transform your life by strengthening your mind/body/spirit connection.

TeachersofHarmony.com features meditation and mindfulness exercises, videos of our authors teaching, a quiz to help you identify your emotional type, and practical tips for better brain and body health. Learn, enjoy, and transform—from Teachers of Harmony!





# Contagious

By Scott Sigler

Photo Credit: Stephen Dorian Miner



*This mind-blowing stand-alone sequel to **Infected** finds the planet on the brink of succumbing to a deadly invasion.*

The FBI's Clarence Otto and CIA agent Dew Phillips comb the country, ruthlessly eliminating people whose minds have been sequestered by the mysterious disease sweeping America. Their black-ops team is proving a formidable weapon, thanks to the third member of their cadre: one-time football hero Perry Dawsey, now a bloodthirsty psychotic possessed with a strange, valuable new ability.

But the enemy is learning, *adapting*...and it's created a new breed of infected, sending nests of enslaved humans spreading through our largest cities.

And this new generation is *contagious*.

Kicked to the sidelines by her superiors in the CDC, Dr. Margaret Montoya must now help Perry, Dew, and Otto stop this new assault—before the only containment option becomes a nuclear strike on major U.S. cities.

Packed with action and propelled by hard science, *Contagious* is the explosive follow-up that Sigler's thousands of fans demand—and a massive dose of adrenaline-soaked terror sure to infect new readers.

Podcast phenomenon **SCOTT SIGLER** has released five chart-topping audiobooks over the Internet and is the author of 2008's *Infected*, currently being adapted for film by Random House Films.

SEE PAGES 6–7 OF THE SPRING 2009 THREE RIVERS PRESS CATALOG FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF SCOTT SIGLER'S *INFECTED*.

## National Publicity

20-City Radio Satellite tour

5-City Author Tour

## 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 ContagiousNovel.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  
978-0-7393-7715-4  
\$34.95 (Canada: \$39.95)

## Also by Scott Sigler

*Infected*  
978-0-307-40610-1  
\$24.95 (Canada: \$27.95)



Fiction—Horror (FIC014000)

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

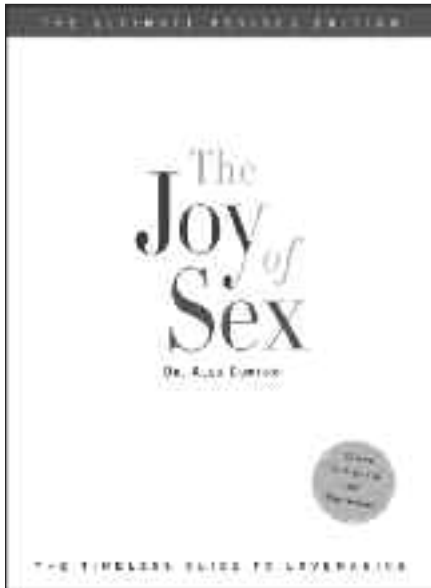
Hardcover ISBN/EAN: 978-0-307-40631-6

eBook ISBN: 978-0-307-45211-5

\$24.95 (Canada: \$27.95)

On Sale 12/30/08

All rights: Crown



### National Publicity

#### Online Promotion

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

# The Joy of Sex

The Ultimate Revised Edition  
The Timeless Guide to Lovemaking

By Dr. Alex Comfort

*An updated and revised edition of the world's most comprehensive and trusted sex manual, completely reillustrated and with more than 40 new sections for today's readers.*

An international bestseller since it was first published in 1972, *The Joy of Sex* dared to celebrate the joy of human physical intimacy with authority and clarity. Now fully updated and masterfully reillustrated, it once again sets the standard as the world's most delightful and trusted sex manual.

With more than 100 provocative new photos and illustrations that capture in frank detail the intimacy of love, this edition of *The Joy of Sex* is the most visually stunning yet. Dr. Alex Comfort's wise and forthright advice has been supplemented by contemporary expertise from sex expert and relationship psychologist Susan Quilliam. Substantial revisions include new information on:

- Key discoveries in psychology, physiology, and sexology
- The Internet and couple-friendly pornography
- Maintaining a fulfilling sex life as we get older

**DR. ALEX COMFORT, M.B., D.Sc.**, was one of the world's leading experts on human sexuality. He died in March 2000 at age 80.

**SUSAN QUILLIAM** is a relationship psychologist who works with the international *Journal of Family Planning*, the British relationship counseling organization Relate, and a number of global advisory boards in the field of sexual health and dysfunction.



Self-Help—Sexual Instruction (SEL034000)

6 $\frac{3}{4}$  x 9; 288 pages; 39 full-color photos, 40 black-and-white photos, 53 full-color illustrations

Hardcover ISBN/EAN: 978-0-307-45203-0

\$29.95 (Canada: \$34.00)

On Sale 1/6/09

British: Octopus Publishing  
Translation: Octopus Publishing  
First Serial: Crown  
Audio: Octopus Publishing





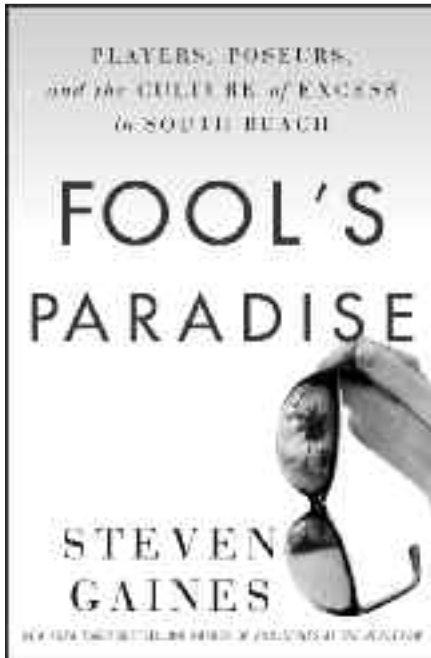
# FOOL'S PARADISE

PLAYERS, POSEURS, *and the* CULTURE of EXCESS  
*in* SOUTH BEACH

STEVEN GAINES

With the eye-opening insight that comes from having an all-access pass, Steven Gaines, the bestselling author of *Philistines at the Hedgerow*, captures the endlessly fascinating bad behavior of the rich, famous, beautiful, and self-indulgent in the world's greatest party city.





#### National Publicity

#### National Radio Campaign

#### Author Events

out of Miami Beach and New York City

#### Advertising

*New York Times*

#### Online Promotion

- *New York Times* online campaign
- Advertising on Gawker.com
- Google AdWords campaign

Buzz Mailings to Travel Agencies;  
Realtors; Miami Area Hotels, Bed &  
Breakfasts, and Tourism Offices

Excess is the prevailing spirit of Miami Beach. A half-million-dollar coming-of-age bat mitzvah, a German playboy who owns a quarter of the Beach and flaunts his sexual escapades, the nation's highest number of bars per person, enough silicon to implant the breasts of a small country, and more tattoo parlors than libraries—this is the tapestry of the Beach, where locals and paparazzi-attracting arrivistes often soar to extravagant heights only to suffer spectacular reversals.

Evoking the Beach's surreal blend of flashy Vegas and old-Hollywood glamor, as well as its strange mix of tawdriness, desperation, and reckless wealth, Gaines brilliantly demonstrates that, though the Beach is—in the words of its most famous drag queen—"an island of broken toys...a place where people get away with things they'd never get away with anyplace else," it also casts an irresistible spell.

**STEVEN GAINES** is the author of 12 books and a contributor to *New York* magazine. He divides his time between Manhattan and East Hampton, New York, and has spent part of the last three winter seasons in South Beach.

#### PRaise for Steven Gaines's Bestselling Book *PHILISTINES AT THE HEDGEROW*:

"A narrative of surprising unity and velocity. Such a cast of eccentrics hasn't been seen since *Midnight in the Garden of Good and Evil*."  
—*New Yorker*

"Hugely entertaining...with wit and zest...Gaines tells the story of the embattled Hamptons through a series of deft profiles."  
—*Washington Times*

"Richly entertaining"  
—*People*

"Breezy, irreverent...amusing...Gaines has found...a place worthy of its own unauthorized biography, replete with scandals, scurrilous characters, assorted bacchanalia, and all manner of wretched excess."  
—*The Wall Street Journal*



Sociology (SOC026000)

6 1/8 x 9 1/4; 304 pages; 8-page full-color insert

Hardcover ISBN/EAN: 978-0-307-34627-8

eBook ISBN: 978-0-307-45221-4

\$25.95 (Canada: \$30.00)

On Sale 1/27/09

All rights: Crown

EXCERPT

# FOOL'S PARADISE

BY STEVEN GAINES

## **EVEN IN A CITY WHERE RESTRAINT**

is not considered a virtue, Amber Ridinger's *bat mitzvah* promised to be something special.

It was a balmy Saturday night in November, the air was soft and sweet, and there was a big, chalk-white moon over Miami. Outside of the Forge Restaurant on Arthur Godfrey Road, four klieg lights on the back of a flatbed truck made loopy pink circles in the sky, part of the pastel halo floating over the city like a neon aurora borealis.

The spotlights were part of the hoopla heralding the 13th birthday party of Amber Ridinger. At a cost of over \$500,000, it was said to be the most expensive coming of age celebration ever held in Miami Beach. Over 200 guests were expected to attend, including New York Mets catcher Mike Piazza and former Playboy playmate Alicia Rickter, who'd given Amber a \$10,000 Cartier Pasha white-gold watch for her birthday. Even that largesse was surpassed by the singer and actress Jennifer Lopez, a family friend of relatively

recent acquaintance, who gave Amber the most lavish gift of all—a \$100,000, thirty-carat diamond bracelet. Rap stars Ja Rule, Omarion, and Marques Houston were expected to entertain, and Amber herself was going to provide *divertissement* by introducing her own clothing line called Gossip.

Amber was on *Page Six* because the *bat mitzvah* also had a publicist, Tara Solomon of Tara, Ink. Ms. Solomon had sent out press releases about the event, one of which was headlined “Butterflies and Bling—It’s a *bat mitzvah* thing!” The release noted that “a limited number of escorted cameras will be allowed inside the venue,” which is why on this night there was a wolf pack of jostling television-news cameramen, reporters, and paparazzi in front of the Forge’s faux 18th-century French façade.

Inside the restaurant the bordello-like décor had been feebly disguised in keeping with the *bat mitzvah*’s theme as an Amberland of “Butterflies and Bling.” From the stained glass ceiling in the Dome room hung

what looked like a swarm of glittering bugs, but were in fact synthetic butterflies dangling on filament threads, along with a purported 42,000 sparkling Swarovski crystals, which supplied the bling. The walls had been draped in white satin, and pink flower petals littered the floors.

Around 9:30 P.M. Amber Ridinger herself arrived, emerging from the back of a stretch limousine in a flurry of strobe lights along with rap superstar Ja Rule and the platinum-selling singer Ashanti. Amber had dark eyes, pale pink lips, and dark hair piled on top of her head, a few strands of which escaped from under a diamond coronet and fell in her face. There was an endearing awkwardness to the thirteen year-old as she made her way up the VIP carpet in her ill-fitting \$26,000 Dolce & Gabbana gown while photographers shouted “Amber! Amber! Look this way!” like she was a movie star.

There was just one thing that wasn’t perfect.

Amber Ridinger wasn’t exactly raised Jewish.

Her father had been brought up Methodist, and the family celebrated Christmas—but Amber’s maternal grandmother, who died when Amber was only seven months old, *was* Jewish, and that made Amber’s mother Jewish, and in Miami Beach, that’s enough to throw a *bat mitzvah*.

**There was an endearing awkwardness to the thirteen year-old as she made her way up the VIP carpet in her ill-fitting \$26,000 Dolce & Gabbana gown while photographers shouted “Amber! Amber! Look this way!” like she was a movie star.**

# THE 6-WEEK CURE FOR THE MIDDLE-AGED MIDDLE

YOU WATCH WHAT YOU EAT, you work out at the gym, but there's one thing that keeps giving your age away—the bulge at your waist. Why is it that even though we might maintain our high school weight, few of us maintain our high school belt size? *The 6-Week Cure for the Middle-Aged Middle*, by bestselling authors Drs. Mary Dan and Michael Eades, answers those questions and provides the most effective way to dissolve midlife belly fat.

In your twenties and thirties, the layers of fat on top of your abs were the problem—but few people know that once you reach middle-age, the enemy shifts. *The 6-Week Cure for the Middle-Aged Middle* provides a plan specifically for eliminating the visceral fat that accumulates around the organs that is the true cause of the middle-age bulge. The good news is that through diet, visceral fat can be quickly reduced and eliminated, enhancing both your looks and your health.



MARY DAN EADES, M.D. & MICHAEL R. EADES, M.D.

AUTHORS OF THE MEGA-BESTSELLER, *PROTEIN POWER*



# MIDDLE AGE DOESN'T HAVE TO MEAN A BULGING MIDDLE

## LEARN ABOUT:

- How fat stored inside your liver makes it hard-to-lose middle body flab—and what to do about it
- Why “inner” and “outer” tube fat measurements are important to your health
- How eating saturated fat can actively trim your middle
- Why the “eat less, exercise more” prescription fails—and what to do about it

Acknowledged as experts in the science of low-carb nutrition, **DRS. MARY DAN AND MICHAEL EADES** are the authors of *Protein Power*, the 63-week *New York Times* bestseller, as well as 12 other books in the fields of health, diet, and exercise.



Health & Fitness—Diet (HEA000000)

6½ x 9¼; 288 pages

Hardcover ISBN/EAN: 978-0-307-45071-5

eBook ISBN: 978-0-307-45096-8

\$24.95 (Canada: \$27.95)

On Sale 1/20/09

All rights: Crown

### National Publicity

### 20-City Radio Satellite Tour

### Online Campaign

- *New York Times* online campaign
- Advertising on iVillage.com
- Advertising on EverydayHealth.com, MensHealth.com, and WomensHealth-Mag.com
- Google AdWords campaign

### Masthead Mailing to Men's, Women's, and General Interest Health Magazines

### Buzz Mailing to Parent Groups



### National Publicity

### National Radio Campaign

### Online Promotion

- Advertising on iVillage.com
- Advertising on PBS.org
- Advertising on parenting and mommy blogs and websites
- Google AdWords campaign

Buzz Mailings to Guidance Counselors, Parenting Organizations, and PTA Groups

# 13 Is the New 18

And Other Things My Children Taught Me—  
While I Was Having a Nervous Breakdown  
Being Their Mother

By Beth J. Harpaz

*Inspired by a popular story she wrote for the Associated Press, 13 Is the New 18 is Beth Harpaz's wry, poignant, and often hysterically funny account of her son's thirteenth year.*

One day Beth Harpaz's son is a sweet kid who loves to hang out with his friends in the living room. The next, he's morphed into a tall, funky-smelling 13-year-old who's embarrassed by his parents. Berating herself for being a terrible mother, Harpaz consults parenting books and her oracle, Google, to help explain the mysterious ways of her son, whom she nicknames Taz (after the Tasmanian Devil cartoon character). With a sharp eye for detail and a keen sense of humor, Harpaz chronicles life with Taz, observing his likes—expensive sneakers, chilling with his peeps—and his dislikes—books, his mom's nagging. Readers will laugh and nod in recognition as Harpaz deals with Taz's downward spiral of bad grades, secretive ways, and rebellious behavior. It's hard out there for the mom of a teenager, but luckily Beth Harpaz serves as a hipper Erma Bombeck and guides readers through the insanity. Funny, wise, and ultimately hopeful, *13 Is the New 18* is for anyone with a teen in his or her life (or one looming on the horizon).

"Take the wisdom of *What to Expect When You're Expecting*, fast forward a decade and a half, add a soupçon of candor, an endless stream of love, and a dash of worry...That's Beth Harpaz's parenting memoir....Harpaz is a warm and wise new voice." —Peg Tyre, author of *The Trouble with Boys*

**BETH J. HARPAPZ** is a writer for the Associated Press and the author of *The Girls in the Van*, her account of Hillary Clinton's Senate campaign in 2000.



Autobiography—Personal Memoirs (BIO026000)

5½ x 8¼; 288 pages

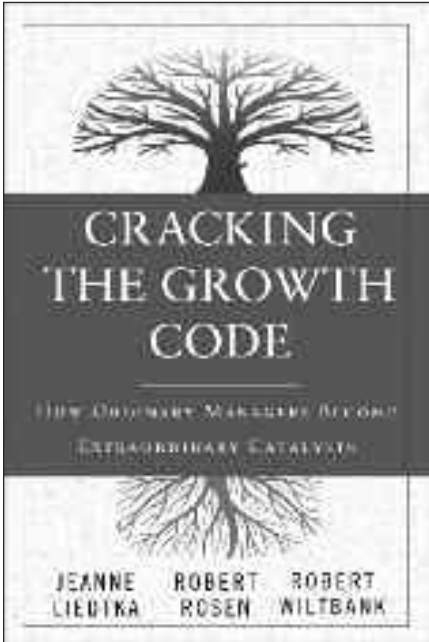
Hardcover ISBN/EAN: 978-0-307-39641-9

eBook ISBN: 978-0-307-45210-8

\$23.95 (Canada: \$27.95)

On Sale 1/27/09

All rights: Crown



# Cracking the Growth Code

How Ordinary Managers Become  
Extraordinary Catalysts

By Jeanne Liedtka, Robert Rosen,  
and Robert Wiltbank

*The results of a massive three-year research program that uncovered the business, personal, and psychological skills of leaders from mature companies who became catalysts driving organic growth.*

The leader of every business unit in every company faces “the terror of the plug”—the target for growth and profit given them by the CEO, along with best wishes for meeting it. Fascinated by how some people were able to consistently deliver the numbers, the authors spent three years finding out not only how these leaders did it, but also discovering their personal and psychological characteristics. *Cracking the Growth Code* centers on the six tools used to actually turn lemons into lemonade, turning what in many cases seemed like hopeless commodity businesses into catalysts for growth.

They profile, for example, Clay Presley, who turned Carolina Pad—a company filled with old-line “paper guys” who measured success in selling “paper by the pound”—into a growth-oriented enterprise, creating cool products that tapped into new audiences. Presley and the 20 other catalysts profiled freed themselves from the shackles of business as usual in their companies. They worked within the system but managed to game it and beat it, not let the system beat them—using lessons such as “the monkey isn’t on your back, it’s in your head.”

**JEANNE LIEDTKA**, a corporate strategy expert, is the Johnson and Higgins Research Professor at the Darden School of the University of Virginia. **ROBERT ROSEN**, a psychologist, is the founder and CEO of Healthy Companies International. **ROBERT WILT BANK**, an entrepreneur, is a venture partner with Buerk Dale Victor.



Business & Economics (BUS000000)

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

Hardcover ISBN/EAN: 978-0-307-40949-2

eBook ISBN: 978-0-307-45228-3

\$27.50 (Canada: \$32.00)

On Sale 3/24/09

British: Gail Ross Literary Agency

Translation: Gail Ross Literary Agency

First Serial: Crown

Audio: Crown

## National Publicity

### National Business Radio Campaign

Author Events and Interviews  
out of Charlottesville, Virginia

Cross-Promotion with the Darden  
Business School at the University  
of Virginia

### Advertising

*The Wall Street Journal*

### Online Promotion

- *The Wall Street Journal* online campaign
- Advertising on major business sites, including BusinessWeek.com
- Google AdWords campaign

### Outreach to Business Schools

Postcard Mailing to Business Lists  
and Human Resources Professional  
Associations



# ***NO ANGEL***

MY HARROWING UNDERCOVER JOURNEY TO  
THE INNER CIRCLE OF THE HELLS ANGELS

**JAY DOBYNS**

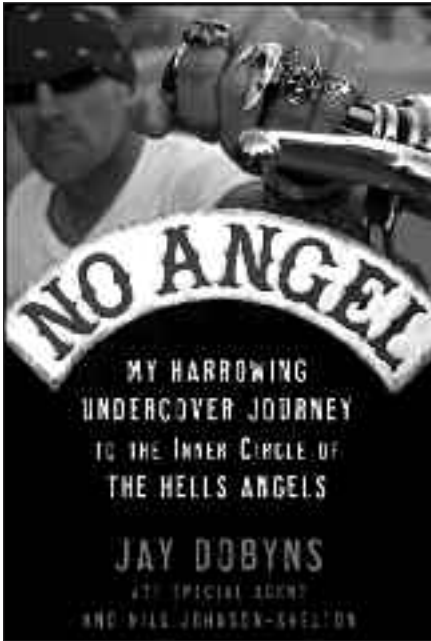
AND NILS JOHNSON-SHELTON

THE FIRST FEDERAL AGENT TO INFILTRATE THE INNER CIRCLE  
OF THE HELLS ANGELS, JAY DOBYNS FINALLY TELLS THE  
INSIDE STORY OF THE 21-MONTH OPERATION THAT ALMOST  
COST HIM HIS FAMILY, HIS SANITY, AND HIS LIFE.



"JAY DOBYNS IS A HERO. OUT OF A SENSE OF DUTY, HE CLOSED HIS EYES AND MADE A JOURNEY INTO HELL. FOR TWO YEARS HE WALKED THROUGH THE VALLEY OF THE SHADOW OF DEATH, BUT THANKFULLY, HE LIVED TO TELL THIS RIVETING STORY. HIGHLY RECOMMENDED!"

—WILLIAM "BILLY" QUEEN, SPECIAL AGENT ATF, RET.,  
AND NEW YORK TIMES BESTSELLING AUTHOR OF *UNDER AND ALONE*



#### National Publicity

#### 20-City Radio Satellite Tour

#### Online Promotion

- *New York Times* online campaign
- *USA Today* online campaign
- Advertising on Salon.com
- Advertising on alternative weekly websites nationwide
- Google AdWords campaign

**G**etting shot in the chest as a rookie agent, bartering for machine guns, throttling down the highway at 100 mph, and responding to a full-scale, bloody riot between the Hells Angels and the Mongols Motorcycle Gang are just a few of the high-adrenaline experiences Dobyns recounts in this action-packed, hard-to-imagine but true story.

Dobyns leaves no stone of his harrowing journey unturned. He details the challenges of working his way up the biker gang's hierarchy and maintaining their hard-won trust, especially toward the investigation's end when things are close to spinning out of control and he risks losing everything. Hardest of all is his leading a double life, which has him torn between his devotion to his wife and children and his vow to become the first federal agent ever to be "fully patched" into the near-impregnable ranks of the Hells Angels. His act is so convincing—complete with murder plots and wrist-to-shoulder tattoos—that he comes within a hairsbreadth of losing himself. As the months wear on, Dobyns dimly realizes he's losing his soul, and the struggle to hang on makes *No Angel* an utterly absorbing, provocative read.

**JAY DOBYNS** worked for the Bureau of Alcohol, Tobacco and Firearms for more than 20 years as a highly decorated agent before joining the Hells Angels. Film rights based on his undercover exploits have been sold to 20th Century Fox, with Tony Scott slated to direct.



True Crime (TRU000000)

6 1/8 x 9 1/4; 304 pages; 8-page full-color insert

Hardcover ISBN/EAN: 978-0-307-40585-2

eBook ISBN: 978-0-307-45217-7

\$25.95 (Canada: \$30.00)

On Sale 2/10/09

British: InkWell Management  
Translation: InkWell Management  
First Serial: InkWell Management  
Audio: Crown

EXCERPT

# NO ANGEL

BY JAY DOBYNS AND NILS JOHNSON-SHELTON

## **FIVE HELLS ANGELS CAME OUT TO GREET US.**

Rudy called them Ghost, Trigger, Bighead, Stroker Dave and Rockem, who was a prospect. All were armed with guns, and each carried a favorite fighting tool: a buck knife, hammer, sap or set of brass knuckles. They led us to a side entrance. Rudy entered with Trigger, and I followed Ghost, who wore a ballistic vest. When he reached the door he turned, put a hand in my chest and said, “Sorry, Bird. Those gotta stay outside.” He pointed at my Glocks.

We had to keep our guns; if the Angels wouldn’t allow us the freedom to carry then the case simply could not progress. And if we relinquished our guns we’d be doing ourselves a disservice. If we’d said, OK, we’ll leave them behind, but just this once, then they might have wondered if we were the badasses we claimed to be. That couldn’t happen. Every word and action had to be devoted to gaining credibility. We decided we’d insist on staying armed—the alternative would not just be foolish, it would look weak.

I said, “Ghost, no disrespect, man, but I don’t take my guns off for anyone, not even H-A. It’s nothing personal, it’s just that we’re just like you.” Ghost looked over my shoulder. “My boys will say the same thing.” Carlos, Timmy and Pops nodded solemnly.

Ghost frowned and cocked his head. I couldn’t get a bead on his eyes because, even though it was nighttime, he wore dark wrap-around shades. I had on a pair of clear prescription wraparounds that were good for night-riding. He took his hand off of my chest and said, “OK, Bird, I hear you, but I don’t make —”

“— the rules.” The voice slithered from beyond the threshold. It was Bad Bob.

Robert Johnston, Jr., at 6’5” and 230 pounds, took up the entire doorway. I recalled his rap sheet: arrests for extortion, assault, reckless endangerment, narcotics distribution, and felon in possession of a firearm; felony convictions for criminal enterprise, RICO and, of course, felon in possession of a firearm. His appearance said something else.

He had a neat, round, brown-and-yellow goatee and long, healthy brown hair that fell onto his shoulders in waves. You could tell he took pride in his grooming. He looked like Barry Gibb's badass, long-lost brother. He had a barrel chest and catcher's mitts for hands. His unusually plain leather vest, uncluttered by dozens of patches, parted around his round torso. He looked down on us, beaming.

He repeated, "I make the rules." His drooping brown eyes looked like they'd seen enough. "It's OK, Ghost. These guys are OK. They're our guests." He opened his long arms and we all moved up the stairs.

As we moved into the main room, Trigger latched a series of deadbolts behind us. It didn't feel so much like we were being locked in but that the rest of the world was being locked out. We'd taken steps that we'd never be able to take back. The sense of the unknown was almost *crippling*—almost. Sure, we'd kept our guns, but all that guaranteed was that we could fight back.

I lit a cigarette to cloak my fear. I told myself that this was it. I didn't know how yet, or who would do it, or if it would happen then or later, but I was suddenly convinced I'd die in a Hells Angels clubhouse.

**As we moved into the main room, Trigger latched a series of deadbolts behind us. It didn't feel so much like we were being locked in but that the rest of the world was being locked out. We'd taken steps that we'd never be able to take back.**

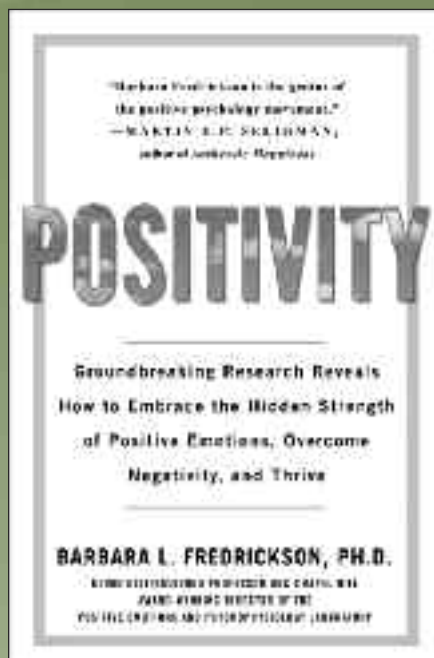
"BARBARA FREDRICKSON IS THE GENIUS OF THE POSITIVE  
PSYCHOLOGY MOVEMENT."

—Martin E.P. Seligman, author of  
AUTHENTIC HAPPINESS

AN AWARD-WINNING SCIENTIST DEMONSTRATES WHY  
POSITIVITY IS MORE IMPORTANT THAN HAPPINESS  
**BARBARA L. FREDRICKSON, Ph.D.**

# POSITIVITY

EMBRACE *the* HIDDEN STRENGTH *of*  
POSITIVE EMOTIONS, OVERCOME NEGATIVITY,  
*and* THRIVE



### National Publicity

### 20-City Radio Satellite Tour

### Advertising

*Psychology Today*

### Online Promotion

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

### Buzz Mailings to Senior and Middle Level Executives, Career Coaches, PTA Organizations, and Guidance Counselors

### A Random House AudioBook

Abridged, 5 CDs  
978-0-7393-8182-3  
\$29.95 (Canada: \$34.00)

For more than 20 years, Dr. Barbara Fredrickson has researched the effects of positive emotions on our lives. In *Positivity*, she shares her discoveries and lab-tested wisdom, showing you how to create a healthier, richer, more flourishing life through a process she calls “the upward spiral.” Experiencing positive emotions in a three-to-one ratio to negative ones leads people to reach a tipping point at which they automatically begin to achieve what they once could only imagine. In *Positivity*, you’ll learn:

- What positivity is and why it needs to be heartfelt to be effective
  - The ten sometimes surprising forms of positivity
  - Why positivity is more important than happiness
  - How positivity can enhance relationships, health, and work
  - How to calculate your current positivity ratio, track it, and improve it with simple online tools
  - State-of-the-art techniques that will reduce negativity
- And much more!*

**BARBARA L. FREDRICKSON, Ph.D.**, is the Kenan Distinguished Professor of Psychology and principal investigator of the Positive Emotions and Psychophysiology Lab at the University of North Carolina.



Psychology & Psychiatry—Emotions (PSY013000)

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

Hardcover ISBN/EAN: 978-0-307-39373-9

eBook ISBN: 978-0-307-45219-1

\$24.95 (Canada: \$27.95)

On Sale 2/17/09

British: InkWell Management

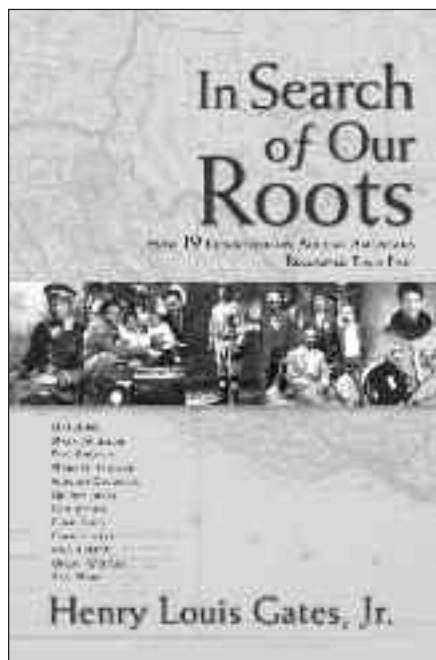
Translation: InkWell Management

First Serial: Crown

Audio: Crown







# In Search of Our Roots

How 19 Extraordinary African Americans  
Reclaimed Their Past

By Henry Louis Gates, Jr.

*From the prominent African American scholar and inspired by PBS's African American Lives series, this unprecedented look back into the furthest reaches of African American ancestry tells its riveting story by way of profiling 19 extraordinary achievers.*

**D**elving deeply into his interviewees' roots—including, among others, those of Tina Turner, Maya Angelou, Don Cheadle, Oprah Winfrey, Quincy Jones, Chris Tucker, Morgan Freeman, Linda Johnson Rice, Chris Rock, Whoopi Goldberg, and Reverend Peter Gomes—Harvard scholar Henry Louis Gates, Jr. illuminates a long generational line of tragedies and triumphs. One tale at a time, he reveals interviewees' personal experiences confronting and understanding their heritage and traces their family sagas through U.S. history, the dark era of slavery, and back to Africa. More than just a follow-up to the acclaimed documentary that he narrated, in this book Gates brilliantly elucidates connections, themes, and lessons embedded in the African American experience (his own included).

## Praise for PBS's *African American Lives*:

"A miraculous wellspring of great American stories...The most exciting and stirring documentary on any subject to appear on television in a long time." —*New York Times*

"Fascinating...Gates covers so much territory, both geographical and intellectual, that by the end he seems to have warp-factored light years." —*New York magazine*

**HENRY LOUIS GATES, JR.** is the director of the W.E.B. Du Bois Institute for African and African American Research and the Alphonse Fletcher University Professor at Harvard University. He penned the memoir *Colored People; The Future of the Race*, coauthored with Cornel West; and *Thirteen Ways of Looking at a Black Man*.



History—United States (HIS036000)

6 7/8 x 9 1/4; 432 pages; 75 black-and-white photos

Hardcover ISBN/EAN: 978-0-307-38240-5

eBook ISBN: 978-0-307-40973-7

\$27.50 (Canada: \$32.00)

On Sale 1/27/09

All rights: Crown

## National Publicity

## 20-City Radio Satellite Tour

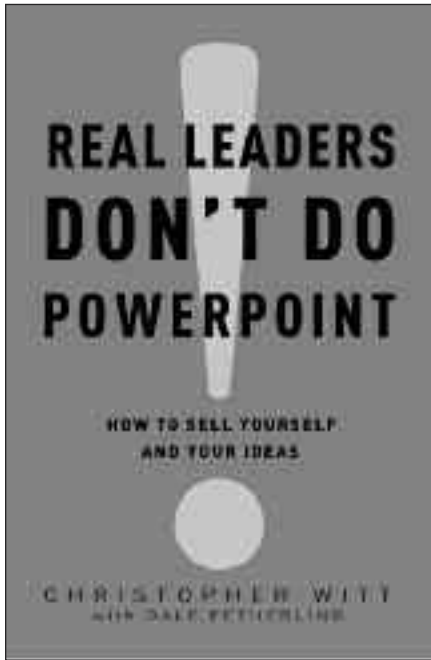
## Author Events and Interviews out of Boston

## Tie-In with Author's Lecture Schedule

## Online Promotion

- Advertising on AALBC.com (African American Literary Book Club)
- Banner advertising on Essence.com and JetMagazine.com





# Real Leaders Don't Do PowerPoint

How to Sell Yourself and Your Ideas

By Christopher Witt with Dale Fetherling

*A highly original—and persuasive—look at how successful leadership and the ability to speak effectively, so that you sell yourself and your ideas, are intertwined.*

When it comes to giving a speech or making a presentation, all too often we fall back on tools such as PowerPoint. But if you are a leader—or aspiring to be one—then those tools detract, not add, to how your performance will be received. As Christopher Witt says, “Let’s call PowerPoint what it really is: corporate karaoke.” Real leaders don’t do PowerPoint.

In fact, as Witt shows, leadership and the ability to speak and sell yourself and your ideas are inextricably intertwined. Through both contemporary and historical examples, he provides practical advice on how his readers can take their game to another level by understanding ideas such as:

- You are the message. It’s your experience, vision, and character that audiences clamor for.
- As a leader, you have only three speeches: To Identify; To Influence; and To Inspire.
- Speak less to say more. Fewer, shorter speeches have greater impact.
- Dare to be different. Leaders don’t play by the rules; they take risks.

Clever and witty, *Real Leaders Don't Do PowerPoint* shows you how to speak in a way that sets you apart, affirms your status, and trumpets success.

**CHRISTOPHER WITT** is the founder and president of San Diego-based Witt Communications.



Business & Economics (BUS000000)

5½ x 7¾; 208 pages

Hardcover ISBN/EAN: 978-0-307-40770-2

eBook ISBN: 978-0-307-45230-6

\$21.95 (Canada: \$25.00)

On Sale 2/3/2009

All rights: Crown

## National Publicity

Author Events and Interviews  
out of San Diego

## Online Promotion

- *The Wall Street Journal* online campaign
- Advertising on career websites such as Monster.com and CareerBuilder.com
- Google AdWords campaign

Postcard Mailing to Business  
Schools; Management Training Programs;  
Career Coaches; Public Speaking Programs

# why he didn't call you back

1,000 GUYS REVEAL WHAT THEY REALLY  
THOUGHT ABOUT YOU AFTER THE FIRST DATE

rachel greenwald

The renowned dating coach and bestselling author of *Find a Husband After 35: Using What I Learned at Harvard Business School* once again applies business savvy to the dating world by conducting "exit interviews" with 1,000 single men.



all women have experienced a first date with a promising guy, believed there was a connection, and then, POOF! he vanished inexplicably. You get that he's just not that into you, but WHY? Rachel Greenwald went straight to the source.

In a radical move, Greenwald called 1,000 men who hadn't called a woman back after a first date. Using a business strategy called "exit interviews," she extracted unabashedly honest and raw answers. She found that men leave women hanging for clear, consistent reasons. The top 10 mistakes reflect easily fixable signals that women send unconsciously.

Not a book about changing yourself to win a man, *Why He Didn't Call You Back* illuminates surprising errors made during and after the first date. It's fresh and entertaining, and it offers solutions that empower women to choose the men they really want to date.

**RACHEL GREENWALD** is a professional matchmaker and dating coach with a Harvard MBA.

#### National Publicity

#### 20-City Radio Satellite Tour

#### Advertising

*LA Weekly*

*Village Voice*

College newspaper advertising

#### Online Promotion

- Advertising on Gawker.com and other pop-culture websites
- Advertising on alternative weekly websites nationwide
- Google AdWords campaign

#### Buzz Mailings to Sororities

#### P.O.P.

978-0-307-45389-1

Easel-backed poster  
(no charge)



Self-Help (SEL000000)

5½ x 8¼; 288 pages

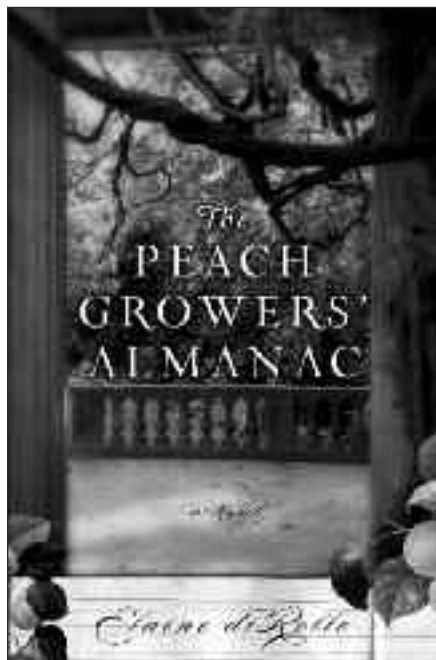
Hardcover ISBN/EAN: 978-0-307-40653-8

eBook ISBN: 978-0-307-45225-2

\$23.95 (Canada: \$27.95)

On Sale 2/24/09

All rights: Crown



# The Peachgrowers' Almanac

By Elaine diRollo

*A rollicking novel set in 1857—the year of the Indian Mutiny—The Peachgrowers' Almanac is about feisty women, the devotion of sisters, and the Victorians' obsession with empire, experiments, and photography.*

The peachgrowers of the title are 27-year-old sisters with a passion for botany. Lilian, in mysterious disgrace, has been married off to a dreary missionary. Alice is left at home, curator to her father's monstrous collection of artifacts under the watchful eye of the malevolent Dr. Cattermole. Lilian has been forbidden to communicate with Alice, but she sends a coded letter and a curious photograph from India. Alice begins to decipher her sister's secret message.

*The Peachgrowers' Almanac* is a dazzling debut. Tongue-in-cheek and inventive, comic and horrifying, it illuminates the dark heart of Victorian hypocrisy, yet at the same time is an engaging, very funny, and utterly un-put-downable read.

**ELAINE diROLLO** was born in Ormskirk, Lancashire, and now lives in Edinburgh, where she is a lecturer at Napier University. She has a Ph.D. in the social history of medicine from Edinburgh University. *The Peachgrowers' Almanac* is her first novel.

## National Publicity

### Advertising

BookPage

### Online Promotion

- *USA Today* online campaign
- Promotion on BookPageXTRA e-newsletter
- Google AdWords campaign



Fiction (FIC000000)

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

Hardcover ISBN/EAN: 978-0-307-40834-1

eBook ISBN: 978-0-307-45218-4

\$24.95 (NCR)

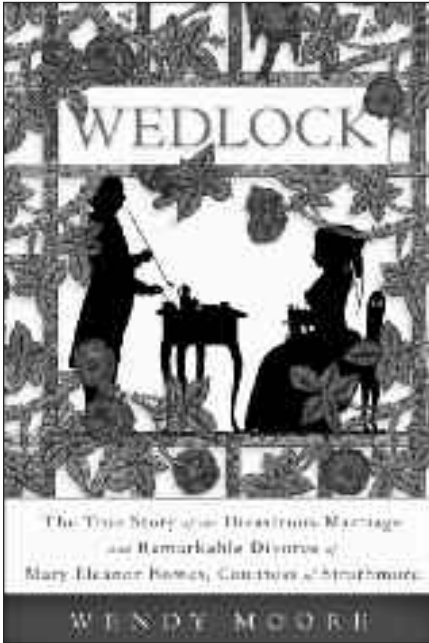
On Sale 2/10/09

British: Lyons Literary

Translation: Lyons Literary

First Serial: Crown

Audio: Lyons Literary



### National Publicity

### National Radio Campaign

### Advertising

BookPage

### Online Promotion

- USA Today online campaign
- Advertising on BookReporter.com
- Promotion on BookPageXTRA e-newsletter
- Google AdWords campaign

# Wedlock

The True Story of the Disastrous Marriage and Remarkable Divorce of Mary Eleanor Bowes, Countess of Strathmore

By Wendy Moore

*The dramatic true story of Mary Eleanor Bowes, Countess of Strathmore, whose abuse at the hands of her second husband shocked 18th-century Britons and revolutionized divorce laws.*

With the death of her coal magnate father, Mary Eleanor Bowes became the richest heiress in Britain. An ancestor of the current queen, Mary was a highly educated young woman, winning acclaim as a playwright and botanist. Yet she stumbled headlong into scandal when, following her first husband's early death, a charming young army hero flattered his way into the merry widow's bed. Captain Andrew Robinson Stoney insisted on defending her honor in a duel, and Mary was convinced she had found true love. They married four days later.

Sadly, the "Captain" was not what he seemed. In reality, Stoney was a debt-ridden lieutenant, fraudster, and serial abuser. He embarked on a campaign of violence and cruelty against his new bride to take control of her vast fortune. Mary's suffering made news when she sued for divorce, and the English public was outraged—and enthralled.

Novelist William Makepeace Thackeray was inspired by Stoney's villainy to write *The Luck of Barry Lyndon*, which Stanley Kubrick turned into an Oscar-winning film. Based on exhaustive archival research, *Wedlock* is a thrilling and cinematic true story, ripped from the headlines of 18th-century England.

**WENDY MOORE** is the author of *The Knife Man*. She lives in London.



Biography—Historical (BIO006000)

6 7/8 x 9 1/4; 352 pages

Hardcover ISBN/EAN: 978-0-307-38336-5

eBook ISBN: 978-0-307-45223-8

\$25.95 (Canada: \$30.00)

On Sale 3/10/09

British: Fletcher & Parry

Translation: Fletcher & Parry

First Serial: Crown

Audio: Crown

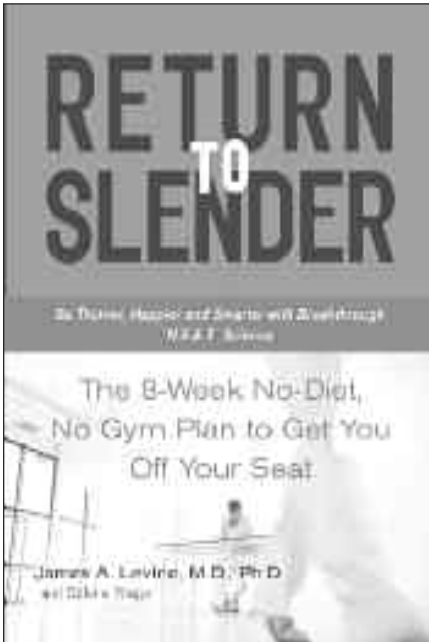
# Return to SLENDER

The 8-Week, No-Diet, No-Gym Plan to Get You Off Your Seat

JAMES LEVINE, M.D., Ph.D.  
AND SELENE YEAGER



Forget those unsustainable “commitments” to extra hours in the gym. Improve your strength, creativity, mood, weight, and overall health with a little low-dose physical activity—and start seeing quality-of-life improvements immediately.



### National Publicity

#### 20-City Radio Satellite Tour

#### Online Promotion

- USA Today online campaign
- Advertising on MensHealth.com and WomensHealthMag.com
- Advertising on eDiets.com and Prevention.com
- Google AdWords campaign

#### Cross-Promotion with Muve

#### Cross-Promotion with Author's Corporate Connections

Buzz Mailings to Health and Wellness Organizations; Human Resources Departments; Corporate Benefits Organizations

**DR. JAMES LEVINE**, one of the world's most esteemed experts on obesity, argues that the reason so many of us are overweight is simple. Our office, and social networking environment, coaxes us to remain "desk sentenced" for too many hours a day. But human beings were not built for sitting, and sedentary living is bad for us—physically, emotionally, and mentally.

The solution is to think N.E.A.T. That's shorthand for Non-Exercise Activity Thermogenesis, which is the scientific name for everyday movements like standing, bending, and walking around. Dr. Levine's research has demonstrated that a relatively minor increase in N.E.A.T.—standing up for phone calls, walking to meet a colleague in person instead of e-mailing—can make a major difference in your weight, along with other health benefits. You don't need to schedule additional workout hours. Just give your body the chance to perform the movements it naturally craves doing. *Return to Slender* is an 8-week prescription for effortless weight loss that can seamlessly mesh with anyone's busy schedule.

#### Also included:

- An 8-week eating and movement plan
- A 50-food "N.E.A.T." burn counter
- Stories of patients who've succeeded on the plan

**JAMES LEVINE, M.D., Ph.D.**, is director of the Active Life Research team at the Mayo Clinic.



Health & Fitness—Diets/Exercise (HEA006000)

7 7/8 x 9 1/4; 272 pages

Hardcover ISBN/EAN: 978-0-307-40854-9

eBook ISBN: 978-0-307-45216-0

\$23.95 (Canada: \$27.95)

On Sale 3/10/09

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# The Difference

Have you ever wondered  
why some people are rich  
and you're not?

**NEW RESEARCH UNLOCKS  
THE 10 SECRETS TO  
BECOMING TRULY WEATHY**

**W**hat's the difference between you and Warren Buffett? Between you and your boss? Or your boss's boss?

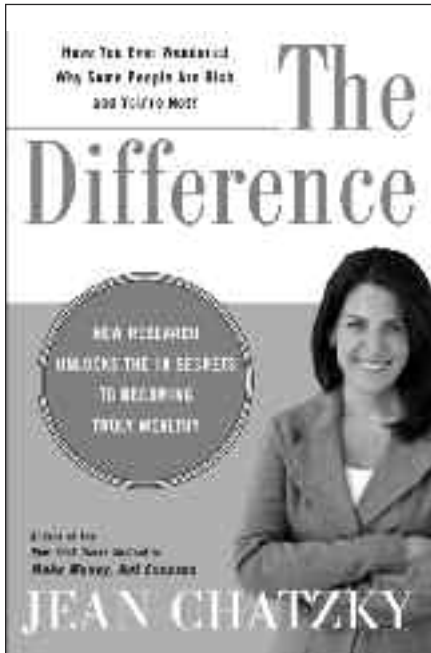
It's not that these people were born into money or that they caught a lucky break. And it's not that they're any smarter than you. The difference between you and them isn't any of the things you suspect it might be. They seem to possess the innate ability to rise above negative circumstances; to effortlessly climb



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## JEAN CHATZKY

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ladders in social settings, at work, and in wealth. You've seen it and wondered: What do these people have that I don't? *The Difference* will not only answer that question, it will also show you how to experience real success in your own life.

Anyone can develop these traits and make their own breakthrough to real wealth. Through interviews and groundbreaking research on the self-made wealthy with partners Merrill Lynch and Harris Interactive, Jean Chatzky has devised simple strategies and steps to help you grow and get rich. Whether you're among the Financially Comfortable 30%, the Paycheck-to-Paychecks 54% or the Further-in-Debtors 13%, *The Difference* will show you how to move up the ladder to become one of the Wealthy 3%.

**JEAN CHATZKY** is the financial editor of the *Today* show and editor-at-large for *Money* magazine. She also hosts a daily, Gracie Award–winning program on Oprah & Friends, XM Satellite Radio, and has appeared numerous times on *The Oprah Winfrey Show*. She is the author of the *New York Times* bestseller *Make Money, Not Excuses*, as well as *Pay It Down!* and other terrific personal finance books.

#### National Publicity

#### 16-City Television Satellite Tour

#### 20-City Radio Satellite Tour

#### Tie-In with Author's Lecture Schedule

#### Advertising

*New York Times*

#### Online Promotion

- *USA Today* online campaign
- Advertising on iVillage.com
- Advertising on personal finance websites and blogs
- Google AdWords campaign

#### Cross-Promotion with XM Radio and Oprah.com

#### A Random House AudioBook

Abridged, 4 CDs

978-0-7393-8215-8

\$27.95 (Canada: \$33.00)

#### Also by Jean Chatzky

*Make Money, Not Excuses*

978-0-307-34153-2

\$13.95 (Canada: \$15.95)



Business & Economics—Personal Finance (BUS050000)

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

Hardcover ISBN/EAN: 978-0-307-40713-9

eBook ISBN: 978-0-307-45226-9

\$24.95 (Canada: \$27.95)

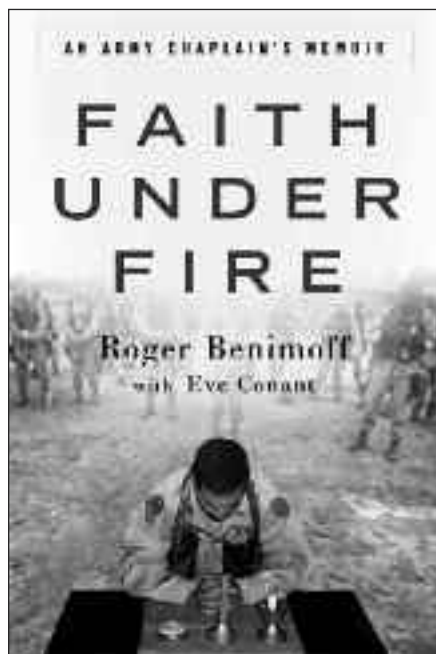
On Sale 3/10/09

British: InkWell Management

Translation: InkWell Management

First Serial: Crown

Audio: Crown



#### National Publicity

#### National Radio Campaign

#### Author Events out of Texas

#### Online Promotion

- Advertising on BeliefNet.com
- E-blast to spouses of Armed Forces members
- Google AdWords campaign

#### Postcard Mailing to Seminaries and Religious Organizations

#### Targeted Mailing to PTSD Professionals, Counselors, and Veterans Organizations

# Faith Under Fire

## An Army Chaplain's Memoir

By Roger Benimoff with Eve Conant

*A moving chronicle of an Army chaplain's spiritual journey through war, homecoming, healing, and the process of learning to believe again.*

Chaplain Roger Benimoff approached his second tour of duty in Iraq well aware of the trials that lay ahead: danger, heartache, soldiers with marital problems, loneliness, and, of course, death. But as the months wore on, Roger was no longer so sure of himself or of his ability to complete his mission.

A chaplain's duties in a war zone go far beyond simply holding weekly services on base, and Benimoff continually risked his life "outside the wire" in order to counsel soldiers in combat. Not long into his second tour, the tasks of his job—talking to soldiers after every IED attack, praying with troops when their friends were killed, and performing memorial services for fallen comrades—began to overwhelm Roger. The pillar of strength he'd always relied on to pull him through rough patches—his belief in God—seemed to crumble under him. Unable to confide in those close to him, Benimoff turned to his journal. There he fought a battle within himself for God.

Drawing on heart-wrenching excerpts from his journal, as well as his wife's journal, *Faith Under Fire* follows Benimoff from Iraq to Walter Reed Army Medical Center. While at Walter Reed counseling returning soldiers with post-traumatic stress disorder, he is diagnosed with the same disease. In treatment he finally faces the reality that's been held in his diary all along, reconciles his doubt with his faith, and finds God in his heart once again.

**ROGER BENIMOFF** was a chaplain in the U.S. Army from 2002 to 2008. He is currently a chaplain at Methodist Hospitals of Dallas.

**EVE CONANT** is a staff writer for *Newsweek*.



Autobiography (BIO000000)

5½ x 8¼; 288 pages

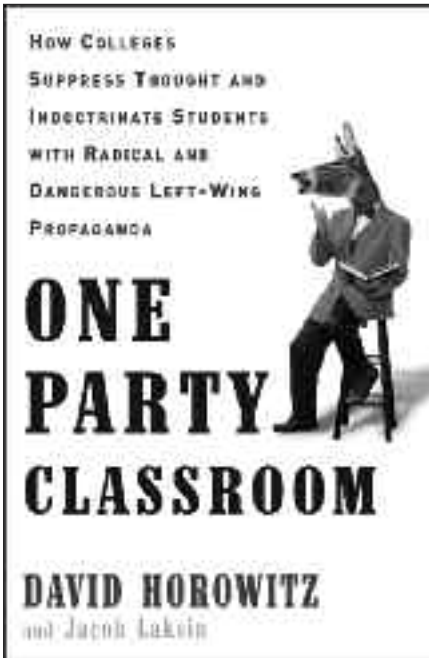
Hardcover ISBN/EAN: 978-0-307-40881-5

eBook ISBN: 978-0-307-45212-2

\$23.95 (Canada: \$27.95)

On Sale 3/10/09

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# One Party Classroom

By David Horowitz and Jacob Laksin

*From David Horowitz comes the perfect follow-up to his New York Times bestseller The Professors: a stunning exposé of what's really being taught in America's college classrooms—namely, left-wing political indoctrination.*

In *The Professors*, David Horowitz revealed the “101 most dangerous academics in America.” Now, in *One Party Classroom*, he reveals the 12 worst schools in the country—where political indoctrination is the norm. Horowitz, his coauthor Jacob Laksin, and their team of researchers have conducted an in-depth, multiyear investigation of what goes on in colleges and universities across the country. They have examined the courses that schools offer students, reviewing course catalogs, professors’ syllabi, reading lists, and more, while also interviewing many people on the ground. The result is a book that focuses on 12 of the most virulently leftist colleges, both public and private. It even names “the worst school in America.”

Horowitz, a former leader of the New Left, knows these radicals too well. This riveting, eye-opening book reveals a situation far more pervasive and dangerous than parents, students, alumni, and even the harshest critics of academia ever imagined—and may well prompt a call to action.

**DAVID HOROWITZ** is president of the David Horowitz Freedom Center and founding editor of the online news source *FrontPage Magazine*.

**JACOB LAKSIN** is a senior editor for *FrontPage Magazine*.

## National Publicity

### 20-City Radio Satellite Tour

### Tie-In with Author’s Lecture Schedule

### Advertising *Town Hall*

### Online Promotion

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

### Cross-Promotion with Freedom Center

### Outreach to Education Groups with Special Concentration to Areas Where Featured Schools Are Located



Education—Evaluation (EDU011000)

6 7/8 x 9 1/4; 352 pages

Hardcover ISBN/EAN: 978-0-307-45255-9

eBook ISBN: 978-0-307-45256-6

\$26.95 (Canada: \$32.00)

On Sale 3/10/09

All rights: Crown

# POWER, AMBITION, GLORY

THE STUNNING PARALLELS *between*  
GREAT LEADERS OF THE ANCIENT WORLD AND TODAY  
*...and* THE LESSONS WE ALL CAN LEARN

STEVE FORBES, FORMER PRESIDENTIAL CANDIDATE AND CEO OF FORBES, INC., AND CLASSICS PROFESSOR JOHN PREVAS TEAM UP TO TELL THE RIVETING STORY OF THE PARALLEL AND POWERFUL LESSONS THAT THE GREAT LEADERS OF THE CLASSICAL WORLD—LIKE ALEXANDER THE GREAT, JULIUS CAESAR, AND AUGUSTUS—HAVE FOR TODAY'S LEADERS IN BUSINESS AND POLITICS.

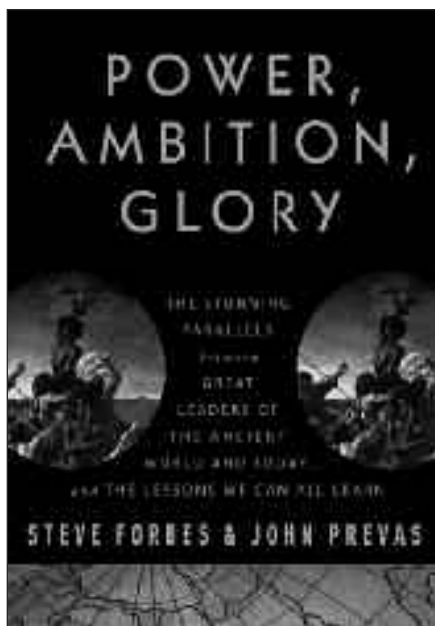
**W**hat do contemporaries such as former New York governor Eliot Spitzer, Hank Greenberg of AIG, Sandy Weill of Citigroup, Carly Fiorina of Hewlett-Packard, and John Mackey of Whole Foods, have to do with Alexander the Great, Hannibal, Julius Caesar, and other great leaders of the ancient world?

Plenty. People like Caesar accomplished feats of incredible heroism (and sometimes committed acts of inexplicable cruelty), all within a rubric of a remarkable business acumen and

an astounding capacity for getting things done. Leaders from the past coveted and pursued the same things that today's leaders do: power, wealth, achievement, prestige, and reward. They also suffered setbacks in their lives—some temporary, others fatal—just as today's leaders do. They faced the same temptations and succumbed to the same weaknesses. The parallels are fascinating.

Julius Caesar put Rome on the path to empire but believed too much in his own propaganda and saw himself as a god among

## STEVE FORBES and JOHN PREVAS



### National Publicity

### National Radio Campaign

### Advertising

*The Wall Street Journal*

### Online Promotion

- *The Wall Street Journal* online campaign
- Advertising on major business sites, including BusinessWeek.com
- Advertising on HistoryChannel.com
- Google AdWords campaign

### Cross-Promotion with *Forbes Magazine* and *Forbes.com*

### Outreach to Business School Professors

mortals—to his eventual ruin. The number of contemporary leaders in business, politics, sports, and entertainment who thought their success was due to their godlike abilities and failed to focus on what matters as opposed to what pleased their egos are almost too numerous to mention.

Though our world is very different from those of the ancients, human nature and the essentials of human interaction have not changed. By examining the experiences of great leaders of the past we learn lessons about how to face the complex and stressful challenges of our time—ideological rivalry, international tension, and the fight for market share. Challenges that were not much different, for example, than those faced by the leaders of Rome and Carthage over two thousand years ago.

**STEVE FORBES** is chief executive officer and editor in chief of *Forbes Magazine* and *Forbes.com*. He campaigned for the Republican nomination for the presidency in 1996 and 2000.

**JOHN PREVAS** has taught the classics for the past 20 years. He has trekked from the Alps to the Khyber Pass between Afghanistan and Pakistan to follow the path of leaders of the ancient world.



Business & Economics—Leadership (BUS071000)

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

Hardcover ISBN/EAN: 978-0-307-40844-0

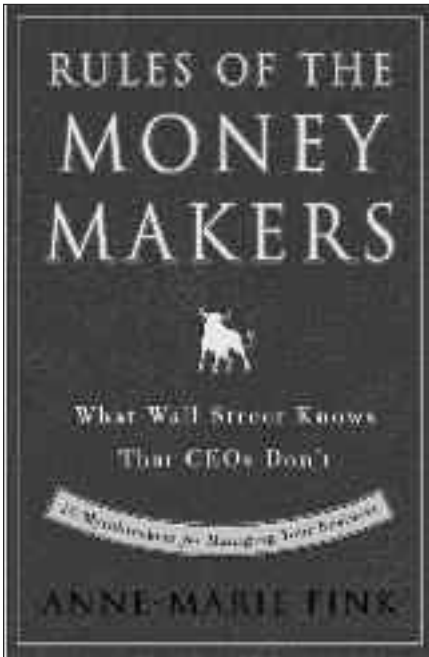
eBook ISBN: 978-0-307-45229-0

\$25.95 (Canada: \$30.00)

On Sale 4/7/09

All rights: Crown





# Rules of the Moneymakers

What Wall Street Knows That CEOs Don't

By Anne-Marie Fink

*Anne-Marie Fink's unusual access to the power centers of American business and her penetrating insights make for one of the most original, unusual, and perceptive looks at what makes a business tick and deliver high performance.*

The first book from a top analyst on the insider secrets that Wall Street uses to analyze which companies are good and which are dogs...and how to use these insights to ratchet up performance.

Anne-Marie Fink spent years going one-on-one with top CEOs (from Sumner Redstone of Viacom to Fred Smith of FedEx and Herb Kelleher of Southwest Airlines) to understand who walks the talk and who doesn't. The 10 counter-intuitive rules of *Rules of the Moneymakers* have real bite and practicality. They include: "Why Bad Is Good" (don't sweep problems under the rug—deal with negatives before the bottom falls out); "Shrink in Order to Grow" (don't try to spend your way out of trouble); "Break Through Information Bubbles" (that prevent you from sensing tectonic shifts in your industry); and, surprisingly, "The Customer Isn't (Always) Right" (trying to satisfy customers through price cuts is a doomed strategy). This book is for every manager or aspiring manager, as well as investors looking for what makes a company a good bet—or not.

*Rules of the Moneymakers* will enable readers to see business as clearly, and as mercilessly, as Wall Street does.

**ANNE-MARIE FINK** is an 11-year veteran of JPMorgan Asset Management.

## National Publicity

## National Radio Campaign

## Author Interviews out of New York City

## Advertising *The Wall Street Journal*

## Online Promotion

- Advertising at major business websites such as BusinessWeek.com and TheStreet.com
- Business blogger outreach
- Google AdWords campaign

## Buzz Mailing to Big Business, Investment Banks and Securities Firms, and Management Groups



Business & Economics—Management (BUS041000)

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

Hardcover ISBN/EAN: 978-0-307-39630-3

eBook ISBN: 978-0-307-44934-4

\$27.50 (Canada: \$32.00)

On Sale 1/27/09

All rights: Crown



# Perfect Fifths

A Novel

By Megan McCafferty

*The fifth and final book in the New York Times bestselling author Megan McCafferty's Jessica Darling series.*

Old flames are reignited in this eagerly anticipated final installment of the popular Jessica Darling series. Now a young professional in her mid-twenties, Jess is off to help plan Bridget and Percy's Caribbean wedding. As she rushes to her gate at the airport, she literally runs into her former boyfriend Marcus Flutie. It's the first time she's seen him since she reluctantly turned down his wedding proposal three years earlier—and emotions run high.

Marcus and Jessica have both changed dramatically, yet their connection feels as familiar as ever. Is their reunion just a fluke or has fate orchestrated this collision of their lives once again?

Praise for the Jessica Darling series:

"Judy Blume meets Dorothy Parker."

—*The Wall Street Journal*

"McCafferty looks at travails with humor as well as heart."

—*People*

"Megan McCafferty's hilarious coming-of-age novels are getting better as Jess gets older."

—*Miami Herald*

**MEGAN MCCAFFERTY** is the author of the bestselling novels *Sloppy Firsts*, *Second Helpings*, *Charmed Thirds*, and *Fourth Comings*.

## National Publicity

### Author Events

out of Connecticut, New Jersey, New York City, and Philadelphia

### Tie-In with Author's Lecture Schedule

### Online Promotion

- *New York Times* online campaign
- Advertising on MySpace.com and Facebook.com
- Advertising on alternative weekly websites nationwide
- Google AdWords campaign

### Also by Megan McCafferty

*Fourth Comings*

978-0-307-34651-3

\$13.95 (Canada: \$15.95)

*Charmed Thirds*

978-1-4000-8043-4

\$13.95 (Canada: \$17.95)



Fiction (FIC000000)

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

Hardcover ISBN/EAN: 978-0-307-34652-0

eBook ISBN: 978-0-307-45267-2

\$21.95 (Canada: \$25.00)

On Sale 4/14/09

British: Joanna Pulcini Literary Management

Translation: Joanna Pulcini Literary Management

First Serial: Crown

Audio: Crown

EXCERPT

# PERFECT FIFTHS

BY MEGAN McCAFFERTY

**“THIS IS A FINAL BOARDING CALL FOR PASSENGER JESSICA DARLING.”**

After Marcus heard it the first time, he listened extra carefully the second time, just to confirm it was her name being called over the public address system and not a phantom echo of the mind.

“This is a final boarding call for Clear Sky Flight 1884 with nonstop service to Saint Thomas, U.S. Virgin Islands. Final boarding call for passenger Jessica Darling.”

*Jessica Darling.* It had been years since he had heard her full name spoken out loud. Not that Jessica Darling hadn’t been analyzed, assailed, or alluded to in conversations with family, friends, and near strangers from their shared past. As a subject of discussion, Jessica Darling had been elevated by—not reduced to—pronoun status. Have you seen *her*? What’s *she* up to these days? Whenever anyone asked these questions, there was never any doubt as to whom the “her” and “she” referred. But those questions hadn’t been asked lately, not since Marcus had—by all actions and outward appearances—finally gotten over her.

Even after hearing her name once, now twice, Marcus still needs a confirmation from somewhere outside his imagination. He seizes his friend Natty by the shoulder and asks.

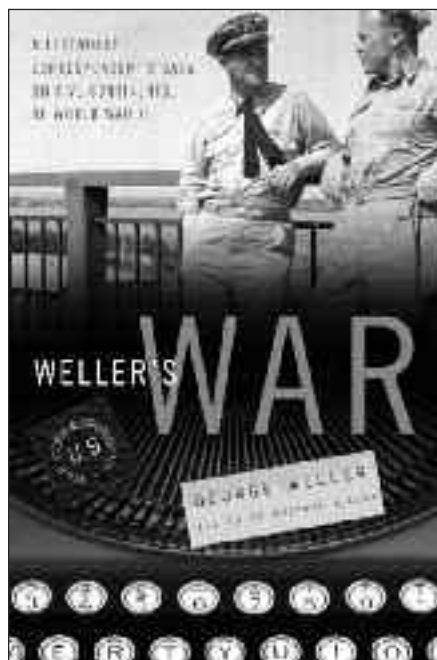
“Dude, no,” Natty insists. “I didn’t hear her name. And neither did you.” Natty’s sharp tone can’t burst the pop-eyed, expectant expression on Marcus’s face. “*It’s not her.* I gotta take a piss.”

Natty strands Marcus between the entrance to the men’s restroom and the fiberglass Betty Boop sculpture boop-boop-be-beckoning customers into the faux-retro Garden State Diner for a greasy, preflight meal. Marcus feels overexposed, overstimulated, like his whole body is on extrasensory alert. Marcus’s nerves rattle and clang like the dirty silverware carelessly thrown into plastic takeaway tubs by the too-busy busboys. He tries to calm himself with a series of deep inhalations and exhalations, but breathing cheeseburger smog only makes him more queasy and ill at ease. The alarms going off in his nervous system evoke erratic animal behavior preceding natural disasters: a mass exodus of elephants seeking

higher ground, dogs wailing under door frames, rabbits clawing at cages, snakes shaken from hibernation slithering through the snow. His instincts, too, urge him to flee. He half-jogs away from the diner and heads for the blue-screened monitors announcing arrivals and departures.

As Marcus searches for Clear Sky Flight 1884 on the Departures board, he makes an effort to accept Natty's logic. After all, didn't his Jessica Darling often joke about being confused with a porn star also named Jessica Darling? Perhaps it's the X-rated Jessica Darling being called over the public address system, or maybe even a third unknown Jessica Darling who shares nothing but a name in common with the other two. A newborn Jessica Darling. A granny Jessica Darling. An African American, Hispanic, Asian, Pacific Islander or Other Jessica Darling. It must be one of these alternative Jessica Darlings flying out to St. Thomas on Clear Sky Flight 1884, not his Jessica Darling, not the one he proposed to over three years ago, not the one he hasn't seen, spoken to, or otherwise communicated with since he quietly accepted that her answer was no....

**The alarms going off  
in his nervous  
system evoke erratic  
animal behavior  
preceding natural  
disasters: a mass  
exodus of elephants  
seeking higher  
ground, dogs wailing  
under door frames,  
rabbits clawing at  
cages, snakes shaken  
from hibernation  
slithering through  
the snow.**



### National Publicity

### National Radio Campaign

### Author Events

out of Boston, Chicago, and  
New York City

### Online Promotion

- Advertising on HistoryChannel.com
- Advertising on military websites and blogs
- Google AdWords campaign

### Buzz Mailings to WWII Enthusiasts; Veterans' Organizations; History Buffs

### Also by George Weller

*First into Nagasaki*  
978-0-307-34202-7  
\$14.95 (Canada: \$21.00)

# Weller's War

A Legendary Correspondent's Saga,  
on Five Continents, of World War II

By George Weller; edited by Anthony Weller

*Vivid and heart-stopping, the dispatches of World War II reporter George Weller are as resonant and relevant today as when they first appeared more than 60 years ago.*

**W**alter Cronkite called him "one of our best war correspondents." His news stories from the fronts of Europe, Africa, and the Pacific during World War II earned him the Pulitzer Prize. Now, George Weller is immortalized in a new collection of his wartime reports from around a fractured globe. Edited by his son, *Weller's War* also includes never-before-published bylines that detail the unforgettable events of modern-day history's greatest conflict.

Always near the front lines, the scope of Weller's eye-witness coverage remains as spellbinding as ever, giving firsthand accounts of the Nazi invasion of Eastern Europe, the embedded reporter's flight from a burning Greece via fishing boat, and his own capture by the Germans. A fitting companion to *First into Nagasaki*, Weller's censored reporting on postatomic Japan and its POW camps, *Weller's War* fleshes out a world conflict in its entirety, from battlefield to beachhead. George Weller's stunning portrayals of both the heroes and victims of the day demonstrate the pinnacle of excellence in wartime journalism.

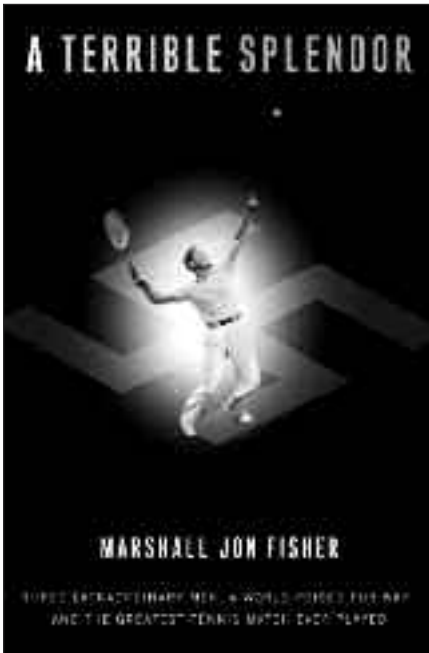
**GEORGE WELLER** covered World War II for the *Chicago Daily News*. He died in 2002 at the age of 95.

**ANTHONY WELLER** is a novelist and musician. He lives in the Boston area.



Military History—World War II (HIS027100)  
6 7/8 x 9 1/4; 400 pages; 16-page black-and-white photo insert  
Hardcover ISBN/EAN: 978-0-307-40655-2  
eBook ISBN: 978-0-307-45224-5  
\$27.50 (Canada: \$32.00)  
On Sale 4/28/09

British: Dunow, Carlson & Lerner Literary Agency  
Translation: Dunow, Carlson & Lerner Literary Agency  
First Serial: Dunow, Carlson & Lerner Literary Agency  
Audio: Crown



# A Terrible Splendor

Three Extraordinary Men,  
a World Poised for War,  
and the Greatest Tennis Match Ever Played

By Marshall Jon Fisher

*In his new book, Marshall Jon Fisher captures the athletic spectacle and political drama of the most intense and consequential tennis match of the 20th century.*

It was the ultimate contest: 1937's deciding Davis Cup tennis match between the world's number one ranked player, American Don Budge, and the dashing and hugely popular German, Baron Gottfried von Cramm. Often called "the greatest tennis match ever played," the match saw five sets of near-perfect shots and seemingly endless rallies that kept the Crown—and, indeed, the world—on the edge of their seats.

But in an era dominated by the Great Depression and the rise of Nazi Germany, the match's significance extended beyond the groomed grass courts of Wimbledon. While Budge fought to keep the Cup out of Nazi hands, von Cramm—a closeted homosexual under increasing Gestapo surveillance—played with the conviction that his very life depended upon victory.

And looking on amid the throng was a man who harbored even deeper secrets—the consummate tennis showman of his age—history's greatest player to that point, Bill Tilden, whose life would run in ironic counterpoint to von Cramm's.

At once a sports story, evocative history, and gripping personal drama, *A Terrible Splendor* is about a moment when the world was at war's edge, sport and politics were inextricably linked, and the human spirit triumphed over extreme adversity. Marshall Jon Fisher's beautiful writing, vivid details, and meticulous research are akin to having a front-row seat on that fateful day.

**MARSHALL JON FISHER** has written for the *Atlantic Monthly* and *Harper's*, among other magazines. He is also the coauthor of *Tube: The Invention of Television*.



History (HIS000000)

6 7/8 x 9 1/4; 304 pages; 8-page black-and-white insert

Hardcover ISBN/EAN: 978-0-307-39394-4

eBook ISBN: 978-0-307-45214-6

\$24.95 (Canada: \$27.95)

On Sale 4/14/09

All rights: Crown

## National Publicity

## National Public Radio Campaign

## Regional NPR Campaign

## Advertising

*New Yorker*

## Online Promotion

- Advertising on Harpers.org
- Advertising on Salon.com
- Google AdWords campaign

EXCERPT



# A TERRIBLE SPLENDOR

BY MARSHALL JON FISHER

**ON JULY 20, 1937**, Baron Gottfried von Cramm lifted a new white Slazenger tennis ball into the electrified air of Wimbledon's Centre Court and rocketed a service winner past J. Donald Budge. The deciding match of the Davis Cup competition between the United States and Germany had begun, a match that would long be called "the greatest tennis match ever."

In an era when most world-class tennis, including the Davis Cup, Wimbledon, and the other major tournaments, was amateur, and players played for glory, not money, the Davis Cup was the most important trophy in tennis and one of the biggest competitions in world sports. Fourteen thousand onlookers—aristocrats out to be seen, sportswriters, any tennis fans who could take off work on a fine Tuesday; Queen Mary, her entourage, and several members of Parliament and foreign diplomats in the Royal Box—shifted in their seats as von Cramm's serve finally split the fine

membrane between anticipation and fulfillment. The thud of tight "catgut" strings against ball marked the moment: it was 4:57pm.

In the Royal Box, Nazi Reichssportführer (Reich Sports Leader) Hans von Tschammer und Osten may have turned stiffly towards the Queen to accept a congratulatory nod. For the first time ever, the Nazi flag was flying over the great stadium, and the German official must have been pleased to sense the strong pro-German sentiment of the spectators.

In fact, Hitler had been preparing his war machine for years. Osten, sitting in the Royal Box that day, may not have known about the top-secret German directive of just four weeks earlier, calling the armed forces into preparation for war. But surely he knew that Hitler intended more than one Swastika to wave over London.

He also knew, as most of the crowd did not, that Gottfried von Cramm was not quite what he appeared to be. Tall, blonde, and ath-

letic, “handsome to a fault,” he was serving their purpose as a model of the superior Aryan race. But in private, and more recently in public, he had been far from a spokesman for the Nazis. Time and again, in his travels around the world, he had refused their requests to speak in praise and defense of Hitler. And despite Göring’s repeated personal requests, he would not join the Nazi party. He could not help, with his natural elegance, well-bred sophistication, and unsurpassed sportsmanship, but reflect well on the German people. But he would not directly defend a government he loathed.

No matter. For the moment, on the verge of bringing Germany her first Davis Cup, von Cramm was useful. As long as he kept winning, and wasn’t too overtly critical of the regime, it was best to leave him be. The Gestapo had an ever-growing file on von Cramm and his public and private activities—there were ways other than political in which the tennis champion was no ideal Aryan. And when the right time came, the file would still be there.

**Surely he  
knew that  
Hitler  
intended more  
than one  
Swastika  
to wave over  
London.**



# The Age of Reagan: The Conservative Counterrevolution

1980–1989

By Steven F. Hayward

*The long-awaited second and final volume of Steven F. Hayward's critically acclaimed look at Ronald Reagan and his effect on American political life.*

Though Ronald Reagan has been gone from the American political scene for two decades, the effects of his presidency still resonate. Amid much jockeying over the Reagan legacy among Republicans and Democrats alike, the *real* Ronald Reagan has receded from view.

Steven F. Hayward picks up where his first volume, *The Age of Reagan: The Fall of the Old Liberal Order*, left off, and here offers the definitive account of Ronald Reagan's often misunderstood, controversial, and deeply consequential presidency. From Reagan's groundbreaking economic policy to his role in ending the Cold War, Hayward masterfully documents this landmark presidency and debunks the many myths that have gathered around Reagan. Often surprising and always enlightening, *The Age of Reagan* is political history at its best.

**STEVEN F. HAYWARD** is the author of *The Age of Reagan: The Fall of the Old Liberal Order, 1964–1980* and several other books. He has written for the *New York Times*, *The Wall Street Journal*, *The National Review*, and *The Weekly Standard*. As F. K. Weyerhaeuser scholar in law and economics at the American Enterprise Institute and senior fellow at the Pacific Research Institute, he divides his time between Washington, D.C., and California.

## National Publicity

## National Public Radio Campaign

## National Conservative Radio Campaign

## Author Events

out of Washington, DC

## Advertising

*National Review*

*The Weekly Standard*

## Online Promotion

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

## Also by Steven F. Hayward

*Greatness*

978-0-307-23719-4

\$12.95 (Canada: \$16.95)

*The Age of Reagan, 1964–1980*

978-0-7615-1337-7

\$35.00 (Canada: \$53.00)



Political Science—Leadership (POL025000)

6 1/8 x 9 1/4; 672 pages

Hardcover ISBN/EAN: 978-1-4000-5357-5

eBook ISBN: 978-0-307-45231-3

\$35.00 (Canada: \$40.00)

On Sale 4/28/09

All rights: Crown



CLARKSON  
POTTER



POTTER  
STYLE





# Whole Grains for Busy People

Fast, Flavor-Packed Meals  
and More for Everyone

By Lorna Sass

*From the author of the James Beard Award-winning Whole Grains Every Day, Every Way comes an accessible and user-friendly guide to whole grain recipes for every day.*

When the USDA updated its food pyramid and urged Americans to replace at least half of their daily intake of grains with whole grains, it confirmed what doctors and nutritionists have known for years: whole grains are an essential foundation of any healthy diet. But how can busy home cooks incorporate these recommendations into their daily meals?

*Whole Grains for Busy People* presents 125 delicious recipes that focus exclusively on quick-cooking whole grains—those that take 30 minutes or less to cook—and the array of whole grain products, such as pastas and tortillas, that are now easily found in grocery stores. Here are whole grain options for every meal, every day of the week, from speedy suppers like Oat-Crusted Turkey Cutlets with Gingered Cranberry Relish and Beef Stir-Fry with Soy-Spiked Couscous to lunchbox treats such as Orange Chocolate Chip Cookies and even weekend breakfasts whipped up from Homemade Whole Grain Pancake Mix.

Including whole grain quick-reference charts, advice on building a well-stocked pantry, and a 16-page full-color photo insert, *Whole Grains for Busy People* is the only book you'll need to make over your family's diet without spending your whole life in the kitchen.

**LORNA SASS** is a bestselling cookbook author whose most recent work, *Whole Grains Every Day, Every Way*, won a James Beard award. She lives in New York City.



Cooking (CKB000000)

7<sup>3</sup>/<sub>8</sub> x 9<sup>1</sup>/<sub>8</sub>; 208 pages; 16-page full-color photo insert

Paperback ISBN/EAN: 978-0-307-40782-5

\$19.95 (Canada: \$22.95)

On Sale 12/30/08

All rights: Crown

## National Publicity

Author Events and Interviews  
out of New York

## Online Promotion

- *USA Today* online campaign
- Advertising on parenting websites and blogs
- Advertising on natural food websites and blogs
- Co-promotion on author's website, LornaSass.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

## Co-Promotion with Natural Foods and Whole Grain Distributors

## Also by Lorna Sass

*Whole Grains Every Day, Every Way*

978-0-307-33672-9

\$32.50 (Canada: \$44.00)



# It Doesn't Count If...

50 Convincing Reasons Why You Can Eat That

By Daisy Westmoor

*For all the dieters who keep chocolate in their drawers, and for anyone looking for a light and lively gift for that friend who keeps saying, "My diet starts tomorrow," this irresistibly wry, tongue-in-cheek gift book is full of excuses!*

There's nothing fun about dieting. Except cheating! We've all done it: claimed that the calories just don't count if you wash them down with a Diet Coke. Or it doesn't count if you worked out within 12 hours of eating it. Or it doesn't count if no one sees you eat it.

Fifty clever two-color illustrations accompany the excuses, shedding even more light on the little white diet lies we tell ourselves. Reminding readers to laugh at themselves, this witty, wry, and undeniably funny book is sure to be a hit with mothers, sisters, and girlfriends everywhere.

Your real diet may start tomorrow. But for now, *It Doesn't Count If...* is a wonderful (and calorie-free!) look at just pre-tending.

**DAISY WESTMOOR** loves being thin—but not as much as she loves cupcakes. She hails from East Orange, New Jersey, but wishes she had been born in Bakewell. Daisy lives with her two boxes of chocolate in New York.

## National Publicity

### Online Promotion

- Advertising on popular food websites, including Chow.com, SlashFood.com, and Eater.com
- Advertising on Gawker.com and other pop-culture websites and blogs
- Promotion on Potter Recipe Club e-newsletter
- Viral e-card and Facebook page promotion
- Google AdWords campaign

### Multiple Postcard Teaser Mailing

### Women's Magazine Masthead Mailing

### P.O.P.

978-0-307-45384-6  
4-copy L-Card  
\$51.80 (Canada: \$59.80)



Humor/Health & Fitness (HUM000000/HEA006000)

4 7/8 x 7 1/8; 112 pages; 50 two-color illustrations

Hardcover ISBN/EAN: 978-0-307-45148-4

\$12.95 (Canada: \$14.95)

On Sale 12/30/2008

All rights: Crown





# P. Allen Smith's Bringing the Garden INDOORS

*Containers, Crafts, and Bouquets  
for Every Room*

BEST KNOWN FOR THE BEAUTY HE CREATES IN THE GARDEN, TODAY SHOW CONTRIBUTOR AND HOST OF TWO NATIONALLY SYNDICATED TELEVISION PROGRAMS P. ALLEN SMITH TURNS HIS TALENT INDOORS, INSPIRING US TO BRING THE NATURAL WORLD INTO OUR HOMES.



**P**. Allen Smith has a gift for blending the beauty of the garden with everyday items in our homes to establish a unified sense of comfort and style. Whether it's adding greenery to a foyer, growing a citrus tree in the kitchen, or forcing bulbs into bloom and showcasing them in a fantastic flea market find, Smith has fail-safe ideas for bringing the garden into every room in your home.

Step inside his Colonial revival cottage and the homes of his friends to find inspiring ideas that will transform any room into a more engaging space. Learn how to use a variety of plants—from garden-center shrubs, grocery-store produce, branches cut from trees, or easy-to-grow houseplants and flowers arranged in fresh and creative ways—to enhance the mood of a room.

If you're looking to do something as simple as filling a bowl with colorful vegetables or as sophisticated as accenting a buffet with topiaries made from your garden's own bounty, Smith has hundreds of ideas and easy-to-follow projects that will encourage you to bring the outdoors in—from winter through summer.

**P. ALLEN SMITH** is the CEO of Hortus, Ltd., an award-winning outdoor-living designer, the author of four gardening books, a television show host, and a sought-after speaker.

### National Publicity

### National Television Appearances

### 7-City Author Tour

Chicago  
Cincinnati  
Hartford, CT  
New York  
Philadelphia  
San Francisco  
Seattle

### Online Promotion

- Cross-promotion with PAllenSmith.com
- Google AdWords campaign

### Buzz Mailing to Garden and Horticulture Societies and Other Gardening Resource Centers

### Also by P. Allen Smith

*P. Allen Smith's Living in the Garden Home*  
978-0-307-34723-7  
\$32.50 (Canada: \$39.95)

*P. Allen Smith's Colors for the Garden*  
978-1-4000-5342-1  
\$32.50 (Canada: \$45.00)



Gardening—Garden Design (GAR006000)  
8½ x 11; 224 pages; 350 full-color photos  
Hardcover ISBN/EAN: 978-0-307-35109-8  
\$32.50 (Canada: \$37.95)  
On Sale 2/3/09

All rights: Crown



# Together We Go

Extraordinary Family Journeys  
to Discover and Remember

By Anita Kaushal

*Unforgettable global journeys that will inspire families to travel the world together.*

We all know that travel can rejuvenate the spirit and ignite the imagination—especially for children. But as any parent will attest, the challenge often lies in finding one trip that nourishes everyone.

In *Together We Go*, Anita Kaushal presents a treasure trove of ideas, illustrated with hundreds of gorgeous photographs, for vacations that will at once thrill kids and impress sophisticated adults. From a spectacular North Sea voyage on the Hebridean Princess to an exploration of Seattle and its islands by ferry, from visits to the haunts of your children's favorite literary characters to a Cinco de Mayo celebration with the locals, these fantastic vacations are inspirational—and aspirational—the details for which can't be found anywhere else.

*Together We Go* covers everything, from choosing the right destination for the right age to an invaluable resource section with websites, phone numbers, and further reading to help with the nuts and bolts of your journey. Whether you're on a castle tour of Europe, a safari adventure, or a pail-and-shovel beach weekend, you are guaranteed to have a trip that will feed the imagination and the soul throughout the journey—and when you're back home with warm memories.

**ANITA KAUSHAL** is a contributor to *Cookie*. She is the author of *The Family at Home*.

## National Publicity

### Online Promotion

- Advertising on Harpers.org
- Advertising on travel websites and blogs
- Cross-promotion with Fodors.com
- Google AdWords campaign

### Buzz Mailing to Travel Agents, Travel Trade Shows, and Parenting Groups

### Also by Anita Kaushal

*The Family at Home*  
978-0-307-39445-3  
\$45.00 (Canada: \$57.00)



Travel—Family Travel (TRV011000)  
8 7/8 x 10 7/8; 256 pages; 360 full-color photos  
Hardcover ISBN/EAN: 978-0-307-40880-8  
\$45.00 (Canada: \$52.00)  
On Sale 1/6/09

British: Thames & Hudson  
Translation: Thames & Hudson  
First Serial: Crown  
Audio: Thames & Hudson



# The New Terrarium

Creating Beautiful Displays  
for Plants and Nature

By Tovah Martin  
Photography by Kindra Clineff

*In this beautifully photographed book, garden expert Tovah Martin introduces a fresh approach to the world of terrariums, demonstrating how this gardening tool can effortlessly bring the brightening effects of nature to any space that needs it.*

In *The New Terrarium*, Tovah Martin, one of America's favorite gardeners, introduces you to the whimsical yet practical world of gardens under glass—a no-fuss way to bring a bit of nature into your home. When encased in a terrarium, plants thrive with almost no help from the outside world, which means you can host a plant almost anywhere.

Here Martin shares the unique ways a terrarium can enrich your life, including where to host one, the plants that thrive in them, ideas for creating your first terrarium, and how to nurture and maintain this glassed-in green world. Whether you are a gardener or city-dwelling nature lover, *The New Terrarium* is the perfect way to spark your creativity while helping to bring your favorite plants into your home.

**TOVAH MARTIN** is a well-known garden writer and the author of *Tasha Tudor's Garden*, *Tasha Tudor's Heirloom Crafts*, *Garden Whimsy*, *A Time to Blossom*, *Heirloom Flowers*, and *View from a Sketchbook*.

Photographer **KINDRA CLINEFF**'s work has been featured in Fodor's books, as well as in *This Old House*, *Country Living*, *Coastal Living*, and *Yankee* magazine.

## National Publicity

Author Interviews  
out of Connecticut

## Online Promotion

- Advertising on Craftster.org and Craftzine.com
- Advertising on green living and gardening websites, including Tree-Hugger.com
- Advertising on DIYIdeas.com
- Cross-promotion with author's website, TovahMartin.com
- Google AdWords campaign

Buzz Mailing to Garden and Horticulture Societies, and Other Gardening Resource Centers



Gardening—Indoors (GAR000000)

7 1/16 x 9; 176 pages; 300 full-color photos

Hardcover ISBN/EAN: 978-0-307-40731-3

\$25.00 (Canada: \$28.00)

On Sale 2/10/09

All rights: Crown

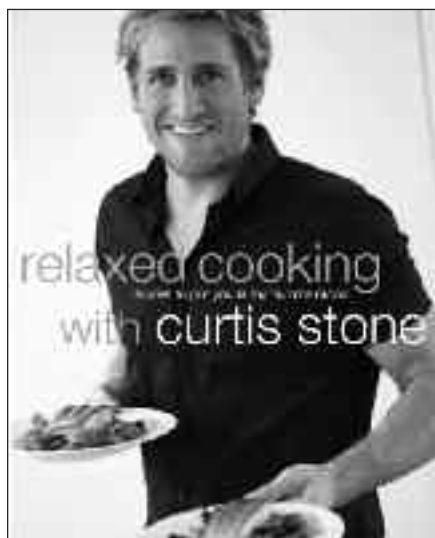
# relaxed cooking with curtis stone

recipes to put you in my favorite mood

With the culinary chops of Jamie Oliver and the pragmatism of Tyler Florence, Australia native Curtis Stone is the latest hunky chef import poised to take the airways by storm. A staple on TLC and a regular on NBC's *Today*, he is the next big thing in the kitchen. Here Stone shares easy recipes and advice from his hit show, *Take Home Chef*.







### National Publicity

#### Author Events and Interviews out of Los Angeles

#### 6-City Author Tour

Chicago  
Dallas  
Houston  
Los Angeles  
New York  
San Francisco

#### Online Promotion

- *USA Today* online campaign
- Advertising on People.com
- Cross-promotion with CurtisStone.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

#### Cross-Promotion with TLC, The Learning Channel

Wandering the supermarket aisles after a long day at work, don't you sometimes wish that a chef would step out of the produce section and offer to cook your dinner? TLC's only cooking show, *Take Home Chef*, makes that fantasy a reality for one woman each week, as Curtis Stone, the show's gorgeous and gregarious host, sweeps grocery shoppers off their feet and teaches them how to relax in the kitchen.

*Relaxed Cooking with Curtis Stone* takes the expert advice, fantastic energy, and delicious recipes from Stone's popular program and shows that ease is the single most important ingredient in any dish. Stone's chilled-out attitude is infectious as he pulls together simple meals made from fresh, healthful, and readily available ingredients. Organized around the way we eat today, from lazy late-morning brunches to impromptu meals for unexpected guests and big feeds for a Sunday supper, this is a book that covers every occasion, every mood.

**CURTIS STONE** is the host of TLC's *Take Home Chef*, now in its third season.



Cooking (CKB000000)

8 x 10; 272 pages; 75 full-color photos

Hardcover ISBN/EAN: 978-0-307-40874-7

\$32.50 (Canada: \$37.95)

On Sale 3/24/09

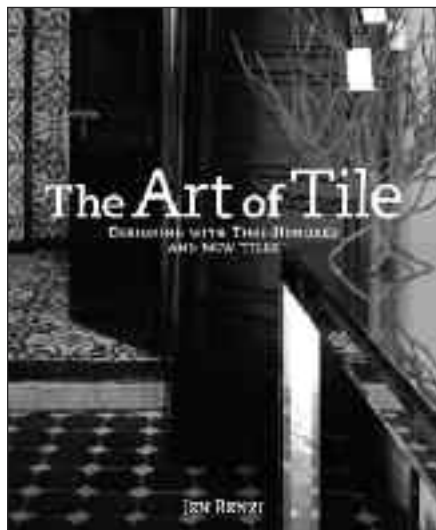
British: Crown

Translation: Crown

First Serial: Crown

Audio: William Morris Agency





# The Art of Tile

Designing with Time-Honored and New Tiles

By Jen Renzi; Photography by Ben Ritter

*With lessons on how and where to use tile as an accent or as a major element in a room, real-life examples of stunning installations, and a catalog of more than 1,500 tile choices—from traditional to cutting-edge—The Art of Tile is the ultimate guide to this beautiful, versatile element of design.*

**E**co-friendly cork in bright blue...ruby-red coconut...sparkling gold-leaf glass...With more tile choices than ever, home owners wonder how to use it, where to use it, and what to use. Tile enthusiast and design writer Jen Renzi tackles everything tile, providing the most comprehensive idea resource and showing you how to use tile to add character to your home.

Renzi walks you through the basics of the medium, from selecting materials that are right for certain spaces to installation considerations. Along the way, there are dozens of photographs to spark the imagination, from floors covered in playful geometrics to a glowing wall behind a home bar to an explosion of roses in a red dining room mosaic. The catalog section of this book is the ultimate resource, with more than 1,500 accessible, inspiring tile ideas.

Including photographs of tile in settings from Montauk to Morocco, an extensive resource guide of tile sources, and expert advice from architects, designers, and manufacturers, *The Art of Tile* is not only the must-have resource on the subject, it is also the most beautiful.

**JEN RENZI** is a lifestyle writer and former senior editor at *House & Garden* and *Interior Design* magazines. She is the author of *Ten Years of Design Excellence: Ceramic Tiles of Italy Across America* and co-wrote Samantha Nestor's *The Luxury Bathroom*.

## National Publicity

Author Interviews  
out of New York

## Author Events at Home Shows

## Online Advertising

- Advertising on HGTV.com
- Advertising on home and design websites, including DesignSponge.com, Glam.com, and ApartmentTherapy.com
- Cross-promotion with author's blog and website, JenRenzi.com
- Google AdWords campaign

Buzz Mailing to Industry Contacts,  
Organizations, and Associates



House & Home (HOM000000)

7 7/16 x 9; 320 pages; 2,000 full-color photos

Hardcover ISBN/EAN: 978-0-307-40691-0

\$40.00 (Canada: \$45.00)

On Sale 3/24/09

All rights: Crown



# Real Cajun

Rustic Home Cooking  
from Donald Link's Louisiana

By Donald Link with Paula Disbrowe  
Photography by Chris Granger

*Donald Link—one of New Orleans's breakout new talents—steps away from the kitchen of his acclaimed restaurants, Herbsaint and Cochon, to explore his Cajun roots and the superb country cooking that inspires his menus.*

Paul Prudhomme may have put Cajun cooking on the map, but any true Cajun knows there is more to this deeply flavored and deeply rooted cuisine than blackened redfish. Donald Link grew up in the heart of the Louisiana bayou, and in this beautifully photographed book he shares everything he knows about the food that tastes like home to him and to millions of Southerners.

With colorfully evocative language and genuine lust for life, Link tells of fishing, shrimping, and sausage-making as well as the music festivals, funerals, and holidays that shaped his culinary education and were always accompanied by fish fries, crawfish boils, and pots of Granny's seafood gumbo. Here he shares his updated versions of these iconic recipes, from Louisiana Crawfish Boudin and Uncle Richard's Turtle Soup to Bourbon-Soaked Bread Pudding with White and Dark Chocolate.

From the traditions of rice-growing to crawfish boils and family suppers, *Real Cajun* takes you on a rollicking and inspiring tour of this still-exotic part of America.

**DONALD LINK** is the chef at Herbsaint and Cochon in New Orleans. He won the James Beard Best Chef Southeast Region award in 2007.

## National Publicity

Author Events and Interviews  
out of New Orleans

## Advertising

BookPage contest ad

## Online Promotion

- Advertising on NewOrleans.com
- Advertising on popular food websites, including EGullet.com and Eater.com
- Advertising on travel websites and blogs, including Travelocity.com
- Promotion on BookPageXTRA e-newsletter
- Promotion on Potter Recipe Club e-newsletter
- Cross-promotion with HerbSaint.com and CochonRestaurant.com
- Google AdWords campaign



Cooking—American—Southern States (CKB000000)

7<sup>7</sup>/<sub>16</sub> x 10; 256 pages; 80 full-color photos

Hardcover ISBN/EAN: 978-0-307-39581-8

\$35.00 (Canada: \$40.00)

On Sale 3/24/09

All rights: Janis A. Donnaud & Associates

EXCERPT

# REAL CAJUN

BY DONALD LINK WITH PAULA DISBROWE

**CAJUN FOOD HAS COME TO MEAN** many different things to different people, but as far as I'm concerned it's really a very simple concept: Acadiana is populated by farmers who live off the land, and the cuisine is born of this very specific location.

My first memory of Louisiana is sweltering, oppressive heat. We arrived at my father's parents' house in the tiny town of Sulphur, just outside of Lake Charles, in the dark, in the middle of summer. My sister Michelle and I had been asleep, but the sound of car wheels on the oyster shell driveway at Granny and Paw Paw Link's woke us up. The steamy, pine-scented air hung in a stifling, motionless blanket. The scream of cicadas and bullfrogs was near deafening. I started to sweat through my shirt the minute I got out of the car.

The next morning I experienced my first Louisiana food smells: Community Coffee (dark roast, the kind I still drink at home) boiled on the stovetop, and pork smothered with onions and garlic. What an amazing

smell—pork, onions, and rich gravy simmering slowly for hours. When we finally sat down to eat, I noticed that even the way the aroma of the steamed rice permeated the gravy was amazing. Food fragrances just seemed to linger in the thick Louisiana air.

My Granny Link moved to Sulphur from Crowley, where her parents had settled in the late 1880s after emigrating from Germany. Granny's parents were rice farmers, so her food was born of rice married with the Cajun cooking typical of the area: Deeply flavored bowls of gumbo, beef pot roasts, and pork roasts smothered with plenty of thinly sliced onions and garlic and served au jus (in its natural juices) over rice. It seems like there was always a pot of rice cooking in Granny's house. To this day when I smell rice cooking I feel like I'm standing in her kitchen.

Just as the smell of rice will always remind me of Granny Link, the rich, earthy fragrance of pork fat simmering with collard greens transports me to Grandad and Grandma

Adams's house. Grandad ruled the range in this tiny house, and he cooked Southern fare at its simplest and best—often for 25 people at a time. The sheer bounty was always overwhelming. We might have some smothered greens with ham hocks, cornbread, creamy lima beans simmered with bacon, fried eggplant, creamed corn, duck stew and the list goes on. The memory of the aroma of all that food cooking in such a small space is a powerful one.

This kind of cooking may or may not sound familiar to you, so before we go any further let's get one thing straight: the overly spiced and blackened food that gained popularity in the 1970s is nothing like the authentic Cajun food that I grew up with. Real Cajun food translates to the best ingredients of the area, simply prepared. The flavors are focused and the food is highly seasoned, though not necessarily spicy. It seems as though everyone in the area has some sort of homemade smoker, outdoor cooking apparatus, and access to amazing local ingredients.

**The steamy, pine-scented air hung in a stifling, motionless blanket. The scream of cicadas and bullfrogs was near deafening. I started to sweat through my shirt the minute I got out of the car.**

# tom colicchio 'wichcraft



**craft a sandwich into a meal—and a meal into a sandwich**

From Tom Colicchio, acclaimed chef and head judge of Bravo's #1 reality show, *Top Chef*, comes a delectable cookbook filled with all the best-loved recipes from the ever-expanding 'wichcraft restaurant group.



tom colicchio has never been hotter, with a growing fan base thanks to his four seasons on the high-profile *Top Chef* and his 'wichcraft and Craft restaurants opening from coast to coast. What's so magical about 'wichcraft sandwiches, anyway? They crush any average meat-and-bread sandwich combo with their masterful flavor pairings and fresh ingredients. Here Colicchio shares the secrets behind the 'wichcraft spin on the sandwich, offering recipes for all their most popular offerings, including cool sandwiches, warm sandwiches, and their sweet dessert sandwiches.

You'll learn about new and unusual sandwich fillings. Go beyond the basic turkey sandwich to build a Roasted Turkey with Avocado, Bacon, Onion Marmalade, and Mayonnaise. Colicchio even transforms the lowly tuna sandwich to his monumental Sicilian Tuna with Fennel, Black Olives, and Lemon. With essays on stocking the sandwich pantry, the architecture of a structurally sound sandwich, and much more, *'wichcraft* elevates sandwich making to new heights and inspires you to craft a sandwich into a meal.

TOM COLICCHIO is the author of *Think Like a Chef* (for which he won a James Beard award in 2001) and *Craft of Cooking*. He is the chef and owner of the Craft restaurant family—including Craftbar, Craftsteak, and 'wichcraft—and the head judge on the hit Bravo reality show *Top Chef*.

SISHA ORTUZAR, a graduate of the Culinary Institute of America, is a partner in 'wichcraft.

'wichcraft opened in 2003. There are now 13 locations in New York City, San Francisco, and Las Vegas.

### National Publicity

#### Author Events

out of Las Vegas, New York, San Francisco

#### Online Promotion

- Regional advertising on The Gothamist Network
- Advertising on popular food websites, including Chow.com, SlashFood.com, and Eater.com
- Cross-promotion with wichcraftNYC.com and CraftRestaurant.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

#### Cross-Promotion with 'wichcraft and Craft Restaurants

#### Also by Tom Colicchio

*Think Like a Chef*

978-0-307-40695-8

\$22.50 (Canada: \$27.00)

*Craft of Cooking*

978-0-609-61050-3

\$37.50 (Canada: \$56.50)



Cooking—American (CKB002000)

7 1/16 x 9; 224 pages; 125 full-color photos

Hardcover ISBN/EAN: 978-0-609-61051-0

\$27.50 (Canada: \$32.00)

On Sale 3/31/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: TC Enterprises





# Tea for You

Blending Custom Teas to Savor and Share

By Tracy Stern

*Learn the secrets of blending teas, dried herbs, spices, and natural botanicals to create fragrant and beautiful one-of-a-kind gifts for pampering family and friends—and yourself.*

**T**ea is the new coffee. With exotic blends lining the shelves of gourmet stores and tea salons popping up all over the country, a cup of tea has truly evolved from the generic tea bag.

Author of *Tea Party*, Tracy Stern, not only unveils the wide range of teas available but also shares her expertise on the flavor profiles of various teas and botanicals to help you unlock the secrets of creating custom blends at home. Make a chocolate tea for a lover on Valentine's Day, add orange peel to a black tea with cardamom to spice up a cold winter's day, or blend smoky Earl Grey with florals to lighten it for a spring brunch—there is a recipe in here for every occasion and every personality.

Beyond ideas to get you started on your own tea blends, *Tea for You* also includes tea-worthy recipes, such as Green Tea Matcha Pound Cake and Red Tea and Rose Petal Popsicles, as well as indulgent tea-based beauty treatments. Truly, this book leaves no tea leaf unturned.

**TRACY STERN** is the owner of SalonTea and BeauTea, gourmet teas and beauty products sold in boutiques and speciality stores nationwide as well as on her website, TracyStern.com. She has been featured on the Food Network and in *Elle Decor*, *Marie Claire*, and *O, The Oprah Magazine*. This is her second book.

## National Publicity

Author Interviews  
out of New York

## Online Promotion

- Cross-promotion with SalonTea.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

Outreach to National Tea Association, Tea Entrepreneurs Association, Specialty Tea Institute, and Others

## Also by Tracy Stern

*Tea Party*  
978-0-307-34643-8  
\$27.50 (Canada: \$34.00)



Cooking—Coffee & Tea (CKB019000)  
5¼ x 8½; 96 pages; 25 full-color photos  
Hardcover ISBN/EAN: 978-0-307-45080-7  
\$15.95 (Canada: \$18.95)  
On Sale 4/14/09

All rights: Crown



# Gale Gand's Brunch!

100 Fantastic Recipes  
for the Weekend's Best Meal

By Gale Gand with Christie Matheson

*Gale Gand's Brunch! features 100 scrumptious recipes that take a refined approach to this favorite weekend meal, including easy and delicious ideas for beloved brunch foods, from drinks and egg dishes to pancakes and pastries.*

**B**runch may be the best reason to roll out of bed on a weekend morning. And *Gale Gand's Brunch!* kicks up this morning meal to a new level—with ease. Gale's recipes are sure to please, with irresistible ideas for tweaking the classics:

**Drinks:** Iced Coffee with Cinnamon-Coffee Ice Cubes, Champagne and Cranberry with Mint

**Eggs:** Asparagus with Poached Eggs and Parmesan, Spinach, and Cheddar Soufflé

**Pancakes, Waffles, and French Toast:** Almond Ciabatta French Toast, Chocolate Waffles

**The Bakery:** Ginger Scones with Peaches and Cream, Quick Pear Streusel Coffee Cake

**Savories and Sides:** Goat Cheese and Chive Hash Browns, Goopy Camembert in a Box with Cranberry-Black Pepper Compote

*Gale Gand's Brunch!* also features "Brunch Basics": 101 tutorials on omelets, frittatas, quiches, and crêpes. Everyone's favorite weekend treats just got even better!

**GALE GAND**, host of Food Network's first all-dessert show, *Sweet Dreams*, and a two-time James Beard Award winner, is executive pastry chef and partner of the world-renowned restaurant Tru and also of Cenitare Restaurants, encompassing Osteria di Tramonto, Tramonto's Steak and Seafood, RT Lounge, and Gale's Coffee Bar, all in the Chicago area. This is her seventh cookbook.



Cooking—Brunch (CKB000000)

7 7/16 x 9; 208 pages; 45 full-color photos

Hardcover ISBN/EAN: 978-0-307-40698-9

\$27.50 (Canada: \$32.00)

On Sale 4/14/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Dystel & Goderich Literary Agency

## National Publicity

## National Television Appearances

## Author Events and Interviews out of Chicago

## Online Promotion

- Advertising on iVillage.com
- Regional advertising on Chicagoist.com and ChicagoMag.com
- Advertising on food websites, including PastryScoop.com, StarChefs.com, and SuperChefBlog.com
- Cross-promotion with author's websites, Cenitare.com, GaleGand.com, and TruRestaurant.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

## Promotion at Author's Restaurants

## Also by Gale Gand

*Chocolate and Vanilla*

978-0-307-23852-8

\$22.50 (Canada: \$30.00)

*Gale Gand's Short and Sweet*

978-1-4000-4733-8

\$27.50 (Canada: \$41.95)



**FOR THE EVER-INCREASING NUMBER OF PEOPLE WHO  
ARE LOOKING FOR—AND ARE WILLING TO PAY FOR—  
UNIQUE VACATION EXPERIENCES THAT ARE TRULY  
ONCE IN A LIFETIME TRIPS**



# ONCE IN A LIFETIME TRIPS

**THE WORLD'S 50 MOST ADVENTUROUS, LUXURIOUS,  
AND MEMORABLE TRAVEL EXPERIENCES**

**CHRIS SANTELLA**



### National Publicity

#### Author Interviews out of Portland, OR

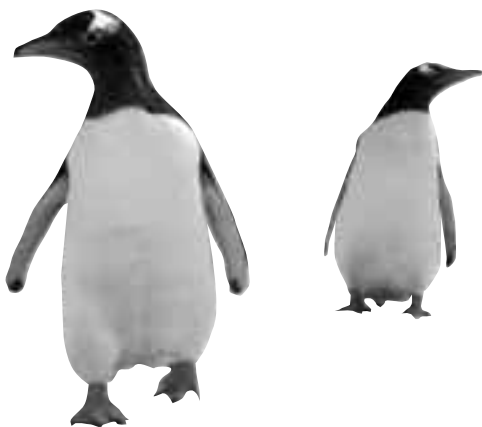
#### Online Promotion

- *New York Times* online campaign
- Advertising on Harpers.org
- Advertising on luxury websites, including RobbReport.com
- Cross-promotion with Fodors.com
- Google AdWords campaign

**F**ly-fish in the virgin waters of the Chilean fjords, embark on a polar bear safari near the arctic circle, learn to ride the swells with master surf instructor Terry Simms on the Indonesian island of Sumba, take a private jet tour to the great opera houses in Europe with behind-the-scenes passes, or spend a night in Dubai's most luxurious hotel...

These are the kinds of life-altering vacations—from sporting and adventure to cultural and pampering—that the author of the *Fifty Places to...Before You Die* series spreads out before you. Off the beaten path and exceptionally cool, each vacation is detailed by an expert in the particular trip's domain and provides destination information as well as tips about when to go and how to get there. Coupled with beautiful full-color photographs, *Once in a Lifetime Trips* will make you hurry to sign on or keep saving and dreaming for that special time in the future.

**CHRIS SANTELLA** is the author of *Fifty Places to Play Golf Before You Die* and *Fifty Places to Fly-Fish Before You Die*, among four other books in the series. He has written for the *New York Times*, *Travel + Leisure*, *The New Yorker*, and *Forbes Traveler* among other publications.



Travel—Adventure (TRV001000)  
7 x 8; 224 pages; 100 full-color photos  
Hardcover ISBN/EAN: 978-0-307-406927  
\$24.95 (Canada: \$27.95)  
On Sale 4/7/09

All rights: Crown



## Steal This Style

Moms and Daughters Swap Wardrobe Secrets

By Sherrie Mathieson

*From costume designer and fashion stylist Sherrie Mathieson comes a fresh, fun guide for mothers on looking modern and hip, and for daughters on looking cool and classic—achieved by swapping styles and borrowing from each other's closets.*

**T**his lively, no-nonsense style book reveals how moms can update their looks by borrowing youthful tricks from their daughters, just as the younger women can transcend trends by picking up timeless wardrobe secrets from their moms.

Using her signature Never Cool versus Forever Cool photographs and witty commentary, fashion stylist Sherrie Mathieson shows real moms in before outfits then pairs them with their fashion-savvy daughters for a dynamic duo of after outfits. (Mom, canvas sneakers will not bring back your teen years, but a body-conscious classic polo in a bright color will give you a youthful vibe. Daughter, Mom's hat may require attitude, but if you've got it, steal away!)

Filled with fabulous tips, such as how to choose the right kind of jeans or the perfect accessory, and with chapters on workout gear, everyday wear, evening options, business attire, and much more, *Steal This Style* puts the pleasure back into dressing, while offering baby boomers and their daughters a way to bond.

**SHERRIE MATHIESON** has costumed and styled Academy Award–winning actors, rock stars, and athletes all over the country, and does style consulting for a large private clientele. She is the author of *Forever Cool*.

### National Publicity

#### Author Interviews and Events out of Connecticut

#### Online Promotion

- Advertising on iVillage.com
- Advertising on social networking websites, including Eons.com and GrowingBolder.com
- Advertising on BoomerGirl.com
- Cross-promotion on author's website, SherrieMathieson.com
- E-blast to teen list
- Google AdWords campaign

#### Buzz Mailing to Book Groups, PTA Lists, Fashion Schools, and Other Venues

#### Also by Sherrie Mathieson

*Forever Cool*

978-0-307-40531-9

\$22.95 (Canada: \$29.95)



Self-Help (SEL000000)

9 x 7; 256 pages; 180 full-color photos

Paperback ISBN/EAN: 978-0-307-40676-7

\$22.95 (Canada: \$25.95)

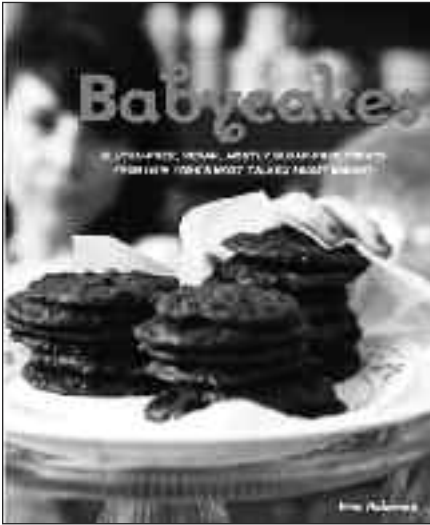
On Sale 4/14/09

British: Sterling Lord Literistic

Translation: Sterling Lord Literistic

First Serial: Crown

Audio: Sterling Lord Literistic



# BabyCakes

By Erin McKenna

*No longer must a delicate constitution or fear of a burgeoning waistline stand between bakers and their sweet treats. Erin McKenna's innovative recipes offer delicious and easy-to-make alternatives to delight vegan, allergenic, and health-conscious sweet tooths.*

When avowed snacker Erin McKenna discovered that sensitivities to wheat and dairy made favorites like banana bread and cupcakes major gastrointestinal no-nos, she took up her whisk and got to work. The result? A bakery's worth of allergy-friendly recipes made with intelligent ingredient substitutions that provide the same rich and delicate flavors of her most beloved desserts. In New York City, her wildly popular bake shop, BabyCakes NYC, is currently the go-to destination for vegans, allergenics, and die-hard junk-food addicts alike. Now McKenna shares her life-altering recipes for the first time, bringing a little sweetness into the lives of people who have long gone without.

In *BabyCakes*, McKenna reveals the secrets of her groundbreaking recipes for cupcakes, cookies, biscuits, brownies, and more—all whipped together without the use of ingredients that have caused millions of Americans to swear off baked goods entirely, like eggs, dairy, and gluten. Celebrity clients such as Natalie Portman and Pamela Anderson line up for sweet and savory snacks such as hearty Pumpkin-Spice Teacakes, succulent Chocolate Chip Cookies, and an almost unimaginably luscious Strawberry Shortcake. These delicious, innovative baking recipes and creative ideas are a godsend for anyone looking for delicious and healthy alternatives to oversweet, overfattening, overprocessed traditional baked goods.

**ERIN MCKENNA** is the chief baker, founder, and president of BabyCakes NYC.



Cooking—Baking (CKB004000)

7 1/16 x 9; 144 pages; 50 full-color photos

Hardcover ISBN/EAN: 978-0-307-40883-9

\$24.00 (Canada: \$28.00)

On Sale 4/28/09

All rights: Crown

## National Publicity

## Author Interviews out of New York

## Online Promotion

- Advertising on Gawker.com
- Advertising on RadarOnline.com
- Advertising on popular food websites such as Eater.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

EXCERPT



# BABYCAKES

BY ERIN MCKENNA

**I AM NOT A BAKER BY TRAINING**, but I am without a doubt a competition-level snacker. When I was diagnosed with wheat and dairy allergies in 2004, though, I was forced to face an uncertain future of curtailed nibbling. Braced for the worst, I scoured upscale health-food markets for snacks that met my finicky standards and found that allergy-conscious shoppers faced a wasteland of uninspired products made from baffling, inaccessible ingredients. It seemed a real possibility that my days of midday indulgences and nightly desserts were all behind me, a thought more frightening than my eighth grade perm!

Yet I couldn't be alone in this. Surely there were others out there just like me, and beyond them an even larger group looking for an attractive alternative to overly sweet, overly fattening, unimaginably bad-for-you desserts. I decided to take matters into my own hands. Confined to my tiny Brooklyn apartment's kitchen, I spent more than a year developing a bakery's worth of sweet and savory bites. A million recipe attempts and a thousand mental

meltdowns later, I was set to open BabyCakes NYC.

Four days prior to the bakery's opening, *Time Out New York* ran a story introducing us to Manhattan's Lower East Side. By 10 A.M. the following day there was a line of customers forming outside the bakery, despite the fact that my oven had yet to arrive. People were peeking in and tapping impatiently at the window while I hid in the back, brushing my hair nervously. One elderly woman eventually forced her way inside, and subjected me to an impassioned account of walking two hours from her home on the Upper West Side only to find she'd been cruelly misled. Aghast and embarrassed, I quickly teared up and soon it was she who was consoling me! Others, noticing my distress, left more peacefully, disappointed but promising to return.

Of course, we eventually did open for business in August 2005 and have been blessed ever since with a loyal and far-reaching clientele. I've long since lost track of the number of allergic children and parents who have

made a pilgrimage from Chicago or Austin or Honolulu in order to have their child experience their first cupcake, but it's fair to say that teary-eyed exchanges between me and such parents are a weekly (and borderline embarrassing) occurrence. There's also no way to quantify how many people without food constraints have lent me their support and become regular customers—based purely on the taste of our products.

Inside these pages are hundreds of the baking secrets I've learned and developed. You will most certainly find plenty to keep you entertained: brownies and cookies, muffins and teacakes, biscuits and scones, pies and cobblers...the holy and glorious cupcake. Along the way I'll help you navigate through some of the potholes and pitfalls of alternative baking, providing you with tips and guidelines that will ensure success. I've tried to be very specific, and in most cases it is important that you follow my instructions carefully. Ultimately, though, I hope you'll feel empowered to take control over a fresh list of ingredients. That rather than the pantry subjecting you to its will, you dictate your own exciting outcomes.





# Golden Door Cooks at Home

Favorite Recipes from the Celebrated Spa

By Dean Rucker with Marah Stets

*The first four-color cookbook from the renowned Golden Door spa, whose name is synonymous with healthy eating, freshness, luxury, and delicious cuisine.*

The Golden Door, the iconic spa tucked away in picture-perfect California—with outposts in Naples, Florida; Telluride, Colorado; Scottsdale, Arizona; and Puerto Rico—is among the world's most luxurious getaways. Now the spa celebrates 50 sensational years with a collection of 100 recipes and stunning photographs that brings the Golden Door experience into your home.

When Dean Rucker became executive chef of the Golden Door in 2005, he took the spa's already outstanding cuisine to an entirely new level. Here, for the first time, he shares his brilliant dishes that are so tasty it's impossible to think of them as "healthy," though of course they are. Favorites include:

- Sweet Corn Soup with Blue Crab and Avocado Relish
- Wild Salmon with Quick-Preserved Lemon Mashed Potatoes and Asparagus Vinaigrette
- Adobo-Marinated Grilled Flank Steak with Spinach Salad and Roasted Poblano Dressing
- Meyer Lemon Yogurt and Fresh Fruit Brûlée

*Golden Door Cooks at Home* lets you re-create the flavorful fresh recipes of this destination spa in your own kitchen.

As executive chef of the Golden Door, **DEAN RUCKER** presents a bold new American cuisine that emphasizes what you can have instead of what you cannot. Rucker's recipes have been featured in *Self*, *AARP The Magazine*, and other publications.



Cooking—Health (CKB039000)

9 7/8 x 9 7/8; 300 pages; 100 full-color photos

Hardcover ISBN/EAN: 978-0-307-45079-1

\$40.00 (Canada: \$45.00)

On Sale 4/21/09

All rights: Crown

## National Publicity

### Author Interviews

out of Escondido, CA

### Online Promotion

- Advertising on spa and travel-related websites and blogs
- Cross-promotion with GoldenDoor.com and LuxuryResorts.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

### Cross-Promotion with Golden Door Spas 50th Anniversary Celebration

### Promotional Materials provided for Golden Door and LXR locations



## Perfect Curtains

Smart Solutions, Fabulous Fabrics, and  
Inspiring Designs

By Stephanie Hoppen

*A comprehensive, easy-to-navigate, and inspiring guide to combining classic sophistication and modern materials in window dressings that will enliven and refresh any home.*

In recent years, the wealth of fabric and design options for dressing the windows in our homes has expanded so much that it's easy to become overwhelmed. Luckily, decorating guru and author Stephanie Hoppen gives home decorators the guide they've been waiting for in *Perfect Curtains*. Exploring the world of window dressings through more than 200 stylish treatments has never been so accessible.

Hoppen explains the unparalleled range of patterns, textures, and colors currently available and helps bring order to curtain chaos by demonstrating beautiful designs, from simple sheers to ornate layered looks. She expertly leads readers as they wade through the boundless options available for fabrics, poles, and finials. An extensive resource section details the how-to basics of fitting and layering curtains, measuring windows, and estimating fabric quantities. Helpful line drawings and listings of where to buy the materials for your perfect curtains round out this inspiring and practical book.

Decorating expert **STEPHANIE HOPPEN** is the author of eight style books. For the past three years, she has acted as a consultant for the Savannah College of Art and Design and for West Elm. Stephanie lives in London, England, where she owns a successful art gallery.

### National Publicity

#### Online Promotion

- Advertising on home and design sites such as ApartmentTherapy.com
- Cross-promotion with StephanieHoppen.com
- Google AdWords campaign

#### Also by Stephanie Hoppen

*Stephanie Hoppen's Decorating with Style*

978-0-609-61018-3

\$35.00 (Canada: \$53.00)

*Blue and White Living*

978-0-609-60356-7

\$35.00 (Canada: \$49.00)



House & Home—Decorating (HOM003000)

9 x 11; 192 pages; 200 full-color photos

Hardcover ISBN/EAN: 978-0-307-45149-1

\$35.00 (Canada: \$40.00)

On Sale 4/28/09

British: Jacqui Small, LLP

Translation: Jacqui Small, LLP

First Serial: Crown

Audio: Jacqui Small, LLP

**SEX CHECKS: 60 Checks for Maintaining Balance in the Bedroom**

Who says money can't buy you love? Issued by the "World Bank of Savings and Love," these playful checks offer a diverse portfolio of options for the shy and adventurous alike, with fill-in-the-blanks and check-box prompts. The checkbook includes 30 IOUs and 30 UOMES, making it easy for you to get back what you give. Best of all, these checks are guaranteed not to bounce (unless you're into that)!

60 checks (30 IOU, 30 UOME), 6¼ x 3½ in.

978-0-307-45052-4

\$9.95 (Canada: \$11.95)

January 6, 2009



**check (and balance) it out!**  
bring harmony to the world—or just the bedroom



# take note!

expert advice—and beautiful stationery—for writing thoughtful and meaningful messages

## THE ART OF CORRESPONDENCE: An Etiquette Booklet and Complete Set of Stationery

By Florence Isaacs

In an e-mail era, a handwritten note means more than ever before. Master this timeless art form with a beautifully designed stationery set that includes etiquette expert Florence Isaacs's practical guidelines for writing sincere notes. A set of elegant stationery with calligraphic sticker greetings allows you to customize your notes for any occasion. *The Art of Correspondence* ensures you'll never be at a loss for words—or the right stationery—again!

7½ x 11½ in.

978-0-307-45081-4

\$22.95 (Canada: \$25.95)

April 7, 2009



### Kit Includes:



64-page etiquette booklet



8 sticker sheets



12 correspondence cards



12 note cards





### WIZARD OF OZ PUZZLE

By Linda Sunshine

There's no place like home for this puzzle. Cleverly packaged in a book-like box, this gorgeously designed puzzle of collaged imagery from L. Frank Baum's classic tale will entertain (and challenge) puzzlers of all ages.

500-piece puzzle, 6½ x 8 in.

978-0-307-45088-3

\$14.95 (Canada: \$16.95)

February 10, 2009



## puzzles in booklike packaging



### ALICE IN WONDERLAND PUZZLE

By Linda Sunshine

Also packaged in a booklike box, this puzzle features classic imagery from Lewis Carroll's cherished tale. Timeless and gorgeously designed, it's perfect for puzzlers of all ages!

500-piece puzzle, 6½ x 8 in.

978-0-307-45050-0

\$14.95 (Canada: \$16.95)

February 10, 2009



# reality decks!

discover the truth about your relationships—  
and the world around you.

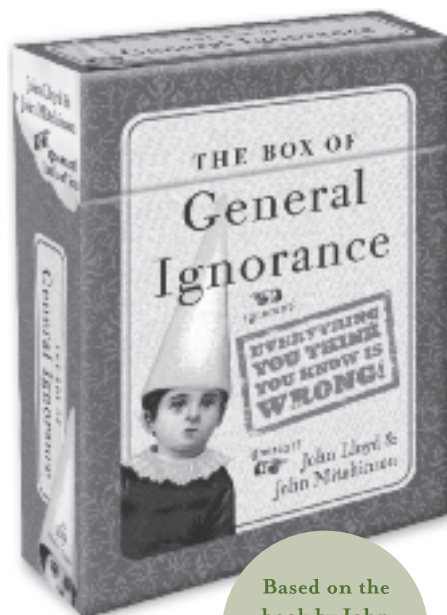
## THE BOX OF GENERAL IGNORANCE: 100 Flash Cards to Entertain Your Brain

By John Mitchinson and John Lloyd

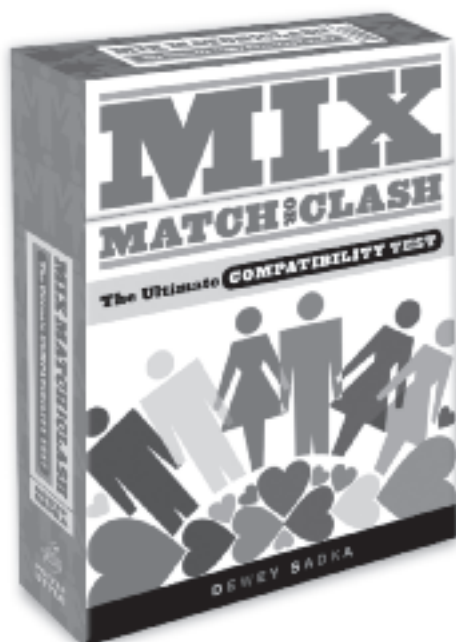
If ignorance is bliss then this deck is sure to delight you. challenging what most of us assume to be verifiable truths, *The Box of General Ignorance* is a witty “gotcha” compendium of how little we actually know. Choose a card from one of the tabbed categories—such as history, geography, arts & letters—read the question, and read the mind-boggling answer on the back.

100 tabbed cards, 4½ x 6½ in.

978-0-307-45144-6  
\$16.95 (Canada: \$20.00)  
April 28, 2009



Based on the  
book by John  
Mitchinson and  
John Lloyd



## MIX, MATCH, OR CLASH DECK: The Ultimate Compatibility Test By Dewey Sadka

This is one test you're sure to pass with flying colors! Just choose your colors and have a partner (romantic, platonic, or professional) do the same. Then compare personalized profiles to gain insight into why you interact the way you do. The *Mix, Match, or Clash Deck* is your key to a life full of colorful characters.

50 tabbed cards, 4½ x 6½ in.

978-0-307-45086-9  
\$14.95 (Canada: \$16.95)  
January 20, 2009



# take Jean Chatzky's advice— and make a difference in your own financial life!

## THE DIFFERENCE JOURNAL

Jean Chatzky

From bestselling author and the *Today* show's financial editor Jean Chatzky comes an essential companion journal to her second book, *The Difference*. The journal takes each step of the wealth-building program outlined in the book and provides writing and record-keeping exercises that will guide readers up the next rung in the ladder to financial happiness and long-term wealth.

140 pages (guided), 7 x 8¾ in.

978-0-307-45286-3

\$14.95 (Canada: \$16.95)

March 10, 2009



## potter style—complete spring 2009 frontlist

Alice in Wonderland Puzzle	\$14.95 (Canada: \$16.95)	978-0-307-45050-0	02/10/09
All Things Alice Note Card Book	\$16.95 (Canada: \$20.00)	978-0-307-45045-6	02/10/09
All Things Oz Note Card Book	\$16.95 (Canada: \$20.00)	978-0-307-45087-6	02/10/09
The Art of Correspondence	\$22.95 (Canada: \$25.95)	978-0-307-45081-4	04/07/09
The Box of General Ignorance	\$16.95 (Canada: \$20.00)	978-0-307-45144-6	04/28/09
Brontë Sisters Mini Journal	\$8.00 (Canada: \$10.00)	978-0-307-45083-8	04/07/09
Create Your Own Paper Quilt Cards	\$22.95 (Canada: \$25.95)	978-0-307-45082-1	04/07/09
The Difference Journal	\$14.95 (Canada: \$16.95)	978-0-307-45286-3	03/10/09
The Dream Diary	\$12.95 (Canada: \$14.95)	978-0-307-45146-0	03/10/09
Jane Austen Mini Journal	\$8.00 (Canada: \$10.00)	978-0-307-45054-8	04/07/09
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Jazz Age Mini Journal	\$8.00 (Canada: \$10.00)	978-0-307-45084-5	04/07/09
Mix, Match, or Clash Deck	\$14.95 (Canada: \$16.95)	978-0-307-45086-9	01/06/09
Oscar Wilde Mini Journal	\$8.00 (Canada: \$10.00)	978-0-307-45085-2	04/07/09
Our Family Tree	\$19.95 (Canada: \$22.95)	978-0-307-45143-9	04/07/09
Sex Checks	\$9.95 (Canada: \$11.95)	978-0-307-45052-4	01/06/09
Wizard of Oz Puzzle	\$14.95 (Canada: \$16.95)	978-0-307-45088-3	02/10/09

To get a copy of the full-color complete catalog, containing set-up shots and descriptions of our entire list, e-mail [CrownMarketing@RandomHouse.com](mailto:CrownMarketing@RandomHouse.com) or call 1-800-729-2960.





With easy-to-follow instructions and full-color photographs for more than 30 techniques and 200-plus projects, Martha Stewart's Encyclopedia of Crafts is the

Just as home cooks turn to Martha when they need the perfect recipe, home crafters can now turn to her when they need the perfect hand cutting, and silkscreening. The in made gift, keepsake, or room decoration. Organized by topic from A to Z and, of course, beautifully illustrated intuitively designed, this comprehensive resource contains projects, templates, and detailed instructions for more than 30 different craft techniques such as beading, jewelry making, paper making, and silkscreening. The in made gift, keepsake, or room decoration. Organized by topic from A to Z and, of course, beautifully illustrated intuitively designed, this comprehensive resource contains projects, templates, and detailed instructions for more than 30 different craft techniques such as beading, jewelry making, paper making, and silkscreening.



# MARTHA STEWART'S ENCYCLOPEDIA of CRAFTS

The Editors of Martha Stewart Living



**MARTHA STEWART** is the author of dozens of bestselling books on cooking, entertaining, gardening, weddings, and decorating. She is the host of the Martha Stewart Show, the popular daily syndicated television show.

**MARTHA STEWART LIVING** magazine was first published in 1990. Since then, more than



## National Publicity

### Advertising

*Martha Stewart Living*

### Online Promotion

- Advertising on iVillage.com
- Cross-promotion with martha-stewart.com and marthastewart-crafts.com including advertising and e-blasts
- Feature on Potter Craft News blog
- Promotion in Potter Recipe Club e-newsletter
- Google AdWords campaign

### Cross-Promotion with EK Success

### Major Craft Group and Bookseller Outreach

### Also by Martha Stewart

*Everyday Food*

978-0-307-35416-7

\$24.95 (Canada: \$30.00)

*Martha Stewart's Homekeeping Handbook*

978-0-517-57700-4

\$45.00 (Canada: \$55.00)



Crafts & Hobbies—General (CRA000000)

8½ x 10½; 416 pages; 700 full-color photos

Paper-over-board ISBN/EAN: 978-0-307-45057-9

\$35.00 (Canada: \$40.00)

On Sale 4/28/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Martha Stewart Living Omnimedia





# The Paper Architect

Fold-It-Yourself Buildings and Structures

By Ingrid Siliakus, Maria Victoria Garrido Bianchini, and Joyce Aysta

*For the more than 73 percent of Americans who did some type of papercraft in 2007, as well as architecture buffs, The Paper Architect's 20 origami replicas of world-famous structures make the perfect display piece or mailable gift.*

In *The Paper Architect*, you not only get the chance to create extremely cool three-dimensional paper facsimiles of awesome structures—the Taj Mahal, the Eiffel Tower, the Great Pyramid of Giza, and the Coliseum, among others—you also get interesting architectural details about each building, from the original floor plans to insider factoids about the structure or architect.

The directions for building these replicas are clear and easy to follow. In fact, the book contains an entire section of removable templates with perforated edges and color-coded fold lines that make the projects simple enough for a first-time folder. For those people looking for more of a challenge, the pattern can be enlarged or traced onto specialized papers for endless variations. All that's needed is an X-ACTO knife, a ruler, and a clear work surface. With step-by-step photographs and clear instructions, all of the display-worthy projects can be mastered with no previous papercraft experience.

**INGRID SILIAKUS's** origami work has been displayed at the American Craft Museum, in SoHo's Gallery 91, and across Europe, including the Holland Paper Exhibition.

**MARIA VICTORIA GARRIDO BIANCHINI's** origami designs have been exhibited at the American Craft Museum.

**JOYCE AYSTA** is the owner of Live Your Dreams Designs. Her origami and kirigami cards are sold throughout the country at famous buildings and museums. She lives and works in Los Angeles, California.

## National Publicity

### Online Promotion

- *New York Times* online campaign
- Advertising on Craftzine.com, Craftster.org, Makezine.com, and DIYIdeas.com
- Feature on Potter Craft News blog
- Google AdWords campaign

### Buzz Mailing to Architecture Schools and Associations



Crafts & Hobbies—Papercrafts (CRA025000)

8 7/8 x 11; 110 pages; 40 full-color photos; 100 illustrations

Hardcover with enclosed wire-o ISBN/EAN: 978-0-307-45147-7

\$24.95 (Canada: \$27.95)

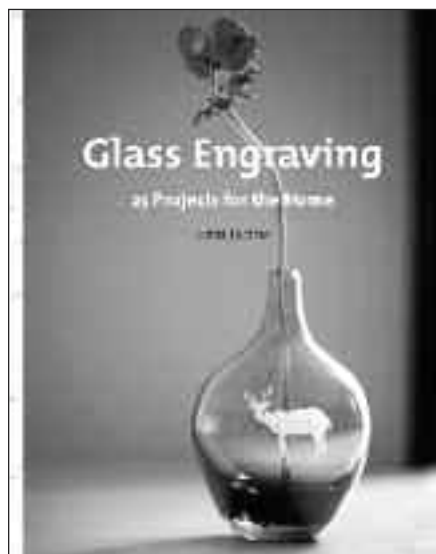
On Sale 1/20/09

British: Ivy Press

Translation: Ivy Press

First Serial: Crown

Audio: Ivy Press



### National Publicity

#### Online Promotion

- Advertising on ApartmentTherapy.com
- Feature on Potter Craft News blog
- Google AdWords campaign

# Glass Engraving

## 25 Projects for the Home

By Sonia Lucano

*A steady hand and a simple tool turn ordinary glass into extraordinary art.*

If the phrase “glass etching” makes you think of heavy monogrammed platters and vases growing dusty in the back of the closet along with other unused wedding gifts, think again! The projects in *Glass Engraving: 25 Projects for the Home* are more Urban Outfitters than Things Remembered. This once-formal craft has been thoroughly modernized for these clever works of art. Now the at-home crafter can use an inexpensive tool to turn thriftstore glass into stylish home décor—and all she has to do is trace.

In *Glass Engraving: 25 Projects for the Home* you’ll learn all the basics of etching, including how to transfer an image to a glass piece and how to etch using a simple, inexpensive tool. And what’s more, all the impressive images and text seen in the projects are included as templates in the back of the book, to scale and ready to use.

Magazines like *ReadyMade* and *Martha Stewart Living* have recognized the beauty and simplicity of glass etching for years. Now readers can enjoy a more thorough exploration of this simple and beautiful craft.

**SONIA LUCANO** studied at France’s National School of Decorative Arts and has since worked in both fashion and design. She lives in Paris.



Crafts & Hobbies—Glass and Glassware (CRA012000)  
7½ x 9½; 64 pages; 75 full-color photos; 40 illustrations  
Paperback ISBN/EAN: 978-0-307-45237-5  
\$12.95 (Canada: \$14.95)  
On Sale 1/20/09

British: Crown  
Translation: Marabout  
First Serial: Crown  
Audio: Marabout



# The Crafty Chica's Guide to Artful Sewing

Fabu-Low-Sew Projects  
for the Everyday Crafter

By Kathy Cano-Murillo

*Kathy Cano-Murillo, the wildly popular "Crafty Chica," offers 30 signature projects—along with drama, flair, and plenty of glitter!—in her first-ever sewing book.*

**K**athy Cano-Murillo is not a seamstress—she is a thread artist. And in *The Crafty Chica's Guide to Artful Sewing: Fabu-Low-Sew Projects for the Everyday Crafter*, she'll show you how to harness the power of her signature kamikaze sewing style—"just dive in, nose first, and give it 100 percent." Here you will not only find the nuts and bolts of sewing but also will learn to have the confidence to blaze your own sewing trail.

Whether you can hardly sew on a button or are already able to thread bobbins like a champ, Kathy's got a project just for you. Ranging from low-sew totes to embellished skirts, *The Crafty Chica's Guide to Artful Sewing* proves that you're in charge of your sewing machine—not the other way around. By tackling these 30 fun, fabu-low-sew projects to carry, wear, and use around the home, you can channel your own Crafty Chica within and show sewing who's boss.

**KATHY CANO-MURILLO** is a product designer with her own line of Crafty Chica-branded products, author, nationally syndicated columnist, and jewelry designer. Her work has been featured on NPR's Weekend Edition, HGTV, the DIY network, and LifeTimeTV.com. To find out more, visit [CraftyChica.com](http://CraftyChica.com).

## National Publicity

Tie-in with Author Craft Festival Appearances

Advertising  
Craft

## Online Promotion

- Advertising on Knitty.com, Knitters-Review.com, and CrazyAuntPurl.com
- Advertising on Craftzine.com, Craftster.org, Makezine.com, and DIYIdeas.com
- Feature on Potter Craft News blog
- Google AdWords campaign

Outreach to Craft Market and Craft Bloggers



Crafts & Hobbies—Sewing (CRA035000)

8½ x 10⅞; 144 pages

90 full-color photos; 65 black-and-white illustrations

Paper with flaps ISBN/EAN: 978-0-307-40666-8

\$21.95 (Canada: \$25.00)

On Sale 2/17/09

All rights: Crown



# Knitting and Tea

25 Classic Knits and the Teas  
That Inspired Them

By Jane Gottelier

Photography by Patrick Gottelier

*Jane and Patrick Gottelier are more than just two of the most famous knitwear designers in England—they also know a bit about tea. In this delightful book about two undeniably British traditions, they present 30 signature knitted garments photographed in sumptuous tea-related settings from England to Sri Lanka.*

In *Knitting and Tea*, Jane and Patrick Gottelier take you on a journey from the formal tearooms of London to the lush tea plantations of Sri Lanka to explore the intertwining history of these two customs. The 30 patterns will inspire you to knit a wide array of items from a tea-centric swirl tablecloth to a vintage-looking capelet to a Cricket Sweater and tea cozy. The luxurious photographs of each location will entice you to sit and sample the delectable tea-time recipes included, from fruitcake to scones. In giving you an insider's look, the Gotteliers show you how knitting and tea go hand in hand.

**JANE AND PATRICK GOTTELIER** started the Artwork fashion line in 1977 and have since become one of the United Kingdom's premier knitwear brands. With backgrounds in fashion design and textile design respectively, the husband-and-wife team currently teach at University College Falmouth, Cornwall, and are consultants for various fashion companies.

## National Publicity

### Online Promotion

- Advertising on Knitty.com, Knitters-Review.com, and CrazyAuntPurl.com
- Advertising on Craftzine.com, Craftster.org, Makezine.com, and DIYIdeas.com
- Feature on Potter Craft News blog
- Google AdWords campaign

### Outreach to Tea Associations, Tea Houses, and Other Related Groups



Crafts & Hobbies—Knitting (CRA015000)  
8½ x 10⅞; 144 pages; 70 full-color photos  
Hardcover ISBN/EAN: 978-0-307-352217  
\$32.50 (Canada: \$37.95)  
On Sale 2/24/09

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



# MOTHER - DAUGHTER KNITS

30 Designs to Flatter and  
Sally Melville and  
Caddy Melville Ledbetter





Knitting superstar Sally Melville teams up with her daughter, Caddy Melville Ledbetter, to present a book of 30 classic patterns that flatter and fit women of all ages.

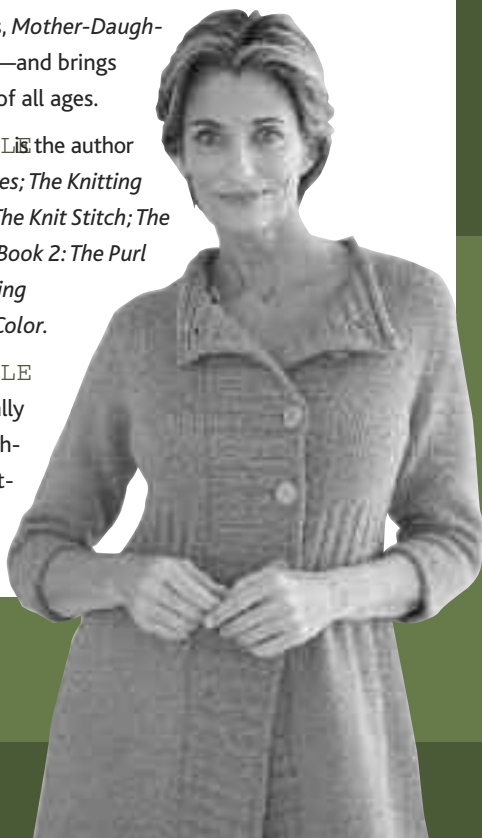
After 50 years of knitting, Sally Melville has become a guru of classic styles and form-flattering knits. In *Mother-Daughter Knits* she collaborates with her daughter to deliver a book full of fresh designs for knitters of all ages, skill levels, and body types. *Mother-Daughter Knits* contains 30 detailed and easy-to-follow patterns for garments and accessories such as:

- A slimming Jackie Kennedy–style Camelot Coat
- A reversible tank top with a scoop neck
- A Jane Austen–inspired jacket with empire waist
- A flirty top that enhances feminine curves

With patterns for both classic and avant-garde designs, *Mother-Daughter Knits* appeals to—and brings together—knitters of all ages.

SALLY MELVILLE is the author of *Sally Melville Styles*; *The Knitting Experience Book 1: The Knit Stitch*; *The Knitting Experience Book 2: The Purl Stitch*; and *The Knitting Experience Book 3: Color*.

CADDY MELVILLE LEDBETTER is Sally Melville's only daughter. She teaches knitting classes and designs knitwear.



### National Publicity

### 20-City Radio Satellite Tour

### Tie-In with Author's Teaching Schedule

### Online Promotion

- USA Today online campaign
- Advertising on Knitty.com, Knitters-Review.com, and CrazyAuntPurl.com
- Advertising on Craftzine.com, Craftster.org, Makezine.com, and DIYIdeas.com
- Feature on Potter Craft News blog
- Google AdWords campaign



Crafts & Hobbies—Knitting (CRA015000)

8½ x 10⅞; 160 pages

70 full-color photos; 30 black-and-white illustrations

Hardcover ISBN/EAN: 978-0-307-40872-3

\$29.95 (Canada: \$34.00)

On Sale 3/17/09

All rights: Crown





# Origami Card Craft

30 Clever Cards and Envelopes to Fold

By Karen Elaine Thomas

*Combining card-making techniques with origami-inspired folds, the 30 simple card and envelope projects in Origami Card Craft do more than open: They unfold, expand, fan out, pop up, and even hold hidden messages.*

In the time it takes to pick out a card at the store, you can make a beautiful, handmade origami card specifically designed for your special someone. These aren't your same-old, same-old rubber-stamp-and-glitter homemade greeting cards. Master papercrafter Karen Elaine Thomas's origami-based projects give cards new life with flip-ups and foldouts—and they are easy enough for a beginner to create.

From the simple Pinwheel Card, perfect for a child's birthday, to the more advanced Crane Card, modeled after an origami crane, these cards provide the perfect opportunity to experiment with new techniques and create fun, personal greetings for any occasion.

**KAREN ELAINE THOMAS** is the creative director for Yasutomo and Company. She teaches papercrafts workshops at national trade and art shows and has been a regular guest on HGTV's *Carol Duvall Show*, the DIY Network, and CraftTVWeekly.com. Her work has also appeared in *American Artist*, *Rubber Stamper*, and *Paper Crafts*. Visit her at [KarenElaine.com](http://KarenElaine.com) and [OrigamiCardCraft.com](http://OrigamiCardCraft.com).

## National Publicity

### Tie-In with Author Appearances

#### Online Promotion

- Advertising on Craftzine.com, Craftster.org, Makezine.com, and DIYIdeas.com
- Cross-promotion at author's website, [KarenElaine.com](http://KarenElaine.com)
- Feature on Potter Craft News blog
- Google AdWords campaign

### Cross-Promotion with Yasutomo and Company

### Outreach to Paper, Card, and Origami Enthusiasts



Crafts & Hobbies—Papercrafts (CRA025000)

8½ x 10⅞; 128 pages; 35 full-color photos;

400 black-and-white line drawings

Paper with flaps ISBN/EAN: 978-0-307-40840-2

\$21.95 (Canada: \$25.00)

On Sale 3/17/09

All rights: Crown



# Chic Metal

Modern Metal Jewelry to Make at Home

By Victoria Tillotson

*For jewelry lovers who want to take the next step beyond beading and wire-wrapping and to start working with metal, Chic Metal is the ultimate guide—with 30 metalworking projects for all skill levels.*

**M**any crafters may not believe that they can make real silver and gold jewelry at home. But the truth of the matter is, all one needs to get started is a small desktop workspace and a few tools that most people already own.

Jewelry designer and metalworking expert Victoria Tillotson walks readers through every step of the process, from setting up a workspace, to making simple hammered wire earrings to crafting rings set with stones. Even the most advanced pieces don't require anything more complicated than a crème brûlée torch. Organized by the tools and skills needed for each project, *Chic Metal* makes it simple for even a beginner to get started making beautiful chandelier earrings, hip pendants, and even cocktail rings. You'll never look at jewelry making the same way again!

**VICTORIA TILLOTSON** lives in New York City, where she teaches beginner metalworking classes at the School of Visual Arts and creates and sells her line of modern metal jewelry. Her pieces have appeared in *Lucky* and *Bust*, and have adorned celebrities including Scarlett Johansson, Halle Berry, Reese Witherspoon, Gwen Stefani, and Drew Barrymore. Visit her online at [VictoriaTillotson.com](http://VictoriaTillotson.com).

## National Publicity

### Tie-In with Author's Class Schedule

#### Online Promotion

- Advertising on Gawker.com and Defamer.com
- Advertising on Craftzine.com, Craftster.org, Makezine.com, and DIYIdeas.com
- Feature on Potter Craft News Blog
- Google AdWords campaign



Crafts & Hobbies—Jewelry (CRA014000)

8½ x 10⅞; 160 pages

40 full-color photos; 100 black-and-white illustrations

Paper with flaps ISBN/EAN: 978-0-307-40919-5

\$24.95 (Canada: \$27.95)

On Sale 4/7/09

All rights: Crown



### National Publicity

### Tie-In with Author Appearances

### Online Promotion

- Advertising on ApartmentTherapy.com
- Feature on Potter Craft News blog
- Google AdWords campaign

# Felt Furnishings

## 25 Projects for Contemporary Home Accessories

By Anne Kyyrö Quinn

*Textile designer Anne Kyyrö Quinn shares her unique take on home sewing with 25 stylish and sophisticated projects made from her fabric of choice: felt.*

In *Felt Furnishings*, Anne Kyyrö Quinn presents 25 stunning designs for chic home furnishings and accessories, all using durable and easy-to-find felt.

Felt is an ideal material for home sewing—it's soft, sturdy, holds its shape, and resists fraying. The one-of-a-kind projects in *Felt Furnishings* feature the trademarks of Quinn's style: boldness combined with simplicity, rich texture, and multidimensional surfaces. The projects—among them a circular rosette pillow, a stylish drum lampshade, a table runner with decorative cutouts, and a cozy appliquéd throw—use a variety of techniques: ruching, pleating, gathering, rolling, slicing, and more. All the pieces are sure to add fashionable style, and soft comfort, to any living space.

Influenced by organic shapes and designed to harmonize with any interior, Quinn's pieces are as much a joy to look at as they are to touch. With beautiful photography and comprehensive how-to photos, even those who have never sewn before will be drawn to *Felt Furnishings*.

**ANNE KYRÖ QUINN's** products are distributed in showrooms and retail outlets around the world. She exhibits regularly at the New York International Gift Fair and the International Contemporary Furniture Fair. Anne lives in London.



Crafts & Hobbies—Sewing (CRA035000)

9 x 9 1/4; 144 pages; 200 full-color photos

Hardcover ISBN/EAN: 978-0-307-45151-4

\$25.00 (Canada: \$28.00)

On Sale 4/14/09

British: Jacqui Small, LLP

Translation: Jacqui Small, LLP

First Serial: Crown

Audio: Jacqui Small, LLP



# Hip to Hem

Simple-to-Sew Clothes for Every Season

By Christine Haynes

*For anyone who wants to make her own clothes, here is a collection of stylish and simple projects even the most discerning fashion plate would never guess was home-sewn.*

**H**omemade clothing certainly doesn't need to look that way! In *Hip to Hem*, clothing designer Christine Haynes offers more than 20 stylish projects that give readers of any sewing ability the tools to create everything from a simple wrap skirt to a sophisticated cocktail dress.

Haynes's chic pieces are designed to flatter any figure, and each garment has endless variations: remove sleeves, add a ruffle, change the fabric, and turn a top into a dress. Fashion-savvy gals can find four seasons' worth of wardrobe in these colorful pages: a perfect-for-spring Sunday dress, a summery a-line skirt, a light fall jacket, a warm winter cape. All the staples are covered—sundresses, gowns, tops, skirts, even lingerie. With an extensive section on sewing and pattern-reading basics, *Hip to Hem* gives even beginner sewers everything they need to create a chic piece in an afternoon. The wire-o format makes this book easy to work with, and an interior pocket contains full-size pattern pieces for the garments.

A graduate of the School of the Art Institute of Chicago, **CHRISTINE HAYNES** created an eponymous clothing line that is sold in specialty boutiques across the country and abroad. Her work has been featured in the media, from the *New York Times* and *LA Weekly* to DailyCandy.com and *Today*. She lives in Los Angeles. Visit her at ChristineHaynes.com.

## National Publicity

### Tie-In with Author Appearances

#### Online Promotion

- Advertising on Craftzine.com, Craftster.org, Makezine.com, and DIYIdeas.com
- Cross-promotion with author's website and blog, ChristineHaynes.com and HipToHem.com
- Feature on Potter Craft News blog
- Google AdWords campaign

### Promotion at Renegade Craft Fair, Felt Club, and Other Major Events



Crafts & Hobbies—Sewing (CRA035000)

8 3/4 x 9 1/4; 128 pages; 75 full-color photos

Hardcover with enclosed wire-o ISBN/EAN: 978-0-307-45109-5

\$27.50 (Canada: \$32.00)

On Sale 4/14/09

All rights: Crown



# Socks from the Toe Up

Essential Techniques and Patterns  
from Wendy Knits

By Wendy D. Johnson

*Sock knitting is a bona fide craze these days, and the blogger behind WendyKnits.net presents the only book devoted entirely to toe-up sock patterns and techniques.*

Socks just might be the perfect project: They require little yarn, are easy to transport, and are quick to complete. But most crafters learn to knit from the top of the sock down to the toe—and in the process are easily put off by grafting and the chance of running out of yarn partway through. Sharing these same frustrations, author and lifelong knitter Wendy Johnson created her own formula for toe-up knitting, and in *Socks from the Toe Up* she reveals her secrets, as well as 20 of her original designs.

Wendy distills her years of experience as she thoroughly explains various options for cast-ons, toes, heels, and bind-offs. She offers expert advice on choosing yarns, selecting needles, and achieving a great fit. Whether they are experienced sock knitters looking for new techniques or beginners ready to try socks for the first time, knitters are sure to find just the right pattern, from easy lace socks to cabled designs and even socks made from sport weight yarn. Wendy also gives readers all the tools for creating unique designs of their own.

**WENDY D. JOHNSON** is creator of the popular blog WendyKnits.net, which receives more than 80,000 unique visitors per month. She has been quoted or featured in many knitting magazines, and her blog has twice been nominated "Best Hobby Blog" by the Blogger's Choice Awards. She is the author of *Wendy Knits*. Visit her online at WendyKnits.net.

## National Publicity

### Tie-In with Author Appearance Schedule

### Online Promotion

- Advertising on Knitty.com, Knitters-Review.com, and CrazyAuntPurl.com
- Advertising on Craftzine.com, Craftster.org, Makezine.com, and DIYIdeas.com
- Cross-promotion at author's website, WendyKnits.net
- Feature on Potter Craft News blog
- Google AdWords campaign

### Outreach to Sock Clubs



Crafts & Hobbies—Knitting (CRA015000)

7<sup>1</sup>/<sub>16</sub> x 10; 128 pages; 60 full-color photos

Paper with flaps ISBN/EAN: 978-0-307-44944-3

\$22.95 (Canada: \$25.95)

On Sale 4/14/09

All rights: Crown



# discussion group guides

**VISIT [READITFORWARD.COM](http://READITFORWARD.COM)**—our one-stop online resource for book groups—for downloadable discussion guides, the seasonal book group e-newsletter, advance reader's edition giveaways, "invite the author" book chats, book reviews, author interviews, book group troubleshooting, and more!

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The following discussion guides will be printed in the finished paperbacks. They will also be available online one month before the book's on-sale date. To download, please visit [ReadItForward.com](http://ReadItForward.com).

**FROM THREE RIVERS PRESS:**

- The Dark Lantern
  - River of Heaven
  - The Third Angel
  - You Don't Have to Be Wrong For Me to Be Right
- 

The following discussion guides will be available online one month before the hard-cover's on-sale date. To download, please visit [ReadItForward.com](http://ReadItForward.com).

**FROM SHAYE AREHEART BOOKS:**

- The Last Secret
- Water, Stone, Heart

**FROM BELL TOWER:**

- A Code of Jewish Ethics, Volume 2 [also available in packs of 10, ISBN 978-0-307-45391-4]



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<i>13 Is the New 18*</i> . . . . .	44	Gaines, Steven . . . . .	38–41
<i>6-Week Cure for the Middle-Aged Middle, The</i> . . . .	42–43	<i>Gale Gand's Brunch!</i> . . . . .	91
<i>Age of Reagan: The Conservative Counterrevolution, The</i> .	74	Gand, Gale . . . . .	91
Amen, Daniel G., M.D. . . . .	8	Gates, Henry Louis, Jr.* . . . .	52
<i>Angels of Destruction</i> . . . . .	15–17	<i>Glass Engraving</i> . . . . .	109
<i>Art of Tile, The</i> . . . . .	84	<i>Golden Door Cooks at Home</i> . . . . .	98
Aysta, Joyce* . . . . .	108	Gottelier, Jane . . . . .	111
<i>BabyCakes</i> . . . . .	95–97	Gottelier, Patrick . . . . .	111
Baniel, Anat . . . . .	30–31	Granger, Chris . . . . .	85–87
Benimoff, Roger . . . . .	62	Greenwald, Rachel . . . . .	54–55
Bianchini, Maria Victoria Garrido* . . . . .	108	Harpaz, Beth J.* . . . .	44
<i>Birthday Present, The</i> . . . . .	20	Haynes, Christine* . . . . .	117
Cano-Murillo, Kathy* . . . . .	110	Hayward, Steven F. . . . .	74
<i>Cartwheels in a Sari</i> . . . . .	24	<i>Hip to Hem*</i> . . . . .	117
Chatzky, Jean . . . . .	60–61	Hoppen, Stephanie . . . . .	99
<i>Chic Metal</i> . . . . .	115	Horowitz, David . . . . .	63
Chopra, Deepak . . . . .	12–13	<i>In Search of Our Roots*</i> . . . . .	52
Clineff, Kindra . . . . .	81	<i>Inheritance, The</i> . . . . .	4–7
<i>Code of Jewish Ethics, Volume 2, A</i> . . . . .	14	<i>It Doesn't Count If</i> . . . . .	77
Colicchio, Tom . . . . .	88–89	Johanson, Donald . . . . .	22–23
Comfort, Dr. Alex . . . . .	37	Johnson, Wendy D.* . . . .	118
Conant, Eve . . . . .	62	<i>Joy of Sex, The</i> . . . . .	37
<i>Contagious</i> . . . . .	36	<i>Joyful Wisdom</i> . . . . .	28–29
<i>Cracking the Growth Code</i> . . . . .	45	Kaushal, Anita . . . . .	80
<i>Crafty Chica's Guide to Artful Sewing, The*</i> . . . . .	110	<i>Knitting and Tea</i> . . . . .	111
<i>Difference, The</i> . . . . .	60–61	Laksin, Jacob . . . . .	63
diRollo, Elaine . . . . .	56	<i>Last Secret, The</i> . . . . .	25–27
Dobyns, Jay . . . . .	46–49	Ledbetter, Caddy Melville* . . . . .	112–113
Donohue, Keith . . . . .	15–17	Levine, James, M.D. . . . .	58–59
Eades, Mary Dan, M.D. . . . .	42–43	Liedtka, Jeanne . . . . .	45
Eades, Michael R., M.D. . . . .	42–43	Link, Donald . . . . .	85–87
<i>Emotional Freedom</i> . . . . .	18–19	Lucano, Sonia . . . . .	109
<i>Faith Under Fire</i> . . . . .	62	<i>Lucy's Legacy</i> . . . . .	22–23
<i>Felt Furnishings</i> . . . . .	116	<i>Magnificent Mind at Any Age</i> . . . . .	8
Fetherling, Dale . . . . .	53	Martha Stewart Living Magazine . . . . .	106–107
<i>Fidel's Last Days</i> . . . . .	9–11	<i>Martha Stewart's Encyclopedia of Crafts</i> . . . . .	106–107
Fink, Anne-Marie . . . . .	66	Martin, Tovah . . . . .	81
Fisher, Marshall Jon . . . . .	71–73	Matheson, Christie* . . . . .	91
<i>Fool's Paradise</i> . . . . .	38–41	Mathieson, Sherrie* . . . . .	94
Forbes, Steve . . . . .	64–65	McCafferty, Megan* . . . . .	67–69
Fredrickson, Barbara . . . . .	50–51	McKenna, Erin . . . . .	95–97
		Melville, Sally . . . . .	112–113

Melville, Sally\* . . . . . 112–113  
 Merullo, Roland . . . . . 9–11  
 Moore, Wendy . . . . . 57  
 Morris, Mary McGarry . . . . . 25–27  
*Mother-Daughter Knits\** . . . . . 112–113  
*Move into Life* . . . . . 30–31

*New Terrarium, The* . . . . . 81  
*No Angel* . . . . . 46–49  
*No Right to Remain Silent* . . . . . 21  
 North, Will . . . . . 32

*Once in a Lifetime Trips* . . . . . 92–93  
*One Party Classroom* . . . . . 63  
*Origami Card Craft\** . . . . . 114  
 Orloff, Judith, M.D. . . . . 18–19  
 Ortuzar, Sisha . . . . . 88–89

*P. Allen Smith's Bringing the Garden Indoors* . . . . 78–79  
*Paper Architect, The\** . . . . . 108  
*Peachgrowers' Almanac, The* . . . . . 56  
*Perfect Curtains* . . . . . 99  
*Perfect Fifths\** . . . . . 67–69  
*Positivity* . . . . . 50–51  
*Power, Ambition, Glory* . . . . . 64–65  
 Prevas, John . . . . . 64–65

Quinn, Anne Kyyrö . . . . . 116

*Real Cajun* . . . . . 85–87  
*Real Leaders Don't Do PowerPoint* . . . . . 53  
*Reinventing the Body, Resurrecting the Soul* . . . . 12–13  
*Relaxed Cooking with Curtis Stone* . . . . . 82–83  
*Renzi, Jen* . . . . . 84  
*Return to Slender* . . . . . 58–59  
 Ritter, Ben . . . . . 84  
 Rosen, Robert . . . . . 45  
 Roy, Lucinda . . . . . 21  
 Rucker, Dean . . . . . 98  
*Rules of the Moneymakers* . . . . . 66

Sanger, David E. . . . . 4–7  
 Santella, Chris . . . . . 92–93  
 Sass, Lorna . . . . . 76  
 Shelton-Johnson, Nils . . . . . 46–49  
 Sigler, Scott . . . . . 36  
 Siliakus, Ingrid\* . . . . . 108

Smith, P. Allen . . . . . 78–79  
*Socks from the Toe Up\** . . . . . 118  
*Steal This Style\** . . . . . 94  
 Stern, Tracy . . . . . 90  
 Stets, Marah . . . . . 98  
 Stewart, Martha . . . . . 106–107  
 Stone, Curtis . . . . . 82–83  
 Swanson, Eric . . . . . 28–29

Tamm, Jayanti . . . . . 24  
*Tea for You* . . . . . 90  
 Telushkin, Joseph, Rabbi . . . . . 14  
*Terrible Splendor, A* . . . . . 71–73  
 Thomas, Karen Elaine\* . . . . . 114  
 Tillotson, Victoria . . . . . 115  
*Together We Go* . . . . . 80

Vine, Barbara . . . . . 20

*Water, Stone, Heart* . . . . . 32  
*Wedlock* . . . . . 57  
 Weller, Anthony . . . . . 70  
 Weller, George . . . . . 70  
 Weller's War . . . . . 70  
 Westmoor, Daisy . . . . . 77  
*Whole Grains for Busy People* . . . . . 76  
*Why He Didn't Call You Back* . . . . . 54–55  
*'wichcraft* . . . . . 88–89  
 Wiltbank, Robert . . . . . 45  
 Witt, Christopher . . . . . 53  
 Wong, Kate . . . . . 22–23

Yongey Mingyur, Rinpoche . . . . . 28–29

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