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**The
Crown
Publishing
Group**

KEEP
REFRIGERATED

**Shaye Areheart Books
Harmony Books
Bell Tower Books**

**SUMMER
2006**

NET WT 16 OZ (1 LB)

4% FAMOUS

A NOVEL

Deborah
Schoeneman

has covered gossip, nightlife, and society for the *New York Observer*, the *New York Post*, and *New York Magazine*, for which she is still a contributing editor. A graduate of Cornell University, she lives in New York City and now only gossips recreationally. This is her first novel.

Fresh, intimate, and always entertaining, *4% Famous* follows three young **up-and-coming gossip columnists** as they navigate the ruthless underworld of the Manhattan celebrity and gossip trade.

Kate Simon is new to the dirty world of **celebrity secrets** when beginner's luck lands her a job writing one of the city's top gossip columns. In the whirl of parties and openings, Kate meets **Marco Mancini, the hot new chef of the moment**. When the two begin to date, her efforts to help his rising stardom through good coverage start to take its toll on her career and conscience. Meanwhile, her new cohort, **tabloid gossip columnist Tim**, whose jaded attitude and relentless partying lifestyle have made him the top in the field, shows Kate the tricks of the trade. Then there's **Blake, a glossy columnist** who uses his job to rebel against his wealthy Upper East Side family even as he seeks their approval.

How the trio calculate the percentage points of fame without losing themselves is the subject of this addictively readable novel about the gossip industry—full of glamour, **boldfaced** games, and characters as dark and bizarre as **New York City** itself.



@ Henry Leutwyler



National Publicity

20-City Satellite Radio Campaign with Special Attention to Morning Drive Time

Author Interviews

out of New York

Included in Targeted Summer Round-Up Outreach to Top Media Outlets Around the Country

Targeted Mailing to Author's Big Mouth Media List

Cross-Promotion with *New York Magazine*

Online Advertising

Gossip and celebrity blogs



Fiction (FIC000000)

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

0-307-23746-X. \$21.95 hardcover (Canada: \$29.95)

EAN Code 9780307237460

On Sale 5/9/06

British: Crown

Translation: The Robbins Office, Inc

1st Serial: The Robbins Office, Inc

Audio: The Robbins Office, Inc

Slipstream

A novel by **LESLIE LARSON**

"A genuinely startling novel...Larson's people are alive on the page, and they pulled me along with them as things got scarier and scarier until...Well, you have to read the book to learn that—and trust me, it will be worth it."
—Dorothy Allison

In *Slipstream*, Leslie Larson traces the intersecting paths of five characters as each struggles to stay afloat in the face of major setbacks, minor failures, and the reckless pursuit of an elusive second chance. When Rudy loses his job cleaning jets at the airport, his sanity and his marriage threaten to follow. While his wife, Inez, secretly saves her pennies and plots an escape, his coworker Wylie, a bartender at LAX, is about to receive the surprise of his life. Meanwhile, Wylie's brother, Logan, newly released from jail, tries desperately to stay out of trouble while traipsing through a minefield of temptation. And Logan's daughter, Jewell, is nursing a heart broken once by an unfaithful girlfriend and again by a father who can't seem to stick around. Though they don't know it, these five people are headed toward an explosive event that will have consequences for them all.

Deftly weaving suspense, humor, and revelation, *Slipstream* is a rich human drama with the breathless pace of a thriller and the soul of classic noir.



“Leslie Larson is a writer of tales that are hilarious and heartbreaking at once—no easy feat, but the mark of great storytelling. She has honored the lives of the working class by telling their version of our times.” —Sandra Cisneros

“In Leslie Larson’s novel *Slipstream*, the question is not *why* we leave but *that* we leave again and again, each time set against the incredible drama of our surreal lives. She inhabits her sharp, incisive, smart novel with lives we know and know of, sometimes too closely.”

—Lois-Ann Yamanaka, author of *Behold the Many*

“As Leslie Larson reminds us in this brilliant novel, everyone in L.A. is just three degrees of separation from the next small apocalypse.”

—Mike Davis, author of *City of Quartz*

“This exceptional first novel is pitch perfect in its authentic, insightful portrayals of fatefully intersecting lives.... The writing is pure pleasure —as clean and clear as glass.”

—Katherine V. Forrest,
author of *Hancock Park*
and *Curious Wind*

LESLIE LARSON lives in Berkeley, California. This is her first novel.



National Publicity

Targeted First Fiction Outreach
and Off-the-Book Page Coverage

Targeted Bookseller Mailing

Advance Readers Edition Available

Author Interviews
out of San Francisco



Fiction—Literary (FIC019000)

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

0-307-33799-5. \$23.95 hardcover (Canada: \$31.95)

EAN Code 9780307337993

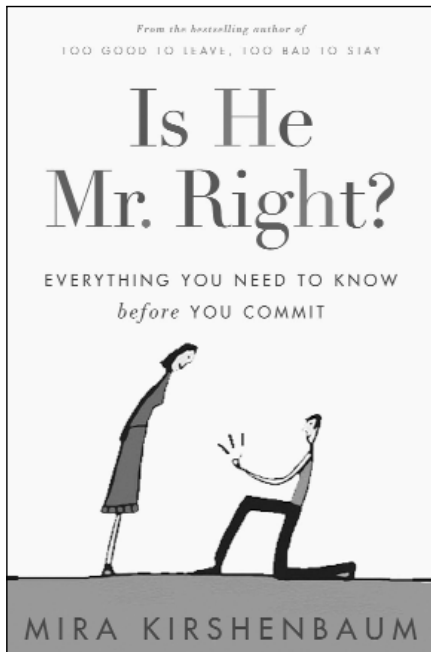
On Sale 5/16/06

British: Crown

Translation: Crown

1st Serial: Stuart Bernstein Representation

Audio: Crown



National Publicity

Author interviews
out of Boston and New York

Targeted Mailing to Therapist
Organizations

Online Promotion
SelfGrowth.com

Also by Mira Kirshenbaum

The Weekend Marriage

1-4000-8098-3

\$23.00 hardcover (Canada: \$33.00)

Everything Happens for a Reason

1-4000-8321-4

\$12.00 paper (Canada: \$17.00)

Is He Mr. Right?

Everything You Need to Know
Before You Commit

By Mira Kirshenbaum

Is He Mr. Right? provides practical, honest guidance and tough truths for those who are struggling to decide if they should commit to their relationship.

With more people marrying later and having a greater number of serious relationships beforehand, women are entering relationships haunted by the ghosts of more exes than ever before. Fears of being hurt, committing to the wrong person, or ending up alone make women increasingly prone to self-doubt, and the decision to commit to someone has become even more complicated.

Is He Mr. Right? is a clear and comprehensive guide to making the right choice from relationship expert Mira Kirshenbaum, author of the classic *Too Good to Leave, Too Bad to Stay*. Based on the feedback of hundreds of women, *Is He Mr. Right?* is the book readers need so they'll be less likely to marry someone they'll have to divorce. With humor and clarity, it gives readers everything they need to find the certainty they've been hungry for.

MIRA KIRSHENBAUM is a psychotherapist and the clinical director of the Chestnut Hill Institute in Boston, where she has practiced for more than 25 years. She is the author of eight previous books.



Self-Help (SEL000000)

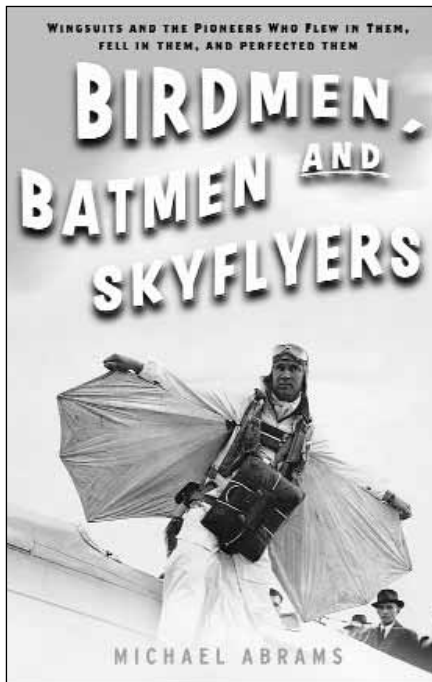
5½ x 8¼; 224 pages

0-307-33673-5. \$23.00 hardcover (Canada: \$33.00)

EAN Code 9780307336736

On Sale 5/23/06

British: Howard Morhaim Literary Agency, Inc
Translation: Howard Morhaim Literary Agency, Inc
1st Serial: Crown
Audio: Crown



National Publicity

National Public Radio Campaign

Author Interviews out of New York

Advertising *Aviation Weekly* and other trade journals

Targeted Mailing to Aviation Museums and Skydiving Shops

Easel-Backed Poster Available Ask your Random House rep for details

Online Promotion Outreach to skydiver, aviator, and extreme sports websites

Birdmen, Batmen, and Skyflyers

Wingsuits and the Pioneers Who Flew in
Them, Fell in Them, and Perfected Them

By Michael Abrams

A lively history of flight with wings, Birdmen, Batmen, and Skyflyers celebrates the most daring, inventive, and sometimes insane geniuses ever to take to the sky.

People have wanted to fly with wings since the dawn of history—and they've been killing themselves trying for just as long. A chronicle of wrenching failure and glorious victory, *Birdmen, Batmen, and Skyflyers* takes a look at the obsessed geniuses and eccentric lunatics through the ages who have used feathers and whalebone, leather and wood, taffeta, mica, canvas, and a host of other materials in an attempt to achieve winged flight.

Today, modern-day innovators are still strapping wings—though decidedly more high-tech versions—to their backs and taking to the skies. In *Birdmen, Batmen, and Skyflyers*, author Michael Abrams, who consorted with these sky-flying daredevils in the air, gives us a gritty and humorous bird's-eye view of what it's like to fly with wings—or try, anyway.

MICHAEL ABRAMS is a freelance writer based in New York City.



Transportation—Aviation—History (TRA002010)
5½ x 8¼; 240 pages; 8 black-and-white photographs
16-page black-and-white insert
1-4000-5491-5. \$23.95 hardcover (Canada: \$31.95)
EAN Code 9781400054916
On Sale 5/23/06

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Translation: Crown
1st Serial: Sanford J. Greenburger Assoc. Inc
Audio: Crown



BIRDMEN, BATMEN AND SKYFLYERS

AN EXCERPT

It was August 1935, at Iowa's state fair, and 35,000 people had wrenched themselves from the riveting site of prize hogs and well-fed angus to watch Clem Sohn soar through the sky. Sohn took off facing the rear of the small plane so that he could get out without knocking the wing. "It's going to be a job getting out of here," he told a reporter. It was also going to be a job getting to the ground. After he swooped and spiraled through the air, the wind took him off course, and when he touched down he found himself on Grand Avenue, in the middle of traffic heading to the fair. The crowd soon found him and followed him around, groupie-like.

One fan was more affected than the others—a red-haired young man from Milford

named Roland Kumzak. As soon as Kumzak saw Sohn in the air he knew that he too wanted to be a batman. Before two months were out, he was.

Milford's Junior Chamber of Commerce was putting on an air show for the Spencer airport and, having heard of Kumzak's aspirations, they offered him fifty dollars to make a winged jump. This was before Kumzak had made any kind of jump at all, but such were his dreams that he signed the contract anyway.

If that seems reckless to you, you will be glad to know that you are in agreement with the Milford Business Men's Association: they wrote to the Junior Chamber of Commerce telling them to call the thing off. And the Junior Chamber of Commerce



was ready to comply until Kumzak explained that fifty bucks or no fifty bucks he was making the jump.

On the day of the air show, Kumzak arrived at the airport in an outfit similar to Sohn's. But where Sohn's wings were scalloped, like a bat's, Kumzak's were square. They were bound together across the torso with two straps, and each wing had its own frame. After waiting half the day for the weather to clear, he was saddened to find that he could not fit inside the airplane, as his wings were too big. But the lad persevered, and eventually a roomier Travel-Aire was found, allowing him to jump, after a full day of nerves, at 5:50.

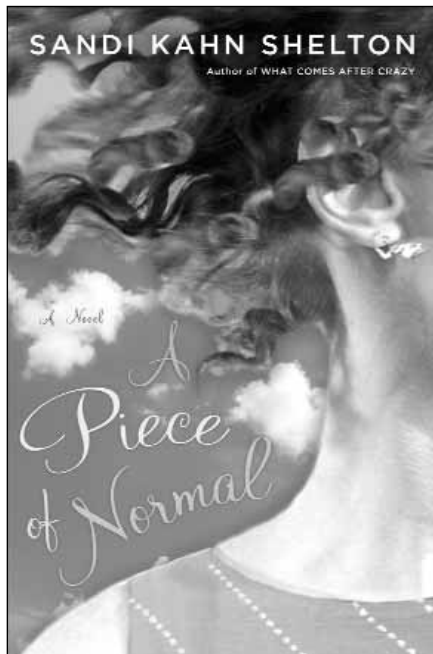
As soon as he hit the air, he found himself on his back. He managed to right himself and open his wings but then found himself beginning to roll. He fought to stop it but was thrown into a head-pounding spin, turning faster as he descended. At around 5,000 feet, he was conscious enough to notice that the ground seemed to be rushing up at him—he knew it was time to pull. Apparently Kumzak opened both parachutes at the same time, and together they

placed him safely, if awkwardly, on the ground a mile and a half from the airport.

Kumzak took this first flight as an educational one. "That's when I learned my big lesson about this batman business," Kumzak said. "I think the whole secret is in the beginning of the downward fall."

The Milford Business Men's Association was apparently persuaded that if you could survive one bat-wing jump, you could survive them all. A month later they asked Kumzak to make a jump at a high school football game. So while Terrill and Milford cooled their rivalries during half time, Kumzak flew down to them from an altitude of 10,000 feet. No malfunctions were reported at this half-time show.

While Clem Sohn went on to tour Europe, Kumzak was working his way through the Midwest, trying his best to be known as "The Hawk." But he could never shake being called simply "The Iowa Bat Man." By the time another Iowa state fair had rolled around, Kumzak had made thirty-five jumps with his wings and spoke of loving the batman life, which was filled with "plenty of fresh air."



National Print Attention

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Focus on Key Coastal Markets in
CT and MA

Targeted Summer Round-up
Outreach

Bookseller Mailing Tie-In with
Special Book Group "Extras"
Paperback Edition of *What Comes
After Crazy*

Also by Sandi Kahn Shelton

What Comes After Crazy
1-4000-8295-1
\$19.95 (Canada: \$27.95)

A Piece of Normal

A Novel

By Sandi Kahn Shelton

From the author of What Comes After Crazy comes a hilarious and poignant tale, chronicling the reconnection of two sisters after years of tension and secrets.

Advice columnist Lily Brown is still close with her ex-husband. So close that Lily routinely sets him up on dates and then commiserates with him when things don't go well. But Teddy isn't the only one who can't seem to move on. Lily loves her quiet life with her four-year-old son, living in the house she grew up in, and she'd be the first to say she doesn't want any excitement.

But life has a way of changing your plans. When Lily's troubled, long-lost sister Dana returns to their childhood home 10 years after their parents' deaths, not only does she bring some much-needed energy and pizzazz, she also makes Lily face a long-buried family secret, one that changes Lily's idea of herself and the true meaning of family forever.

Praise for *What Comes After Crazy*:

"A zany, affecting first novel...Plenty of laughs here."

—*People*

"Funny, funny, funny, from page one...Shelton's writing sparkles with humor and insight."

—Lolly Winston, author of *Good Grief*

Former "Wit's End" columnist for *Working Mother*, **SANDI KAHN SHELTON** is a feature writer for the *New Haven Register* and regular contributor to women's magazines. She lives in Guilford, Connecticut.



Fiction (FIC000000)

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

1-4000-9731-2. \$21.00 hardcover (Canada: \$28.00)

EAN Code 9781400097319

On Sale 6/6/06

All Rights: Crown



National Print Attention

Author Events and Interviews
out of New York

Advance Reader's Edition
Available

Discussion Group Guide Available
on CrownPublishing.com

Targeted Mailing to Book Group
Coordinators

Cross-Promotion with American
Latvian Association

Online Promotion

National reading group guide promo-
tion on book club websites

Red Weather

A Novel

By Pauls Toutonghi

A young Latvian-American teenager struggles to understand himself—and his immigrant parents—in Red Weather, the stunning debut novel from Pushcart Prize-winner Pauls Toutonghi.

"Red Weather introduces a wonderful new character to the world of fiction—Rudolfi Balodis—a hero, a thief, an ex-communist, an alcoholic, a janitor, a Latvian, a singer of the blues, and above all else, a father. A comic tale of immigrants in Milwaukee...[This is] a first rate novel about the conflicts, love, and ultimate understanding between fathers and sons. I laughed, I cried, I ate borscht." —Hannah Tinti, author of *Animal Crackers*

"Gary Shteyngart meets David Sedaris meets Frank McCourt. In other words, [Pauls Toutonghi is] whip smart and hilarious and *Red Weather* is a guaranteed knockout." —Darin Strauss, author of *Chang and Eng* and *The Real McCoy*

"Pauls Toutonghi's humor is imbued with a rare generosity of spirit. And, with his debut novel, he has written a moving and entertaining love letter to youth, to family, to his heritage, and, perhaps most important, to Milwaukee, a city that is woefully underrepresented in contemporary fiction." —Adam Langer, author of *Crossing California* and *The Washington Story*

PAULS TOUTONGHI has been published in *The Boston Review*, *The Pittsburgh Quarterly*, and *Book Magazine*, and was the winner of the First Annual Zoetrope: All-Story Short Fiction Contest. He lives in New York City.



Fiction (FIC000000)

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

0-307-33675-1. \$23.00 hardcover (Canada: \$30.00)

EAN Code 9780307336750

On Sale 5/23/06

British: Renee Zuckerbrot Literary Agy, LLC

Translation: Renee Zuckerbrot Literary Agy, LLC

1st Serial: Crown

Audio: Crown



red weather

prologue

My dad, drunk again and singing.

In a previous life of his, my dad dreamed of becoming a country and western singer. The fact that he'd lived this life in a concrete apartment tower in a suburb of Riga, Latvia, seems not to have mattered.

In his dreams of the country and western life, my dad would wear rhinestone-cruled spurs and a black pancake of a Stetson. He'd make his home on the outskirts of Nashville, Tennessee. He'd have a bluetick hound, or perhaps even two bluetick hounds, and at sunset when the light was just so, he'd drink bourbon and mourn the loss of the old American music. He (Rudolfs Balodis, the Lonely Latvian) and his band (the Tragic Trio) would win Grammy after Grammy after Grammy. He would not live in Milwaukee, Wisconsin.

He never said this explicitly, of course. But I could infer. He would drink the bourbon—always Heaven Hill Kentucky Bourbon—and sing the classics. They'd pour out along with the alcohol, delivered in an impenetrable Soviet accent: Hank Williams, Jimmie Rodgers, Bob Wills and His Texas Playboys, Moon Mullican and His Texas Wanderers. And he yodeled—how could he not yodel? His pursed lips will forever be stuck in my mind: meaty and sweaty, clean-shaven to the point of razor burn, laboring over this foreign vocabulary.

by pauls toutonghi
an excerpt

from chapter one

Wednesday, August 16, 1989

Milwaukee is not famous. Don't believe the Joseph Schlitz Brewing Company, which has claimed since 1871 that Schlitz is "the beer that made Milwaukee famous." This is an indisputable lie. As a teenage resident of downtown Milwaukee—as an inhabitant of the zip code 53202—I was as anonymous as anyone else in America. There was no fame magically coursing through my city's rusted water pipes. There was no fame in the boarded-up homes and concrete warehouses of my neighborhood.

Schlitz or no Schlitz, my family lived in a four-story building on the border of a Section 8 housing development. We inhabited one wing of the top floor. My mom posted this sign just above our mailbox, in cheerful red ink and Scotch tape:



In Latvian, *balodis* means pigeon. We were a small roost of Soviet immigrant pigeons—just the three of us—huddled together amid the urban decay.

Yes, the apartment was dingy. But dingy in a hopeful way, dingy with a heart. Looking back on it now, fifteen years later, I recognize that it did have certain low-budget flair. There were posters tacked to the walls, or rather, 8½ by 11 advertisements that my mom had carefully torn out of the magazines in the library. These were advertisements of many different sorts: Coca-Cola, Wrangler Jeans, the Toyota Camry. Anything with bright colors or a sense of consumer wealth. She tacked them up behind sheets of plastic, and at night the plastic would catch the lamplight and shimmer. “That, my darling,” she liked to say, “is the most beautiful advertising bulletin, do you not think?”

On the main living room wall there was an enormous *vainags*, a yellow wreath that was made mostly from straw and dried flowers. This *vainags* supposedly brought good luck if you rubbed it, and so there was perpetually a trail of crumbled straw on the floor. That, coupled with the open jar of salt on the dinner table—salt to bring flavor and fertility to our house—made me feel something like a barnyard animal.

We had five rooms: A kitchen, a bathroom, two bedrooms, and a living room. We ate our meals at a table in the kitchen, just the three of us—at times it would get a little lonely. But to my dad, this was the extreme of luxury. “Yuri,” he once told me, “for an apartment similar to this in Riga—you would have to turn in at least four neighbors to the KGB.” He loved the thick, olive-colored shag carpeting. Barefoot—this is how he liked to be when he was home. His feet were enormous and hairy, and slightly redolent of decay. He liked to shuffle through the carpet, to luxuriate his decaying feet in the petroleum fibers.

Invariably, though, my dad would end up drinking on the balcony. I do believe that if the weather had been more cooperative he would have slept there, covered in his nylon sleeping bag, staring up at the stars. Some summer evenings when my parents weren’t fighting they’d drink wine outside and stand uncomfortably close to each other. This would force me to hurry to my bedroom, where I’d burrow under the covers, embarrassed by their affection, and try to read with a flashlight.

BUDDHA or BUST

In Search of Truth, Meaning, Happiness,
and the Man Who Found Them All

Following in the footsteps of the Buddha, on assignment for *National Geographic*, journalist Perry Garfinkel sought to discover the inspiration for Buddhism's growing popularity worldwide. The result is *Buddha or Bust*, a travel memoir that documents a physical, historical, and spiritual journey. Garfinkel visits major sites sacred to Buddhists, meets fascinating characters, and interviews some of the world's renowned Buddhist authorities.

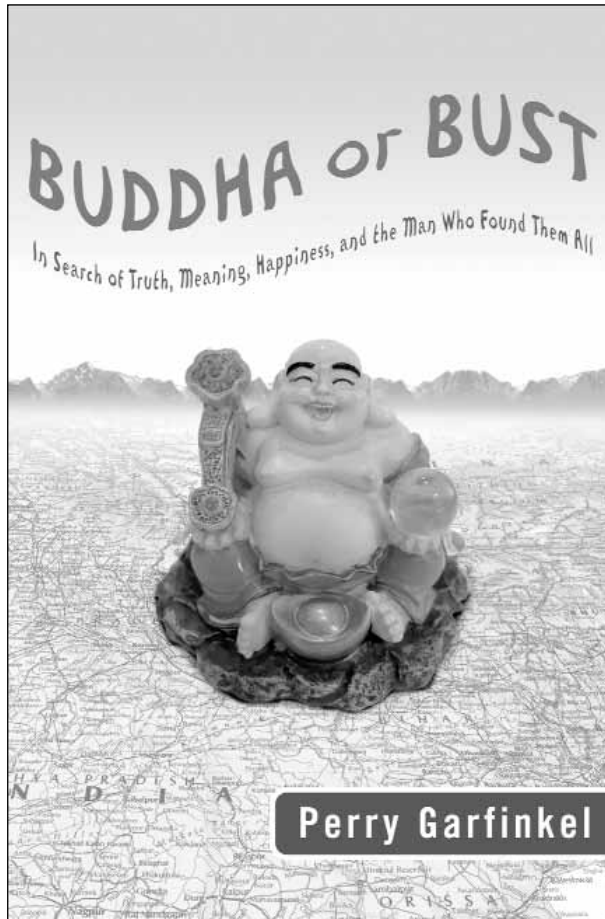
Garfinkel also examines the lighter side of Buddhism, exchanging one-liners with the world's first Buddhist stand-up, dining at trendy New York restaurant Tao, and interviewing the first Grammy Award-winning Tibetan monks.

Part travelogue,
part memoir, part
Buddhist primer, *Buddha
or Bust* is a lively look at
Buddhism's vast influence
today, from the sublime
to the surreal.

PERRY GARFINKEL has been a contributor to the *New York Times* since 1986, specializing in travel and lifestyle trends. A veteran journalist who has written for many major magazines, he has been falling on and off the meditation cushion for 30 years.

BY PERRY GARFINKEL

***Buddha or Bust* is a spiritual travel adventure, a journey of discovery that explores the many manifestations of Buddhism around the globe, from the chic Buddha Bar in Paris to a zen hospice in San Francisco to the Tibetan village of the Dalai Lama's birth.**



National Publicity

National Radio Campaign

Author Interviews
out of New York

Cross-Promotion with *National Geographic*

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for details

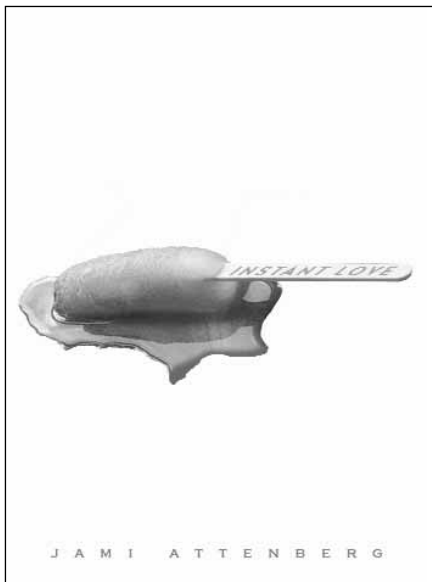
"Greetings from the Buddhist
Path" Postcards Available
Ask your Random House rep
for details

Targeted Mailing to Buddhist
Organizations

Online Promotion
BuddhaorBust.com, featuring snap-
shots from author's global journey



Religion (RELO00000)
6¹/₈ x 9¹/₄; 272 pages
25–35 black-and-white photographs
1-4000-8217-X.
\$24.95 hardcover (Canada: \$32.95)
EAN Code 9781400082179
On Sale 6/13/06
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National Print Attention

Author interviews
out of New York City

Online Promotion

On author's blog,
Whatever-Whenever.net
Promotion on literary weblogs

Instant Love

Fiction

By Jami Attenberg

"A totally addictive book. Jami Attenberg's cadences are quick, her observations dead-on, yet she matches every bitter nerve with sweet instances of hope."

—Wendy McClure, author of *I'm Not the New Me*

In *Instant Love*, popular blogger and journalist Jami Attenberg explores what it means to be in love and what it means to be lonely—and particularly what it means to be both at the same time. With a keen eye for those all-too-real details, Attenberg brings us into the romantic lives of young women, such as the precocious Holly, who grows up to be a woman with adventurous sexual tastes; her settled-down sister Maggie, who turns out to be not-so-settled after all; and a shy, wandering artist named Sarah Lee, who gives up the search for love—just before she finds it.

At the heart of *Instant Love* is hope—hope for personal fulfillment, whether it's with someone else or by yourself. Equally powerful as it is heartbreakingly sad, *Instant Love* looks at all those tiny moments of love—dark and light alike—that lead up to the one great love.

"An exhilarating ride into love's weightless nights and soaring hopes....These love songs will make you ache and laugh and never sorry you picked up this book."

—Martha Sherrill, author of *The Buddha From Brooklyn*

JAMI ATTENBERG is a freelance writer whose work has appeared in *Salon*, *Nylon*, *San Francisco Chronicle*, and *Print*. Her six-year-old blog, www.whatever-whenever.net, receives 1,000 visitors every day. She lives in Brooklyn. This is her first book.



Fiction—Literary (FIC019000)

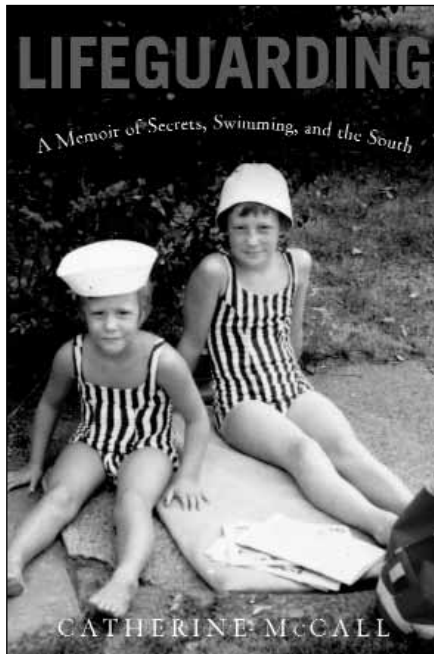
5½ x 8¼; 272 pages

0-307-33782-0. \$21.00 hardcover (Canada: \$28.00)

EAN Code 9780307337825

On Sale 6/13/06

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



National Publicity

National Public Radio Campaign

Author Interviews out of North Carolina

Targeted Mailing to Book Group Coordinators

Reading Group Guide Available on CrownPublishing.com

Online Promotion

National reading group guide promotion on book club websites

Lifeguarding

A Memoir of Secrets, Swimming,
and the South

By Catherine McCall

"A wise and beautiful book. The writing is graceful, searching, and aware. I finished Lifeguarding feeling grateful and admiring of its power. Catherine McCall is a mandatory voice." —Brad Land, author of *Goat*

In a memoir that is at turns beguiling, keenly observed, heartbreaking, and ultimately redemptive, promising new writer Catherine McCall tells of growing up in a seemingly perfect family, whose facade of flawlessness hid many secrets.

Catherine and her siblings swim competitively, not realizing how this outlet literally keeps them afloat amid their stormy home life. Their father's alcoholism is raging, their mother's anger is simmering, and a lie held close by Catherine is threatening to surface. As an adult, Catherine is being dragged down by the skills she honed to survive her childhood, and she must learn to trust her family in a way that she's never before been able. Risking everything, she takes a breath and plunges....

Wry and deeply affecting, *Lifeguarding* is a story of hope, one that affirms the enduring and potent power of love.

"Lyrical, funny, and heartbreaking by turns."

—Sarah Messer, author of *Red House*

A practicing psychiatrist, **CATHERINE MCCALL** holds an M.F.A. in creative nonfiction. She has done commentary for regional public radio and her writing has appeared in the *New York Times*, the *Wilmington Star-News*, and other publications. She lives in Wilmington, North Carolina.



Biography—Personal Memoir (BIO026000)
5½ x 8¼; 256 pages; 2 black-and-white photographs
1-4000-9818-1. \$23.00 hardcover (Canada: \$30.00)
EAN Code 9781400098187
On Sale 7/11/06

All Rights: Crown

ARCHIE *and* AMÉLIE

LOVE AND MADNESS IN THE GILDED AGE

DONNA M. LUCEY

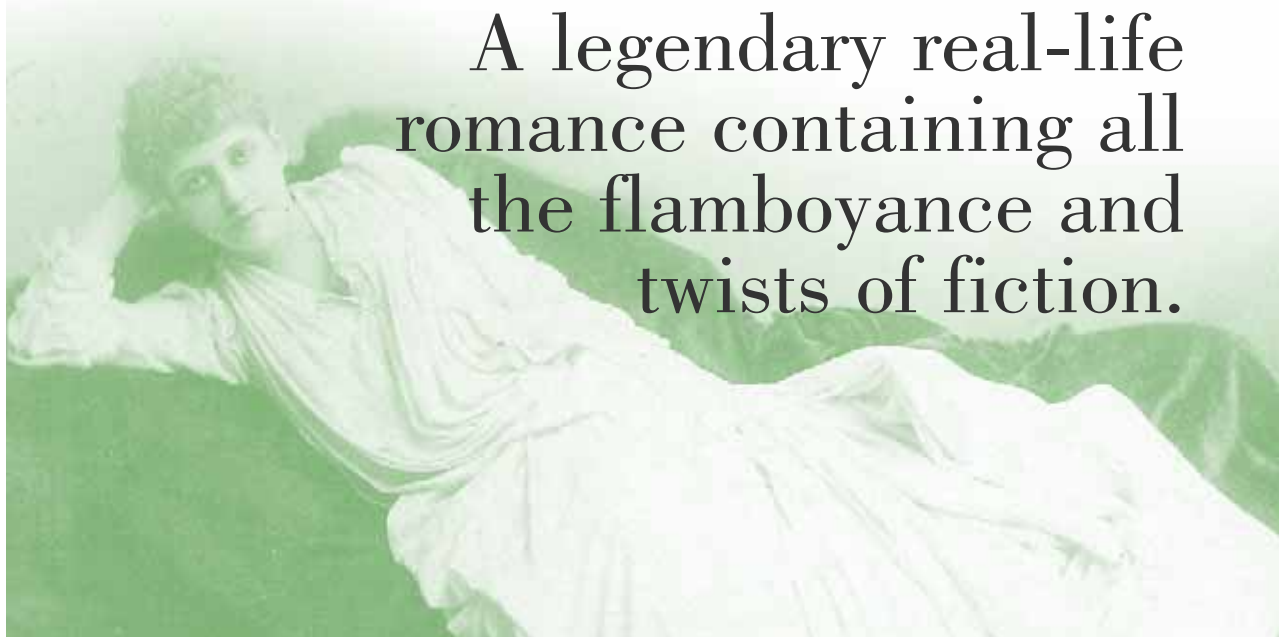
Full of glamour, mystery, and lunacy, the once-famous story of Archie Chanler, troubled heir to the Astor fortune, and Amélie Rives, beautiful and tortured novelist, is now largely forgotten. In *Archie and Amélie*, Donna Lucey uncovers all the scintillating lost facts to tell the story of this “it” couple of the Gilded Age.

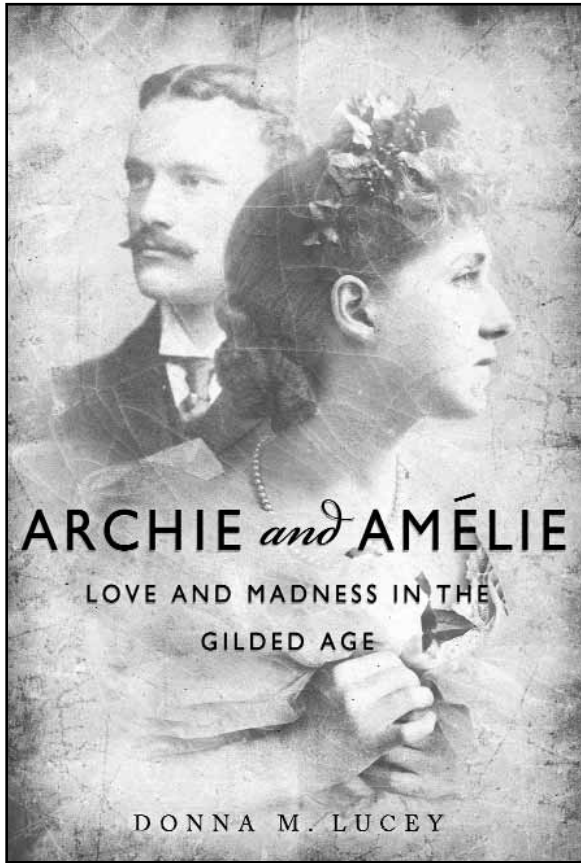
The seven-year marriage of Archie and Amélie began with a hasty secret Virginia wedding that found its way onto the front pages of the *New York Times*—to the dismay of Archie’s relatives and Amélie’s admirers. Rich, famous, and eccentric, they lived at the top of the social whirl, their lives intertwined with the likes of Oscar Wilde, Teddy Roosevelt,

Stanford White, and Katharine Hepburn. Their marriage collapsed in madness and drug addiction—Amélie addicted to morphine and Archie committed to the “Bloomingdale” asylum for the rich. Lucey’s compulsively readable narrative chronicles the affair that captured headlines in its day, from eccentricity to scandal to Archie’s long struggle to prove his sanity. The numerous black-and-white illustrations throughout include a nude self-portrait by Amélie herself.

DONNA M. LUCEY is an award-winning writer and photo editor. She lives with her husband and son in Charlottesville, Virginia, where the story of Archie and Amélie is part of local lore.

A legendary real-life
romance containing all
the flamboyance and
twists of fiction.





National Publicity

National and Regional NPR Campaign

Author Tour

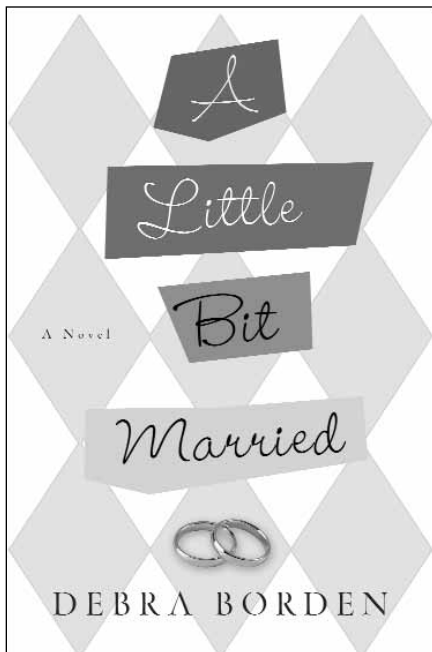
Charlotte
Charlottesville
New York
Raleigh-Durham
Richmond
Washington, DC

Targeted Bookseller Mailing



Biography—Literary (BIO007000)
6 1/4 x 9 1/4; 304 pages
16-page black-and-white photo insert
1-4000-4852-4. \$25.95 hardcover (Canada: \$34.95)
EAN Code 9781400048526
On Sale 6/27/06

British: Howard Morhaim Literary Agency, Inc
Translation: Howard Morhaim Literary Agency, Inc
1st Serial: Crown
Audio: Crown



National Print Attention

Author Events

out of New Jersey and
Long Island, NY

Targeted Summer Round-Up Outreach

Targeted Mailing to Book Group Coordinators

Reading Group Guide Available on CrownPublishing.com

Online Promotion

National reading group guide promo-
tion on book club websites

Also by Debra Borden

Lucky Me

1-4000-8221-8

\$23.00 hardcover (Canada: \$33.00)

A Little Bit Married

A Novel

By Debra Borden

*What happens when domestic bliss isn't what it's cracked up to be, and cracking up isn't an option? From the author of last year's plucky first novel, *Lucky Me*, comes a funny and heartwarming tale of one woman's struggle to keep the pieces together as her idyllic world falls apart.*

From the time she was a girl, Bitsy Beberman's entire future was planned. She wanted to marry after college, move to the suburbs, and have babies. At age 43, with everything in place, Bitsy's life should be one of contentment. Instead, her kids are misbehaving in mortifying ways, her husband repeatedly suffers vague "accidents," and her mother-in-law continues to torment her. Worse, every humiliation is being recorded by her seemingly perfect neighbors and broadcast throughout her seemingly perfect town, reinforcing her fear that her name—Bitsy—aptly describes what her life has become, little bits of nothing significant. But as Bitsy loses parts of the paradise she's desired, she finds a stronger person forming from the "bits," with help coming from the most unlikely places.

With a hysterical mix of characters and a plot bursting with twists, Debra Borden's second offering is filled with wry humor reminiscent of *The Hot Flash Club* and the novels of Susan Isaacs—and page after page of laughs and tears.

A product of the New York suburbs, wife and mother **DEBRA BORDEN** is a licensed social worker. Now a full-time writer, she lives in Upper Saddle River, New Jersey.



Fiction (FIC000000)

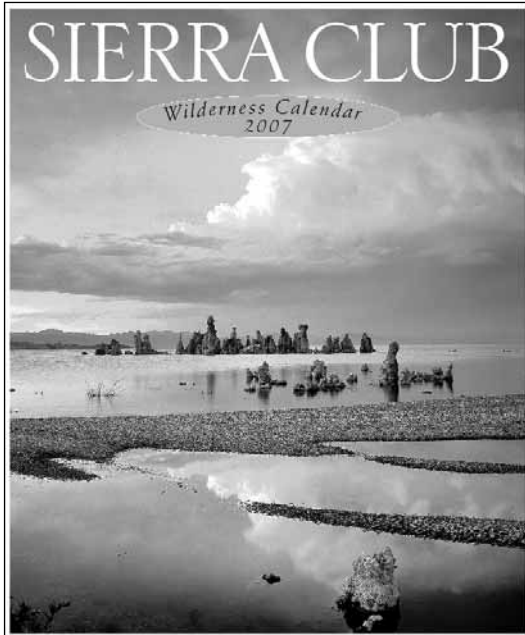
6 1/8 x 9 1/4; 272 pages

1-4000-8223-4. \$23.00 hardcover (Canada: \$30.00)

EAN Code 9781400082230

On Sale 7/11/06

All Rights: Crown



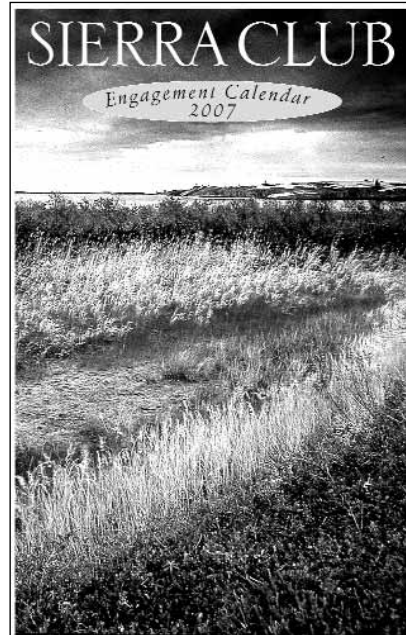
Sierra Club 2007 Wilderness Calendar

With nearly 10 million copies sold in the last 10 years, the Sierra Club wall calendar is a perennial favorite. The 2007 edition is, as always, the definitive one of its type with dramatic and awe-inspiring color photographs of wild places from Oregon to Mississippi, and from Minnesota to Texas taken by world-renowned nature photographers.



Photography—Nature & Wildlife (PHO013000)
 11⁵/₁₆ x 13¹/₂; 28 pages
 1 black-and-white and 13 full-color photographs
 1-4000-8166-1. \$12.95 boxed spiral-bound calendar
 (Canada: \$16.95)
 EAN Code 9781400081660
 On Sale 7/25/06

All Rights: Crown



Sierra Club 2007 Engagement Calendar

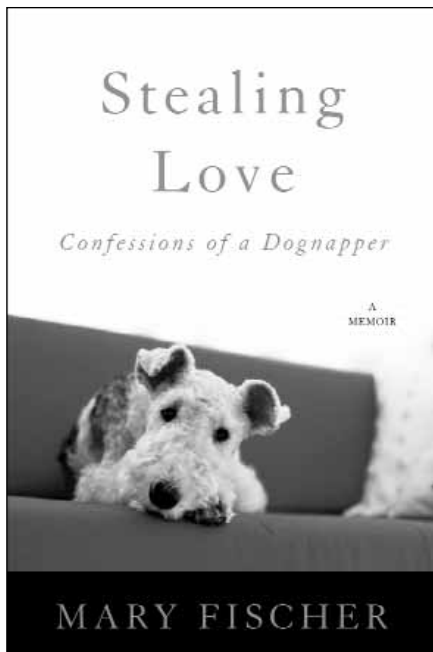
The most popular nature calendar ever published, this Sierra Club classic features "wire-o" binding, a week-by-week format, and 55 full-color images by some of America's leading nature photographers. Packaged in a sturdy gift box/mailed, it's perfect for holiday giving.

A portion of
 the proceeds goes
 to support the
 Sierra Club's efforts
 to preserve and
 protect the
 Earth.



Photography—Nature & Wildlife (PHO013000)
 6⁷/₁₆ x 9¹/₄; 128 pages
 1 black-and-white and 55 full-color photographs
 1-4000-8163-7. \$13.95 boxed spiral-bound calendar
 (Canada: \$18.95)
 EAN Code 9781400081639
 On Sale 7/25/06

All Rights: Crown



National Publicity

National Radio Campaign

Author Interviews
out of Los Angeles and New York

Targeted Mailing to Animal
Shelters and Humane Societies
Across the Country

Outreach to PETA and ASPCA

Online Promotion
DogNapper.com, featuring author
and reader stories and pictures of
rescued pets

Stealing Love

Confessions of a Dognapper

By Mary A. Fischer

From helping to free the wrongly convicted to helping to free the wrongly fenced in, an award-winning journalist tells the inspirational story of how a devastating loss blessed her with a rare sense of survival and passion for justice that makes her stand up for life's underdogs—people and animals alike.

By day, Mary A. Fischer is a respected crime reporter. By night, she trades in her business suit for the tell-tale black ensemble of a cat burglar, only she jim-mies padlocks, climbs fences, and sneaks into backyards to steal dogs that are being abused and neglected. For every dognapping, her motive is the same: she commits these misdemeanors in the name of love.

When all the women in Mary's family were institutionalized—she and her sister sent away to a strict convent school, their mother committed against her will to a mental hospital—Mary became an emotional stray. With only scraps of attention given by her womanizing, neglectful father, she learned what it means to hunger for love. Growing up, she developed an acute sensitivity to displays of injustice that lead to a distinguished journalism career. A deeply moving memoir, this is the story of a woman who triumphs over the most difficult of personal circumstances as she comes to know the true meaning of love and makes it her life's mission to always defend the innocent.

MARY FISCHER is an award-winning journalist. She lives in Los Angeles.



Biography—Women (BIO022000)

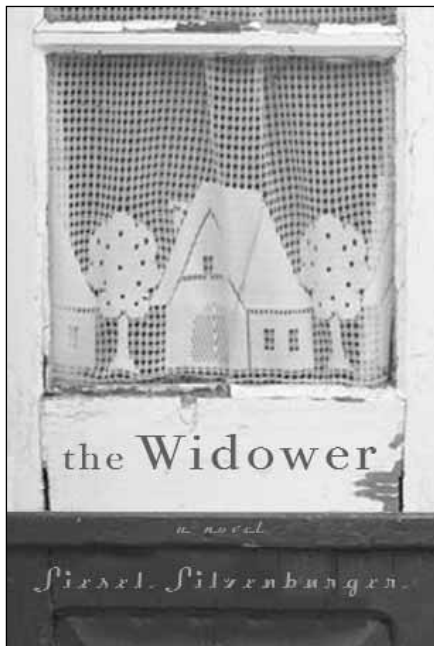
5½ x 8¼; 224 pages

0-307-20987-3. \$23.00 hardcover (Canada: \$30.00)

EAN Code 9780307209870

On Sale 8/8/06

All Rights: Crown



National Print Attention

Author Events
out of Michigan

Targeted Mailing to Book Group
Coordinators

Reading Group Guide Available on
CrownPublishing.com

Online Promotion

National reading group guide promo-
tion on book club websites

The Widower

A Novel

By Liesel Litzenburger

The Widower is an exquisitely told story about the mystery behind accidents and coincidences and the unexpected ways in which fate intertwines the lives of strangers and friends.

Simon Geewa spent 20 years behind bars for murder. Now he is a free man and, at the end of his life, is trying to make peace with the choices that shaped it. Swanton Robey is in a prison of his own. The accident that killed his wife has left him broken: He will never fully recover from his injuries or from the loss. Both men struggle to define what remains of their lives until an unexpected discovery in Swanton's orchard brings them together and leads them to set out on a journey of redemption that will bring closure for one man even as it opens the possibility of a new life for the other.

Narrated in episodes that weave the past with the present through the lives of mesmerizing characters, *The Widower* explores the twists of fate that inexplicably connect us to one another as it digs deep into the profound power of loneliness and excavates the true value of compassion.

"Tense and terrific....*The Widower* is a mystery and a heartbreak and a road trip."

—Bill Roorbach, author of
Temple Stream: A Rural Odyssey

"Litzenburger is so obviously a fine writer."

—Jim Harrison, author of *True North*

LIESEL LITZENBURGER lives in Michigan and has been nominated for a Pushcart Prize. This is her first novel.



Fiction (FIC000000)

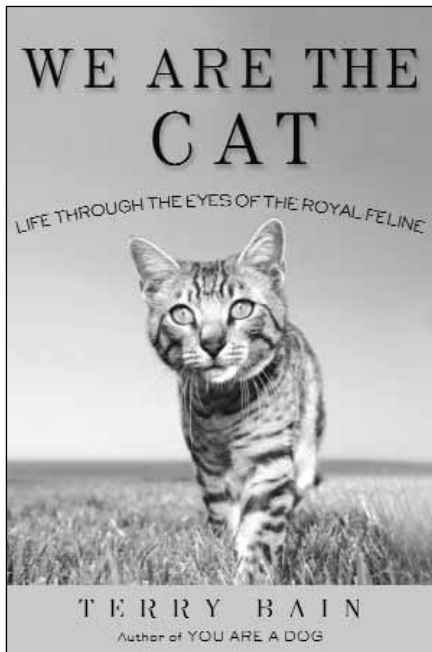
5½ x 8¼; 256 pages

0-307-33879-7. \$23.00 hardcover (Canada: \$30.00)

EAN Code 9780307338792

On Sale 8/15/06

British: The Rebecca Strong International Literary Agency
Translation: The Rebecca Strong International Literary Agency
1st Serial: The Rebecca Strong International Literary Agency
Audio: Crown



National Publicity

Author Interviews
out of Seattle and Spokane

Targeted Mailing to Animal
Shelters, Humane Societies, Cat
Lover Associations, and Specialty
Pet Shops Across the Country

Bookmarks Available for Author
Events in Pacific Northwest

Online Promotion

Cross-promotion on author website
BainBooks.com

Also by Terry Bain

You Are a Dog
1-4000-5242-4
\$16.00 hardcover (Canada: \$23.00)

We Are the Cat

Life Through the Eyes of the Royal Feline

By Terry Bain

We Are the Cat is a humorous, wonderfully written, and extremely clever look at the world through the eyes of the domestic feline.

Though unable to obtain permission from his feline companion, Swiper, *You Are a Dog* author Terry Bain decided to write a book about cats anyway. *We Are the Cat*, written in the cat's naturally royal "we," of course, is a hilarious and clever treatise on being a cat.

Silly, yet somehow profound, *We Are the Cat* puts us directly inside the mysterious and fascinating mind of the house cat. A charming read for cat-lovers, cat fanciers, and casual cat-acquaintances, this book shows you the cat's worldview in new and unexpected ways—revealing the secret joys of playing with a piece of string, napping in the sunshine, and running mysteriously and recklessly from room to room.

What is your cat really thinking when he walks across the computer keyboard? Why does she always demand attention while you are on the phone? Who is really in charge of the can opener? All this and more can be found in *We Are the Cat*.

TERRY BAIN is a freelance writer, book designer, and author of *You Are a Dog*. He lives in Spokane, Washington, with his family and pets.



Pets—Cats (PET003000)

5½ x 8¼; 160 pages; 20 line drawings

0-307-33918-1. \$16.00 hardcover (Canada: \$21.00)

EAN Code 9780307339188

On Sale 8/29/06

British: Trident Media Group, LLC
Translation: Trident Media Group, LLC
1st Serial: Crown
Audio: Crown



**The
Crown
Publishing
Group**

**KEEP
REFRIGERATED**

Clarkson Potter/Publishers

**SUMMER
2006**

NET WT 16 OZ (1 LB)

giada's family dinners

by Giada De Laurentiis

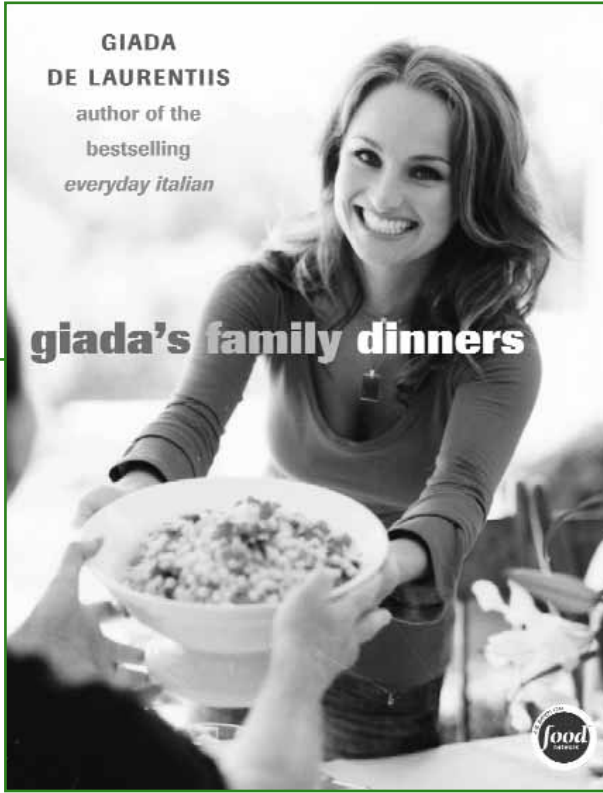
***New York Times* bestselling cookbook author and Food Network star Giada De Laurentiis works her magic once again, providing an all-new collection of healthy and delicious recipes geared toward family meals...Italian style.**

Following the success of her hugely popular *Everyday Italian*, Giada De Laurentiis is back with a new cookbook to help Italian food lovers with busy schedules and hectic lifestyles put simple and tasty meals on the

table every night. Easy to prepare and packed with flavor, the recipes in *Giada's Family Dinners* are low maintenance and flexible—perfect for a weeknight dinner for five or a holiday feast for fifteen.

The heart of Italian cooking is the home, and *Giada's Family Dinners* celebrates the fun of family meals with lush full-color photography of Giada's real-life family and friends and the wonderful dishes she prepares in her kitchen.





GRILLING - - - - -

Bring some Italian style to your backyard barbecue with recipes for Grilled Chicken with Basil Dressing, Swordfish Spiedini, and Italian S'mores.

HOLIDAY FAVORITES - - - - -

Enjoy Thanksgiving with a twist and try Giada's Citrus Turkey or Ciabatta Stuffing with Pancetta and Chestnuts.

FAMILY FEAST - - - - -

Devoted to the very best recipes for feeding a group, including crowd-pleasers such as Rigatoni Bolognese and Pancetta-Wrapped Pork.



National Publicity

Major National Television

14-City Author Tour

- | | |
|-------------|----------------------|
| Boston | New York |
| Chicago | Philadelphia |
| Cleveland | Portland |
| Dallas | San Francisco |
| Detroit | Seattle |
| Los Angeles | Tampa/St. Petersburg |
| Milwaukee | Washington, DC |

Advertising

New York Times

Included in Clarkson Potter *New York Times* Mother's Day/Father's Day Advertising

South Beach Food Festival Advertising

Online Promotion

- Feature title in PotterRecipeClub.com newsletter
- Co-promotion with Food Network

Also by Giada De Laurentiis

Everyday Italian
1-4000-5258-0
\$30.00 hardcover (Canada: \$42.00)

GIADA De LAURENTIIS lives in Los Angeles.



Cooking—Italian (CKB047000)
7 1/16 x 9 1/2; 256 pages; 70 full-color photographs
0-307-23827-X.

\$32.50 hardcover (Canada: \$43.00)

EAN Code 9780307238276

On Sale 4/4/06

All Rights: Crown

RACHAEL RAY

Express Lane Meals

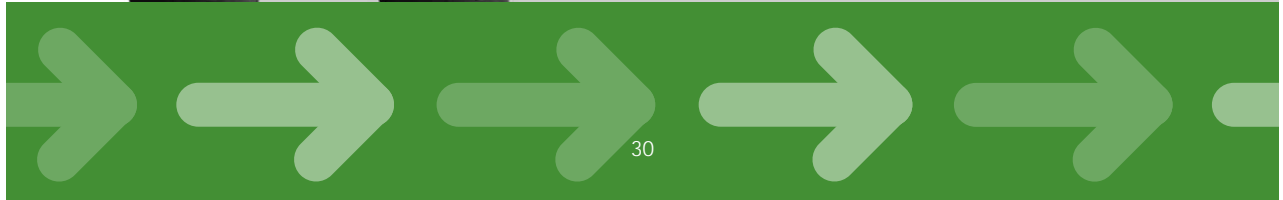
.....
GREAT DINNERS FROM THE PANTRY
AND YOUR MARKET'S EXPRESS LANE



Taking her wildly popular 30-minute meal concept to the next level, Rachael Ray

shows her fans how to make the trip to the market as effortless as the cooking. The secret is a well-stocked pantry of 70 or so key items that you replenish every couple of weeks or even once a month. Once you have this, all you'll need to pick up at the supermarket are a few fresh ingredients that you can take straight to the express checkout lane and be on your way. Or skip the market altogether and make a quick stop at the fish store, green grocer, or farm stand.

Rachael starts with a rundown of the essential pantry items, including jarred roasted peppers, low-sodium chicken broth, pasta of every shape and size, and, of course, at least one good bottle



Cooking—and food shopping—has never been easier! Top cookbook author and Food Network personality Rachael Ray presents her speediest recipes ever.

of extra-virgin olive oil. Add a few gourmet extras and you'll always be ready to turn out a fabulous meal at a moment's notice.

As creative—and even easier—than ever, Rachael's newest recipes prove that the right combination of fresh and on-hand ingredients can result in a satisfying and wonderfully flavorful meal. Thirty minutes and a quick trip through the express lane have never been this rewarding.

RACHAEL RAY is the host of Food Network's *30-Minute Meals*, *Tasty Travels*, and an upcoming new show with a live studio audience. Rachael is the author of *Rachael Ray 365: No Repeats* and *Rachael Ray 30-Minute Get Real Meals*, and launched the magazine *Everyday with Rachael Ray* in October 2005.

National Publicity

National Radio Advertising Campaign

Author Interviews
out of New York

6-City Author Tour
Boston
Chicago
Los Angeles
Miami
Philadelphia
San Francisco

Tie-In Promotions with Food Network

Feature Title in
PotterRecipeClub.com Newsletter

Advertising
Everyday with Rachael Ray

Included in Clarkson Potter's *New York Times* Mother's Day/Father's Day Advertising

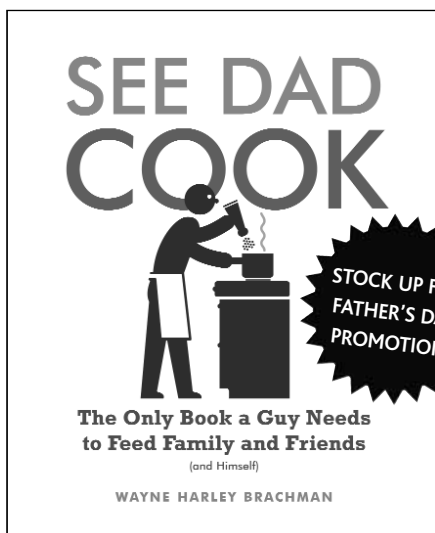
P.O.P.
0-307-34519-X
12-copy floor display
\$227.40 (Canada: \$299.40)

Also by Rachael Ray
Rachael Ray 365: No Repeats: A Year of Deliciously Different Dinners
1-4000-8254-4
\$19.95 paper (Canada: \$26.95).



Cooking (CKB000000)
7³/₈ x 9¹/₄; 256 pages; 8 page full-color insert
1-4000-8255-2. \$18.95 hardcover
(Canada: \$24.95)
EAN Code 9781400082551
On Sale 4/18/06

British: William Morris Agency, Inc
Translation: William Morris Agency, Inc
1st Serial: Crown
Audio: William Morris Agency, Inc



National Publicity

Author Interviews
out of New York

Special Father's Day
Promotional Mailing

Advertising

Included in Clarkson Potter's *New York Times* Mother's Day/Father's Day advertising

Online Promotion

Featured in PotterRecipeClub.com newsletter

Also by Wayne Harley Brachman

American Desserts

1-4000-4665-3

\$27.50 (Canada: \$41.95)

See Dad Cook

The Only Book a Guy Needs to Feed Family and Friends (and Himself)

By Wayne Harley Brachman

Professional chef and father of two, Wayne Harley Brachman presents an invaluable cooking survival guide for even the most kitchen-phobic dad.

These days more and more dads are finding themselves at the center of domestic life—watching the kids, cleaning the house, and yes, doing the cooking. For men intimidated by the idea of making dinner for three, four, or more, *See Dad Cook* provides the essential recipes and kitchen strategies every family man needs.

With two young daughters of his own, Brachman knows well the challenges that arise when cooking for the family. From preparing basic meals to making vegetables kid-friendly to creating those all-important dessert dishes, he guides dads with simple instructions and signature wit. Among Brachman's easy, crowd-pleasing recipes are Chicken Quesadillas, Pizza Noodles, Shrimp on the Barbie, Sausages & Peppers, and Dad's Kitchen Sink Sundae.

Including all the basics, such as which tools you'll need to get started, quick shortcuts, and handy tips on how the pros do it, *See Dad Cook* is the perfect gift (and a great barbecue alternative) for fathers everywhere—not to mention grandfathers, uncles, boyfriends, and any other men assigned the chef's role.

WAYNE HARLEY BRACHMAN has served as executive pastry chef at famed New York City restaurants, including Bobby Flay's Mesa Grill and Bolo, and was a cohost of Food Network's *Melting Pot*. He is opening a new family-style bakery-café in spring 2006 in New York City, where he lives.



Cooking (CKB000000)

7³/₈ x 9¹/₄; 256 pages; 40 line drawings

1-4000-8187-4. \$16.95 paper (Canada: \$22.95)

EAN Code 9781400081875

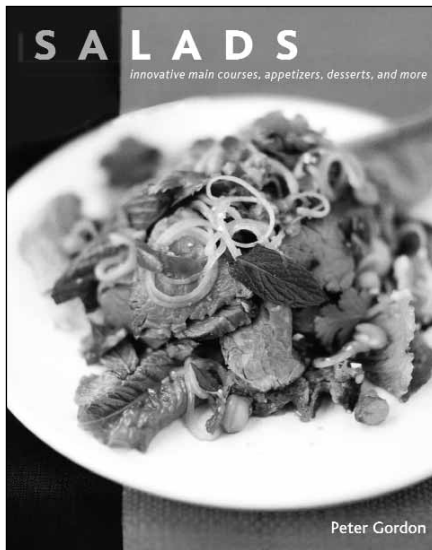
On Sale 5/2/06

British: Crown

Translation: Crown

1st Serial: Crown

Audio: Dystel & Goderich Literary



National Publicity

Author Interviews
out of London and New York

Online Promotion

Feature title in PotterRecipeClub.com
newsletter

Salads

Innovative Main Courses, Appetizers,
Desserts, and More

By Peter Gordon

One of today's top fusion chefs takes a revolutionary approach to the salad with 70 recipes made with ingredients such as warm vegetables, cheese, poultry, fish, game, and fruit.

Not just a side dish anymore, salads have become a main-course staple in restaurants and kitchens across America—especially in summer. In *Salads*, celebrated fusion chef Peter Gordon explores unusual combinations of flavors and textures to create an eclectic collection of appetizer, entrée, and dessert salads that defy expectations. In eight sections of innovative approaches to salads based on Vegetables, Cheese, Meat, Poultry, Fish, and more, he offers recipes such as Warm Seven-Mushroom Salad with Hoisin and Ginger Dressing; Crayfish, Avocado, Grapefruit, and Ginger Salad with Wild Arugula and Chive Dressing; and Broiled Banana and Mango Salad with Vanilla-Poached Peach.

In addition to the 70 recipes, Gordon provides information on the elements of an ideal salad, the principles of salad construction, unique ways to add crunch to salads, and how to make garnishes and basic dressings. With so many options for re-creating this classic dish, *Salads* brings new life to this unexpected entrée.

PETER GORDON is co-owner and executive chef of London's Providores and Tapa Room, which won the Square Meal Best New Restaurant Award. He is also a consultant chef at the James Beard Award-winning restaurant Public in New York City and has appeared on the TV series *Nigel Slater's Real Food* and Jamie Oliver's *Oliver's Twist*. He has written three previous cookbooks.



Cooking (CKB073000)
8 x 10¹/₄; 160 pages; 90 full-color photographs
0-307-33881-9. \$22.50 paper (Canada: \$30.00)
EAN Code 9780307338815
On Sale 5/2/06

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

THE GOOMBA DIET

EVERYONE'S FAVORITE GOOMBA IS BACK, AND HIS APPETITE FOR LIFE IS BIGGER THAN EVER! FORGET COUNTING CARBS OR GOING TO THE GYM—IN THE GOOMBA DIET, STEVE SCHIRRIPA PRESENTS A PLAN FOR LIVING LIFE IN A BIG WAY.

BY STEVEN R. SCHIRRIPA AND
CHARLES FLEMING



The Goomba Diet is not just about what you eat—and it's certainly not about what you shouldn't eat. It's about enjoying all that life has to offer—food, drink, the company of friends, and the crazy characters who come your way. Steve offers dining advice for the goomba who thinks “low fat” is a guy in Chinatown and “appetite suppressant” is a meal at The Olive Garden, and includes dating advice for those super-size guys who think a romantic evening is *Moonstruck* and two slices from Luigi's.

Schirripa also shares hilarious stories from Hollywood and from the neighborhood. *The Goomba Diet* is the ultimate guide to what makes a goomba tick—a healthy diet of humor and hard work, and an appreciation of life's pleasures, big and small.



STEVEN R. SCHIRRIPA, *THE SOPRANOS'*
BOBBY "BACALA" BACCALIERI,
OFFERS HILARIOUS ADVICE ON HOW TO
LIVE LARGER THAN LIFE.

National Publicity**National Radio Campaign**

Appearances in New Jersey, New York, Las Vegas, and Los Angeles

Author Interviews

out of New York and Los Angeles

Advertising

Included in Clarkson Potter's *New York Times* Mother's Day/Father's Day Advertising

Also by Steven R. Schirripa

A Goomba's Guide to Life

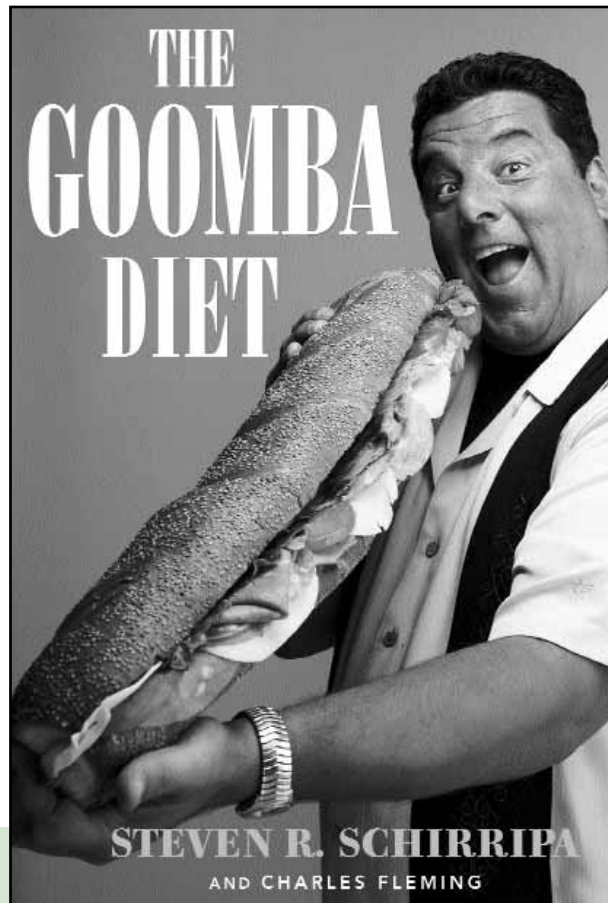
1-4000-5081-2

\$12.00 paper (Canada: \$18.00)

The Goomba's Book of Love

1-4000-5432-X

\$12.00 paper (Canada: \$17.00)



STEVEN R. SCHIRRIPA is best known to TV audiences as Bobby "Bacala" Baccalieri on HBO's *The Sopranos*, and has appeared on numerous television shows and in films. He is a correspondent for *The Tonight Show* with Jay Leno and host of Spike TV's *Casino Cinema*. He lives in New York City and Las Vegas.

CHARLES FLEMING is the author of *The Ivory Coast* and *After Havana* and co-author (with Schirripa) of the bestselling *A Goomba's Guide to Life* and *The Goomba's Book of Love*. He lives in Los Angeles.



Humor (HUM000000)

5½ x 8¼; 240 pages; 30 black-and-white photographs

1-4000-5463-X. \$23.00 hardcover (Canada: \$30.00)

EAN Code 9781400054633

On Sale 5/2/06

British: Crown

Translation: Crown

1st Serial: Crown

Audio: Vigliano Associates, Ltd



THE GOOMBA DIET

an excerpt

I have a friend who everyone calls Big Rocco. He's a good friend and a great guy. And he's big. I mean, he's huge. He makes me look small. And he's always eating. And he's always excited about eating. You'd think a guy that big might be worried about his weight, or he might have eaten enough already that he wouldn't be too interested in the next meal. Not Big Rocco.

This is a guy who, for a while, went on the Atkins Diet. He was only eating meat. No macaroni. No bread. Just meat. But it was a special Big Rocco Atkins Diet. He'd go into a restaurant and make a big deal about how he was on this new food plan. He'd tell the waiter he couldn't eat any pasta. No carbohydrates! No sugar! No flour!

So he'd order the veal parmigiana. But then he'd say, "Double veal on that,

right?" Or he'd order the chicken marsala, and say, "Double chicken." He was like a guy going into a bar and saying, "Make mine a double!" Whatever he ordered, it had to be twice as much as the menu said.

It wasn't just in restaurants. He ate that way at people's houses, too. He and his girlfriend went out to the Hamptons one summer to visit with another friend of mine. He was still on the Atkins Diet, so he brought this suitcase filled with meat—steaks, sausages, ribs, hamburger meat, you name it. He took enough for thirty people.

The first day they ate this huge meal for lunch—a giant Italian lunch, with seafood and roast chicken and everything. Big Rocco got up from the table and said he was going to take a nap.

As soon as he was asleep, his girlfriend said to my friend, "Maybe you should start



heating up the charcoal. He's going to be hungry later."

My friend was shocked. "Are you kidding? We just ate enough for ten people!"

"He's on the Atkins Diet," the girlfriend said. "He's going to be cranky when he wakes up and there's nothing to eat."

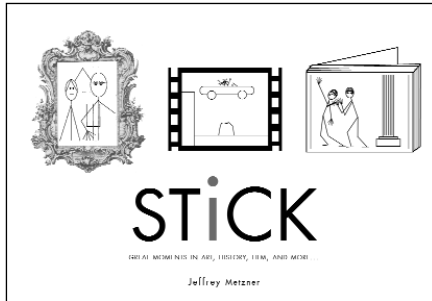
So my friend started the barbecue. Sure enough, Big Rocco woke up and sniffed the air and said, "Hey! Let's put something on the grill."

What I love about this guy is his appetite, and what I really love is that it's not just about food. This guy has a great appetite for everything. He loves girls. He loves sports. Plus he's generous—really generous. He's always calling and inviting you to go to the game with him. He rents these big houses for the summer, and has all his friends come out. This guy is living a big life, and loving it.

Last summer I had this party on a boat. I rented a big boat, so me and a bunch of my friends could spend the day sailing around the Hudson and the East River. I invited about 30 people. I told them, "I'm taking care of the boat. You bring the food." I didn't tell anybody what to bring, I just said, "Bring something to eat."

Big Rocco went nuts. He went to Eli's, this great deli uptown, and ordered salads. I mean platters of salad. There was egg salad and potato salad and pasta salad. And, being Rocco, of course he brought dessert, too. There were these huge platters of cookies and cherries and Italian pastries.

Not only that, but when Rocco found out I had paid for the boat, he sent me a thank you gift. A bottle of wine? No. It's Rocco. It was a case of wine.



National Publicity

Targeted Mailing to Museum
Stores and Art Schools

Stick

Great Moments in Art, History, Film,
and More...

By Jeffrey Metzner

For lovers of art, film, history, and pop culture, Stick is a hilarious collection of iconic images cleverly reimagined in stick-figure form.

At some point, each of us has drawn a stick figure. Those balloon-shaped heads and simplified bodies are an instantly recognizable part of childhood. Now, *Stick* elevates this basic style to a whole new level.

Advertising guru Jeffrey Metzner's stick-figure drawings depict the high points of culture in a refreshingly irreverent way. Rendered in an art form most commonly associated with kindergarten students, iconic moments like da Vinci's *Mona Lisa*, Columbus's arrival in the New World, and the famous beach scene in *From Here to Eternity* take on new life. What began as a game with Metzner's eight-year-old grandson has turned into an irresistibly playful volume that offers a lesson in pop culture, an ironic look at great art, and hours of fun as you try to guess what each image represents.

JEFFREY METZNER has had a distinguished career as a top advertising creative at Doyle Dayne Bernbach, an award-winning director of commercials, a groundbreaking graphic designer, and a respected painter. He is the head of the Motion Graphics Department at the School of Visual Arts. He and his wife, photographer Sheila Metzner, live in New York, as do their eight children and six grandchildren.



Humor—Parodies/Art—Popular Culture (HUM007000/ART023000)

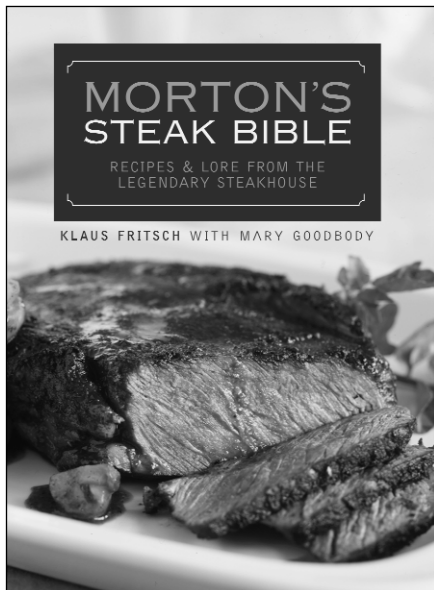
7 x 5; 160 pages; 150 black-and-white illustrations

0-307-33859-2. \$16.00 hardcover (Canada: \$21.00)

EAN Code 9780307338594

On Sale 5/9/06

All Rights: Crown



Morton's Steak Bible

Recipes and Lore from the
Legendary Steakhouse

By Klaus Fritsch with Mary Goodbody

From the undisputed king of steakhouses, Morton's Steak Bible is the definitive full-color steakhouse cookbook, including more than 100 recipes.

In 1978, Arnie Morton and Klaus Fritsch opened the first Morton's Steakhouse. More than 25 years later, the famous Chicago eatery has given way to 70 locations across the United States, Canada, and Asia. Now with *Morton's Steak Bible*, fully illustrated with color photographs throughout, home cooks can prepare the world-renowned recipes that have made Morton's a legend.

Morton's Steak Bible lets home cooks in on the secrets of preparing great-tasting steak—including selecting the best cuts of beef, what to look for when it comes to marbling and color, and how to grill or broil perfect steaks. Morton's also offers a full range of other dishes to tempt the palate, from cocktails and finger foods to classic steakhouse sides and delectable desserts, with recipes for favorites such as Baked Crab Cakes with Mustard-Mayonnaise, Summertime Tomato-Onion Salad, Lamp Chops with Baked Apple, Grilled Lemon Chicken with Linguini, and Chocolate Velvet Cake.

KLAUS FRITSCH, cofounder of Morton's and a trained chef, is now the company's vice chairman. He lives in Chicago. **MARY GOODBODY** is a professional food writer and cookbook author. She lives in Connecticut. **MORTON'S, THE STEAKHOUSE** was established in 1978 and became Morton's Restaurant in 1989. It is the largest company-owned and operated fine dining brand in the world with 66 restaurants in the United States and 4 in Canada and Asia.

National Publicity

Local Media Attention with Author Travel

Atlanta	Los Angeles
Baltimore	Louisville
Boston	Nashville
Charlotte	Miami
Cincinnati	Philadelphia
Cleveland	Phoenix
Dallas	Pittsburgh
Denver	Portland, OR
Hartford	San Diego
Houston	San Francisco
Indianapolis	Seattle
Kansas City	St. Louis
Las Vegas	Washington, DC

Author Interviews

out of Chicago and New York City

Tie-In with Promotions at the 64 Restaurants Across the Country

Advertising

Tie-in with Morton's national
advertising campaigns

Online Promotion

Featured title in
PotterRecipeClub.com newsletter



Cooking—Meat (CKB054000)
8 x 10; 240 pages; 60 full-color photographs
1-4000-9794-0. \$30.00 hardcover (Canada: \$40.00)
EAN Code 9781400097944
On Sale 5/23/06

British: Crown
Translation: Crown
1st Serial: Crown
Audio: Dystel & Goderich Literary

[the nest]

NEWLYWED

SURVIVAL GUIDE

by Carley Roney
and the Editors of *The Nest*

Filling a gaping hole in the wedding category, *The Nest* presents its first book—a newlywed's bible with witty yet insightful advice on everything from sex to money to mothers-in-law.



Since its hugely successful launch in October 2004, *The Nest*—sister website to the number one online wedding community and brand *The Knot*—has established itself as the destination for hip young married couples, providing newlyweds with a savvy, reliable road map to the sometimes bumpy road of life. *The Nest Newlywed Survival Guide* includes down-to-earth advice on the following:

Marriage vs. Money • Deciding what should be merged and what should be kept separate, as well as budgeting and planning for the future

In-Laws and Outlaws • Dealing with your new family; navigating common issues

Married Sex • Finding your sexual identity as a married couple; overcoming the “six-month slump”

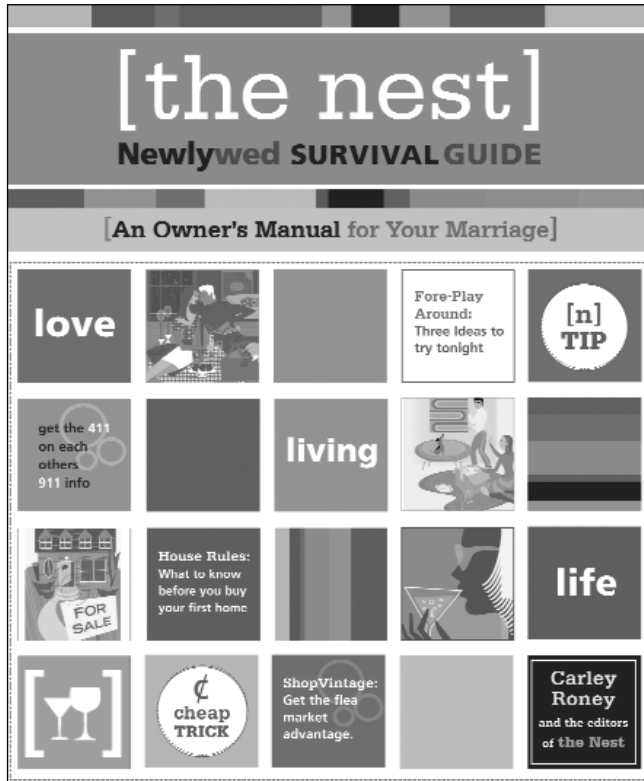
Playing House • Figuring out home issues, from delegating chores to negotiating decorating styles

Friends and Having Fun • Striking the right balance between mutual friends and separate social lives

Fighting...er, Communicating • Communicating effectively without rancor or recrimination

The Future • Understanding each other's hopes and dreams and designing a five-year plan around them





National Publicity

National Radio Campaign

Author Tour

- Atlanta
- Boston
- Chicago
- Denver
- Los Angeles
- New York
- San Francisco
- Seattle
- Washington DC

Advertising

The Knot and *The Nest* magazines

Online Promotion

TheNest.com and TheKnot.com, including e-blasts to all members, online ads, and book-related contests.

With tips and advice gathered from surveys, discussions, and observations from The Nest's passionately devoted online audience, this is the must-have instruction manual for couples starting their lives together.

CARLEY RONEY is cofounder of The Knot, Inc., and the editor in chief of The Nest. She is the author of five wedding books and a regular on television shows such as *Today* and *The View*.



Reference—Weddings (REF024000)
 8 x 10; 272 pages
 0-307-34022-8. \$22.50 hardcover
 (Canada: \$30.00)
 EAN Code 9780307340221
 On Sale 6/13/06

British: Hodder & Stoughton, Ltd.
 Translation: Hodder & Stoughton, Ltd.
 1st Serial: Crown
 Audio: Crown



[the nest]

NEWLYWED SURVIVAL GUIDE

[an owner's manual for your marriage]

an excerpt

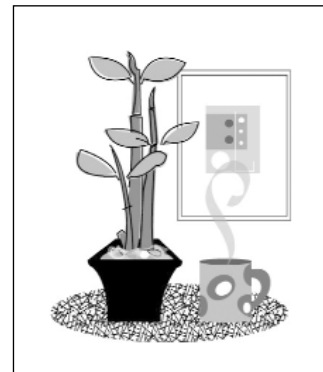
Who doesn't want to have an enviable sex life? Who doesn't want to be part of the couple that year after year can't keep their hands off each other? Who doesn't want to get that tingle every time you see your other half walk into a room, whether it's after a long time apart or just moments?

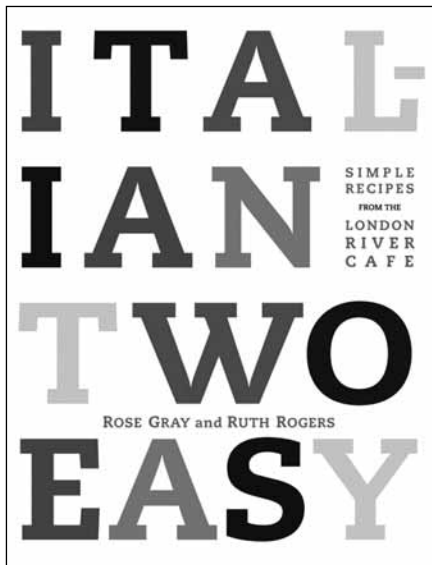
We totally agree. We want to be "them" too. That's why we're going to help you be that couple right off the bat. How? We're going to let you in on a little secret: No, they don't have some extra special pheromone that makes them so attracted to each other. No, it's not that they're just both too attractive not to do it. It's far simpler but equally scientific: They're making an effort. Because that couple learned early on another secret: Your once sizzling sex life comes to a simmer before your honeymoon tan has faded. They also figured out that keeping themselves in the early stages of the lust zone is about hard work. (Remember: Nothing comes easy, but some things are worth it.)

Relax—we're not saying you need to stress about sex. In this chapter, we'll let you know why the shift occurs, we'll help you size up your sex life and let you in on what everyone else is doing...or not doing. No, you don't have to keep up with the Joneses (and trust us, once you read what the Joneses are up to, you won't want to). We'll offer a radical philosophy on balancing your sex life, help you talk about sex, and take sex to a new level (yes, we do mean getting kinky light). But the most important thing is we'll reassure you that you aren't freaks. In fact, chances are you'll feel even better about your sex life. Are you ready?



“The most important thing is we'll reassure you that you aren't freaks.”





National Publicity

National Food Radio Campaign

Author Interviews

out of London and New York

Online Promotion

Featured in PotterRecipeClub.com
newsletter

Also by Ruth Rogers and Rose Gray

The Café Cookbook

0-767-90213-0

\$35.00 hardcover (NCR)

Italian Easy

1-4000-5348-X

\$35.00 hardcover (NCR)

Italian Two Easy

Simple Recipes from the London River Cafe

By Rose Gray and Ruth Rogers

A follow-up to the bestselling Italian Easy, here is a collection of nearly 150 simple, delicious Italian recipes, perfect for even the busiest home cooks.

The creators of London's popular River Cafe and five-time bestselling authors Rose Gray and Ruth Rogers present *Italian Two Easy*, a cookbook packed with the pair's trademark straightforward yet sumptuous recipes for Italian food.

With just a handful of fresh ingredients, you can recreate nearly 150 of Gray and Rogers's most delectable dishes, such as a cucumber salad with mint and mascarpone, linguine with clams and white asparagus, beef fillet with red wine and horseradish, and hazelnut truffle cake. The straightforward, clearly written recipes are organized into 14 chapters, including Mozzarella, Really Easy Soups, Tomato Pastas, Grilled Fish and Meat, Italian Vegetables, and Chocolate and Coffee.

Illustrated with vibrant full-color photographs and packed with fresh ideas for maximizing flavor while minimizing effort, *Italian Two Easy* proves that delicious Italian food can be created quickly and easily in any home kitchen.

ROSE GRAY and **RUTH ROGERS** founded London's enormously popular and Michelin-starred River Cafe restaurant in 1987. They are the authors of five bestselling cookbooks and hosts of a twelve part television series.



Cooking—Italian (CKB047000)

7⁷/₈ x 9⁷/₈; 288 pages; 100 full-color photographs

0-307-33835-5. \$37.50 hardcover (NCR)

EAN Code 9780307338358

On Sale 6/13/06

British: Ed Victor, Ltd
Translation: Ed Victor, Ltd
1st Serial: Crown
Audio: Ed Victor, Ltd

Canadian Edition (Ebury Press):

River Café Two Easy

ISBN 0-09-190032-8. \$49.95 hardcover



National Publicity

Regional NPR, Drivetime and Sports Radio Interviews and Give-Aways

Author Interviews
out of New York

Promotion at Brewing Festivals Nationwide as Well as Co-Promotion with Selected Breweries

Also by Christopher B. O'Hara

Wing It!

1-4000-5117-7

\$16.95 hardcover (Canada: \$24.95)

Hot Toddies

0-609-61007-4

\$16.95 hardcover (Canada: \$25.95)

Great American Beer

50 Brands That Shaped the 20th Century

By Christopher B. O'Hara

The ultimate guide to the 20th-century American beer revolution, fully illustrated with classic beer memorabilia and an overview of the cultural evolution of 50 classic brands.

There was once a time when Milwaukee was the beer capital of the world, and when the only names that mattered were Schaefer, Schlitz, Rheingold, and Pabst Blue Ribbon. For both beer enthusiasts who experienced these good old days and those who can't even imagine them, *Great American Beer* is the ultimate guide to this lost era, a time before major industry consolidation forced many smaller, regional brewers out of business. Celebrating the purity and simplicity of the beers of those forgotten days, *Great American Beer* gives readers the full measure of each brand and its unique place in American beer history and in our popular culture.

Richly illustrated with archival photos and infused with fact, lore, and an ample dose of humor, *Great American Beer* is the perfect gift for beer drinkers of any generation.

CHRISTOPHER B. O'HARA is the author of *The Bloody Mary*, *Ribs*, *The Ultimate Chili Book*, *Hot Toddies*, and *Wing It!* He lives in Lloyd Harbor, New York.



Cooking—Beer (CKB007000)

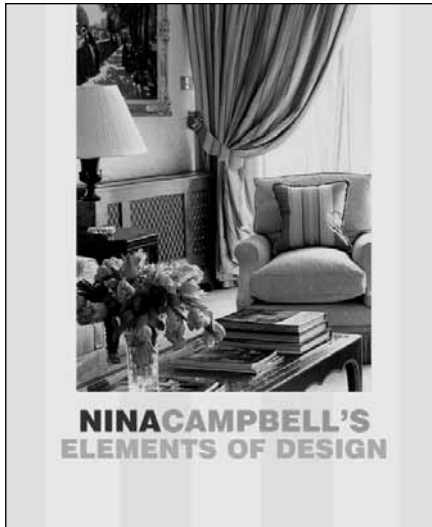
7⁷/₁₆ x 7¹/₁₆; 128 pages; 60 full-color photographs

0-307-23853-9. \$16.95 hardcover (Canada: \$23.95)

EAN Code 9780307238535

On Sale 8/15/06

All Rights: Crown



National Publicity

Author Interviews
out of London

Tie-In with Author's US
Appearance Schedule

Nina Campbell's Elements of Design

By Nina Campbell

Acclaimed interior designer Nina Campbell identifies the essential elements of classic design and shows readers step by step how to create rooms that are elegant yet functional in the traditional British mode.

Nina Campbell, the grand dame of interior design, excels at creating beautifully luxurious yet comfortable rooms that are radiant with splendid style. In *Nina Campbell's Elements of Design*, she breaks down her techniques into their most basic components, offering expert advice and tips on lighting, floors, walls, window treatments, slipcovers and pillows, storage and display—even table settings. Every piece of the puzzle is dissected, allowing readers to see how the big picture comes together from the individual elements.

From lighting sources to trompe l'oeil floors to screen fabrics to table decorations, Nina covers it all and then some. Her looks are at once modern and traditional, but always magnificent, and here she ensures that you, too, can have a Nina interior.

Lavishly illustrated throughout with 200 full-color photographs showcasing the complete effect of Nina's opulent vision, *Nina Campbell's Elements of Design* is a breathtaking, invaluable resource for home decorating.

NINA CAMPBELL is a highly praised interior designer with two retail outlets in London. Her fabric, carpet, and wallpaper collections are distributed worldwide.



House & Home—Decorating (HOM003000)
9 x 11; 176 pages; 200 full-color photographs
0-307-33997-1. \$40.00 hardcover (NCR)
EAN Code 9780307339973
On Sale 8/29/06

British: Cico Books
Translation: Cico Books
1st Serial: Crown
Audio: Crown



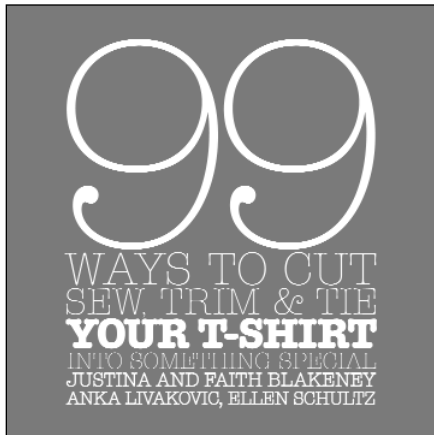
**The
Crown
Publishing
Group**

KEEP
REFRIGERATED

Potter Craft

SUMMER
2006

NET WT 16 OZ (1 LB)



Major Web Campaign Including
Contests, Sponsorships, and Indie
Blog Advertising

E-blast to PotterCraftNews.com
Subscribers

99 Ways to Cut, Sew, Trim & Tie Your T-Shirt into Something Special

By Compai

A hip collection of 99 illustrated do-it-yourself patterns for reinventing an ordinary T-shirt.

The T-shirt is a classic, comfy, indispensable staple item that's been around forever. Clothing manufacturers and designers have been creating their own trendy variations on the classic T for years. Now, Compai—a group of four ultra hip artists, designers, and stylists—presents a do-it-yourself manual filled with extraordinarily clever ways to cut, sew, fold, tie, personalize, and customize an ordinary T-shirt into a hip, stylish, one-of-a-kind garment.

This approachable little guide offers 99 illustrated patterns with simple instructions in the art of T-shirt transformation. The supplies you'll need are minimal: a T-shirt, scissors, sewing needle, and thread. The difficulty of each project is rated on a scale from 1 to 4. Each is labeled with the time required to complete the pattern—although none requires more than 30 minutes. A detailed glossary of T-shirt styles and simple cutting and sewing techniques completes the book.

For crafters, artists, designers, or anyone interested in turning ordinary T-shirts into works of art, this is a must-have addition.

COMPAI consists of Faith and Justina Blakeney, Anka Livakovic, and Ellen Schultz. The founders of a new fashion movement, they are based in Italy. For more information, visit compai.com.



Crafts & Hobbies—Sewing (CRA035000)

6 x 6; 208 pages

99 full-color illustrations and 297 black-and-white illustrations

0-307-34556-4. \$19.95 hardcover (Canada: \$26.95)

EAN Code 9780307345561

On Sale 3/7/06

All Rights: Crown



National Publicity

Author Appearance and Interviews at TNNA Show in Indianapolis

Author Interviews out of Los Angeles

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

Advertising

Interweave Knits *Knitter's Magazine*
Knit.1 *Vogue Knitting*

Targeted Mailing to Yarn and Needlework Stores as Well as Grassroots Outreach to Knitting Groups Across the Country

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

Online Promotion

Feature in PotterCraftNews.com

Sexy Little Knits

25 Chic Designs to Knit and Crochet

By Ashley Paige
Photographs by Yu Tsai

Ashley Paige, swimsuit designer to the stars, shares her glamorous, barely there patterns for bikinis, tank tops, short shorts, dresses, and other slinky designs.

They're flirty; they're fun; they're fresh. They're gracing the pages of *Elle*, *Seventeen*, *InStyle*, and the *Sports Illustrated* swimsuit issue, and they've been spotted on the hot bods of Jennifer Lopez and Gwen Stefani. They're the knitted swimwear designs of Ashley Paige, and now they're available in *Sexy Little Knits*, a collection of 25 patterns for chic warm-weather pieces—from swimwear and tanks to dresses and shorts.

Each pattern is accompanied by clear instructions and helpful suggestions for customizing these designs with fun trims, clever color choices, and creative stitch possibilities. Modern, high-tech yarns are used to create these water-friendly items.

Peppered with gorgeous, fashion-quality photographs and in a handy trade paper format, *Sexy Little Knits* provides knitters with the opportunity to make their own runway-inspired creations at home or on the beach.

ASHLEY PAIGE's celebrity client list includes Christina Aguilera, Britney Spears, and the Hilton sisters. Her designs have appeared on MTV, VH1, and Extra, and in *Vogue*, *Lucky*, and *People*. She lives in Hollywood, California.



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

8½ x 11; 128 pages; 80 full-color photographs

0-307-23657-9. \$21.95 paper (Canada: \$29.95)

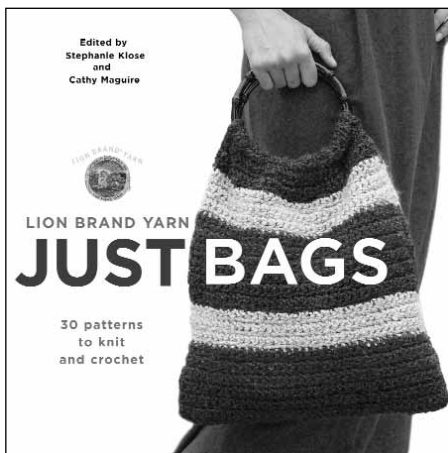
EAN Code 9780307236579

On Sale 5/2/06

All Rights: Crown

LION BRAND YARN:

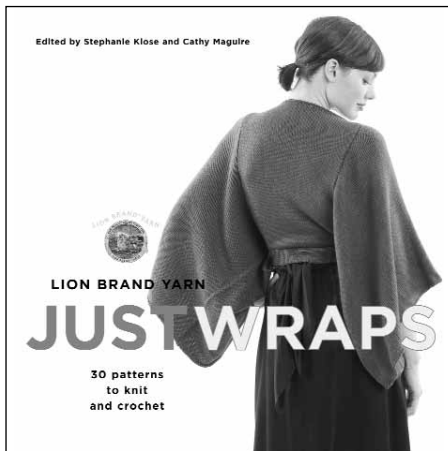
JUST BAGS JUST WRAPS



EDITED BY STEPHANIE KLOSE
AND CATHY MAGUIRE

30 PATTERNS TO KNIT AND CROCHET

From Lion Brand Yarn, America's favorite yarn company, here are two new exciting collections—for creating unique bags and wraps—that both knitters and crocheters can enjoy.



From shawls, shrugs, and stoles to ponchos, capelets, and boas—wraps are both the classic fashion staples and hot accessories of the moment. *Lion Brand Yarn: Just Wraps* provides knitters and crocheters of all skill levels with designs for wraps of all kinds. Easy-to-follow instructions are accompanied by colorful photographs and schematics for 30 original designs. Yarns ranging from fine to super bulky are knit, crocheted, and embroidered to produce an array of new and interesting textures to inspire the creative palette.

Because a woman can never have too many handbags, *Lion Brand Yarn: Just Bags* is a fresh collection of 30 innovative designs for knitting and crocheting fashionable bags of all types. Encompassing a wide variety of styles and skill levels, designs include a classic purse perfect for the office, a flashy vintage style to sport on a night out, and a roomy messenger bag to suit an active lifestyle. Full-color photographs accompany straightforward instructions and diagrams to ensure success.

National Publicity

Advertising

Craft & Needlework Association Magazine
Craft Trend News
Yarn Market News

Tie-In Promotions with Lion Brand Yarns

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

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

Targeted Mailing to Yarn and Needlework Stores As Well As Grassroots Outreach to Knitting Groups Across the Country

Online Promotion

Feature in *PotterCraftNews.com*

Also by Lion Brand Yarn

Lion Brand Yarn: Just Scarves
 1-4000-8060-6
 \$12.00 paper (Canada: \$17.00)

Lion Brand Yarn: Just Hats
 1-4000-8059-2
 \$12.00 paper (Canada: \$17.00)

Lion Brand Yarn: Vintage Styles for Today
 1-4000-8061-4
 \$22.95 paper (Canada: \$32.95)



LION BRAND YARN,

America's favorite yarn company, provides high-fashion, high-quality yarns at affordable prices, making it a favorite of knitters and crocheters everywhere.

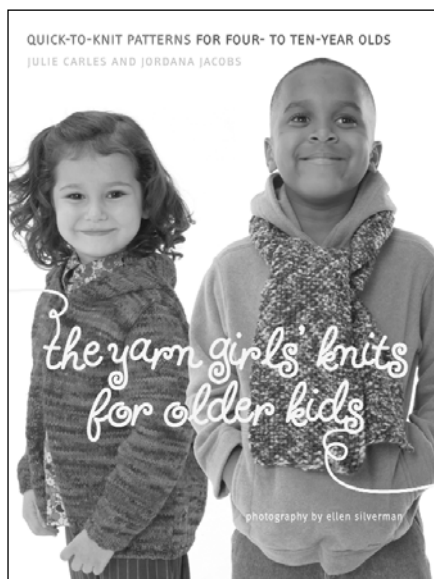
STEPHANIE KLOSE is the fashion editor at Lion Brand Yarn. Her designs and writing have appeared in numerous publications, including *Knitknit*, *Vogue Knitting*, and *Family Circle Easy Knitting*.

CATHY MAGUIRE has contributed designs to *Vogue Knitting* and *Knit.1* magazines. She also curates costume and textile exhibitions in New York City and teaches creative embroidery at The Fashion Institute of Technology.



Crafts & Hobbies—Knitting/Crocheting
 (CRA0150001/CRA004000)
 7⁷/₁₆ x 7⁷/₁₆; 112 pages
 50 full-color photographs &
 20 line drawings
 0-307-20993-8. \$12.00 paper
 (Canada: \$16.00)
 EAN Code 9780307209931
 On Sale 6/6/06
 All Rights: Crown

Crafts & Hobbies—Knitting/Crocheting
 (CRA0150001/CRA004000)
 7⁷/₁₆ x 7⁷/₁₆; 112 pages
 50 full-color photographs &
 20 line drawings
 0-307-20992-X. \$12.00 paper
 (Canada: \$16.00)
 EAN Code 9780307209924
 On Sale 6/6/06
 All Rights: Crown



The Yarn Girls' Guide to Knits for Older Kids

Quick-to-Knit Patterns
for Four to Ten-Year-Olds

By Julie Carles and Jordana Jacobs

A spectacular collection of junior knits for novice and advanced knitters alike, The Yarn Girls' Guide to Knits for Older Kids offers 30 quick-to-knit patterns that are fun to make and wear.

The ever-popular Yarn Girls are back with a fresh, new collection of trendy, easy-to-knit patterns for boys and girls age 4 through 10. *The Yarn Girls' Guide to Knits for Older Kids* features 30 projects—most of them unisex—perfect for those who are picking up the needles for the first time, intermediate knitters looking for exciting but manageable projects, and advanced knitters looking for stylish patterns that older kids will like.

Beginning with a how-to guide that provides a helpful reference for new and lapsed knitters, *The Yarn Girls' Guide to Knits for Older Kids* offers a great assortment of designs that are soft, comfortable, and cool enough to appeal to the school-age set. There are classic designs for simple pullovers, cardigans, hoodies, hats, and scarves; blankets and pillows to make kids' rooms cozy; and funkier options, like a swing coat with fuzzy trim and a fabulous fringed poncho. Beautiful photographs throughout the book of both boy and girl versions offer inspiration and show just how versatile these patterns are. Full of knitting tips and the personal stories behind the patterns, the Yarn Girls' latest book has the same charming, friendly appeal as the three previous books in this well-loved series.

The Yarn Girls, **JULIE CARLES** and **JORDANA JACOBS**, are thirty-something New York natives. Together they own The Yarn Company, a landmark knitting store in Manhattan.

National Publicity

Featured title at Craft and Hobby Association Expo and The National Needlework Association Market

Advertising

<i>Craftrend News</i>	<i>Knitter's Magazine</i>
<i>Interweave Knits</i>	<i>Market News</i>
<i>Knit.1</i>	<i>Vogue Knitting</i>

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

Targeted Mailing to Yarn and Needlework Stores as Well as Grassroots Outreach to Knitting Groups Across the Country

Online Promotion

Feature in PotterCraftNews.com

Also by Julie Carles and Jordana Jacobs

The Yarn Girls' Guide to Simple Knits
0-609-60880-0
\$30.00 hardcover (Canada: \$45.00)

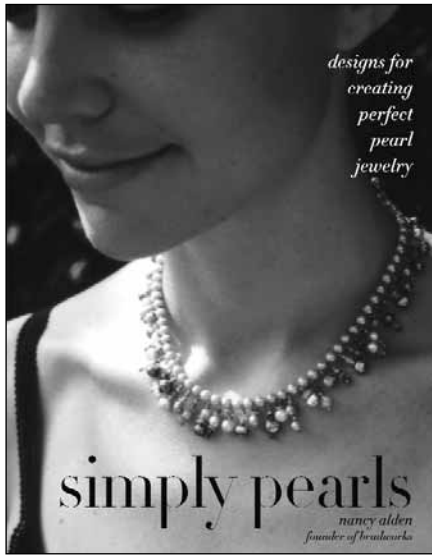
The Yarn Girls' Guide to Kid Knits
1-4000-5171-1
\$30.00 hardcover (Canada: \$45.00)

The Yarn Girls' Guide to Beyond the Basics
1-4000-9798-3
\$30.00 hardcover (Canada: \$42.00)



Crafts & Hobbies—Knitting (CRA015000)
7¹/₁₆ x 10; 160 pages; 50 full-color photographs & 175 line drawings
0-307-33690-5. \$30.00 hardcover (Canada: \$42.00)
EAN Code 9780307336903
On Sale 8/15/06

All Rights: Crown



National Publicity

Local Media Attention

Boston
Dallas
Norwalk, CT
Philadelphia
Providence, RI

Advertising

Craft and Needlework Association Magazine
Craft Trend News

Online Promotion

Feature in PotterCraftNews.com

Simply Pearls

Designs for Creating Perfect Pearl Jewelry

By Nancy Alden

In Simply Pearls, professional jewelry designer Nancy Alden shows us how to create, update, and wear fine pearl jewelry. Part project manual, part style guide, it's perfect for the Holly Golightly in all of us.

Whether you prefer a classic single strand or a funky combination of pearls and semi-precious materials, *Simply Pearls* shows you how to create necklaces and other pearl jewelry that are easy to make yet look both expensive and professionally made. No longer the extravagance they used to be, pearls come in a variety of types—from freshwater to faux—that make these beautiful gems an affordable and elegant option.

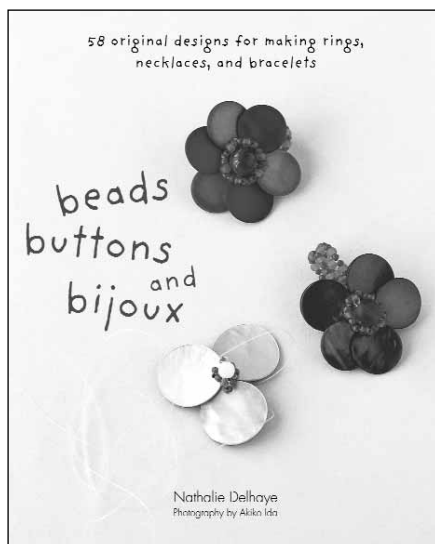
With projects designed for beginners and intermediate crafters—and a few more challenging designs for good measure—*Simply Pearls* is a volume that readers will consult again and again for basic stringing, knotting, and wire-work techniques; to find inspiration and project ideas, including tips on refreshing heirloom jewelry; and as a materials reference. Whether your look is modern and edgy or classic Chanel, *Simply Pearls* offers great how-to-wear-it ideas and beautiful projects that will give you the Tiffany's look at Target prices.

NANCY ALDEN is a jewelry designer and cofounder of the Beadworks bead store chain.



Crafts & Hobbies—Jewelry (CRA014000)
8½ x 11; 144 pages
120 full-color photographs and 75 illustrations
0-307-33949-1. \$22.95 paper (Canada: \$29.95)
EAN Code 9780307339492
On Sale 8/22/06

All Rights: Crown



Direct Mailing to Bead Shops

Tie-In Promotions with
Beadworks, Including Catalog
Advertising, Online Promotions,
Direct Mail, and Trade Shows

Promotion at Large Consumer
Craft Shows Nationwide

Online Promotion

E-blast to PotterCraftNews.com
subscribers

Beads, Buttons, and Bijoux

By Nathalie Delhaye

A charming collection of 58 original projects for making marvelous designer gems simply, quickly, and easily.

In *Beads, Buttons, and Bijoux*, fashion maven and muse Nathalie Delhaye shares insider secrets from fashion's favorite ateliers, showing readers how to transform a few pennies' worth of beads into chic, sparkling gems. The book offers dozens of projects for creating jewelry such as rings, necklaces, bracelets, and pins from simple materials like beads, buttons, sequins, charms, and found objects.

Each project is presented with simple, clear instructions and is accompanied by full-color, step-by-step illustrations. Beautiful photographs, extraordinary designs, and concise, easy-to-follow text make the book a delight to use.

Bead-jewelry fans and jewelry makers everywhere will be captivated by the elegance, contemporary style, and simplicity of the 58 original jewelry projects in *Beads, Buttons, and Bijoux*.

NATHALIE DELHAYE works in graphic design, publicity, and fashion, collaborating with and inspiring acclaimed fashion designers. She lives in Paris, France.



Crafts & Hobbies—Jewelery (CRA014000)

8¾ x 9¾; 144 pages

100 full-color photographs and 64 full-color illustrations

0-307-34572-6. \$25.95 hardcover (Canada: \$34.95)

EAN Code 9780307345721

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10 Lessons to Transform Your Marriage

America's Love Lab Experts Share Their Strategies
for Strengthening Your Relationship

Dr. John Gottman—bestselling author of *The Seven Principles for Making Marriage Work*—and his wife, clinical psychologist Julie Schwartz Gottman, take readers inside their famed Love Lab and offer practical steps for couples looking to improve, or even rescue, their relationships.

Since John Gottman and his colleagues announced more than 10 years ago that they could predict—with more than 90 percent accuracy—whether a marriage would succeed or fail, they have been working with couples in the Love Lab facility to pinpoint why some marriages are divorce-bound. Now, Dr. Gottman and Julie Schwartz Gottman share their remarkably effective tools for helping couples identify common pitfalls and determine how to solve these destructive problems.

In *Ten Lessons to Transform Your Marriage*, the authors provide an intimate look at 10 couples who learned to work through their marriage-threatening problems in positive, constructive ways. Readers can “listen” to these couples’ conversations and, with the Gottmans’

analysis and guidance, learn to recognize typical stumbling blocks in communication and how to overcome them.

Interactive quizzes and exercises round out each chapter, making this book an essential tool for any couple wanting to repair a rocky relationship or make a good one even stronger.

JOHN M. GOTTMAN, PH.D.,
and JULIE SCHWARTZ
GOTTMAN, PH.D., are the

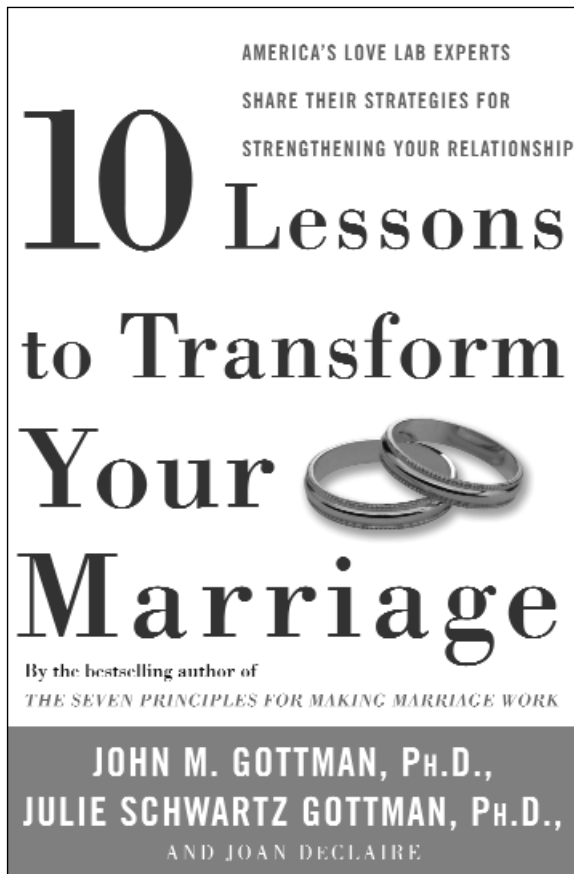
founders and directors of the
Gottman Institute in Seattle. John

Gottman’s research and findings have been featured in the *Wall Street Journal*, *Time*, Malcolm Gladwell’s bestseller *Blink*, and in the broadcast media. JOAN DECLAIRE is a writer specializing in psychology, health, and family issues.



Photograph © Jonathan Cook

John M. Gottman, Ph.D., Julie Schwartz Gottman, Ph.D.,
and Joan DeClaire



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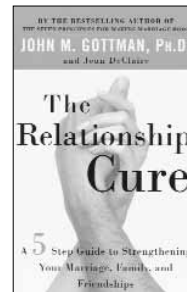
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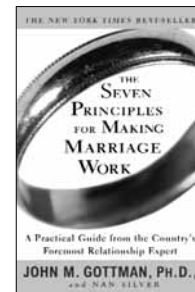
Grassroots Mailings to Marriage
Counselors, Therapists, and Clergy

Also by John Gottman, Ph.D.



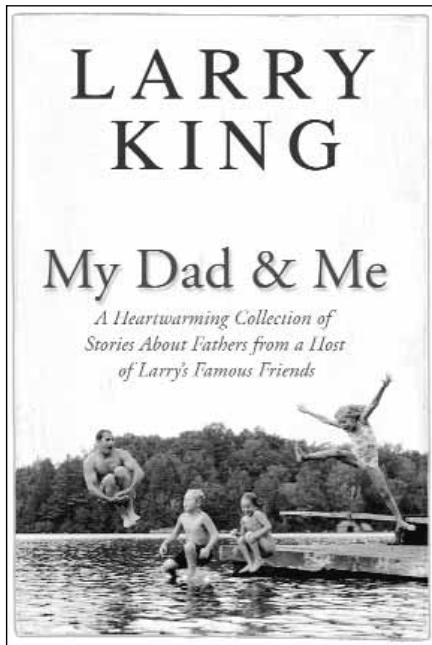
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Making Marriage Work*
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Family—Marriage; Social Science—Sociology—
Marriage; Psychology—Interpersonal Relationships
(FAM030000; SOC0026010; PSY017000)
6 1/8 x 9 1/4; 256 pages
1-4000-5018-9. \$25.00 hardcover (Canada: \$33.00)
EAN Code 9781400050185
On Sale 5/2/06

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My Dad and Me

A Heartwarming Collection of Stories
About Fathers from a Host of Larry's
Famous Friends

By Larry King

Beloved talk show host Larry King presents a moving and revealing collection of inspirational stories about fathers, from a diverse assortment of famous and successful sons and daughters, including George H.W. Bush, Bob Costas, Marlo Thomas, and many others.

The relationship between a father and his child is a singularly important one. Starting with the basic lessons—tying your shoes or learning to read—and on to offering tips on parenting your own child, a father touches every aspect of his child's life.

With that in mind, Larry King, the number one talk show host in America, has gathered together tales of respect, patience, tolerance, persistence, and love, the kinds of things only a father can pass on to a child. An impressive mixture of well-known, successful, and inspirational men and women tell us in their own words the most important life lessons they learned from their fathers.

A perfect gift for Dad—or a great read for anyone who wants to revisit some of Dad's all-important life lessons—*My Dad and Me* is sure to warm the heart.

CNN's **LARRY KING** is the host of the network's *Larry King Live*, the first worldwide phone-in television talk show and the network's highest-rated program. King is married to singer/actress Shawn Southwick-King and is the father of Andy, Larry Jr., Chaia, Chance, and Cannon.



Family & Relationships—Essay (FAM045000)

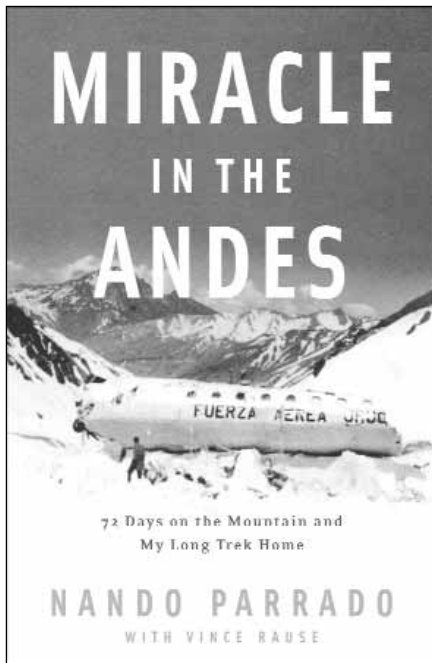
5 x 7¹/₄; 256 pages

0-307-23653-6. \$19.95 hardcover (Canada: \$26.95)

EAN Code 9780307236531

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and Major Marketing Campaign
Details

Miracle in the Andes

72 Days on the Mountain and
My Long Trek Home

By Nando Parrado with Vince Rause

*For the first time, Nando Parrado, the hero of the international bestseller *Alive*, offers his own harrowing account of the 1972 plane crash that stranded his rugby team in the Andes for 72 days. Riveting from page one, *Miracle in the Andes* is both a thrilling story of survival and a powerful human drama.*

Nando Parrado was unconscious for three days before he woke to discover that the plane carrying his rugby team, as well as their family members and supporters, to an exhibition game in Chile had crashed somewhere deep in the Andes. He soon learned that many were dead or dying—among them his own mother and sister. Those who remained were stranded on a lifeless glacier with no supplies and no means of summoning help.

As weeks passed, Nando resolved that he must get home to his beloved father or die trying. So Nando, an ordinary young man with no apparent disposition for leadership or heroism, led an expedition across 70 miles of frozen wilderness in an attempt to find help.

Thirty years after the disaster, Nando tells his story with remarkable candor and depth of feeling. *Miracle in the Andes*—a first-person account of the crash and its aftermath—is more than a riveting tale of true-life adventure: it is a revealing look at life at the edge of death and a meditation on the limitless redemptive power of love.

NANDO PARRADO lives in Montevideo, Uruguay.

VINCE RAUSE lives in Pittsburgh.



Biography/Autobiography (BIO000000)
6 1/8 x 9 1/4; 320 pages; two 16-page black-and-white inserts; 1 map
1-4000-9767-3. \$25.00 hardcover (Canada: \$33.00)
EAN Code 9781400097678
On Sale 5/9/06

British: Levine Greenberg Literary
Translation: Levine Greenberg Literary
1st Serial: Crown
Audio: Crown



an excerpt from

MIRACLE

72 Days on the Mountain and My Long Trek Home by Nando Parrado

It was an agonizing process, inching up the mountain.... After so many false summits, I had learned to keep my hopes in check, but this time, as I climbed over the ridge's edge, the slope fell away flat and I found myself standing on a gloomy hump of rock and wind-scoured snow. It dawned on me slowly that there was no more mountain above me. I had reached the top.

I don't remember if I felt any joy or sense of achievement in that moment. If I did, it vanished as soon as I glanced around. The summit gave me an unobstructed 360-degree view of creation. From here I could see the horizon circling the world like the rim of a colossal bowl, and in every direction off into the fading blue distance, the bowl was crowded with legions of snow-covered mountains, each as steep and forbidding as the one I had just climbed. I understood immediately that the Fairchild's copilot had been badly mistaken. We had not passed Curicó. We were nowhere near the western limits of the Andes. Our plane had fallen somewhere in the middle of the vast cordillera.

I don't know how long I stood there, staring. A minute. Maybe two. I stood motion-

less until I felt a burning pressure in my lungs and realized I had forgotten to breathe. I sucked air. My legs went rubbery and I fell to the ground. I cursed God and raged at the mountains. The truth was before me: for all my striving, all my hopes, all my promises to myself and my father, it would end like this. We would all die in these mountains. We would sink beneath the snow, the ancient silence would fall over us, and our loved ones would never know how hard we had struggled to return to them.

In that moment, all my dreams, assumptions, and expectations of life evaporated into the thin Andean air. I had always thought that it was the actual thing, the natural thing, and that death was simply the end of living. Now, in this lifeless place, I saw with a terrible clarity that it is the constant, death is the base, and that life is only a short, fragile dream. I was dead already. I had been born dead, and what I thought was my life was just a game death let me play as I waited to die. In my despair, I felt a sharp and sudden longing for the softness of my mother and my sister, and the warm, strong embrace of my father. My love for my father swelled in my heart,

IN THE ANDES

and I realized that, despite the hopelessness of my situation, the memory of him filled me with joy. It staggered me: The mountains, for all their power, were not stronger than my attachment to my father. They could not crush my ability to love. I felt a moment of calmness and clarity, and in that clarity of mind I discovered a simple, astounding secret: Death has an opposite, but the opposite is not mere living. It is not courage or faith or human will. The opposite of death is *love*. How had I missed that? How does anyone miss that? Love is our only weapon. Only love can turn mere life into a miracle and draw precious meaning from suffering and fear. For a brief, magical moment, all my fears lifted, and I knew that I would not let death control me. I would walk through the godforsaken country that separated me from my home with love and hope in my heart. I would walk until I had walked all the life out of me, and when I fell I would die that much closer to my father. These thoughts strengthened me, and with renewed hope I began to search for pathways through the mountains. Soon I heard Tintin's voice calling to me from the slope below.

“Do you see any green, Nando?” he cried. “Do you see any green?”

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THE PRO

LESSONS FROM MY FATHER
ABOUT GOLF AND LIFE



BY BUTCH HARMON

Butch Harmon, son of golfing legend Claude Harmon and the world's number one golf coach, tells the story of his father's life and work in *The Pro*.

With former students like Tiger Woods and Greg Norman, Butch Harmon is the top-rated golf teacher in the world. How did he accomplish this? The answer is simple: He learned by watching his father, Claude Harmon, the greatest teaching professional of all time and the last pro to win a major.

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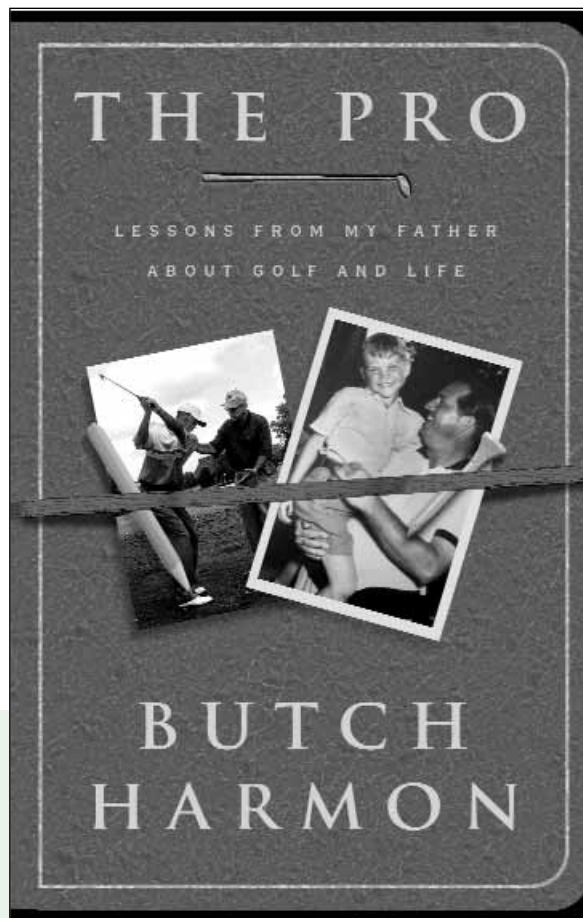
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In *The Pro* Butch delivers a portrait of his father, one of the unsung heroes of golf, and shows how the lessons he learned from him—about life and about golf—have made Butch the success he is today. Butch lovingly recalls these lessons and shows how he is passing on his father's wit, wisdom, and philosophies to the next generation of superstar golfers. *The Pro* is a family memoir, a golf memoir, a portrait of a long-gone era, and an inside look at what it takes to teach the Tigers of the world.



BUTCH HARMON has instructed the likes of Tiger Woods, Davis Love III, and Adam Scott. He was *Sports Illustrated's* Teacher of the Year in 1995, and *Golf Digest's* top golf teacher in 2003. A former player on the PGA Tour, he won the 1971 B.C. Open.



Sports & Recreation—Golf (SPO016000)

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

0-307-33803-7. \$25.95 hardcover (Canada: \$34.95)

EAN Code 9780307338037

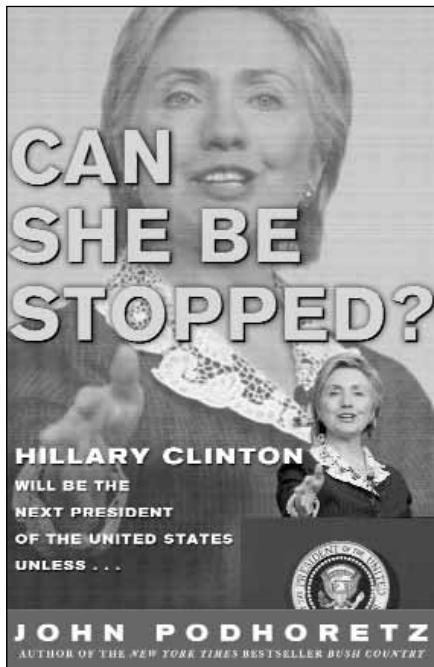
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Can She Be Stopped?

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

By John Podhoretz

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

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

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

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

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



Current Affairs—American (CUR001000)

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

0-307-33730-8. \$26.95 hardcover (Canada: \$35.95)

EAN Code 9780307337306

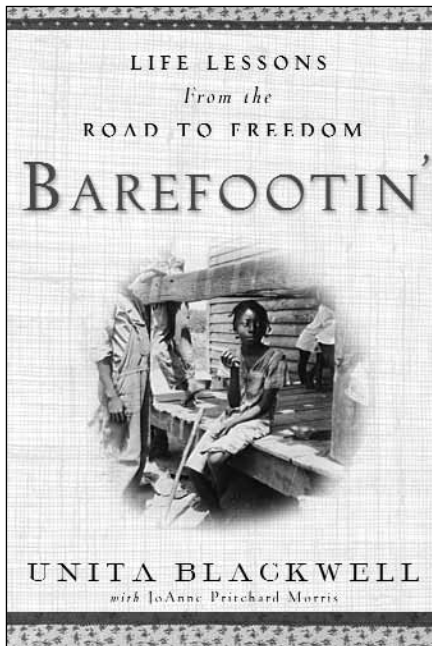
On Sale 5/9/06

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Grassroots Mailing to Civil Rights Organizations

Barefootin'

Life Lessons from the Road to Freedom

By Unita Blackwell

One of the Civil Rights movement's most memorable voices tells the inspirational story of her remarkable life as she journeyed from sharecropper to activist, sharing the lessons she learned along the road.

Born in the Mississippi Delta in the 1920s, Unita Blackwell lived the hopeless existence of a sharecropper until she was transformed by the Civil Rights movement, which came into her life, she writes, like a "big drenching rain after a long dry spell." Like a rocket, Unita was launched, and she hasn't looked back since.

Having not attended school in favor of working in the cotton fields, Unita saw her life begin anew at 30. From firebrand activist for social justice to human-rights advocate, politician, and academician—Unita has faced enormous challenges and seen tremendous accomplishments, and in *Barefootin'* she shares her stories and imparts the gems of wisdom she's gleaned from her amazing experiences.

Infused with the language and rhythms of the Delta, *Barefootin'* is at once the stirring memoir of an extraordinary woman and a guide to living a full life from someone who knows how.

UNITA BLACKWELL is a fellow of the Institute of Politics at the John F. Kennedy School of Government at Harvard. She has received numerous awards for her contributions to human rights (including a genius grant from the MacArthur Foundation). She lives in Mayersville, Mississippi, where she was mayor for 20 years.



Biography—People of Color (BIO002000)

6 $\frac{1}{8}$ x 9 $\frac{1}{4}$; 288 pages

0-609-61060-0. \$23.00 hardcover (Canada: \$30.00)

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A Novel by ROBERT BAER

New York Times bestselling author and former CIA operative Robert Baer—played by George Clooney in the film *Syriana*—pushes fiction to the absolute limit in this unnervingly plausible alternative history of 9-11.

Veteran CIA officer Max Waller has long been obsessed with the abduction and murder of his agency mentor. Years of digging turn up a crucial photo of Osama bin Laden that may unravel the mystery, but when the first person Max shows the photo to winds up dead, he suddenly finds himself the target of dark forces within the intelligence community who are desperate to muzzle him. In the summer of 2001, fleeing a global surveillance net, Max is forced to wonder: what is the secret everyone is trying so hard to protect? And why have former friends turned into enemies?

"Chilling...*Blow the House Down* is one of the finest espionage novels I've read since the end of the Cold War."

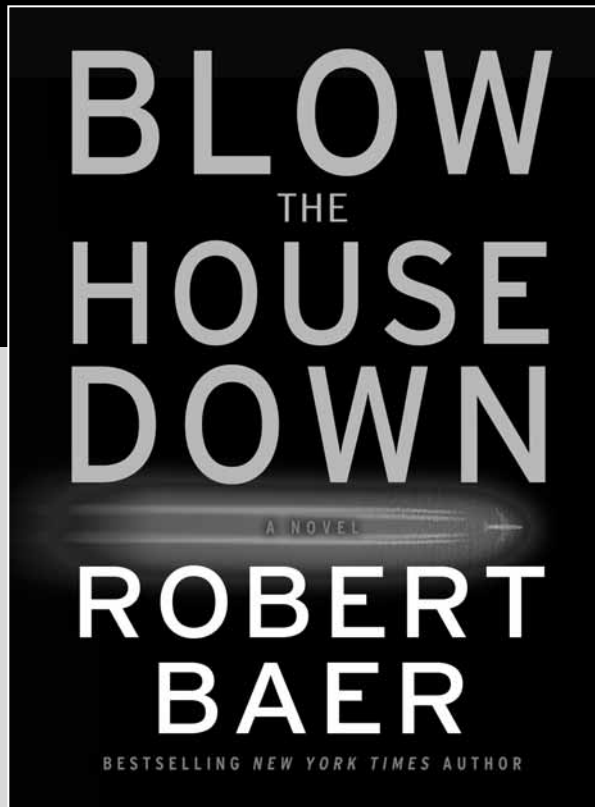
—Nelson DeMille, author of *Night Fall* and *The Lion's Game*

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ROBERT BAER is the *New York Times* bestselling author of two nonfiction works, *Sleeping with the Devil* and *See No Evil* (basis of the film *Syriana* starring George Clooney). He lives in Colorado.



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Fiction—Political (FIC037000)

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

1-4000-9835-1.

\$25.95 hardcover (Canada: \$34.95)

EAN Code 9781400098354

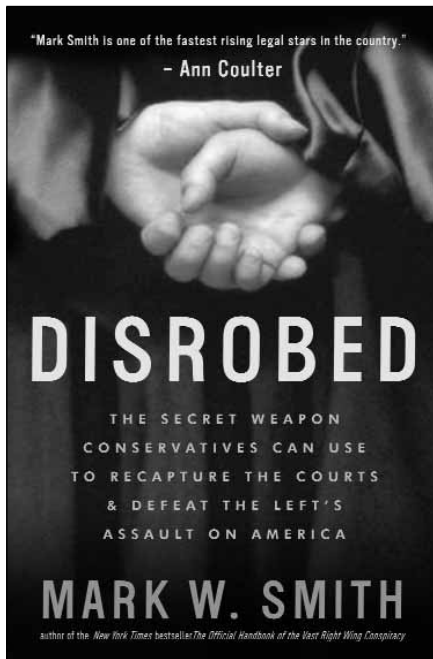
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Disrobed

The Secret Weapon Conservatives Can Use
to Recapture the Courts & Defeat the Left's
Assault on America

By Mark W. Smith

"Mark Smith is one of the fastest rising legal stars in the country." —Ann Coulter

This call to arms for conservatives exposes the damage that liberal jurists are doing to the country and proposes what is certain to be a controversial battle plan: implementing *conservative* judicial activism to make up for six decades of liberal abuse of the courts.

Forget the meek calls for "strict constructionism" and "judges who will interpret the Constitution," says best-selling author Mark W. Smith. Standing conventional conservative wisdom on its head, he unabashedly shows how the Right can and must retake the courts and how to counter decades of liberal legislation from the bench with its conservative mirror image.

Disrobed shows why the liberal hold on the judiciary continues to block the conservative agenda despite the movement's victories in Congress, the White House, and most state legislatures and governorships. It offers a point-by-point strategy for completing and consolidating the conservative hold on power. And it gives voice to the often unexpressed beliefs of ordinary Americans who feel that the courts must stop deciding cases in ways that are inconsistent with core American values and the American way of life.

MARK W. SMITH is the author of the *New York Times* bestseller *The Official Handbook of the Vast Right-Wing Conspiracy*. He lives in New York City.



Current Affairs—Government (CUR002000)

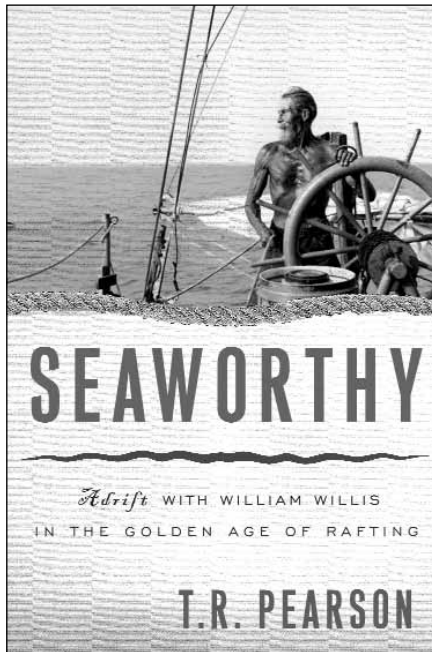
6 1/8 x 9 1/4; 272 pages

0-307-33925-4. \$25.95 hardcover (Canada: \$34.95)

EAN Code 9780307339256

On Sale 5/23/06

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Author Interviews
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Seaworthy

Adrift with William Willis in the Golden Age of Rafting

By T. R. Pearson

Thor Heyerdahl's classic Kon-Tiki meets Elizabeth Gilbert's The Last American Man in this true account of the downright strange misadventures of William Willis, a man who rafted across the Pacific in his sixties and again in his seventies.

Bestselling novelist T. R. Pearson turns his talents to nonfiction in this too-insane-to-be-believed story of William Willis, one of the world's original extreme sportsmen, who took lengthy and ill-advised rafting trips across major oceans merely to experience life at its most unbridled.

At the age of 60, Willis set across the Pacific Ocean on a homemade balsa raft. He took scant fresh water, little food, and none of the necessities of an ocean crossing, such as a radio. For months he bobbed in the waves, noticed only by Long Tom, a brown shark shadowing his raft. He refused offers to board passing freighters, preferring to ride out bad weather by nailing himself under a canvas tarp. When he finally made land after 115 days, he vowed to set out again—and did.

T. R. Pearson brings Willis to vivid—and very odd—life in *Seaworthy*. Stories of other perilous (albeit less freakish) rafting trips, including a new account of the famed Kon-Tiki expedition, make *Seaworthy* a hilarious and hair-raising portrait of men behaving absurdly on the high seas.

The author of 10 novels, including the *New York Times* Notable Book *Blue Ridge*, **T. R. PEARSON** lives in Virginia.



History (HIS000000)

6 1/8 x 9 1/4; 304 pages; 10 black-and-white photographs; 1 map

0-307-33594-1. \$24.95 hardcover (Canada: \$32.95)

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WHAT IS IT?

The **NEW BOOK** from Ann Coulter—her first completely original one since 2003's *Treason*.

WHAT'S IT ABOUT?

TOO HOT TO SAY. We can't even mention the title—but we can attest that it'll be her most important, timely, and controversial book yet, certain to ignite passions on all sides.

HOW BIG WILL IT BE?

Well, **CONSIDER THE TRACK RECORD:** Ann's three most recent *New York Times* bestsellers—*Slander*, *Treason*, and *How to Talk to a Liberal* have netted 1.25 million copies in hardcover. Add to that Ann's emergence as the undisputed queen of the conservative movement, her cover profile in *Time*, and her television appearances (including on mainstream shows like *Good Morning America* and *The Tonight Show*) and it's clear that the Ann Coulter phenomenon is just getting started.

6/6/06...
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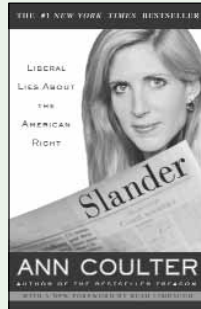
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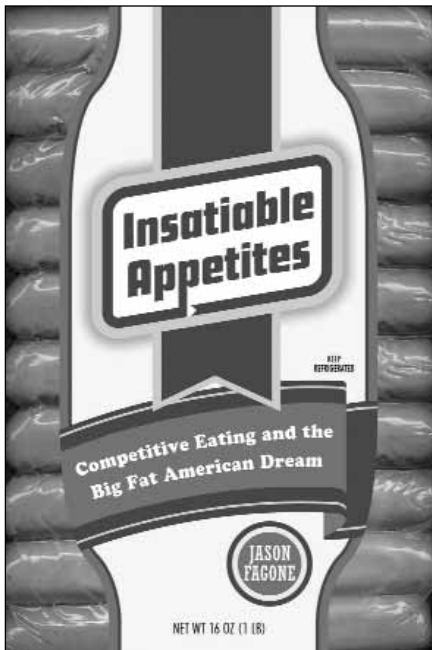
6 1/8 x 9 1/4; 384 pages

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Insatiable Appetites

Competitive Eating and the
Big Fat American Dream

By Jason Fagone

A look inside the "sport" of competitive eating, a fascinating subculture that is gaining mainstream success while reflecting the famously outsized American appetite—for food, for fame, for money, and, yes, for love.

Sonya "The Black Widow" Thomas. "Hungry" Charles Hardy. Rich "The Locust" LeFevre. These people are among the men and women who consume vast quantities of food under the banner of the International Federation of Competitive Eating. In *Insatiable Appetites*, Jason Fagone reports on the year he spent traveling the U.S. and the world, immersing himself in the competitive eating circuit, from small-town pie-eating contests to the sport's annual grand finale: the Nathan's hot-dog eating contest at Coney Island.

The saga begins with Fagone's trip to Japan in quest of an interview with Takeru Kobayashi, the undisputed but reticent master of competitive eating. Then it's on to Philadelphia's infamous Wing Bowl, where Bill "El Wingador" Simmons vies for his fifth chicken-eating title. Finally, Fagone takes us to Coney Island on July 4th for the event that has become the World Series and Super Bowl of competitive eating.

Along the way, in a blend of immersive reporting and social analysis that recalls Susan Orlean's *The Orchid Thief*, Fagone considers the contrast between the sensualists and the (surprisingly thin) technical eaters, eating contests of yore, and what the transformation of competitive eating into an ESPN-worthy sport has to say about America today. Dig in.

JASON FAGONE is a writer at large for *Philadelphia* magazine.



Current Affairs—American (CUR001000)

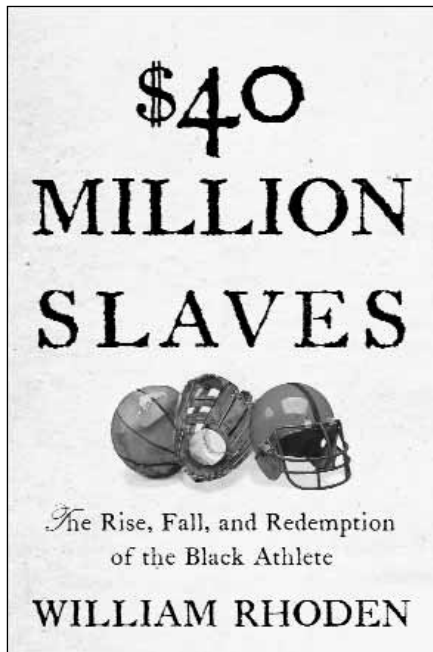
6 1/8 x 9 1/4; 256 pages

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The \$40 Million Slaves

The Rise, Fall, and Redemption
of the Black Athlete

By William Rhoden

Renowned New York Times columnist William Rhoden deconstructs the black athlete in this explosive and absorbing discussion of race, politics, and the history of American sport.

From Jackie Robinson and Muhammad Ali to Michael Jordan and Tiger Woods, black athletes have been at the center of modern culture. In *The \$40 Million Dollar Slaves*, William Rhoden weaves a compelling narrative of their history while making the cogent argument that black athletes' "evolution" has merely been a journey from literal plantations to figurative ones.

Every advance made by black athletes, Rhoden explains, has been met with an insurmountable setback—one example being Major League Baseball's integration of the sport, which stripped the Negro League of its talent and left it to founder. He details the "conveyor belt" that brings kids from inner cities and small towns to big-time programs, where they are cut off from their heritage and exploited by team owners, the media, and others. Rhoden argues that for all their money and fame, black athletes are no better off than slaves, whose masters forced them to race and fight.

Sweeping and meticulously detailed, *The \$40 Million Dollar Slaves* is an eye-opening exploration of a stereotype we only thought we knew.

WILLIAM RHODEN has been a sportswriter and columnist for the *New York Times* since 1983 and regularly appears on ESPN's *The Sports Reporters*. He lives in New York City.



Sports & Recreation (SPO000000)

6 7/8 x 9 1/4; 288 pages

0-609-60120-2. \$24.00 hardcover (Canada: \$32.00)

EAN Code 9780609601204

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INNOVATION

How Your Business Can Get It, Use It, and Drive It

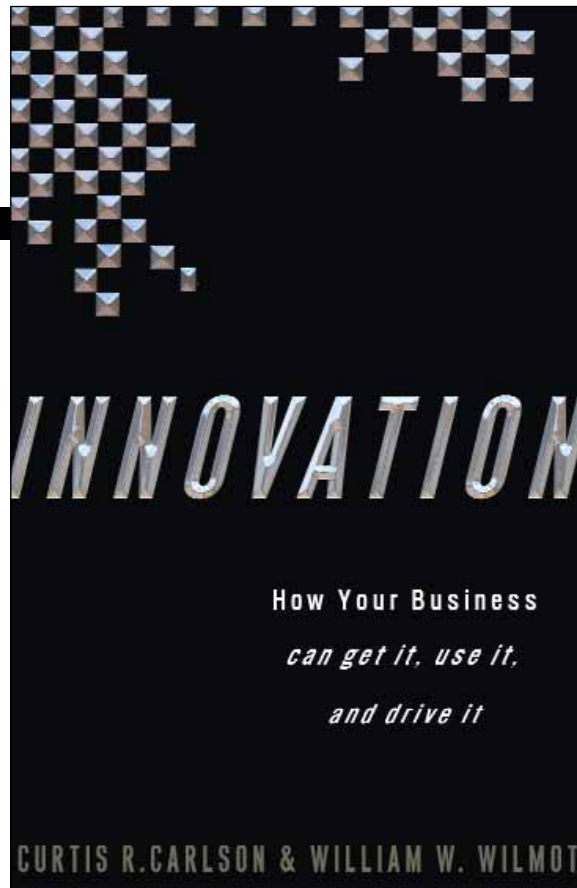
Poised to do for innovation what Execution has done for strategy, Innovation provides the essential steps managers can take to foster a culture of innovation in their own companies—and create customers for life.

SRI International has created the computer mouse, high-definition TV, and numerous other revolutionary devices and services. In their work at SRI, authors Curtis Carlson and Bill Wilmot not only developed cutting-edge products, but also learned firsthand the reasons why innovation needs to be more than just inventing something cool—it must permeate the entire workplace, creating an organization that can consistently deliver value to its customers.

Innovation outlines the principles Carlson and Wilmot practiced and offers managers five key tenets for fostering a culture of innovation in their own companies. What do customers want? Why do they want it? How can it be created? Through probing questions, engaging stories, insightful anecdotes, and practical advice, Carlson and Wilmot give businesspeople what they need to cultivate perpetual customer value.

***By Curtis R. Carlson
& William W. Wilmot***

CURTIS R. CARLSON is president and CEO of SRI International, a non-profit institute that conducts research and development for all types of organizations. In addition to his work with SRI, **WILLIAM W. WILMOT** is director of the Collaboration Institute, a group specializing in workplace coaching and training. Curtis Carlson lives in Menlo Park, California, and William Wilmot lives in Anaconda, Montana.



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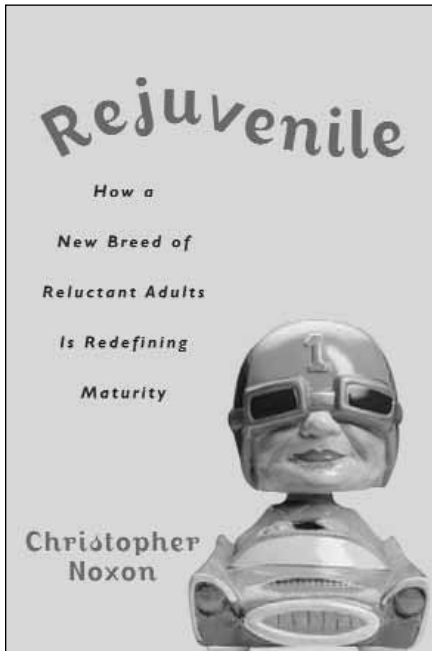
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Business (BUS000000)
6 1/8 x 9 1/4 288 pages; 10-15 diagrams
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Grassroots Mailings to Marketing Professional Organizations and Rejuvenile Organizations Such as Paintball Clubs, Adult Fans of Legos, etc.

Rejuvenile

How a New Breed of Reluctant Adults Is Redefining Maturity

By Christopher Noxon

Part Bobos in Paradise, part Passages, Rejuvenile offers a witty yet serious look at a new breed of adult who sees "growing up" as winding down—and who sees no reason to give up cartoons, kickball, or spelling bees.

Once upon a time, boys and girls grew up and set aside childish things, or so the story goes. Nowadays, moms and dads skateboard and download pop-song ringtones. Captains of industry pose for *BusinessWeek* holding Super Soakers. The average age of video game players is 29 and rising. Disney World is the world's top adult vacation destination (that's adults *without* kids). There's a word for this new breed: *rejuveniles*. As self-confessed rejuvenile Christopher Noxon makes clear in this rollicking portrait, rejuveniles see growing up as exchanging a life of playful flexibility for anxious days tending lawns and mutual funds. Noxon explores the "toyification" of practical devices and introduces us to the "Playalong Parent." He talks to executives who preach the gospel of play and twenty-somethings who live happily with their parents. And he takes on the "Harrumphing Codgers," who see the rejuvenile as a threat to the social order.

Rejuvenile makes hilarious sense of this seismic culture change. It's a must-read not only for those who refuse to "act their age," but for those who wish they would.

CHRISTOPHER NOXON has written for the *New York Times Magazine*, *Los Angeles Magazine*, and *Salon*. He lives with his wife and three children in Los Angeles.



Social Science—Popular Culture (SOC022000)

5½ x 8¼; 240 pages

1-4000-8088-6. \$23.95 hardcover (Canada: \$31.95)

EAN Code 9781400080885

On Sale 6/20/06

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Translation: Betsy Amster

1st Serial: Crown

Audio: Crown



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out of New York](#)

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Model Student

A Tale of Co-eds and Cover Girls

By Robin Hazelwood

A fun, fabulous autobiographical novel, set in the go-go Eighties, about a gorgeous young woman juggling a career as a rising model and life as an Ivy League student.

In the gilded age of Cindy, Naomi, and Iman, Midwestern teen Emily Woods plunges into the glamorous but grueling world of modeling. But Emily is more than just a small-town beauty with stars in her eyes. She's also a freshman at Columbia University who's not about to let couture and klieg lights get in the way of an Ivy League education.

Thus begins Emily's double life: cramming for a final at a swimsuit shoot in the Caribbean; gaining the freshman fifteen at the expense of fitting into designer frocks; seduced by both college guys and the sought-after fashion photographer of the moment. But as Emily pursues her fantasy of *Vogue* covers and cosmetic campaigns her priorities change, until the seamier side of the fashion industry—drugs, plastic surgery, eating disorders—becomes all-too-familiar territory, forcing Emily to make a choice between model and student.

ROBIN HAZELWOOD, a graduate of Yale, was a professional model in New York, Paris, London, and Milan throughout the 1980s and 90s. This is her first book.



Fiction (FIC000000)

6¹/₈ x 9¹/₄; 384 pages

0-307-33718-9. \$23.95 hardcover (Canada: \$31.95)

EAN Code 9780307337184

On Sale 7/4/06

British: William Morris Agency, Inc
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Audio: Crown

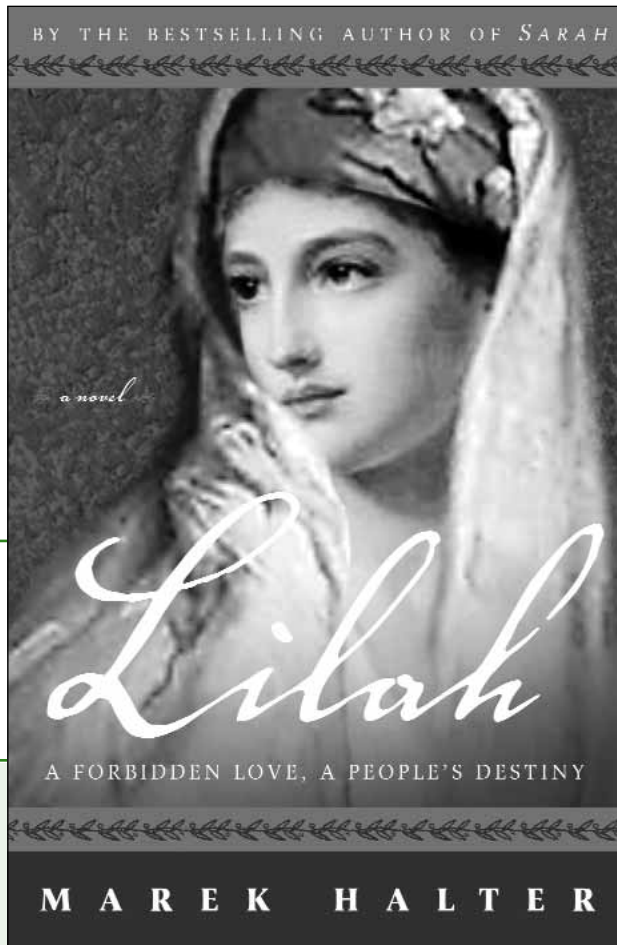
Lilah

A NOVEL BY MAREK HALTER

LILAH, THE THIRD BOOK IN MAREK HALTER'S BESTSELLING CANAAN TRILOGY, TELLS THE STORY OF THE HIGH PRIEST EZRA'S SISTER, WHO BRAVELY PROTESTED RELIGIOUS FANATICISM.



Lilah, sister of Ezra—the man destined to lead the Jews back to Jerusalem—plans to marry a handsome Persian warrior. But Ezra does not wish his sister to marry a non-Jew. Forced to choose between her heart and her people, Lila devotes herself to her faith and to her brother's fight to lead their people out of Susa, capital of the Persian Empire, and back to the Promised Land. But when Ezra orders all Jewish men to cast off their foreign-born wives, Lilah rebels. Breaking apart loving families, she argues, does not strengthen the Jewish people or honor their God. Lilah, who has given up her own hope for a loving family, will fight for the dignity and freedom of other women and their families and, in so doing, become the first woman of the Bible to speak out against intolerance and fanaticism.



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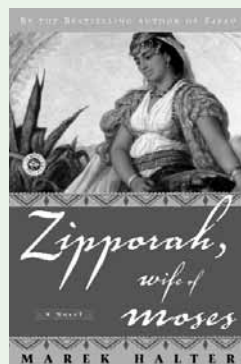
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MAREK HALTER was born in Warsaw, Poland, in 1936. He lives in Paris.

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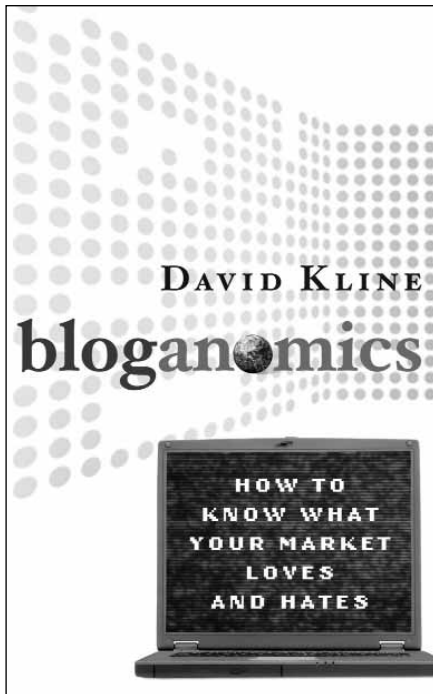


Zipporah, Wife of Moses
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Fiction—Historical (FIC014000)
6 1/8 x 9 1/4; 352 pages
1-4000-5281-5. \$24.00 hardcover
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Bloganomics

How to Know What Your Market
Loves and Hates

By David Kline

In the same way Customers.com revealed the Internet's power as a marketing tool, Bloganomics shows managers how to embrace the blog phenomenon and details why blogging is vital to every kind of business.

Once the quiet domain of would-be writers and niche enthusiasts, blogs now represent a major tipping point in business. They have transformed faceless consumers into flesh-and-blood people with real opinions and insights, and blogging's wide applications—as a buzz-marketing tool, a bottomless well of consumer feedback, and a priceless public relations vehicle—are just starting to be recognized by the business community. In *Bloganomics*, journalist and consultant David Kline takes readers into the “blogosphere” and explains how they can harness its power to develop new products, market existing ones, and ensure the future success of their business.

Kline interviews America's leading bloggers and management experts as they experiment with the medium's explosive potential. He offers a clear framework for understanding competition in a blog-entangled, consumer-centric world, and reveals 10 imperative ways blogging will change business—making *Bloganomics* mandatory reading for managers in any industry.

DAVID KLINE has written for the *New York Times*, *Christian Science Monitor*, *Wired*, *Rolling Stone*, and other publications. The co-author of *Rembrandts in the Attic*, he lives in Portland, Oregon.



Business & Economics (BUS000000)

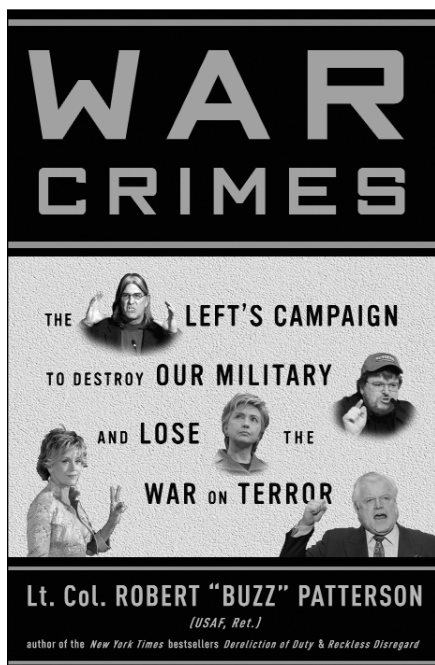
5½ x 9¼; 256 pages

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War Crimes

The Left's Campaign to Destroy Our Military
and Lose the War on Terror

By Lt. Col. Robert "Buzz" Patterson

From the bestselling author of Dereliction of Duty and Reckless Disregard comes a searing indictment of the political Left and its attempts to hobble U.S. military efforts in the war on terror.

Building on his two bestsellers, military expert Buzz Patterson argues in this explosive new book that liberals not only lack an understanding of the U.S. military's mission, they are actively sabotaging American actions against global extremism as well. In *War Crimes*, Patterson deftly exposes the Left's extensive network of impediments, pointing to specific examples of how politicians, journalists, and academics are endangering U.S. troops and compromising national security.

Patterson shows how politicians pass obscure environmental laws to prevent military bases from conducting exercises; how the news media propagates a misleading image of American armed forces; and how academia abounds with activist professors who want to undermine the military. Incorporating this evidence with his reportage from Iraq's front lines and interviews with hundreds of U.S. soldiers, Patterson paints a controversial yet heartfelt picture of the accomplishments of the U.S. military despite enormous obstacles.

LT. COL. ROBERT "BUZZ" PATTERSON, U.S. Air Force (Ret.), is national security correspondent for Human Events Online and host of a weekly radio show. A former military aide to President Clinton, he lives near Atlanta.



Current Affairs (CUR000000)

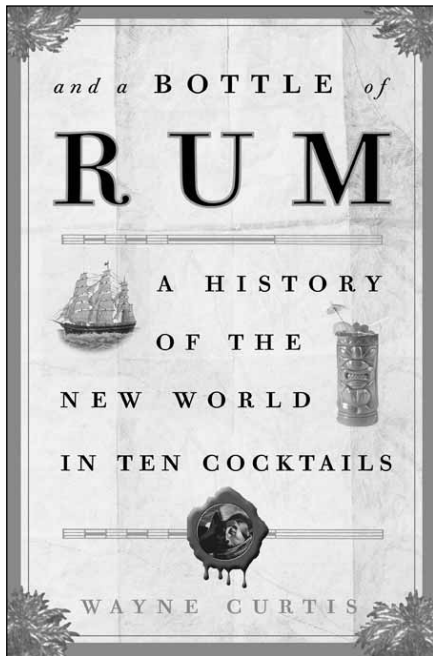
6 1/8 x 9 1/4; 272 pages

0-307-33826-6. \$25.95 hardcover (Canada: \$34.95)

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Author Interviews
out of Portland, ME

And a Bottle of Rum

A History of the New World in Ten Cocktails

By Wayne Curtis

The raucous life and intoxicating times of that most American spirit—fancy of Founding Fathers, libation of pirates, currency of slave-traders, scourge of Prohibition-ists, and the basis for our most exotic cocktails (recipes included).

And a Bottle of Rum is the story of America as seen through the bottom of a drinking glass. With a chapter for each of ten cocktails—from the foul-smelling “kill-devil” of West Indian sugar barons to the mojitos of modern club-hoppers—Wayne Curtis reveals that rum has been central to the economic and cultural life of the New World. Here is Paul Revere stopping for a nip during his famous ride, Hemingway demolishing his liver with 16 daiquiris in a Havana overrun with refugees from Prohibition, and a nation gone tiki-mad over Mai Tais. No character, however, looms larger than rum itself: that very American spirit that has been constantly reinvented throughout three-and-a-half centuries, whether by bootleggers, lounge lizards, or marketing gurus.

Awash with local color and wry humor, *And a Bottle of Rum* is the perfect pick-me-up for readers of such books as *For God, Country, and Coca-Cola* and *Cod*—and for all lovers of history, pop culture, travel, food, and, of course, cocktails.

WAYNE CURTIS is a contributing editor to *Preservation* magazine and a frequent contributor to the *New York Times* and *The Atlantic Monthly*. He lives on an island near Portland, Maine.



History—Modern (HIS037030)

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

1-4000-5167-3. \$24.00 hardcover (Canada: \$32.00)

EAN Code 9781400051670

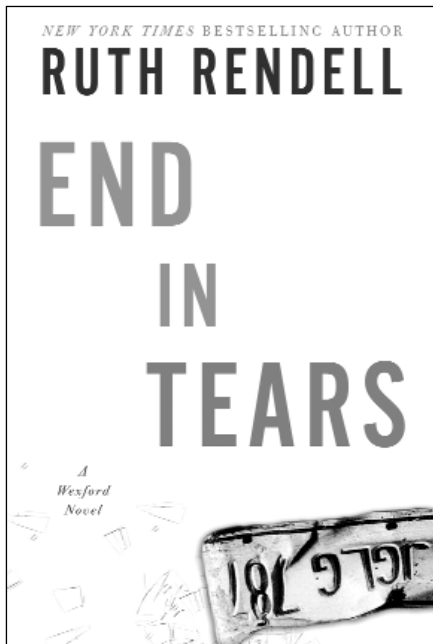
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The Rottweiler

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End in Tears

A Wexford Novel

By Ruth Rendell

In End in Tears, international bestselling author Ruth Rendell's latest Inspector Wexford mystery, Wexford fears he's losing his touch until he senses that a series of seemingly unrelated murders are very much connected.

At first there was no reason to link the killings. The first one, months earlier, seemed totally random: a lump of concrete, pushed off an overpass onto a passing car. By contrast, the bludgeoning death of Amber, returning home late after a night of clubbing with her teenage friends, was obviously calculated. The killer had been seen waiting for the girl in a nearby wood. But when Inspector Wexford discovered that Amber had been the driver right behind the crushed car—and that she was driving a car of a similar make and model—he knew that someone had wanted the teenager dead badly enough to kill twice to get the job done. And the murderer wasn't finished yet.

In *End in Tears*, Ruth Rendell delivers a nuanced, richly populated mystery with a fast-paced plot that takes off from the very first page with back-to-back murders and ends with one of Wexford's police officers in mortal danger.

RUTH RENDELL has won numerous awards, including three Edgars, the highest accolade from Mystery Writers of America, and three Gold Daggers, one Silver Dagger, and a Diamond Dagger for outstanding contribution to the genre from England's prestigious Crime Writer's Association. She lives in London.



Mystery—Fiction—British (FIC022030)

6¹/₈ x 9¹/₄; 336 pages

0-307-33976-9. \$25.00 hardcover (Canada: \$33.00)

EAN Code 9780307339768

On Sale 7/18/06

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

Canadian Edition (Doubleday Canada)
ISBN 0-385-66202-5. \$34.95 hardcover

ENOUGH

The Phony Leaders, Dead-End Movements, and Culture of Failure That Are Undermining Black America—**and What We Can Do About It**

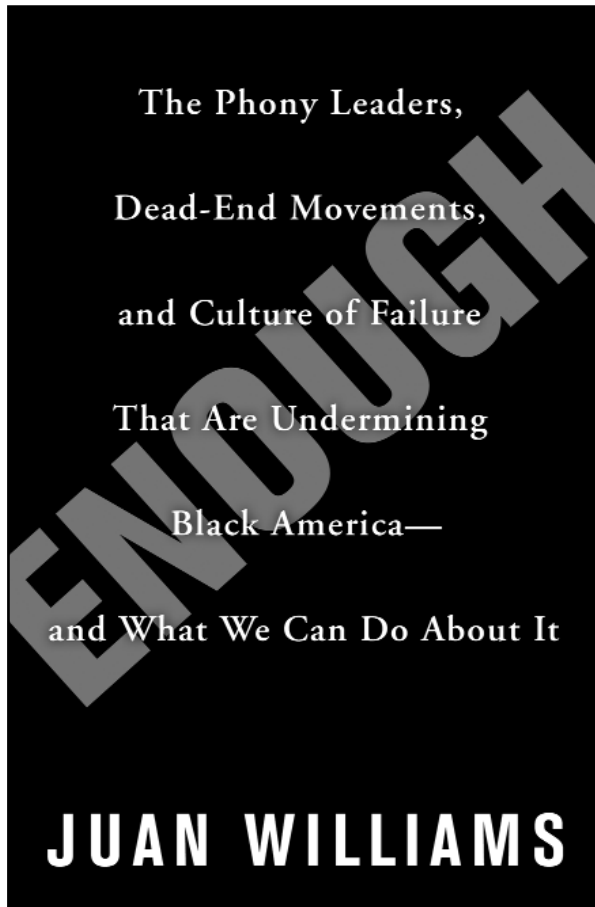
When Bill Cosby uttered his now infamous remarks about the state of the Civil Rights movement in America—where he claimed that many black folks were not holding up their end of the bargain, particularly those in the so-called underclass—it unleashed a tidal wave of controversy. More recently, the spectacle of thousands of poor black people left behind in the wake of Hurricane Katrina has inspired a renewed debate about the persistence of black poverty in this country. The question is simple: Why?

It's been 50 years since *Brown v. Board of Education* and 40 years since the Civil Rights Acts of the 1960s were signed into law, yet African Americans are still lagging behind. The causes are complex—and owe much to stubborn racism—but in *Enough*, Juan Williams argues that while combating racism, it's also urgently critical that African Americans identify problems that stem from sources within their own communities while reclaiming the traditional values that have sustained black Americans in even the darkest hours.

Williams compares abandoned aspects of traditional black culture—a culture that valued

education, creativity, community, and decisive action—with elements of today's black culture, which emphasizes a perverted individualism, the nihilistic forms of hip-hop, skepticism about formal education, and a politics of protest and performance rather than meaningful action. Williams attacks these sources of black malaise one by one, backed by solid research and incisive observations. *Enough* reasserts a positive, progressive vision for African Americans—the kind that led to a century of progress after emancipation—and offers a new way of approaching this persistent American dilemma.

JUAN WILLIAMS



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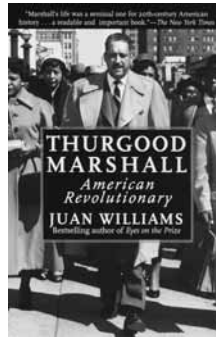
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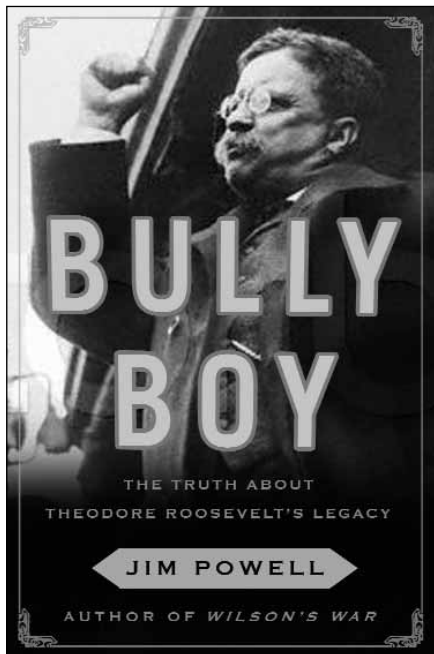
Also by Juan Williams
Thurgood Marshall
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\$16.00 paper
(Canada: \$24.00)



JUAN WILLIAMS, a contributing political analyst for the Fox News Channel and a regular panelist on *Fox News Sunday*, is a senior NPR correspondent. He lives in Washington, D.C.



Current Affairs (CUR000000)
6 1/8 x 9 1/4; 256 pages
0-307-33823-1. \$25.00 hardcover (Canada: \$33.00)
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Wilson's War

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\$27.50 hardcover (Canada: \$39.95)

Bully Boy

The Truth About
Theodore Roosevelt's Legacy

By Jim Powell

From the author of FDR's Folly and Wilson's War comes a sure-to-be controversial reassessment of one of our most colorful and dynamic presidents.

Undoubtedly, Theodore Roosevelt led a fascinating life: war hero, hunter, adventurer, police commissioner, prolific author, and, of course, president. But have historians and biographers—as well as the designers of Mt. Rushmore—been so wowed by Roosevelt's energy and charisma that they haven't looked closely enough at his record and his questionable impact on the nation?

In *Bully Boy*, historian Jim Powell makes the case that Roosevelt's legacy has, in fact, been a disastrous one, especially for ordinary Americans. Powell meticulously documents what Roosevelt wrought: he expanded presidential power and brought on the era of big government; he established a dangerous interventionist precedent that has led us into numerous foreign conflicts even when our national interest has not been at stake; his celebrated trust-busting has actually hurt consumers; his food and drug regulations have had unintended and quite damaging consequences; his famous "conservation" policies have degraded our environment; and he was one of the leading champions of "soak the rich" income taxes that now soak everybody.

Bully Boy is a provocative reexamination of an American icon.

JIM POWELL is a senior fellow at the Cato Institute. He lives in Connecticut with his family.



History—United States (HIS036000)

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

0-307-23722-2. \$27.50 hardcover (Canada: \$36.50)

EAN Code 9780307237224

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discussion group guides



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