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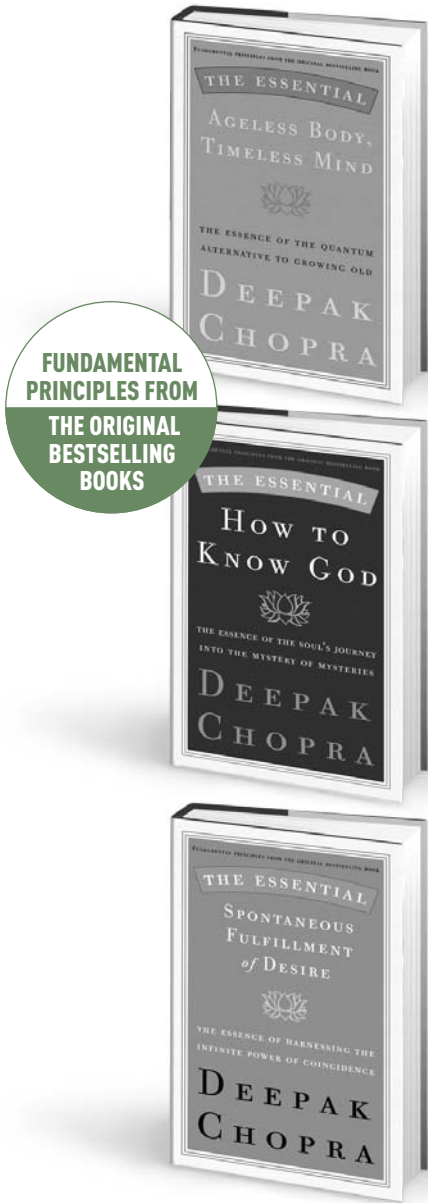
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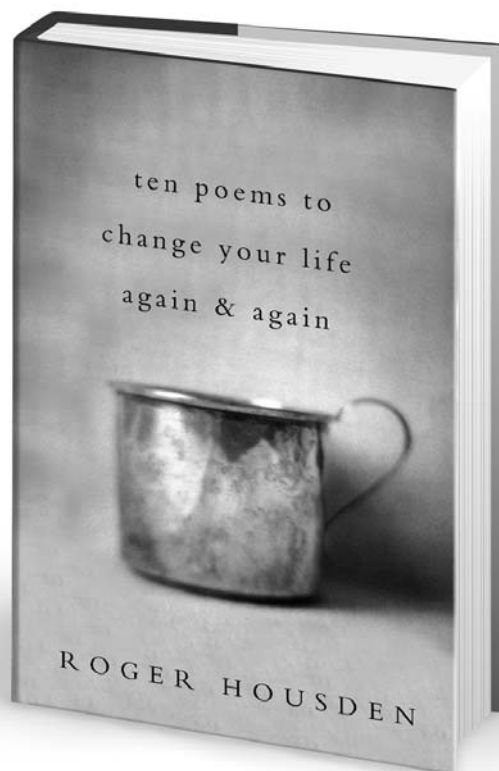
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In addition to the Ten Poems series, **ROGER HOUSDEN** is the author of *How Rembrandt Reveals Your Beautiful, Imperfect Self: Ten Lessons from the Master*; *Dancing with Joy*; *Seven Sins for a Life Worth Living*; and *Risking Everything*. He lives in Northern California.



Poetry (POE000000)
 5 7/8 x 7 7/8; 160 pages
 ISBN/EAN: 978-0-307-40519-7
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 First Serial: Crown
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THE THIRD ANGEL

a novel

The bestselling author of *Skylight Confessions* and *Here on Earth* debuts at Shaye Areheart Books with a work of startling beauty about the unique, alchemical nature of love.



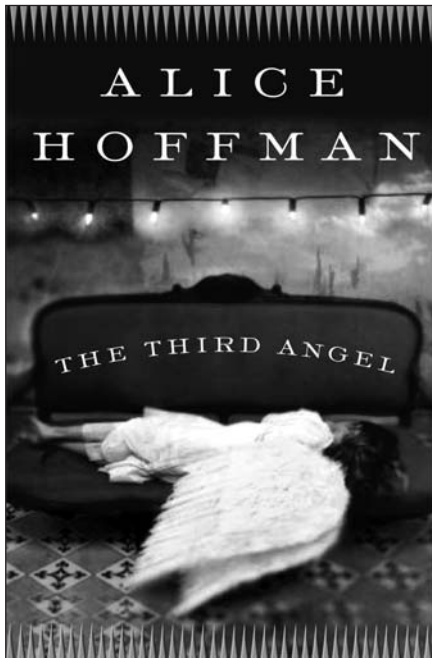
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In *The Third Angel*, Alice Hoffman weaves a magical and stunningly original story that charts the lives of three women in love with the wrong men. Headstrong Madeleine Heller finds herself hopelessly attracted to her sister's fiancé. Frieda Lewis, a doctor's daughter and a runaway, becomes the muse of an ill-fated rock star. And beautiful Bryn Evans is set to marry an Englishman while secretly obsessed with her ex-husband. At the heart of

the novel is Lucy Green, who blames herself for a tragic accident she witnessed at the age of 12, and spends four decades searching for the Third Angel—the angel on Earth who will renew her faith.

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ALICE HOFFMAN is the author of 25 works of fiction, many of which have become national and *New York Times* bestsellers, two that went on to become Hollywood films (*Practical Magic* and *Aquamarine*), and one that was chosen as an Oprah Book Club selection (*Here on Earth*). Her novels have been ranked as notable books of the year by the *New York Times*, *Entertainment Weekly*, the *Los Angeles Times*, and *People*. She divides her time between Boston and New York City.

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TIM STOREY holds a doctorate in divinity from Bethany Theological Seminary and is the author of *It’s Time for Your Comeback*.



Self Help—Motivational (SEL021000)

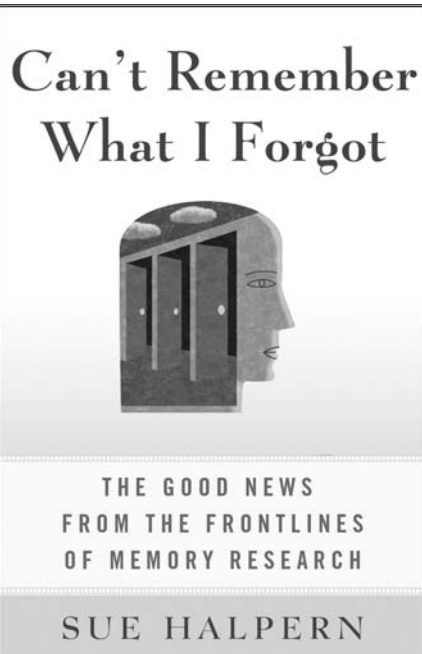
6 1/8 x 9 1/4; 272 pages

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Can't Remember What I Forgot

The Good News from the
Front Lines of Memory Research

By Sue Halpern

An essential, behind-the-scenes foray into the world of cutting-edge memory research that unveils findings about memory loss that are only now available to general readers.

When Sue Halpern decided to emulate the first modern scientist of memory, Hermann Ebbinghaus, who experimented on himself, she had no idea that she'd end up at the Brookhaven National Laboratory with so much radioactivity in her brain that leaving through the front door triggered the alarm. This was not the first time while researching *Can't Remember What I Forgot*, part of which appeared in *The New Yorker*, that Halpern had her head examined, nor would it be the last. She spent years in the company of the neuroscientists, pharmacologists, psychologists, nutritionists, and inventors who are hunting for the genes and molecules, the drugs and foods, the machines, the prosthetics, the behaviors and therapies, that will stave off Alzheimer's and other forms of dementia and keep our minds—and memory—intact.

Halpern wanted to find out what the experts really knew, what the bench scientists were working on, how close we are to early diagnosis, treatment, and a cure, and, of course, whether the crossword puzzles and sudoku and ballroom dancing we've been told to take up can really keep us lucid. Beautifully written, sharply observed, and deeply informed, this is a book full of vital information—and a solid dose of hope.

SUE HALPERN holds a doctorate from Oxford University. She is the author of *Four Wings and a Prayer* and *Migrations to Solitude*.

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Advertising

New Yorker

Online Promotion

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- Google Adwords campaign

Targeted Mailings to Alzheimer's, Medical, and Retirement Organizations



Science (SCI000000)

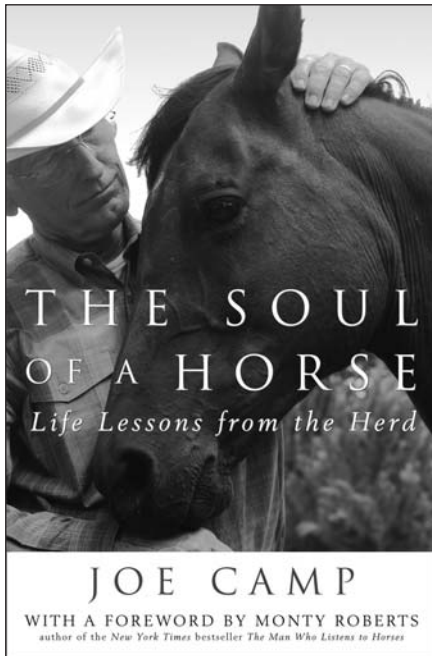
6 1/8 x 9 1/4; 288 pages

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The Soul of a Horse

Life Lessons from the Herd

By Joe Camp

Joe Camp showed us the heart and soul of a dog when he created Benji. Now, in this engaging, emotional, and often humorous story, he deftly lures us into the heart and soul of a horse, unlocking the mystery of a majestic creature who has survived on earth, without assistance, for 55 million years.

A surprise birthday gift plunged Joe and his wife, Kathleen, into the world of horses as complete neophytes, without a clue as to what a horse needed or wanted. They searched for logic and sense in the rule books of traditional horse care. What they found was not what they expected.

The parallel journeys of a fabled herd in the wild and a couple thrust into the enigmatic world of horses are charmingly blended into a riveting journey of discovery. Join Joe and Kathleen as they navigate the unexpected, uncharted, often politically incorrect territory and Joe discovers that the powerful lessons they have learned from horses are equally relevant when dealing with human beings.

"[Joe] is a natural when it comes to understanding how animals tick and a genius at telling us their story...*The Soul of a Horse* is a must read for those who love animals of any species."
—Monty Roberts

JOE CAMP is the creator of canine superstar Benji. He wrote, directed, and produced all five of the celebrated Benji movies and all of Benji's television programs. He is the author of three novels and an inspirational nonfiction book.



Pets—Horses—Care (PET006000)

6 1/8 x 9 1/4; 272 pages; 16-page photo insert

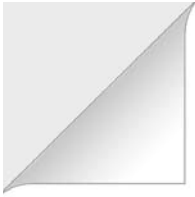
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EXCERPT



AN EXCERPT FROM

THE SOUL OF A HORSE

BY JOE CAMP

THE HERD

The wind was blowing out of the east, which made the beast uneasy. It wasn't normal. And anything that wasn't normal made him uneasy. A stray sound. A flutter of a branch. The wind coming from the east.

But there was a scent on this wind. A familiar scent. One embedded in the big stallion's being for millions of years. He spun on his heels and sure enough, there it was, easily within sight, apparently not realizing the wind had shifted. The stallion screamed to the matriarch, who wheeled in flight.

Like one, the herd followed, racing away at lightning speed, the great stallion bringing up the rear. They ran without looking back for just over a quarter of a mile before the leader slowed and turned.

The predator, a small female cougar, had tired. She had been betrayed by the

east wind. The horses had gotten away early, and now she was turning back.

The stallion's senses had saved them this time. The entire herd was alive and well because those very senses had helped their ancestors survive for some fifty-five million years. Prey, not predator, the horse must suspect everything. Every movement. Every animal. Every smell. Every shadow. All are predators until proven innocent. By taking flight, not staying to fight, they survive.

And by staying together. Always together.

THE STUDENT

I remember that it was an unusually chilly day for late May, because I recall the jacket I was wearing. Not so much the jacket, I suppose, as the collar. The hairs on the back of my neck were standing at full attention, and the collar was scratching at them.

There was no one else around. Just me and this eleven-hundred-pound creature I had only met once before. And today he was passing out no clues as to how he felt about that earlier meeting, or about me. His stare was without emotion. Empty. Scary to one who was taking his very first step into the world of horses.

If he chose to do so this beast could take me out with no effort whatsoever. He was less than fifteen feet away. No halter, no line. We were surrounded by a round pen a mere fifty feet in diameter. No place to hide. Not that he was mean. At least I had been told that he wasn't. But I had also been told that anything is possible with a horse. He's a prey animal, they had said. A freaky flight animal that can flip from quiet and thoughtful to wild and reactive in a single heartbeat. Accidents happen.

I knew very little about this horse, and none of it firsthand. Logic said do

There was no one else around. Just me and this eleven-hundred-pound creature I had only met once before. And today he was passing out no clues as to how he felt about that earlier meeting, or about me. His stare was without emotion. Empty.

not depend upon hearsay. Be sure. There's nothing like firsthand knowledge. But all I knew was what I could see. He was big.

The sales slip stated that he was unregistered. And his name was Cash.

But there was something about him. A kindness in his eyes that betrayed the vacant expression. And sometimes he would cock his head as if he were asking a question. I wanted him to be more than chattel. I wanted a relationship with this horse. I wanted to begin at the beginning, as Monty Roberts had prescribed. Start with a blank sheet of paper, then fill it in.

Together.

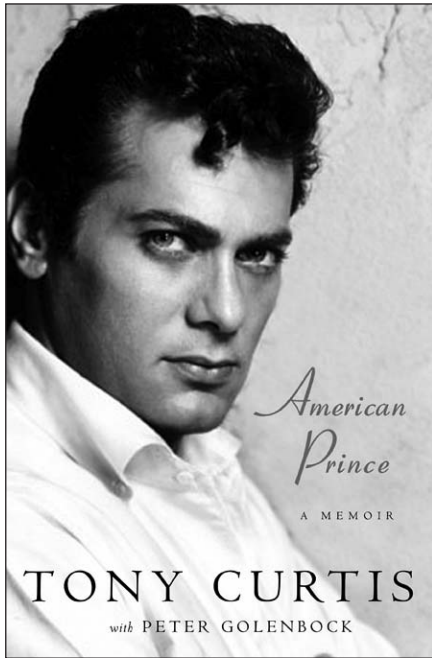
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with Peter Golenbock



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American Prince tells the whole story—sparing no detail, no name, and no ego. Mr. Curtis talks intimately about the people he has known during his long, illustrious career, his co-stars, the studio owners, his wives, his lovers, and his friends. It is this book, he says, that will be the true record of his life.

PETER GOLENBOCK has written six *New York Times* bestsellers over a 33-year career.



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AN EXCERPT FROM

AMERICAN PRINCE

BY TONY CURTIS
WITH PETER GOLENBOCK

I DID MY NEXT FILM WITH FRANK SINATRA and Natalie Wood for United Artists. It was called *Kings Go Forth*. Frank very much wanted me in the picture, and anything he asked for, he got. Frank didn't demand a lot, but he made sure he got everything he wanted.

Despite the fact we were friends, I wasn't sure whether we'd mesh as actors, because of his reputation. He had a rough reputation. If he didn't want to work, he didn't show up. If he wanted to, he could be tough on the director. If he didn't like the movie he was in, he would give everybody a lot of trouble because he felt they weren't doing right by him. Even the toughest production manager was afraid of Frank—sure if he said the wrong thing, Frank would have him bumped off the next day. So everybody tiptoed around him.

I have to say Frank was always nice to me. He and Dean Martin both. Dean called me "Pally," and Frank called me "Boinie." I started calling Frank "Francis Albert." After *Kings Go Forth*, Frank didn't make many movies for the next few years. Later on, he started making a different kind of movie and he became a very serious actor. But in the beginning the studios saw him only as a popular singer, they saw

that all the girls loved him, so they figured how good could he be as an actor? The way he looked at it, he wasn't getting the respect he deserved, so why should he give a performance of quality or depth. He'd just come in and do what he had to do to get paid and leave. Frank was going to get even with them, with everybody. To all those people who failed to respect him, it was *f***you*. In that sense he was a lot like Marilyn Monroe.

Frank had a unique way of working. He liked to do a scene in one take. He wouldn't give them another take. While making *Kings Go Forth* I was aware of how Frank worked, so I made up my mind: *I will give them the best I have in the first take*. Usually when you shot a scene it took two days on the stage to capture a moment in the movie. And to do that took a lot of intelligence and perseverance. Frank didn't go anywhere near that. He'd blurt out his lines, and if they didn't get it, too bad. He'd say to the director, "Look, you have other people to shoot in the movie, so cut to Tony or cut to the dog." Frank had enough understanding of filmmaking to tell the director, "Instead of using a close-up of me, cut to the other actor." Frank made making the pic-

ture more complicated. But Frank never had a problem with dialogue. Perhaps he would get distracted, but he never fumbled a line.

His behavior gave me insight into who he was off-screen. If things got too difficult for him, he'd just drop out and his other personality would pop out. All of a sudden the clever Frank would go away, and in his place would be the mean New Jersey kid. Dean and I would discuss this about Frank. He understood him well and we both accepted Frank for who he was. It was our nature. Dean was even more of a go-along guy than I was. After all, he had to put up with Jerry Lewis all those years.

Natalie Wood was the third star of the film. In the movie Frank loves her and it looks like she loves him, but then she sees my character playing the trumpet in a club in Paris and I captivate her with my lips. I start taking her out, and Frank stops pursuing her because he sees she no longer loves him, and she gets pregnant, and we find out her child is black, and that changes everything. Frank wants to know why. She tries to kill herself.

We're soldiers in France, and I'm killed, and he cradles me in his arms as I die. He comes back to France many years later, and she's teaching school.

Behind the scenes Frank didn't become involved with Natalie, and neither did I. I knew Frank hadn't because if he had, he would have taken days off during the shooting, and he didn't.

I didn't fool with her because, at that time, I didn't find her all that appealing. She was in the movies when she was a kid, which gave her a big advantage over all the actors she worked with. And she seemed very mechanical. She was pleasant enough, but she had her demons.

“Look, you have other people to shoot in the movie, so cut to Tony or cut to the dog.”

Her mother was a very domineering person and Natalie could never speak up, could never be what she wanted to be. She had a younger sister, Lana, who I felt was a lot more attractive, but Lana wasn't pursued as much as Natalie.

We held the premier of *Kings Go Forth* in Monte Carlo, because that's where Frank was.

United Artists said, “We're going to have our premiere in Hollywood.”

Frank said, “I'm not coming back there. I'm in Monte Carlo.”

They came and told me about the change in plans and I agreed to go. I liked traveling. The next thing I knew, I was on a Constellation propeller plane. I hated those things because the vibration would drive me crazy. It was sixteen hours from New York to Monte Carlo.

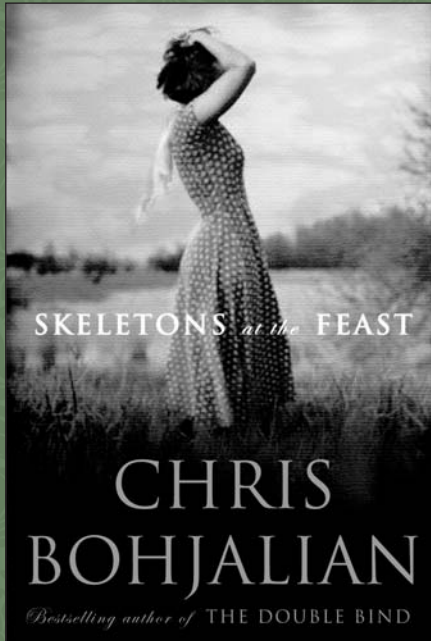
The highlight of my trip was seeing Princess Grace and Prince Ranier of Monaco. I had known Grace Kelly from a couple of L.A. parties I had gone to. At one party, she and I had been talking some nonsense about the movies and it got noisy, so we went somewhere to be alone and we started kissing. All I can think of now is how lucky I was to have had her alone, even for a couple of minutes.

SKELETONS *at the* FEAST

PERHAPS NOT SINCE *THE ENGLISH PATIENT* HAS A NOVEL CAPTURED BOTH THE POWER AND POIGNANCY OF ROMANCE AND THE TERROR AND TRAGEDY OF WAR. FROM CHRIS BOHJALIAN COMES A DRAMATIC LOVE STORY SURE TO ENTHRALL HIS MILLIONS OF READERS.

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IN JANUARY 1945, in the waning months of World War II, a small group of people begin the longest journey of their lives: an attempt to cross the remnants of the Third Reich, from Warsaw to the Rhine if necessary, to reach the British and American lines.

Among the group? There is 18-year-old Anna Emmerich, the daughter of Prussian aristocrats. There is her lover, Callum Finnella, a 20-year-old prisoner of war who was brought from the stalag to her family's farm as forced labor. And there is a 26-year-old Wehrmacht corporal who the pair know as Manfred—but who is, in reality, Uri Singer, a Jew from Germany who managed a daring escape from a train bound for Auschwitz.

As they work their way west, they encounter a countryside ravaged by war. Their flight will test both Anna's and Callum's love, as well as their friendship with Manfred—assuming any of them even survive. Skillfully capturing the flesh-and-blood of history, Bohjalian has crafted a rich tapestry that puts a moving face on one of the 20th century's greatest tragedies—while creating, perhaps, a masterpiece that will haunt readers for generations.

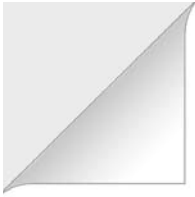
SPECIAL NOTE: *Skeletons at the Feast* was inspired by an actual World War II diary.

CHRIS BOHJALIAN is the critically acclaimed author of eleven novels, including *Midwives* and his most recent *New York Times* bestseller, *The Double Bind*. He lives in Vermont with his wife and daughter.



Fiction (FIC000000)
6 1/8 x 9 1/4; 384 pages
ISBN/EAN: 978-0-307-39495-8
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British: Gelfman Schneider Literary Agents
Translation: Gelfman Schneider Literary Agents
First Serial: Crown
Audio: Crown



AN EXCERPT FROM

SKELETONS AT THE FEAST

BY CHRIS BOHJALIAN

EAST PRUSSIA, JANUARY 1945:

THE GIRL—A YOUNG WOMAN, REALLY, eighteen, hair the color of corn silk—had been hearing the murmur of artillery fire for two days now. Everyone had. A rare and peculiar winter thunderstorm in the distance. Little more. The sconces in the living room hadn't twitched, the chandelier in the ballroom barely had trembled. The horses, while she was harnessing them and helping to load the wagons—short trips with bags full of oats and longer ones with the clothes and silver and jewelry they were going to take with them—had looked up. But the animals hadn't expressed particular interest. If, Anna surmised, they had thought of anything they had thought of the cold: It was one of those frigid weeks when the days would alternate between whiteout-like snowstorms and periods so still that the smoke from the chimneys would rise up into a slate gray sky in lines that

were perfectly straight.

These shells, however, the ones that were falling this afternoon, were great concussive blasts that had the people and the horses—a seemingly endless caravan of strangers that clogged the road and crushed the snow and ice along the sides, and had come almost to a complete stall now before the river—fretting and fidgeting in place. At each explosion the animals whinnied and the babies, hungry and chilled despite the blankets and furs in which they were swaddled, cried out. Clearly, however, the artillery had leapfrogged over them. Hours earlier it had been to the east. Now it was ahead of them to the west. Some of the shells were falling so nearby that they heard the screech before the reverberant burst left them crouching, anxious, in their places in line. At first she presumed the Russians were trying to hit them, this long line of families trying desperately to flee to the

west, to take out the carts and the wagons and the walkers piecemeal, but then she understood their real intent: It was the river itself. They were trying to smash the buttress-thick ice that coated this stretch of the Vistula from shore to shore like a skating rink, and was serving as a bridge because the nearest stone and cement overpass was twenty-five kilometers to the north. Along the shore she saw soldiers funneling the refugees across what they believed was the safest part of the ice, but she had the sense that any moment now people were going to start leaving the queue and fanning out into the woods, where they would cross the river wherever they could.

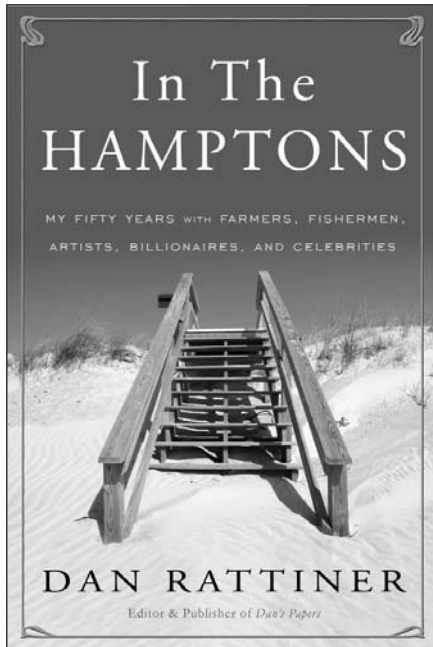
Or, at least, believed that they could. The girl had heard stories of wagons and families disappearing yesterday and the day before through the ice to the north and the south.

She tensed when she heard the high-

Only as Anna watched the soldiers prevent the line from spreading north and south into the woods—here is that panic, she thought, we are like desperate beetles scurrying from a giant’s boots—did she understand. The bomb had created a great spider’s web of cracks in the ice.

pitched whistle of another shell, and saw her mother once again pull little Theo, the youngest of her children, against her. Then there was the blast. Ahead of her there was shouting, screaming. Only as Anna watched the soldiers prevent the line from spreading north and south into the woods—here is that panic, she thought, we are like desperate beetles scurrying from a giant’s boots—did she understand. The bomb had created a great spider’s web of cracks in the ice.

Beside her, beneath the blanket in the wagon filled with oats, the POW—the Scotsman, her lover—cleared his throat.



National Publicity

Advertising

Dan's Papers
Hampton's Style

Online Promotion

- Advertising on Hotels.com, targeting Hampton's travelers
- Advertising on TimeOutNY.com
- Advertising on the Gothamist network
- Co-promotion with Fodor's e-newsletter
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In the Hamptons

My Fifty Years with Farmers, Fishermen,
Artists, Billionaires, and Celebrities

By Dan Rattiner

With a Foreword by Edward Albee

A colorful insider's account of life, love, scandal, and celebrity in the Hamptons.

When Dan Rattiner moved to the east end of Long Island in the 1950s, it was a sleepy backwater of fishing villages and potato farms. As the founder and editor of the area's popular free newspaper, *Dan's Papers*, Rattiner has had a unique vantage point on the incredible changes wrought over those 50 years, with the advent of McMansions and white parties, paparazzi and glitterati. *In the Hamptons* is an intimate portrait of a place and the people who formed and transformed it, from former residents like John Steinbeck and Willem de Kooning, colorful locals like Bobby Van and Nonie Self, and literary luminaries like George Plimpton and Truman Capote, to present-day stars like Donald Trump, Bianca Jagger, and Billy Joel. With dry wit and warm sensibility, Rattiner shares a story of the Hamptons that few know.

"If anyone wanted some insight into what made this area such an interesting place, all they'd need was a copy of *In the Hamptons*. It's as close to rubbing elbows as you can get. Enjoy!"
—Billy Joel

"If the guy says it happened in the Hamptons, and Dan Rattiner doesn't know about it, it didn't. Welcome to the high stool at the bar in the Memory Motel."
—Tom Wolfe

"Clear-eyed...Fifty years from now, when people ask, "What were the Hamptons?," they will need only to pick up this rich, sparkling book."
—Roger Rosenblatt

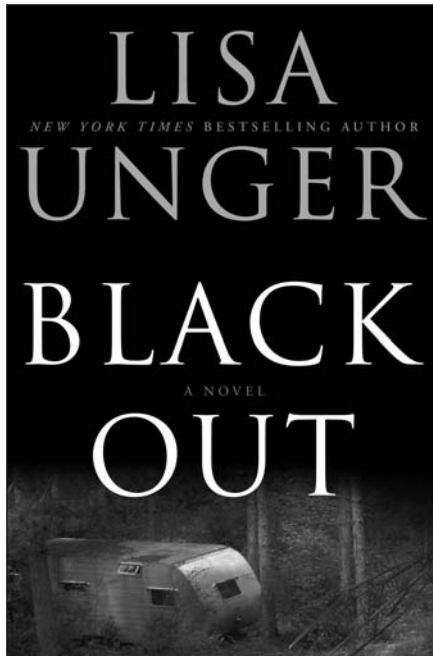
DAN RATTINER is an award-winning writer and the publisher of *Dan's Papers*, the free newspaper he started in the Hamptons in the 1960s, when he was 20 years old. He lives on Long Island, New York.



Biography & Autobiography (BIO000000)
5½ x 8¼; 352 pages; 35 black-and-white photos
ISBN/EAN: 978-0-307-38295-5
\$24.95 hardcover (Canada: \$29.95)
On Sale 5/6/08

British: Trident Media Group
Translation: Trident Media Group
First Serial: Crown
Audio: Crown

MAY SHAYE AREHEART BOOKS



National Publicity

National Radio Campaign

Tie-In with Author's Appearance Schedule

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- Advertising on USAToday.com
- Ad campaign on Gothamist network
- Ad campaign on movie blogs
- Major pre-buzz Google AdWords campaign
- Promotion on LisaUnger.com

NAMR Summer Beach Reads Mailing

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Abridged, 5 CDs

978-1-4159-4898-9

\$29.95 (NCR)

Black Out

A Novel

By Lisa Unger

"A stunning, mind-bending shocker with moments of sheer terror—one of the best thrillers I've read this year!"

—Tess Gerritsen, author of *The Bone Garden*

"When my mother named me Ophelia, she thought she was being literary. She didn't realize she was being tragic."

On the surface, Annie Powers's life in a wealthy Floridian suburb is happy and idyllic. Her husband, Gray, loves her fiercely; together, they dote on their beautiful young daughter, Victory. But the bubble surrounding Annie is pricked when she senses that the demons of her past have resurfaced and, to her horror, are now creeping up on her. These are demons she can't fully recall, because of a highly dissociative state that allowed her to forget the tragic and violent episodes of her earlier life as Ophelia March, and to start over, under the loving and protective eye of Gray, as Annie Powers. Disturbing events—the appearance of a familiar dark figure on the beach, the mysterious murder of her psychologist—trigger strange and confusing memories for Annie, who realizes she has to quickly piece them together before her past comes to claim her future and her daughter.

Praise for Lisa Unger:

"Harlan Coben has a new rival for his thriller crown."

—John Connolly

"Unger's taut prose grabs the reader from word one and never lets go."

—Lisa Gardner

LISA UNGER is the *New York Times* bestselling author of *Beautiful Lies* and *Sliver of Truth*. She lives in Florida with her husband and daughter.



Fiction—Thrillers (FIC031000)

6½ x 9¼; 368 pages

ISBN/EAN: 978-0-307-33848-8

\$23.00 hardcover (Canada: \$27.95)

On Sale 5/27/08

All Rights: Crown

EXCERPT



AN EXCERPT FROM

BLACKOUT

BY LISA UNGER

PROLOGUE

Today something interesting happened. I died. How awful, they'll say. How tragic. And she was so young, with everything ahead of her. There will be an article in the paper about how I burned too bright and died too young. My funeral will be small... a few weeping friends, some sniffing neighbors and acquaintances. How they'll clamor to comfort my poor husband Gray. They'll promise to be there for our daughter as she grows up without me. So sad, they'll say to each other. What was she thinking?

But after a time, this sadness will fade, their lives will resume a normal rhythm and I'll become a memory, a memory that makes them a little sad,

that reminds them how quickly it can all come to an end, but one at which they can smile, too. Because there were good times. So many good times where we drank too much, where we shared belly laughs and big steaks off the grill.

I'll miss them, too, and remember them well. But not the same way. Because my life with them was a smoke screen, a carefully constructed lie. And although I got to know some of them and to love them in my way, not one of them ever knew me, not really. They only knew the parts of myself I chose to share, and even some of those things were invention. I'll remember them the way one

remembers a favorite film; beautiful moments and phrases will come back to me, move me again. But ultimately, I'll know my time with them was fiction, as fragile and insubstantial as pages in a book.

Now, I'm standing at the bow of a cargo ship. It cuts through the night with surprising speed for its size, throwing up great whispering plumes of foam as it eats the high waves. The water around me is black. My face is wet with sea spray and so wind-burned it's starting to go numb. A week ago, I was so terrified of the water that I wouldn't have dreamed of sitting close enough to feel it on my skin. Because there is such a myriad of things to fear now, I have been forced to conquer this one.



**His heart beats
once for every ten
times mine does.
And I'm so tired
now. I wonder here
in the frigid cold if
the chase will end
tonight and which
of us will be dead,
really dead, when
it's done.**

I can feel the heat of my predator's breath on my neck. For him I will never be just a memory. I'll always be a goal, always the thing that lies ahead just out of reach. If I have anything to do with it, that's where I'll remain. But I know his hunger, his patience, his relentlessness. His heart beats once for every ten times mine does. And I'm so tired now. I wonder here in the frigid cold if the chase will end tonight and which of us will be dead, really dead, when it's done.



National Publicity

Author Interviews

out of Las Vegas and New York

Tie-In with Author's Comedy Events

Online Promotion

- Advertising on AARP.com
- Promotion on RitaFunny.com
- Google Adwords campaign

Co-promotion with Harrah's Casino and Hotel

Also by Rita Rudner

Turning the Tables

978-0-307-33912-6

\$23.00 hardcover (Canada: \$30.00)

I Still Have It... I Just Can't Remember Where I Put It

By Rita Rudner

Rita Rudner—comedienne and bestselling author of Naked Beneath My Clothes—tackles the inevitabilities of growing older in her own hilarious, knowing way.

While there are people who actually embrace getting older, (although we confess not to know any) most try to deny it. Rita Rudner is no exception. When she reached 50, she couldn't even bear to admit it: "It was more comfortable getting a laugh and telling people I was filthy than having to say the word fffffffty," she writes. In her hysterically dead-on book *I Still Have It... I Just Can't Remember Where I Put It*, she relates her absurd adventures as a woman of a certain age navigating the strange and terrifyingly funny world of "near-sighted insights."

In chapters such as "Artificially Hip"; "Older Than Springtime, Younger Than Angela Lansbury"; "I Won't Blog, Don't Ask Me"; and "The Advantage of Vintage," Rudner tackles body issues, style, technology, and more, all the while employing her keen sense of the ridiculous. So, put on your bifocals and get ready to laugh. Just don't blame Rita if your laugh lines become visibly deeper.

RITA RUDNER is a stand-up comic, actress, and writer for television and film. She's written two novels, *Turning the Tables* and *Tickled Pink*, in addition to *Rita Rudner's Guide to Men* and the bestselling *Naked Beneath My Clothes*. She performs nightly at Harrah's Casino and Hotel in Las Vegas and periodically appears in comedy clubs around the country.



Humor (HUM000000)

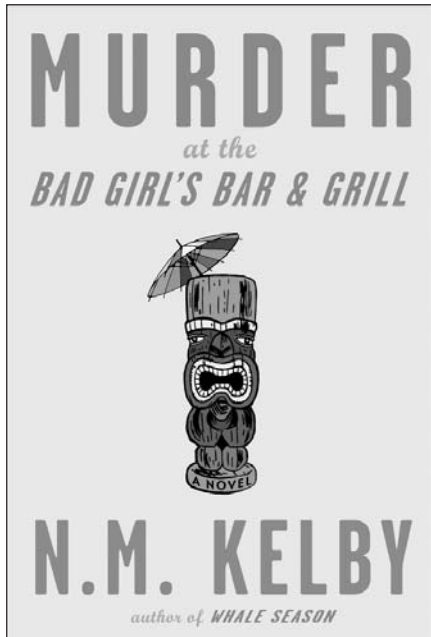
5½ x 8¼; 224 pages

ISBN/EAN: 978-0-307-39459-0

\$23.00 hardcover (Canada: \$27.95)

On Sale 5/13/08

All Rights: Crown



Murder at the Bad Girl's Bar and Grill

A Novel

By N. M. Kelby

From critically acclaimed novelist N. M. Kelby comes a quirky and sharp comedic mystery about a gated community that suddenly discovers there are no rules in the association's handbook for the bodies that begin to pile up. Luckily, Jimmy Ray (the Buddhist Bluesman from Whale Season) is there to lend a hand.

You take some "surf's up" magic realism, a dead body, a little Buddhist philosophy, a Barry Manilow impersonator with a dog named Mandy, and Danni "Queen of Scream" Keene (the unflappable goddess of horror films), along with the last living relative of the real Macbeth, who happens to be a circus clown, and put them all in the sleepy retirement community of Laguna Key. The result? A mystery that no one is interested in solving except a security guard named Brian Wilson, who can't stop thinking that "East Coast girls are hip." Clever, twisted, and a whole lot of fun, *Murder at the Bad Girl's Bar and Grill* is the perfect summer novel.

Praise for N. M. Kelby's *Whale Season*:

"Purely delightful—rich, clever, and crawling with affectionately twisted characters. N. M. Kelby is a natural-born storyteller who manages to be very funny and very wise at the same time." —Carl Hiaasen

"A fast piece of pop lit that fans of Tom Robbins will enjoy...an engrossing story of deliverance." —*People*

N. M. KELBY's work has been published in more than 50 literary journals. She is the author of three previous novels and the recipient of numerous literary grants and awards.



Fiction (FIC000000)
 5½ x 8¼; 288 pages
 ISBN/EAN: 978-0-307-38207-8
 \$23.00 hardcover (Canada: \$27.95)
 On Sale 6/3/08

British: International Creative Management
 Translation: International Creative Management
 First Serial: Crown
 Audio: Crown

National Publicity

Author Events

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- Advertising on MiamiHerald.com
- Promotion on author's website, NMKelby.com
- Google Adwords campaign

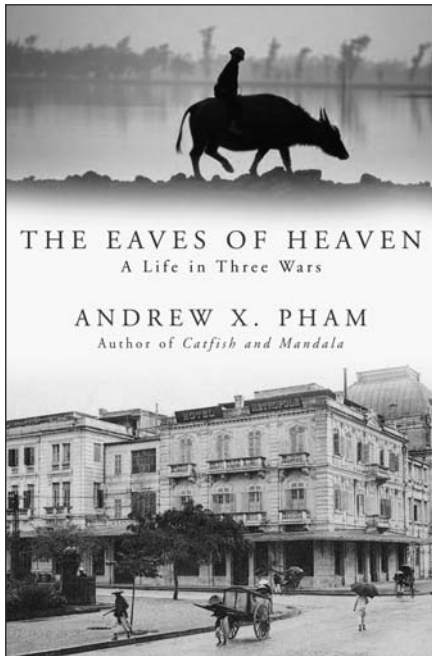
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Also by N. M. Kelby

Whale Season
 978-0-307-33677-4
 \$23.00 hardcover (Canada: \$33.00)



The Eaves of Heaven

A Life in Three Wars

By Andrew X. Pham

*From Andrew X. Pham, the award-winning author of *Catfish and Mandala*, a son's searing memoir of his Vietnamese father's experiences over the course of three wars.*

The *New York Times* called Andrew Pham's debut, *Catfish and Mandala*, "remarkable." Now, in *The Eaves of Heaven*, Pham gives voice to his father's unique experience in an unforgettable story of war and remembrance.

Once wealthy landowners, Thong Van Pham's family was shattered by the tumultuous events of the 20th century: the French occupation of Indochina, the Japanese invasion during World War II, and the Vietnam War.

In chapters that alternate between events in the past and those closer to the present, *The Eaves of Heaven* brilliantly re-creates the trials of everyday life in Vietnam as endured by one man. Pham chronicles Thong Van Pham's heartbreaks, triumphs, and bizarre reversals of fortune, whether as a South Vietnamese soldier pinned down by enemy fire, a prisoner of the North Vietnamese under brutal interrogation, or as he desperately tries to escape Vietnam after the last American helicopter has left Saigon. This is the story of a man caught in the maelstrom of 20th-century politics, a gripping memoir told with the urgency of a wartime dispatch by a writer of surpassing talent.

ANDREW X. PHAM is the author of *Catfish and Mandala* and the translator of Dang Thuy Tram's *Last Night I Dreamed of Peace*. He is the recipient of Kiriyama and Whiting Awards and lives in Hawaii.



Biography—Personal Memoirs (BIO026000)

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

ISBN/EAN: 978-0-307-38120-0

\$24.95 hardcover (Canada: \$29.95)

On Sale 6/3/08

All Rights: Crown

National Publicity

National and Regional Public Radio Campaign

Advertising

New Yorker

Online Promotion

- Advertising on Gothamist network
- Promotion on AndrewXPham.com
- Google Adwords campaign

Targeted Bookseller Mailing

Targeted Mailing to Vietnamese Organizations

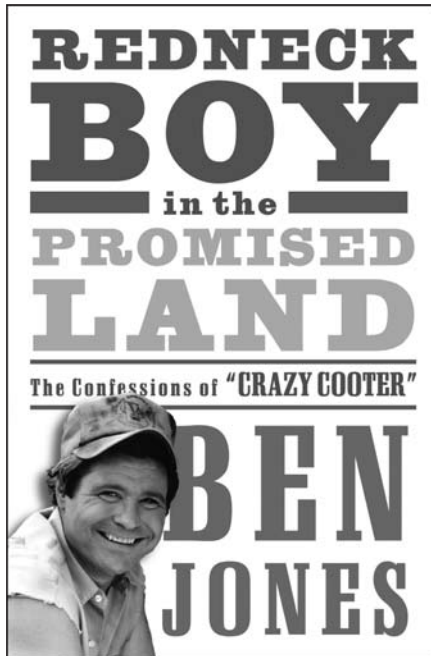
Outreach to Vietnam Studies High School Teachers and College Professors

Translated by Andrew X. Pham

Last Night I Dreamed of Peace

978-0-307-34737-4

\$19.95 hardcover (Canada: \$25.95)



National Publicity

National Television Appearances

20-City Radio Satellite Tour

Advertising

NPR sponsorships, key Southern markets

Online Promotion

- Advertising on NASCAR.com
- Promotion on author's website, CootersPlace.com
- Google Adwords campaign

Promotion at DukesFest

Promotional Materials for the Dukes of Hazzard Museum

Targeted Congressional Mailing

Redneck Boy in the Promised Land

The Confessions of "Crazy Cooter"

By Ben Jones

Ben Jones—"Cooter" from television's The Dukes of Hazzard and former U.S. congressman from Georgia—shares the inspiring story of his improbable rise to fame.

Not too many of my 'distinguished colleagues' in the U.S. Congress had grown up as I had, on the docks by a railroad yard, in a shack without electricity or indoor plumbing. And none of them had been a likker-drinkin', hell-raisin', dope-smokin', fistfightin', womanizin', jailbird wild man like me. Before *The Dukes of Hazzard* and before my congressional career, I hit a hard bottom at the backdoor of hell. But my life is not a story about falling down. This is a story about getting up."

His role as Cooter, the amiable sidekick mechanic on the enduring television classic *The Dukes of Hazzard*, endeared Ben Jones to millions, but few know these remarkable stories from his adventurous past. Funny, wry, and laced with good-ol'-boy charm, *Redneck Boy in the Promised Land* is Jones's experience growing up in the hardscrabble South, moving on to the rambunctious sixties and seventies, alcoholism and addiction, show business, politics, and Congress. It is a heartbreaking and infinitely uplifting story about one man's struggle and triumph against adversity—and himself.

BEN JONES is an actor, writer, musician, and political pundit who lives with his wife, Alma Viator, in the Blue Ridge Mountains of Virginia. They are the proprietors of the Cooter's Place museums in Gatlinburg and Nashville, Tennessee, and the creators of DukesFest, the annual mega-fan celebration of *The Dukes*.



Autobiography—Personal Memoirs (BIO026000)

6 1/2 x 9 1/4; 288 pages

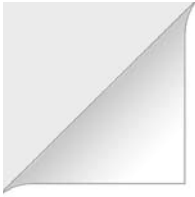
ISBN/EAN: 978-0-307-39527-6

\$23.95 hardcover (Canada: \$29.95)

On Sale 6/3/08

All Rights: Crown

EXCERPT



AN EXCERPT FROM

REDNECK BOY IN THE PROMISED LAND

BY BEN JONES

IT WAS WINTER FOR CERTAIN in Washington, D.C., on January 20, 1989. Though the temperature was up in the mid thirties, a brisk river wind slid off the Potomac, whirled down the National Mall, and hammered on the doors of the U.S. Capitol. It was partly cloudy, but there was no snow in the forecast, so it was a fine day for a presidential inauguration. In the chambers of the House of Representatives, the members of the 101st Congress, given to the great matters of the world, were attempting to form a simple line in order to proceed to the inaugural ceremonies of George H. W. Bush, soon to be the 41st president of the United States of America.



And I thought of how far removed this moment was from my days growing up, a barefoot boy in a primitive railroad shack down on the docks of the Tidewater region in Virginia.

The Reverend Billy Graham said a prayer. Then George Bush the Elder took the oath and Ronald Reagan took his leave, and America celebrated another peaceful transition of government, the quiet passing of power that has marked our nation's 230 years of trial and triumph.

As the giant crowd dispersed to Pennsylvania Avenue for the traditional inaugural parade, I stayed on in the emptying grandstand to savor the moment a bit longer. I felt like the most fortunate son of a gun that ever drew

breath. I was filled at that moment with a feeling of deliverance, a sense of enormous blessing, and the firm belief that I stood there as a walking, talking miracle of the Grace of God.

You see, my road to the halls of Congress was an unlikely one. In fact, most folks who had known me twelve years before wouldn't have bet on me living much longer. I was just about dead then: physically, mentally, and spiritually. I was a rough and rowdy redneck who loved living on the edge of the cliff. Unlike my "distinguished colleagues," I had spent a whole lot of my time in jails and on the street.

I had been arrested for drunkenness, disorderly conduct, drinking in public, resisting arrest, criminal trespass, assault, and assaulting an officer. Many times I had "come to" in jail, not having the faintest idea of how I had gotten there. And there was the more serious stuff that I didn't get busted for. Stuff that could have put me away for a long, long time.

Then came the morning of September 26, 1977, when I was dying of acute alcohol poisoning and delirium tremens on a filthy floor down in Atlanta. At

I was just about dead then: physically, mentally, and spiritually. I was a rough and rowdy redneck who loved living on the edge of the cliff. Unlike my "distinguished colleagues," I had spent a whole lot of my time in jails and on the street.

the end of a five-week drunken blackout bender, I was in horrible agony, in a terrifying place down below the darkest, hottest pits of Hell.

But here I was, just eleven years later, internationally famous as "Cooter" on the hit TV show *The Dukes of Hazzard*, and now the "Honorable" Mr. Jones of Georgia. Being there that day was evidence of a personal transformation that only a loving God could shape.

I felt it to my bones. And then this barefoot boy from the railroad shack stood on the Capitol steps in my tailored pin-striped suit and I cried.

OUTTAKES FROM A MARRIAGE

— [a novel] —

At once a poignant story of motherhood and marriage and an uproarious view from the other side of the red carpet, *OUTTAKES FROM A MARRIAGE* is a sparkling fiction debut that has been hailed “hilarious, moving, and addictive” (Dani Shapiro).

When Julia DeLuca’s actor-husband, Joe, finally gets his big break and lands the lead role on a hit television series, they are thrilled to be able to settle into the good life in Manhattan with their two young children. Then, one night, Julia mistakenly checks Joe’s voice mail instead of her own and hears the voice of a sultry Southern belle. The jarring discovery soon has her stalking her own husband: secretly checking his messages, unexpectedly turning up on the

set, scouring entertainment blogs. On the verge of a crack-up, Julia has to hold it together for the Golden Globes, which are just days away...

With hilarity and heart, Ann Leary combines her skills as an acclaimed memoirist with her wry observations of celebrity, making *Outtakes from a Marriage* a witty and touching examination of a long-term marriage suddenly upended, a look at the perils of fame, and one woman’s quest to find herself.

ann leary

JUNE SHAYE AREHEART BOOKS

ANN LEARY is the author of the memoir *An Innocent, a Broad*. She and her husband, actor Denis Leary, live in Connecticut with their two children.



National Publicity

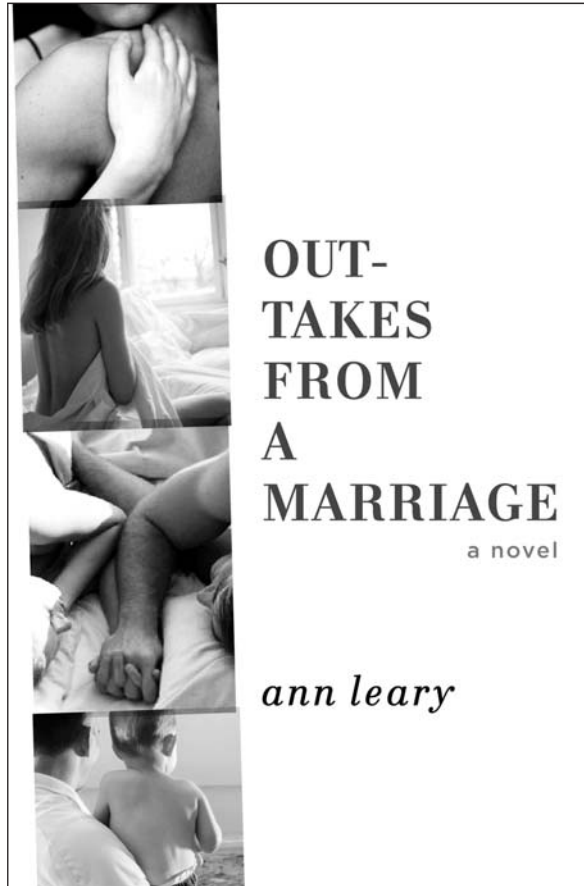
National Radio Campaign

Author Interviews and Events
out of Connecticut and New York

Online Promotion

- Advertising on USA Today.com
- Ad campaign on celebrity and gossip blogs
- Ad campaign on TV websites and blogs
- Google AdWords campaign

Mailing to Author Big-Mouth List



PRAISE FOR *AN INNOCENT, A BROAD*

“I inhaled the book in one sitting and would recommend it highly...A gifted writer.”

—Deidre Donahue, USA TODAY

“Equal parts heartfelt and humorous.” —PEOPLE

“Witty, engaging...A poignant story.” —ELLE



Fiction (FIC000000)

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

ISBN/EAN: 978-0-307-40587-6

\$23.00 hardcover (Canada: \$27.95)

On Sale 6/3/08

All Rights: Crown

The Parrot Who Thought She Was a Dog

Nancy Ellis-Bell



National Publicity

20-City Radio Satellite Tour

Author Interviews and Events
out of San Francisco

Advertising

Harper's

Online Promotion

- Advertising campaign on bird websites and blogs
- Google Adwords campaign

Targeted Mailing to Author
Database of Bird Organizations

Targeted Bookseller Mailing

The Parrot Who Thought She Was a Dog

By Nancy Ellis-Bell

A delightful memoir of a family turned upside down by a potty-mouthed, one-footed, blue and gold macaw.

Nancy Ellis-Bell has always had a love—and a weakness—for animals. She'd already spent a lifetime taking in rescue animals when her husband brought home an exotic, wild-caught, one-footed macaw. And so it was that Sarah came into their lives—and changed them forever.

Life with Sarah is anything but average. With a huge beak, raptor claws, and a four-foot wingspan, Sarah quickly takes over the house, staking her claim on any—and everything around, including the dog's toys, the humans' food, the clean laundry, and the prized furniture. And instead of learning useful phrases, Sarah enjoys interrupting Nancy's business calls with expletive-laden outbursts. But just when taking in this rowdy, unruly creature begins to feel like an utter disaster, Nancy is able to coax Sarah to spread her atrophied wings—weak from years of being confined to a cage—and fly. Touching, sweet, and laugh-out-loud funny, this is a memoir that reminds us that love can come from the most unexpected places.

NANCY ELLIS-BELL is a literary agent who lives in California with her husband, Kerry, and their menagerie of cats, dogs, and birds.



Pets—Birds (PET002000)

5½ x 8¼; 288 pages; 15 black-and-white photos

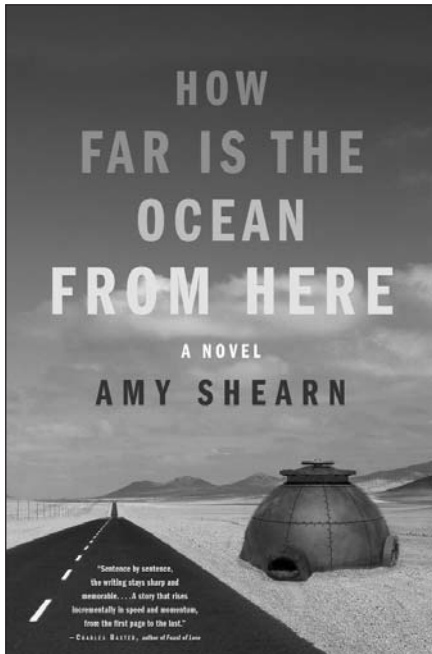
ISBN/EAN: 978-0-307-40594-4

\$23.00 hardcover (Canada: \$27.95)

On Sale 7/22/08

All Rights: Crown

JULY SHAYE AREHEART BOOKS



How Far Is the Ocean from Here

A Novel

By Amy Shearn

"A hugely auspicious debut. Sentence by sentence, the writing stays sharp and memorable, and the plot slyly takes us on a road trip that is both frightening and comic."

—Charles Baxter, author of *The Feast of Love*

Susannah Prue is a young, unmarried surrogate mother who, in the days before her delivery date, panics. Jumping into her car, she flees her Chicago home and a few days later pulls up to a bleak motel in the Southwest. There, she encounters misfits, much like herself, who also carry secrets: the Thunder Lodge's terse proprietors, their mentally disabled son, and a woman transporting her niece to the father she's never met. But when the parents of Susannah's baby discover her whereabouts, she can no longer ignore the profound power she holds over their lives.

Beautifully written, *How Far Is the Ocean from Here* explores the ways in which people care for one another and the ways in which they fail, the kinds of families we create when we have no one else to turn to, and the strangeness and unpredictability of love.

"Once in a while you read a first novel in which the narrative hand is so steady, the characters so lively and original, that you finish it certain you'll be hearing a lot more from this author. Amy Shearn's *How Far Is the Ocean From Here* is just such a book—funny, engaging, and captivating from beginning to end."

—Mark Childress, author of *One Mississippi* and *Crazy in Alabama*

AMY SHEARN's work has appeared in *Jane, West Branch, Salt Hill*, and elsewhere. She lives in Brooklyn, New York. This is her first novel.



Fiction—Literary (FIC019000)

6½ x 9¼; 288 pages

ISBN/EAN: 978-0-307-40534-0

\$23.00 hardcover (Canada: \$27.95)

On Sale 7/22/08

All Rights: Crown

35

National Publicity

Author Interviews and Events
out of New York

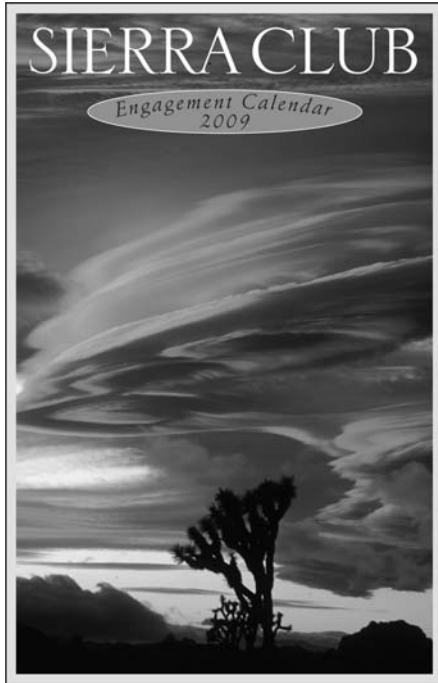
Online Promotion

- First Novel promotion on BoldType, The Book Reporter Network, and BookBrowse
- Advertising on Gothamist network
- Promotion on author website, AmyShearn.com
- Google Adwords campaign

Outreach to Gotham Writer's
Workshop

Wide Bookseller Mailing, Including
Book Group Coordinators

Discussion Guide Available Online
at CrownReads.com



Sierra Club 2009 Engagement Calendar

By Sierra Club

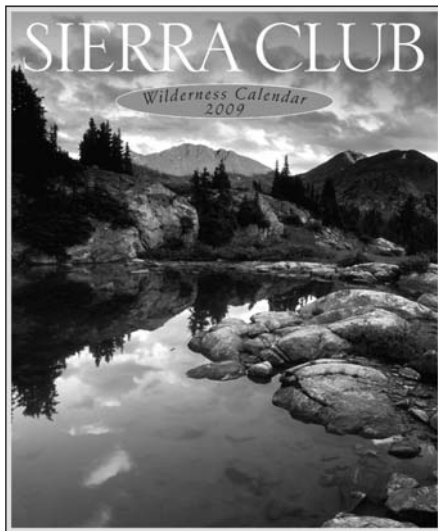
The most popular nature calendar ever published, this Sierra Club classic features a "wire-o" binding, a week-by-week format, and 55 full-color images by some of America's leading nature photographers. Packaged in a sturdy gift box/mailer, it's perfect for holiday giving.



Photography—Nature & Wildlife (PHO013000)
6⁷/₁₆ x 9¹/₄; 120 pages; full-color photos throughout
ISBN/EAN: 978-0-307-40598-2
\$13.95 nontraditional book (Canada: \$16.95)
On Sale 7/22/08

British: Crown
Translation: Crown
First Serial: Sierra Club Books
Audio: Sierra Club Books

A PORTION OF THE PROCEEDS
GOES TO SUPPORT THE SIERRA
CLUB'S EFFORTS TO PRESERVE
AND PROTECT THE EARTH



Sierra Club 2009 Wilderness Calendar

By Sierra Club

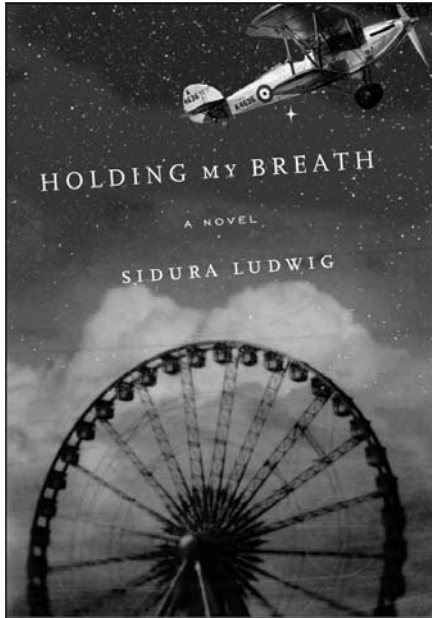
With nearly 10 million copies sold in the last 10 years, the Sierra Club wall calendar is a perennial favorite. The 2009 edition is, as always, the definitive one of its type, with dramatic and awe-inspiring color photographs of wild places all across the country, from California to Minnesota to South Carolina, taken by world-renowned nature photographers.



Photography—Nature & Wildlife (PHO013000)
11¹/₁₆ x 13¹/₂; 24 pages; full-color photos throughout
ISBN/EAN: 978-0-307-40602-6
\$12.95 nontraditional book (Canada: \$15.95)
On Sale 7/22/08

British: Crown
Translation: Crown
First Serial: Sierra Club Books
Audio: Sierra Club Books

AUGUST SHAYE AREHEART BOOKS



Holding My Breath

A Novel

By Sidura Ludwig

Bold and tender, and with a spot-on voice that immediately captivates, this richly drawn novel is reminiscent of the works of Sue Monk Kidd and Allegra Goodman.

Holding My Breath is a poignant coming-of-age tale told from the point of view of the precocious Beth Levy, the youngest in a household of two generations of strong Jewish women in post-World War II Winnipeg. Beth's mother, Goldie, upholds the middle-class values and traditions at home and in the community; her aunt Carrie, never married, carries a secret, tragic past; and her youngest aunt, Sarah, is the most beautiful and rebellious of the three sisters, and the one whom Beth idolizes. As Beth grows up among these significant figures, she finds herself navigating between the old world and the new, and the mounting pressure to conform only feeds her longing to escape.

"Quietly compelling...Ludwig explores the universal conflict between individual needs and family ties with sympathy and compassion." —Clare Morrall, author of *Astonishing Splashes of Colour*

"[A] powerful evocation of setting, compelling cast of complex female characters, and affirming celebration of Jewish family life." —*National Post* (Ontario)

"A sweet, sad and compulsively readable tale that manages, along with its lovely, unbreakable characters, to soar." —Jennifer Gilmore, author of *Golden Country*

SIDURA LUDWIG's short fiction has appeared in several magazines and anthologies in Canada and Great Britain, and she is the recipient of the Canadian Author and Bookman Prize for Most Promising Writer. This is her first novel.



Fiction (FIC000000)
5½ x 8¼; 256 pages
ISBN/EAN: 978-0-307-39622-8
\$23.00 hardcover (NCR)
On Sale 8/5/08

British: The Bukowski Agency
Translation: The Bukowski Agency
First Serial: Crown
Audio: Crown

National Publicity

Online Promotion

- Ad campaign on BoldType, The Book Reporter Network, and BookBrowse
- Promotion on Sidura.com
- Google Adwords campaign

Outreach to Jewish Book Fairs

Outreach to Hadassah and Other Jewish Organizations

Targeted Mailing to Synagogues Across the Country



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**SUMMER
2008**

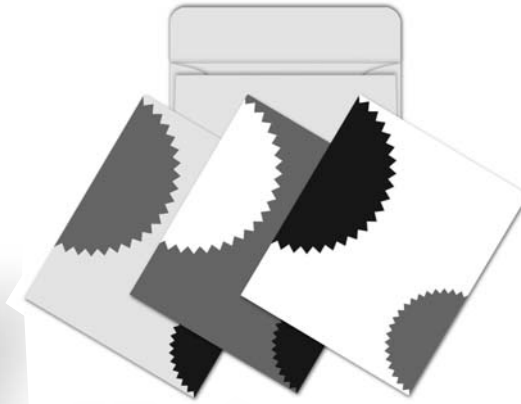


pop art

modern masterpieces from David A. Carter



Each Set Includes:
8 pop-up note cards
(2 each of 4 different color combinations).



POP-UP NOTE CARDS (CLICKER)

By David A. Carter

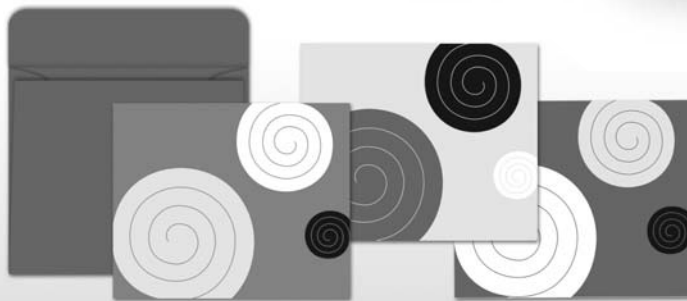
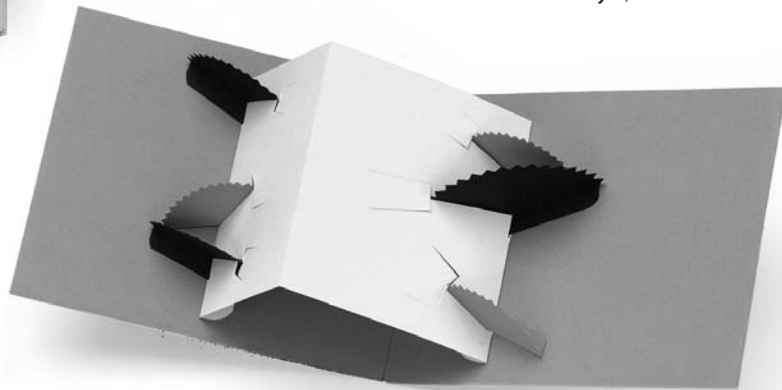
Avoid the silent treatment; this note card contains a cool pop-up design that doubles as a noisemaker.

8 note cards, 1 pop-up design, 2 each of 4 different color combinations, 6 1/4 x 7 in.

978-0-307-40637-8

\$18.95 (Canada: \$23.00)

May 6, 2008



POP-UP NOTE CARDS (CURLYCUE)

By David A. Carter

Amaze your pen pals with a card that springs to life; this pop-up note card has a surprise coiled up inside.

8 note cards, 1 pop-up design, 2 each of 4 different color combinations, 6 1/4 x 7 in.

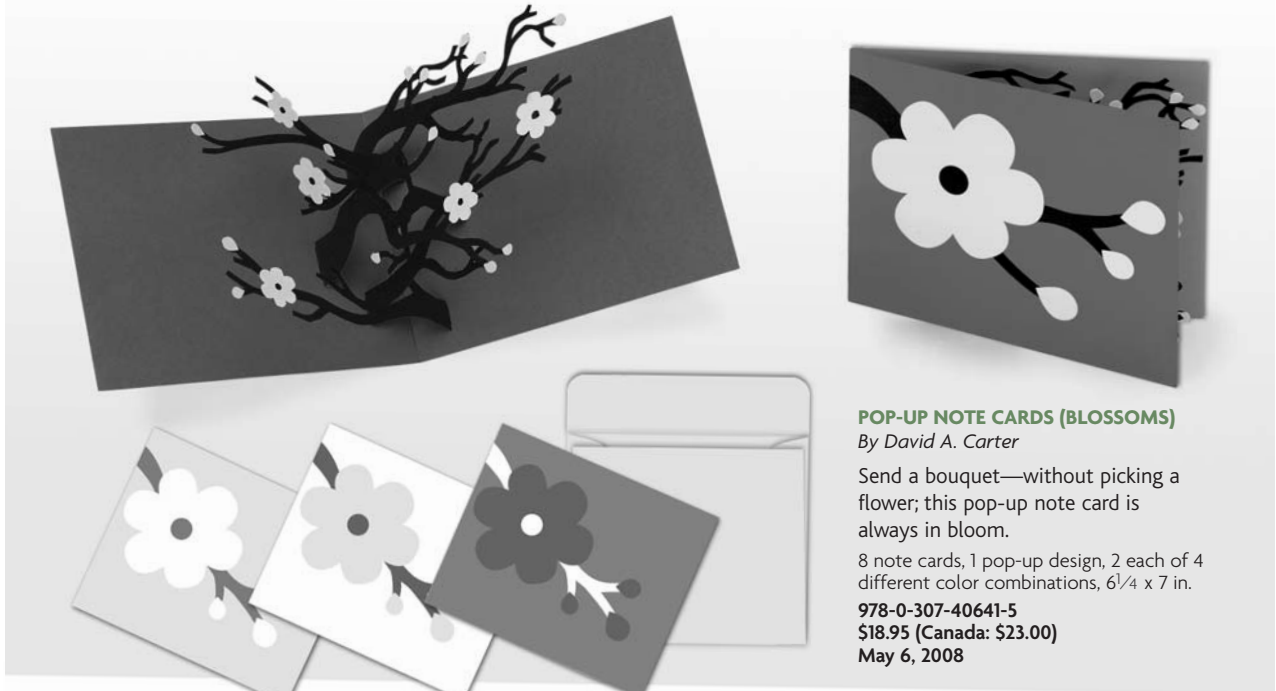
978-0-307-40640-8

\$18.95 (Canada: \$23.00)

May 6, 2008



SUMMER 2008 POTTER STYLE



POP-UP NOTE CARDS (BLOSSOMS)

By David A. Carter

Send a bouquet—without picking a flower; this pop-up note card is always in bloom.

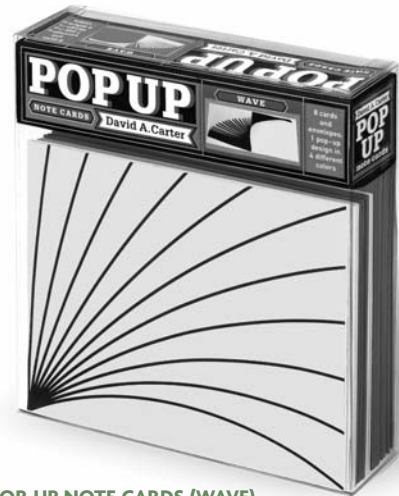
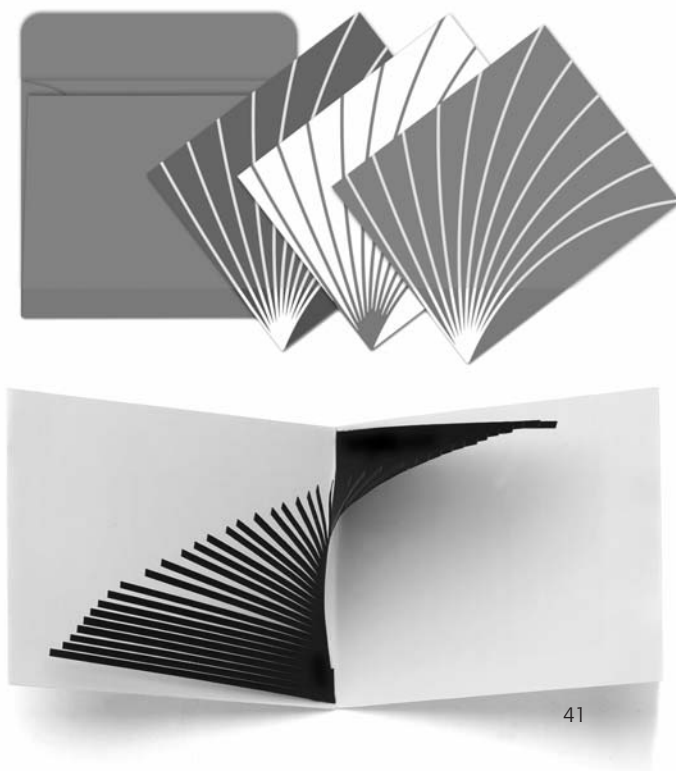
8 note cards, 1 pop-up design, 2 each of 4 different color combinations, 6¼ x 7 in.

978-0-307-40641-5

\$18.95 (Canada: \$23.00)

May 6, 2008

Exquisite, bold, and fun, David A. Carter's inaugural line of brilliantly engineered pop-up note cards includes four avant-garde titles to send on any occasion—or to keep for your own collection.



POP-UP NOTE CARDS (WAVE)

By David A. Carter

Make waves with your message; this pop-up card provides a swell space for writing thoughtful notes.

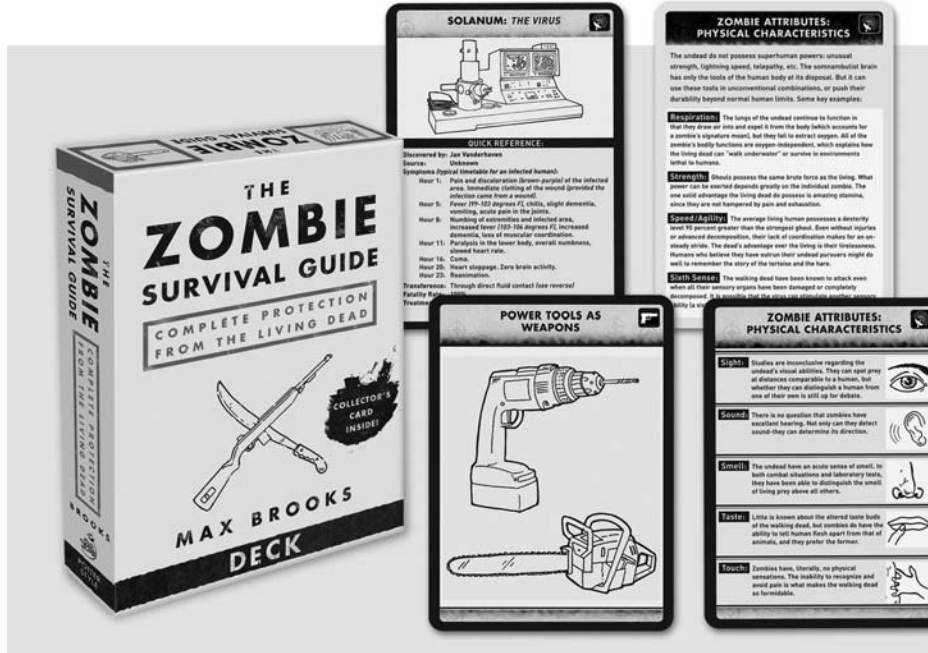
8 note cards, 1 pop-up design, 2 each of 4 different color combinations, 6¼ x 7 in.

978-0-307-40638-5

\$18.95 (Canada: \$23.00)

May 6, 2008

organize before they rise!



THE ZOMBIE SURVIVAL GUIDE DECK

By Max Brooks

Finally! Max Brooks's brain at your fingertips! Protect yourself against the living dead with this instructional deck of vital tips, lists, and diagrams. With even more illustrations than the original book, this collector's item is your ultimate defense.

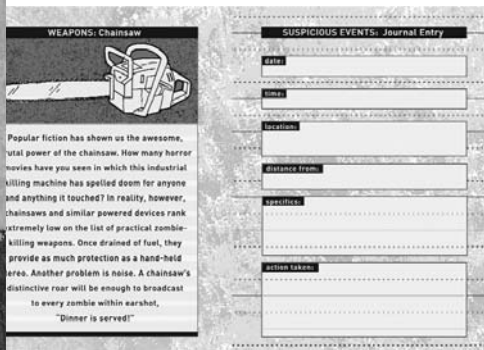
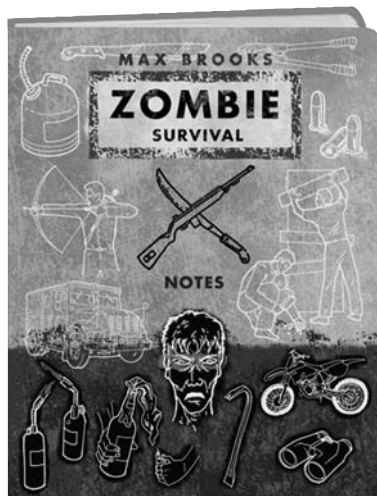
50 cards, 4 1/4 x 5 3/8 in.
 978-0-307-40645-3
 \$13.95 (Canada: \$16.95)
 July 22, 2008

ZOMBIE SURVIVAL MINI NOTE PADS

By Max Brooks

Jot down diagrams, charts, escape routes, and to-do lists in these indispensable note pads. 3 pads shrink-wrapped side by side, 64 pages, 4 5/8 x 8 1/4 in.

978-0-307-40644-6
 \$6.95 (Canada: \$8.95)
 July 22, 2008



ZOMBIE SURVIVAL NOTES MINI JOURNAL

By Max Brooks

Ever feel at risk of joining the ranks of the undead? Use this all-purpose blank journal to help develop, record, and execute your survival strategy.

128 pages (blank with quotes), 4 1/8 x 5 1/8 in.
 978-0-307-40639-2
 \$8.00 (Canada: \$10.00)
 July 22, 2008

SUMMER 2008 POTTER STYLE

small journals for big thoughts

our bestselling mini journals with a brand new look

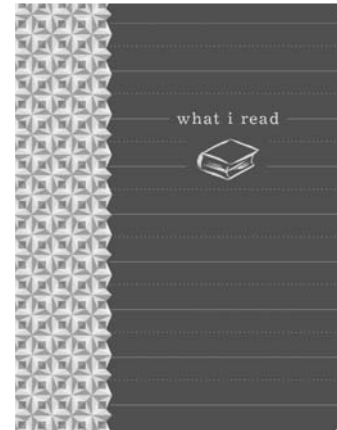


WHAT I TASTED (RASPBERRY)

This chic, affordable wine journal fits in the palm of your hand. Packed with tips on serving and tasting wine, the *What I Tasted* journal is ideal for jotting down that remarkable vintage, keeping stock of what's in your cellar, or creating shopping wish lists.

128 pages, 4 1/16 x 5 1/8 in.

978-0-307-40724-5
\$8.00 (Canada: \$10.00)
June 3, 2008

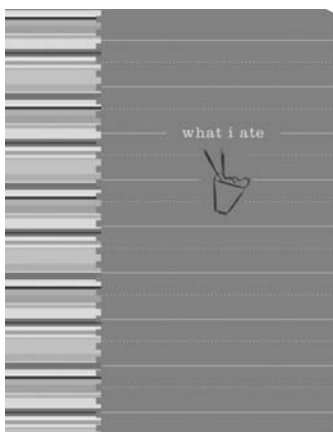


WHAT I READ (RED)

Take notes about characters you admire, lines you want to remember, and plots you love. Keep track of books you want to recommend to others or read again on a rainy day.

128 pages, 4 1/16 x 5 1/8 in.

978-0-307-40723-8
\$8.00 (Canada: \$10.00)
June 3, 2008



WHAT I ATE (TEAL)

The *What I Ate* journal is great for recalling a fabulous meal or for keeping tabs on your diet.

128 pages, 4 1/16 x 5 1/8 in.

978-0-307-40721-4
\$8.00 (Canada: \$10.00)
June 3, 2008

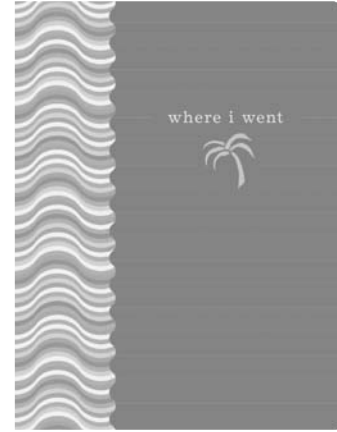


WHAT I BOUGHT (DARK GREEN)

Part journal and part wish list, the *What I Bought* journal will help you organize gift giving and personal finances.

128 pages, 4 1/16 x 5 1/8 in.

978-0-307-40722-1
\$8.00 (Canada: \$10.00)
June 3, 2008



WHERE I WENT (DARK BLUE)

The *Where I Went* journal will help you arrange your travel plans and document your adventures.

128 pages, 4 1/16 x 5 1/8 in.

978-0-307-40725-2
\$8.00 (Canada: \$10.00)
June 3, 2008

SUMMER 2008 POTTER STYLE

EMOTICON DECK: 50 WAYS TO EXPRESS YOURSELF E-MOTIONALLY

Not just for texting tweens anymore, emoticons have grown up, so don't be 8-O (shocked) if you see that coworker, friend, or—gasp—parent digitally emoting. If you're technologically clueless, you'll be :^) (happy) to know there's a way for you to get with the program: an amusing, practical, and colorful deck of cards that demonstrates how to cleverly create exclamations, expressions, and other useful symbols. These portable cards can also be a game, a gift, or a quirky office decoration.

50 cards, 2¼ x 3½ in.

978-0-307-40643-9

\$6.95 (Canada: \$8.95)

July 22, 2008



potter style—complete summer 2008 frontlist

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Black and White Pocket Pads	978-0-307-40642-2	\$9.95 (Canada: \$11.95)	05/08
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Jazz Age 5x7 Journal	978-0-307-39569-6	\$10.95 (Canada: \$12.50)	07/08
Jazz Age Note Cards	978-0-307-39570-2	\$12.00 (Canada: \$15.00)	07/08
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Natural Curiosities Labels	978-0-307-34566-0	\$12.95 (Canada: \$16.95)	05/08
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Pop-Up Note Cards (Clicker)	978-0-307-40637-8	\$18.95 (Canada: \$23.00)	05/08
Pop-Up Note Cards (Curlycue)	978-0-307-40640-8	\$18.95 (Canada: \$23.00)	05/08
Pop-Up Note Cards (Wave)	978-0-307-40638-5	\$18.95 (Canada: \$23.00)	05/08
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What I Ate (Teal) Mini Journal	978-0-307-40721-4	\$8.00 (Canada: \$10.00)	06/08
What I Bought (Dark Green) Mini Journal	978-0-307-40722-1	\$8.00 (Canada: \$10.00)	06/08
What I Read (Red) Mini Journal	978-0-307-40723-8	\$8.00 (Canada: \$10.00)	06/08
What I Tasted (Raspberry) Mini Journal	978-0-307-40724-5	\$8.00 (Canada: \$10.00)	06/08
Where I Went (Dark Blue) Mini Journal	978-0-307-40725-2	\$8.00 (Canada: \$10.00)	06/08
The Zombie Survival Guide Deck	978-0-307-40645-3	\$13.95 (Canada: \$16.95)	07/08
Zombie Survival Mini Note Pads	978-0-307-40644-6	\$6.95 (Canada: \$8.95)	07/08
Zombie Survival Notes Mini Journal	978-0-307-40639-2	\$8.00 (Canada: \$10.00)	07/08

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

APRIL CLARKSON POTTER



Screen Doors and Sweet Tea

Recipes and Tales from a Southern Cook

By Martha Hall Foose

Gifted chef and storyteller Martha Hall Foose invites you into her kitchen to share recipes that bring alive the landscape, people, and traditions that make Southern cuisine an American favorite.

Born and raised in Mississippi, Foose cooks Southern food with a contemporary flair: Sweet Potato Soup is enhanced with coconut milk and curry powder; Blackberry Limeade gets a lift from a secret ingredient: cardamom; and her much-ballyhooed Sweet Tea Pie combines two great Southern staples—sweet tea and pie, of course—to make one phenomenal signature dessert. The more than 150 original recipes are not only full of flavor, but full of local color and characters.

As the executive chef of the Viking Cooking School, teaching thousands of home cooks each year, Foose crafts recipes that are the perfect combination of delicious, creative, and accessible. Filled with humorous and touching tales as well as useful information on ingredients, techniques, storage, shortcuts, variations, and substitutions, *Screen Doors and Sweet Tea* is a must-read for anyone who craves a return to what cooking is all about: comfort, company, and good eating.

MARTHA HALL FOOSE is executive chef of the Viking Cooking School. Born and raised in the Mississippi Delta, she attended the famed pastry school l'Ecole Lenôtere in France. She makes her home in Tchula, Mississippi, on her family's farm with her husband and their son.



Cooking—American—Southern States (CKB002060)

7⁷/₁₆ x 9¹/₂; 256 pages; 100 full-color photos

ISBN/EAN: 978-0-307-35140-1

\$32.50 hardcover (Canada: \$39.95)

On Sale 4/29/08

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Author Interviews
out of Mississippi

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Viking, Including
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Advertising

BookPage
Kirkus Review Cookbook Issue

Online Promotion

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Cooking School Events

Big Mouth Mailing to Southern
Bookstores

BOBBY FLAY'S GRILL IT!

BOBBY KNOWS THAT WHEN WE SHOP AND COOK we think "I want burgers tonight"—not "I want to do a main course on the grill." As a result, *Bobby Flay's Grill It!* is conveniently organized by ingredients, with chapters covering juicy beef steaks and succulent shrimp as well as less traditional grill fare such as asparagus, fruit, lamb, scallops, potatoes, and squash so you can expand your backyard repertoire. Bobby teaches you how to cook each staple perfectly while also offering an arsenal of ideas for how to transform your

favorite ingredients into something inventive and satisfying such as Grilled Chicken Thighs with Green Olives and Sherry Vinegar–Orange Sauce or Beer-Marinated Skirt Steak with Pickled Red Onions and Grilled Tortillas.

No matter what you choose to grill (or what looks best when you actually get to the store), *Bobby Flay's Grill It!* guides you to creating an easy meal that is fresh, flavorful, and fun to cook. This is the new, must-have guide to becoming a grilling guru in your own right.

Bobby Flay

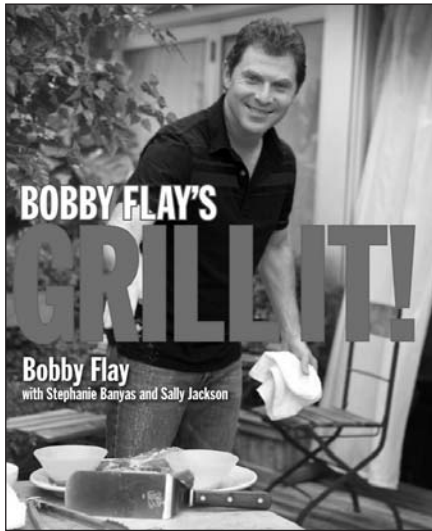
With Stephanie Banyas and Sally Jackson



burgers

Buffalo Burger and Celery-Carrot Slaw with Blue Cheese Dressing • Buffalo Burger with Swiss Cheese, Red Cabbage Slaw and Pickled Okra Russian Dressing • Chicken Burger with Avocado, Bacon, Blue Cheese & Romaine • Green Chile Burgers • Blue Cheese Sirloin Burgers with Red Wine-Onion Jam • Nacho Burger • Pressed Burger with Manchego Cheese, Serrano Ham and Piquillo Pepper-Smoked Paprika Aioli • Turkey Kofta with Apple Raita and Spinach • Turkey Patty Melt with Grilled Onion Relish • Texas Burger

APRIL CLARKSON POTTER



FIRE UP THE BEST BACKYARD BASHES WITH 150 SIMPLE AND DELICIOUS RECIPES FROM GRILLING GURU BOBBY FLAY IN HIS FIRST EVER FULL-COLOR GRILLING BOOK.

BOBBY FLAY is the chef-owner of six restaurants—in New York City, Atlantic City, Las Vegas, and the Bahamas—and the host of numerous shows on Food Network, including *Boy Gets Grill* and *Throwdown with Bobby Flay*. He lives in New York City. This is his eighth book.



National Publicity

Major National Television Appearances

8-City Author Tour

Cincinnati	Kansas City
Cleveland	Las Vegas
Dallas	Minneapolis
Detroit	New York

Advertising

New York Times Potter Recipe Ad

Online Promotion

- Advertising on MensHealth.com and WomensHealth.com
- Major promotion on BobbyFlay.com
- Cross-promotion with FoodNetwork.com, including e-blasts to subscribers and homepage features
- Promotion on PotterRecipeClub.com
- Big-mouth e-blast to foodie blogs and men's cooking sites

Promotion at Author's Restaurants

Also by Bobby Flay

Bobby Flay's Mesa Grill Cookbook

978-0-307-35141-8

\$35.00 hardcover (Canada: \$44.00)

Bobby Flay's from My Kitchen to Your Table

978-0-517-70729-6

\$32.50 hardcover (Canada: \$48.50)



Cooking—American (CKB002000)

8 x 10; 288 pages; 100 full-color photos

ISBN/EAN: 978-0-307-35142-5

\$35.00 hardcover (Canada: \$42.00)

On Sale 4/29/08

British: Crown

Translation: Crown

First Serial: Crown

Audio: William Morris Agency

yum-o!

The Family Cookbook

Yum-o! is Rachael Ray's recently launched charitable organization that empowers kids and their families to improve their relationships with food and cooking. This companion book is packed with family-friendly meals and strategies for making meal-time fun and wholesome for everyone in the brood.



RACHAEL RAY

National Publicity**National Television Appearances****National Radio Campaign**

Tie-In Promotion with All Rachael Ray Media Vehicles, Including CBS, Food Network, *Rachael Ray Magazine*, RachaelRayMag.com, and Yum-o!

Also by Rachael Ray

Rachael Ray 2, 4, 6, 8

978-1-4000-8256-8

\$19.95 paper (Canada: \$26.95)

Rachael Ray 365: No Repeats

978-1-4000-8254-4

\$19.95 paper (Canada: \$26.95)

Rachael Ray Express Lane Meals

978-1-4000-8255-1

\$18.95 paper (Canada: \$24.95)

Rachael Ray's 30-Minute Get Real Meals

978-1-4000-8253-7

\$19.95 paper (Canada: \$26.95)

Rachael Ray: Just in Time

978-0-307-38318-1

\$19.95 paper (Canada: \$25.95)

Rachael Ray understands that today's kids

and their families are pressed for time and often feel stymied when it comes to cooking freshly prepared meals. So she is doing something about it! A key element of Rachael's new charity, Yum-o!, is teaching kids and their families about cooking and how to make better food choices, enabling them to explore the joy of food while making meals that are fast, affordable, and nutritious. Not surprisingly, that has also become a strong focus of her own approach to cooking. These days, Rachael's recipes feature more whole grains, use less fat, and make the most of fresh fruits and vegetables.

But of course this is Rachael, and *Yum-o! The Family Cookbook* is filled with fun, easy-to-prepare, fabulous food. It has 20 recipes for kids to cook that were actually written by kids, great ideas for everything from breakfast to the lunch box to dinner, healthful snacks, and double-duty dinners that let you cook once, eat twice. With lots of full-color illustrations and tons of helpful tips for involving the whole family in the process of making meal-time the very best part of the day, *Yum-o! The Family Cookbook* is a must for Rachael's fans of every age.

Rachael Ray is the host of her own talk show, *Rachael Ray*, as well three popular Food Network shows. She is also the bestselling author of 13 previous books. Yum-o! is a nonprofit organization dedicated to educating kids and their families about cooking, combating childhood hunger in America, and funding cooking education. For more information, please visit Yum-o.org.



Cooking (CKB000000)

7⁷/₁₆ x 9⁷/₈; 224 pages

50 full-color photos; full-color illustrations throughout

ISBN/EAN: 978-0-307-40726-9

\$22.50 hardcover (Canada: \$27.00)

On Sale 4/29/08

British: William Morris Agency

Translation: William Morris Agency

First Serial: Crown

Audio: William Morris Agency

MAY CLARKSON POTTER



National Publicity

Author Interviews
out of Los Angeles and New York

Advertising

Full-page ads in *The Nest* and *The Knot* magazines

Online Promotion

Co-promotion with TheNest.com including, banner ads, contests, and e-blast to their membership

Also by Carley Roney

The Nest Newlywed Handbook
978-0-307-34022-1
\$22.50 paper (Canada \$30.00)

The Knot Guide to Destination Weddings
978-0-307-34192-1
\$19.95 paper (Canada: \$24.95)

The Knot Book of Wedding Lists
978-0-307-34193-8
\$12.95 paper (Canada: \$15.95)

The Nest Home Design Handbook

Simple ways to decorate, organize,
and personalize your place

By Carley Roney

The Nest—TheKnot.com's website for hip young newlyweds—simplifies decorating room by room with unique tricks and affordable style for home owners of all kinds.

The Nest knows that decorating a home can be completely overwhelming—particularly when it comes to blending modern chic and family hand-me-downs into a cozy home that suits everyone living in it. Style expert Carley Roney, founder of the popular wedding and lifestyle sites, knows how to transform designer concepts into doable ideas that can quickly make a living space more lively—and more livable. *The Nest Home Design Handbook* offers:

- high-impact décor ideas—simple tricks for every room of the house
- organizing tips—easy ways to minimize clutter and maximize style
- personalization pointers—making a space feel uniquely you
- tips on merging styles—turning his and hers into “ours”
- 101s—“instant expert” overviews on color, wood, and the basics of good design
- style fixes—doable DIY projects
- worksheets—fill-in-the-blanks to help focus your décor to-do list

With more than 100 fresh photographs, great new ideas, and practical advice, *The Nest Home Design Handbook* will inspire “nesters” to let go of the stress and focus on creating a fun, stylish, and comfortable living space.

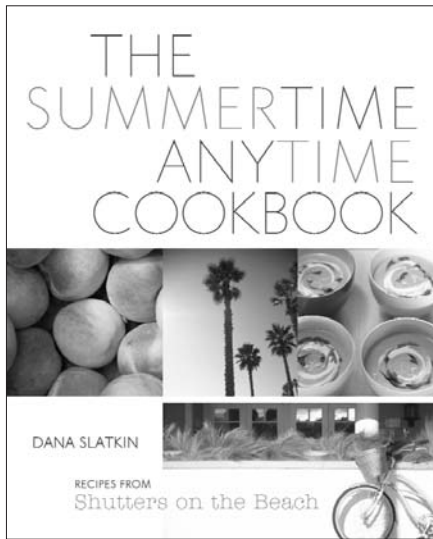
CARLEY RONEY is editor in chief of TheKnot.com, the world's favorite wedding brand, and its sister lifestyle site, TheNest.com. She is the author of 10 books from The Knot and The Nest and appears regularly on *Oprah*, *Today*, and *The View*.



House & Home (HOM000000)
8½ x 9½; 192 pages; 100 full-color photos
ISBN/EAN: 978-0-307-34191-4
\$22.95 hardcover (Canada: \$27.95)
On Sale 5/6/08

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MAY CLARKSON POTTER



National Publicity

Author Interviews
out of Los Angeles

Tie-In with Author's Events in
Los Angeles

Online Promotion

- Foodie blogger big-mouth mailing
- Promotion on PotterRecipeClub.com

Cross-Promotion with Shutters on
the Beach

The Summertime Anytime Cookbook

Recipes from Shutters on the Beach

By Dana Slatkin

Everyone's favorite luxury seaside resort, Shutters on the Beach in Santa Monica, presents 130 recipes perfect for any day—or night—at the beach.

Dana Slatkin knows well that life at the beach revolves around the weather. In *The Summertime Anytime Cookbook*, she shares seasonally inspired recipes from her family's celebrated hotel, cleverly divided into the chapters Sunny Days, Cloudy Days, Balmy Nights, Stormy Nights, and Misty Mornings. Providing the perfect dish, rain or shine, the fuss-free recipes include Plum Tomato Soup with Baby Grilled Cheese Sandwiches, Seared Sea Bass with Black Beans, and Yogurt Mousse with Honey-Poached Apricots.

Along with recipes for colorful side dishes, fresh picnic fare, basic sauces, and fabulous desserts, *The Summertime Anytime Cookbook* offers inventive style and entertaining ideas, such as Five Wonderful Ways to Spend a Cloudy Day at the Beach, and Six Uses for a Bucket of Sand.

With simple, artful food and stunning full-color photographs throughout, *The Summertime Anytime Cookbook* is your secret to bringing the best of the beach into your own home.

DANA SLATKIN, a graduate of the Culinary Institute of America, worked in acclaimed kitchens in France and New York before launching the Beverly Hills Farmer's Market and a line of food products. She lives with her husband, co-owner of the celebrated Santa Monica hotel Shutters on the Beach, and their three children in Los Angeles.



Cooking—Seasonal/American (CKB077000)

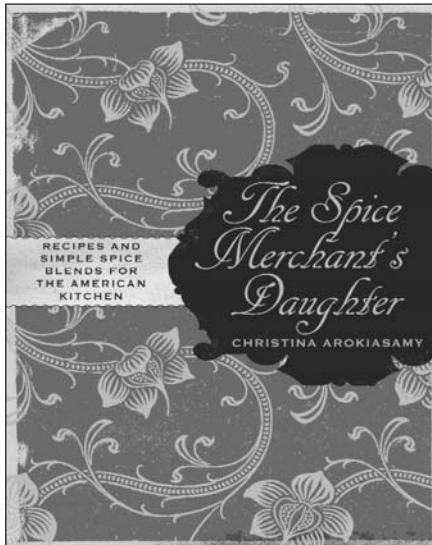
8 x 10; 256 pages; 75 full-color photos

ISBN/EAN: 978-0-307-38123-1

\$32.50 hardcover (Canada: \$39.95)

On Sale 5/13/08

All Rights: Crown



National Publicity

Author Interviews
out of Seattle

Local Events out of the Northwest

Online Promotion

- Advertising in Splendid Table e-newsletter
- E-blast to author's student list
- Major foodie blogger outreach with video and podcast

Mailing to IACP List

Major Promotion at Author's
Cooking School

The Spice Merchant's Daughter

Recipes and Simple Spice Blends
for the American Kitchen

By Christina Arokiasamy

For creative meals full of exotic flavor, spice merchant's daughter Christina Arokiasamy is the ultimate guide to blending and cooking with spices.

Growing up enveloped by the aromas of her mother's spice stall in Kuala Lumpur, Christina Arokiasamy developed an artist's sense of how to combine and use spices in traditional and innovative ways. In *The Spice Merchant's Daughter*, she shares her family's spice secrets, expertly guiding and enticing home cooks to enliven their repertoires.

The tantalizing blend of 100 Southeast Asian-inspired recipes include favorites such as Lemon Pepper Wings, Spicy Beef Salad, Steamed Snapper with Tamarind-Ginger Sauce, and Cardamom Butter Rice with Sultanas. With a guide to cooking with fragrant herbs and spices, evocative photography, and stories from Arokiasamy's childhood, *The Spice Merchant's Daughter* awakens the senses and unlocks the world of spices.

CHRISTINA AROKIASAMY, of Indian descent, was raised in Kuala Lumpur, Malaysia. She began her culinary career working in her family's kitchen and spice stall before cooking in various Four Seasons Resorts throughout Southeast Asia. Arokiasamy opened the Spice Merchant's Cooking School in the Pacific Northwest, where she lives with her husband and their two sons.



Cooking—Ethnic (CKB031000)

6³/₄ x 8¹/₄; 240 pages; two 16-page full-color inserts

ISBN/EAN: 978-0-307-39628-0

\$29.95 hardcover (Canada: \$36.00)

On Sale 8/5/08

British: Crown

Translation: Crown

First Serial: Crown

Audio: David Black Literary Agency

JUNE CLARKSON POTTER



Outstanding in the Field

A Farm to Table Cookbook

By Jim Denevan with Marah Stets

From the chef behind the popular nationwide outdoor movable feasts comes a cookbook full of seasonally inspired dishes that reconnect us with the farmers who grow our food.

Americans' love affair with organic, local food has never been so intense. Jim Denevan takes things one step further: Instead of bringing food to guests in a traditional restaurant setting, he sets up dinner tables in fields, ranches, dairies, vineyards, and community gardens to bring diners to their food. His innovative organization, Outstanding in the Field, roams the country organizing alfresco dinners that reconnect us with the land and the people who grow our food.

In *Outstanding in the Field*, Denevan shares 100 recipes from these farm-fresh meals with home cooks and food lovers everywhere. Celebrating ingredients at their height of freshness, favorites include:

- Haricot Vert and Early Girl Tomato Salad with Savory
- Sea Scallops with Sugar Snap Peas and Chervil
- Pure Maple Syrup Braised Short Ribs
- Green Tomato Marmalade
- Upside-Down Fresh Fig Cake

With information on finding local ingredients and helping Community Supported Agriculture and community gardens, *Outstanding in the Field* is a cookbook that honors the pleasures of raising, preparing, and enjoying great food.

JIM DENEVAN, a chef and renowned land artist, is the founder of Outstanding in the Field, an organization that sets up outdoor dinners wherever food is grown. He lives in Santa Cruz, California.



Cooking—Seasonal (CKB077000)

7 7/16 x 10; 256 pages; 100 full-color photos

ISBN/EAN: 978-0-307-38199-6

\$32.50 hardcover (Canada: \$39.95)

On Sale 6/3/08

British: Crown

Translation: Crown

First Serial: Crown

Audio: Writers House

53

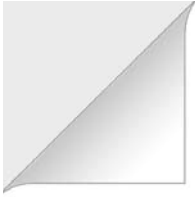
National Publicity

15-City Dinner/Book Tour for
Summer '08: West to East Coast

Online Promotion

- Advertising on MensHealth.com and WomensHealthMag.com
- Big-mouth e-blast to foodie blogs and men's cooking sites
- Big-mouth mailing to selected farmers and dinner sponsors
- Major promotion on author's website, including promotional materials and e-blast to customer list

EXCERPT



A N E X C E R P T F R O M

outstanding in the field

BY **JIM DENEVAN** WITH **MARAH STETS**

Our first farm dinner was

held in September 1999 at Andrew Griffin and Julia Wiley's Mariquita Farm in Corallitos, California. Very little about our dinners has changed since then. That night we started one of many traditions that go on: After all of our eighty guests arrived, they walked the fields with Andy and Julia before dinner. It was incredibly moving and inspiring to witness the farmers sharing their fields and their stories with so many rapt visitors. Another enduring tradition was started that day:

Only after the farm tour was over did the guests see the long stretch of table, covered in white tablecloths and, on this night, framed by a wall of perfectly ripe tomatoes on one side, a stretch of irises on the other, a floor of earth below, and the wide-open sky far above.

I had persuaded Tom King, a colorful friend of mine who was chef-proprietor at a Santa Cruz restaurant called Papa's Church, to come out on the farm with me to help prepare dinner. For our main dish,



we stuffed a 150-pound pig from a local hog farm with plums, sausage, and cabbage, wrapped it tightly in damp cloth, and placed it on hot river rocks buried 3 feet underground for 15 hours. When it was time to eat we distributed shovels to our guests and enlisted their help digging up the pig. Our dinner also included Potato, Sweet Chile, and Wild Fennel Salad (page 56), made with freshly dug potatoes and chiles from the farm and the wild fennel that is so abundant in Santa Cruz County.

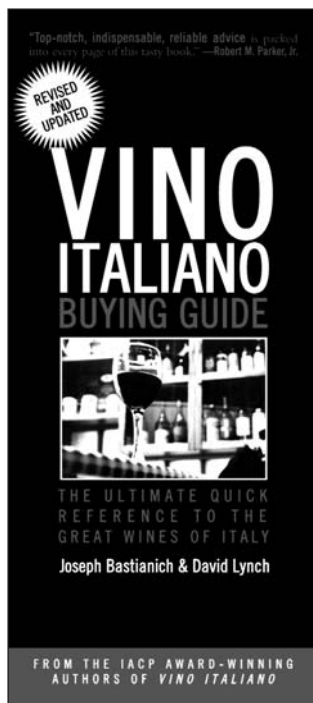
By the end of the dinner, planners and participants alike felt euphoric, our senses



heightened by the fresh air and our appetites sated by the delicious food. Thanks to the abundant local wine poured during the meal, we were also a little drunk, which is probably why it took us a bit of time to realize that night had come while we were eating and pitch blackness had fallen all around us. Getting everyone back through the fields to their cars was going to be a challenge, if not near impossible. Thankfully—and this was hardly the last time I felt thankful for my wonderfully improvisational, truly outstanding staff—one of my assistants had the wherewithal to locate a stash of tea lights. They were promptly put into service lining a path back to the cars. The sweet peas and tomatoes glowed right along with the rest of us. As we cleaned up by the light of those tea lights, I knew I had found my answer:

We had to get as many people as possible out there standing in the fields. With the revelation came the name, and Outstanding in the Field was born.





Vino Italiano Buying Guide— Revised and Updated

The Ultimate Quick Reference
to the Great Wines of Italy

By Joseph Bastianich and David Lynch

A completely revised and updated edition of the successful pocket guide to Italian wines, and a buyer's companion to the IACP award-winning wine guide Vino Italiano.

In 2004, *Vino Italiano* authors David Lynch and Joseph Bastianich published the *Vino Italiano Buying Guide*, a handy pocket reference of Italian wine producers to guide you to a good bottle at the wine store or restaurant.

With increased availability, varieties, and demand, the time is ripe for a revamped guide. *Vino Italiano Buying Guide—Revised and Updated* lists more than 1,000 winemakers, providing a combination of current contact information, grape descriptions, and ratings for all their wines that are available in the United States. Each entry now includes at least one concrete wine recommendation, and there is an increased emphasis on noteworthy organic and biodynamic wines.

With entirely new wines as well as up-to-date information on perennial favorites, *Vino Italiano Buying Guide—Revised and Updated* will be more comprehensive and more useful than ever.

JOSEPH BASTIANICH is co-owner of New York's Babbo, Lupa, and Del Posto, among other restaurants, as well as the wine store Italian Wine Merchants. **DAVID LYNCH** was previously the general manager at Babbo and is a senior editor at *Wine & Spirits*. His writing also appears in *Food & Wine*, *Gourmet*, and other major publications.



Cooking—Wine & Spirits (CKB088000)

4 x 8 1/4; 304 pages; 10 black-and-white photos; 1 map

ISBN/EAN: 978-0-307-40650-7

\$14.95 paper (Canada: \$19.95)

On Sale 8/26/08

British: Crown

Translation: Crown

First Serial: Crown

Audio: Dystel & Goderich Literary Agency

National Publicity

Author Interviews
out of New York

Online Promotion
Announcement in
PotterRecipeClub.com

Big-Mouth Mailing to Italian Wine
Merchant Customers and Inserts
for Orders

Also by Joseph Bastianich and
David Lynch

Vino Italiano

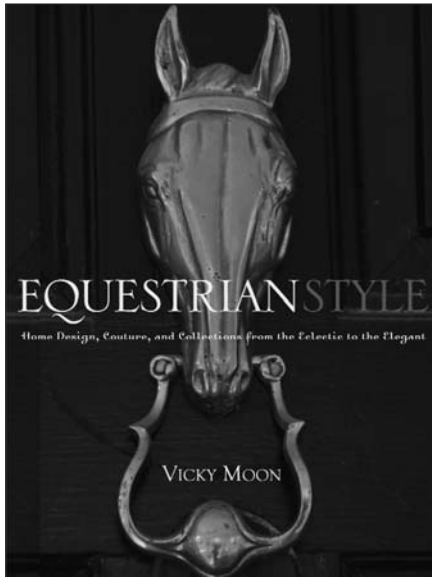
978-1-4000-9774-6

\$19.95 paper (Canada: \$27.95)

Vino Italiano Buying Guide

978-1-4000-5287-5

\$13.95 paper (Canada: \$21.00)



National Publicity

Author Interviews

out of Ft. Lauderdale and Virginia

Author Events in the Hamptons, Saratoga, NY, and Palm Beach, FL

Advertising

Courtside magazine

Ad in USEF (United States Equestrian Federation) newsletter

Online Promotion

Big-mouth widget mailing to online horse enthusiast sites

Big-Mouth Mailing to Breeders, Horse Owners, Tack and Saddle Shops, and Major Horse Organizations and Competitions

Equestrian Style

Home Design, Couture, and Collections
from the Eclectic to the Elegant

By Vicky Moon

A tour through equestrian-themed interiors and the art, architecture, clothing, and people the classic horse motif inspires.

Elegant equestrians in impeccable attire; glorious balls held in museums devoted to the celebrated creature; a procession of regal foxhunting paintings in a home fit for a polo king and his brood: The world of horses is full of imagery. Extending far beyond the stable, the racetrack, and the polo field, all things equine appear everywhere from our closets to our dining rooms.

Now journalist and horse-world fixture Vicky Moon captures the equestrian way of life with an unprecedented peek into several dozen stunning residences. Highlights include:

- A French-inflected mansion decorated with contemporary horse art
- An equestrian resort on 395 acres
- A spa with swimming classes for horses
- A working barn in tony Sullivan Canyon, California, decorated by Kathryn Ireland, in which a professional horseman, riding instructor, and model lives

With beautiful photographs, richly detailed stories, and practical advice, *Equestrian Style* is a celebration of the iconic design universe the horse has spurred.

VICKY MOON is the author of five books, including *A Sunday Horse: A Year on the Grand Prix Jumping Circuit* and *The Private Passion of Jackie Kennedy Onassis: Portrait of a Rider*.



House & Home—Decorating (HOM000000)

9 x 12; 256 pages; 200 full-color photos

ISBN/EAN: 978-0-307-39468-2

\$65.00 hardcover (Canada: \$84.00)

On Sale 7/15/08

All Rights: Crown

EXCERPT

The Horse in Snowden's Room

IT HAS ALWAYS BEEN FASHIONABLE

to blur the boundaries between indoor and outdoor space in the transition from house to garden. But home to barn?

Well...that's a house of a different color. Just ask horseman Snowden Clarke, who lives in a barn in California's exclusive Sullivan Canyon equestrian neighborhood off Sunset Boulevard between Brentwood and Pacific Palisades. Snowden's biography reads like a Hollywood script: he once taught a Saudi Prince to ride in three days; he gave lessons to Jacqueline Kennedy Onassis; and his wide circle of friends ranges from the local blacksmith to the socialites and diplomats of Washington, D.C., to the powers-that-be in La La Land. He feels equally at ease having breakfast at a truck stop or lunch at the Polo Lounge of the Beverly Hills Hotel.

Snowden rides and trains horses for the show ring and the hunt field as well as coaching riders of all ages. Most of his horse career unfolded in the abundant horse country of Virginia, save for nine years living in England, which included a stint at the Royal Mews in Ascot. One day, he decided to head west.

California presented its own unique housing challenge. Sullivan Canyon is one of the most expensive areas in the country, so he decided to move in with his horses.

A sloping roof stretches over one side of the barn, and the walls are built from old railroad ties that are exposed on the interior. Once a tack room, the main living space was in need of a makeover. Snowden called British actress-turned-designer Kathryn Ireland, whose clients consist of many boldface names such as Victoria Tennant and Steve Martin. Kathryn's "ease of living" style helped to blur the lines between horse and human home. And she was familiar with cozy equestrian style after decorating her own fifty-acre farm in France.

The front door of the house stands halfway down the barn aisle. Living, sleeping, and eating areas flow seamlessly in the open plan of the house. The floors are made of large pavers of gray slate. Windows and sliding glass doors take up more than half of the wall space in the barn. Track lighting over the bed, sitting area, and kitchen separately illuminates the spaces, defining them without physical barriers.

Most of the furniture came from Snowden's home in Virginia, including a large bed, which Kathryn outfitted with bedding from John Robshaw Textiles called Mandu Lapis and Madura Lapis. His block prints, batik, and bold patterns evoke the feeling of India, Thailand, and Indonesia. To coordinate with all of the natural materials, Kathryn chose a scheme that included a light blue background with a brown medallion pattern.

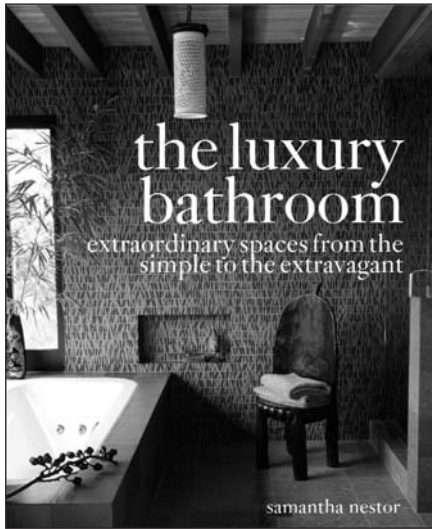
Storage in such a small space is always an issue, so vintage trunks paired with modern pieces from Ikea offer solutions and tabletop space.

The central aisle of the barn, where horses are brought in briefly for saddling up, is tiled with wood blocks. A leather chair distorts the setting. Photographs and artwork hang next to bridles and other horse equipment.

"It's a working barn that happens to be where I live," Snowden says.



AN EXCERPT FROM
EQUESTRIAN STYLE
BY VICKY MOON



National Publicity

Author Interviews
out of New York

Online Promotion

- Advertising on MetHome.com
- Big-mouth design blogger mailing

The Luxury Bathroom

Extraordinary Spaces from the Simple
to the Extravagant

By Samantha Nestor

With home owners having spent nearly \$50 billion on bathroom renovations last year, the bathroom is the new design frontier.

Forget the kitchen or the master bedroom. The latest design obsession is the bathroom. With the prevalence of home spas, the booming luxury market, and Americans' increasing desire to renovate (and spend), the bathroom is the latest canvas for innovation, style, and indulgence.

Featuring some of the most stunning bathrooms in private homes today, *The Luxury Bathroom* showcases diverse spaces from tiny apartment bathrooms to grand spas tucked into estates. No longer intended solely for utilitarian purposes, today's bathrooms are designed for everything from solitude to accommodating the family to entertaining. *The Luxury Bathroom* includes chapters on:

- The Getaway Oasis: bring the spa vacation home
- The Small Bathroom: even a half-bath can mesmerize
- The Family Bathroom: kid friendly isn't style-starved
- The Voyeur: glass and peepholes bring the outside in
- The Modern Boudoir: the woman's space is a contemporary sanctuary
- Entertaining Spaces: a once-private space becomes a dynamic gathering place

Graced with stunning photographs of bathrooms from around the country, *The Luxury Bathroom* is both visual treasure and practical guide, showing readers how these unique environments morphed from imagined to real, and motivating them to incorporate ideas into their own spaces—or just dream about doing so.

SAMANTHA NESTOR is special projects editor at *Metropolitan Home* magazine. She lives in Darien, Connecticut.



House & Home—Design & Construction (HOM004000)

9 x 11; 208 pages; 300 full-color photos

ISBN/EAN: 978-0-307-39370-8

\$60.00 hardcover (Canada: \$77.00)

On Sale 8/26/08

All Rights: Crown



National Publicity

National Television Appearances

Author Interviews and Events out of Los Angeles

Online Promotion

- Advertising on the Gothamist network
- Promotion on FoodNetwork.com
- Big-mouth e-blast to foodie blogs and men's cooking sites
- Promotion on PotterRecipeClub.com

Two Dudes, One Pan

Maximum Flavor from a Minimalist Kitchen

By Jon Shook and Vinny Dotolo

Two culinary bad boys—stars of an upcoming Food Network reality show—demonstrate that even a no-frills kitchen can turn out high-impact food full of flavor and attitude.

Jon Shook and Vinny Dotolo got their start as caterers cooking over a single burner in the back of a van as they orchestrated lavish events on a shoestring. Though their budgets and reputations have grown, they still remember what it was like to cook with a minimum of space, time, and equipment. In *Two Dudes, One Pan*, Jon and Vinny show even novices how to make a surprising array of dishes—from finger foods to sweet treats and everything in between—using just a few simple pieces of equipment and never more than one at a time.

Two Dudes, One Pan offers such easy recipes as:

- Curried Chicken Nuggets with Honey-Mustard Sauce
- Sake-Soy Sea Bass with Bok Choy
- Sherried Salmon with Cipollini Onions
- Five-Spice Game Hen with Scallion Vinaigrette
- Roasted Asparagus with Bacon-Mustard Vinaigrette
- Pistachio Tiramisù with Roasted Cherries
- Pumpkin Pie Bars

With edgy words of wisdom from this irreverent duo and full-color photos of their appetizing creations, *Two Dudes, One Pan* introduces a brash, hip new culinary team and their collection of more than 100 down-and-dirty recipes.

JON SHOOK and **VINNY DOTOLO** are caterers to a who's who of Hollywood luminaries. Recently, an appearance on Food Network's *Iron Chef America* led to their own six-episode reality show on Food Network, set to debut in Fall 2007.



Cooking (CKB000000)

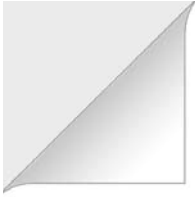
7½ x 9¼; 256 pages; 40 full-color photos

ISBN/EAN: 978-0-307-38260-3

\$24.95 paper with flaps (Canada: \$29.95)

On Sale 8/12/08

All Rights: Crown



Jon: A traditional stainless skillet is one of the most commonly used pans in restaurant and home kitchens.

Vinny: It's without a doubt the pan that I most often grab when I need to cook something off on the stovetop.

Jon: Unlike cast irons and nonsticks, you can build really flavorful sauces in a traditional skillet. After searing the meat in the pan, the brown stuff at the bottom is called the fond—it's where all the flavor is. When you go to scrape the bottom of the pan after adding wine or tomatoes, it mingles in with the liquid, giving it a deep and rich taste.

Seared Scallops, Shiitake Fricassee, and Garlicky Spinach

SERVES 4

Jon: This recipe right here is the one that gave us the idea for this book—it's really how we used to cook when we were starting out. We would literally cook everything off in one pan because that's all we had. It taught us how to manage our time and make our recipes concise.

Vinny: By producing three completely separate components for a dish in one pan, we learned how to work through the procedure, steps, and order of preparation for making this kind of one-pan cooking work. It forces you to approach cooking from a strategic viewpoint.

2 tablespoons plus 2 teaspoons
canola or grapeseed oil

6 ounces shiitake mushrooms,
stems removed, caps thinly
sliced

2 teaspoons kosher salt

4 garlic cloves, thinly sliced

6 cups packed spinach, tough
stems removed

2 tablespoons unsalted butter

2 shallots, very finely chopped

1 teaspoon finely chopped fresh
thyme

2 tablespoons fresh lemon juice

16 "dry" sea scallops

Heat 1 tablespoon of oil in a skillet over medium-high heat for 1 minute. Add the mushrooms, season with 1 teaspoon of the salt, and cook until browned, 6 to 8 minutes. Transfer to a small bowl, cover with plastic wrap to keep warm, and set aside.

Add 2 teaspoons of oil the pan and then add half of the garlic, sautéing it until it is fragrant, about 1 minute. Add the spinach and ½ teaspoon of salt and cook until wilted but still bright green, 1 to 2 minutes. Transfer to a small bowl, cover with plastic wrap to keep warm, and set aside.

Melt the butter in the skillet, then add the shallots and the remaining garlic. Cook until the garlic is golden brown and the butter is beginning to brown, about 2 minutes. Turn off the heat and stir in the thyme, lemon, and the reserved mushroom mixture. Transfer the mixture back to the small bowl, re-cover, and set aside.

Use paper towels to wipe out the pan. Heat the remaining 1 tablespoon of oil over high heat in the skillet for 1 minute. Season the scallops with the remaining ½ tea-

spoon of salt and place them in the pan. Sear the scallops without moving until golden brown, about 2 minutes. Flip the scallops over and cook until the other side has color (it probably won't get as dark as the first side) and the scallops are opaque on the outside and still a little translucent in the center (slice one in half to check), another 30 seconds to 1 minute.

Divide the scallops among 4 plates. Spoon some of the mushroom fricassee on top and serve the spinach on the side.

AN EXCERPT FROM
TWO DUDES, ONE PAN
BY JON SHOOK AND VINNY DOTOLO

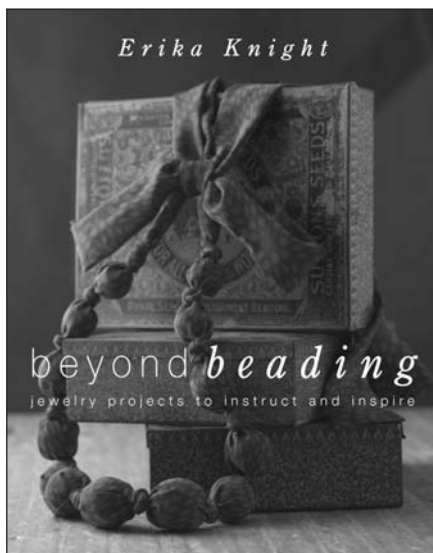




Crown

**SUMMER
2008**





National Publicity

Online Promotion

- Advertising on craft blogs
- Promotion on PotterCraftNews.com
- Big-mouth e-blast to craft bloggers

Featured in Jewelry Mailer Sent to Craft Accounts

Also by Erika Knight

Classic Knits

978-0-307-34719-0

\$19.95 hardcover (Canada: \$24.95)

Glamour Knits

978-0-307-34720-6

\$19.95 hardcover (Canada: \$24.95)

Classic Knits at Home

978-0-307-39469-9

\$19.95 hardcover (Canada: \$24.95)

Glamour Knits at Home

978-0-307-39470-5

\$19.95 hardcover (Canada: \$24.95)

Beyond Beading

Jewelry Projects to Instruct and Inspire

By Erika Knight

Fashion consultant and knitting and crochet author Erika Knight shares 25 supersimple projects that transform humble materials into stunning pieces of jewelry.

For novice jewelry makers and those who must have the latest “it” accessories, this book elevates craft staples (beads and buttons) by pairing them with luxurious fabrics or unique findings like pebbles, pom-poms, crocheted flowers, and antique glass. With projects themed as “Natural,” “Playful,” and “Vintage,” *Beyond Beading* makes it possible for women of varied tastes to find—and fashion—the perfect accent for any outfit or occasion.

Most of the pieces involve only easy techniques for threading and knotting on various fibers (like wire, suede, hemp, ribbon, or leather), while a few also include other clearly explained craftwork techniques, such as basic wrapping, knitting, and crocheting. All of them reflect a modern but relaxed sensibility.

Here are some of the one-of-a-kind pieces to make, wear, or give as gifts:

- stone, silver, and suede pendant
- knitted wire and turquoise bead cuff
- linen-wrapped beads and pom-pom necklace
- crocheted flower, bead, and button bag charm
- encapsulated glass bead and organza-ribbon necklace
- vintage button brooch

ERIKA KNIGHT is the author of *Classic Knits*, *Glamour Knits*, *Classic Knits at Home*, and *Glamour Knits at Home* and is a fashion and crafts consultant who has worked for Nicole Farhi, Vivienne Westwood, J. Crew, Gap, and Rowan Yarn.



Crafts & Hobbies—Jewelry (CRA014000)

7¼ x 10; 128 pages; 25 full-color photos;

90 full-color illustrations

ISBN/EAN: 978-0-307-40684-2

\$21.95 paper with flaps (Canada: \$27.00)

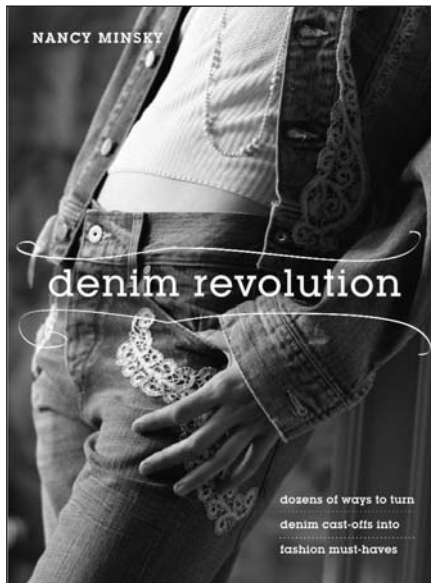
On Sale 5/6/08

British: Quadrille Publishing

Translation: Quadrille Publishing

First Serial: Crown

Audio: Quadrille Publishing



National Publicity

Online Promotion

- Advertising on sewing and other craft blogs
- Promotion on PotterCraftNews.com
- Big-mouth e-blast to craft bloggers and green blogs
- E-blast to Renegade Craft Fair vendors

Denim Revolution

Dozens of Ways to Turn Denim Cast-Offs into Fashion Must-Haves

By Nancy Minsky

A Calvin Klein protégée guides fashion-fearless women who love a boho look, Project Runway fans, and anyone who's embraced the designer jean craze to create their own funky denim wares.

Denim has always been cool, but the renaissance that this adaptable, stylish fabric is now experiencing is unprecedented. Never before has it had such infinite possibilities—both in how you wear it (as stylized jeans or on a bag, cuff bracelet, or bolero jacket) and what you embellish it with (appliqués, metallic braids, leather, paint, or bling), as well as which occasions it's appropriate for (downtown partying to uptown dining).

But don't spend hundreds of dollars on denim like celebs do. Instead, invent your own chic pieces from recycled denim in your closet, vintage stores, and thrift shops. *Denim Revolution* offers dozens of patterns for novices and experienced stitchers alike that fuse recycled denim with hip embellishments—mixing together old, new, vintage, rugged, and sleek. Many of the projects focus more on basic stitching and embellishment and don't require a sewing machine. All have step-by-step instructions, sketches, photographs, and a sewing tutorial to help the inexperienced get started.

In sections themed by style, you'll find something to suit your personal look—be it ripped up or glammed out.

NANCY MINSKY was handpicked by Calvin Klein before she graduated from Parson's School of Design. After working on his designer line, she established and headed Paul Alexander, a high-end women's collection.



Crafts & Hobbies—Sewing (CRA035000)

7⁷/₁₆ x 10; 128 pages

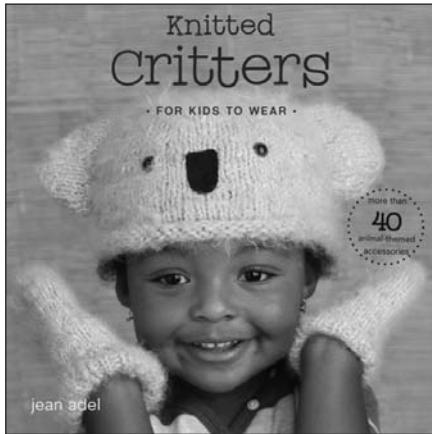
70 full-color photos; 200 full-color illustrations

ISBN/EAN: 978-0-307-35377-1

\$19.95 paper with flaps (Canada: \$24.95)

On Sale 5/13/08

All Rights: Crown



National Publicity

Online Promotion

- Advertising on CrazyAuntPurl.com, KnittersReview.com, and other craft blogs
- Promotion on PotterCraftNews.com
- Big-mouth e-blast to craft blogs

Mailing to Museum Stores and Craft Accounts

Featured Title at The National Needlearts Association Market

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

Knitted Critters for Kids to Wear

More Than 40 Animal-Themed Accessories

By Jean Adel

The designer of Barneys' top-selling JEANADEL animal knit collection shows you how to whip up 40 adorable furry-faced hats, scarves, and mittens that will delight little ones for seasons.

With the myriad patterns in this playful book of animal accessories, even beginner knitters can create quick-to-knit gifts for the kiddies in their lives. A refreshing antidote to fussy heirloom knits (no angels or cherubs here), *Knitted Critters for Kids to Wear* is all about lions, tigers, and Ling-Ling the panda bear.

The small, portable projects—patterns for the cute creatures that have made the author's winter sets sell-outs—are grouped by difficulty and can be made in three sizes (to fit children ages 3 to 7). Finishing touches that bring the woolly animals to life are as simple as a stitched mouth, some glued-on googly eyes, a pom-pom nose, or a few artfully placed buttons.

A standout birthday gift for a friend's child, a special memento for one's own kid, or a sweet surprise for a grandchild, the perfect roaring, buzzing, or prowling project will be found in this irresistible book.

JEAN ADEL is the managing editor for Lion Brand Yarn Co. and former senior editor for *Vogue Knitting International* and *Family Circle Easy Knitting*. Her JEANADEL label is sold at Barneys.



Crafts & Hobbies—Knitting (CRA015000)

8⁵/₈ x 8⁵/₈; 96 pages

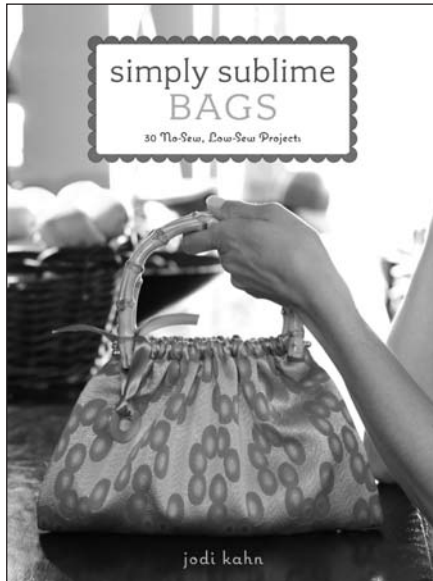
80 full-color photos; 10 black-and-white line drawings

ISBN/EAN: 978-0-307-39466-8

\$19.95 paper (Canada: \$24.95)

On Sale 6/3/08

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National Publicity

Online Promotion

- Advertising on sewing and other craft blogs
- Promotion on PotterCraftNews.com
- Big-mouth e-blast to craft blogs

Simply Sublime Bags

30 No-Sew, Low-Sew Projects

By Jodi Kahn

As the craze (and the cost) for the coolest handbags soar, fashionable, resourceful women can whip up their own stylish spin-offs.

These days handbags rival shoes for attention-grabbing fashion status. They're the ultimate accessory every woman can flaunt—regardless of body type.

In *Simply Sublime Bags*, you'll find 30 do-it-yourself, clever, and affordable handbag projects—all of which require no or low sewing skills. Made by inventive methods of construction (like duct-taped reinforced interiors or iron-fusing), these hip handbags, totes, clutches, and change purses have all the looks that bag-lovers want, be it Chanel-style chain straps, colorful woven fabrics, or funky embellishments. The materials can be found in hardware, home, and fabric stores, and even your own closet. Some of the sublime bags include:

- "Charmed, I'm Sure" (a brightly colored vinyl makeup bag with vintage plastic charm zipper pull)
- "Keyhole Clutch" (pink and white houndstooth fabric lined with duct tape, with keyhole cutouts for handles)
- "Nights in Black Satin" (an elegant evening clutch made from satin ribbon stapled together and adorned with a rhinestone earring clasp)
- "The Envelope, Please" (a metallic silver Chanel-style bag—complete with chain strap)

JODI KAHN is the author of *The Little Pink Book of Elegance*.



Crafts & Hobbies—Sewing (CRA035000)

7⁷/₁₆ x 10; 128 pages

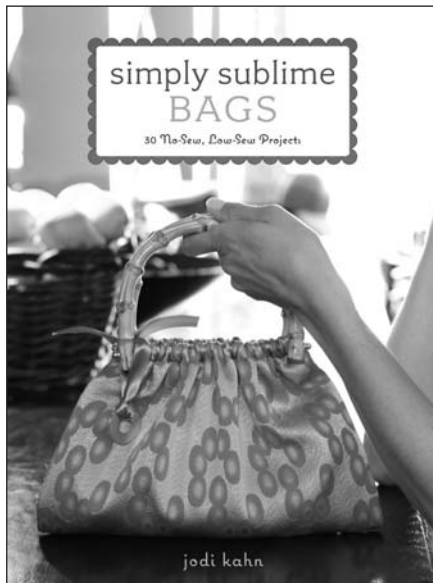
60 full-color photos; 130 black-and-white line drawings

ISBN/EAN: 978-0-307-39362-3

\$19.95 paper with flaps (Canada: \$24.95)

On Sale 7/15/08

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National Publicity

Online Promotion

- Advertising on sewing and other craft blogs
- Promotion on PotterCraftNews.com
- Big-mouth e-blast to craft blogs

Simply Sublime Bags

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Crafts & Hobbies—Sewing (CRA035000)

7⁷/₁₆ x 10; 128 pages

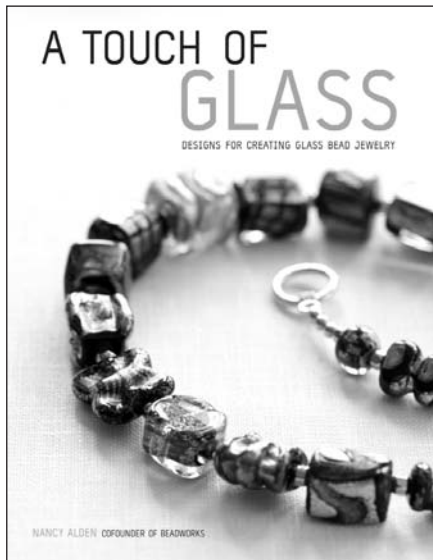
60 full-color photos; 130 black-and-white line drawings

ISBN/EAN: 978-0-307-39362-3

\$19.95 paper with flaps (Canada: \$24.95)

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National Publicity

Online Promotion

- Advertising on craft blogs
- Promotion on PotterCraftNews.com
- Big-mouth e-blast to craft and jewelry bloggers

Featured in Jewelry Mailer Sent to Craft Accounts

Major Promotion at All Beadworks Stores

Also by Nancy Alden

Simply Pearls

978-0-307-33949-2

\$22.95 paper (Canada: \$29.95)

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978-0-307-33952-2

\$22.95 paper (Canada: \$29.95)

A Touch of Glass

Designs for Creating Glass Bead Jewelry

By Nancy Alden, cofounder of Beadworks

*Nancy Alden, the jewelry expert behind the bestselling titles *Simply Pearls* and *Simply Silver, Simply Gold*, presents more than 40 stunning projects—and more indispensable design advice—for jewelry made with glass beads.*

Beautiful, affordable, and infinitely versatile, glass beads provide limitless design possibilities. *A Touch of Glass* shows crafters how to capture the allure of glass by stringing glass beads into jewelry that rivals the elegance and intricacy of pieces made with more precious materials. The 40 projects were created by Nancy Alden and the Beadworks design team, based on their extensive knowledge of designs that have lasting appeal. Whether it's a classic necklace or contemporary earrings, or whether it's made from antique lampwork glass or ethnic seed beads, *A Touch of Glass* truly has projects for everyone.

With brilliant photographs, clear instructions, a primer on the basics of jewelry making, and resources for locating all the tools you need, *A Touch of Glass* is a must-have for any jewelry maker's growing library.

NANCY ALDEN is a jewelry designer and cofounder of the Beadworks Group. As Beadworks's principal buyer and designer, she has traveled the world in search of the most beautiful elements of jewelry design. Her knowledge of beads is unrivaled.



Crafts & Hobbies—Jewelry (CRA014000)

8½ x 11; 144 pages

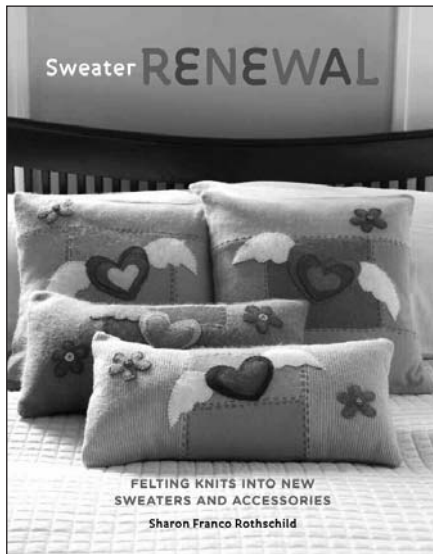
60 full-color photos; 35 black-and-white line drawings

ISBN/EAN: 978-0-307-39391-3

\$22.95 paper with flaps (Canada: \$27.95)

On Sale 8/5/08

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National Publicity

Online Promotion

- Advertising on craft blogs
- Promotion on PotterCraftNews.com
- Big-mouth e-blast to craft bloggers

Featured Title at The National NeedleArts Association Market

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

Major Promotion at Author's Store, Two Stix

Sweater Renewal

Felting Knits into New Sweaters and Accessories

By Sharon Franco Rothschild

Felt in a fraction of the time by starting with already-knit pieces! With this guide to felting, sewing, embroidery, and appliqué, readers will learn how to transform knits that have been felted—intentionally or otherwise—into fun, funky, and colorful sweaters, bags, and accessories.

In *Sweater Renewal*, Sharon Franco Rothschild shows readers how to rescue their old woolen sweaters and give them renewed life as felted creations. With little or no knitting experience, readers can refashion blankets, sweaters, scarves, or even hand-knitted pieces into colorful clothing, accessories, and home decor. The only requirement is that they are made of wool.

The 25 colorful, cheerful projects range from Short, Sweet, and Simple Projects using existing pieces, such as a cell phone holder and a Fair Isle digital camera case, to Knitted, Felted, and Fantastic Projects that you knit and then felt, such as a purse and a felted scarf. Most can be finished in less than a day, some in a few hours. *Sweater Renewal* incorporates a diverse range of skills, which include felting, appliqué, crochet, sewing, and embroidery.

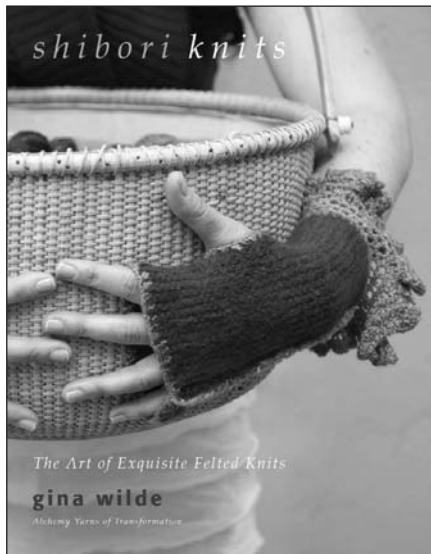
In *Sweater Renewal*, Rothschild goes green in full color, showing knitters how to recycle old or unwanted knits into beautiful clothes and accessories.

SHARON FRANCO ROTHSCHILD is an accomplished fiber artist, knitter, and embroiderer. She owns the Two Stix boutique and knitting studio in Atlanta, Georgia and has been featured in *Vogue Knitting's Knit.1* and *Interweave Knits*.



Crafts & Hobbies—Knitting/Sewing (CRA015000)
 8½ x 10½; 128 pages
 65 full-color photos; 20 black-and-white line drawings
 ISBN/EAN: 978-0-307-39629-7
 \$19.95 paper with flaps (Canada: \$24.95)
 On Sale 8/19/08

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National Publicity

Online Promotion

- Advertising on CrazyAuntPurl.com, KnittersReview.com, and other craft blogs
- Promotion on PotterCraftNews.com
- Big-mouth e-blast to craft blogs

Featured Title at The National Needlearts Association Market

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

Shibori Knits

The Art of Exquisite Felted Knits

By Gina Wilde

Gina Wilde guides adventurous knitters through the ancient textile art of shibori, exploring its effects in knitting and felting to create colorful, sculptural, and delicate projects, transforming knitting into something new.

The Japanese art of shibori, a resist technique, has been used to dye fabric (think batik) for centuries. Now, *Shibori Knits* highlights the intersection between shibori and knitting, offering a new twist on the art form via shaped-resist felting. Using resists to prevent certain areas of knitting from felting—which results in a totally new texture—internationally acclaimed knitwear designer Gina Wilde shows knitters how to create unique garments with bobbles, ruffles, and spirals.

Divided into sections that reflect the philosophy behind the art—surrender, creativity, and subtlety—*Shibori Knits* offers 26 projects for every skill level. With detailed information on fibers and their felting qualities, a primer on technical felting concepts, and a thorough resource guide, *Shibori Knits* shows knitters how to create ethereal finished fabrics by combining the precision of knitting with the magic of shibori.

GINA WILDE is an innovative knitwear designer and the president, creative director, and cofounder of Alchemy Yarns of Transformation, known for their luscious colors and range of fibers. Her work has appeared in *Handknit Holidays*, *The Knitter's Book of Yarn*, *Folk Knits*, and *Interweave Knits* magazine.



Crafts & Hobbies—Knitting (CRA015000)

8½ x 10⅞; 128 pages

70 to 80 full-color photos; 30 black-and-white line drawings

ISBN/EAN: 978-0-307-39354-8

\$24.95 hardcover (Canada: \$36.00)

On Sale 8/26/08

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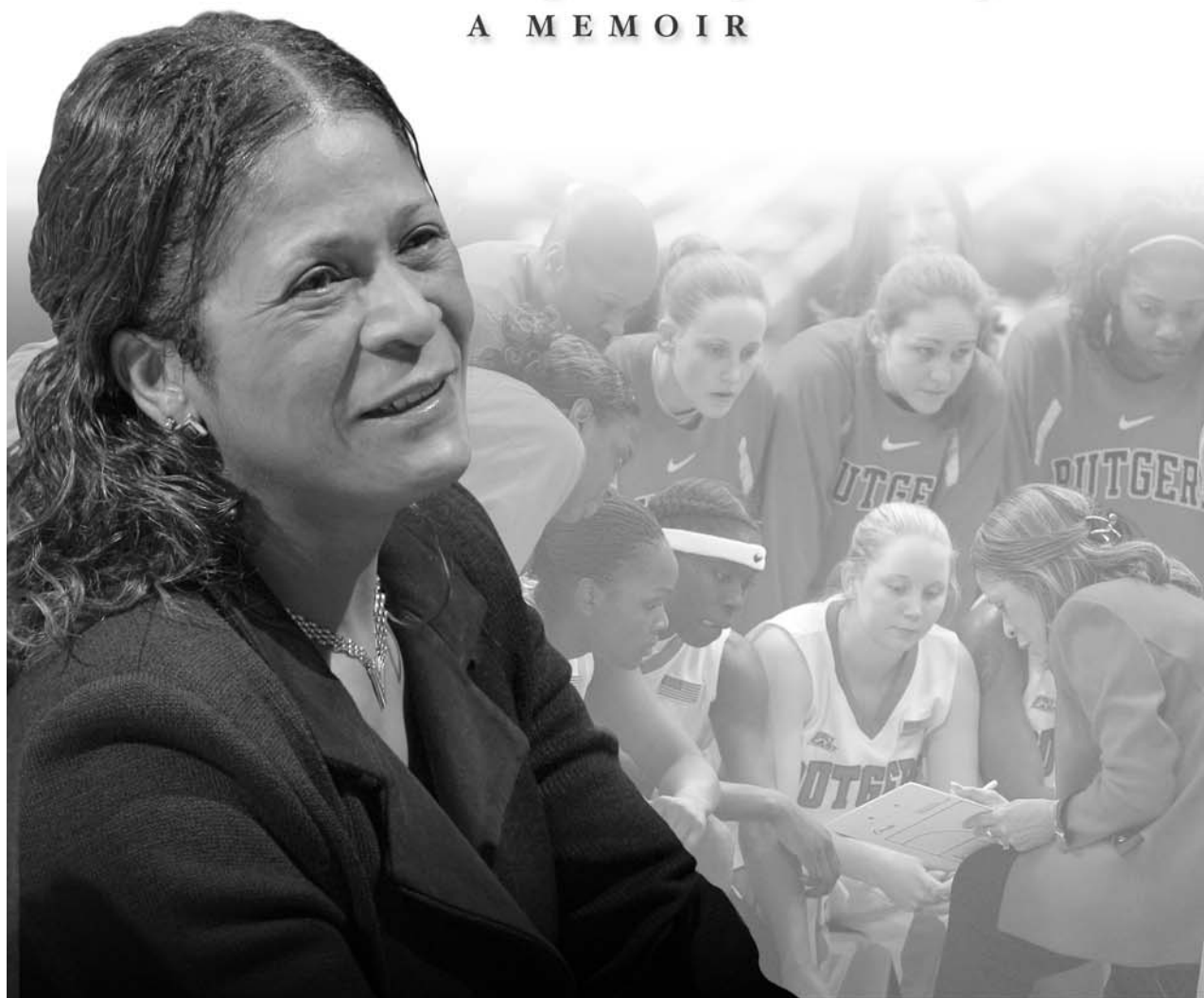
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STANDING TALL

Lessons in Turning Adversity into Victory

A MEMOIR



C. Vivian Stringer

with Laura Tucker

LEGENDARY WOMEN'S BASKETBALL COACH C. VIVIAN STRINGER INSPIRES WITH HER EXTRAORDINARY STORY OF PERSEVERANCE AND TRIUMPH

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- Cross-promotion with AALBC.com and HBCUConnect.com
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Cross-Promotion with Rutgers and ScarletKnights.com

Outreach to African American Women's Groups, Churches, and Organizations

Buzz Mailing to Division 1 Women's Basketball Coaches and Major Women's Sports Associations

A Random House AudioBook

Abridged, 5 CDs

978-0-7393-2911-5

\$29.95 (Canada: \$36.00)

At a time when heroes are all too rare, C. Vivian Stringer sets a shining example. Her character, fortitude, and heart have allowed her to overcome unimaginable hardships and to lift the young women she coaches to tremendous heights. In *Standing Tall*, she motivates readers to find these qualities within themselves.

Stringer has coached 777 victories, making her one of the “winningest” coaches in women’s basketball history, and has taken three different teams to the Final Four. At the same time, Stringer has always understood that coaching is as much about creating champions in *life* as finding glory on the hardwood.

The oldest of six children, Vivian grew up as the daughter of a coal miner, but her parents taught her that she should never think of herself as “less than.” If she worked hard and didn’t look for excuses, they said, she could achieve anything. But despite her success coaching underdog teams, her faith and strength would be tested many times—from the day she learned that her infant daughter had spinal meningitis and would never walk or talk again, to the day her husband fell dead of a sudden heart attack, widowing her in her forties.

C. Vivian Stringer has carried these burdens and others with grace. That is a lesson that everyone who plays for her learns; now it is one she shares with the rest of us.

C. VIVIAN STRINGER is the head coach of the Rutgers University Women’s Basketball Team.



Biography—Personal Memoirs (BIO026000)

6½ x 9¼; 304 pages; 8-page insert

ISBN/EAN: 978-0-307-40609-5

\$24.95 hardcover (Canada: \$29.95)

On Sale 3/4/08

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AN EXCERPT FROM

STANDING TALL

BY C. VIVIAN STRINGER
WITH LAURA TUCKER

IN THE FIRST DAYS OF 2006, the whole country stood by and waited for word on thirteen men trapped deep underground after an explosion in a coal mine in Sago, West Virginia. Prayers for those men came from all around the world, but I felt a special kinship with those families. You see, I grew up watching my father go down into the mines of Pennsylvania every day of his working life, and I used to pray each and every night for his safe return. I know, as everyone who grew up in a mining town does, what it feels like to hear that siren rip through town. I know what it feels like to see my own panic reflected on every face I pass. I know what it feels like to run into the fire hall, asking “What shift was down there?” And I know what it feels like to wait.

That is something that shaped me, something that made me the woman and

the coach that I am today.

So one night, I stood up after dinner and said to my team, “I ask a lot of you, especially in terms of discipline and hard work. You come out of practice banged up and sore, and if I don’t feel that you’re being as aggressive or as committed as you can be, I’ll push you some more. But you know I never ask you for anything in the hard work department that I don’t myself give.

“My father loved music more than almost anything else in the world. He was invited to go on tour and to record with some of the best jazz musicians in the world at the time, but he didn’t believe that a career in music could give our family a stable life. So he crouched over in the wet, dark corridors of the mine, knowing that a metal bucket hitting a wall ten miles away could cause a

spark, trapping him and the men he worked with, like those thirteen men in Sago. In the middle of August, he'd go to work dressed like it was twenty degrees below zero, because miles under the earth, it felt like the dead of winter. And at the end of his eight-hour shift, he had nothing but a paycheck to show for it. No glory, no trophies, just a hacking cough that sent up black sputum—and money to put food on our table.

“My father worked hard with his back bent over, miles underneath the ground. He had to take the music in his soul down into the mine with him, but we get to stay in the light. When I fall asleep with *Xs* and *Os* running through my brain, I think I'm the luckiest woman alive, and I want you to know how lucky you are, too. Basketball may be the greatest game there is, but it's more than just a game—it's a reflection of life's lessons. What you learn on the court is going to

I know, as everyone who grew up in a mining town does, what it feels like to hear that siren rip through town. I know what it feels like to see my own panic reflected on every face I pass.

take you everywhere you need to go in life. That's why I don't mind the work we have to do to be the best, and why I push you so hard to show me the purest effort you've got.”

I could tell by the looks on the faces around the table that I had told my team something they hadn't known about me. People often ask me where I get my drive, my work ethic, my sense of discipline, and the ability to go on under circumstances that might stop someone else. I don't have any difficulty at all knowing where my drive came from. When they ask, I see the faces of my parents—as I do whenever I am up against a challenge.

“PART STEPHEN KING, PART CHUCK PALAHNIUK, *INFECTED* BLENDS SCIENCE FICTION AND HORROR INTO A PULPY MASTER-PIECE OF ACTION, TERROR, AND SUSPENSE.”

—JAMES ROLLINS, *NEW YORK TIMES* BESTSELLING AUTHOR OF *THE JUDAS STRAIN* AND *BLACK ORDER*

I N F E C T E D

a novel

THE WORLD'S MOST SUCCESSFUL PODCASTING AUTHOR LEAPS FROM INTERNET SENSATION TO SUPERSTAR NOVELIST WITH THIS NO-HOLDS-BARRED HORROR-THRILLER.

Scott Sigler's cinematic, relentlessly paced work mixes and matches genres, combining horror with the hard science and breathtaking scope of the best techno-thrillers. His novels have already attracted a massive Internet following, with more than 3 million Individual audio episodes of his books downloaded. Now this Internet star storms the shelves with his first major print release.

SCOTT SIGLER

APRIL CROWN

National Publicity**20-City Radio Satellite Tour****5-City Author Tour**

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- *New York Times* online campaign
- Online campaign targeting major entertainment, movie, horror, and general interest websites, such as IMDB.com, Yahoo! Movies, and BuzzMachine.com
- Google AdWords campaign
- E-card blasts to author's fan-base and other lists
- Blogger outreach
- YouTube video trailer contest
- Cross-promotion on ScottSigler.com, InfectedNovel.com, and the in-story website TomorrowResearch.com

Major Podcast Release at
 Escapepod.com, Pseudopod.com,
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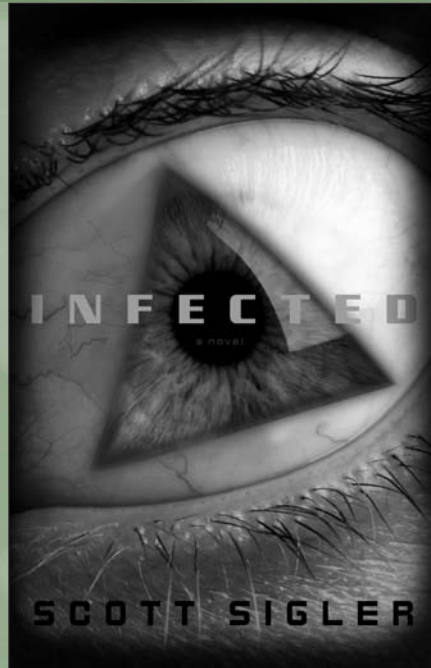
Promotion at ComicCon,
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A Random House AudioBook

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 \$34.95 (Canada: \$42.00)



Fiction—Horror/Thrillers (FIC015000)
 6 1/8 x 9 1/8; 352 pages
 ISBN/EAN: 978-0-307-40610-1
 \$24.95 hardcover (Canada: \$29.95)
 On Sale 4/1/08
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Across America, ordinary people are inexplicably turning into raving, paranoid murderers. The killers all have one thing in common: They've been infected by an unknown bioengineered parasite, shaped with a complexity light-years beyond the boundaries of known science.

Meanwhile Perry Dawsey—a hulking former football star now resigned to life as a cubicle-bound wage slave—awakes one morning to find several mysterious welts growing on his body. Soon Perry finds himself acting and thinking strangely, hearing voices....he is *infected*. The fate of the human race may well depend on the bloody war Perry must wage with his own body, because the parasites *want* something from him, something that goes beyond mere murder.

The extraordinary success of **SCOTT SIGLER's** podcast audio novels has been covered by the *New York Times*, the *Washington Post*, and others. *Infected* is also being developed for film by Rogue Pictures.

EXCERPT



AN EXCERPT FROM

INFECTED

BY SCOTT SIGLER

PERRY LET THE SINK RUN UNTIL THE water reached near-scalding temperatures, then washed his face and hands. Gazing at his wet face in the mirror, he couldn't help but again think of the George Romero classic *Night of the Living Dead*. He could have *been* one of the walking departed: skin with a sickly gray pallor, deep circles hanging under his bloodshot eyes, dry hair askew.

He hadn't looked in on one of the Triangles in quite a while. He wasn't sure if he wanted to see what they looked like now. Maybe they were bigger, enlarging themselves as they continued their march on his body.

He had to look.

The one near his neck was the most convenient. Perry pulled back his sweatshirt collar, exposing the Triangle

beneath. It lay just above the collar bone, sitting nicely on the trapezius muscle.

He stared at the edges. At the slits. At the blueness. At the pores of his skin that still looked perfectly normal except for the presence underneath. He noticed the number of blue lines that extended out from the Triangle. Used blood. Deoxygenated. Same shade as the little veins on his wrists. That's why the Triangles appeared blue—they took in oxygen from his own blood through their tails or whatever, the blood worked its way up the tiny body, and the deoxygenated blood dissipated on top just under the skin. It all made perfect sense.

The slits seemed much more developed than the last time he'd looked. They had a pucker to them, almost like thin lips, or maybe more like...like...

A snippet flashed back to him—*no we can't see...not yet.*

Not yet.

“Oh my God, don't let that be what I think it is.”

Once again, God wasn't listening.

Each of the three slits opened, revealing the deep, black, shiny surfaces underneath. If there was any question as to what they were, it disappeared when all three sets of lids blinked in unison.

He was looking at his collarbone, and his collarbone was looking right back at him.

His breath came in thin, shallow gasps. His eyes fuzzed out of focus, his mind seemed to go away somewhere for a quick break. His brain ran on autopilot, ran like a movie that played on and on and on while Perry sat back and watched, unable to change the channel, unable to look away from the flashing images.

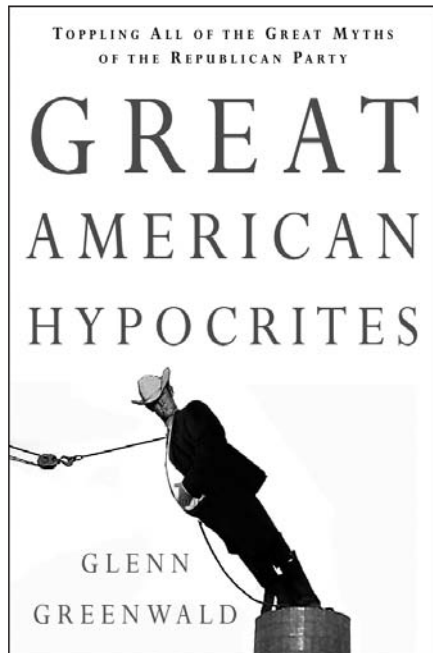
He remembered a show he'd seen on

He stared at the edges. At the slits. At the blueness. At the pores of his skin that still looked perfectly normal except for the presence underneath.

The Learning Channel. There was this wasp; an evil little fucker. It attacked a specific type of caterpillar. The wasp didn't kill the caterpillar, only paralyzed it for a little while...during which time the wasp laid eggs *inside* the caterpillar. *Inside*, thank you very fucking much. The wasp, its mission complete, then flew off. The caterpillar woke up and went on about its leaf-munching life, apparently unaware of the vile disease incubating in its guts.

It was the most horrible thing Perry had ever seen. The wasp eggs didn't just hatch and rip their way out of the caterpillar...

They *ate* their way out.



National Publicity

National Radio Campaign

Author Interviews

out of New York and Washington, DC

Online Promotion

- *New York Times* online campaign
- Major pre-buzz campaign at liberal blogs such as DailyKos and Atrios
- Major on-sale advertising at political blogs such as Captain's Quarters and FireDogLake
- Finished copy mailing to top 50 political bloggers
- Google Adwords campaign

See Page 10 of the Summer 2008
Three Rivers Press Catalog for
Details About the Paperback
Publication of Glenn Greenwald's
A TRAGIC LEGACY

Great American Hypocrites

Shattering the Big Myths
of Republican Politics

By Glenn Greenwald

From red-hot Salon.com blogger and New York Times bestselling author Glenn Greenwald comes an excoriating election-year slam of Republican political tricks.

In the past two years, Glenn Greenwald has published two bestsellers—*A Tragic Legacy* and *How Would a Patriot Act?*—and grown the readership for his blog, “Unclaimed Territory,” to 50,000 people a day. Now he is poised to reach an even larger audience as he deconstructs the right wing’s pre-election propaganda machine and exposes the fraud behind the images Republicans cultivate for their presidential hopefuls.

In *Great American Hypocrites*, Greenwald observes that the right’s marketing apparatus is so persuasive because it invokes the iconic themes that Americans hold dear: independence, bravery, cowboys, heroes. But Greenwald will dissect the hoaxes they perpetrate, including:

Myth: The Republican nominee is a regular Joe who shares your values.

Reality: He is more like Joe Millionaire whose only value is protecting his wealthy supporters.

Myth: Republicans are brave and courageous.

Reality: It’s a party of chicken hawks and draft dodgers.

Myth: Republicans are strong on defense and will keep us safe.

Reality: They prey on our fear and their policies make America far less secure.

Set to be published between the primaries and the general election, *Great American Hypocrites* will also contain a chapter about the Republican presidential nominee and is sure to draw partisan fire as well as generate major buzz.

A former constitutional law attorney, **GLENN GREENWALD** is the author of the Salon.com blog “Unclaimed Territory.”



Political Science—Political Parties (POL015000)

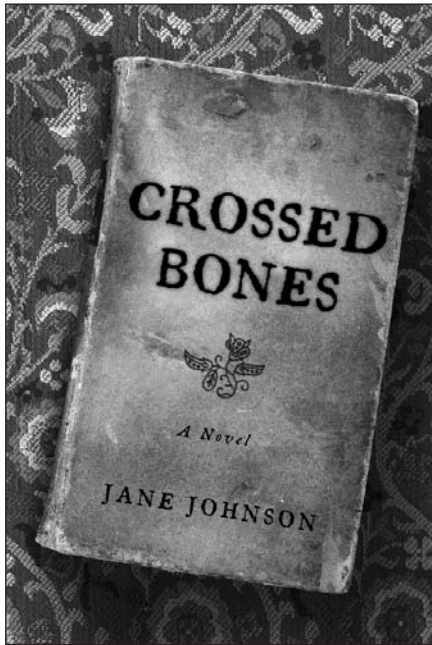
6 1/8 x 9 1/4; 320 pages

ISBN/EAN: 978-0-307-40802-0

\$24.95 hardcover (Canada: \$29.95)

On Sale 4/15/08

All Rights: Crown



Crossed Bones

A Novel

By Jane Johnson

For readers of Sarah Dunant and Elizabeth Kostova, a smart, page-turning epic about the Barbary pirates, the uncanny link between two fascinating women of different eras, and their equally engrossing love stories.

In an expensive London restaurant, Julia Lovat receives a gift that will change her life. It's a book of exquisite 17th-century embroidery patterns, but on closer examination Julia will find it also contains faint diary entries. In these, Cat Tregenna, an embroideress, tells how she and others were stolen out of a Cornish church in 1625 by Muslim pirates and taken on a brutal voyage to Morocco to be auctioned off as slaves.

Captivated by this dramatic discovery, Julia sets off to North Africa to determine the authenticity of the book and to uncover more of Cat's story. There, in the company of a charismatic Moroccan guide, amid the sultry heat, the spice markets, and exotic ruins, Julia will discover buried secrets. And in Morocco—just as Cat did before her—she will lose her heart.

Almost 400 years apart, the stories of the two women will converge in an extraordinary and haunting manner that will make readers wonder—is history fated to repeat itself?

JANE JOHNSON is publishing director at HarperCollins UK. While researching the story of an ancestor stolen by pirates, remarkable events changed her life. She now works remotely for part of the year from a Berber village in the mountains of Morocco.



Fiction (FIC000000)
6 1/8 x 9 1/8; 400 pages; 2 maps
ISBN/EAN: 978-0-307-40522-7
\$25.95 hardcover (NCR)
On Sale 5/6/08

British: Scovil Chichak Galen Literary Agency
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BookPage

Online Promotion

- *New York Times* online campaign
- Advertising on USAToday.com and BookBrowse.com
- Advertising on craft and embroidery sites such as Craftzine.com and Craftster.org
- Cross-promotion at CrownHistorical.com and CrownReads.com
- Finished copy mailing to craft bloggers
- Google AdWords campaign

Discussion Guide Available Online at CrownReads.com

Advanced Reader's Edition Available

A Random House AudioBook

Abridged, 5 CDs
978-0-7393-2893-4
\$29.95 (NCR)



A N E X C E R P T F R O M

CROSSED BONES

B Y J A N E J O H N S O N

THE BOOK MICHAEL HAD GIVEN ME

lay in the tangle of sheets. It weighed beautifully in my hand, its soft calfskin cover warm, as if it were still alive. I opened it at random, folding the ancient paper back with care, and was confronted by a pattern for a slip: a delicate repeated motif of a twining vine designed to be executed in blackwork, which the author suggested “*would doe beste in a quaipe or a caule, or to edge a handcarcheef.*” The rest of his instructions were obscured beneath a defacing cross-hatch of pencilled markings. Annoyed, I carried the book to the bedside lamp and squinted at it under the round of golden light.

Someone had written all over the page in a tiny, archaic hand. Long f’s for s’s and that sort of thing; it was hard to read and in places blotched and faded, but from the words I could make out, it had nothing to do with embroidery at all;

not unless the author had a taste for samplers themed on blood and death. I retrieved a magnifying glass from the bureau, fetched a notebook and pencil of my own, turned to the frontispiece and began to make a sort of translation of what I had found.

This daie 27th of Maie in the yeare of Our Lord 1625 markes the sad deth of oure kyng James, & the 19th yr of the birth of hys servant Catherine Anne Tregenna & I must give thanks for that & for the gifte of this booke & plumbago writing sticke from my cozen Robert with which he sayes I may record my own slippes & paterns. That shall I doe but like my mystresse Lady Harrys of Kenegie I wille also keep herein my musings, for she tells mee it is a goodly dutie & taske for the mynd to thus practiss my letters...



Long f's for s's and that sort of thing; it was hard to read and in places blotched and faded, but from the words I could make out, it had nothing to do with embroidery at all; not unless the author had a taste for samplers themed on blood and death.

CATHERINE, JUNE 1625

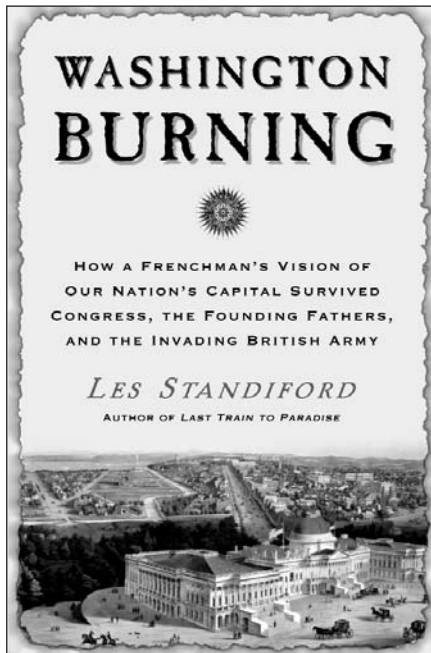
Matty woke her just after dawn. "Come down to the parlour," she said. "Jack Kellynch is down there, with Thom Samuels and your cousin Rob."

"Robert?" Cat blinked, still half asleep, and struggled upright. Pale light was forcing its way past the curtains she had made from an old petticoat to hang over the draughty attic window. "What is Rob doing here with those rogues?"

Matty made a face. "Don't say that, they're good lads."

The Kellynch brothers ran a pilchard boat out of Market-Jew, sometimes

joining the seiners and coming back in with the tuck-net full of fish, but more often disappearing for weeks on end, no one knew where, and turning up again much richer, with sly grins and winks for the girls, flashing foreign gold. Matty sighed over Jack; Cat thought him a blackguard and a fool, if a handsome one. Thom Samuels had not even that advantage; he boasted but a single eyebrow, black and lowering, right across his forehead. She laughed. "Smugglers and brigands, the pair of them."



Washington Burning

How a Frenchman's Vision of Our Nation's Capital Survived Congress, the Founding Fathers, and the Invading British Army

By Les Standiford

Another wonderfully crafted narrative history from Les Standiford, author of Last Train to Paradise—the riveting story of the Federal city and the men who built it.

In 1814, British troops invaded and burned Washington; the White House today still bears scorch and soot marks on its foundation stones. Until the British tried to obliterate it, many Americans remained violently opposed to the idea of Washington as the nation's capital. It was only after the British lesson in "hard war," designed to terrorize Americans, that the city became a locus of unity and national pride.

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Utterly absorbing and scrupulously researched, *Washington Burning* offers a fresh perspective on the birth of not just a city, but a nation.

LES STANDIFORD is the author of the critically acclaimed *Last Train to Paradise* and *Meet You in Hell*. He directs the Writing Program at Florida International University.



History—United States—19th Century (HIS036040)

6 1/8 x 9 1/4; 336 pages; 8-page black-and-white insert

ISBN/EAN: 978-0-307-34644-5

\$24.95 hardcover (Canada: \$29.95)

On Sale 5/6/08

British: InkWell Management

Translation: InkWell Management

First Serial: Crown

Audio: Crown

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National Radio Campaign

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Atlantic Monthly

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- Cross-promotion on author's website, Les-Standiford.com
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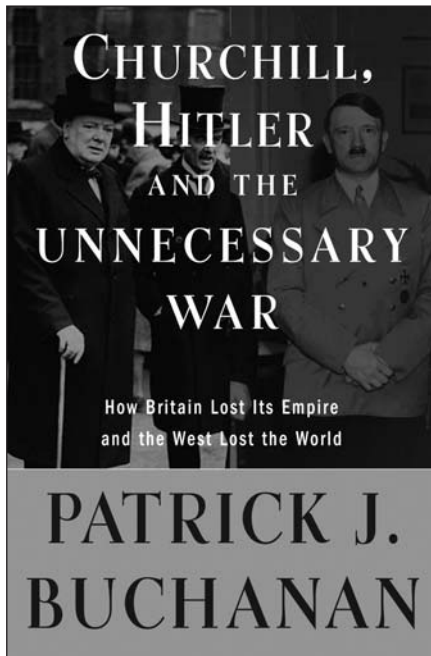
\$14.95 paperback (Canada: \$21.00)

Meet You in Hell

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\$24.95 hardcover (Canada: \$32.95)

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Churchill, Hitler and "The Unnecessary War"

How Britain Lost Its Empire
and the West Lost the World

By Patrick J. Buchanan

From one of the preeminent conservative thinkers of our era, a masterful history of the two World Wars (or what we can more accurately think of as "The Thirty Years' War") that ended Europe's global dominance and cost Britain her empire, largely due to the blunders of British statesmen—Winston Churchill first among them.

Written for the 70th anniversary of the Munich Agreement, Patrick J. Buchanan's *Churchill, Hitler and the "The Unnecessary War"* overthrows the conventional wisdom and charges that Winston Churchill's lust for war was crucial in propelling Britain into two World Wars, which led to the collapse of the greatest empire since Rome—and the decline and fall of the West.

Among the British and Churchillian blunders:

- The secret decision of the inner Cabinet to commit Britain to war against Germany in 1906
- The vengeful peace of Versailles that led directly to the rise of Adolf Hitler
- The decision to repudiate a 20-year alliance with Japan
- The insane war guarantee to Poland in 1939 that led to Hitler's invasion of half of Europe and 50 million deaths

Certain to stir controversy and revisionist argument, in *Churchill, Hitler and the "The Unnecessary War"* Buchanan cites in defense of his thesis scores of British and American scholars, historians, and statesmen including George F. Kennan—as well as the published works of Churchill and Hitler.

PATRICK J. BUCHANAN is a bestselling author, syndicated columnist, and senior political analyst for MSNBC.



History—Modern—20th Century (HIS037070)

6½ x 9¼; 400 pages; 8-page insert and 5–7 maps

ISBN/EAN: 978-0-307-40515-9

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“It is the fine details—the bouquet, the body, the notes, the finish—that make this book such a lasting pleasure, to be savored and remembered long after the last page is turned. **Ben Wallace has told a splendid story just wonderfully, his touch light and deft, his instinct pitch-perfect.** Of all the marvelous legends of the wine trade, this curiously unforgettable saga most amply deserves the appellation: a classic.”

—SIMON WINCHESTER

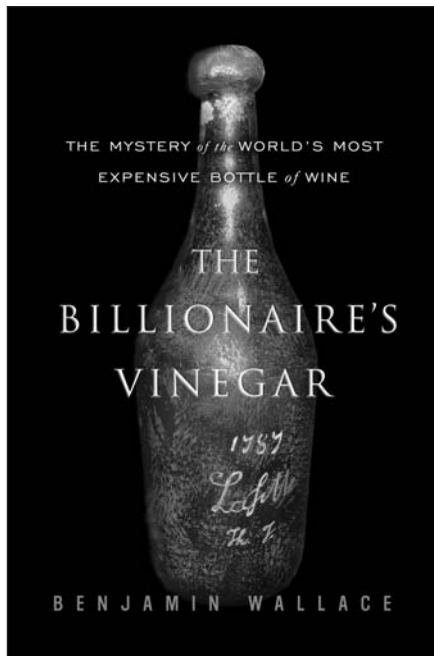
“*The Billionaire’s Vinegar* is the ultimate page-turner. Written with literary intelligence, it has a cast of characters like something out of *Fawlty Towers* meets *The Departed*. **It takes you into a subculture so deep and delicious, you can almost taste the wine that turns so many seemingly rational people into madmen.** It is superb nonfiction.”

—BUZZ BISSINGER

THE BILLIONAIRE’S VINEGAR

THE MYSTERY *of the* WORLD’S MOST
EXPENSIVE BOTTLE *of* WINE

BENJAMIN WALLACE



Suspenseful, witty, and thrillingly strange, this is the vintage tale of what could be the most elaborate con since the Hitler diaries—a true story as compulsively readable as *The Orchid Thief* or *The Devil in the White City*.

IN 1985, IN A HEATED AUCTION AT CHRISTIE'S, a bottle of 1787 Château Lafite Bordeaux—one of a cache of bottles unearthed in a bricked-up Paris cellar and supposedly owned by Thomas Jefferson—sold to a member of the Forbes family for the stupendous sum of \$156,000.

But rumors about the bottle soon arose. Why wouldn't Hardy Rodenstock, the elusive, obsessive wine collector who had discovered the bottle, reveal exactly where it had been found? Was it part of a smuggled Nazi hoard? Or did his reticence conceal an even darker secret?

Benjamin Wallace unravels the mystery, introducing us along the way to a gallery of intriguing players—from Michael Broadbent, the bicycle-riding British auctioneer who speaks of wines as if they are women; to Serena Sutcliffe, Broadbent's elegant archrival at Sotheby's; to Bill Koch, the extravagant Florida tycoon bent on exposing the truth about Rodenstock; to Thomas Jefferson himself.

The Billionaire's Vinegar marks the debut of an extraordinary new voice in narrative nonfiction.

BENJAMIN WALLACE has written for *GQ*, *Food & Wine*, and *Philadelphia*, where he was the executive editor.

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National Radio Campaign

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History (HIS000000)
6 1/8 x 9 1/4; 304 pages
ISBN/EAN: 978-0-307-33877-8
\$24.95 hardcover (Canada: \$29.95)
On Sale 5/13/08

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EXCERPT



AN EXCERPT FROM

THE BILLIONAIRE'S VINEGAR

BY BENJAMIN WALLACE

A HUSH HAD COME OVER the West Room. Photographers' flashes strobed the standing-room-only crowd silently, and the lone sound was the crisp voice of the auctioneer. To the world, Michael Broadbent projected a central casting British cool, but under the bespoke suit, he was practicing a kind of mind control that calmed him in these situations. The trick was to focus narrowly, almost autistically, on numbers: lot number, number of bidders, paddle numbers, bid steps.

Even after all these years, he still found it bracingly creative to conjure excitement out of a heap of dirty old bottles. No matter how many of them the fifty-eight-year-old Broadbent might see, he retained his boyish sense of marvel at the longevity of wine. Inert antiques were all very well, but there was magic in old wine—a mysterious and wonderful alchemy in something that could live and change for two hundred years and still be *drinkable*.

Auctioneer was Broadbent's most public role, but it was only one of his distinctions in the wine world. In London he

cut a familiar figure, pedaling to work each day on his Dutch ladies' bicycle with basket, legs gunning furiously, a trilby hat perched on his head. Often he was elsewhere, and he kept up a brutal schedule. As founding director of the Christie's wine department, he had spent the last two decades crisscrossing the planet, cataloging the dank and dusty contents of rich men's cellars, tasting tens of thousands of fine wines, and jotting his impressions in slender red hardcover notebooks. Those unassuming scribbles amounted to the most comprehensive diary of wine ever recorded. That diary now consisted of sixty of the Ideal notebooks, and he had collected them in a published tome that was the standard reference on old wines. Under Broadbent's direction, Christie's had largely invented and come to dominate the global market in old and rare wines.

Broadbent's peers in the trade acknowledged that his palate was the most experienced in the world. His pocket textbook on wine tasting, the definitive work of its

kind, was in its eleventh edition, having sold more than 160,000 copies, and had been translated into eight languages. Any collector hosting an event that aspired to any seriousness made sure to invite Broadbent and his famously sensitive nose. When he arrived at a wine gathering, if so much as a trace of woodsmoke or the merest whiff of cigarette ash besmirched the air, Broadbent would scrunch up his nose, and everything would come to a halt while windows and doors were flung open.

A lean six feet tall, Broadbent had a fringy sweep of whitening hair. His smile, distinctly hail-fellow-well-met, was tempered by the cocked eyebrow of a worldly man. He looked more aristocratic than many of the dukes and princes alongside whom he sat on Christie's board of directors.

When Broadbent tasted, he would lay his wristwatch alongside his little red notebook, so that he could time the wine's changes in the glass. During lulls, if a piano was on hand, he might charm

A '79 Pétrus reminded him of Sophia Loren: "You can admire them, but you don't want to go to bed with them." A double magnum of '47 Cantenac-Brown evoked chocolate and "schoolgirls' uniforms."

guests with some Brahms, or he might go off by himself to sketch the local scenery.

He was happy to opine, at these tastings, on the wines under consideration. He had a knack for putting wine into memorable words. Sometimes he borrowed from literature, describing one wine as "black as Egypt's night." More often, he minted his own rakish descriptions, seeing a woman in every wine. A '79 Pétrus reminded him of Sophia Loren: "You can admire them, but you don't want to go to bed with them." A double magnum of '47 Cantenac-Brown evoked chocolate and "schoolgirls' uniforms."

THE BIG IDEA BOOK OF 2008—WITH POTENTIAL SIMILAR TO *THE LONG TAIL*, *THE WISDOM OF CROWDS*, AND *THE TIPPING POINT*—ABOUT THE FAST-EMERGING PHENOMENON WITH HUGE ECONOMIC, CULTURAL, BUSINESS, AND POLITICAL IMPLICATIONS.

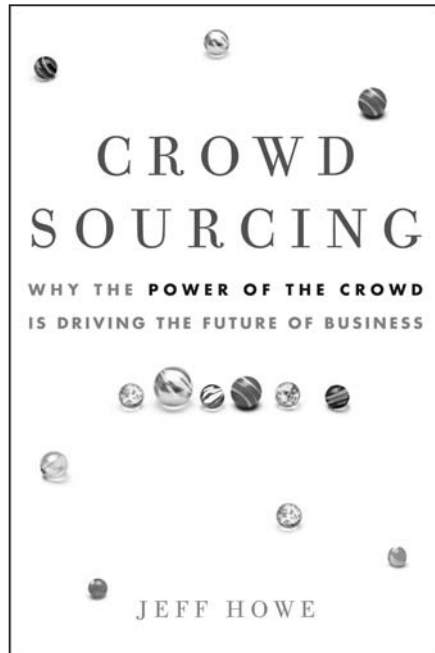
CROWD SOURCING

WHY THE **POWER OF THE CROWD**
IS DRIVING THE FUTURE OF BUSINESS

“Crowdsourcing” has, virtually overnight, generated huge buzz, enthusiasm, and fear. It’s the application of the open-source idea to any field outside of software, taking a function performed by people in an organization, such as reporting done by journalists, research and product development by scientists, or design of a T-shirt, for example, and, in effect, “outsourcing” it through an open-air broadcast on the Internet. Crowdsourcing has already had a huge impact on big companies like Procter & Gamble, as well as start-ups like Threadless.com, which rapidly became the third largest T-shirt maker in the United States. The fuel sparking the crowdsourcing flame is the potent combination of more highly educated people working in fields other than those in which they were trained (think of the art historian peddling financial advice at Merrill Lynch) with the greatest mechanism for distributing knowledge and information the world has ever seen: the Internet.



J E F F H O W E



Crowdsourcing has the potential to upset the entire applecart—the ways in which work is organized, talent is employed, research is done, and products are made and marketed. There are implications for individual businesses (think of the opportunities for both creativity and cutting costs) and society in general. (What happens if more and more jobs supporting middle-class lifestyles start to disappear?) The opportunities, problems, and threats that are the inevitable outcome of crowdsourcing are examined in this informative and entertaining book by Jeff Howe, one of today's most perceptive observers and analyzers of trends.

JEFF HOWE is a contributing editor at *WIRED* magazine.

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Business & Economics (BUS000000)

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

ISBN/EAN: 978-0-307-39620-4

\$26.95 hardcover (Canada: \$32.95)

On Sale 5/6/08

British: Brockman Inc.

Translation: Brockman Inc.

First Serial: Crown

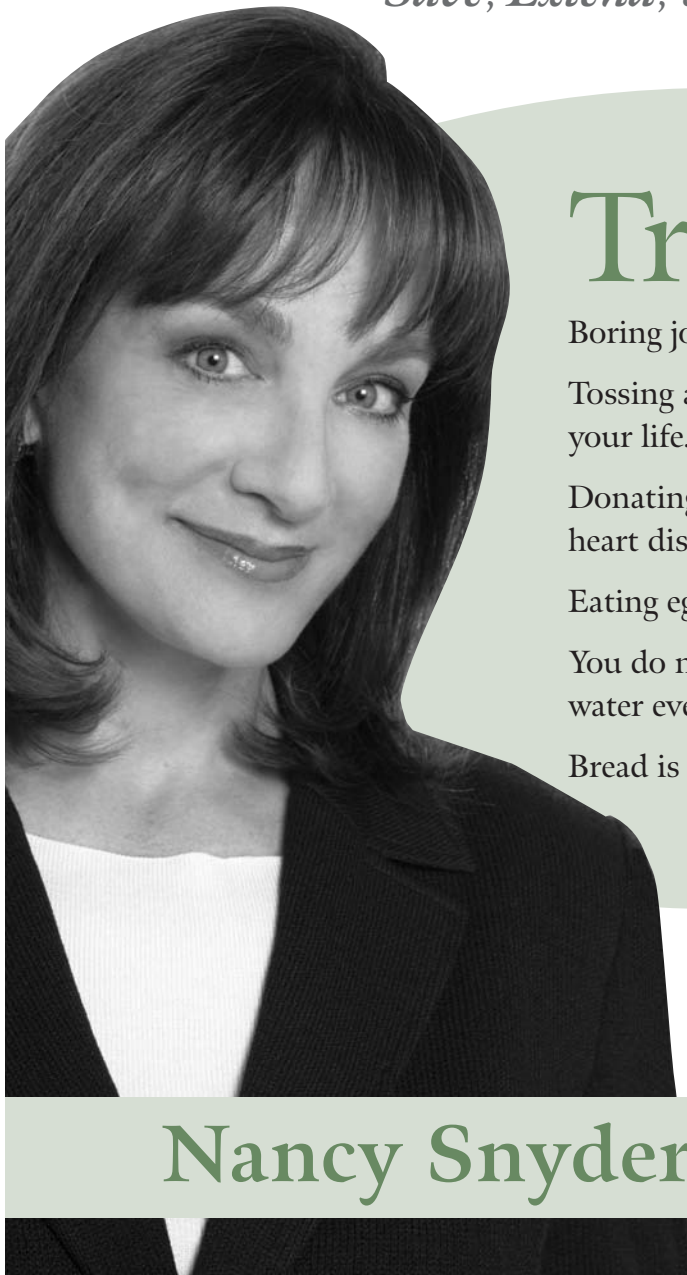
Audio: Brockman Inc.



Medical Myths That Can Kill You

And the 101 Truths That Will

Save, Extend, and Improve Your Life



Truth:

Boring jobs can kill you.

Tossing and turning at night may shorten your life.

Donating blood may lower your risk of heart disease.

Eating eggs will not raise your cholesterol.

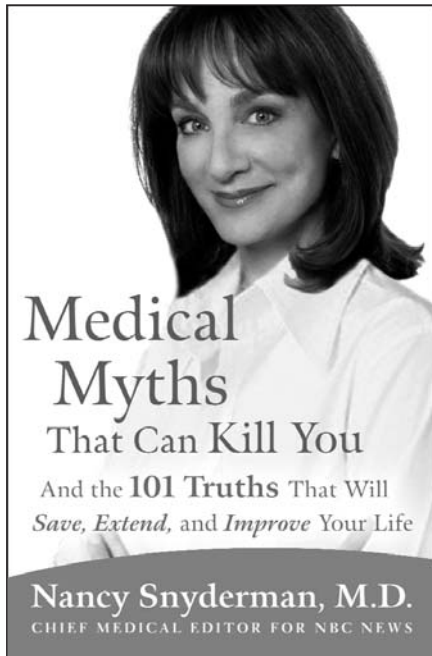
You do not need to drink eight glasses of water every day.

Bread is good for you.

Nancy Snyderman, M.D.

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*In this groundbreaking book that could save your life,
Dr. Nancy Snyderman reveals the “truths” behind unscientific,
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Thousands of medical myths—proliferated by everything and everyone from your grandmother to the Internet—have made it hard for us to know what to do when it comes to our own health and daily self-care. In *Medical Myths That Can Kill You*, NBC News chief medical editor Dr. Nancy Snyderman distills current medical mythology down to the most common—and most dangerous—myths regarding our health, medical care, and longevity. Along the way, she provides 101 truths, facts, and tips that will ensure we learn how to live happier, healthier, more fulfilled lives.

In her trademark plainspoken, smart, practical, and straightforward way, Dr. Snyderman cuts through the confusion and arms us with what we really need to know to thrive each day.

Known to millions of viewers worldwide, **NANCY SNYDERMAN, M.D.**, is the chief medical editor for NBC News, cofounder of Luminari, and a respected head-and-neck cancer surgeon.



Medical (MED000000)

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

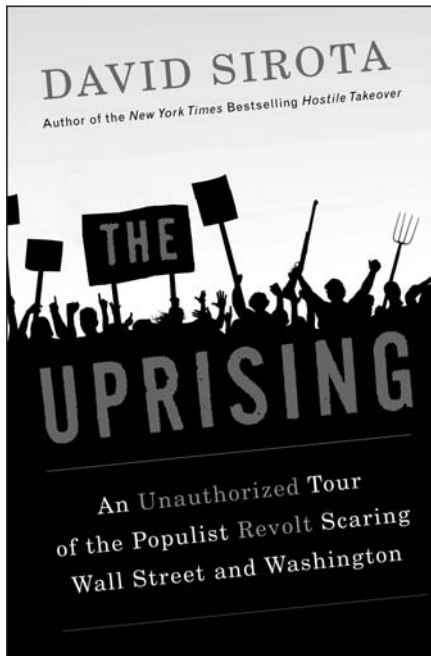
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Also by David Sirota

Hostile Takeover

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The Uprising

An Unauthorized Tour of the Populist Revolt Scaring Wall Street and Washington

By David Sirota

The New York Times bestselling author of Hostile Takeover gives us an all-access pass to the populist insurrection brewing across the country.

Job outsourcing. Perpetual busy signals at government agencies. Slashed paychecks. Stolen elections. A war without end, fatally mismanaged. Ordinary Americans on both the Right and Left have had it with Washington politicians who belong to what David Sirota calls "the Money Party" and are organizing to change the status quo. In his new book, Sirota investigates whether this uprising can be transformed into a unified political movement.

Sirota takes us far from the national media spotlight into the trenches, where real change is happening—from the headquarters of the most powerful third party in America to the bowels of the U.S. Senate; from the auditorium of an ExxonMobil shareholders meeting to the quasi-military staging area of a vigilante force on the Mexican border.

Sirota reminds us that the *Declaration of Independence*, "America's original uprising manifesto," says that governments "derive their powers from the consent of the governed." Irreverent, insightful, and invigorating, *The Uprising* is an adventure that shows how the governed have stopped consenting and started taking action.

DAVID SIROTA is a nationally syndicated columnist, veteran campaign strategist, and the author of the *New York Times* bestseller *Hostile Takeover*. He lives in Denver.



Political Science (POL000000)

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

ISBN/EAN: 978-0-307-39563-4

\$25.95 hardcover (Canada: \$32.00)

On Sale 5/27/08

British: Lippincott Massie McQuilkin

Translation: Lippincott Massie McQuilkin

First Serial: Crown

Audio: Crown



Big Earth

The Strange Bedfellows Plotting to Save the Planet, Create Jobs, and Build Wealth

By Brian Dumaine

This is a refreshing, unusual, and innovative look at the environment, global warming, and economic growth: serious money + green activists + visionary entrepreneurs + corporate titans = real solutions. Brian Dumaine offers an insightful character-driven account of green technology, the fortunes it will create, and the players preparing to win it all.

One of the things America does best is create new industries that change the world: the car, the airplane, the computer. Now, the green frontier will be the Silicon Valley of the future—the creator of massive numbers of jobs and huge amounts of wealth. Brian Dumaine chronicles the unlikely group of people coming together to create solutions for solving the environmental protection–economic growth conundrum. Solar power technology will be ten times cheaper. Some cars will run 100 miles on a single gallon; others will go 130 mph on batteries. Farm grass could be the source of energy that frees us from oil. These breakthroughs will not only save the world, they will definitely make some people very rich, perhaps making fortunes that surpass those made in the past 20 years by the founders of Microsoft, Dell, and Google. Brian Dumaine’s readers will be “present at the creation” of a new world and the biggest industry of the 21st-century. Get ready for the new environmentalists. They are going to rule the world.

BRIAN DUMAINE is the editorial director of *Fortune Small Business*. Formerly, he was international editor at *Fortune* magazine.

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Business & Economics—Green Business (BUS094000)

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A CHAMPION'S MIND

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 ISBN/EAN: 978-0-307-38329-7
 \$24.95 hardcover (Canada: \$29.95)
 On Sale 6/3/08

British: Scott Waxman Agency
 Translation: Scott Waxman Agency
 First Serial: Crown
 Audio: Crown

Preternaturally talented. Fiercely competitive. Amazingly resilient. There's no dispute that Pete Sampras is all of these things. But what are the secrets behind his legendary game? How did he reach tennis's apex at such a young age and stay there so long?

In *A Champion's Mind*, Sampras draws back the curtain on his storied career, revealing the forces that allowed him to dominate. Examining his greatest matches, Sampras details the pressures, the stakes, and the lessons learned. As he relives some of his most dramatic on-court moments, fascinating glimpses of the game's luminaries emerge: Stefan Edberg, Jimmy Connors, Roger Federer, and others. Sampras also offers an eye-opening take on his famous rivalry with Andre Agassi.

Insightful and fascinating—and surprisingly revealing—*A Champion's Mind* is addictive reading for every tennis fan, as well as anyone who wants to understand what makes a champion tick.

PETE SAMPRAS won a record fourteen Grand Slam men's singles titles, including seven at Wimbledon, five at the U.S. Open, and two at the Australian Open. **PETER BODO** is a senior editor and chief columnist at *Tennis* magazine.





photo © Sigrid Estrada

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The American Pageant

By George F. Will

America's leading columnist presents his most intriguing collection to date, broadening his scope beyond politics to offer an illuminating exploration of American culture, including reflections on everything from his mother's death to the life of a baseball umpire-in-training.

With the passage of time—usually not very much time; a day often suffices—the subjects of most media cacophonies turn out to seem small indeed. But from many unheralded events and obscure people, large and durable lessons can flow, as I hope the essays in this volume demonstrate.

—From the Introduction to *The American Pageant*

In *The American Pageant*, George F. Will casts his gimlet eye on some of the underappreciated and overlooked players in what he calls “the American pageant”—that is, the culture that surrounds us. Writing with his typical erudition, linguistic flair, and wry wit, Will explores everything from gambling (“electronic morphine”) to Margaret Mitchell’s *Gone With the Wind* to the unusual history of Harley-Davidson to what General Douglas MacArthur called “the fields of friendly strife”—sports, that is.

Rather than rehash the most familiar episodes of the recent past, *The American Pageant* provides a surprising and wide-ranging look at American society—one, in fact, almost entirely free of the nuts and bolts of politics. The fresh approach Will takes makes for a brilliantly diverse and diverting book.

GEORGE F. WILL is a Pulitzer Prize-winning columnist and the author of twelve books.



Political Science (POL000000)

6 1/8 x 9 1/4; 416 pages

ISBN/EAN: 978-0-307-40786-3

\$26.95 hardcover (Canada: \$32.95)

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On the Laps of Gods

The Elaine Massacre, Scipio Africanus Jones, and the Struggle for Justice That Remade a Nation

By Robert Whitaker

Both epic tale of oppression and gripping legal drama, this is the story of the Elaine Massacre, a former slave and tenacious attorney, and the case that sets the stage for the Civil Rights movement.

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When it seems that all is lost, Scipio Africanus Jones, an attorney born a slave, files a habeas corpus appeal, arguing a violation of the defendants' 14th Amendment rights. The Supreme Court decision of *Moore v. Dempsey* changes constitutional law forever. Half a century later, during the Civil Rights movement, the Supreme Court expands on this judgment and rules that the Bill of Rights applies to all states.

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ROBERT WHITAKER is the author of *The Mapmaker's Wife: A True Tale of Love, Murder, and Survival in the Amazon* and *Mad in America*. Both were selected by the American Library Association in its annual listing of "Best Books of the Year."



History—U.S.—20th Century (HIS036060)

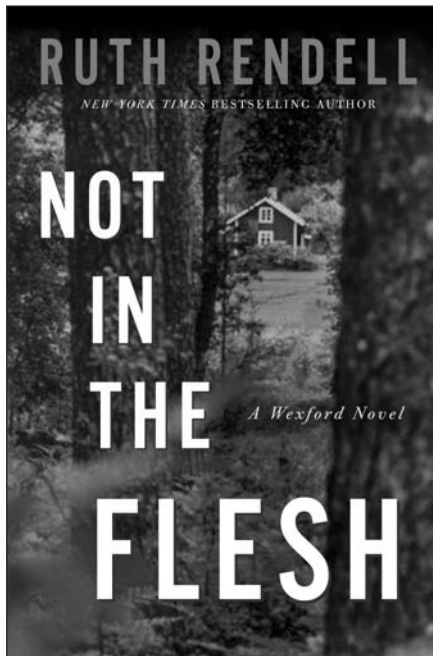
6½ x 9¼; 416 pages; 16-page insert

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Fiction—Mystery—British (FIC022030)

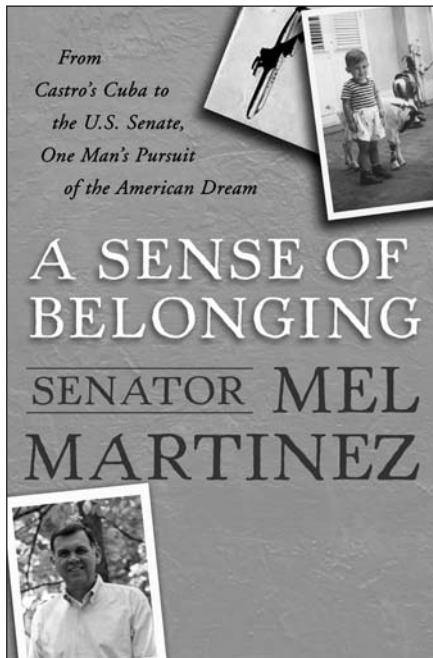
6½ x 9¼; 304 pages

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A Sense of Belonging

From Castro's Cuba to the U.S. Senate, One Man's Pursuit of the American Dream

By Senator Mel Martinez

One of the GOP's leading figures shares the remarkable story of his idyllic childhood in pre-Castro Cuba, his harrowing flight to the United States as a teenager, and his meteoric rise in American politics.

“Improbable” is a word that describes Florida Senator Mel Martinez’s ascent to the U.S. Senate. Having spent his youth in Cuba, in 1962 Martinez was airlifted to America at age 15 as part of a program that helped children escape after Castro took power. Alone and speaking no English, he lived in a refugee camp and in foster homes before being reunited with his family in 1966. In the decades since, Martinez has become a distinguished member of the Cuban American community as well as a luminary of American politics.

In *A Sense of Belonging*, Martinez recounts his journey, writing lovingly about his birth country but also frankly discussing how his experiences as a Cuban exile have profoundly shaped his views. Reminiscent of the political memoirs of John McCain and Bill Richardson as well as personal chronicles such as *Waiting for Snow in Havana*, this book is at once a powerful indictment of Castro’s Cuba and a stirring account of the American Dream fully realized.

MEL MARTINEZ is the junior senator from Florida and the former chairman of the Republican National Committee. He served as Secretary of Housing and Urban Development in the Cabinet of President George W. Bush prior to his election to the U.S. Senate in 2004.



Autobiography—Political (BIO010000)

6 1/8 x 9 1/4; 272 pages; 8-page black-and-white photo insert

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Half of Americans have personally experienced a disaster or public emergency. If it happens to you, will you crumble or cope? In this awe-inspiring mix of narrative, science, and participatory journalism, Amanda Ripley reveals how human fear circuits and crowd dynamics work, why our instincts aren't always effective in modern calamities, and how globalization, ironically, can cut us off from the wisdom we need to stay alive.

Deconstructing in vivid detail some of the world's most harrowing catastrophes and consulting experts in risk, neuroscience, psychology, and warfare, Ripley reveals the three stages of disaster response, explaining why many of us slow down just when we should be running for our lives and identifying the factors that can give some—but not all—disaster victims a chance to save themselves.

AMANDA RIPLEY, longtime staff writer for *Time*, has been extensively involved in the magazine's "Person of the Year" cover stories and now covers homeland security and risk from Washington, D.C. Her disaster reporting recently helped *Time* win two National Magazine Awards.

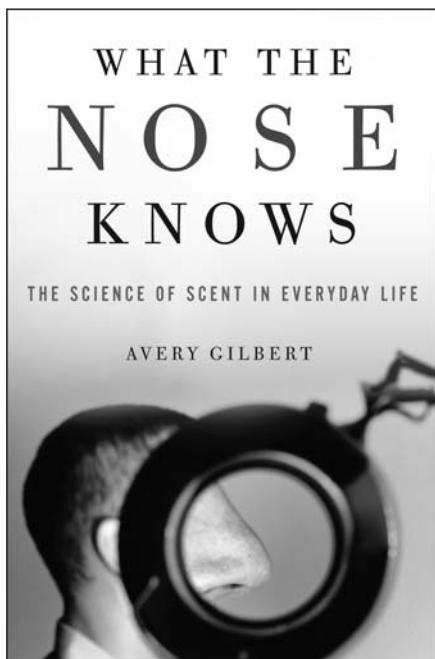
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—from the author's introduction to *The Unthinkable*



Self Help (SEL000000)
6 1/8 x 9 1/4; 304 pages; 8-page full-color insert
ISBN/EAN: 978-0-307-35289-7
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What the Nose Knows

The Science of Scent in Everyday Life

By Avery Gilbert

Take a sweeping journey through the intoxicating world of scent, as a smell scientist highlights new discoveries and reveals a startling new view of our most evocative sense.

Remember the aroma of your grandmother's kitchen or the funk of your freshman dorm? Scent preserves emotional scenes with powerful clarity. The nose delivers most of the flavor of food and provides us with information from the smellscape that surrounds us. From fragrance counters and wine bars to farms and forests, we're exposed to natural and man-made scents every day. And scientists have dramatically advanced our understanding of how smell works—from the molecules in the nose to mental images in the brain.

In *What the Nose Knows* Avery Gilbert, a psychologist who specializes in olfaction, takes us inside the realm of smell, from the physiology of our noses to the latest in scent marketing to smell's creative expression in the arts. Gilbert blends lucid description of scientific phenomena with keen observations of contemporary culture. In a provocative and wide-ranging tour of our least-understood sense, he uncovers the strange reality behind the familiar smells of daily life.

AVERY GILBERT, a psychologist, smell scientist, and entrepreneur, is at the forefront of commercial innovation in the fragrance industry. He lives in Montclair, New Jersey.



Science (SCI000000)

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

ISBN/EAN: 978-1-4000-8234-6

\$23.95 hardcover (Canada: \$29.95)

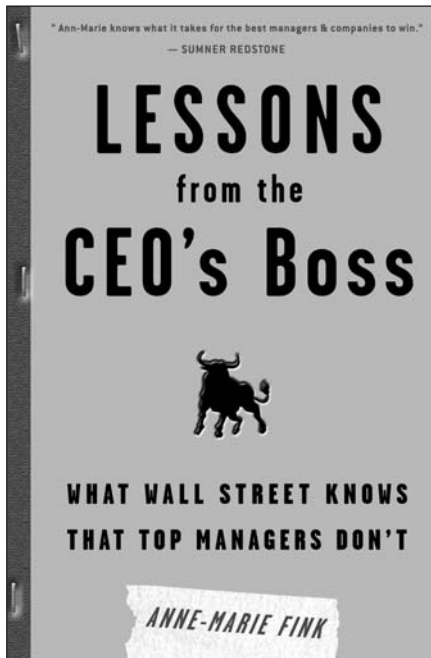
On Sale 6/24/08

British: Tessler Literary Agency

Translation: Tessler Literary Agency

First Serial: Crown

Audio: Tessler Literary Agency



Lessons from the CEO's Boss

What Wall Street Knows
That Top Managers Don't

By Anne-Marie Fink

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

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

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

Lessons from the CEO's Boss will enable readers to see business as clearly, and as mercilessly, as Wall Street does.

ANNE-MARIE FINK is an 11-year veteran of JP Morgan Asset Management.

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Business & Economics—Management (BUS041000)

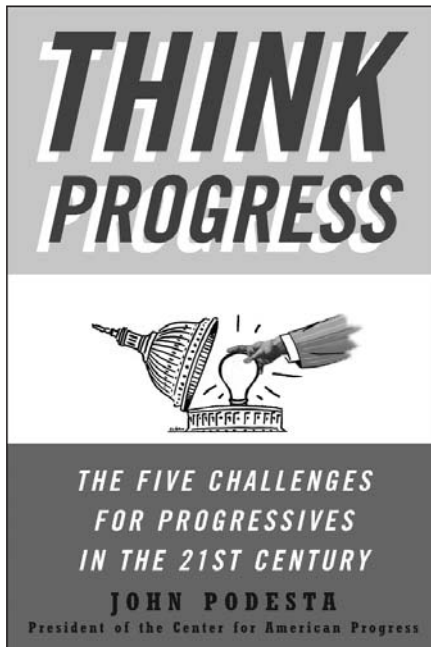
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ISBN/EAN: 978-0-307-39630-3

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The Five Challenges for Progressives in the 21st Century

By John Podesta

In this political must-read for 2008, John Podesta, former Clinton chief of staff and president of the Center for American Progress, argues why a return to progressive values is key to repairing our country and our world.

We stand at a critical point in history. Our nation's most troubling problems worsen, and global stability and safety continue to decline. The status quo—the conservative ideas and political establishment that have held sway for most of the past 25 or so years—has led us to this point. It's now time for a fundamental change in both our thinking and our leadership—something the American people are ready for. In *Think Progress*, John Podesta makes the case that the only way forward for America is through innovative and morally grounded progressive ideas.

Podesta explains how progressive values (centered on freedom and responsibility, the common good, and global engagement) pioneered social change from the original Progressive era through the Clinton years and how these values will reshape America in the wake of the Bush presidency.

Think Progress offers a fresh perspective on what can be done to fix America's biggest challenges—rising inequality, ecological disaster, poverty, health care, and global extremism—and how to restore our nation's leadership in the world.

JOHN PODESTA was White House Chief of Staff under President Bill Clinton from 1998 until 2001. He is currently president of the Center for American Progress, a research and educational institute founded in 2003.



Political Science—Political Process (POL043000)

5½ x 8¼; 256 pages

ISBN/EAN: 978-0-307-38255-9

\$23.95 hardcover (Canada: \$29.95)

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WHO KILLED THE CONSTITUTION?



THE ASSAULT ON AMERICAN LAW
& THE UNMAKING OF A NATION

THOMAS E. WOODS JR. & KEVIN R. C. GUTZMAN
NEW YORK TIMES BESTSELLING AUTHORS

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See Page 44 of the Summer 2008 Three Rivers Press Catalog for Details About the Paperback Publication of Thomas E. Woods'

**33 QUESTIONS ABOUT
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NOT SUPPOSED TO ASK**

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The Assault on American Law and
the Unmaking of a Nation

By Thomas E. Woods, Jr.,
and Kevin R. C. Gutzman

From two bestselling authors and leading historians comes a stunning look at how all three branches of our federal government have trampled on the U.S. Constitution for decades.

The Constitution of the United States of America is the bedrock of American government, the basis for all major rulings and decisions. It is as revered today as when it was written. Right?

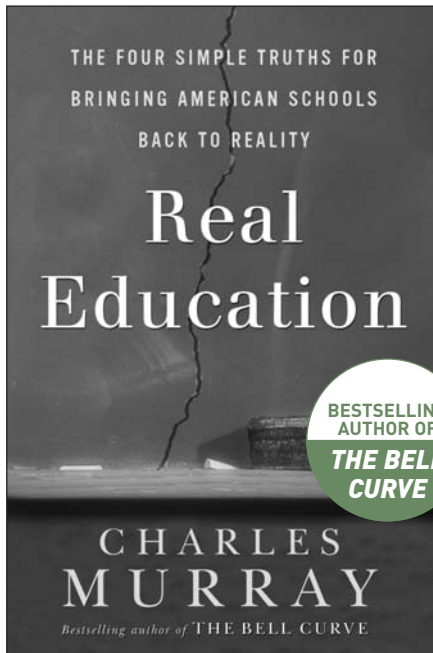
Wrong. In *Who Killed the Constitution?* Thomas Woods and Kevin R. C. Gutzman chronicle a dozen of the worst (and often overlooked) examples of the federal government's defiance of the Constitution over the last century and show how this ignorance has perverted our laws beyond recognition.

Just because a decision seems beneficial doesn't mean that it's constitutional. From the interstate highway system to the Civil Rights Act, the military draft to *Roe v. Wade*, Woods and Gutzman ask the tough questions our Founding Fathers would have asked along the way, questions that cut to the very core of American democracy. Well-researched and stirringly written, *Who Killed the Constitution?* is a much-needed wake-up call for all Americans.

THOMAS E. WOODS, JR., is a *New York Times* bestselling author and contributing editor at *The American Conservative*. He lives in Alabama, where he is a senior fellow at the Ludwig von Mises Institute. An associate professor at Western Connecticut State University, **KEVIN R. C. GUTZMAN, JD, PHD**, is the bestselling author of *The Politically Incorrect Guide to the Constitution*.



Political Science (POL000000)
6 1/8 x 9 1/4; 288 pages
ISBN/EAN: 978-0-307-40575-3
\$25.95 hardcover (Canada: \$32.00)
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Real Education

The Four Simple Truths for Bringing American Schools Back to Reality

By Charles Murray

*The controversial author of *The Bell Curve* returns with a groundbreaking manifesto to transform American education.*

Charles Murray wants the American educational system to stop living lies. The emperor has worn no clothes for decades and it is time to say so. Here are the four simple truths that Murray asks parents and educators to confront:

- Ability varies
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- Too many people are going to college
- America's future depends on how we educate the gifted

For Murray, the soft, self-esteem-driven ethos of American education shortchanges students at every level. It pretends that all children have an open-ended ability to learn, ignoring the limits that should affect our approach to students at the bottom. It has told everyone that they should get a college degree, leading millions of students to conform to a four-year track that makes no sense for their real educational goals and stigmatizing the many more millions who do not have a college degree. It ignores the academically gifted who will inevitably occupy the positions that determine the state of our economy, culture, and politics. By pretending they are just like everybody else while they are in school, we do not prepare the gifted to meet the special obligations that their success should carry with it.

Impassioned and thought-provoking, *Real Education* is poised to become a touchstone for our nation's greatest debate—and its most important change.

CHARLES MURRAY is the author of *Losing Ground* and coauthor with Richard Herrnstein of *The Bell Curve*. He was named by the *National Journal* as one of the 50 "People Who Make a Difference" in national policy making.



Current Affairs/Education (CUR000000)

5½ x 8¼; 256 pages

ISBN/EAN: 978-0-307-405388

\$24.95 hardcover (Canada: \$29.95)

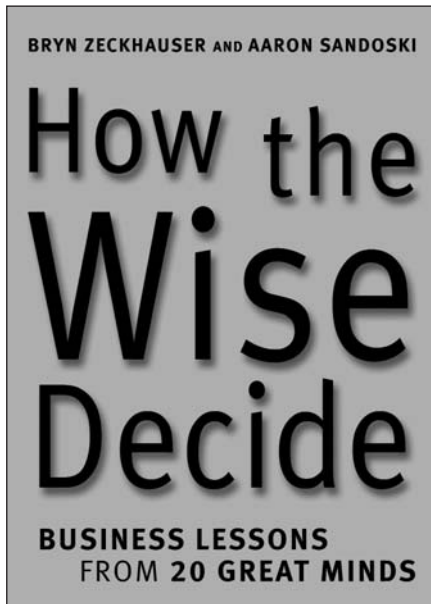
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How the Wise Decide

By Bryn Zeckhauser and Aaron Sandoski

At a time when dumb decisions seem to be all around us, here is an enlightening look at how 20 of the world's most prominent leaders made tough calls under pressure...and the invaluable lessons they provide for readers.

Bryn Zeckhauser and Aaron Sandoski, with degrees from Harvard Business School and several years at top consulting firm McKinsey & Company, felt unprepared for the crux of any responsible job: making the tough calls when the data is incomplete (it always is) and the people you go to for advice offer conflicting opinions (they always do). So they set out on a journey to discover how the "wise" decide, interviewing people whose careers required them to overcome hurdles to earn positions as a CEO of a Fortune 500 company, a justice of the Supreme Court, and a secretary of the Treasury.

From CEOs (Shelly Lazarus of Ogilvy & Mather) to a Nobel Laureate (Daniel Kahneman), an environmentalist (William Reilly of the World Wildlife Fund), and Supreme Court Justice Stephen Breyer, readers will learn how these men and women have made history with vision and shrewd judgment. In an age where bad decisions make headlines every day, *How the Wise Decide* is an invaluable tool that offers practical decision-making strategies for leaders at any level of an organization.

BRYN ZECKHAUSER has worked at Kleiner, Perkins, Caulfield, and Byers, and McKinsey & Company. **AARON SANDOSKI** is managing director of Norwich Ventures, a medical device venture capital firm. He has also been a teaching fellow at Harvard University.



Business & Economics—Management (BUS041000)

5 $\frac{7}{8}$ x 7 $\frac{5}{8}$; 224 pages

ISBN/EAN: 978-0-307-33973-7

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