



THE CROWN PUBLISHING GROUP

crown, crown business,
crown forum, clarkson potter,
potter craft, potter style,
watson-guptill, harmony books,
shaye areheart books

SUMMER 2009

ALL eBook
PRICING MATCHES
THE HARDCOVER/
PAPERBACK
COUNTERPART

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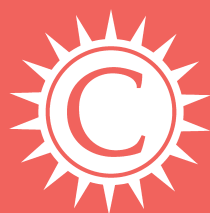
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CROWN



CROWN
BUSINESS



CROWN
FORUM



JILLIAN MICHAELS MASTER YOUR METABOLISM

WITH MARISKA VAN AALST

The

3 DIET Secrets

to Naturally

Balance Your

Hormones *for a*

HOT AND

HEALTHY

BODY!



Biggest Loser Strength Coach and *New York Times* bestselling
author of *MAKING THE CUT*

Popular coach from TV's *Biggest Loser* makes weight loss easy with this diet to restore fat-burning hormones, remove fat-storage triggers, and bring your body back to its full metabolic potential.

National Publicity

12-City Television Satellite Tour

20-City Radio Satellite Tour

Online Promotion

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

Co-Promotion with Corporate Sponsors

Outreach to Health, Fitness, and Diet Lists

Also by Jillian Michaels

Making the Cut

978-0-307-38251-1

\$14.95 (Canada: \$16.95)



Does it feel as if you're fighting your body to lose even one pound—or just to maintain your current weight? Respected health and wellness expert and bestselling author Jillian Michaels has been there, too. So she consulted top experts in the field of metabolism and discovered that she'd inadvertently been abusing her endocrine system for years. After “fixing” her own metabolism, she decided to share what she learned by devising this simple, 3-phase plan that engages all the weight-loss hormones (including the friendly: HGH, testosterone, and DHEA; and the not-so-friendly: insulin, cortisol, and excess estrogen).

In *Master Your Metabolism*, discover how to:

- **REMOVE** “anti-nutrients” from your diet
- **RESTORE** foods that speak directly to fat-burning genes
- **REBALANCE** energy and your hormones for effortless weight loss

Michaels offers a wealth of information throughout, including: shopping lists and online shopping resources, hormone-trigger food charts, how to eat “power nutrient” easy recipes, as well as mini-programs for addressing PMS, andropause, metabolic syndrome, PCOS, and menopause.

JILLIAN MICHAELS, best known as a strength trainer and life coach for the NBC hit series *The Biggest Loser*, is the author of the bestselling *Making the Cut* and *Winning by Losing*.

Health & Fitness—Women's Health (HEA000000)

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

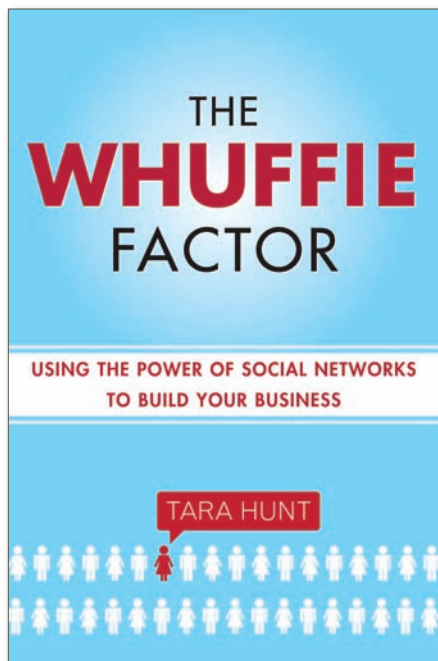
Hardcover ISBN/EAN: 978-0-307-45073-9

eBook ISBN: 978-0-307-45097-5

\$25.95 (Canada: \$30.00)

On Sale 4/7/09

All rights: Crown



National Publicity

Author Events and Interviews

out of New York, San Francisco, and Seattle

Tie-In with Author's Appearance/Lecture schedule

Online Promotion

- *New York Times* online campaign
- Advertising on Salon.com
- Major advertising campaign at top 50 tech blogs
- Cross-promotion with author's blog and Facebook community
- Podcast series available at CrownPublishing.com
- Google AdWords campaign

Major Outreach in College Markets

The Whuffie Factor

Using the Power of Social Networks
to Build Your Business

Tara Hunt

The book that will catch the crest of Web 2.0 and show how any business can harness its power by increasing their Whuffie, the store of social capital that is the currency of the digital world.

Everyone knows about blogs and social networks such as Facebook and Twitter. And they've heard about someone who has used them to grow a huge customer base. Everyone wants to be hands-on, grassroots, and interactive. But what does this mean? And more to the point, how do you do it?

As one who has actually launched a company using the power of online communities, and who now advises big and small companies, Tara Hunt (named by the *San Francisco Chronicle*, along with luminaries Jimmy Wales and Tim O'Reilly, as a Digital Utopian) is the perfect person to do this book.

While *The Whuffie Factor* will traverse the landscape of Web 2.0 and show how to become a player, it is not just another book about online marketing. People see the huge business potential of the online world, and the first impulse is: let's throw a bunch of money at it. To which Tara Hunt says: "Stop! Money isn't the capital of choice in online communities, it is Whuffie—social capital—and how to raise it is the heart of this book." In the Web 2.0 world, market capital flows from having high social capital. Without Whuffie you lose your connections and any recommendation you make will be seen as spam, met with negative reactions and a loss of social capital.

The Whuffie Factor is a breakthrough book, providing the strategic map and specific tactics for success in the lucrative but strange and elusive world of online communities.

TARA HUNT is the cofounder of Citizen Agency, a community marketing consulting firm, and has proven, says Jimmy Wales, the cofounder of Wikipedia, "the power of grassroots organizations that really represent the future of business."

Business & Economics (BUS000000)

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

Hardcover ISBN/EAN: 978-0-307-40950-8

eBook ISBN: 978-0-307-44941-2

\$25.00 (Canada: \$28.95)

On Sale 4/21/09

British: Levine Greenberg Literary Agency

Translation: Levine Greenberg Literary Agency

First Serial: Crown

Audio: Crown



Do One Nice Thing

Little Things You Can Do to Make
the World a Lot Nicer

Debbie Tenzer, Founder of DoOneNiceThing.com

A book of strength-training for the soul—small ways we can all make a big difference in the lives of those around us.

Inspired by the phenomenal success of her website, Debbie Tenzer's *Do One Nice Thing* is a book for everyone who wants to do good but can't find time to do it. From sending a phone card to a soldier in Iraq to simply bringing an extra snack for the colleague in the next cubicle, Tenzer offers readers more than 100 ideas for small deeds that can yield big results—for kids, friends, coworkers, members of your community, and the big world beyond. Divided into seven categories with dozens of easy-to-accomplish ideas, *Do One Nice Thing* weaves motivational stories with quotes from the many people touched by Tenzer's message—like the 16-year-old whose birthday party activities included making get-well cards for sick kids at the hospital. Upbeat but never Pollyannaish, *Do One Nice Thing* inspires all of us to make kindness a regular habit and change the world, one small step at a time.

DEBBIE TENZER, the founder of DoOneNiceThing.com, answers 1,000 emails a week from Nice-oholics around the world. She lives in Los Angeles.

National Publicity

20-City Radio Satellite Tour

Advertising

New York Times

Online Promotion

- Advertising on iVillage.com
- Advertising on WomensHealth.com
- Advertising on YogaJournal.com
- Google AdWords campaign

Outreach to PTA and Parenting Lists

"Do One Nice Thing" Promotion at Schools

P.O.P.

978-0-307-46275-6
4-copy L-card display
\$79.80 (Canada: \$91.80)

Self Help—Motivational (SEL021000)

5½ x 8¼; 240 pages

Hardcover ISBN/EAN: 978-0-307-45380-8

eBook ISBN: 978-0-307-45421-8

\$19.95 (Canada: \$22.95)

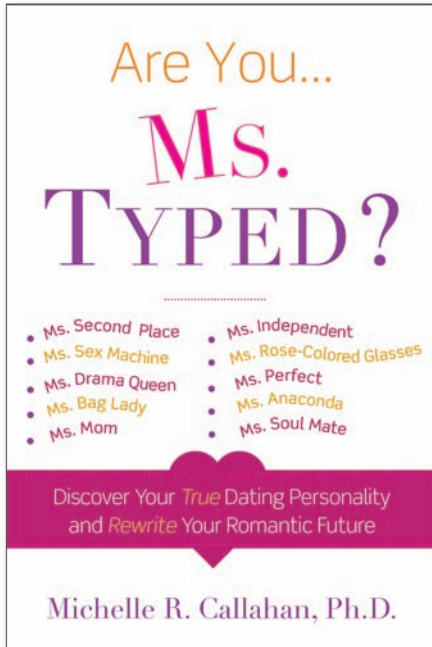
On Sale 5/5/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Solow Literary Enterprises



Ms. Typed

Discover Your *True* Dating Personality
and *Rewrite* Your Romantic Future

Michelle R. Callahan, Ph.D.

Dr. Michelle Callahan offers a fresh approach to understanding your dating personality—so you can stop sabotaging your relationships and start to live fully.

We've all done crazy things in relationships. Things we're not proud of. Things that might even make us cringe as we wonder: Who was that woman and how did I become her? To understand this, we need to first learn what's driven us toward unhealthy behaviors and created our negative dating personalities.

In *Ms. Typed*, Dr. Michelle Callahan provides a new way to look at and understand your dating preferences and personality. Beginning with a quiz to determine your current dating type, she then explains the key traits and characteristics that exemplify each type, what likely formed those behaviors, and the male dating types to which each is most susceptible. She then provides specific tools to uncover the authentic woman lurking beneath these false selves and shows you how to create lasting, healthy connections.

MICHELLE R. CALLAHAN, PH.D., is a relationship expert, dating coach, developmental psychologist, and national media favorite. She has appeared on *Oprah*, the *Today* show, *Tyra Banks*, and *Primetime*, and as the resident psychologist in the hit reality show *Queen Bees*.

Self Help—Personal Growth (SEL000000)

5½ x 8¼; 256 pages

Hardcover ISBN/EAN: 978-0-307-40800-6

eBook ISBN: 978-0-307-45971-8

\$21.95 (Canada: \$26.00)

On Sale 5/5/09

British: Crown

Translation: Endeavor Agency

First Serial: Crown

Audio: Crown

National Publicity

20-City Radio Satellite Tour

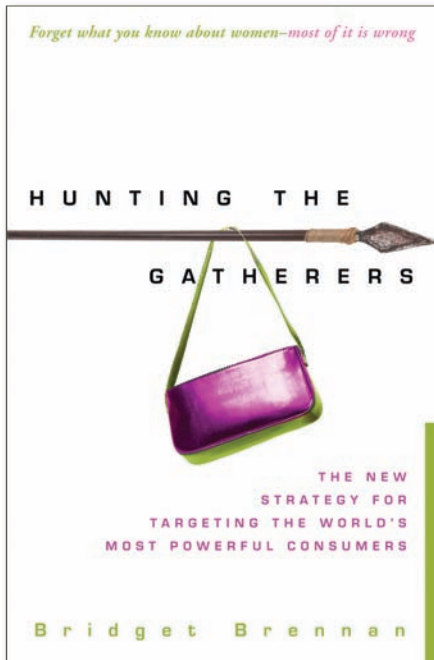
Online Promotion

- Advertising on Match.com
- Advertising on Facebook.com
- Advertising on VeryShortList.com
- Google AdWords campaign

Masthead Mailings to Women's Magazines

Outreach to Dating and Social Networking Services

"What's Your Type?" Promotion



National Publicity

20-City Radio Satellite Tour

Author Interviews

out of Chicago and New York

Tie-In with Author's Appearance/Lecture Schedule

Advertising

The Wall Street Journal

Online Promotion

- *The Wall Street Journal* online campaign
- Advertising on business sites including FastCompany.com and Inc.com
- Google AdWords campaign

Buzz Mailing to Professional Women's Associations and Women in Advertising

Hunting the Gatherers

The New Strategy for Targeting the World's Most Powerful Consumers

Bridget Brennan

If the economy had a sex, it would be female. Yet there's an enormous gender gap between the businesspeople who decide what to make and sell—overwhelmingly men—and those who buy their products and services—overwhelmingly women. Hunting the Gatherers is an incisive, pragmatic book on how to reorient thinking and practice to capture the business of the world's most powerful consumers.

Gender is the most potent determinant of how a person views the world and everything in it—more powerful than age, income, race, and geography. While there are mountains of research done every year segmenting consumers and analyzing why they buy, more often than not, it doesn't take into account the one piece of information that trumps all else: the sex of the buyer. It is stunning how many companies overlook the psychology of gender, when we all know that men and women look at the world so differently.

Brennan provides field-proven business practices that give readers the tools to create, market, and sell products and services to the world's most powerful consumers. When times are tough, as they are now, here is a fresh perspective that provides an invaluable competitive advantage. Bridget Brennan provides both the big picture and a pragmatic how-to about what needs to be done Monday morning.

BRIDGET BRENNAN is the CEO of The Female Factor. She has pioneered marketing and sales strategies that appeal to female consumers and has worked with major companies to put them into practice.

Business & Economics—Marketing (BUS043000)

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

Hardcover ISBN/EAN: 978-0-307-45038-8

eBook ISBN: 978-0-307-45040-1

\$25.95 (Canada: \$30.00)

On Sale 5/5/09

All rights: Crown

Diet Myths That Can Kill Your Waistline

And the 101 Truths That Will
Save It from Getting Bigger

Dr. Nancy Snyderman, the internationally known and respected doctor and author of the bestselling *Medical Myths That Can Kill You*, has written an equally informative book that debunks common diet myths and shows readers what really benefits their health—and waistlines.

Nancy L. Snyderman, M.D.

AUTHOR OF THE NEW YORK TIMES BESTSELLER
MEDICAL MYTHS THAT CAN KILL YOU

**National Publicity**

TV Satellite Tour to NBC Affiliates

20-City Radio Satellite Tour

Tie-In with Author's Speaking Schedule

Advertising*New York Times***Online Promotion**

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

Co-Promotion with Luminari Group

Outreach to Diet, Health, and Fitness Lists

"Test Your Diet IQ" Promotion

Also by Nancy L. Snyderman, M.D.

Medical Myths That Can Kill You
978-0-307-40613-2

\$24.95 (Canada: \$27.95)

NANCY SNYDERMAN, M.D., is the chief medical editor of NBC News. She appears regularly on the *Today* show and the *Nightly News* with Brian Williams.

SEE PAGE 7 OF THE SUMMER 2009 THREE RIVERS PRESS CATALOG FOR DETAILS ABOUT THE PAPERBACK PUBLICATION OF NANCY SNYDERMAN'S *MEDICAL MYTHS THAT CAN KILL YOU*

Medical (MED000000)

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

Hardcover ISBN/EAN: 978-0-307-40615-6

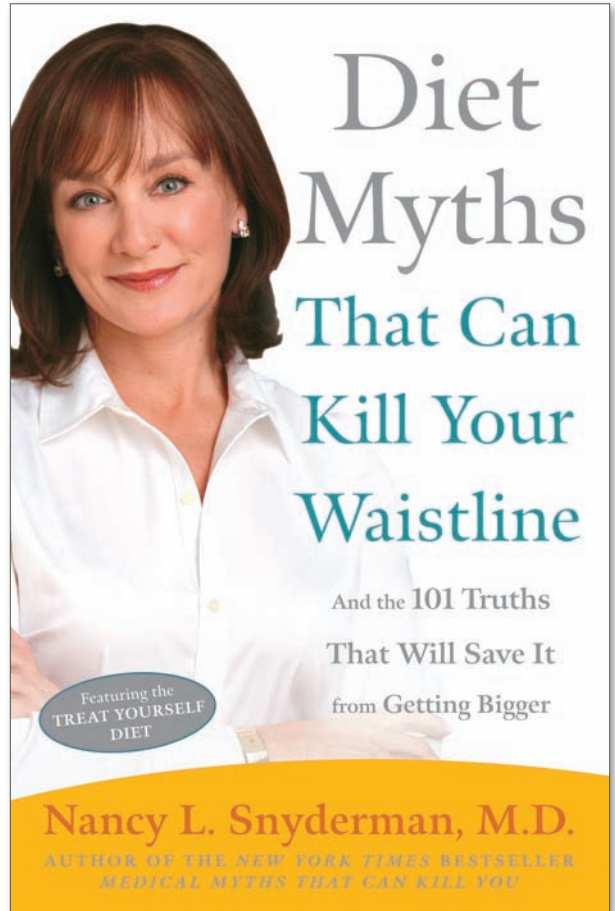
eBook ISBN: 978-0-307-45972-5

\$24.95 (Canada: \$28.95)

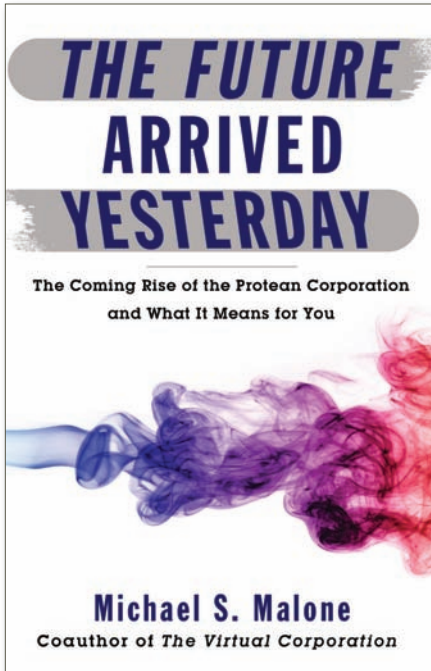
On Sale 5/5/09

All rights: Crown

IN MARCH,
LOOK FOR
NANCY SNYDERMAN'S
PBS PLEDGE SPECIAL,
"MEDICAL MYTHS THAT
CAN KILL YOU."



Who can keep track of all the conflicting nutritional studies? Are carbs good or bad? Is a low-fat diet the way to go, or is a high-protein one better? Luckily, Nancy Snyderman has the answers. And in *Diet Myths That Can Kill Your Waistline* she tackles diet myths big and small to give you the facts you need to keep the pounds off. You'll also discover why you don't automatically pack on the pounds as you get older; how you can eat to lower your risk of stroke, diabetes, and certain cancers; and why chocolate is always a friend—even while you're dieting. So whether you want to lose 5 pounds or 50, she'll give you a plan to keep your weight down in an enjoyable, satisfying way—and finally learn to be at peace with the food you eat.



National Publicity

National Radio Campaign

Author Interviews

out of San Francisco, San Jose, and Seattle

Online Promotion

- *The Wall Street Journal* online campaign
- Advertising on Wired.com
- Google AdWords campaign
- Co-promotion with ABC.com

The Future Arrived Yesterday

The Coming Rise of the Protean Corporation
and What It Means for You

Michael S. Malone

*From the coauthor of the book that predicted the digital age, *The Virtual Corporation*, comes a bold and visionary rethinking—in the spirit of *The Innovator's Dilemma* and *The Long Tail*—about the way companies will adapt and be reborn in a world revolutionized by technology and changes in society and culture.*

The fate of newspapers and the music industry is a harbinger of what awaits every company: a business model in its death throes as people finally wake up to the grim fact that their products and the way they deliver them are completely out of sync not only with *what* customers want but *how* they want it.

But the author who enabled his readers to see clearly the opportunities of the then-emerging digital age (when the Internet was still the domain of technical experts) is back, once again making sense of a future just around the corner. Factors such as the wireless worldwide Web, billions of new consumers, and an entrepreneurial ethos are all converging. How a business is organized and how people will be managed and employed will change more quickly than anyone realizes. Michael Malone shows not only why adaptation is necessary but how to do it. First, he shows that in our Web 2.0 world—"the future arrived yesterday"—the tools for success already exist. And they are the means for companies to become "protean"—able to be shape-shifters, quickly changing structure and business models to meet rapidly evolving market changes and business opportunities.

We are on the cusp of an exciting new economic era. Michael Malone's book is both a provocative think piece and a pragmatic operations manual for understanding the opportunities and then doing something about them. As with *The Virtual Corporation*, it is, as Yogi Berra once said, "déjà vu all over again."

A regular contributor to *The Wall Street Journal's* editorial page, **MICHAEL S. MALONE** is one of Silicon Valley's most influential commentators on the interface of technology and business.

Business & Economics—Management (BUS041000)

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

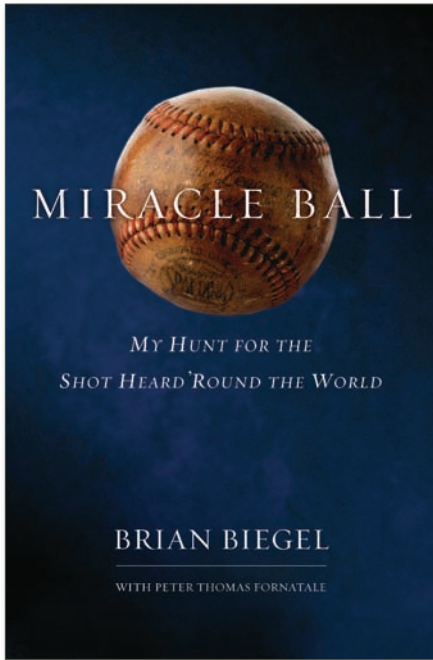
Hardcover ISBN/EAN: 978-0-307-40690-3

eBook ISBN: 978-0-307-45980-0

\$27.50 (Canada: \$32.00)

On Sale: 5/19/2009

All rights: Crown



Miracle Ball

My Hunt for the Shot Heard 'Round the World

Brian Biegel with Peter Thomas Fornatale

This is the captivating, utterly improbable but entirely true story of one man's quest to solve sports' greatest mystery: What happened to the most famous of all home run balls ("the Holy Grail of sports")?

On October 3, 1951, with one out in the bottom of the ninth inning, in the final game of a best-of-three play-off series, Giants third baseman Bobby Thomson crushed the ball to make the "shot heard 'round the world."

But after clearing the left field wall, the ball itself disappeared. The mystery of what happened to the legendary baseball has remained unsolved for a half century—until now. *Miracle Ball* is the gripping account of author Brian Biegel's five-year effort to unravel the mystery that experts said could never be solved. Inspired by his own father's claim to possessing the ball, Biegel becomes consumed with the quest, recognizing it as the only chance to rescue himself from an emotionally devastating personal crisis.

A sports story for the ages, an engrossing mystery narrative, and a moving account of a man's unbreakable bond with his family and of his struggles to save himself, *Miracle Ball* delivers both heart and headlines.

BRIAN BIEGEL is an award-winning writer and filmmaker. **PETER THOMAS FORNATALE** collaborated on the *New York Times* best-seller *A Lion's Tale: Around the World in Spandex*.

Sports & Recreation—Baseball History (SPO003030)
6 1/8 x 9 1/4; 272 pages; 20 black-and-white photos throughout
Hardcover ISBN/EAN: 978-0-307-45268-9
eBook ISBN: 978-0-307-45270-2
\$24.95 (Canada: \$28.95)
On Sale 5/12/09

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

National Publicity

20-City Radio Satellite Tour

Online Promotion

- Advertising on SportsIllustrated.com
- Advertising on NewYorkPost.com
- Advertising on NewYorkDailyNews.com
- Google AdWords campaign

Masthead Mailing to Sports Fans

Outreach to Sports Memorabilia Organizations, Collectors, and Historians and the National Baseball Hall of Fame

JORGE CRUISE

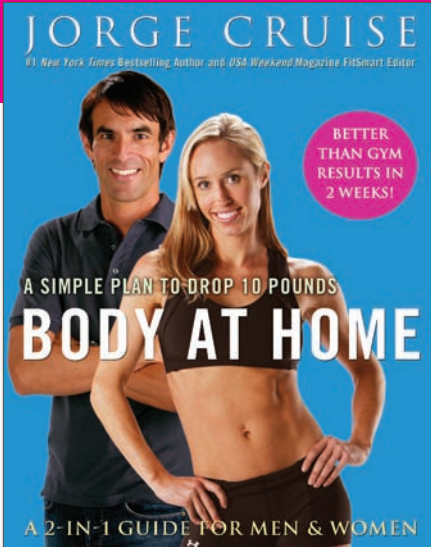
#1 *New York Times* Bestselling Author
and *USA WEEKEND* Magazine FitSmart Editor

A SIMPLE PLAN TO DROP 10 POUNDS

Fitness superstar Jorge Cruise has a plan for the new economy—
a no-gym-required series of easy exercises that tone and firm
men and women throughout every age and stage of their lives.

BODY

AT HOME



National Publicity

20-City Television Satellite Tour

20-City Radio Satellite Tour

Cover of *USA Weekend* Magazine
May 11, 2009

Online Promotion

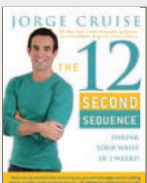
- *New York Times* online campaign
- Advertising on iVillage.com
- Advertising on Parade.com
- Advertising on About.com
- Google AdWords campaign

Co-Promotion with Author's Corporate Sponsors

Also by Jorge Cruise

The 12 Second Sequence
978-0-307-38331-0
\$25.95 (Canada: \$34.00)

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



In this two-in-one guide bestselling author Jorge Cruise reveals his breakthrough method in gender and age customization: The Priority Solution™. In one half, he offers women a guaranteed plan for slimming trouble zones such as the belly, butt, and thighs; in the other half, men will find an effective plan for building strong shoulders, a broader chest, and lean abs. And the good news is, visible results will be seen in just two weeks.

Both sections of the book include essential direction on how to stay on track with your fitness goals, no matter your age, and include success stories, a complementary eating plan for accelerated results, and a Quick-Start phase proven to produce dramatic results in just six workouts.

JORGE CRUISE has helped millions of clients, online and off, with his three consecutive bestselling books, *The 12 Second Sequence*, *3-Hour Diet*, and *8 Minutes in the Morning*. Each Sunday his *USA WEEKEND* magazine column can be read by 50 million people.

Health & Fitness—Exercise (HEA000000)

7³/₈ x 9¹/₄; 448 pages; 800 black-and-white photos

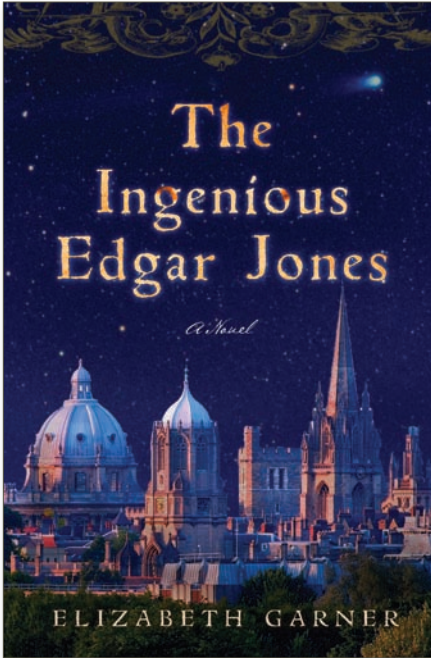
Hardcover ISBN/EAN: 978-0-307-38333-4

eBook ISBN: 978-0-307-45209-2

\$25.95 (Canada: \$30.00)

On Sale 5/12/09

All rights: Crown



The Ingenious Edgar Jones

A Novel

Elizabeth Garner

In the tradition of Michel Faber and Susanna Clarke comes a critically acclaimed, brilliantly imagined, beautifully written novel about a strange and gifted young man.

The skies of Oxford are aflame with meteors the night Edgar Jones comes into the world—clearly this is no ordinary boy. While his mother is apprehensive about her restless, inquisitive child, Edgar's father believes, without a doubt, that his son is destined for greatness.

To his father's dismay, Edgar turns his back on the scholarly life and apprentices himself to a blacksmith, but it is not long before his ingenuity and metalworking skill brings him to the attention of a maverick professor at Oxford University, a bone collector with plans for a museum of natural history. Finally Edgar has the opportunity to showcase his singular gifts, but at what cost to himself and his family?

Darkly satisfying and compulsively readable, *The Ingenious Edgar Jones* is an unforgettable coming-of-age story about the complexities of family life and the journey of one young man as he finds his place in a rapidly changing world.

"Garner has made—or unmade—her own visionary Oxford in an enjoyable and eloquent novel." —*Times London*

"Elizabeth Garner successfully draws the reader into her gothic maze of stony streets, thorny thickets, and Machiavellian professors...Garner is also caustic about Oxford's mythical appeal and stacks up a magpie's nest of bright details." —*Guardian*

"Darkly atmospheric...A delight to curl up with." —*Metro (London)*

"Magical, disturbing, and yet utterly compelling." —*London Paper*

ELIZABETH GARNER lives in Oxford. This is her American debut.

National Publicity

Advertising

BookPage

Online Promotion

- USA Today online campaign
- Advertising on BookPage.com
- Advertising on BookBrowse.com, including early reviewers program
- Advertising on Shelfari.com
- Feature in Read It Forward newsletter
- Google AdWords campaign

Galley Distribution Through Crown's Read It Forward Program

Outreach to Reading Groups

Fiction (FIC000000)

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

Hardcover ISBN/EAN: 978-0-307-40899-0

eBook ISBN: 978-0-307-45973-2

\$24.95 (NCR)

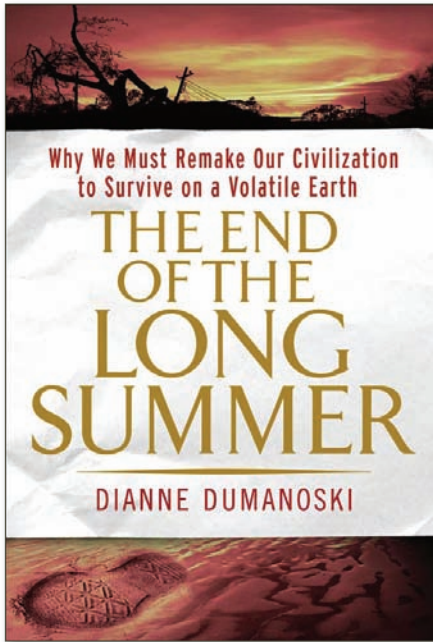
On Sale 5/26/09

British: PFD New York

Translation: PFD New York

First Serial: Crown

Audio: Crown



The End of the Long Summer

Why We Must Remake Our Civilization to Survive
on a Volatile Earth

Dianne Dumanoski

In this lucid and important volume, the coauthor of Our Stolen Future examines the historical forces that have propelled our planetary crisis and looks beyond its symptoms to ask what fundamentally ails us as a civilization.

Climate change is happening, and it is the result of human activity: our fossil fuels, our global growth, our seemingly insatiable desire to consume. Despite the common belief that global warming will be a gentle escalator ride to a balmy climate, research reveals that Earth's history is one of massive instability as the climate swings dramatically between searing heat and brutal ice ages in the course of a century, or even decades. It is impossible to predict the results of our modern experiment in environmental influence, but major change is coming—we cannot expect our lives to continue on as they have.

Noted environmental journalist Dianne Dumanoski provides a clear-eyed view of the current crisis and delivers an urgent warning that our civilization must prepare for a future of radical uncertainty. Indeed, we must rethink the fundamental doctrines of our current culture: growth, progress, and the control of nature. Beyond the buzzwords and hype of “sustainability” or “clean energy,” we must learn how to survive Nature’s return by nurturing self-sufficiency, flexibility, community, and diversity. Dumanoski also delivers a message of honest hope for humanity grounded in the clear knowledge of the past.

Lucid, eloquent, and deeply sobering, *The End of the Long Summer* deserves a place alongside such transformative works as *Silent Spring* and *The Fate of the Earth*.

DIANNE DUMANOSKI is an award-winning journalist. An active lecturer, she has held fellowships in environmental and science journalism and taught graduate courses on environmental issues. Dumanoski lives in Massachusetts.

National Publicity

National and Regional NPR Campaign

Advertising

Mother Jones

Online Promotion

- *New York Times* online campaign
- Advertising at ScientificAmerican.com
- Google AdWords campaign

Outreach to Environmental, Science, Sociology and Business Groups

Nature—Ecology (NAT000000)

5½ x 8¼; 256 pages

Hardcover ISBN/EAN: 978-0-307-39607-5

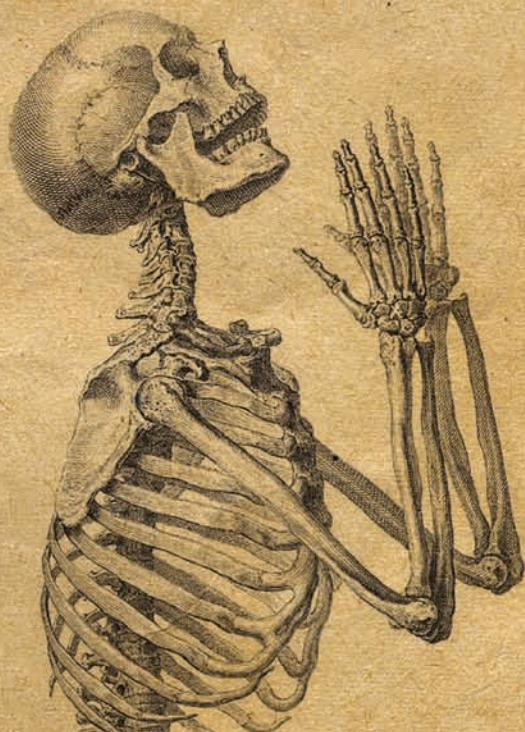
eBook ISBN: 978-0-307-45222-1

\$24.95 (Canada: \$28.95)

On Sale 6/2/09

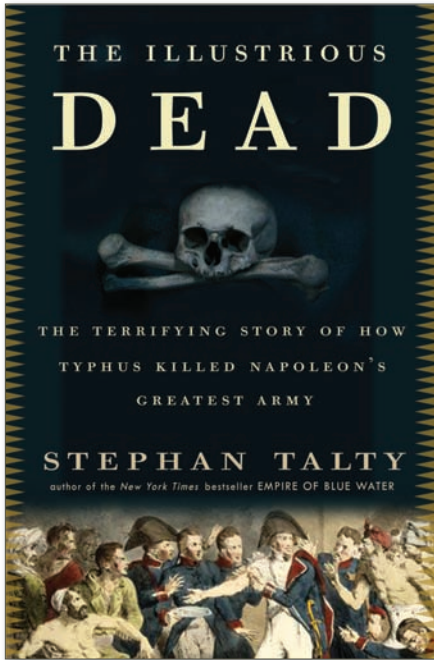
All rights: Crown

THE TERRIFYING STORY OF
HOW TYPHUS KILLED
NAPOLEON'S GREATEST ARMY



THE ILLUSTRIOUS
DEAD

STEPHAN TALTY



National Publicity

National Radio Campaign

Author Interviews and Events out of New York

Advertising NPR Sponsorships

Online Promotion

- *New York Times* online campaign
- Advertising on HistoryChannel.com
- E-blast to medical students
- Google AdWords campaign

Outreach to History, Military History Groups, and French Institutes

Outreach to Medical School Epidemiology Departments

A Random House AudioBook

Unabridged, 8 CDs
978-0-7393-8349-0
\$34.95 (Canada: \$39.95)

Also by Stephan Talty

Empire of Blue Water
978-0-307-23661-6
\$14.95 (Canada: \$16.95)

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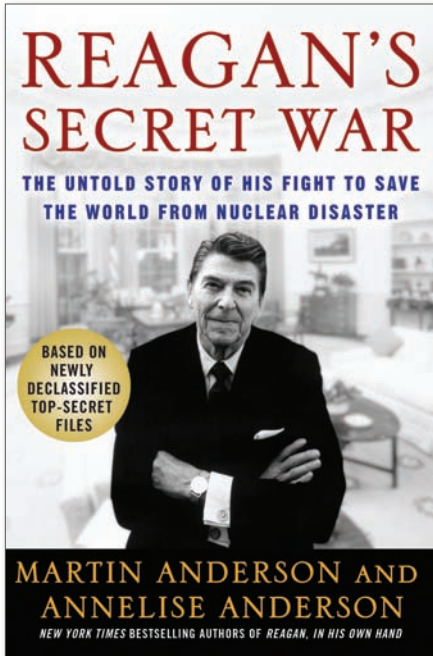
STEPHAN TALTY is a widely published journalist.

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History—Europe—Western (HIS010020)
6⅞ x 9¼; 336 pages; 12 maps
Hardcover ISBN/EAN: 978-0-307-39404-0
eBook ISBN: 978-0-307-45975-6
\$25.95 (Canada: \$30.00)
On Sale 6/2/09

British: Scott Waxman Agency
Translation: Scott Waxman Agency
First Serial: Crown
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Reagan's Secret War

The Untold Story of His Fight to Save the World from Nuclear Disaster

Martin Anderson and Annelise Anderson

A riveting inside view of one man's efforts to literally save the world, Reagan's Secret War reveals how a president can, by the force of his deep convictions, bring about breathtaking global change.

Until Martin and Annelise Anderson arrived at the Ronald Reagan Presidential Library in Simi Valley, California, the building's treasure trove of 8 million documents—many classified as secret or top secret—had only been seen by a few archivists. Using his top-secret clearances, Martin Anderson was able to access Ronald Reagan's most privileged exchanges with subordinates and world leaders, as well as the tactical record of how Reagan fought to win the Cold War and control nuclear weapons.

The most revelatory of these documents were the minutes of Reagan-chaired National Security Council meetings, the secret letters sent by Reagan to world leaders, and the eyewitness notes from four Reagan-Gorbachev summits. What emerged was irrefutable evidence that Reagan intended from his first days in office to stop the Soviet Union in its tracks, that he considered eliminating nuclear weapons his main objective, and that he—not his subordinates—was the principal architect of the policies and strategy that ultimately brought the Soviets to the nuclear-arms negotiating table.

MARTIN ANDERSON and ANNELISE ANDERSON, husband and wife, have coauthored the *New York Times* bestsellers *Reagan, In His Own Hand* and *Reagan: A Life in Letters*.

Biography—Presidents (BIO011000)

6 1/8 x 9 1/4; 480 pages

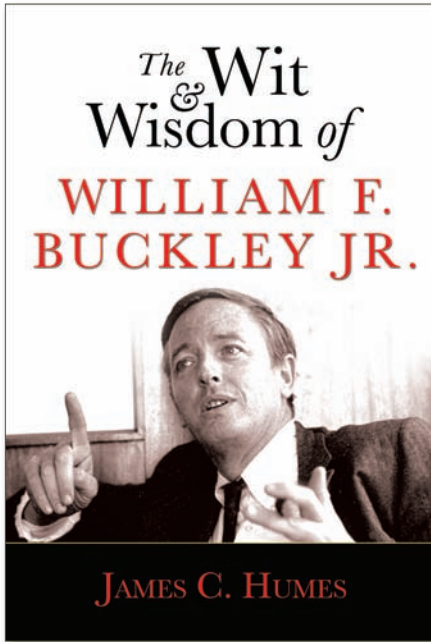
Hardcover ISBN/EAN: 978-0-307-23861-0

eBook ISBN: 978-0-307-45977-0

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William F. Buckley Jr., who passed away in 2008, shaped America more than any other journalist of the 20th century. The father of the modern conservative movement, Buckley made a profound impression on Americans not only through his charm, sharp wit, and polysyllabic vocabulary, but also through his impressive body of work—more than 50 books, thousands of columns, hundreds of speeches, and countless hours on the airwaves. Now, in a heartwarming collection, James C. Humes captures Buckley's intelligence, keen insights, and glowing sense of humor as only an insider can.

Spanning never-before-published material, this compilation also includes commentary about Buckley from friends and foes, analysis of his great talks and debate performances, and entertaining stories from Buckley's incredibly rich and varied life. *The Wit and Wisdom of William F. Buckley Jr.* is an exceptional homage to a truly fascinating figure.

Former presidential speechwriter **JAMES C. HUMES** is the author of more than 20 books, including *Confessions of a White House Ghostwriter*; *The Wit and Wisdom of Ronald Reagan*; and the Pulitzer Prize-nominated *Churchill: Speaker of the Century*. A widely sought speaker, he lives in Colorado.

Political Science (POL000000)

5½ x 8¼; 224 pages

Hardcover ISBN/EAN: 978-0-307-46037-0

eBook ISBN: 978-0-307-46038-7

\$22.95 (Canada: \$26.95)

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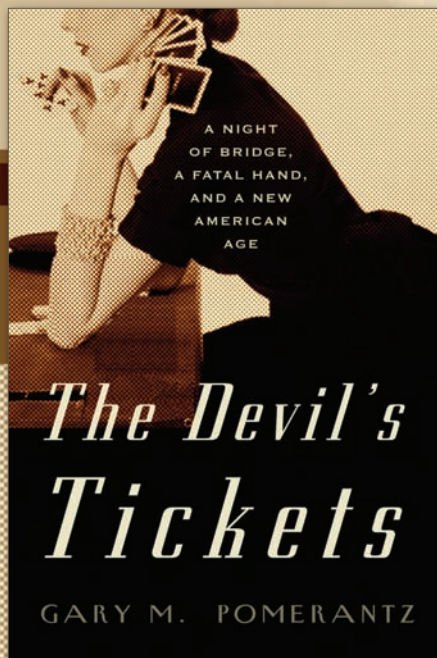
DURING A TENSE SOCIAL BRIDGE GAME ON SEPTEMBER 29, 1929, MYRTLE BENNETT INSULTED HER HUSBAND'S CARD PLAY. TAKING UMBRAGE, JACK BENNETT SLAPPED MYRTLE IN FRONT OF THEIR GUESTS. IN AN EXPLOSIVE END TO THE ROARING TWENTIES, AND A FLASHPOINT IN THE BRIDGE CRAZE SWEEPING THE NATION, MYRTLE ENDED JACK'S BRIDGE-PLAYING DAYS FOREVER.

GARY M. POMERANTZ

An illustration of a deck of cards and a single card. The deck is shown in two positions: one standing upright and another fanned out to the left. The cards are patterned with a repeating diamond, heart, and spade motif. A single card, the Ace of Hearts, is shown fanned out to the right of the deck. The entire scene is set against a background with a fine, repeating dot pattern.

*The Devil's
Tickets*

A NIGHT OF BRIDGE, A FATAL HAND,
AND A NEW AMERICAN AGE

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Buzz Mailings to Bridge Organizations and History Buffs**Also by Gary M. Pomerantz***Wilt, 1962*

978-1-4000-5161-8

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Nine Minutes, Twenty Seconds

978-0-609-81016-3

\$9.95 (Canada: \$14.95)

As the Roaring Twenties' last celebratory peals rang through a nation about to slip into the Depression, Myrtle Bennett, a glamorous Kansas City housewife, killed her philandering husband over a bridge game. At her ballyhooed murder trial, her defense attorney was a two-time Democratic presidential candidate and Pendergast Machine—man, James A. Reed. Merely the most famous man in Kansas City, Reed, a riveting orator, represented the likes of Henry Ford and oil companies. For Myrtle, he put on a dramatic courtroom show of logic, eloquence, and a few tears. Watching from New York was Ely Culbertson, a tuxedoed boulevardier with a Russian accent and a gorgeous American wife, Josephine, who was his bridge partner. As the P.T. Barnum of the game of bridge, Ely Culbertson offered trial commentary and used the Bennetts' story to sell bridge, his instructional books, and himself. Housewives adored him and rushed to hear his lectures. A few months after the 1931 trial, when the Culbertsons won the Bridge Battle of the Century at the Waldorf-Astoria amid the glitter of New York's high society and Hollywood newsreels, they became millionaire icons.

Through these larger-than-life characters and the timeless partnership game they played, *The Devil's Tickets* evokes the last echoes of the Gay '20s and the darkness of the Depression. Ultimately it reveals a tension between husbands and wives that is eternal and that manifests itself at the bridge table—both then and now—in ways surprising and profound.

GARY M. POMERANTZ, author and journalist, wrote the critically acclaimed *Where Peachtree Meets Sweet Auburn* and *Wilt, 1962*, and serves as a lecturer in the Department of Communication at Stanford University.

History—United States (HIS036000)

6 1/8 x 9 1/4; 336 pages; black-and-white illustrations throughout

Hardcover ISBN/EAN: 978-1-4000-5162-5

eBook ISBN: 978-0-307-46036-3

\$25.95 (Canada: \$30.00)

On Sale 6/9/09

British: David Black Literary Agency

Translation: David Black Literary Agency

First Serial: David Black Literary Agency

Audio: Crown

THE DEVIL'S TICKETS

BY GARY M. POMERANTZ

AT POLICE HEADQUARTERS, NIGHT

became morning in the death cell. Myrtle's shrieks became elongated echoes. Standing beside her was Mrs. Evelyn Helms, who, after years of physical abuse, had gunned down her husband in a flash of headlines. She'd been beaten, abused, and starved by him. She tried to turn the gun on herself, but there were no bullets left. Myrtle had read about her in the newspapers. Now, just the two of them: Evelyn waiting and watching to see if Myrtle might try to kill herself.

The doctor's hypodermic blurred sights, sounds, time. As Myrtle's central nervous system slowed, so did her ability to make sense of her world. Police detectives asked over and over, *A bridge game, yes, Mrs. Bennett, but after your husband failed to make the contract, what happened next?* In Myrtle's confusion, the order of the night's events altered and merged into a black nightmare. A finesse of

the Queen of Diamonds, laying cold fatty strips of bacon on the skillet for Jack, the raw sting upon her face, the pistol's rubber grip, the intruding newshound from *The Kansas City Star* arriving at the apartment with police, riding in a patrol car as the Country Club district lights flickered past. *Where is Mother?*

Myrtle smiled lazily now, her tongue clumsy from the sedative, as she peeked through the bars and asked Patrolman T.B. Ruth, "Won't you give me your revolver? I want to shoot myself, too." No reply, and then Myrtle asked Patrolman G.R. Woodman, "Won't you give me *your* revolver?" They looked at her: she was tall, lovely, out of her mind.

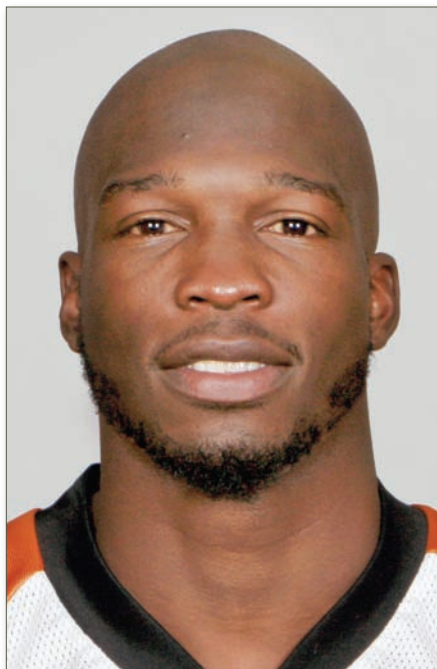
Sleepiness billowed like heavy fog. Images came and faded: Her golf shoes, two-piece dress, a putt, a chip, Jack's arm around her waist. Myrtle seeking expiation now, explaining to a policewoman: "I shot him. I went

into Mother's bedroom and got the gun. I went into the den and he was packing his grip. He said he was going to leave me. I shot him." Then came sleep, though fitful, with a husband-murderer staring at her. *Can you forgive me, Jack?* So handsome. Such high times together, they danced, made love. But there were the nights apart, the arguments, their two babies dead.

Two hours later, Myrtle awakened. Her mother appeared and brought a change of clothes. Myrtle's blouse had a small rip near the shoulder, a tear in the sleeve. Charles Hofman showed up, too: tense, smoking, fearful. *Yes, the bridge game, four spades bid, and with those cards how could Jack have gone set?* Hofman brought J. Francis O'Sullivan, her friend, Jack's friend. O'Sullivan and his wife played bridge with Myrtle and Jack, though now he spoke as the attorney he was: *Myrtle, do not talk to anyone about anything, do you understand?*

Ely Culbertson, for his part, wanted to shout it from the rooftops. The mind of the master bridge promoter was on fire with the possibilities. When Myrtle shot Jack, it was, for the Bennetts, a family tragedy. But for Ely, it was the answer to a dream: a bridge story with marital strife, hints of infidelity, a mindless bidding system, a botched contract, and, best of all, gunfire. In his next issue of *Bridge World*, he'd tell the whole story—and then, who knew what might happen...

Myrtle smiled lazily now, her tongue clumsy from the sedative, as she peeked through the bars and asked Patrolman T.B. Ruth, "Won't you give me your revolver? I want to shoot myself, too."



Ocho Cinco

What Football and Life Have Thrown My Way

Chad Johnson with Jason Cole

Five-time Pro Bowl wide receiver Chad Johnson unleashes a look at life in the NFL that is as brash, funny—and controversial—as the author himself.

After all the wild touchdown celebrations, the trash talking, the blond mohawk, and the gold teeth, football star Chad Johnson has been warned to tone it down. "Sorry," Johnson says. "It ain't happening."

This book might get the man in trouble. Cincinnati Bengals number 85 (or "Ocho Cinco," as Johnson likes to say) gives it up in a memoir that is, like the author, over the top, controversial, and highly entertaining.

This hard look at the game—and business—of football shows fans what goes on in the huddle, the locker room, and all those places the cameras miss. Johnson talks about everything—the already mentioned egos, competition, money, partying, and his own public battles with other players, coaches, and the media.

Ocho Cinco also discusses Johnson's tough upbringing and hard-run path to stardom and has some candid words about his team, the fear of failure that drives him, and the grueling training that keeps him dominating. Like a wide receiver exploding off the line, *Ocho Cinco* is coming hard and fast.

With six consecutive 1,000-yard receiving seasons, wide receiver **CHAD JOHNSON** is one of the NFL's most electrifying players. **JASON COLE** cowrote Plaxico Burress's *Giant: The Road to the Super Bowl*.

Sport—Football (SPO015000)

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

Hardcover ISBN/EAN: 978-0-307-46039-4

eBook ISBN: 978-0-307-46040-0

\$24.95 (Canada: \$28.95)

On Sale 7/7/09

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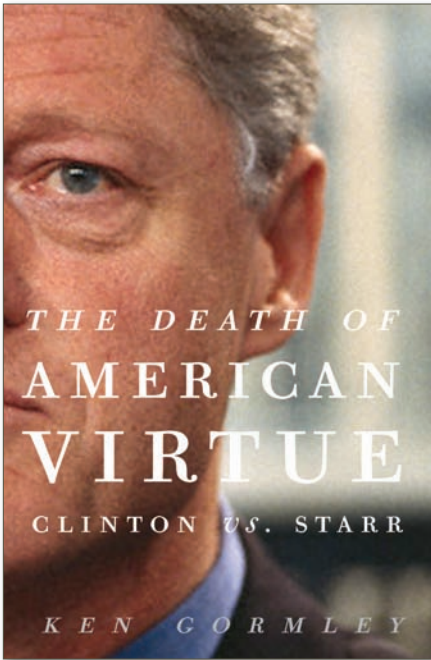
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The Death of American Virtue

Clinton vs. Starr

Ken Gormley

The definitive and dramatic account of the Ken Starr investigation and the impeachment of President Bill Clinton.

Ten years after one of the most polarizing political scandals in American history, author Ken Gormley offers an insightful, balanced, and revealing analysis of the events leading up to the impeachment trial of President William Jefferson Clinton. From Ken Starr's initial Whitewater investigation through the Paula Jones sexual harassment suit to the Monica Lewinsky affair, *The Death of American Virtue* is a gripping chronicle of an ever-escalating political feeding frenzy.

In exclusive interviews, Bill Clinton, Ken Starr, Monica Lewinsky, Paula Jones, Susan McDougal, and many more key players offer candid reflections on that period. Drawing on never-before-released records and documents—including the Justice Department's internal investigation into Starr, new details concerning the death of Vince Foster, and evidence from lawyers on both sides—Gormley sheds new light on a dark and divisive chapter, the aftereffects of which are still being felt in today's political climate.

KEN GORMLEY is a law professor at Duquesne University, specializing in constitutional law, as well as a nationally renowned expert on Watergate and special prosecutors. He is the author of the critically acclaimed *Archibald Cox: Conscience of a Nation*.

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History—United States (HIS036000)

6 1/8 x 9 1/4; 704 pages; 16-page black-and-white photo insert

Hardcover ISBN/EAN: 978-0-307-40944-7

eBook ISBN: 978-0-307-45978-7

\$32.50 (Canada: \$37.95)

On Sale 6/16/09

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EXCERPT

THE DEATH OF AMERICAN VIRTUE

BY KEN GORMLEY

CONGRESS RARELY DID OFFICIAL BUSINESS

on Saturdays, let alone just before the Christmas holiday. But on this morning—December 19, 1998—with a chilly rain pelting the dome of the Capitol, lights were blazing in every office on the House of Representatives side.

Henry Hyde, distinguished Republican from Illinois, strode to the wooden lectern. As chairman of the powerful House Judiciary Committee, the white-maned Congressman Hyde had been responsible for drafting all four Articles of Impeachment against the 42nd President of the United States...

Democrats and Republicans took turns at the microphone, alternately defending and excoriating President Bill Clinton. Chairman Hyde yielded two minutes of speaking time to his friend, Speaker-designate Bob Livingston. Tall, thin, and famous for his unflappable demeanor, Bob Livingston was a model of Congressional comportment. Today, there was something ill-at-ease about his appearance.

"Mr. Speaker..." he began. The time was 9:45 a.m.

Livingston had completed writing out this statement the previous night in a fit of insomnia, wrestling with demons that this Clinton madness had unleashed. He had been stewing

over this speech ever since pornographer Larry Flynt had "outed" him for adultery, turning his life inside out.

"We are all pawns on the chessboard," Livingston read through his bifocals, "and we are playing our parts in a drama that is neither fiction nor unimportant. I will vote to impeach the president of the United States and ask that his case be considered by the United States Senate."

He touched the microphone nervously, as if reaching for some fixed object to steady him.

"To the president I would say: Sir, you have done great damage to this nation over this past year..." Livingston's hands flew out of control, making gestures and pointing as if out of sync with his speech. "You, sir, may resign your post..."

"And I can only challenge him (President Clinton) in such fashion if I am willing to heed my own words..."

There came a scattering of gasps. The House fell into silence, as if members suddenly deduced that they were about to witness a cremation.

"Mr. Speaker...I shall vacate my seat and ask my governor to call a special election to take my place."

Pandemonium now erupted on both sides of the aisle, like an earthquake's tremor shaking the foundations of a city. Livingston spoke over the din: "I thank my wife most especially for standing by me. I love her very much."

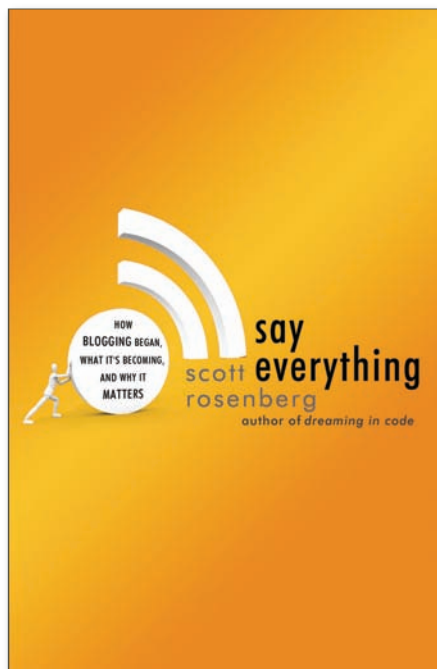
Then the dishonored Representative uttered, as his final declamation in the well of Congress: "God bless America..."

Livingston grabbed his sheaf of papers, looking like a man who had just peered into the mouth of hell. Members stood up, uncertain how to handle the news. They burst into spontaneous applause that filled the House chambers like the roar of the Roman Colosseum after a dozen lions had been unleashed. Democrats and Republicans pounded their hands together, giving ovations for wholly different reasons.

Order was finally restored, long enough for members of Congress to vote on the impeachment question. Two counts passed with solid majorities—those relating to Clinton's lying in front of the grand jury and his obstruction of justice. Two articles failed—those relating to Clinton's lying in the Paula Jones deposition and his general abuse of high office. The vote was strictly along party lines.

David Schippers, chief counsel to the Judiciary Committee, turned to a Republican staffer and gasped: "My God, they have just impeached the president of the United States!"

**Livingston
grabbed his
sheaf of
papers,
looking like a
man who had
just peered
into the
mouth of hell.**



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Also by Scott Rosenberg

Dreaming in Code

978-1-4000-8246-9

\$25.95 (Canada: \$34.00)

Say Everything

How Blogging Began, What It's Becoming,
and Why It Matters

Scott Rosenberg

The untold story of how a trivial pursuit upended the media, empowered millions, and became a global cultural force.

Blogs are not a fad. They are a new species of written conversation, a complex network of influence spanning everything from political debates to torrid confessions to urgent bulletins from first responders. The days when three network anchors would tell us what to think are gone; now we get to tell one another.

Say Everything offers close-ups of blogging innovators like Blogger founder Evan Williams, Josh Marshall of Talking Points Memo, exhibitionist diarist Justin Hall, and many others, and explores the dilemmas that still face bloggers: How much of their private lives should they reveal? Should they blog for love or for money? Is blogging anonymous ranting or honest, unmediated discussion? Through their stories, *Say Everything* presents essential insights into privacy, self-expression, authority, and community for all of us in the era of Google and Facebook.

In his first book, *Dreaming in Code*, Scott Rosenberg brilliantly explored the art of creating software ("the first true successor to Tracy Kidder's *The Soul of a New Machine*," wrote James Fallows in *The Atlantic*). In *Say Everything* he brings the same perceptive eye to the blogosphere, capturing as no one else has the birth of a new medium.

SCOTT ROSENBERG was cofounder of Salon.com, where he long served as managing editor, and is the author of *Dreaming in Code*. He blogs at WordYard.com and lives in Berkeley, California.

Social Science—Popular Culture (COM060000)

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

Hardcover ISBN/EAN: 978-0-307-45136-1

eBook ISBN: 978-0-307-45138-5

\$25.95 (Canada: \$30.00)

On Sale 7/14/09

British: Stuart Krichevsky Literary Agency

Translation: Stuart Krichevsky Literary Agency

First Serial: Stuart Krichevsky Literary Agency

Audio: Crown



Huge

A Novel

James W. Fuerst

A hilarious and touching debut that's part beautifully crafted noir mystery, part coming-of-age story...and part comedy about sex, drugs, tagging, football tryouts, and a stuffed frog.

Life hasn't been easy for 12-year-old Eugene "Huge" Smalls, amateur sleuth, devotee of Raymond Chandler and Dashiell Hammett, and the smallest, meanest, angriest kid in the whole sixth grade.

Sure, Huge's IQ is off the charts, but that doesn't help much when you're growing up in the 1980s in a dreary New Jersey town where your bad reputation precedes you, the public school system's written you off as a lost cause, your only friend isn't allowed to talk to you anymore, and even your own family seems out to get you. And in two short weeks, when the long, baking Jersey summer comes to an end, the hell of junior high awaits.

But it's not all bad. Huge has just been hired to work his first real case, and his quest to solve it will change everything for him. Because before he's through, he'll confront the town bullies, have a close brush with a femme fatale, learn a thing or two about guilt and revenge, and perhaps figure out that he's not as alone as he thinks. Most important, he'll realize that his fantasy life will only take him so far—and that maybe the world isn't *always* like a Raymond Chandler novel.

JAMES W. FUERST spent his teenage years in New Jersey and now lives in Brooklyn. He earned his M.A. and Ph.D. from Harvard University and holds an M.F.A from The New School. *Huge* is his first novel.

Fiction (FIC000000)

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

Hardcover ISBN/EAN: 978-0-307-45249-8

eBook ISBN: 978-0-307-45251-1

\$23.95 (Canada: \$27.95)

On Sale 7/7/09

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EXCERPT

HUGE

BY JAMES W. FUERST

I RAPPED ONCE ON THE DOOR,

opened it, and was greeted by two expectant eyes staring back at me. Her wheelchair was on the far side of the bed, in the corner by the window, and she was in it. Her wig was putty-colored and mangled and tilted too far to the right, and she'd forgotten to pencil an eyebrow over her left eye. The whole effect was like her head was sliding off to one side. She looked smaller than usual, crooked. But at least she had her teeth in.

"Genie!" she cried, smiling, opening her arms to me.

"It's Eug," I corrected her, pronouncing it "Huge," because that's what I called myself.

"Huge? What's wrong with Genie? It's a perfectly good—"

"Can it, sweetheart, you got no eyebrow," I leveled.

"Oh," she frowned. "See my purse?" she pointed. "When you hand it to me, you can give your Toots some sugar."

The woman had a one-track mind; she always wanted her sugar. I grabbed the red leather bag hanging on the closet doorknob, dropped it in her lap, and laid one on her. Her skin was cool, dry, and loose against my lips. Thrash was slouched over in the wooden chair on the opposite side of the bed, near the door, and out of the corner of my eye I caught

that smirk of his. But I didn't mind giving her what she wanted, and I didn't give a damn who saw.

"There, that's better," she cooed, her knobby hands trembling as she held up a compact and drew a thin arch over her left brow. She seemed so pleased with the result that I didn't have the heart to tell her the pink over her left eye didn't match the purple over her right. "So," she turned her eyes back to me, "how are you getting along?"

"I'm getting along as best I can," I said, and swallowed hard at the truth of it.

"I mean, how's your summer?"

"It's had its moments," I shrugged. "But, it'll all be over soon."

"That's life, Genie," she sighed, "what'd you expect?"

"It's Huge."

"What...? Okay, all right, have it your way—Huge," she said, as she placed her bag on the floor beside her. She went quiet, peering over her shoulder toward the window and then down at her white orthopedic sneakers. Not a good start: she was either drifting or upset.

Then it was the usual stuff about the activities they'd done last week (a day trip to the horse races at Monmouth Park) and what was scheduled for next week (a day trip down to the casinos in Atlantic City). And she said,

“With all the gambling they expose us to, you’d think we’re swimming in cash. But Margaret in sixteen can barely afford her medication, and she’s not the only one. Now, tell me, where’s the sense in that?”

I told her there wasn’t any, but that they had to do something.

“You may be right, Genie,” she sighed, flattening her dress across her lap so the flowers weren’t wrinkled, “but sometimes it seems that old age brings nothing but one petty insult after another.

“Speaking of which,” she said, her cloudy brown eyes flaring with annoyance, “did you see what they did to our sign?”

“No,” I said, because I hadn’t. I’d taken the back way instead of the front. “What’d they do?”

“They *vandalized* it,” she hissed, glaring and shaking her head.

Maybe that’s why she was so cranky. “Vandalized it? Who? How?”

“There, over there.” She pointed with her left hand, as she turned her wheelchair to face the window with her right. “See for yourself.”

I followed the direction of her finger, over the air vents along the windowsill, through the parted green curtains, across the parking lot pavement shivering from the heat, to an island of withered grass near the four-lane highway that ran along the front of the home. In the center of the island were a dirt mound, a few mangy weeds, a high, thick hedge that bordered the roadway, and a tall wooden sign, which ordinarily read *Oakshade Retirement Home*. But the “irement” was covered over in black paint, and the sign now read *Oakshade Retarded Home*.

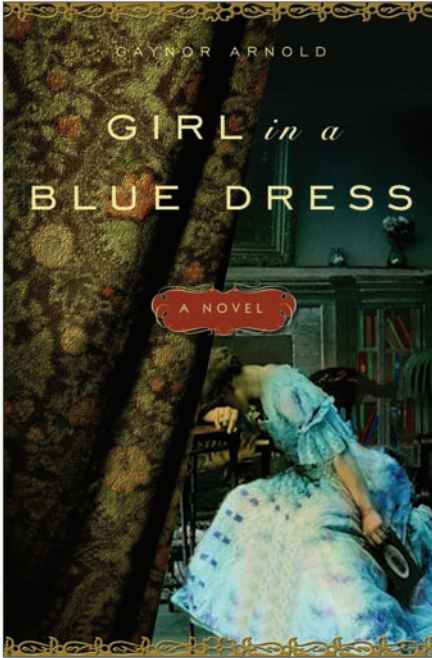
“Genie!” she cried, smiling, opening her arms to me.

“It’s Eug,” I corrected her, pronouncing it “Huge,” because that’s what I called myself.

“Huge? What’s wrong with Genie? It’s a perfectly good—”

“Can it, sweetheart, you got no eyebrow,” I leveled.





Girl in a Blue Dress

A Novel

Gaynor Arnold

This stunning debut novel, based on the troubled marriage of Charles Dickens, is the portrait of a woman doomed to live in the shadow of her husband, the most celebrated author in the Victorian world.

Beloved writer Alfred Gibson's funeral has taken place at Westminster Abbey, and Dorothea, his wife of twenty years, was not invited. His will favors his children and a clandestine mistress over the estranged Dorothea. She is left only with the comforts of her youngest daughter, Kitty. When an invitation for a private audience with Queen Victoria arrives, she begins to examine her life with the Great Man more closely.

She revisits their courtship and early days of nuptial pleasure—before the birth of too many children sapped her beauty and vitality. She uncovers the frighteningly hypnotic power of this celebrity author. Now liberated from his hold on her, Dorothea finds the courage to face her grown-up children, the sister who betrayed her, and the charming actress who claimed her husband's love and left her heart aching.

Captivating and deeply satisfying, Gaynor Arnold's debut novel is both an intimate peek at a woman who was behind one of literature's most esteemed men and a fascinating rumination on marriage that will resonate across centuries.

"Beautifully written, entirely satisfying." —*Times* (London)

"Arnold's portrayal of Gibson/Dickens is spot on—charismatic, theatrical, depressive; preoccupied with death and with childhood; endlessly courting celebrity and reputation."

—*Guardian* (UK)

GAYNOR ARNOLD is a first-time novelist who lives in England. She has two grown children and works for Birmingham's Adoption and Fostering Service.

National Publicity

Advertising

BookPage

Online Promotion

- *USA Today* online campaign
- Advertising on BookPage.com
- Advertising on BookBrowse.com
- Feature in Read It Forward newsletter
- Google AdWords campaign

Outreach to Historical Fiction Readers and Book Groups

Fiction—Historical (FIC000000)

6 1/8 x 9 1/4; 400 pages

Hardcover ISBN/EAN: 978-0-307-46226-8

eBook ISBN: 978-0-307-46227-5

\$25.95 (NCR)

On Sale 7/14/09

British: Marsh Agency

Translation: Marsh Agency

First Serial: Crown

Audio: Crown



National Publicity

Author Interviews and Events
out of Los Angeles

Advertising
Boston Globe

Online Promotion

- *USA Today* online campaign
- Advertising at BostonGlobe.com
- Feature in Read It Forward newsletter
- Google AdWords campaign

**Regional Promotion to Atlantic Coast
Resort Towns**

The Summer After

A Novel

Greg Berlanti and Maggie Friedman

Secrets are revealed and loyalties questioned as three women find themselves forever transformed by one thrilling, difficult, and steamy summer.

Glamorous, impetuous Abby, shy, serious Celia, and hapless, hilarious Faith have been best friends since college. Over the last 20 years, their lives have followed vastly different trajectories, but they've remained fiercely devoted to one another. They reunite every year, families in tow, to spend the summer on the gorgeous, windswept coast of Cape Cod.

But last August, their idyllic, magical refuge was torn apart by unspeakable tragedy when a mysterious boating accident killed Celia's beloved teenage son, Ethan. Now, almost one year later, the friends return to the Cape. Much has already changed and, before the end of the season, relationships will be challenged, bonds stretched to the breaking point, and life-altering secrets revealed at last. Throughout it all, their enduring friendship will give Celia, Abby, and Faith the strength to get through, even as their once unbreakable bond is tested in ways they never could have imagined...

GREG BERLANTI is an executive producer of three critically acclaimed ABC dramas: *Brothers & Sisters*, *Dirty Sexy Money*, and *Eli Stone*.

MAGGIE FRIEDMAN has written for numerous TV series, including *Dawson's Creek*, *Once and Again*, and *Jack and Bobby*.

Fiction (FIC000000)
6 1/8 x 9 1/4; 288 pages
Hardcover ISBN/EAN: 978-0-307-46089-9
eBook ISBN: 978-0-307-46090-5
\$24.95 (Canada: \$28.95)
On Sale 7/14/09

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

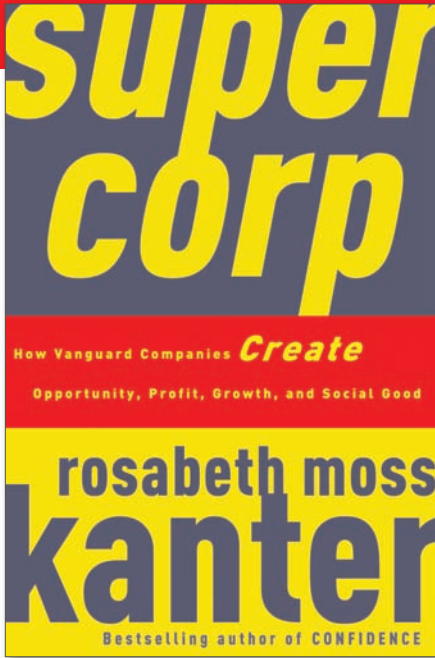
super corp

From an extraordinary three-year investigation,
Rosabeth Moss Kanter counters the conventional
wisdom that as a business becomes big and global it is
destined to be a lumbering, bloated, corrupt giant.

rosabeth moss
kanter

NEW YORK TIMES
bestselling author
of CONFIDENCE

How Vanguard Companies **create**
Opportunity, Profit, Growth, and Social Good



When the tsunami

and earthquake struck India in 2006, IBM did not just write a check. It used its core competence—expertise in technology—and its skilled people to accomplish what government and relief agencies could not: An information system and supply chain that tracked and managed the flow of relief supplies. Its efforts were crucial in avoiding the all-too-familiar problem in disaster relief—chaos and mobs of desperate people.

IBM's actions, as well as the many others reported on by Rosabeth Moss Kanter, capture the emerging zeitgeist of business: The vanguard company simultaneously pursuing—and creating synergy between—opportunity, growth, profit, humanistic values, and social good. Vanguard companies have a sense of mission enabling them to deliver what their customers want in a way that is significantly better than that of the competition. As a formula for the future, it brings together the necessity of financial success shareholders demand and the social conscience demanded from the new generation moving up the corporate ranks.

ROSABETH MOSS KANTER is the Arbuckle Professor of Business at Harvard Business School. She is the author of many bestselling influential books, including *The Change Masters*, *Men and Women of the Corporation*, and *Confidence*.

Business & Economics (BUS000000)
6 1/8 x 9 1/4; 320 pages
Hardcover ISBN/EAN: 978-0-307-38235-1
eBook ISBN: 978-0-307-45227-6
\$27.50 (Canada: \$32.00)
On Sale 8/25/09

All rights: Crown

National Publicity

6-City Author Tour

Atlanta	New York
Boston	San Francisco
Chicago	Seattle

Tie-In with Author's Appearance and Lecture Schedule

Advertising

The Wall Street Journal

Online Promotion

- *New York Times* online campaign
- *The Wall Street Journal* online campaign
- Advertising on HuffingtonPost.com
- Google AdWords campaign

Co-Promotion with Harvard University

Buzz Mailing to our Fortune 500 List

Also by Rosabeth Moss Kanter

America the Principled
978-0-307-38242-9
\$24.00 (Canada: \$30.00)

Confidence
978-1-4000-5291-2
\$14.95 (Canada: \$21.00)



MORE DAVIDS THAN GOLIATHS



A MEMOIR

HAROLD FORD, JR.

National Publicity

National Radio Campaign

5-City Author Tour

Cities by proposal

Author Events and Interviews

out of Memphis, New York, and
Washington, DC

Advertising

NPR Sponsorships
Air America Radio

Online Promotion

- *New York Times* online campaign
- Advertising on Townhall.com
- Advertising on AALBC.com and
HBCUConnect.com
- Google AdWords campaign

**Buzz Mailing to Political Lists, African
American Groups and Church Groups**

More Davids Than Goliaths

A Memoir

Harold Ford Jr.

One of the Democratic Party's brightest lights and a rising star in American politics shares what he believes is next for our country.

Harold Ford Jr. has long distinguished himself as a charismatic, results-oriented politician with fresh ideas. His career began at age twenty-six after he won his father's Congressional seat, serving his Tennessee district for ten years. He stepped into the national spotlight with his electric keynote at the 2000 Democratic National Convention, and in 2006 his reputation was further shaped during the closest Senate race in Tennessee's history, which he lost. Ford feels passionately that our country's best days are ahead, and in *More Davids Than Goliaths*, he presents his mission statement for America.

Reflecting on what he's learned from his extended political family, the slings and arrows of the campaign trail, and those across our nation who inspire him, *More Davids Than Goliaths* explains Ford's conviction: "At its best, leadership in government can solve, inspire, and heal." Along the way, Ford reminds us that in America, there are more Davids than Goliaths, more solutions than problems, more that unites us than divides us.

HAROLD FORD JR. is a political analyst for MSNBC, a professor of public policy at Vanderbilt University, a vice chairman of Merrill Lynch, and chairman of the Democratic Leadership Council. He lives in New York City and Memphis.

Political Science—Current Affairs (POL000000)

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

Hardcover ISBN/EAN: 978-0-307-40838-9

eBook ISBN: 978-0-307-45215-3

\$25.95 (Canada: \$30.00)

On Sale 8/25/09

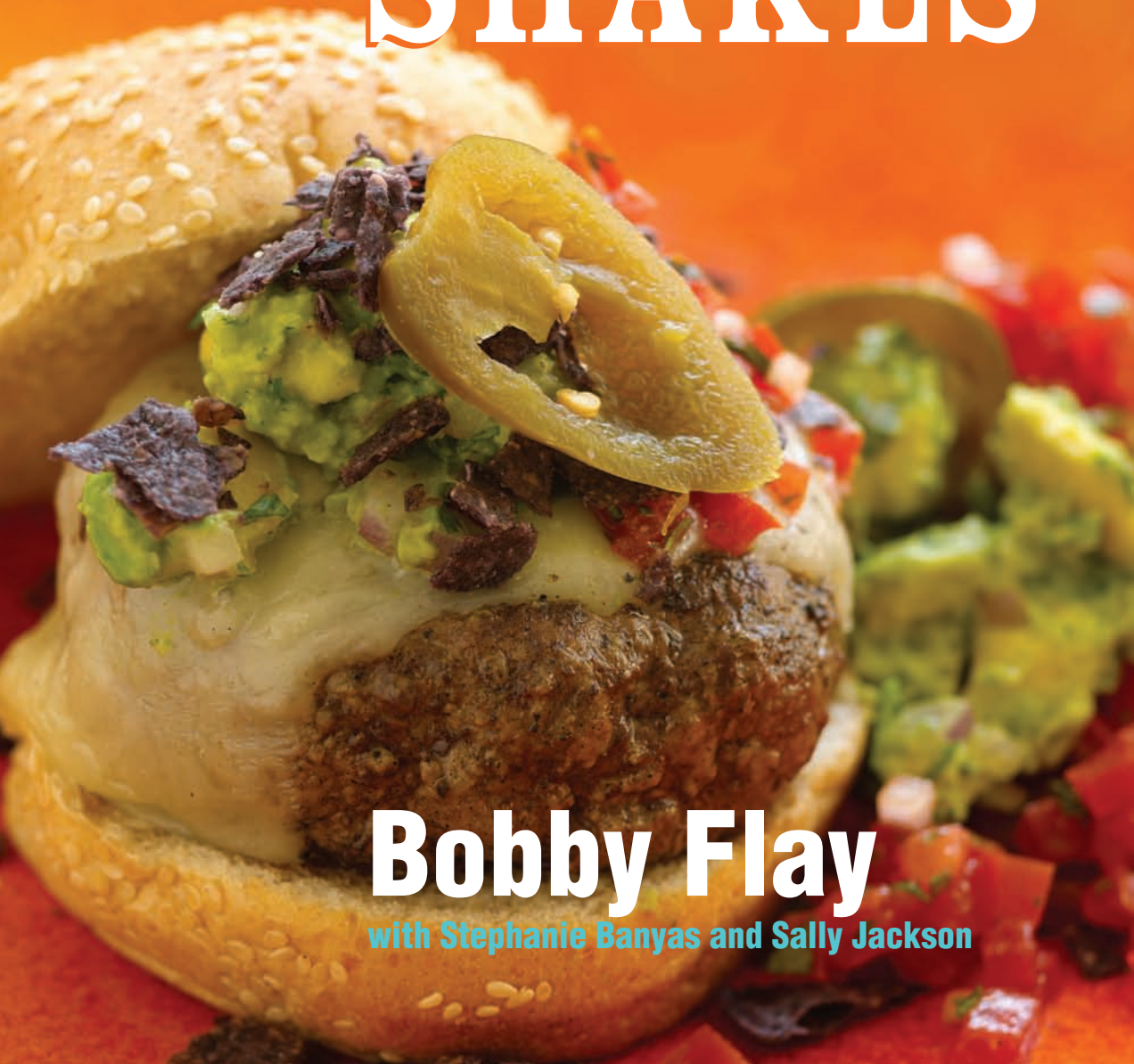
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CLARKSON POTTER



Bobby Flay's **BURGERS,** **FRIES,** **SHAKES**



Bobby Flay

with Stephanie Banyas and Sally Jackson

**National Publicity****National Television Appearances****6-City Author Tour**

Cleveland	Lexington
Columbus	Louisville
Dayton	Raleigh

Author Events

out of New York

Advertising*New York Times***Online Promotion**

- *New York Times* online advertising
- *USA Today* online advertising
- Advertising on FoodNetwork.com, AllRecipes.com, and other food-related sites
- Promotion on Potter Recipe Club e-newsletter
- Major foodie blogger outreach
- Cross-promotion with BobbyFlay.com and BobbysBurgerPalace.com
- Google AdWords campaign

Also by Bobby Flay*Bobby Flay's Grill It!*

978-0-307-35142-5

\$35.00 (Canada: \$40.00)

Bobby Flay's Mesa Grill Cookbook

978-0-307-35141-8

\$35.00 (Canada: \$44.00)

Usher in summertime with Flay's creative recipes for America's favorite laid-back fare and cook a feast that'll have the neighbors begging for invitations to your backyard.

In *Bobby Flay's Burgers, Fries, and Shakes*, he shares his best recipes for making juicy burgers; crisp, golden-brown fries; and creamy, frothy milkshakes. But Flay doesn't stop there; he offers tasty variations that are sure to become new classics. Check out Bobby's Crunchburger (featuring potato chips), Cheyenne Burger, Patty Melt Burger, and even Provençal Tuna Burger with Roasted Garlic-Tomato Aioli. To top it all off, he includes his ultimate recipes for killer homemade condiments—the insider secret to burger-and-fries bliss.

Throughout the book, Flay gives expert instruction on taking these foods to a higher level with ease—from forming burgers that cook evenly every time and picking the right bun to avoiding pale, soggy fries (whether you fry, grill, or oven-roast them) and getting the perfect ratio of ingredients for a thick, delicious milkshake. With Flay's tips in hand, you'll be able to master your own unique summertime cookout spread.

BOBBY FLAY is the chef-owner of six restaurants, the host of numerous television shows on Food Network, appearing more often than any other star, and a bestselling author.

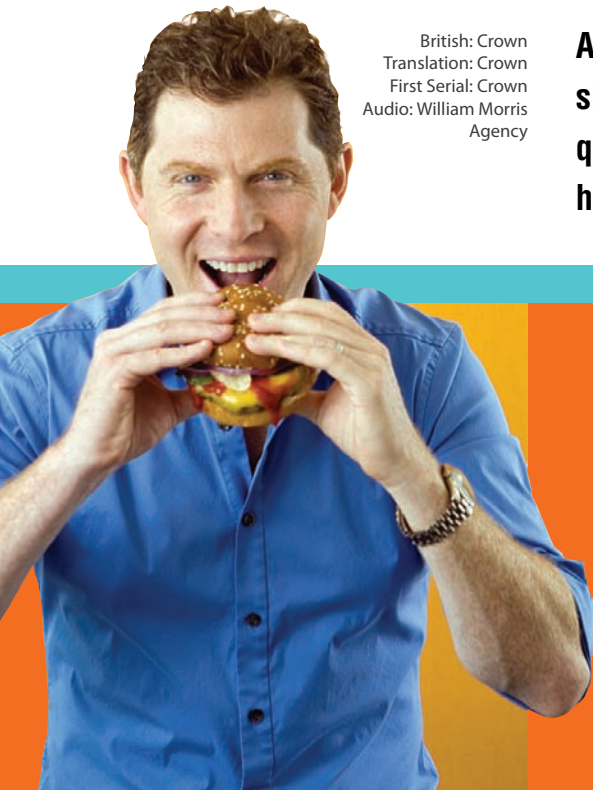
Cooking—American (CKB002000)

7 7/16 x 8 1/2; 160 pages; 60 full-color photos throughout

Hardcover ISBN/EAN: 978-0-307-46063-9

\$25.95 (Canada: \$30.00)

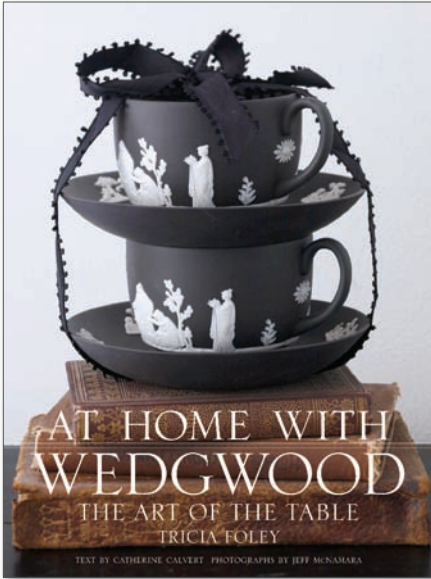
On Sale 4/14/09



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

America's favorite grill master Bobby Flay shares 75 outstanding recipes for the quintessentially American trio of hamburgers, french fries, and milkshakes.





At Home with Wedgwood

The Art of the Table

Tricia Foley; Text by Catherine Calvert

At Home with Wedgwood showcases 250 years of classically beautiful tableware and the imaginative ways today's stylemakers and entertainers draw inspiration from the past and integrate Wedgwood pieces into their homes.

Wedgwood, founded in 1759, is the world's most renowned maker of china and tableware and an authority on gracious living and timeless design. For the last 250 years, each Wedgwood pattern has reflected understated elegance and classic beauty.

At Home with Wedgwood celebrates Wedgwood in all its manifestations. The beautiful photographs—from Carolyne Roehm's moveable feast to Charlotte Moss's after-the-ballet supper to the vintage collection that graces Thomas O'Brien's country home—exemplify the imaginative ways that today's stylemakers draw on their Wedgwood collections for every occasion.

Revealing a portrait of Josiah Wedgwood, the company's inspirational founder whose values still inform Wedgwood today, *At Home with Wedgwood* also includes a rich gallery of patterns—from classic Wedgwood favorites to popular new collections. Finally, *At Home with Wedgwood* boasts an extraordinary resource section, making it both a sumptuous book of style and a practical guide to the world's best-known ceramic tableware.

TRICIA FOLEY is a designer who has published ten lifestyle books. A former editor at *House Beautiful* and *Country Home*, her work has appeared in the *New York Times*, *Town and Country*, *Country Living*, and *Southern Accents*, among other places.

National Publicity

Online Promotion

- *New York Times* online campaign
- Advertising on iVillage.com
- Co-promotion with Wedgwood.com and WedgwoodUSA.com
- Google AdWords campaign

Co-Promotion with Wedgwood Inc., Including Events for the 250th Anniversary of Wedgwood

Also by Tricia Foley

Sailing Style
978-0-609-61026-8
\$30.00 (Canada: \$45.00)

House & Home—Decorating (HOM000000)

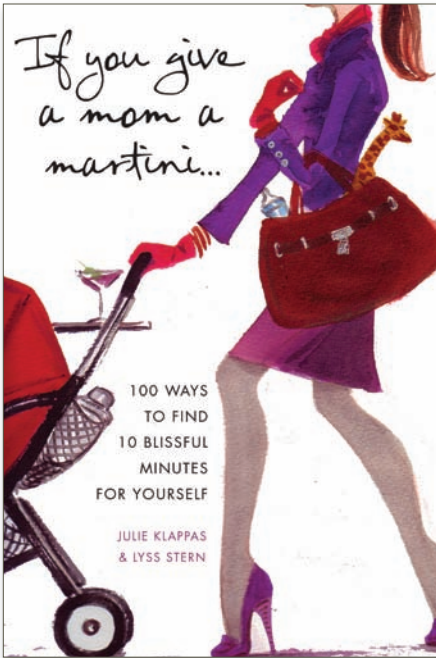
7 7/16 x 10; 160 pages; 200 full-color photos

Hardcover ISBN/EAN: 978-0-307-45184-2

\$30.00 (Canada: \$35.00)

On Sale 5/5/09

All rights: Crown



If You Give a Mom a Martini

100 Ways to Find 10 Blissful Minutes for Yourself

Julie Klappas and Lyss Stern, Illustrated by Izak Zenou

For mothers who flocked to books like I Was a Really Good Mom Before I Had Kids and Sippy Cups Are Not for Chardonnay, this is a wry, funny, honest tribute with lots of great escape tips for moms who admit that as much as they love being a parent, they also relish some guilt-free time to themselves.

If brushing your teeth provides the only moment of the day when you're truly alone and at peace, then this book is for you. Sure, you love your kids, but your pre-mom self—the one who savored a glass of wine after work and exercised on her lunch break instead of shopping for baby food—had its perks, too.

The “time-outs” in this book are for moms who love their kids but also long for a few minutes when they’ve got nowhere to go and no diapers to change. The authors have compiled 100 imaginative ways they and their friends—including such celebrities as Kelly Ripa and Jill Hennessy—spend their time when they have 10 luscious minutes to themselves. The suggestions for using your moments alone run the gamut from sweet to satiric—treat yourself to a single, beautiful flower for your bedside table or play kickball with your son and punt the ball *really, really* far. Try surreptitiously rearranging your Netflix queue so your movies arrive before your husband’s and kids’ do. Browse for bling at Harry Winston. Or leave the kids to shop with your husband and slip into Brookstone for a rest in one of their giant massage chairs.

Every good mom deserves a break. This book is a start—to chuckle over with your friends or really use when you need a precious respite.

JULIE KLAPPAS is the mother of two and has spent her career working in television, producing programming and promotions for clients including Lifetime, VH1, and Nickelodeon.

LYSS STERN is the mother of two young boys and the creator of Divalyssscious moms (Divalysssciousmoms.com), New York City’s premier luxury lifestyle company for fabulous moms and tots, with more than 23,000 active members.

National Publicity

National Television Appearances

Author Events

out of New York

Online Promotion

- Advertising on iVillage.com
- Advertising on Mommy blogs
- Co-promotion with Divalysssciousmoms.com, including e-blasts
- Google AdWords campaign

Buzz Mailing to Parenting Groups, PTA List and Retailers

P.O.P.

978-0-307-46285-5
4-copy L-card
\$67.80 (Canada: \$75.80)

Family & Relationships—Parenting (FAM000000)

5 x 7⁵/₈; 128 pages; 50 two-color illustrations

Hardcover ISBN/EAN: 978-0-307-45371-6

\$16.95 (Canada: \$19.95)

On Sale 4/7/09

British: William Morris Agency

Translation: William Morris Agency

First Serial: Crown

Audio: William Morris Agency

EXCERPT

If You Give a Mom a Martini...

100 Ways to Find 10 Blissful Minutes for Yourself

#32: Fall in (Puppy) Love

TOOLS NEEDED:

Fido



Whoozeagoodboy?

Whoozagoodgoodboy? You are. Oh, yes you are. Oh, YES YOU ARE...

Looking for devotion, attention, and a big, wet kiss? When your kids won't deliver, spend ten minutes alone with your pooch. Studies show that holding, petting, and talking to your pet can actually lower your blood pressure. We recommend it because a dog or cat can't talk back, hate the outfit you picked out, or reject the meal you've made for them.

#8: Get Your Kicks

TOOLS NEEDED:

Soccer ball, cool beverage

While playing soccer with your child, kick the ball deep into the woods, then race over to a lawn chair and sip a cup of iced tea until he or she returns. Instant quiet time!



#47: ULTIMATE Chocolate Indulgence

Ah, chocolate. It's the one thing other than your child's smile guaranteed to make you melt. If you're ready to live la vida cocoa, find a way to get your hands on some really fine chocolate (screw the Hershey's Miniatures) and think of these indulgences as Tiffany jewels...precious morsels to savor. The best time of day to eat chocolate is actually in the morning (really!), when your palate is clean and at its peak. Then follow this simple recipe from Manhattan-based chocolate maker Maribel Lieberman, owner of MarieBelle Chocolates.

MARIEBELLE ICED CHOCOLATE WITH ORANGE JUICE

½ cup orange juice

½ cup MarieBelle Aztec Iced Chocolate Powder

2 cups ice

In a saucepan over medium heat, bring the orange juice to a boil, then remove from the heat. Add the chocolate powder immediately and mix until well melted. In a blender, add the ice and the chocolate-and-orange-juice mixture, and blend until you achieve a smooth, icy consistency. Enjoy at once!





The Find

The Housing Works Book of Decorating with
Thrift Shop Treasures, Flea Market Objects,
and Vintage Details

Stan Williams

With stunning photographs of rooms decked out in vintage and thrift finds—many belonging to today's top stylemakers—The Find reveals ways to recognize the potential in secondhand objects to enhance any space.

Sometimes you're looking for it; sometimes it just finds you—the perfect dresser, an elegant mirror, or even a useful lamp.

In *The Find*, Stan Williams and the design experts at New York City's most popular thrift store, Housing Works, show not just *what* to look for, but also *how* to recognize a treasure. For example, a vintage leather trunk encased in Lucite makes a stunning coffee table, while a coat of paint refreshes a ho-hum dining chair. *The Find* features 25 homes from around the country owned by today's premier stylemakers, including Simon Doonan, John Derian, and *Real Simple*'s Kristin van Ogtrop. From a midcentury marvel to a studio apartment, each home exemplifies unexpected ways that secondhand items can make statements (or space).

Elegantly photographed and filled with practical sidebars and replete with the quirky sensibility that has made the Housing Works one of the most popular destinations for style in New York, *The Find* is the most exceptional and original book about vintage decorating yet.

STAN WILLIAMS is a lifestyle editor and writer. Formerly editorial fashion director at *Maxim*, Stan is currently contributing style editor at *American Express Executive Travel*. **HOUSING WORKS** is a nonprofit organization committed to ending the twin crises of AIDS and homelessness. Sales from Housing Works Thrift Shops and Bookstore in New York City benefit the group's clients and further its mission.

National Publicity

Author Events and Interviews
out of New York City

Online Promotion

- Advertising on DesignSponge.com and ApartmentTherapy.com
- Co-promotion on author's blog, ObjectsOfMyDesire.blogspot.com
- Google AdWords campaign

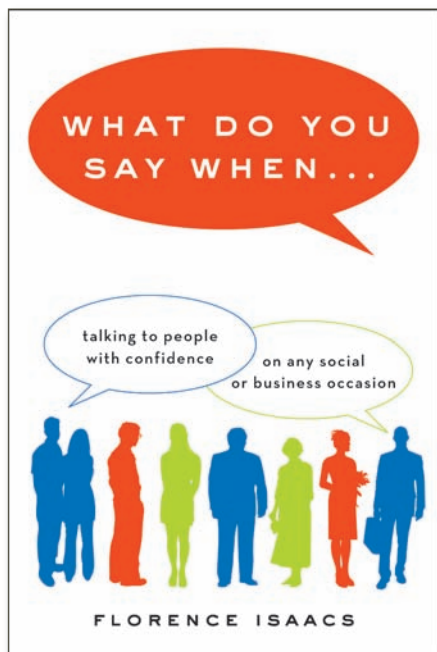
Co-Promotion with Housing Works Thrift Stores and HousingWorks.org

Co-Promotion with Housing Works's "Design on a Dime" Event in New York City

Buzz Mailing to Interior Design Community, Thrift Stores, and Flea Markets

House & Home (HOM000000)
8½ x 9½; 240 pages; 250 full-color photos
Hardcover ISBN/EAN: 978-0-307-40625-5
\$27.50 (Canada: \$32.00)
On Sale 5/5/09

All rights: Crown



National Publicity

Online Promotion

- Advertising on career and business websites
- Co-promotion on the author's website, FlorenceIsaacs.com
- Google AdWords campaign

Also by Florence Isaacs

Just a Note to Say...

978-0-307-23665-4

\$18.00 (Canada: \$26.00)

Here's to You!

978-0-609-60919-4

\$18.00 (Canada: \$27.00)

What Do You Say When...

Talking to People with Confidence on Any Social
or Business Occasion

Florence Isaacs

The ideal handbook for cultivating the lost art of conversation in the 21st century.

Have you ever walked alone into a room of chattering people and felt nervous? Is the idea of attending a wedding or job interview where you won't know many people intimidating? The art of conversation is a necessary skill for navigating life's social and business occasions, and with practice you can develop the ability to easily talk to people. *What Do You Say When...* is a smart, useful tool that will help you assess all situations and approach people with confidence.

When you can chat easily and know the right things to say, you not only feel more relaxed but also make others feel comfortable. *What Do You Say When...* provides a complete guide to conversation in a variety of circumstances. It teaches the basics plus helpful rules that work anywhere and with anyone—at cocktail parties, dinners, charity benefits, job interviews, conferences and conventions, dates, and even at family reunions and other gatherings.

Also covered are never-fail conversation openers and strategies for expanding conversation and getting to know casual social or business contacts better. You'll learn how to find appropriate words for difficult times, such as a friend's divorce, illness, or job loss, or when someone's loved one has died. Included, too, are tips on teaching your children to converse politely.

Filled with examples, ideas, and practical advice, *What Do You Say When...* helps you master one of life's most essential skills.

FLORENCE ISAACS is the author of eight books, including the bestselling *Just a Note to Say...*

Reference—Etiquette (REF011000)

5 x 7⁵/₈; 160 pages

Hardcover ISBN/EAN: 978-0-307-40528-9

eBook ISBN: 978-0-307-45368-6

\$18.00 (Canada: \$21.00)

On Sale 5/5/09

British: Crown

Translation: Linda Konner Literary Agency

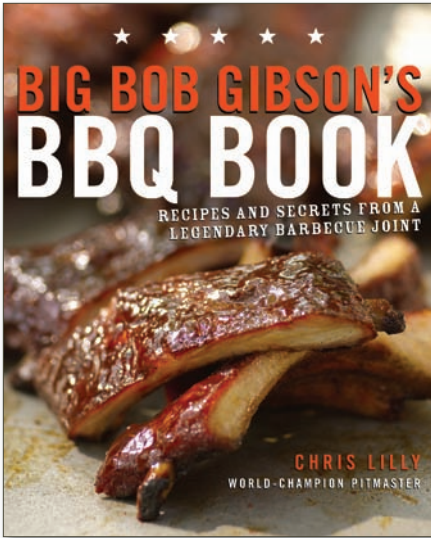
First Serial: Crown

Audio: Crown

BIG BOB GIBSON'S BBQ BOOK

RECIPES AND SECRETS FROM A LEGENDARY BARBECUE JOINT





National Publicity

National Television Appearances

National Public Radio Campaign

5-City Author Tour

Charlotte
Memphis
Nashville
New York City
Raleigh

Online Promotion

- *USA Today* online campaign
- Advertising on men's interest websites
- Co-promotion with BigBobGibson.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

Co-Promotion with Kingsford Charcoal

Promotion at Major BBQ Events

Nationally, Including Memphis in May

Outreach to National Barbecue

Association, Southern Foodways Alliance,
and others

THE PRIDE OF DECATUR, ALABAMA, AND PERENNIAL WINNERS OF THE WORLD CHAMPIONSHIP BBQ COOK-OFF, BIG BOB GIBSON BAR-B-Q IS KNOWN FOR MAKING THE COUNTRY'S BEST BARBECUE. IN THEIR FIRST COOKBOOK THE GIBSON FAMILY REVEALS THE SECRETS OF THEIR FAMOUS LOW-AND-SLOW COOKING, WITH RECIPES ADAPTED FOR THE HOME CHEF.

Winners of the World Championship BBQ Cook-Off for six years in a row and with hundreds of other contest ribbons as well, nobody does barbecue better than Big Bob Gibson Bar-B-Q in Decatur, Alabama. Chris Lilly, executive chef of Big Bob Gibson Bar-B-Q and great-grandson-in-law of Big Bob himself, now passes on the family secrets in this quintessential guide to barbecue.

From dry rubs to glazes and from sauces to slathers, Lilly gives the lowdown on Big Bob Gibson Bar-B-Q's award-winning seasonings and combinations. You'll learn the unique flavors of different woods and you'll get insider tips on creating the right heat—be it in a charcoal grill, home oven, or backyard ground pit. Then, get the scoop on pulled pork, smoked beef brisket, pit-fired poultry, and, of course, ribs.

Complete the feast with sides like red-skin potato salad and black-eyed peas. And surely you'll want to save room for Lilly's dessert recipes such as Big Mama's Pound Cake. Loaded with succulent photographs, easy-to-follow instructions, and colorful stories, *Big Bob Gibson's BBQ Book* honors the legacy of Big Bob Gibson—and of great barbecue.

Vice president, executive chef, and partner of Big Bob Gibson Bar-B-Q, **CHRIS LILLY** oversees the two company-owned restaurants as well as their new chain of franchises.

Cooking—Barbecue (CKB005000)

7³/₈ x 9¹/₈; 272 pages; 75 full-color photos

Paperback ISBN/EAN: 978-0-307-40811-2

\$24.95 (Canada: \$28.95)

On Sale 5/12/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Miller Literary Agency

CHRIS LILLY
WORLD-CHAMPION PITMASTER





National Publicity

Author Events and Interviews out of New York

Online Promotion

- Advertising on the Gothamist network
- Advertising on food, craft, and green websites
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

Big-Mouth Mailing to Key Members of National Center for Home Food Preservation, Slow Food Movement, and Organic Food Organizations

Well-Preserved

Recipes and Techniques for Putting Up Small Batches of Seasonal Foods

Eugenia Bone

A sophisticated, updated look at canning and preserving in small batches, with fast, elegant, and easy recipes for using the bounty of your pantry all year long.

Most of us remember our mothers or grandmothers painstakingly canning tomatoes on a sweltering summer day, so they'd be able to grab them from the basement pantry come winter. But how can a busy person with limited space and a desire to eat more expansively than bread and butter pickles put up the seasons' delicious bounty to savor later in the year?

Eugenia Bone, a New Yorker who grew up with an Italian father who was forever canning and preserving everything from olives to tuna, has perfected the art of preserving in a more accessible way. She shares simpler methods that allow you to preserve meat, fruits, and vegetables in smaller batches all year long using low-tech options like oil-preserving, curing, and freezing. For the traditionalists, she also covers conventional water bath and pressure canning in detail. She explains the safest ways to preserve, so that you can rest assured your food is stable and safe.

For anyone who's ever headed to their local farmers' market reciting the mantra "I will not overbuy," but has lumbered home with bags overflowing with delicious summer strawberries, zucchini blossoms, and tomatoes, or autumn apples, pears, and cauliflower, this book will be your saving grace and provide you with fresh meals all year.

EUGENIA BONE is the author of *At Mesa's Edge* and *Italian Family Dining*. Her work has appeared in *Saveur*, *Food & Wine*, *Gourmet*, the *New York Times*, and many other publications.

Cooking—Canning & Preserving (CKB015000)

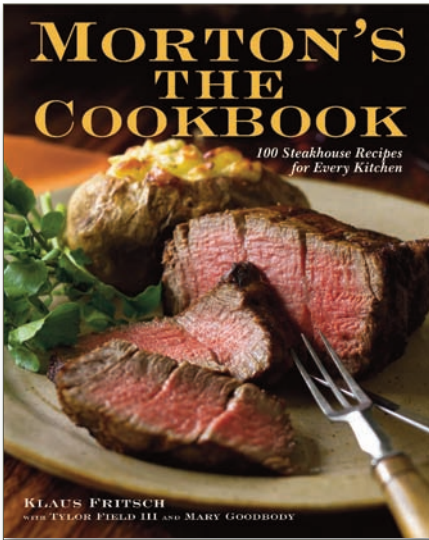
7 7/16 x 9; 224 pages; 45 full-color photos

Hardcover ISBN/EAN: 978-0-307-40524-1

\$30.00 (Canada: \$35.00)

On Sale 5/12/09

All rights: Crown



Morton's the Cookbook

100 Steakhouse Recipes for Every Kitchen

Klaus Fritsch with Tylor Field III and Mary Goodbody

Bring the best, home-cook-friendliest dishes from one of the most well-respected steak restaurant empires in the world to your dinner table with Morton's the Cookbook.

Drawing from the spirit of the menus at Morton's original Chicago location and their 80 other restaurants around the country and the world, *Morton's the Cookbook* includes familiar and delicious American steakhouse fare accented by the flavors picked up as the restaurant has grown to span the globe.

The expert on steak, Morton's shares its wealth of information on how to cook your steak to perfection in enticing recipes such as New York Strip Roast with Three Peppercorn Sauce and Bone-in Ribeye with Rancher's Rub. Complete your meal at home with recipes for delicious appetizers and classic steakhouse sides, such as Five-Onion Soup, Maine Lobster and Avocado Salad, and Blue-Cheese French Fries. Tempting desserts round out this bold collection of delectable dishes.

Beautifully illustrated throughout with full-color photographs and featuring 100 tantalizing recipes, *Morton's the Cookbook* brings Morton's exceptional fare to your home every day.

MORTON'S THE STEAKHOUSE first opened in December 1978 in Chicago; today, there are more than 80 Morton's steakhouse restaurants located in the United States, Canada, and Asia. **KLAUS FRITSCH** is Morton's cofounder and executive chef.

National Publicity

Online Promotion

- Advertising on BestLife.com
- Advertising on FoodNetwork.com
- Advertising on Citysearch.com
- Co-promotion on Mortons.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

Cross-Promotion with Morton's 80 Locations and Morton's National Campaign

Also by Klaus Fritsch and Mary Goodbody

Morton's Steak Bible

978-1-4000-9794-4

\$32.50 (Canada: \$37.95)

Cooking—Meat (CKB054000)

8 x 10; 240 pages; 75 full-color photos

Hardcover ISBN/EAN: 978-0-307-40946-1

\$32.50 (Canada: \$37.95)

On Sale 5/19/09

British: Crown

Translation: Crown

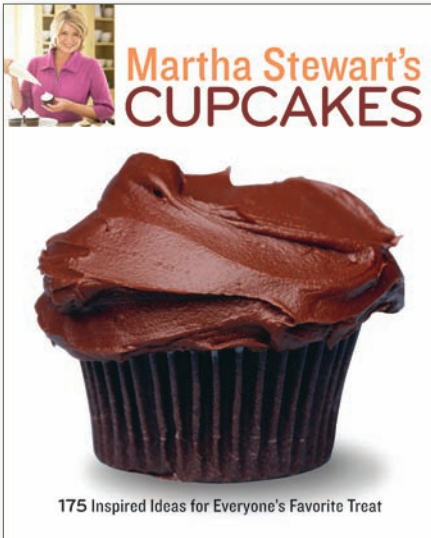
First Serial: Crown

Audio: Dystel & Goderich Literary Agency

175 Inspired Ideas for Everyone's Favorite Treat



Martha Stewart's CUPCAKES

**National Publicity****National Television Appearances****National Radio Campaign****Advertising***Martha Stewart Living***Online Promotion**

- *New York Times* online campaign
- *USA Today* online campaign
- Advertising at iVillage.com
- Advertising on food and baking sites and blogs such as Eater.com
- Co-promotion with marthastewart.com
- Potter Recipe Club feature
- Major food blog outreach

Also by Martha Stewart Living magazine*Martha Stewart's Cookies*

978-0-307-39454-5

\$24.95 (Canada: \$27.95)

*The Martha Stewart Living Cookbook:**The New Classics*

978-0-307-39383-8

\$35.00 (Canada: \$44.00)

There's no better authority on delectable desserts than Martha Stewart. She and her ingenious team of editors have consistently created the most delicious recipes, and their dedication to simple instructions, how-to photographs, and beautiful styling is unparalleled. And there's no more in-demand dessert right now than cupcakes.

Martha Stewart's Cupcakes features 175 ideas and includes recipes for the cupcakes, frostings and fillings, and toppings, along with a trove of suggestions for tastefully decorating and embellishing. From classics such as devil's food cupcakes to sweet surprises like peanut butter and jelly cupcakes, and from elegant delicacies like tiny cherry-almond tea cakes to festive show-stoppers topped with pretzel butterflies or candy clowns, each cupcake is accompanied by a gorgeous color photograph. They will inspire home bakers for every occasion—birthdays, holidays, and special days such as weddings and showers—as well as for everyday fun.

Martha Stewart's Cupcakes also includes templates for stencils and other decorative flourishes, an equipment glossary, and step-by-step instructions for basic and advanced decorating techniques, plus ideas for presenting and packaging the cupcakes in Martha's trademark style.

MARTHA STEWART LIVING magazine was first published in 1990. The magazine's editors have published more than three dozen books since then.

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

Cooking (CKB000000)

7³/₈ x 9¹/₄; 352 pages; 200 full-color photos

Paperback ISBN/EAN: 978-0-307-46044-8

\$24.95 (Canada: \$28.95)

On Sale 6/2/09

British: Crown

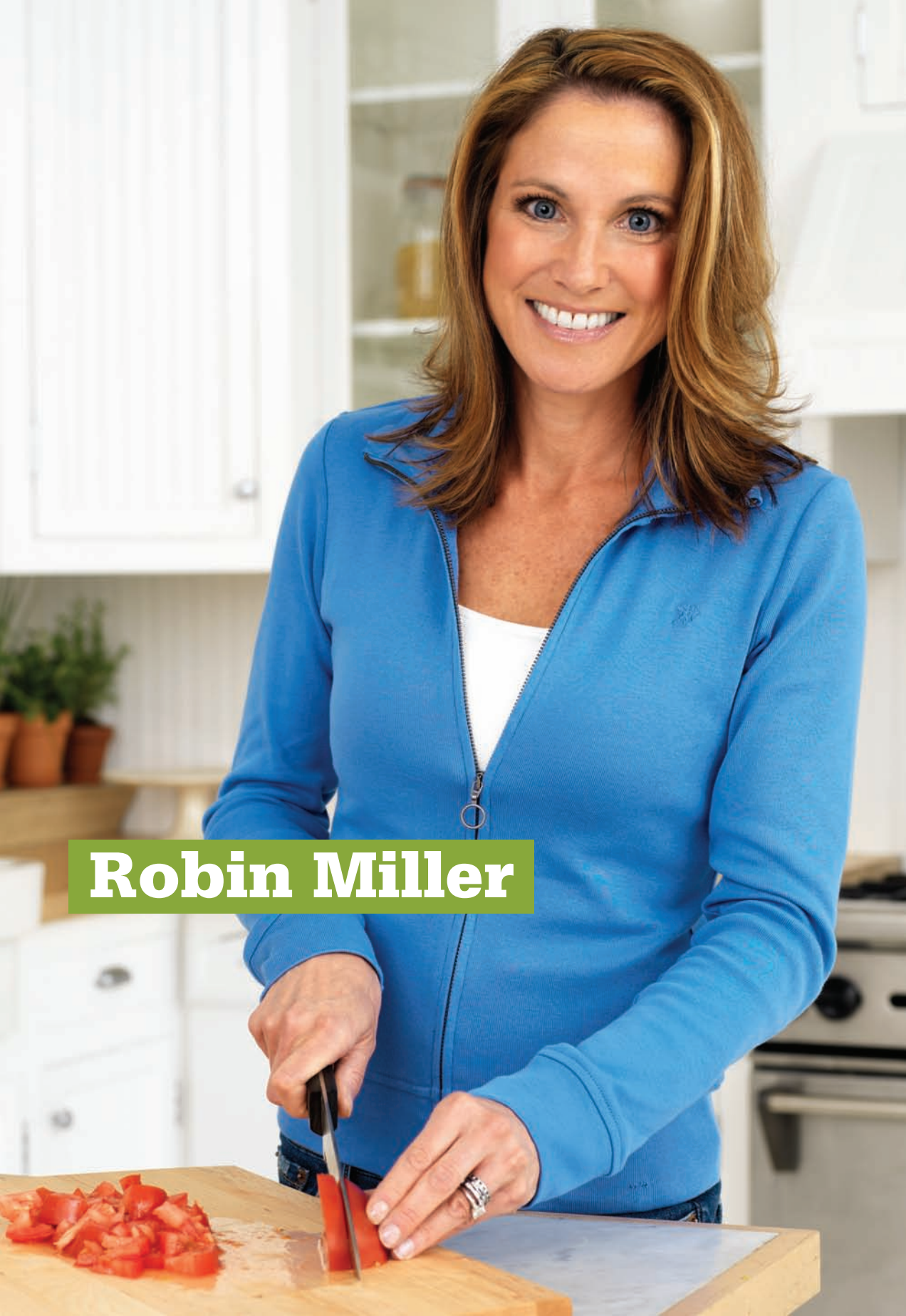
Translation: Crown

First Serial: Crown

Audio: Martha Stewart Living



For the 1.8 million readers of MARTHA STEWART LIVING, the 2 million people who tune in to her daily television show, and all the kids and grown-ups who can't get enough of America's favorite treat: cupcakes.



Robin Miller



Robin Rescues DINNER

52 Weeks of Quick-Fix Meals, 350 Recipes, and a Realistic Plan to Get Home-Cooked Weeknight Dinners on the Table

National Publicity

National Television Appearances

6-City Author Tour

Chicago	New York
Detroit	Philadelphia
Minneapolis	Scottsdale

Online Promotion

- Advertising on iVillage.com
- Advertising on blogs such as Hipmomma.com and other motherhood-related sites
- Advertising on FoodNetwork.com and AllRecipes.com
- Promotion on Potter Recipe Club e-newsletter
- Cross promotion at Robin-Miller.com
- Google AdWords campaign

Buzz Mailing to PTA List

Also by Robin Miller

Picnics Deck
978-0-307-39549-8
\$14.95 (Canada: \$16.95)

WITH EVERYONE FEELING PRESSED FOR TIME and our increasingly busy schedules, it's easy for homemade weeknight meals to disappear from our lives. But never fear, Robin Miller is here to save dinner—and your sanity—with recipes that will help you put delicious dinners on the table quickly and easily.

Robin has garnered legions of fans with the tempting and time-saving meals she cooks on her popular Food Network shows, *Quick Fix Meals with Robin Miller* and *Robin to the Rescue*. In *Robin Rescues Dinner* she takes things to the next level, creating week-by-week food plans that include everything from prepping ahead to taking time off for take-out night. With three planned meals a week plus optional side dishes, desserts, and heaps of ideas for morphing one meal into another, you'll be able to create wholesome meals every night. One hundred nearly "instant meal" ideas mean dinner can be ready in minutes even if you haven't prepped ahead.

With 350 recipes brought to life in tantalizing color photographs, *Robin Rescues Dinner* makes it easier than ever to gather around the dinner table for a healthy, home-cooked meal.

ROBIN MILLER is the host of Food Network's *Quick Fix Meals with Robin Miller* and *Robin to the Rescue* and has written three other cookbooks. She has a master's degree in food and nutrition from New York University.

Cooking (CKB000000)

7³/₈ x 9¹/₈; 304 pages; two 16-page full-color inserts

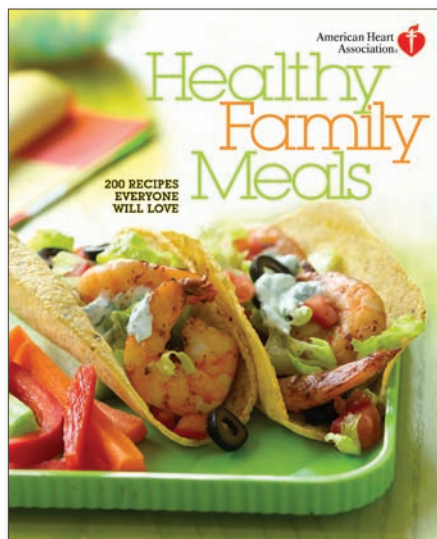
Paperback ISBN/EAN: 978-0-307-45140-8

\$19.95 (Canada: \$22.95)

On Sale 6/16/09

All rights: Crown

Save the **home-cooked** weeknight dinner from extinction with **fabulous, easy recipes** and **real-life strategies** from Food Network star **Robin Miller**.



National Publicity

Online Promotion

- Advertising on iVillage.com and Prevention.com
- Advertising on healthy eating websites
- Outreach to mommy bloggers
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

Cross-Promotion with American Heart Association and AmericanHeart.org

American Heart Association Healthy Family Meals

200 Recipes Everyone Will Love

American Heart Association

In its first-ever full-color cookbook, the AHA shows moms and dads how to create a healthy family food culture at home.

Most families face the challenge of incorporating good nutrition into their children's lives. Kids beg for french fries and refuse to eat their carrots, and often, busy, tired parents aren't sure how to get their family on a healthy course. But as childhood obesity, heart disease, and type-2 diabetes threaten this generation's children, developing healthy eating patterns has become more important than ever. Now, the nation's most trusted authority on heart-healthy living offers solutions for families in *American Heart Association Healthy Family Meals*. Bursting with more than 175 recipes, this book will help the home's cook bring healthy meals to the kitchen table that *everyone* will enjoy.

Designed for ease and loaded with more than 75 vibrant full-color photographs, this cookbook also includes important information on how to make healthy choices in the grocery store, and even in restaurants, as well as how to deal with picky eaters and how to involve children in the kitchen. The family cook will find dozens of main dishes that can be completed from start to finish in 30 minutes or less along with hundreds of useful tips on how to incorporate good foods into everyday meals. A must-have in every kitchen, *American Heart Association Healthy Family Meals* will help set the course for a lifetime of healthy eating for the whole family.

THE AMERICAN HEART ASSOCIATION is the nation's premier authority on heart health.

Cooking (CKB000000)

8 x 10; 256 pages; 80 full-color photographs

Hardcover ISBN/EAN: 978-0-307-45059-3

\$35.00 (Canada: \$40.00)

On Sale 8/4/09

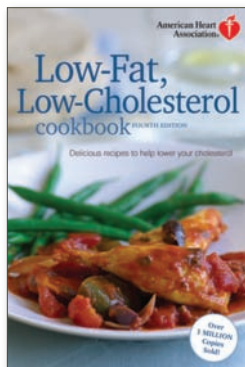
British: American Heart Association

Translation: American Heart Association

First Serial: Crown

Audio: Crown

Also by the American Heart Association



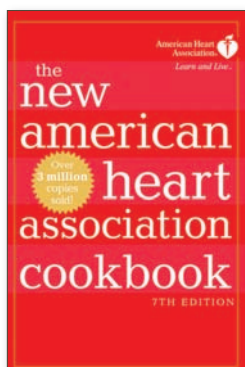
AHA Low-Fat, Low-Cholesterol Cookbook, 4th Edition
978-0-307-40755-9
\$25.95 (Canada: \$30.00)



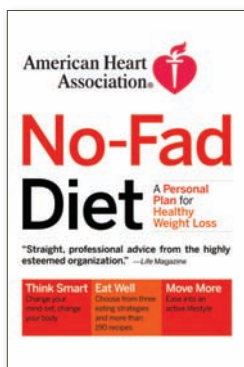
AHA Low-Salt Cookbook, 3rd Edition
978-1-4000-9762-3
\$15.95 (Canada: \$21.00)



AHA Quick and Easy Cookbook
978-0-609-80862-7
\$15.95 (Canada: \$23.95)



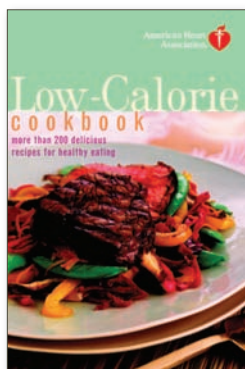
The New AHA Cookbook, 7th Edition
978-0-307-35205-7
\$19.95 (Canada: \$24.95)



AHA No-Fad Diet
978-0-307-34742-8
\$15.95 (Canada: \$19.95)

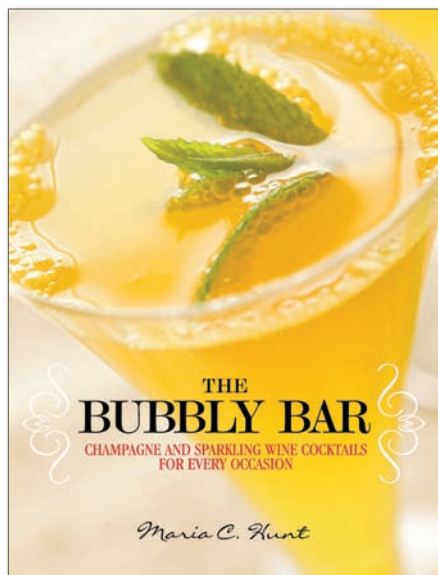


AHA Meals in Minutes Cookbook
978-0-609-80977-8
\$15.95 (Canada: \$23.95)



AHA Low-Calorie Cookbook
978-0-8129-2855-6
\$15.95 (Canada: \$22.95)





National Publicity

Online Promotion

- Advertising and outreach to cocktail and lifestyle websites and blogs
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

Buzz Mailing to Liquor Companies, Vineyards, and Champagne Companies

The Bubbly Bar

Champagne and Sparkling Wine Cocktails
for Every Occasion

Maria C. Hunt, Photographs by Paul Body

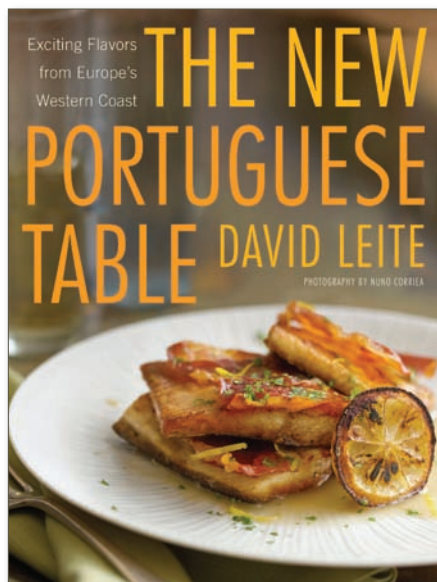
With fresh ingredients and superior flavors, champagne and sparkling wine cocktails have been reimagined to be the fashionable drink du jour for everyday occasions and special celebrations. With better quality now available and at prices anyone can afford, putting a little sparkle into your drinks is easier than ever.

Champagne and sparkling wine sales are exploding. With more than 900 million glasses of bubbly sold in 2007 alone, champagne and sparkling wines are now more accessible and affordably priced. People are sidling up to the bar for champagne drinks and bartenders are mixing them with everything from rum and gin to seasonal fruit and handcrafted syrups to create delicious cocktails.

Categorized into Classics, Bubbletinis, Fruitful Fizz, Rose-Colored, Latin Libations, Floral-Flavored, and Happy Endings (dessert) cocktails, *The Bubbly Bar* emphasizes intense flavor combinations, fresh ingredients, and minimal effort. With creative recipes the home bartender can make to impress friends—from classics like the Kir Royale (champagne and Cassis) or the Bellini (Prosecco and peach purée) to more contemporary pairings like the Ginger Snap (sparkling sake and ginger root), *The Bubbly Bar* also explains how to choose the best champagne, sparkling shiraz, or Prosecco in every price range.

MARIA C. HUNT is a Culinary Institute of America Certified Wine Professional and an award-winning food and wine writer for the *San Diego Union-Tribune*, *Chicago Tribune*, and others. Her website, TheBubblyGirl.com, is a destination for people who share her love of bubbly.

Cooking—Wine & Spirits (CKB000000)
6 x 8; 112 pages; 75–100 full-color photos
Hardcover ISBN/EAN: 978-0-307-40647-7
\$16.95 (Canada: \$19.95)
On Sale 8/25/09
All rights: Crown

**National Publicity****National Radio Campaign****Online Promotion**

- Advertising on the Gothamist Network
- Advertising on FoodNetwork.com
- Advertising on food blogs such as Serious Eats, eGullet, and others
- Co-promotion on the author's website, LeitesCulinaria.com
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

Buzz Mailing to Portuguese Interest Groups

The New Portuguese Table

Exciting Flavors from Europe's Western Coast

David Leite

The ultimate resource for bringing the vibrant, winning flavors of Portugal into your home with accessible new recipes and updated classics.

Nestled between the Atlantic Ocean and Spain, Portugal is today's hot-spot vacation destination, and world travelers are enthralled by the unique yet familiar cuisine of this country. *The New Portuguese Table* takes you on a culinary journey into the soul of this fascinating nation and looks at its 13 surprisingly different historical regions, and their food culture, typical dishes, and wines. This book also showcases Portugal's pantry of go-to ingredients, such as smoked sausages, peppers, cilantro, seafood, olive oil, garlic, beans, tomatoes, and bay leaves—all beloved by Americans and now combined in innovative ways.

In *The New Portuguese Table*, David Leite provides a contemporary look at the flavorful food of this gastronomic region, sharing both the beloved classics he remembers from cooking at his grandmother's side, such as Slowly Simmered White Beans and Sausage, as well as modern dishes defining the country today, like Olive Oil–Poached Fresh Cod with Roasted Tomato Sauce.

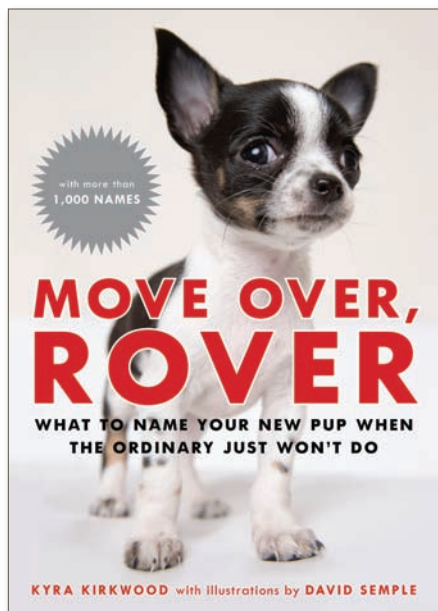
With full-color photographs throughout and a contemporary perspective, *The New Portuguese Table* is the handbook to the exciting cuisine of Portugal.

DAVID LEITE, a Portuguese citizen, is a James Beard Award–winning writer and the founder of the popular website LeitesCulinaria.com, a hub for recipes and food journalism.

Cooking—Portuguese (CKB066000)
7 7/16 x 10; 256 pages; 75 full-color photos
Hardcover ISBN/EAN: 978-0-307-39441-5
\$32.50 (Canada: \$37.95)

On Sale 8/18/09

All rights: Crown



National Publicity

Online Promotion

- Advertising on Dogster.com, DailyKibble.com, and other pet-related sites
- Google AdWords campaign

Buzz Mailing to ASPCA, Shelters, Breeders, and Veterinarians

Move Over, Rover

What to Name Your New Pup
When the Ordinary Just Won't Do

Kyra Kirkwood, Illustrations by David Semple

Ella, Bianca, Sebastian, Naomi, Chance...the most popular baby names of the year? Wrong! They're some of the most favored dog names. Yes, people are taking their canine's moniker more seriously than ever before, and Move Over, Rover will help them pick a name to match their pooch's personality precisely.

Dog ownership is at an all-time high and Americans spent \$39 billion on their doggie friends in 2007. Celebrities carry their pooches around like accessories, and dog spas and canine haute couture are becoming nearly as prevalent as upscale children's boutiques and nail salons.

With the invigorated passion for our pets, it's only natural that run-of-the-mill names like Spot and Rover are passé. Instead, try naming your dog after your favorite superhero or literary figure. *Move Over, Rover* begins with a personality test so you can determine whether your furry companion is a doggie Diva, a Jock, a Wallflower, or even a Cheerleader. Once you've got that figured out, there are hundreds of names suggested—with their meanings provided as well.

Also included: how to teach your pup his name, make delicious homemade doggie treats, and sidebars on presidential, Hollywood, and historically popular dog names. Dog owners everywhere are sure to find a unique and imaginative name worthy of the newest member of the family.

KYRA KIRKWOOD is a contributing editor to *Dog Fancy* magazine and *Veterinary Practice News*. She rescues dogs and acts as a dog adoption facilitator in Orange County, California.

DAVID SEMPLE has been illustrating books, magazines, advertisements, and TV commercials for 16 years. He lives in York, England. His work can be found at DavidSemple.co.uk.

Pets—Dogs (PET004000)

5 x 7 1/8; 128 pages; 50 two-color illustrations

Paperback ISBN/EAN: 978-0-307-45357-0

\$13.95 (Canada: \$16.95)

On Sale 8/25/09

British: Crown

Translation: Becker & Mayer

First Serial: Crown

Audio: Becker & Mayer



National Publicity

National Television Appearances

Online Promotion

- *USA Today* online campaign
- Advertising on Latino-interest websites
- Advertising on FoodNetwork.com and other food-interest sites
- Co-promotion on the author's website, ChefMarcela.com, and MySpace page, MySpace.com/ChefMarcela
- Promotion on Potter Recipe Club e-newsletter
- Google AdWords campaign

Fresh Mexico

100 Simple Recipes for True Mexican Flavor

Marcela Valladolid

A vivacious, fresh new voice for authentic Mexican flavor without the fuss, Marcela Valladolid presents modern Mexican fare that can be enjoyed any night of the week.

In *Fresh Mexico*, Marcela Valladolid shows how refreshing and easy to prepare the foods from her native country really is, delivering vibrant flavor without forcing home cooks to source hard-to-find ingredients or spend hours chained to the stove. Crunchy beef tacos, overstuffed burritos, and processed cheese-filled quesadillas may be America's idea of Mexican food, but Marcela is ready to change that.

Dedicated to traditional foods, Marcela also understands the difficulties of feeding a family on a weeknight. Her recipes are quick to pull together, using easy-to-find ingredients and simple cooking techniques. You'll find dishes such as Cream of Avocado Soup with Lobster and Mango, Oaxaca-Style Short Ribs, and Fresh Guava Layer Cake all revelatory in their depth of flavor.

With more than 100 delicious recipes and beautiful color photography throughout, *Fresh Mexico* introduces a new generation of Americans to the exciting, easy cuisine of modern Mexico.

MARCELA VALLADOLID is the host of *Relatos con Sabor (Stories with Flavor)*, which airs in every Latin American country on Discovery Travel and Living, as well as on Discovery Familia in the United States. She will be the executive chef of a restaurant opening in fall of 2009 in San Diego.

Cooking—Mexican (CKB056000)

7³/₈ x 9¹/₈; 256 pages; 100 full-color photos

Paperback ISBN/EAN: 978-0-307-45110-1

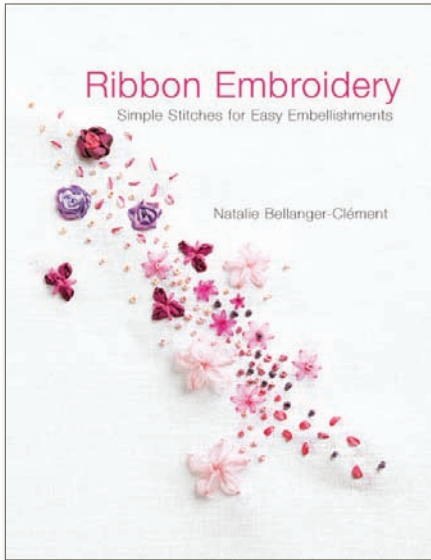
\$22.50 (Canada: \$25.99)

On Sale 8/25/09

All rights: Crown



POTTER STYLE



National Publicity

Online Promotion

- Advertising at Knitty.com, Knitters-Review.com and CrazyAuntPurl.com
- Advertising on Ravelry.com
- Promotion on Potter Craft News blog
- Google AdWords campaign

Ribbon Embroidery

Simple Stitches for Easy Embellishments

Natalie Bellanger-Clément

The ultimate portable reference for creative stitchers, Ribbon Embroidery includes instructions, pictures, and templates for 30 unique designs featuring ribbon—from the simple to the complex, all in six steps or fewer!

As any stitcher knows, embroidery is one of the best ways to personalize any garment or home accessory. Using ribbon in your project provides a two-fold benefit: it's not only beautiful, it makes a stronger impact more quickly. Designs can be finished in half the time, since ribbon is generally much wider than standard embroidery thread. Any fabric can be dressed up with a few well-placed stitches.

But you don't have to be confined to a pattern—with some basic knowledge and imagination, you can create your own designs in no time. You'll learn a wide variety of stitches, from vines and flower petals to latticework and lines that evoke flames. Each stitch is described and illustrated in detail—and all of the projects can be completed in fewer than six steps! A handful of larger templates highlight suggested stitch combinations to get your creativity flowing, but the most beautiful designs are sure to be the ones you create on your own.

NATALIE BELLANGER-CLEMENT is a textile professor who also teaches embroidery. She is a frequent contributor to *Marie Claire Idées*, and lives in Paris, France.

Crafts & Hobbies—Embroidery (CRA008000)

7½ x 9⅝; 64 pages; 250 full-color photos

Paperback with flaps ISBN/EAN: 978-0-307-45381-5

\$13.95 (Canada: \$16.95)

On Sale 5/5/09

British: Crown

Translation: Hachette Livre

First Serial: Crown

Audio: Hachette Livre



National Publicity

Online Promotion

- Advertising on iVillage.com
- Advertising on Knitty.com, Knitters-Review.com and CrazyAuntPurl.com
- Advertising on Ravelry.com
- Promotion on Potter Craft News Blog
- Google AdWords campaign

Promotion at The National NeedleArts Association Market and Consumer Craft Shows

Outreach to Teddy Bear Enthusiasts

The Best-Dressed Knitted Bear

Dozens of Patterns for Teddy Bears, Bear Costumes, and Accessories

Emma King

The Knitted Teddy Bear is a Potter Craft classic, and has spawned a series of toy books that are as popular as they are adorable. In The Best-Dressed Knitted Bear, knitwear designer Emma King gives teddy bear lovers and knitters everywhere new patterns for knitted teddies—and a wardrobe of outfits to dress them in.

What could be cuter than a hand-knitted bear? One with a complete—and completely adorable—hand-knitted wardrobe!

The Best-Dressed Knitted Bear provides knitters with patterns for six different varieties of teddy bear, and then demonstrates how to mix up yarn types and color choices to completely personalize each one.

But where would a teddy bear be without a snuggly sweater... or pirate outfit? These 18 adorable ensembles take teddy from a day at the beach (Hula Bear) to a jungle adventure (Safari Bear). With so many special characters to create, you'll love knitting these thoughtful gifts as much as the children in your life will cherish their cuddly new friends.

EMMA KING is a knitwear designer with a passion for color and texture. She is a design consultant for Rowan Yarns, and is the author of several knitting books.

Crafts & Hobbies—Knitting (CRA015000)

8⁵/₈ x 8⁵/₈; 96 pages; 50 full-color photos

Paperback ISBN/EAN: 978-0-307-45382-2

\$19.95 (Canada: \$22.95)

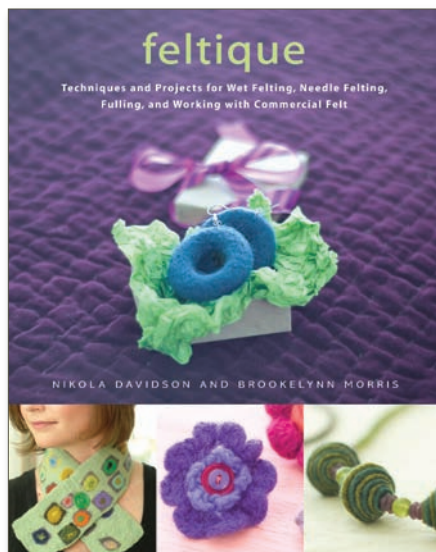
On Sale 5/5/09

British: Anova Books

Translation: Anova Books

First Serial: Crown

Audio: Anova Books



National Publicity

Author Events and Appearances at Crafter Fairs

Online Promotion

- Advertising on Knitty.com, Knitters-Review.com and CrazyAuntPurl.com
- Advertising on Ravelry.com
- Advertising on Craftzine.com and DIYIdeas.com
- Cross-promote on author's website, StickyWicketCrafts.com
- Promotion on Potter Craft News Blog
- Google AdWords campaign

Promotion at The National NeedleArts Association Market and Consumer Craft Shows, Including Maker Faire

Feltique

Techniques and Projects for Wet Felting, Needle Felting, Fulling, and Working with Commercial Felt

Nikola Davidson and Brookelynn Morris

With extensive information on a variety of felting techniques, as well as more than 45 projects—from hats and necklaces to blankets and baby booties—Feltique is the definitive guide for this versatile medium.

What can you make from felt? What *can't* you make from felt! *Feltique* shows you step by step how to master this versatile material. In one simple guide, you'll have everything at your fingertips to create charming projects using a variety of felting techniques: wet felting, needle felting, fulling, and sewing commercial felt.

You'll learn:

- Wet felting—a process involving heat, moisture, and agitation—requires only a little soap, hot water, and elbow grease.
- Needle felting—in which you turn wool fiber into needle felt by merely pricking it with a felting needle—is like sculpting with wool.
- Fulling—the process of knitting or crocheting a garment and then agitating it in hot water and soap—creates a strong, durable wool fabric.

More than 45 unique projects offer quick and simple designs for beginners as well as fun and challenging endeavors for experts, and the techniques are perfect for creating everything from warm and fuzzy clothing to useful household items. For limitless inspiration in making all things felt and beautiful—from bauble earrings to baby rattles, hats to handbags—*Feltique* is the definitive guide.

NIKOLA DAVIDSON is the founder of Sticky Wicket Crafts as well as the cofounder and first president of Urban Craft Uprising. BROOKELYNN MORRIS's work has been featured on the cover of *Craft* magazine, where she is also a contributing writer.

Crafts & Hobbies—Knitting (CRA015000)

Crafts & Hobbies—Crocheting (CRA004000)

8½ x 10⅞; 160 pages; 100-125 full-color photos

Hardcover ISBN/EAN: 978-0-307-40699-6

\$29.95 (Canada: \$34.00)

On Sale 5/19/09

All rights: Crown



National Publicity

Online Promotion

- Advertising on Makezine.com
- Advertising on mommy blogs
- Promotion on Potter Craft News Blog
- Google AdWords campaign

Outreach to Boating Enthusiasts

Paper Yachts

Streamlined Designs and Water Resistant Templates
to Make and Sail

Nic Compton and Nick Robinson

A sailor's love of the high seas need not be limited by time or money. Anyone can easily enjoy sailing—all it takes is some paper and your own imagination! Fold one of the twenty boats in Paper Yachts and take on the competition in the nearest body of water, indoors or out.

Enjoy big boat racing on a small scale! *Paper Yachts* shows you how to create miniature imitations of four classes of the most competitive yachts on the planet—from the larger International America's Cup craft to the small and nimble Extreme 40s.

Captain your own vessel with sixteen water resistant templates that allow you to test your personal watercraft in the tub, down the stream, or in the pool. Detailed instructions and illustrations help you fold and launch each sailboat, and specially designed courses set you up for some serious match racing or a mixed class regatta.

Loaded with gorgeous photos and nautical trivia, *Paper Yachts* is more than origami, it's the excitement of sailing at your fingertips. So weigh anchor, cast off, and be an admiral of the sea for a day.

NIC COMPTON is a lifelong sailor, former editor of *Boat News*, and the author of *Sailing Solo*, *Voices from the Sea*, and *The Great Classic Yacht Revival*. **NICK ROBINSON** has been creating and writing about origami for more than twenty years. He is the author of *Absolute Beginner's Origami* and *Picture-Perfect Origami*.

Crafts & Hobbies—Papercrafts (CRA025000)

8⁵/₈ x 8⁵/₈; 80 pages; 100 full-color photos

Hardcover ISBN/EAN: 978-0-307-46021-9

\$22.50 (Canada: \$25.99)

On Sale 5/26/09

British: Ivy Press

Translation: Ivy Press

First Serial: Crown

Audio: Ivy Press



Paperie for Inspired Living

Stationery and Decorations for Weddings, Parties,
and Other Special Occasions

Karen Bartolomei

Wedding paperie expert Karen Bartolomei brings 65 all-occasion stationery and decoration projects to paper fans everywhere who fuel the billion-dollar paper craft industry.

With this book from paper guru Karen Bartolomei, even the most budget-conscious host can now create beautiful, customized, coordinated suites of paper products for any occasion—a casual wine-tasting party, elegant wedding, or backyard barbeque, among others.

To get started all you need is a computer, paper, and embellishments you can find in any craft store. Each suite contains several projects, from the all-important invitation to smaller touches like labels, tags, and keepsakes. For instance, in the personal stationery suite you'll learn to make a monogram, thank-you cards, mailing labels, business cards, letterhead, and note cards, while in the New Year's Eve suite the projects include an invitation, menus, resolution sign-in, and drink signs.

In addition to providing inspiration for themed suites, *Paperie for Inspired Living* also includes indispensable advice for invitation wording and etiquette, and provides tips for throwing unforgettable parties, like choosing a color scheme and ideas for breaking the ice.

KAREN BARTOLOMEI was hailed as the "Sky's the Limit Stationer" by *Modern Bride* magazine. Her work has appeared in all the major bridal publications, and she was featured as the paperie expert in HGTV's *The Ultimate Wedding Guide* special. She is the owner and creative director of Grapevine Paperie. Visit her online at GrapevinePaperie.com.

National Publicity

National Television Appearances

Online Promotion

- Advertising on Glam.com
- Advertising on craft blogs
- Cross-promotion at author's website, GrapevinePaperie.com
- Promotion on Potter Craft News Blog
- Google AdWords campaign

Crafts & Hobbies—Papercrafts (CRA025000)
8½ x 10⅞; 160 pages; 75-100 full-color photos
Hardcover ISBN/EAN: 978-0-307-44943-6
\$25.00 (Canada: \$28.95)
On Sale 7/7/09
All rights: Crown



The Alchemy of Color Knitting

Choosing Harmonious Colors

Gina Wilde

For knitters eager to bring a more complex, richer statement of color to their creations, a book that finally breaks down color theory for the crafting world.

Painters, decorators, and designers all study color theory and how it applies to their art. But surprisingly, knitters have few resources in the field, even though the dynamics of, and relationships among, colors can dramatically influence a finished piece.

In *The Alchemy of Color Knitting*, Gina Wilde, creative director of Alchemy Yarns of Transformation, unlocks the secrets of color theory for knitters. Known for her deeply saturated and beautiful yarns, Wilde is the perfect person to explore how color can turn any garment in to a statement. While the projects in the book are all fantastic, what's truly special about each of them is the lesson they offer about understanding color. Wilde explores the meaning of tone on tone, complementary, primary, secondary and tertiary colors, as well as combining color with neutrals and understanding the nuances of hue, value, and intensity. All of the more than 25 projects—from a baby cardigan to an elegant textured wrap—lucidly explain color theory and provide knitters with the confidence to customize their patterns with knowledgeable color choices.

GINA WILDE is the co-owner and creative director of Alchemy Yarns of Transformation—a company known for its elegant, hand-painted yarns. She holds an MFA in Arts and Consciousness, and is an acclaimed teacher on the topics of color and transformation. Her knitwear designs have appeared in *Handknit Holidays*, *The Knitter's Book of Yarn*, *Folk Knits*, and *Interweave Knits* magazine. She is the author of *Shibori Knits*.

National Publicity

Online Promotion

- Advertising on Knitty.com, Knitters-Review.com and CrazyAuntPurl.com
- Advertising on Ravelry.com
- Advertising on Craftster.org and Craftzine.com
- Promotion on Potter Craft News Blog
- Cross-promotion at AlchemyYarns.com
- Google AdWords campaign

Promotion at The National NeedleArts Association Market and Consumer Craft Shows

Also by Gina Wilde

Shibori Knits
978-0-307-39354-8
\$27.50 (Canada: \$32.00)

Crafts & Hobbies—Knitting (CRA015000)

8½ x 10⅞; 144 pages; 60-80 full-color and 20 two-color illustrations

Hardcover ISBN/EAN: 978-0-307-39355-5

\$27.50 (Canada: \$32.00)

On Sale 7/21/09

All rights: Crown

AN EXCERPT FROM

The Alchemy of COLOR KNITTING

BY GINA WILDE

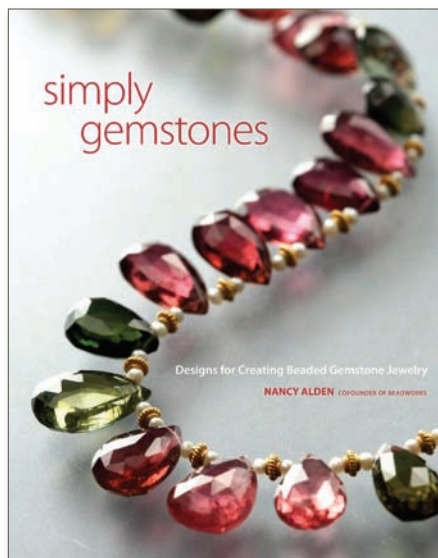
COLOR defines us in more ways than we know. We use it in language to describe emotion and situations. *It's a red-letter day.* Color can suggest an exciting or rare experience, as in *once in a blue moon.* On a deeper level we use color to remember, mark significance, share our joy and our sorrow. Color can seduce, repel, manipulate and soothe us; it has cultural, political, metaphorical, and emotional significance. No one knows how many colors the human eye can perceive, but it's estimated to be about 10 million colors. No wonder we attach so much meaning to color!

For a knitter, color is its own spectacular realm of opportunity and expression. We celebrate the colors of the natural world, find hues that reflect our inner landscape, and fulfill our creative expression in the colors we choose to knit.

—*From the Introduction*







Simply Gemstones

Designs for Creating Beaded Gemstone Jewelry

Nancy Alden, cofounder of Beadworks

The definitive book for beaders who want to work with precious and semi-precious stones, and anyone who wants the high-end look of gemstone jewelry without the high-end price tag.

Celebrities and fashion runways are glittering with gemstones more than ever these days, and chances are that if you're a lover of jewelry and accessories you've lusted after a gem at some point in your life—be it turquoise, emerald, ruby, sapphire, tourmaline, or, of course, a diamond.

Now Nancy Alden returns with her popular Beadworks series, this time introducing readers to what can seem like a daunting project—creating jewelry from gemstones. But in her typical fashion, she takes the anxiety out of the process, showing anyone how to create stunning gemstone earrings, necklaces, and bracelets. Today, precious and semi-precious stones are available in many bead stores and online at a range of price points, making what had once been exclusive, expensive projects completely doable.

You'll also be introduced to stones such as the Peruvian opal, pink sapphire, rutiled quartz and peridot, among a slew of others that you may not be immediately familiar with, but with which it's easy to fall in love. From humble hematite chips to sparkling sapphires and uncut diamonds, in *Simply Gemstones* there's a gem and a corresponding project that is sure to complement your look or make a special gift.

NANCY ALDEN is the author of *Simply Pearls*; *Simply Silver*, *Simply Gold*; and *A Touch of Glass*. She is a jewelry designer and a cofounder of the Beadworks Group. Visit them online at BeadWorks.com.

National Publicity

Online Promotion

- Advertising on Craftster.org and Craftzine.com
- Advertising on Knitty.com, Knitters-Review.com and CrazyAuntPurl.com
- Cross-promotion at author's website, NancyAlden.com
- Promotion on Potter Craft News Blog
- Google AdWords campaign

Also by Nancy Alden

A Touch of Glass

978-0-307-39391-3

\$22.95 (Canada: \$25.95)

Simply Silver, Simply Gold

978-0-307-33952-2

\$22.95 (Canada: \$29.95)

Simply Pearls

978-0-307-33949-2

\$22.95 (Canada: \$29.95)

Crafts & Hobbies—Jewelry (CRA014000)

8½ x 11; 144 pages; 50-60 full-color photos and 35 line drawings

Paperback with flaps ISBN/EAN: 978-0-307-45135-4

\$22.95 (Canada: \$26.95)

On Sale 7/14/09

All rights: Crown



Crochet Adorned

Reinvent Your Wardrobe with Crocheted Accents,
Embellishments, and Trims

Linda Permann

Designer Linda Permann offers crochet lovers 20 projects to embellish existing clothing with beautiful accents and trims.

For crocheters looking for something different or beginners who want a fun way to break into crochet, Linda Permann presents an ingenious reference to add clever touches of crochet to your wardrobe.

Crochet Adorned is about taking garments you already have and embellishing them with crocheted accents and trims. These simple crochet projects will give tons of personality to an array of clothes and home accessories, whether it's a T-shirt sitting in the back of the closet or a vintage find that might be a little plain. You'll find fashion projects (Garden Party Cardigan, Modern Harlequin Dress, Scalloped Spring Jacket), home projects (Vintage Kitchen Trivets, Butterfly Apron), and accessories to crochet from scratch.

Crochet Adorned also includes crochet basics, tips on choosing the right garments, and a dictionary filled with 100 stitches, edgings, and motifs you can substitute into the projects—or use as the building blocks for your own creations.

From easy appliqués to delicate edgings, *Crochet Adorned* is full of solid techniques and stylish projects that will make it a must-have for fashion-conscious crafters.

LINDA PERMANN is a crochet designer and the former Craft and Decorating Editor of *Adorn* magazine. She is a regular contributor to CraftStylish.com, and maintains her own blog at LindaMade.com.

National Publicity

Online Promotion

- Advertising on Knitty.com, Knitters-Review.com and CrazyAuntPurl.com
- Advertising on Craftster.org and Craftzine.com
- Advertising on Ravelry.com
- Promotion on Potter Craft News Blog
- Google AdWords campaign

Promotion at The National NeedleArts Association Market and Consumer Craft Shows

Crafts & Hobbies—Crocheting (CRA004000)

8½ x 10⅞; 160 pages

150-175 full-color and 100 black-and-white illustrations

Paperback with flaps ISBN/EAN: 978-0-307-45196-5

\$24.95 (Canada: \$28.95)

On Sale 8/11/09

All rights: Crown

bend the rules

« WITH »

FABRIC

by
the author of
**bend-the-rules
SEWING**

AMY KAROL

With the same encouraging voice and expert advice found in Amy Karol's groundbreaking book, *Bend-the-Rules Sewing*, this new resource explores the numerous ways to further personalize handmade projects by designing fabrics through printing, painting, and dyeing techniques.

« FUN »
SEWING
PROJECTS WITH
STENCILS, STAMPS, DYE,
PHOTO TRANSFERS, SILK
SCREENING, AND
« MORE »



THE PROJECTS «

STAMPED BELT

This fun accessory can be made in no time and is a fun way to add a little color to your jeans. Heavy-weight cotton canvas strapping is printed with a foam cut stamp in a cute apple design and is finished with a cute pusher plastic buckle. Stamping with fabric paint instead of a fabric ink pad helps achieve a clear image super vibrant colors. The little green leaf is easy to do, don't worry—it's just a dab of paint from a brush.

- 1 Read the Stamping with Foam method (page TK).
- 2 Trace the apple template onto the foam, cut out, and adhere to an acrylic block or rigid clear plastic. Use double stick tape if the foam doesn't come with a sticky side.
- 3 Wrap the canvas strapping around your waist, ideally through the belt loops of your jeans. Mark where comfortable and add 8" (20.5cm). Cut strapping.
- 4 Apply red textile paint to foam stamp. Stamp onto the strapping and add green leaf detail with a small brush. Just a dab makes a perfect leaf shape. Let dry and heat set with an iron.
- 5 Attach the buckle by threading one end of the strapping through the middle bar. Turn the strapping raw edge over 1/4" (6mm) and stitch onto the back of the belt about 3" (7.5 cm) past the middle bar. You will need the extra room to get your sewing machine foot past the buckle edge.
- 6 Try the belt on and thread the unfinished end through the buckle. If it seems good, hem the opposite end by turning over twice 1/4" (6mm) each time and topstitching. If it's too long (remember, you will lose 1/2" (13mm) when hemming the tail), trim as necessary, then hem.

TIPS, HINTS, AND OTHER SUGGESTIONS

- » When designing a stamp, keep the shapes simple. Add detail with a brush.
- » The canvas strapping is slightly wider than the buckle opening which is just fine. If you have a different-sized buckle, make sure it fits your strapping first before you start this.
- » Although a little too flimsy for a belt, both lightweight and heavy-weight cotton twill tape are wonderful to stamp on with this method. Use them as trims and ribbon for gifts or embellishments on all sorts of projects.

MATERIALS

Acrylic buckle with 1 1/2" (3.8cm) opening
(See Resources, page TK)
1 1/2 yard (1 1/2' (337 x 3.81m) wide cotton canvas strapping. This will vary (You need your waist circumference plus 8" (20.5 cm))
Thick textile paint like Jacquard's Neopaque™
Foam for stamping, like Sure Stamp Flexible Printing Plates™ (See resources)
2" x 2" (5 x 5cm) acrylic block or rigid clear plastic (as a block for the stamp to stick to)
Double stick tape (if your foam doesn't have a sticky side)

TOOLS

Sewing machine
Iron
Small brush

TEMPLATE page TK





In *Bend the Rules with Fabric*, Amy Karol explores dyeing, silk screening, stamping, appliqué, transferring photos, and many other techniques, providing an array of fun and fabulous projects.

Whether you use *Bend the Rules with Fabric* as a how-to for making t-shirts, a workbook for your kids' weekend projects, a manual for making your own products to sell, a guide for seeing old clothes in a new way, or a fun resource for making custom gifts for family and friends, this comprehensive and creative book is sure to inspire you to make that special fabric look more like you.

AMY KAROL is a trained interior designer, artist, author, and self-professed fabric junkie. Her work has been featured in *Country Living*, *Sew Simple*, and *Publisher's Weekly* among others and her blog is a three-time nominee for Bloggie's Best Craft Blog award. Find her craft blog, Angry Chicken, on her website AmyKarol.com.

National Publicity

Author Events

out of Portland, OR

Advertising

Craft Magazine

Online Promotion

- Advertising on Knitty.com, Knitters-Review.com and CrazyAuntPurl.com
- Advertising on Craftster.org, Craftzine.com and DIYIdeas.com
- Advertising on Ravelry.com
- Promotion on Potter Craft News blog
- Co-Promotion on author's blog, AngryChicken.typepad.com and her website, AmyKarol.com
- Google AdWords campaign

Also by Amy Karol

Bend-the-Rules Sewing

978-0-307-34721-3

\$21.95 (Canada: \$27.95)



Crafts & Hobbies—Sewing (CRA035000)

8½ x 10⅞; 144 pages; 150 full-color photographs

Hardcover ISBN/EAN: 978-0-307-45183-5

\$21.95 (Canada: \$25.00)

On Sale 8/25/09

British: Crown

Translation: Crown

First Serial: Crown

Audio: Sockit Projects





Home, Paper, Scissors

Decorative Paper Accessories for the Home

Patricia Zapata

For the growing number of papercrafters who want to create beautiful home decor projects with a modern aesthetic.

Papercrafts have as strong and loyal a following as ever, and with *Home, Paper, Scissors*, paper devotees can now create a beautiful collection of projects to accent their homes and to give as gifts.

They're quick and simple to create—most take just an hour or two to make and involve only simple cutting, folding, and gluing. Yet the outcomes are stunning. Drawing inspiration from the natural world, Zapata incorporates earthy colors and sleek, organic style into projects that will have people asking, "Is that really made from paper?"

Divided into sections on decorating, entertaining, and gifting, the book features pieces ranging from lamps to bowls to keepsake boxes and journals. For anyone who's striving to live a greener life, most of the more than 30 projects can be made from recycled materials such as brown bags, manila folders, magazines, and even junk mail.

Pick your paper, grab a pair of scissors, and get started folding your way toward a one-of-a-kind home accessory or handmade gift!

PATRICIA ZAPATA's work has been featured on HGTV's *That's Clever* and in *Craft* magazine. She sells her handmade cards, wall art, and other paper products at her online store, ALittleHut.com. She also blogs on CraftySynergy.com, a site that features interviews with artists and tips on how to run a craft business.

National Publicity

Author Events and Appearances at Crafter Fairs

Online Promotion

- Advertising on Craftzine.com and DIYIdeas.com
- Cross-promotion on author's blog, ALittleHut.com and CraftySynergy.com
- Promotion on Potter Craft News Blog
- Google AdWords campaign

Buzz Mailing to Paper Companies

Crafts & Hobbies—Papercrafts (CRA025000)

7 7/16 x 9; 144 pages; 140-175 full-color photos

Paperback with flaps ISBN/EAN: 978-0-307-45282-5

\$19.95 (Canada: \$22.95)

On Sale 8/18/09

British: Howard Morhaim Literary Agency

Translation: Howard Morhaim Literary Agency

First Serial: Crown

Audio: Crown



The Lampshade Lady's Guide to Lighting Up Your Life

50 Custom Lampshades and Lamps

Judy Lake with Kathleen Hackett

Lampshade Lady Judy Lake shows you how to make your own lampshades in a variety of styles, choosing the right shapes, fabrics, papers, and trimmings to complement any room.

Everywhere she goes she's called The Lampshade Lady, but Judy Lake doesn't mind. She's proud to be part of a cool little niche—one in which the latest glues, lampshade wire suppliers, and vintage fabric sources qualify as titillating conversation. She's passionate about making lampshades—out of everything from old-school children's cloth books and vintage fabrics to antique laminated postcards—and in *The Lampshade Lady's Guide to Lighting Up Your Life*, she shares her passion and experience with you.

The fifty projects included range from a simple child's night-light to elaborate, embellished shades that would make any interior designer swoon. Different as they are, each has the ability to transform a room and give it a personal stamp. You'll learn about the simple materials and tools for making shades and get tips for refurbishing old lamps, building new ones from unexpected objects, and crafting unique finials. Soon, having mastered the basics, you won't be able to pass by a piece of fabric without thinking, "Hey, that would make a fabulous shade."

JUDY LAKE, a.k.a. The Lampshade Lady, has been making lampshades for more than 20 years, and turning out distinctive hand-made lampshades from her Vermont shop for more than 11 years. Visit her online at LakesLampshades.com.

National Publicity

Online Promotion

- Advertising at Craftster.org and Craftzine.com
- Advertising on ApartmentTherapy.com
- Promotion on Potter Craft News Blog
- Cross-Promotion on Author's Website, LakesLampshades.com
- Google AdWords campaign

Buzz Mailing to Thrift Stores and Major Flea Markets

Crafts & Hobbies—Decoration (CRA005000)

6¾ x 10⅞; 160 pages; 250-275 full-color photos

Hardcover ISBN/EAN: 978-0-307-45232-0

\$27.50 (Canada: \$32.00)

On Sale 8/18/09

All rights: Crown

Rachael Ray's fun, fast meals in a new format

your favorite comfort foods
in 30 minutes or less

*Recipes
from Thai to
Tex-Mex prepared
in less time than
it takes for
delivery*

**RACHAEL RAY MAKE YOUR OWN
TAKE-OUT DECK: More than 50
M.Y.O.T.O. Recipes**

By Rachael Ray

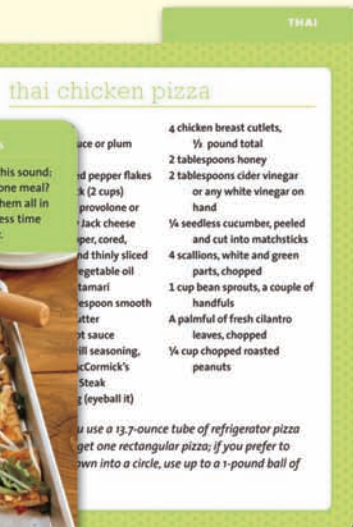
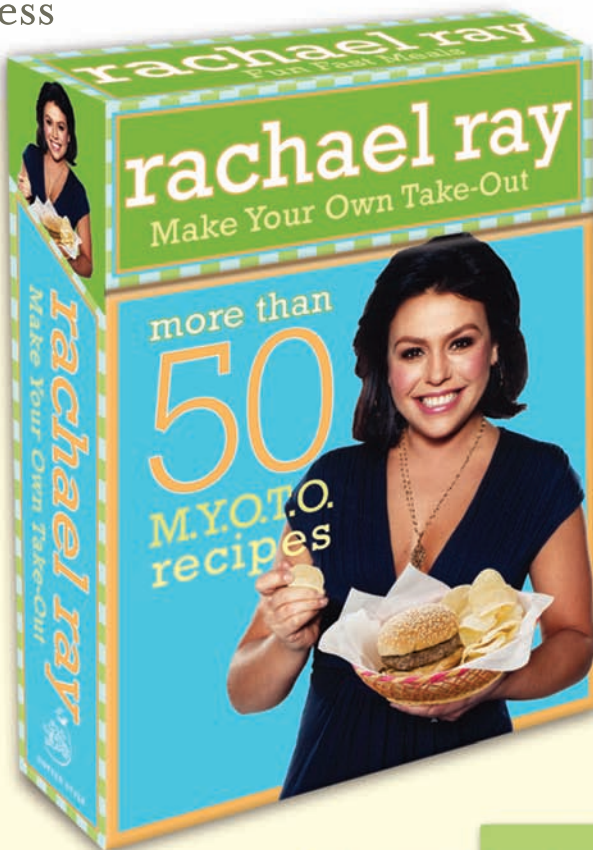
This deck is a fun compilation of Rachael's best Make Your Own Take-Out (M.Y.O.T.O.) meals—comforting convenience foods you can prepare in about the same amount of time it takes for the pizza to arrive. Enjoy favorites like Honey Nut Chicken Sticks, Mostly Green Curry Chicken over Coconut Jasmine Rice, and Thai Chicken Pizza, and you'll never want to fork over a tip for the delivery guy again. For anyone who wants to indulge in their favorite comfort meals and have more control over the quality of their food, this deck is a slam dunk!

50 cards, 4½ x 6⅛ in.

978-0-307-46035-6

\$14.95 (Canada: \$17.50)

August 25, 2009





get ready for a fitter, stronger, sexier you!

New
from the
hottest team
trainer of
*The Biggest
Loser!*

JILLIAN MICHAELS HOT BOD IN A BOX: Kick Butt with 50 Exercises from TV's Toughest Trainer

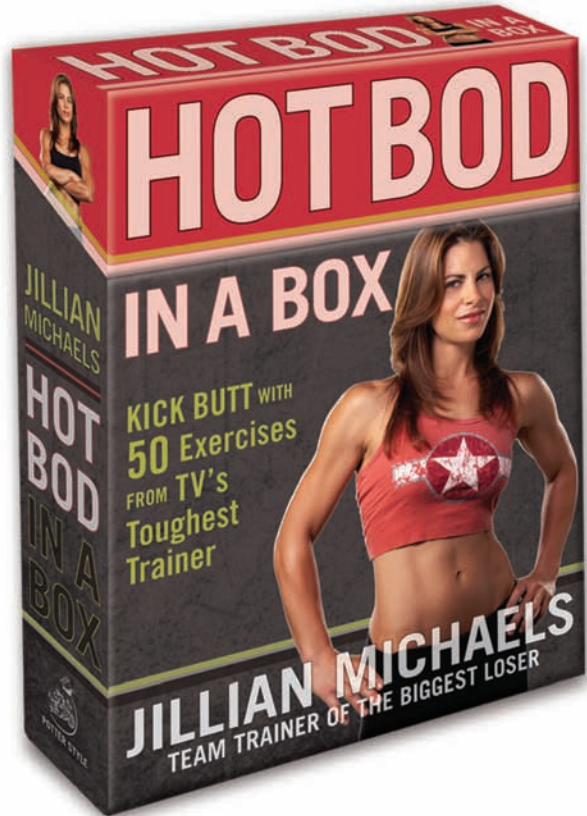
What if TV's number one exercise coach and fitness expert were your gym buddy? Imagine Jillian there with you counting out your sit-ups and pushing you toward your goals. With *Hot Bod in a Box*, you get Jillian's tough and energetic approach to fitness in a deck filled with challenging exercises and training tips you can mix and match for a customized workout. The exercises and workout circuits are pulled from Jillian's bestselling book *Making the Cut*, now redesigned as full-color, portable flashcards you can take to the gym.

50 cards, 4½ x 6½ in.

978-0-307-45051-7

\$14.95 (Canada: \$17.50)

April 7, 2009



EXERCISES

Dumbbell Fly on Body Ball with Crunch

Muscle Targeted: chest, shoulders, abs

Set/Time: 15-20 repetitions

These photos and instructions are for the Dumbbell Fly on Body Ball with Crunch. See reverse side for basic Dumbbell Fly.



1. Lie with your head, neck, and shoulders on a body ball. Both feet should be planted firmly on the ground, with your legs at a 90-degree angle, knees positioned over the ankles. Bridge your torso so it's parallel to the floor.
2. Raise the dumbbells over your chest with your arms extended toward the ceiling, both palms facing each other.
3. Inhale, open your arms and chest, and slowly lower the weights in a semicircle arc out to the sides of your chest. Do not let your arms lower farther than parallel to the floor, or you risk straining your bicep tendon.
4. Exhale and raise the weight, again in an arc, back up to starting position, and perform a crunch with the weights above your chest.
5. Lower your body back into starting position. Repeat. This version of the Dumbbell Fly allows you to target your core as well as your chest.

as abdominis

nees bent and feet flat on the floor about a hip width
ands behind your head so your thumbs are behind your
ur fingers together. Keep your elbows open and out to
g chin up and off your chest.

, and then exhale while curling up and forward until
are off the floor.

at the top of the movement, fully exhaling all the air in
lete contraction of the abs.

ack down to the floor.

ch, pick a spot on the ceiling and
'on it in order to avoid pulling
t bring your elbows in or for-
do not push out your stomach.
bottom inward, toward your
you're lifting your chin up

toward the ceiling rather than forward toward your
knees. If you can't stop pulling on your neck,
cross your arms across your chest instead.
Keep your tongue pressed onto the roof of your
mouth to help alleviate straining the back of
your neck.



EXERCISES

CIRCUIT TRAINING

Workout 1 (Front of the Body)

CIRCUIT 1

Dumbbell Presses on Body Ball: Perform 20 repetitions (10 on each arm)

Dumbbell Flys on Body Ball with Crunches: Use half the weight of the Dumbbell Press and perform 15 repetitions

Squats: Perform 50 fast (no added weight)

One-minute sprint at 7 mph (women) or 9 mph (men)

CIRCUIT 2

Plank: Hold pose for 10 seconds

Close-Grip Push-ups: Perform 5 repetitions

Side Planks with Inner Thigh Raise: Perform 10 repetitions

Flip back into Plank pose and hold for 5 seconds

Close-Grip Push-ups: Perform 5 repetitions

Side Planks with Inner Thigh Raise: Perform 10 repetitions

Flip back into Plank, and hold pose for 5 seconds

Burpees: Straight from Plank, perform 10 repetitions (instructions on Knee Tuck Jump Card)

Sumo Squats: Perform 50 repetitions

One-minute sprint at 7 mph (women) or 9 mph (men)

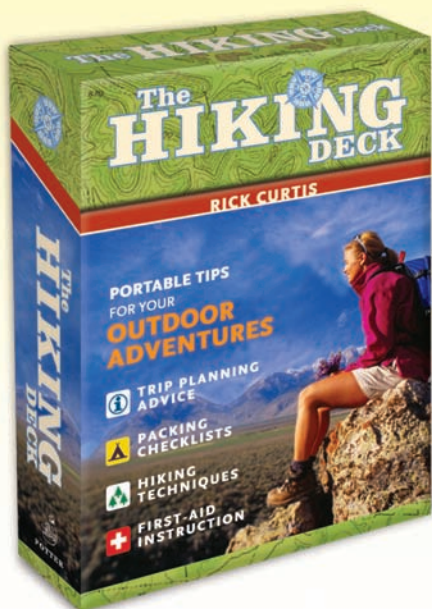
CIRCUIT 3

Frog Push-ups: Perform 20 repetitions

Squat Thrusts: Perform 20 repetitions, then hold a static Squat for 30 seconds

W Shoulder Presses with Leg Extension: Perform 10 repetitions on each leg

Jump rope for 1 minute Circuit Training



THE HIKING DECK: Portable Tips for Your Outdoor Adventures

By Rick Curtis

A lighter, more compact version of *The Backpacker's Field Manual*, this deck offers expert tips on hiking and camping topics from cooking and safety to navigation and the best equipment. Not only is it the perfect size and weight for throwing in your pack or bag, but the deck format gives you the option of packing a few specific cards from four tabbed sections—Trip Planning, On the Trail, Backcountry Hiking, and Safety. So what are you waiting for? Take a hike!

50 cards, 4½ x 6⅞ in.

978-0-307-45307-5

\$14.95 (Canada: \$17.50)

June 16, 2009



activities to thrill you during the day and at night



GHOST STORIES DECK: 50 Spine-Tingling Tales to Tell After Dark

By S. E. Schlosser

Including 50 classic, spine-tingling tales boxed in a portable collection of flashcards, this deck is perfect for reading at family gatherings, summer camp, and sleepover parties—or alone under the covers (flashlight not included). Each is the perfect length to read aloud, complete with spooky illustration. Just don't forget to look up the "scare rating" before you begin reading. Boo!

50 cards, 4⅞ x 5⅞ in.

978-0-307-45309-9

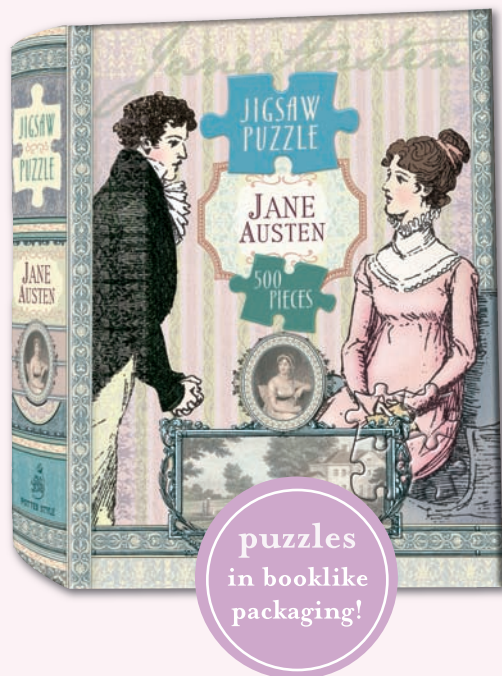
\$13.95 (Canada: \$16.95)

May 5, 2009



puzzles for the bibliophile

designed like a book, inspired by literature



JANE AUSTEN PUZZLE

Cleverly packaged in a book-shaped box, this gorgeously designed 500-piece puzzle is display worthy on the bookshelf and the game table. Featuring a key scene from *Pride and Prejudice*—and a collage of beautiful imagery from the Regency Era—this puzzle will delight puzzle enthusiasts and Jane Austen fans alike.

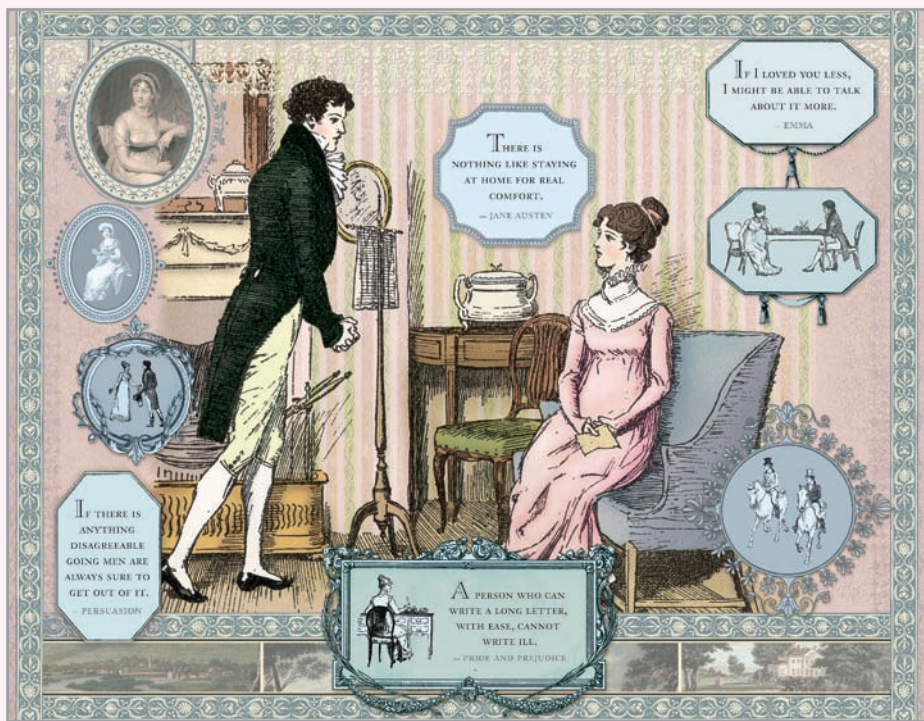
500-piece puzzle, 6½ x 8 in.

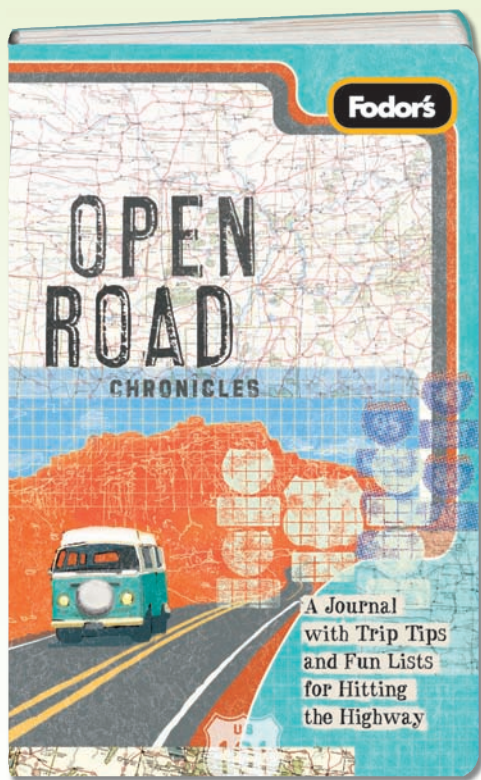
For Ages 10 and up.

978-0-307-45383-9

\$14.95 (Canada: \$17.50)

July 14, 2009





OPEN ROAD CHRONICLES: A Journal with Trip Tips and Lists for Hitting the Highway

Who needs Paris and London when you can visit the Fountain of Youth in St. Augustine, Florida, or the town of Satan's Kingdom, Rhode Island? Our country is full of quirky roadside stops like these, plus gorgeous national parks, scenic highways, funky diners, and historic sites. Packed with invaluable information from Fodor's—including top ten lists, safety and driving tips, sightseeing recommendations, and entry pages for documenting all of the highlights of your trip—this journal makes it easy to hit the road!

128 pages (guided), 4 7/8 x 8 3/4 in.

978-0-307-45311-2

\$14.95 (Canada: \$17.50)

April 7, 2009

potter style—complete summer 2009 frontlist

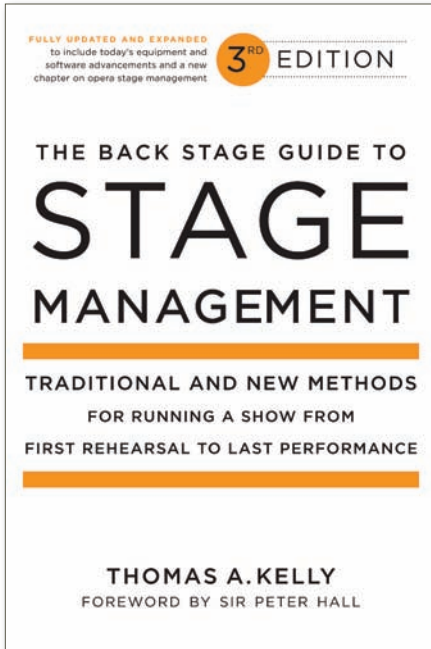
Baby Bliss in a Box	\$15.95 (Canada: \$18.95)	978-0-307-45305-1	06/30/09
The College App Map	\$16.95 (Canada: \$19.95)	978-0-307-45312-9	07/28/09
Cupcake Sticker Note Cards	\$12.00 (Canada: \$14.00)	978-0-307-45961-9	06/16/09
Ghost Stories Deck	\$13.95 (Canada: \$16.95)	978-0-307-45309-9	05/05/09
The Grandparent Book	\$19.95 (Canada: \$22.95)	978-0-307-45310-5	08/25/09
Hayride Note Card Book by Betty Anderson	\$16.95 (Canada: \$19.95)	978-0-307-45448-5	05/19/09
The Hiking Deck	\$14.95 (Canada: \$17.50)	978-0-307-45307-5	06/16/09
Jane Austen Puzzle	\$14.95 (Canada: \$17.50)	978-0-307-45383-9	07/14/09
Jillian Michaels Hot Bod in a Box	\$14.95 (Canada: \$17.50)	978-0-307-45051-7	04/07/09
Marital Bliss in a Box	\$15.95 (Canada: \$18.95)	978-0-307-45306-8	06/30/09
Open Road Chronicles	\$14.95 (Canada: \$17.50)	978-0-307-45311-2	04/07/09
Par Avion Note Cards	\$12.00 (Canada: \$14.00)	978-0-307-45447-8	04/28/09
Rachael Ray Make Your Own Take-Out Deck	\$14.95 (Canada: \$17.50)	978-0-307-46035-6	08/25/09
Shakespeare's Garden Note Cards	\$12.00 (Canada: \$14.00)	978-0-307-45449-2	06/16/09

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



WATSON-GUPTION





The Back Stage Guide to Stage Management, 3rd Edition

Traditional and New Methods for Running a Show from First Rehearsal to Last Performance

Thomas A. Kelly

The most widely used manual for both aspiring and veteran stage managers has been revised and expanded to include information on the newest stage technologies and an entirely new section on stage management for opera.

First published in 1991 and revised in 1999, this book is the next best thing to shadowing a Broadway stage manager. From preproduction planning and first rehearsals to opening night and final strike, every aspect of the stage manager's job is looked at here in a friendly, engaging style.

Author Thomas A. Kelly combines how-to information with personal experiences of his own and of other top-level stage managers to explain the entire theatrical process, including:

- Preproduction planning
- Organizing all rehearsals and performances
- Maintenance of the working script, cue sheets, and daily records
- Supervision of the technical aspects of the show
- Dealing with performers and crew members on all levels

All the latest stage machinery and computer software is discussed, as are tips for finding employment. The text is supported by sample documents, diagrams, and charts to demonstrate rehearsal schedules, scene breakdowns, cue sheets, prop lists, and more.

THOMAS A. KELLY has been a professional stage manager for more than 40 years, calling shows on Broadway and at Lincoln Center, at the Lyric Opera in Chicago, and at the Houston Grand Opera. He has taught stage management at Rutgers and Columbia Universities and is the recipient of a Lifetime Achievement award from USITT.

National Publicity

Advertising

Back Stage

Online Promotion

Advertising and promotions on
Backstage.com

Featured Title at Association for Theatre in Higher Education Conference

Academic Mailing to High School and College Theater Programs

Buzz Mailing to Theater Groups

Performing Arts—Theater—Direction & Production (PER011010)

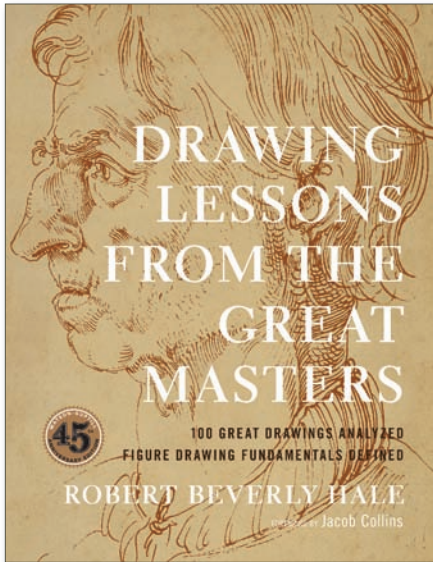
6 x 9; 304 pages

Paperback ISBN/EAN: 978-0-8230-9802-6

\$19.95 (Canada: \$22.95)

On Sale 5/5/09

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Drawing Lessons from the Great Masters

45th Anniversary Edition

Robert Beverly Hale

Foreword by Jacob Collins

Celebrating its 45th anniversary in print, Drawing Lessons from the Great Masters continues to inspire professional artists, serious aspiring artists, and the students and lovers of art history with its spot-on lessons from America's preeminent teacher of figure drawing.

A book whose sales have not diminished but rather increased dramatically since its publication 45 years ago, this best-selling classic is the ultimate manual of drawing taught by the late Robert Beverly Hale, whose famed lectures and classes at New York City's Art Student League captivated artists and art educators from around the world.

Faithfully reproducing and methodically analyzing 100 master drawings—including works of Michelangelo, Leonardo da Vinci, Rodin, Goya, and Rembrandt among others—Hale shows how these artists tackled basic problems such as line, light and planes, mass, position and thrust, and anatomy. With detailed analytical captions and diagrams, every lesson is clearly delineated and illustrated. Throughout, also, is commentary that sheds light on the creative process of drawing and offers deep insight into the unsurpassed achievements of the masters.

ROBERT BEVERLY HALE was the Curator of American Paintings and Sculpture at the Metropolitan Museum of Art, a world-renowned teacher at New York Student's Art League for 40 years, and Adjunct Professor of Drawing and Lecturer on Anatomy at Columbia University. He also co-authored *Anatomy Lessons from the Great Masters*.

JACOB COLLINS, the founder of Water Street Atelier, is a leading figure in the contemporary art revival of classical painting.

National Publicity

Advertising

American Artist Magazine

Online Promotion

- Advertising on MyAmericanArtist.com
- Promotion on ArtRenewal.org

Academic Mailing to Art Schools

Also by Robert Beverly Hale

Master Class in Figure Drawing

978-0-8230-3096-5

\$21.95 (Canada: \$24.95)

Art—Techniques (ART028000)

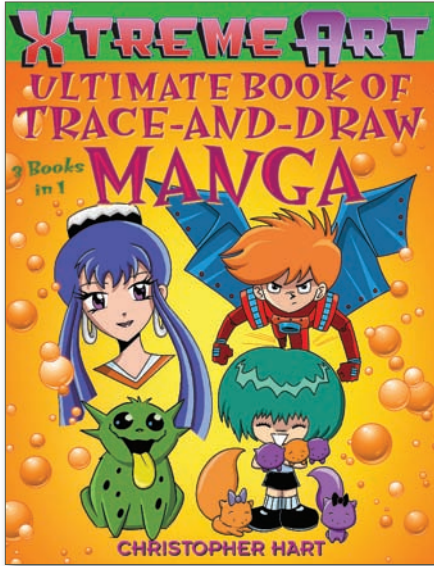
8¼ x 10⅞; 272 pages; 200 black-and-white illustrations

Paperback ISBN/EAN: 978-0-8230-1401-9

\$23.95 (Canada: \$27.95)

On Sale 5/5/09

All rights: Crown



National Publicity

Online Promotion

- Advertising and promotions on manga websites
- Co-promotion with author's website, ChrisHartBooks.com
- Promotion to mommy bloggers

Featured Title at American Library Association Conference

Also by Christopher Hart

Xtreme Art Draw Manga
978-0-8230-0369-3
\$7.95 (Canada: \$8.95)

Xtreme Art Draw Manga Chibi
978-0-8230-0368-6
\$7.95 (Canada: \$8.95)

Xtreme Art™ Ultimate Book of Trace-and-Draw Manga

Christopher Hart

Manga is the fastest growing section of the comics industry, and author Christopher Hart is the #1-selling author of how-to-draw books on the market today.

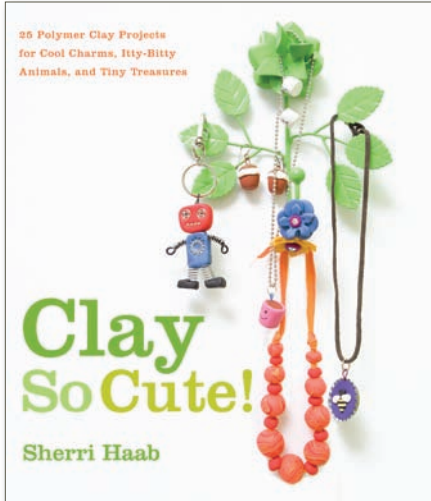
Manga, which is the Japanese word for *comics*, has become a worldwide phenomenon. Our Americanized version of manga (think *Pokemon*) is distinguished by its characters' huge, shiny eyes, and is wildly popular with adults and, especially, kids.

In *Xtreme Art™ Ultimate Book of Trace-and-Draw Manga*, young fans and aspiring cartoonists get a compilation of three of Hart's bestselling books on drawing manga-style characters in four easy steps. Kids start by tracing or drawing what they see in step 1, then simply add the red lines in steps 2, 3, and 4. Characters range from manga kids to adorable "chibi"-style characters, and hilarious manga monsters. Also featured in the book are basic tips and techniques for drawing manga, like how to add shine to eyes or turn a regular animal into a manga-style monster.

CHRISTOPHER HART is the top-selling author of how-to-draw books, with 2.5 million copies in print in 20 languages. His book *Manga Mania: How to Draw Japanese Comics* was an instant best-seller and held the #1 spot on Bookscan's Top 50 art list for an entire year following publication. He just completed the story for *The Reformed*, a graphic novel published by Del Rey.

Juvenile Nonfiction—Art—Cartooning (JNF006010)
8 7/16 x 11; 192 pages; 540 black-and-white & two-color illustrations.
Paperback ISBN/EAN: 978-0-8230-9806-4
\$21.95 (Canada: \$26.00)
On Sale 6/2/09

All rights: Crown



Clay So Cute!

25 Polymer Clay Projects for Cool Charms,
Itty-Bitty Animals, and Tiny Treasures

Sherri Haab

Bestselling author and expert jewelry-maker Sherri Haab now turns her talents to teaching adorable polymer clay crafts for the hugely lucrative market of tween girls.

Specifically designed with the tween (8–12-year-old) girl in mind, *Clay So Cute!* shows how one of the easiest mediums—polymer clay, which need only be baked in the oven—can be sculpted into quick, simple, totally fun jewelry and accessories.

Given our proven track record in selling polymer clay DIY books to the adult market, and Haab's wide fan base and successful previous books, *Clay So Cute!* will be an instant success with girls (and their mothers and grandmothers) looking for projects that are more sophisticated than "kid stuff," but trendier and more age-appropriate than the pieces in adult clay books.

Using simple, step-by-step illustrated techniques, a few tools, and updated colors to make tween-friendly projects like mini-cupcake charms, robot key chains, polka-dot ponytail holders, Japanese-style animals, and a wide assortment of necklaces, bracelets, and earrings, *Clay So Cute!* is a sweet discovery for tween girls.

SHERRI HAAB is the bestselling author of *Beaded Macramé Jewelry*, *The Art of Metal Clay*, *Designer Style Jewelry*, and *The Art of Resin*. Her books for tweens include *The Hip Handbag Book*, *Way to Crochet*, and *Dangles and Bangles*. Her *Incredible Clay Book* and *Nail Art* each sold more than 1 million copies. In all, she has more than 2.5 million books in print around the world.

National Publicity

Author Events and Interviews
out of Salt Lake City

Online Promotion

- Advertising and promotions on Making-Friends.com, CreativeGirlsclub.com, AllyKatz.com, and other websites and blogs
- Promotion on author's website, SherriHaab.com
- Feature in Read It Forward newsletter

Featured Title at Craft and Hobby Association Expo

Mailing to Craft and Hobby Retailers

Outreach to Polymer Clay Guilds

Also by Sherri Haab

Beaded Macramé Jewelry
978-0-8230-2952-5
\$12.95 (Canada: \$14.95)

The Art of Resin Jewelry
978-0-8230-0344-0
\$19.95 (Canada: \$21.95)

Metal Clay and Mixed Media Jewelry
978-0-8230-3062-0
\$21.95 (Canada: \$24.95)

Juvenile Nonfiction—Crafts & Hobbies (JNF015000)

7¾ x 9; 112 pages; 150 full-color photos

Paperback ISBN/EAN: 978-0-8230-9899-6

\$14.95 (Canada: \$17.50)

On Sale 6/2/09

All rights: Crown



Chain and Bead Jewelry Creative Connections

New Techniques for Wire-Wrapping and Bead-Setting

Scott David Plumlee

Wirework jeweler, teacher, and author Scott David Plumlee presents new techniques for incorporating beads into chain-mail designs.

Far from its original utilitarian use—to create armor—the chain-mail technique has been adapted over time to create beautiful, unique jewelry. In *Chain and Bead Jewelry Creative Connections*, chain-mail expert Scott David Plumlee shows jewelry makers, bead-ers, and crafters at all skill levels how to incorporate beads into a variety of chain-mail weaves to create showstopping pieces.

First, Plumlee walks readers through basic skills and provides detailed information on traditional chain designs. He then presents more than 20 wire-wrapping and bead-setting techniques that incorporate beads seamlessly into a variety of designs, from the creative “Chaos” wire-wrapped bead to the sinuous Snake.

With step-by-step instructions for assembling age-old chain patterns—from simple to complex—and gorgeous designs that can be executed using only simple hand tools, *Chain and Bead Jewelry Creative Connections* is sure to inspire jewelry artisans at all levels to expand the creative possibilities of their work.

SCOTT DAVID PLUMLEE has led more than 140 workshops at crafts venues nationwide since 2001. He is the author of *Handcrafting Chain and Bead Jewelry*, and his work has been featured in *Bead&Button* and *Art Jewelry* magazines.

Crafts & Hobbies—Jewelry (CRA014000)
8½ x 10½; 160 pages; 450 full-color illustrations
Paperback ISBN/EAN: 978-0-8230-2485-8
\$22.95 (Canada: \$26.95)
On Sale 7/21/09

All rights: Crown



National Publicity

Tie-In with Author's Appearances and Workshops

Online Promotion

- Advertising on JewelryArtistOnline.com and BeadAndButton.com
- Promotion on author's website, DavidChain.com

Project Postcard for Craft and Jewelry Retailers

Featured Title at Craft and Hobby Association Expo

Also by Scott David Plumlee

Handcrafting Chain and Bead Jewelry
978-0-8230-2299-1
\$19.95 (Canada: \$21.95)



National Publicity

Online Promotion

- Advertising in Comics Buyers Guide e-newsletter
- Advertising on Facebook.com
- Promotion on the author's website, Millidge.com
- Promotion on comics blogs

Featured Title at Comic-Con International

Buzz Mailing to Graphic Novel Groups

Comic Book Design

The Essential Guide to Creating Great Comics and Graphic Novels

Gary Spencer Millidge

In this lucrative comic book market, there's an overwhelming interest from fans and artists in learning how to produce comics successfully. Comic Book Design fulfills that desire by offering not only soup-to-nuts instruction but also little-known rules and techniques of the trade.

Comic books and graphic novels have seen unprecedented sales in the last two years—and generated billions of dollars in film and TV adaptations. It's no surprise then that there is a groundswell of artists and writers aspiring to create their own bestselling comics. In *Comic Book Design*, Gary Spencer Millidge, the award-winning creator of the *Strangehaven* comics, guides you through specific design elements exclusive to comic books, such as:

- creating and designing characters and background locations
 - page layouts and grid structures
 - lettering and word balloons
 - color
 - cover and publication design
- and much more!*

With focuses on putting together an original design and storyline concept, drawing with both traditional (penciling and inking) and new technology methods (digitally), and profiles of leading comic artists and designers like Chris Ware and Chip Kidd, *Comic Book Design* is poised to become today's go-to guide for up-and-coming comic book creators.

In addition to his self-published *Strangehaven* comic book series, **GARY SPENCER MILLIDGE** also published, co-edited, and contributed to *Alan Moore: Portrait of an Extraordinary Gentleman*, drew a strip for Bart Simpson's *Treehouse of Horror*, and co-wrote *Draw Fantasy Figures!*

Art—Techniques (ART028000)

10 x 11; 160 pages; 250 full-color illustrations

Paperback ISBN/EAN: 978-0-8230-9796-8

\$24.95 (Canada: \$28.95)

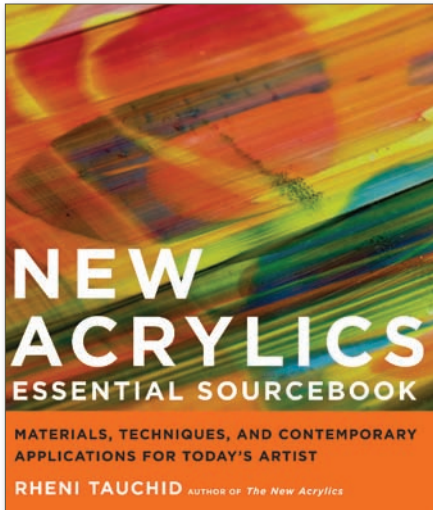
On Sale 7/7/09

British: Ilex Press

Translation: Ilex Press

First Serial: Crown

Audio: Ilex Press



New Acrylics Essential Sourcebook

Materials, Techniques, and Contemporary Applications for Today's Artist

Rheni Tauchid

Focusing on specific technical and application processes, this invaluable resource demonstrates techniques that can be used to achieve a variety of effects and painting styles when using this most versatile of all painting media.

Rheni Tauchid's bestseller *The New Acrylics* was an overview of modern acrylics. Her *New Acrylics Essential Sourcebook* is a more in-depth resource for today's working acrylic artist.

New Acrylics Essential Sourcebook's main focus is on the vast array of paints and paint mediums that are available today. It places special emphasis on documenting a variety of paint and medium combinations, showing in side-by-side comparisons how such "recipes" can alter and affect the final result. Because acrylic paints are available in so many formulas, ranging in consistency from liquid to high viscosity, the range of effects and painting styles is virtually infinite. The choice in mediums is even greater and can be used to create glazes, build texture, and work as gluing agents for collage. Through the author's own artwork and that of leading acrylic artists, each effect is gorgeously illustrated.

RHENI TAUCHID is the head of product development at Tri-Art, a manufacturer of acrylic artist paints and mediums. An accomplished artist, she conducts workshops and lectures on acrylics throughout the United States and Canada.

National Publicity

Advertising

Art Materials Retailer Magazine

Online Promotion

Advertising on ArtistsMagazine.com

Co-promotion with Tri-Art Education Program

Featured Title at College Art Association Conference, Craft and Hobby Association Expo, and National Art Materials Trade Association Show

Academic Mailing to Art Schools

Mailing to Art Supply Retailers

Also by Rheni Tauchid

The New Acrylics

978-0-8230-9159-7

\$24.95 (Canada: \$27.95)

Art—Techniques (ART028000)

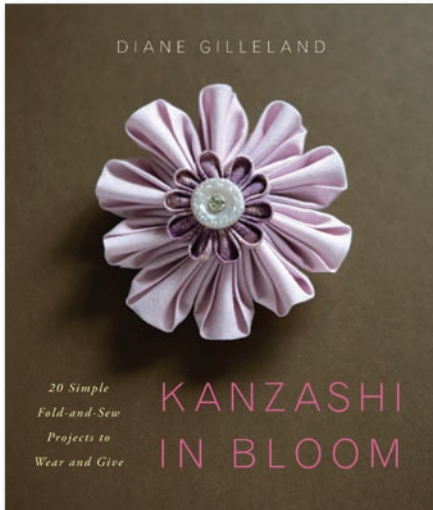
8³/₈ x 10; 192 pages; 450 full-color illustrations

Paperback ISBN/EAN: 978-0-8230-9926-9

\$24.95 (Canada: \$28.95)

On Sale 7/14/09

All rights: Crown



Kanzashi in Bloom

20 Simple Fold-and-Sew Projects to Wear and Give

Diane Gilleland

A fresh, contemporary take on a traditional Japanese craft that combines simple sewing techniques with contemporary Japanese style to create 20 pretty wearables and gifts.

Kanzashi tsumami is the Japanese art of folding delicate squares of silk into three-dimensional flower petals. Painstakingly, petal by petal, Kanzashi artists build intricate flowers, which are incorporated into the elaborate head-dresses worn by geisha. In the United States, the online craft culture has sprouted a renewed interest in making Kanzashi, with American crafters devising simplified ways to create these gorgeous fabric flowers, and incorporating more user-friendly materials like cotton and synthetic fabrics along with the traditional silks.

Kanzashi in Bloom takes the American interpretation of Kanzashi a step further, presenting modern, simplified flower designs as elements in a variety of fun, hip craft projects. The book offers instructions for four simple Kanzashi components, and demonstrates how these elements can be mixed and matched to create 20 diverse projects, including jewelry, fashion embellishments, ornaments, and home décor items.

DIANE GILLELAND produces a popular blog and podcast, Craftypod.com, and DIYAlert.com, a calendar of crafts classes and events in Portland, Oregon. As of early 2009, she will also produce *Kanzashi-in-Bloom.com*. This is her first book.

National Publicity

Author Events and Interviews
out of Portland, OR

Advertising
Craft Magazine

Online Promotion

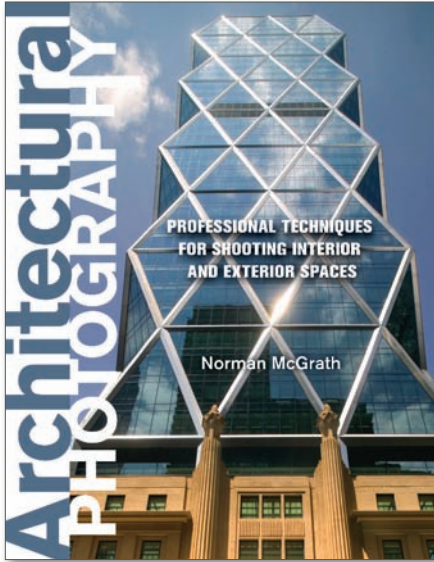
- Advertising on Craftster.com and Craftzine.com
- Podcasts and promotion on author's website, Craftypod.com
- Outreach to craft bloggers
- Feature in PotterCraftNews.com

Featured Title at Craft and Hobby Association Expo

Mailing to Craft and Hobby Retailers

Crafts & Hobbies—Sewing (CRA035000)
8½ x 10; 144 pages; 250 full-color illustrations
Paperback ISBN/EAN: 978-0-8230-8481-4
\$21.95 (Canada: \$26.00)
On Sale 7/21/09

British: Howard Morhaim Literary Agency
Translation: Howard Morhaim Literary Agency
First Serial: Crown
Audio: Howard Morhaim Literary Agency



National Publicity

Author Interviews
out of New York

Tie-in with Author's Appearances and Workshops

Online Promotion

- Advertising and promotions on AIA.org (American Institute of Architects)
- Promotion on ViewCamera.com
- Outreach to photography blogs

Featured Title at PhotoPlus Expo

Academic Mailing to Photography and Architecture Schools

Architectural Photography

Professional Techniques for Shooting Interior
and Exterior Spaces

Norman McGrath

Industry leader Norman McGrath follows up his classic Photographing Buildings Inside and Out with this definitive and up-to-date guide to modern architectural photography.

Looking to achieve artistic and commercial success in architectural photography? Norman McGrath's long-awaited guide is the only one you'll need. Here, McGrath fully revamps and expands on the basics covered in *Photographing Buildings Inside and Out* to include the most up-to-date information—from changes in the industry to equipment, techniques, and technologies.

Architectural Photography covers it all: interiors, exteriors, skyscrapers, residential, office buildings, restaurants and hotels, religious buildings, museums, historic buildings, and specialized subjects such as staircases, sculpture, and ceilings. It also includes master McGrath's sage, real-world advice. Most important, this guide is filled with spectacular and often iconic photography that captures the power and impact of these spaces—the ultimate goal of the architectural photographer.

NORMAN MCGRATH's photographs have appeared in *Architectural Digest*, *Architectural Record*, *Progressive Architecture*, *Domus*, *Interior Design*, *Interiors*, *HG*, *New York*, *Life*, and *Art in America*. His clients include the Museum of Modern Art, the New York Philharmonic, Schlumberger, and many others.

Photography—Techniques (PHO018000)

8½ x 11; 224 pages; 200 full-color photos

Paperback ISBN/EAN: 978-0-8174-2455-8

\$29.95 (Canada: \$34.00)

On Sale 8/18/09

All rights: Crown



National Publicity

Online Promotion

- Advertising on Craftster.com, Craftzine.com, and Ravelry.com
- Promotion on author's website, KnitKid.no
- Feature and promotion on PotterCraftNews.com
- Outreach to knitting market and bloggers

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

HatHeads

1 Man + 2 Knitting Needles = 50 Fun Hat Designs

Trond Anfinnsen

This collection of 50 knit hat designs is a comprehensive how-to, as well as a humorous, affectionate ode to knitting and the joys of a "close-knit" community, inspiring knitters to make the perfect hat for someone they love.

After teaching himself to knit, author Trond Anfinnsen found that pull-on hats—aka beanies or skullies—were the perfect-size project. As his pile of hats grew, so did his knitting skills, and soon he began personalizing the hats for family, friends, and friends of friends. Each person received a unique hat designed to suit his or her coloring, personality, and style—all for free. Trond eventually teamed with photographer Klaus Skrudland to document what had become an interactive art project, taking portraits of each recipient in his or her hat. Together, the two created, gave away, and photographed more than 200 hats.

HatHeads shares 50 of these hats, all the same beanie shape but with a wide range of designs, offering something for everyone. Each hat is modeled by its recipient, with a full pattern and a funny, affectionate description of how that person inspired the design. Readers then learn how to pick up where Trond left off and create unique, personalized hats for their own friends and loved ones.

Designed in a fresh, graphic style, *HatHeads* is as unique as its hats, a heartwarming celebration of people, knitting, and the joys of giving.

TROND ANFINNSEN, aka "Knitkid," started knitting in 2006 and has made more than 200 one-of-a-kind hats for lucky people around the world. You can find him at KnitKid.no and knitkid.blogspot.com.

Crafts & Hobbies—Knitting (CRA015000)

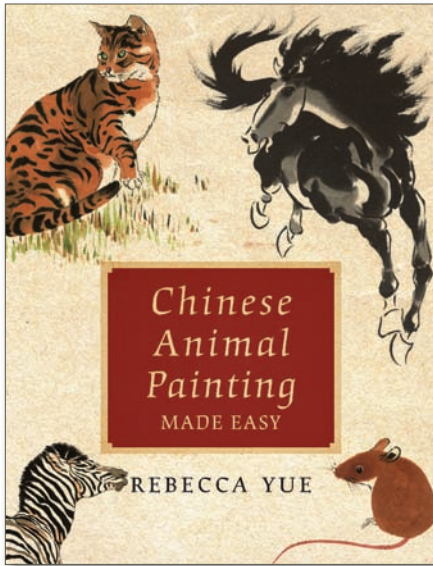
8½ x 9; 160 pages; 250 full-color photos & illustrations

Paperback ISBN/EAN: 978-0-8230-9236-9

\$22.95 (Canada: \$26.95)

On Sale 8/4/09

All rights: Crown



Chinese Animal Painting Made Easy

Rebecca Yue

The third book in Rebecca Yue's popular Chinese painting series, this one focuses on animals. A complete guide to painting pandas, horses, elephants, and 47 other beloved creatures in the traditional Chinese brush-style.

Chinese animal painting is an ancient form characterized by its simplicity and natural elegance. Chinese masters spent years, if not lifetimes, mastering the time-honored technique. Fortunately for artists interested in learning it, author Rebecca Yue has developed a systematic, simple approach to painting animals in this traditional tonal (non-outline) style.

By first demonstrating key brushstrokes that must be mastered, Yue then gives detailed step-by-step illustrated instructions for painting 50 animals, whether they be rendered in simple outline sketches or more advanced expressive styles.

Full of Yue's own beautiful animal paintings, this book will both inspire and teach beginners as well as advanced students of Chinese painting.

REBECCA YUE began studying Chinese painting as a child under three master painters. She is the author of *Chinese Calligraphy Made Easy* and *Chinese Landscapes Made Easy*.

National Publicity

Online Promotion

Advertising and promotions on
MyAmericanArtist.com

Academic Mailing to Art Schools

Mailing to Art Supply Retailers and Museum Stores

Also by Rebecca Yue

Chinese Landscapes Made Easy
978-0-8230-0606-9
\$24.95 (Canada: \$27.95)

Chinese Calligraphy Made Easy
978-0-8230-556-7
\$24.95 (Canada: \$27.95)

Art—Techniques (ART028000)

7½ x 9¾; 176 pages; 200 full-color illustrations

Paperback ISBN/EAN: 978-0-8230-9797-5

\$24.95 (Canada: \$28.95)

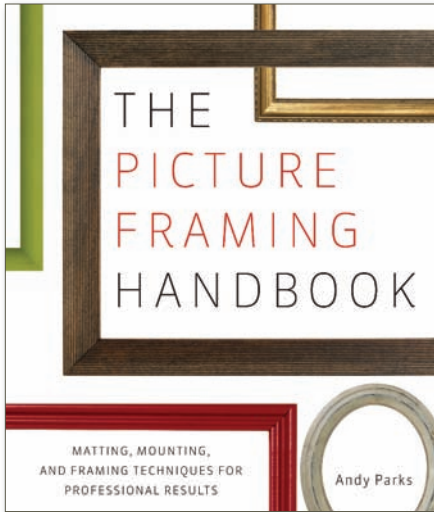
On Sale 8/4/09

British: Anova Books

Translation: Anova Books

First Serial: Crown

Audio: Anova Books



The Picture Framing Handbook

Matting, Mounting, and Framing Techniques
for Professional Results

Andy Parks

This contemporary, step-by-step guide demonstrates how to frame, mount, mat, and select frames like a pro—at a fraction of the cost.

Whether you're framing photographs, prints, paintings, or bulkier items like tapestries or metals, *The Picture Framing Handbook* is your complete resource for mastering traditional matting, mounting, and framing techniques. Professional framer Andy Parks covers everything framers of all levels need to get started, including:

- Essential tools and materials for less
- Basic matting, mounting, and framing techniques examined in step-by-step detail
- Instructions for hanging pictures
- Advanced techniques, such as framing three-dimensional artwork
- Information on how to embellish mats and frames

With simple, step-by-step instructions—and a stylish, sophisticated look—*The Picture Framing Handbook* is a must-have for artists and home decorators alike.

ANDY PARKS has been a picture framer for more than 20 years, and he has earned a Guild Commended Framer certificate from the Fine Art Trade in the United Kingdom.

National Publicity

Online Promotion

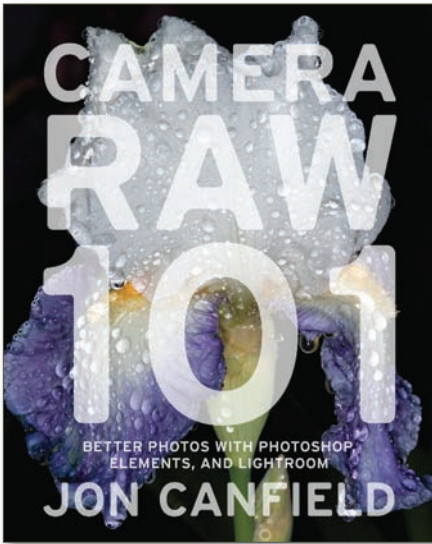
- Advertising on About.com
- Advertising and promotions on craft and design blogs
- Feature in PotterCraftNews.com

Featured Title at Craft and Hobby Association Expo and National Art Materials Trade Association Show

Mailing to Art Supply Retailers and Museum Stores

Crafts & Hobbies—Framing (CRA011000)
8½ x 10; 144 pages; 500 full-color illustrations
Paperback ISBN/EAN: 978-0-8230-9801-9
\$24.95 (Canada: \$28.95)
On Sale 8/11/09

British: Ilex Press
Translation: Ilex Press
First Serial: Crown
Audio: Ilex Press



National Publicity

Tie-In with Author's Appearances/Workshops

Online Promotion

- Advertising and promotions on ShutterBug.com
- Promotion on PhotographyBLOG.com and other photography blogs
- Promotion on author's website, JonCanfield.com

Academic Mailing to Photography Schools

Camera RAW 101

Better Photos with Photoshop, Elements,
and Lightroom

Jon Canfield

The most up-to-date book that shows photographers how to get the most out of shooting in RAW format using the newest features of the latest software.

Adobe Camera Raw (ACR) has grown and changed from the version included with Photoshop CS2, and the subject of shooting photographs in RAW format has taken a solid foothold in the rapidly evolving world of digital photography. People are discovering that while RAW files are bigger and require adjustment post-capture, the end results are far superior.

In *Camera RAW 101*, digital photography and software expert Jon Canfield shows you how to take advantage of the newest versions of Photoshop, Elements, and Lightroom (Adobe's "just for photographers" editing and organizing program) in order to get spectacular results.

With beautiful images, solid instruction, and working examples—including screen grabs and before-and-after contrasts that show each step of the transition from RAW image to finished file—this is a must-have for any serious amateur photographer who wants to take better, more creative photographs.

A consultant for Canon, HP, and Pantone, **JON CANFIELD** helped develop digital imaging software for Microsoft. He is the author of *RAW 101*, *Photo Finish*, *Print Like a Pro*, and *The Digital SLR Guide*. He writes the "Output Options" column for *Shutterbug* magazine and is a frequent contributor to *PC Photo*, *Outdoor Photographer*, and *Digital Photo Pro*.

Photography—Techniques—Digital (PHO024000)

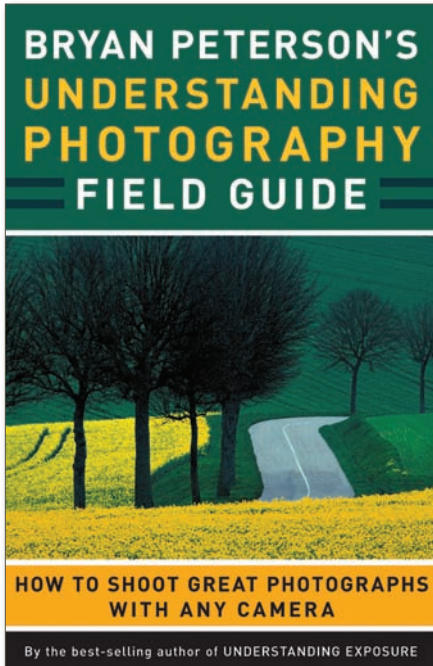
8 x 10; 176 pages; 225 full-color photos

Paperback ISBN/EAN: 978-0-8174-3229-4

\$24.95 (Canada: \$28.95)

On Sale 8/18/09

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Bryan Peterson's Understanding Photography Field Guide

How to Shoot Great Photographs with Any Camera

Bryan Peterson

Bestselling author Bryan Peterson gathers the best material from his previous books with an exciting new selection of sample photographs in his first-ever field guide.

The long-awaited Bryan Peterson field guide is here: thick (though formatted to fit into a camera bag), comprehensive, and filled with the techniques, before-and-after images, and multiple-view photographs he's famous for. Distilled and updated from his popular previous titles (and the forthcoming *Understanding Close-Up Photography*), this one book covers it all: exposure, shutter speed, composition and color, portraiture, the digital darkroom, printing, aperture, and much more. The book also spans a broad spectrum of genres from nature and travel to portrait, macro and panorama, fine art, and stock photography. This is the all-in-one place for beginning and serious amateur photographers to look for clear and reliable information about any photographic situation or intention—including the latest tips for improving your work later in Photoshop.

In his signature style—conversational, irreverent, and funny rather than technical—Bryan Peterson helps readers achieve the “wow” shots that are their ultimate goal.

BRYAN PETERSON is the bestselling author of *Understanding Exposure*, *Learning to See Creatively*, *Understanding Digital Photography*, *Beyond Portraiture*, and *Understanding Shutter Speed*.

Photography—Techniques (PHO018000)

5½ x 8½; 400 pages; 500 full-color photos

Flexiback ISBN/EAN: 978-0-8174-3225-6

\$24.95 (Canada: \$28.95)

On Sale 8/18/09

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National Publicity

Author Interviews
out of Chicago

Tie-In with Author's Appearances and
Workshops

Online Promotion

- Advertising and promotions on Shutterbug.com and PopularPhotography.com
- Promotion on PC Photo e-newsletter
- Outreach to photography blogs
- Cross-promotion with author's online classes on PPSOP.com (Perfect Picture School of Photography)

Featured Title at PhotoPlus Expo

Academic Mailing to Photography
Programs at High Schools and Colleges

Mailing to Photography Retailers

Also by Bryan Peterson

Understanding Shutter Speed

978-0-8174-6301-4

\$25.95 (Canada: \$28.95)

Understanding Exposure

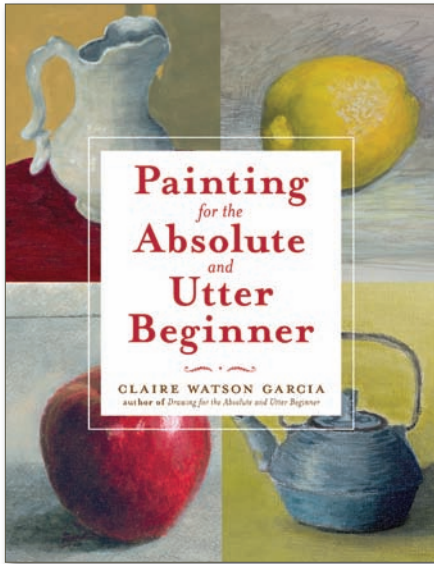
978-0-8174-6300-7

\$25.95 (Canada: \$28.95)

Learning to See Creatively

978-0-8174-4181-4

\$24.95 (Canada: \$27.95)



Painting for the Absolute and Utter Beginner

Claire Watson Garcia

Like Claire Watson Garcia's previous book, Drawing for the Absolute and Utter Beginner, this one assumes no prior knowledge on the part of readers, using a positive, accepting approach to guide them through the learning process. Each chapter sets goals that are within the reach of the beginner and re-creates the classroom experience by featuring artwork and commentary from adult students who have worked on the same material.

Emphasizing the first steps that are often overlooked in other "beginner-level" art instruction books, this book encourages readers by gradually enabling them to paint a reasonable likeness of an object and give it the appearance of spatial depth. Following a review of supplies and painting principles, it presents a series of lessons, including:

- An introduction to line, paint consistency, and color
- How to understand key color relationships by painting color wheels
- Making color sketches by adding colored wash to a pen or pencil drawing
- Creating dimension by translating drawing values into painting values
- The essentials of painting still lifes, landscapes, and the face and figure

CLAIRE WATSON GARCIA is an instructor at the Silvermine School of Art in New Canaan, Connecticut, where her courses and workshops for the "Absolute and Utter Beginner" have been popular for more than 20 years. She is an accomplished artist whose work has been exhibited across the United States and Canada.

National Publicity

Author Events and Interviews
out of Connecticut

Online Promotion

- Advertising and promotions on About.com
- Outreach to artist and gallery blogs

Featured Title at College Art Association
Conference and National Art Materials
Trade Association Show

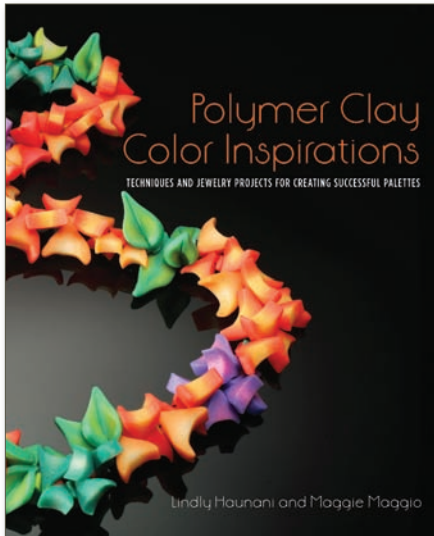
Academic Mailing to Art Schools and
Continuing Education Programs

Also by Claire Watson Garcia

Drawing for the Absolute & Utter Beginner
978-0-8230-1395-1
\$19.95 (Canada: \$21.95)

Art—Techniques—Painting (ART020000)
8½ x 11; 160 pages; 250 full-color illustrations
Paperback ISBN/EAN: 978-0-8230-9947-4
\$21.95 (Canada: \$26.00)
On Sale 8/18/09

British: Crown
Translation: Crown
First Serial: Crown
Audio: Allen O'Shea Literary Agency



Polymer Clay Color Inspirations

Techniques and Jewelry Projects for Creating Successful Palettes

Lindly Haunani and Maggie Maggio

Books for polymer clay enthusiasts have proliferated, but none has focused specifically on polymer clay and color—until now. Polymer Clay Color Inspirations teaches color confidence through a variety of exercises and 12 jewelry projects.

Lindly Haunani and Maggie Maggio are renowned for their courses and workshops on color, as well as for their outstanding polymer clay work. In this book, they offer instruction and inspiration that focuses on polymer clay as a learning tool that readers can use to explore their own color instincts and preferences and develop their own palettes.

Each chapter investigates a specific color principle, with the discussion supported by a related exercise, a “studio tool” assignment or demonstration, a polymer clay jewelry project, and a profile of a prominent polymer clay artist. Sample topics include:

- The Complexity of Color
- Three Properties of Color
- Choosing Your Palette
- Mixing Colors That Flow
- Matching Colors with Precision
- Games Colors Play
- Orchestrating Color Combinations
- Color Composition: Placement and Proportion
- Playful Patterns
- Tantalizing Textures

LINDLY HAUNANI has more than 18 years of experience as a polymer clay workshop leader. Her work has appeared in more than 50 invitational and juried shows. **MAGGIE MAGGIO** has studied color for more than 30 years and for the last 10 years has traveled the United States teaching color workshops to polymer artists.

National Publicity

Tie-In with Authors' Appearances and Workshops

Online Promotion

Advertising and promotions on beading and jewelry websites

Featured Title at Craft and Hobby Association Expo

Outreach to Polymer Clay Guilds

Crafts & Hobbies—Jewelry (CRA014000)

8½ x 10½; 144 pages; 400 full-color illustrations

Paperback ISBN/EAN: 978-0-8230-1501-6

\$21.95 (Canada: \$26.00)

On Sale 8/18/09

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SHAYE
AREHEART
BOOKS



DARK PLACES



FIRST-
EVER WINNER
OF TWO DAGGER
AWARDS FOR THE
SAME NOVEL

GILLIAN FLYNN

author of *SHARP OBJECTS*



Gillian Flynn's follow-up to her bestselling debut is a mesmerizing, intricately orchestrated thriller that asks:
WILL THE TRUTH REALLY SET YOU FREE?



When Libby Day was seven years old, her mother and two sisters were murdered in “THE SATAN SACRIFICE OF KINNAKEE, KANSAS.” Thinking about that night sends Libby straight into what she calls her *Darkplace*.

Michelle was strangled. Debby was chopped up with an axe. And Patty Day’s head was blown off with a shotgun.

Darkplace.

As the prosecution’s star witness, Libby testified that she saw her brother Ben—then 15—commit the crime. Little Libby escaped into the freezing January snow, losing a few fingers and toes but saving her life. Twenty-five years later, Ben sits in prison, and Libby is living off the dregs of a trust fund that was set up for her after the murders.

When the Kill Club, a macabre social group obsessed with infamous crimes—and believers in Ben’s innocence—reaches out to her, Libby hatches a plan to profit from her tragic history: Contact everyone tied to the events of that January night and report back her findings for a fee. And maybe she’ll admit her testimony wasn’t so solid after all.

Interspersed with Libby’s investigation are the events of that day, told through the eyes of her doomed family members—including Ben. Piece by piece, the unimaginable truth emerges, and Libby finds herself back in her *Darkplace*—and fighting for her life.

“Another winner.”

—Harlan Coben

GILLIAN FLYNN, author of *Sharp Objects*, lives in Chicago, where she is the chief TV critic at *Entertainment Weekly*.

National Publicity

Author Events

out of Chicago

Online Promotion

- *New York Times* online campaign
- Advertising at mystery and movie blogs
- Feature in Read It Forward newsletter
- Google AdWords campaign

Wide Bookseller Mailing

Fiction—Literary (FIC019000)

6 1/8 x 9 1/4; 368 pages

Hardcover ISBN/EAN: 978-0-307-34156-3

eBook ISBN: 978-0-307-45992-3

\$24.00 (Canada: \$28.00)

On Sale 5/5/09

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Also by

GILLIAN FLYNN

Sharp Objects

978-0-307-34155-6

\$14.00 (Canada: \$18.00)



EXCERPT

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

The Days were a clan that mighta lived long
But Ben Day's head got screwed on wrong
That boy craved dark Satan's power
So he killed his family in one nasty hour

Little Michelle he strangled in the night
Then chopped up Debby: a bloody sight
Mother Patty he saved for last
Blew off her head with a shotgun blast

Baby Libby somehow survived
But to live through that ain't much a life

—*schoolyard rhyme, circa 1985*

DARK PLACES

BY GILLIAN FLYNN

I HAVE A MEANNESS INSIDE ME, REAL AS AN ORGAN.

Slit me at my belly and it might slide out, meaty and dark, drop on the floor so you could stomp on it. It's the Day blood. Something's wrong with it. I was never a good little girl, and I got worse after the murders. Little Orphan Libby grew up sullen and boneless, shuffled around a group of lesser relatives—second cousins and great aunts and friends of friends—stuck in a series of mobile homes or rotting ranch houses all across Kansas. Me going to school in my dead sisters' hand-me-downs: shirts with mustardy armpits. Pants with baggy bottoms, comically loose, held on with a raggedy belt cinched to the farthest hole. In class photos my hair was always crooked—barrettes hanging loosely from strands, as if they were airborne objects caught in the tangles—and I always had bulging pockets under my eyes, drunk landlady eyes. Maybe a grudging curve of the lips where a smile should be. Maybe.

I was not a lovable child, and I'd grown into a deeply unlovable adult. Draw a picture of my soul, and it'd be a scribble with fangs.

It was miserable, wet-bone March and I was lying in bed thinking about killing myself, a hobby of mine. Indulgent afternoon daydreaming: a shotgun, my mouth, a bang and my head jerking once, twice, blood on the wall. Spatter, splatter. "Did she want to be buried or cremated?" people would ask. "Who should come to the funeral?" And no one would know. The people, whoever they were, would just look at each other's shoes or shoulders until the silence settled in and then someone would put on a pot of coffee, briskly and with a fair amount of clatter. Coffee goes great with sudden death.

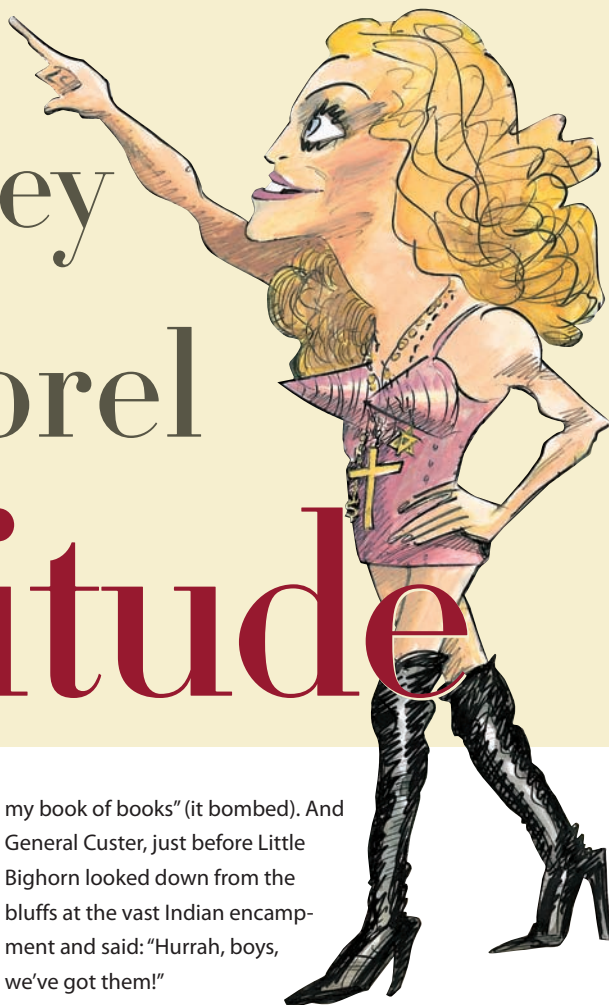
I pushed a foot out from under my sheets, but couldn't bring myself to connect it to the floor. I am, I guess, depressed. I guess I've been depressed for about 24 years. I can feel a better version of me somewhere in there—hidden behind a liver or attached to a bit of spleen within my stunted, childish body—a Libby that's telling me to get up, do something, grow up, move on. But the meanness usually wins out. My brother slaughtered my family when I was seven. My mom, two sisters, gone: bang bang, chop chop, choke choke. I didn't really have to do anything after that, nothing was expected.

*A Profusely Illustrated Guide to Blockheads and Bullheads,
Past and Present*

ADAM Begley

Illustrations by
EDWARD Sorel

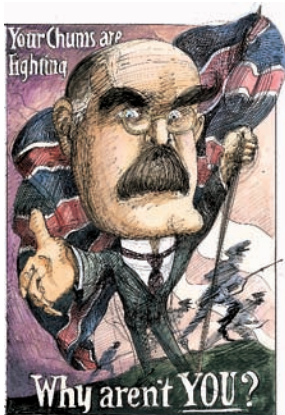
Certitude

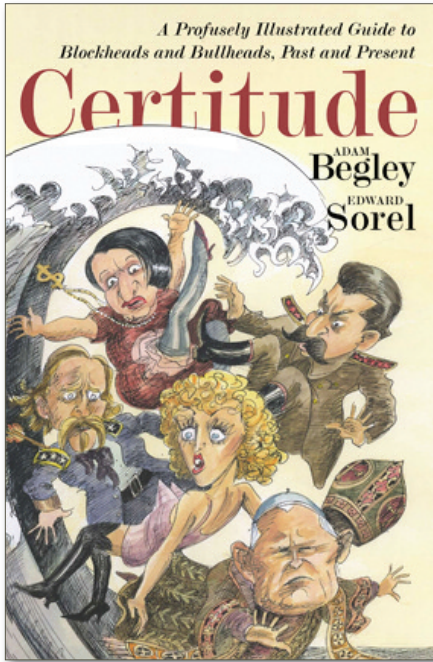


In *Certitude*, Adam Begley and Edward Sorel lampoon dignitaries and celebrities from Carry Nation to General George Armstrong Custer, from Arthur Conan Doyle to George W. Bush—all of whom were completely convinced that they were right, and were proven disastrously, unforgettably wrong. Here's muckraking Lincoln Steffens on Bolshevik Russia before he had even visited the country: "I have seen the future, and it works." William Butler Yeats, who said to his publisher, regarding his memoir, *The Vision*, "I dare say I delude myself in thinking this book

my book of books" (it bombed). And General Custer, just before Little Bighorn looked down from the bluffs at the vast Indian encampment and said: "Hurrah, boys, we've got them!"

Brilliant four-color illustrations by the internationally celebrated caricaturist Edward Sorel complement the pithy entries, making *Certitude*...um, certain to delight, inform, and perhaps chasten the know-it-alls who made *The Book of General Ignorance* a bestseller.





A **colorful**, irreverent,
and **wildly** entertaining
compendium of
misguided convictions
and **catastrophic**
consequences.

ADAM BEGLEY has been books editor of the *New York Observer* since 1996. EDWARD SOREL is a regular contributor to the *Atlantic* and the *New Yorker*.

National Publicity

20-City Radio Satellite Tour

Online Promotion

- Advertising at NewYorker.com
- Advertising at Observer.com
- Targeted advertising at Facebook.com
- Google AdWords campaign

Outreach to Museum of the City of New York, Sorel Exhibit, February 2009

Wide Bookseller Mailing

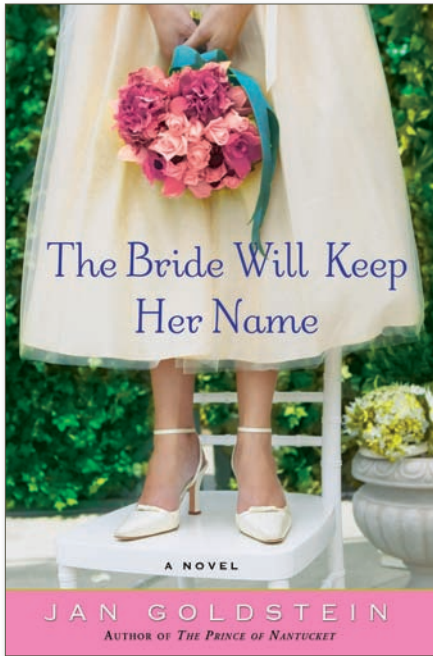
P.O.P.

978-0-307-46276-3
4-copy L-card Display
\$79.80 (Canada: \$91.80)

Humor (HUM000000)
5 x 7 1/8; 112 pages; 25 full-color illustrations
Hardcover ISBN/EAN: 978-0-307-40804-4
eBook ISBN: 978-0-307-45981-7
\$19.95 (Canada: \$22.95)
On Sale 5/12/09

British: Crown
Translation: Crown
First Serial: Georges Borchardt, Inc.
Audio: Georges Borchardt, Inc.





The Bride Will Keep Her Name

A Novel

Jan Goldstein

In this heart-tugging comedic novel riddled with intrigue, wedding plans are thrown into disarray when the bride-to-be is forced to confront how well she really knows her fiancé.

Maisie Mandelbaum is a week away from marrying the man of her dreams. Her fiancé, the handsome and ambitious WNBC investigative reporter Taylor Darcy, is considered the ultimate catch. But in the midst of a celebration at her SoHo gallery, Maisie receives a mysterious email with a disturbing query: *Do you really know the man you're about to marry?* At the heart of the mystery is the questionable death of Rebecca Farris, an attractive young escort who may have had a close relationship with Taylor. Even as Maisie juggles last-minute dress fittings, pesky future in-laws, and her own overbearing mother, the bride-to-be and her two best gal pals embark on an investigation that will uncover scandals in high places while they race the clock to the moment of truth. With the wedding week from hell threatening to derail the nuptials, Maisie must ultimately decide who she is and what she is willing to compromise for love.

JAN GOLDSTEIN is the author of two bestselling novels, *All That Matters* and *The Prince of Nantucket*. He lives with his wife, Bonnie, and their family in Los Angeles.

National Publicity

Author Events

out of Los Angeles

Online Promotion

- *USA Today* online campaign
- Galley giveaway at BookBrowse.com
- Google AdWords campaign

Masthead Mailing to Bride Magazines

Targeted Bookseller Mailing

Also by Jan Goldstein

The Prince of Nantucket

978-0-307-34590-5

\$24.00 (Canada: \$30.00)

Fiction (FIC000000)

5½ x 8¼; 256 pages

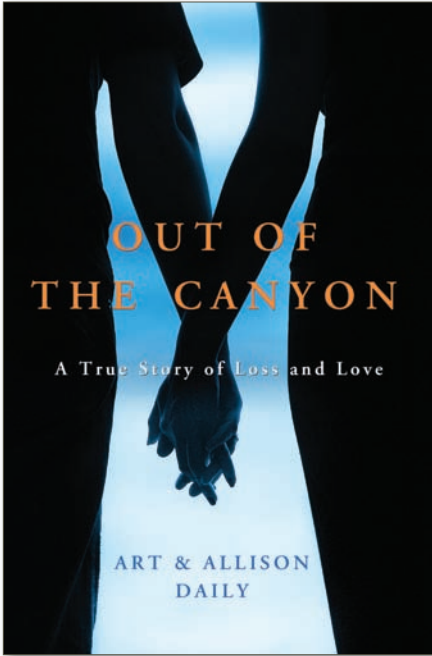
Hardcover ISBN/EAN: 978-0-307-34592-9

eBook ISBN: 978-0-307-45990-9

\$24.00 (Canada: \$28.00)

On Sale 5/19/09

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Out of the Canyon

A True Story of Loss and Love

Art and Allison Daily

For readers of Kate Braestrup's Here If You Need Me and Joan Didion's The Year of Magical Thinking, a poignant, inspiring story of courage, strength, and hope.

Driving home from a youth hockey game, Art Daily suffered a terrible tragedy: a boulder struck his car on Interstate 70 in Glenwood Canyon, Colorado, killing his wife and two young sons. In the aftermath, Art received overwhelming love and support from family, friends, and absolute strangers. One of those strangers was Allison, who made a mix tape of songs and sent it to Art with a heartfelt letter.

Touched by her kind gesture, Art sent a response, which resulted in a meeting. A deep friendship soon formed between them—eventually leading to love. *Out of the Canyon* is Art and Allison's inspiring story of love, healing, and acceptance, and of learning to live with the most inconceivable personal tragedies, move forward, and embrace life anew.

"(This book) is a testimony to the fact that though the missing never ends, the jaws of grief one day finally loosen... It is a book whose pages are filled with the purest kind of light."

—from the foreword by Pam Houston

ART DAILY is a partner at Holland & Hart LLP. ALLISON DAILY is the director of Pathfinders Valley Angels, an organization that serves cancer patients, and a bereavement counselor at Aspen Valley Hospital. They live with their two sons in Aspen.

National Publicity

National Radio Campaign

Author Events and Interviews out of Colorado

Advertising

NPR sponsorship campaign

Online Promotion

- USA Today online campaign
- Advertising on ChristianScienceMonitor.com
- Advertising on Colorado newspaper websites
- Google AdWords campaign

Autobiography (BIO000000)

5½ x 8¼; 288 pages

Hardcover ISBN/EAN: 978-0-307-40940-9

eBook ISBN: 978-0-307-45983-1

\$23.95 (Canada: \$27.95)

On Sale 5/12/09

British: InkWell Management

Translation: InkWell Management

First Serial: Crown

Audio: Crown

EXCERPT

OUT OF THE CANYON

BY ART AND ALLISON DAILY

THE BOULDER HAS RESTED HIGH UP ON THE CANYON WALLS

for a thousand years or more. Now it has broken loose and is hurtling down toward the westbound lanes of Interstate 70 in Glenwood Canyon, one of the most spectacular stretches of roadway in our country. The rugged cliffs reach far into the sky on either side of us, carved through the millennia by the Colorado River, which winds along the floor of the canyon. The highway is an engineering wonder to all who travel it. I have come this way more times than I can count, and again, I, Kathy, my wife of twelve years, and our sons, Tanner and Shea, are returning to our home in Aspen from a youth hockey game in Vail.

The peacefulness of the drive is suddenly shattered. I catch a fleeting glimpse of the beast as it hits the ground next to the Suburban and then smashes into the passenger side where Kathy is dreaming. The great rock continues on its path over the top of the vehicle, tearing at the roof with a grinding shriek that will always be with me. It is like being broadsided by a train. The force and the sound of the impact are terrifying, and the big car is slammed halfway into the other lane. I stand on the brake pedal and fight the steering wheel back under control, finally bringing us to a spark-flying stop along the right-hand guardrail. A profound silence settles upon the car.

Beyond reason, I am untouched. I look across the front seat at Kathy. The left side of her head is unmarked, but I know that she is dead. The door and window where she is sitting are exploded inward, and she cannot have survived. A chunk of flesh is lying between my feet. It must be part of her. She looks strangely

peaceful. I reach across and touch her hair. "Kathy," I choke out. "Oh, Kathy."

Ripping off my seat belt, I look back at our boys. We'd lowered the middle seats, and Tanner and Shea had been buckled into their third row seats watching a movie on the portable VCR. Nothing will ever compare with the horror of that moment. The middle section of the vehicle is mangled, and I can see the late afternoon sky through a hole in the roof. The boys are lying on the seat beneath the flattened roof, and neither is moving or making a sound. My soul cracks wide open, and as I crawl and fight my way back between the seats, I scream and scream at the sky. A man is running up the highway toward us, and he slows for a moment as he hears me. By now I am on my knees next to the boys trying to lift the twisted metal off of them, and the man climbs onto the car and reaches in through the tear in the roof to help. Finally we free them and I lift first Tanner and then Shea up to the man, who

gently places them side by side on the edge of the highway. I will never know his name.

Inexplicably, they do not look badly wounded, although there is evidence of a deep trauma on the right side of Tanner's forehead. Shea just appears to be sleeping. Somehow, though, I know in my heart that they are both desperately hurt and that I may lose them. Oh dear God these are beautiful boys, and I love them with all my soul. On my knees I move from one to the other trying to breathe life into them, to keep them alive. I've descended into madness. I alternate between praying to God over and over to save my sons, desperate grieving, and screaming in blind rage at the rocks towering above me toward the clouds. I know that help will be on the way, but we are on an elevated highway in the middle of sixteen miles of canyon, there are few exits, and I learn later that the ambulances from Glenwood Springs have to go all the way to the top of the canyon before they can circle back down the westbound lanes.

Two doctors from Oregon get out of their car and hurry over to see if they can help. They pull breathing tubes and stethoscopes out of their medical bags and listen for signs of life while taking over the artificial breathing from me. Tanner has a faint heartbeat, but they can detect nothing in Shea.

I kneel helplessly next to the boys, talking to them, telling them over and over how much I love them, my whole essence concentrated on transferring my power, my strength, my aliveness into my dying sons. I'm scared it will take a vital force greater than mine to change their fate.

**My soul
cracks wide
open, and as
I crawl and
fight my way
back between
the seats,
I scream and
scream at the
sky.**

THE STORY SISTERS

A NOVEL

From the critically acclaimed author of the *New York Times* best-selling *The Third Angel* comes a storytelling masterpiece, the devastating and remarkable tale of three sisters who are both lost and found, betrayed and rescued.

This luminous tale filled with honesty and love charts the lives of sisters who find their curse and their salvation on the street where they live. One fateful summer they create their own magical world to escape a tragic encounter that has forever changed their lives. The healing power of imagination and love, the interwoven worlds of fiction and fact, the difference between liars and truth tellers, are at the core of this dangerous fairy-tale world where one mistake can follow you forever. A charismatic man who cannot tell the truth, a neighbor who is not who he appears to be, a clumsy boy in Paris who falls in love and stays there, a detective who finds his heart's desire, a demon who will not let go, all live within the confines

of the sisters' world. Elv, Claire, and Meg are the Story Sisters, and each has a fate she must meet alone. One on a country road, one in the streets of Paris, and one in the corridors of her own imagination. At once a coming-of-age tale, a family saga, and a love story of erotic longing, *The Story Sisters* sifts through the miraculous and the mundane as the girls become women and their choices haunt them, change them, and finally redeem them.

What does a mother do when one of her children goes astray? How does she save one daughter without sacrificing the others? How deep can love go, and how far can it take you? These are the questions this complex novel asks. This is the spellbinding story Alice Hoffman has to tell.

ALICE HOFFMAN



ALICE HOFFMAN is the bestselling author of 20 acclaimed novels, including *The Ice Queen*, *Practical Magic*, *The River King*, and *Here on Earth*.

Fiction (FIC000000)
6 1/8 x 9 1/4; 256 pages
Hardcover ISBN/EAN: 978-0-307-39386-9
eBook ISBN: 978-0-307-45993-0
\$25.00 (Canada: \$28.95)
On Sale 6/2/09
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National Publicity

8-City Author Tour

Cities upon request

Advertising

New York Times

Online Promotion

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

Galley Giveaway through Crown's Read It Forward Program

Discussion Guide Available Online at Readitforward.com

A Random House AudioBook

Unabridged, 7 CDs
978-0-7393-8354-4
\$34.95 (Canada: \$39.95)



Also by Alice Hoffman
The Third Angel
978-0-307-39385-2
\$25.00 (Canada: \$28.00)



Praise for *The Third Angel*:

"*The Third Angel* soars...an unforgettable portrait of the depth of true love." —*USA Today*

"Passionate storytelling and intense characters make a deeply personal connection that should bewitch old fans and new readers alike." —*People*

THE STORY SISTERS

BY ALICE HOFFMAN

IT WAS APRIL IN NEW YORK CITY

and from the window of their room at the Plaza Hotel everything looked bright and green. The Story sisters were sharing a room on the evening of their grandparents' fiftieth anniversary party. Their mother trusted them completely. They were not the sort of teenagers who would steal from the minibar only to wind up drunk in the hallway, sprawled out on the carpet or nodding off in a doorway, embarrassing themselves and their families. They would never hang out the window to wave away cigarette smoke or toss water balloons onto unsuspecting pedestrians below. They were diligent, beautiful girls, well behaved, thoughtful. Most people were charmed to discover that the girls had a private, shared language. It was lovely to hear, musical. When they spoke to each other, they sounded like birds.

The eldest girl was Elisabeth, called Elv, now fifteen. Meg was only a year younger, and Claire had just turned twelve. Each had long dark hair and pale eyes, a startling combination. Elv was a disciplined dancer, the most beautiful in many people's opinions, the one who had invented the Story sisters' secret world. Meg was a great reader and was never without a book; even while walking to school she had one open in her hands, so engrossed

she would often trip while navigating familiar streets. Claire was diligent, kindhearted, never one to shirk chores. Her bed was made before her sisters opened their sleepy eyes. She raked the lawn and watered the garden and always went to sleep on time. All were self-reliant and practical, honor students any parents would be proud to claim as their own. But when the girls' mother came upon them chattering away in that language no one else could understand, when she spied maps and graphs that meant nothing to her, her daughters made her think of clouds, something far away and inaccessible.

Annie and the girls' father had divorced five years earlier, the summer of the gypsy moths when all of the trees in their yard were bare, the leaves chewed by caterpillars. You could hear crunching in the night. You could see silvery cocoon webbing in porch rafters and strung across stop signs. The girls were eleven and ten and eight. Difficult ages, perhaps. People said there were bound to be hard times ahead for the Storys. Alan was a high-school principal, his schedule too full for many visits. He'd been the one who'd wanted out of the marriage, and after the split he'd all but disappeared. At the age of forty-seven, he'd become a ladies' man, or maybe it was simply that there weren't many men around at that stage of the game. Suddenly he was in

demand. There was another woman in the background during the breakup. She'd quickly been replaced by a second girlfriend the Story sisters had yet to meet. Yet so far there had been no great disasters despite the divorce and all of the possible minefields that accompanied adolescence. Annie and her daughters still lived in the same house in North Point Harbor, where a big hawthorn tree grew outside the girls' bedroom window. People said the tree had been there before Long Island was settled and that it was the oldest tree for miles around. In the summer-time much of the Storys' yard was taken up with a large garden filled with rows of tomato plants. There was a stone birdbath at the center and a latticework trellis that was heavy with climbing sweet peas and tremulous, prickly cucumber vines. The Story sisters could have had small separate bedrooms on the first floor, but they chose to share the attic. They preferred one another's company to rooms of their own. When Annie heard them behind the closed door, whispering conspiratorially to each other in that secret vocabulary of theirs, she felt left out in some deep, hurtful way. Her oldest girl sat up in the hawthorn tree late at night; she said she was looking at stars, but she was there even on cloudy nights, her black hair even blacker against the sky. Annie was certain that people who said daughters were easy had never had girls of their own.

Most people were charmed to discover that the girls had a private, shared language. It was lovely to hear, musical. When they spoke to each other, they sounded like birds.



At Least in the City Someone Would Hear Me Scream

Misadventures in Search of the Simple Life

Wade Rouse

In this rollicking and hilarious memoir, Sex and the City meets Green Acres as one urbanite strikes out for rural America and discovers the simple life isn't so simple.

Finally fed up with the frenzy of city life, Wade Rouse decided to make either the bravest decision of his life or the worst mistake since a botched Ogilvy home perm: uproot his life and try, as Thoreau did some 160 years earlier, "to survive...living a plain, simple life in radically reduced conditions."

At Least in the City Someone Would Hear Me Scream is what happens when a self-obsessed gay man with a penchant for bronzer and he-capris leaves the lattes behind and wanders into the wild to dwell in a knotty-pine cottage and live up to the tenets set forth in *Walden*. Battling bloodthirsty critters, enduring nosy neighbors with night-vision goggles, and inhaling the distinct whiff of boredom no firewood-scented Henri Bendel candle can hide, Rouse's spirit, sanity, relationships, and Kenneth Cole pointy-toe boots are sorely tested. But he ultimately discovers something in the woods outside Saugatuck, Michigan, that he always dreamed of but never thought he'd find—happiness and a home.

Praise for Wade Rouse:

"An impressive new voice...an original writer." —*Washington Post*

"Writing in the vein of David Sedaris and Augusten Burroughs... [Rouse is] laugh-out-loud funny." —*St. Louis Magazine*

"Keenly observant and hilariously scathing."

—Josh Kilmer-Purcell, author of *I Am Not Myself These Days*

Writer WADE ROUSE is the critically acclaimed author of *America's Boy: A Memoir* and *Confessions of a Prep School Mommy Handler*.

Autobiography (BIO000000)

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

Hardcover ISBN/EAN: 978-0-307-45190-3

eBook ISBN: 978-0-307-45192-7

\$23.95 (Canada: \$27.95)

On Sale 6/2/09

British: Wendy Sherman Associates

Translation: Wendy Sherman Associates

First Serial: Crown

Audio: Crown

National Publicity

Author Events

out of Michigan

Online Promotion

- Advertising on pop culture, travel, and relocation websites and blogs
- Google AdWords campaign

Mailing to Michigan and Wisconsin Lake Shore Resorts, B&B's, and Hotels

Mailing to Gay Bookstores and Organizations

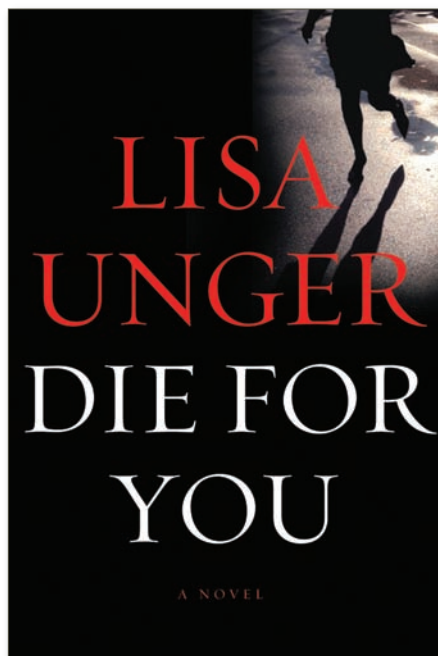
Mailing to Comedy Clubs

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Confessions of a Prep School Mommy Handler

978-0-307-38271-9

\$13.95 (Canada: \$15.95)

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Also by Lisa Unger*Black Out*

978-0-307-33848-8

\$23.00 (\$25.95)

Sliver of Truth

978-0-307-33849-5

\$13.95 (Canada: \$15.95)

Die for You

A Novel

Lisa Unger

In this breathtaking novel, Isabel Raines embarks on a nightmare journey from bustling, glamorous New York City to the murky, twisted streets of Prague, seeking the answer to one bone-chilling question: What if she never really knew the man she married?

Isabel and Marcus Raines are the perfect couple. She is a well-known novelist; he is a brilliant inventor of high-tech games. They've been married for five years and still enjoy a loving romance.

But one morning, Marcus says he loves her, leaves for work, and disappears into thin air.

Isabel relentlessly tried to reach him when he doesn't return home. But when his call finally comes, she hears only a man's terrified scream. The police are of no use. The screams she heard may be a television show, a prank, they tell her. Men leave. They leave all the time.

Isabel races to Marcus's office, trying to find some answers. Instead she finds herself in the middle of an FBI raid, and she is knocked unconscious. When she awakes in a hospital, she learns that everyone Marcus worked with is dead.

She returns home to find their apartment ransacked, and the police are there. They urge her to check her bank accounts. Her money—their money—is gone.

Then the police discover that Marcus Raines is a dead man. Long dead. Years dead. Isabel has been married to a stranger.

And now the chase is on, because Isabel will not rest until she finds the truth about the man she loved, who he was, where he's gone, and how he was able to deceive her so completely.

LISA UNGER is the *New York Times* bestselling author of *Black Out*, *Sliver of Truth*, and *Beautiful Lies*.

Fiction—Thrillers (FIC031000)

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

Hardcover ISBN/EAN: 978-0-307-39397-5

eBook ISBN: 978-0-307-45989-3

\$24.00 (Canada: \$28.00)

On Sale 6/2/09

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SEE PAGES 12–13 OF THE SUMMER 2009 THREE RIVERS PRESS
CATALOG FOR DETAILS ABOUT THE PAPERBACK PUBLICATION
OF LISA UNGER'S *BLACK OUT*.

EXCERPT

DIE FOR YOU

BY LISA UNGER

A LIGHT SNOW FALLS, SLOWLY COATING THE DEEP RED ROOFTOPS OF PRAGUE.

I look up into a chill gunmetal sky as the gray stones beneath me are already disappearing under a blanket of white. There's a frigid hush over the square. Shops are closed, chairs perched upside down on café tables. In the distance I hear church bells. A strong wind sighs and moans, picks up some stray papers and dances them past me. The morning would be beautiful in its blustery quiet, if I weren't in so much pain—if I weren't so cold.

The side of my body that rests against the ground is stiff and numb. With difficulty, sore muscles protesting, I struggle to sit. I use the back of a park bench to pull myself to my feet. With the harsh wind pulling at my cuffs and collar, I wonder, how long have I been lying on the freezing stone in the middle of this empty square? How did I get here? The last thing I remember clearly is a question I've asked of a young girl with tattoos on her face. I remember her eyes—very young, damaged, afraid. I asked her:

"Kde?" *Where?* She looked at me startled; I remember her darting eyes, how she shifted from foot to foot, anxious, desperate. "Prosim," I said. *Please.* "Kde je Kristof Ragan?" Where is Kristof Ragan?

Distantly, I remember her answer. But it's buried too deep in my aching head for me to retrieve. *Get moving*, a voice inside me says. *Get help.* I have the sense that there's an imminent threat, but I'm not sure what it is.

Still, I find myself rooted, leaning heavily against the bench, afraid of the tilting I perceive in my

world, afraid of how hard that stone will feel if I hit it again. I am wearing jeans and one battered black boot with a broken heel, my leather jacket is unbuttoned to reveal the lace of my bra through a tear in my sweater, from the neck to the breast. My chest is raw and red from the cold. My right pant leg is ripped open, exposing a wound that has bled down my shin; I am having trouble putting weight onto this leg. My other foot, bare and blistered, is so cold it has gone completely numb.

The square is empty. It is just after dawn, the light gauzy and dim. A tall Christmas tree towers, its lights glowing electric blue. Smaller trees, also decorated, are clustered about, glinting and shimmering. The square is lined with wooden stalls erected for the Christmas market, the ornate black lampposts wrapped in glowing lights, wreaths adorn windows and doors. The fountain, dry for winter, is filling with snow. Old Town Square is a fairy tale. I think it must be Christmas day. Any other day the tourists might already be strolling about, locals heading to work, bachelors stumbling home from a late night of partying. I used to love this place, feel as though I was welcome here; but not today. I am as alone as if the apocalypse has come. I've missed the action and been left behind.

I make my way slowly toward the road, holding on to the sides of buildings and benches, careful not to stumble. Tall spires reach into the sky; moaning saints look down upon me. I catch sight of myself in a shop window. My hair is a rat's nest; even in this state, vanity causes me to run my fingers though it, try to smooth it out a bit. There's a smear of mascara under each eye. I lick my finger and try to rub it away. My jacket is ripped at the

shoulder. There's a bruise on my jaw. I am angry at the woman I see in this reflection. She's all ego, sick with her own hubris. I release a sharp breath in disgust with myself, creating a cloud that dissipates quickly into the air.

I move on, unable to bear my own reflection any longer. Up ahead I see a green and white police car. It is small and compact, barely a car at all—more like a tube of lipstick. I wish for the blue and white of a Chevy Caprice with screaming sirens and two tough New York City cops. But this will have to do. I pick up my pace as best I can, lift a hand to wave.

"Hello!" I call. "Can you help me?"

A female officer emerges from the driver's side of the vehicle and moves toward me. As I approach her, I see she wears an unkind smirk. She is small for the bulky black uniform she wears. Her hair is dyed a brash, unflattering red but her skin is milky, her eyes an unearthly blue.

"Do you speak English?" I ask her when we are closer.

"A little," she says. *Uh leetle*. She narrows her eyes at me. Snowflakes fall and linger in her hair. *A hung-over American stumbling through the streets*, her expression reads. Oh, she's seen it a hundred times before. What a mess.

"I need help," I tell her, lifting my chin at her disapproval. "I need to go to the U.S. Embassy." She's looking at me harder now, her expression going from some combination of disdain and amusement to outright suspicion.

"What is your name?" she asks me. I see how she slowly, casually rests her hand on her gun, a nasty-looking black affair that seems too big for her tiny white hand. I hesitate; for some reason I'm suddenly sorry I flagged her down. I don't want to tell her my name. I want to turn and run from her.

"Please show me your passport," she says more sternly. Now I see a little glimmer of fear in her blue eyes, and a little excitement, too. I realize I'm backing away from her. She doesn't like it, moves in closer.

"Stay still," she says to me sharply, pulling her shoulders back, standing up taller. I obey. There's more dead air between us as I struggle with what to do next.

"Tell me your name."

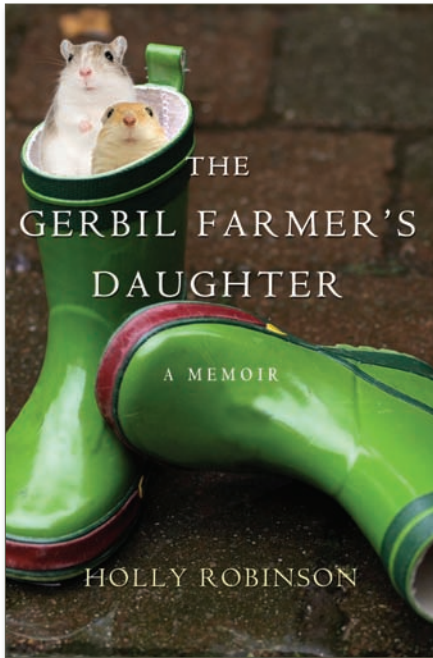
I turn and start to run, stumble really, shed my one boot and make my way slowly, gracelessly away. She starts barking at me in Czech and I don't need to understand the language to know I'm in deep trouble. Then I feel her hands on me and I'm on the ground again; this small woman is amazingly strong with her knee in my back. She's knocked the wind out of me and I'm struggling to get air again with her weight on top of me. I can hear my own desperate, rattling attempts to inhale. She's on her radio, yelling. She's pulling my hands behind me when I feel her whole body jerk as her weight seems to suddenly shift off of me. I hear her gun drop and clatter on the stones. I scurry away from her and turn around. She has fallen to the ground and is lying on her side, looking at me with those shocking blue eyes, wide now with terror and pain. I find myself moving toward her but I stop when her mouth opens and a river of blood flows onto the snow around her. I see a growing dark stain on her abdomen. She's trying to staunch the flow with her hand; blood seeps through her thin fingers.

Then I look up and see him. He is a black column against the white surrounding him. He has let the gun drop to his side, is standing still and silent, the wind tossing his hair. I get to my feet, never taking my eyes from him and start to move away.

"Why are you doing this?" I ask him.

He comes closer, the muted sound of his footsteps bouncing off the buildings around us.

"Why?" I scream, voice echoing. But he is impervious, his face expressionless, as though I've never meant anything to him. And maybe I haven't. As I turn to get away from him, I see him lift his gun. Before he opens fire, I run for my life.



The Gerbil Farmer's Daughter

A Memoir

Holly Robinson

In the spirit of eccentric family memoirs such as those by Haven Kimmel and Cynthia Kaplan, here is the wonderfully quirky story of the daughter of "The Gerbil Czar."

What kind of man goes to Annapolis, becomes a naval officer, commands ships, and then sits on his ship in the middle of the Mediterranean dreaming of gerbils? That's the question that provoked Holly Robinson to ponder why her father secretly began raising gerbils in their Virginia garage during her early childhood and eventually turned gerbil farming into his second career.

In *The Gerbil Farmer's Daughter*, Robinson tells the warm and comic story of her father's peculiar obsession and her own life growing up as one of the "employees" in his oddly thriving, sometimes exasperating, often humorous venture.

Praise for The Gerbil Farmer's Daughter:

"Wacky and tender...Robinson handles the heavy issues of longing and belonging with wonderful honesty and a light touch."

—Stewart O'Nan

"What a delightful, delicious coming-of-age story... It is as if E. B. White, Gerald Durrell, and Calvin Trillin had conspired to write the funniest, most charming, and unlikely of tales."

—Jay Neugeboren

Award-winning writer **HOLLY ROBINSON** has been a contributing editor to *Ladies Home Journal* and *Parents*, and her work has appeared in the *Boston Globe*, *Good Housekeeping*, and *More*, among other publications. She lives in northern Massachusetts.

Autobiography (BIO000000)

5½ x 8¼; 288 pages; 20 black-and-white photos

Hardcover ISBN/EAN: 978-0-307-33745-0

eBook ISBN: 978-0-307-45982-4

\$23.00 (Canada: \$26.95)

On Sale 6/9/09

British: Crown

Translation: Crown

First Serial: Richard Parks Agency

Audio: Crown

National Publicity

Author Events and Interviews
out of Massachusetts

Online Promotion

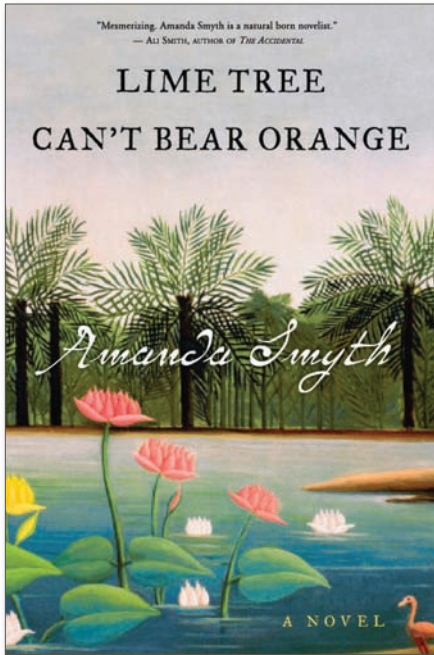
- Advertising on Dogster.com
- Google AdWords campaign

Outreach to PTAs, Booksellers, and Author Mailing List

Mailing to American and National Gerbil Societies and The Laboratory Animal Society

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Lime Tree Can't Bear Orange

A Novel

Amanda Smyth

Men will want you like they want a glass of rum. One man will love you. But you won't love him. You will destroy his life. The one you love will break your heart in two.

So says the local soothsayer when predicting Celia's future. Raised in the tropics of Tobago by an aunt she loves and an uncle she fears, Celia has never felt that she belonged. When her uncle—a man the neighbors call Allah because he thinks himself mightier than God—does something unforgivable, Celia escapes to the bustling capital city.

There she quickly embraces her burgeoning independence, finding a job and putting down roots. Her search for a place to call home is soon complicated by an affectionate friendship with William, a caring gardener, and a strong sexual tension with her employer. All too quickly, Celia finds herself trapped between the man who offers her passion and the one who offers his heart.

Deftly exploring the rush of first love and one woman's search for her identity set against the lush landscape of the Caribbean, this is a vivid, intensely moving novel from an emerging talent.

"A powerful cocktail of heat and beautiful coolness, written in heady, mesmerizing, yet translucent prose that marks Smyth a born novelist."

—Ali Smith, author of *The Accidental*

AMANDA SMYTH's short stories have been published in *New Writing 12*, *The London Magazine*, *Firsthand*, and *New Voices*. She lives in England.

National Publicity

Online Promotion

- Advertising on Shelfari.com
- Advertising on BookReporter.com
- Online galley giveaway at ShelfAwareness.com
- Feature in Read It Forward newsletter
- Google AdWords campaign

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Discussion Guide Available Online at ReadItForward.com

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978-0-307-46279-4
Discussion guide (packs of 10)
(no charge)

Fiction (FIC000000)

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

Hardcover ISBN/EAN: 978-0-307-46064-6

eBook ISBN: 978-0-307-46065-3

\$23.00 (Canada: \$26.95)

On Sale 6/30/09

British: Tessier Literary Agency

Translation: Tessier Literary Agency

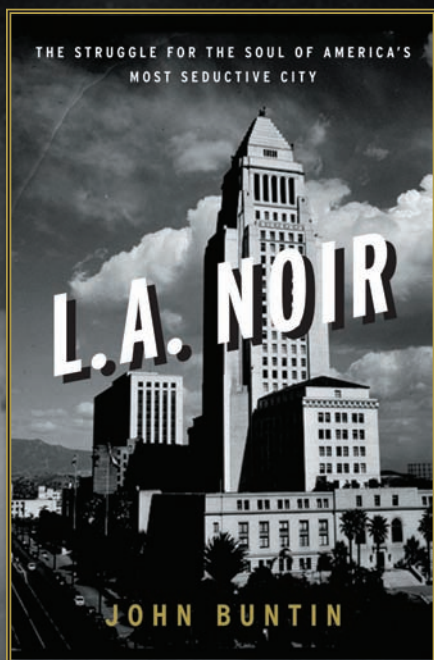
First Serial: Crown

Audio: Crown

THE STRUGGLE FOR THE SOUL OF AMERICA'S
MOST SEDUCTIVE CITY

L.A. NOIR

JOHN BUNTIN



National Publicity

Author Events and Interviews
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- Advertising at LATimes.com
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Ask your Random House rep for details

A VIBRANT AND EVOCATIVE SOCIAL HISTORY OF LOS ANGELES THAT DESCRIBES THE LONG-RUNNING WAR BETWEEN THE LOS ANGELES POLICE DEPARTMENT AND THE MOB FOR CONTROL OF THE CITY, TOLD THROUGH THE FASCINATING STORIES OF A POLICEMAN AND A GANGSTER.

For more than three decades, from Prohibition through the Watts riots, Los Angeles's most notorious gangster, former featherweight boxer Mickey Cohen, and the policeman who created the modern LAPD, Chief William H. Parker, battled to rule the city. The outcome shaped modern American policing and had a profound impact on L.A.'s history. In *L.A. Noir*, author John Buntin offers a fascinating examination of how the LAPD created a dangerously unaccountable surveillance-intensive model of crime fighting that profoundly damaged Los Angeles's social fabric and eerily prefigured today's "war on terror." Along the way, he brings to life the gangsters, cops, pols, and molls whom Raymond Chandler, Billy Wilder, and James Ellroy have celebrated in film and novels.

The result is a fascinating, entertaining, and richly detailed narrative about a city that has the allure of a latter-day El Dorado.

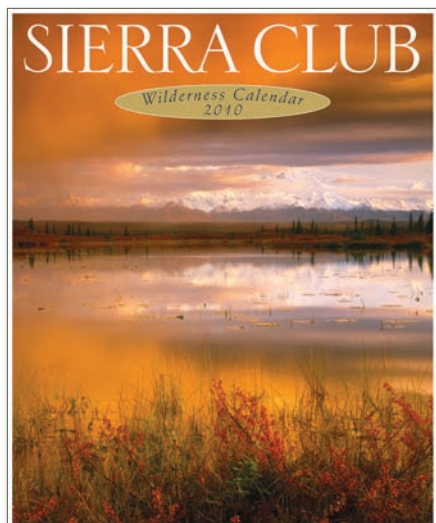
JOHN BUNTIN writes about crime for *Governing Magazine*. Previously a journalist at *Foreign Policy* and *National Journal*, he also worked as a case writer at Harvard University's John F. Kennedy School of Government. He lives in Washington, DC.

History—United States—21st Century (HIS036070)
6 1/8 x 9 1/4; 320 pages; 16-page black-and-white photo insert
Hardcover ISBN/EAN: 978-0-307-35207-1
eBook ISBN: 978-0-307-45985-5
\$25.95 (Canada: \$30.00)
On Sale 7/28/09

British: Kneerim & Williams
Translation: Kneerim & Williams
First Serial: Crown
Audio: Crown



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6⁵/₁₆ x 9¹/₄; 120 pages; full-color photos throughout
ISBN/EAN: 978-0-307-40599-9
\$13.95 (Canada: \$16.95)
On Sale 7/28/09

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

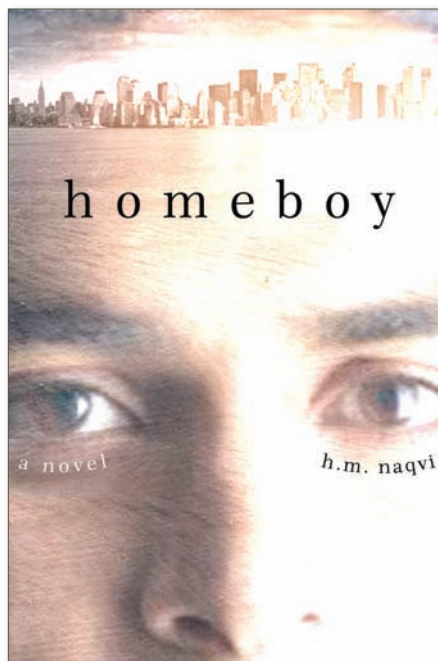
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With nearly 10 million copies sold, the Sierra Club wall calendar is a perennial favorite. The 2010 edition is, as always, the definitive one of its type, with dramatic and awe-inspiring color photographs of wild places all across the country, from Oregon to Minnesota to South Carolina, taken by world-renowned nature photographers.



Photography—Nature & Wildlife (PHO013000)
11⁵/₁₆ x 13¹/₂; 24 pages; full-color photos throughout
ISBN/EAN: 978-0-307-40603-3
\$12.95 (Canada: \$15.50)
On Sale 7/28/09

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



Home Boy

A Novel

H. M. Naqvi

A 20-year-old Pakistani immigrant on the up and up finds himself in a charged, changed city after 9/11 in this witty, raucous, coming-of-age debut novel.

Shehzad, aka Chuck, is young, impressionable, and making his way in the world. When he arrives in New York from Pakistan in the late 1990s, the city strikes him as cold and unfamiliar, but things start coming together: Chuck secures a coveted Wall Street job and begins moving with glitterati scenesters. Just as he's beginning to feel like a bona fide New Yorker, however, the good life unravels: He is fired, but undaunted, and resorts to working as a cabbie when tragedy strikes. In the wake of the 9/11 terrorist attacks, Chuck and his pals, AC and Jimbo, find themselves suspected of terrorist activities, accused, and incarcerated.

Beautifully written, sharply observed, and very funny, *Home Boy* is a heartbreaking story of a young immigrant's romance with America.

H. M. NAQVI taught creative writing at Boston University. He divides his time between Pakistan and the United States.

National Publicity

Online Promotion

- Advertising on the Gothamist network
- Advertising on TimeOutNY.com
- Advertising on VillageVoice.com
- Google AdWords campaign

Coordinated Outreach with Academic Marketing

Targeted Mailing to College Students

Outreach to Pakistani Organizations On and Off Campus

Masthead Mailing to Men's Magazines

Fiction—Literary (FIC019000)

5½ x 8¼; 288 pages

Hardcover ISBN/EAN: 978-0-307-40910-2

eBook ISBN: 978-0-307-45991-6

\$23.00 (Canada: \$26.95)

On Sale 7/14/09

British: David Black Literary Agency

Translation: David Black Literary Agency

First Serial: Crown

Audio: Crown

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John Lloyd and John Mitchinson have proven themselves to be masters at digging up obscure facts, abstruse information, and amusing anecdotes and presenting them effortlessly, somewhat slyly, with either great wit or at least a little bit of tongue in cheek. Their gifts are on full display in *Quote Interesting*, a lively, wonderfully enjoyable anthology of hundreds of quotes you probably have never heard before, arranged thematically from A to Z. From laugh-out-loud-funny *bon mots* to some real headscratchers, Lloyd and Mitchinson have gathered a universe of star-studded blurbs like:

“The Beatles are dying in the wrong order.”

—Victor Lewis Smith

“When you forget to eat, you know you’re alive.”

—Henry James

“I think people would be alive today if there were a death penalty.”

—Nancy Reagan

“You know ‘that look’ women get when they want sex? Me neither.”

—Steve Martin

JOHN LLOYD is the producer of the hit British comedy shows *Not the Nine O’Clock News*, *Blackadder*, and *Spitting Image*. He recently earned a lifetime achievement award from the British Academy of Film and Television Arts (BAFTA). JOHN MITCHINSON is a writer, and, with Lloyd, a producer for the British television show *QI*. They both drink at the same pub.

Humor (HUM000000)

5½ x 8¼; 304 pages

Hardcover ISBN/EAN: 978-0-307-46066-0

eBook ISBN: 978-0-307-46067-7

\$21.95 (Canada: \$26.00)

On Sale 8/4/09

British: Faber & Faber

Translation: Faber & Faber

First Serial: Crown

Audio: Faber & Faber



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40-City Radio Satellite Tour

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NPR sponsorship campaign

Online Promotion

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Also by John Lloyd and John Mitchinson

The Book of Animal Ignorance

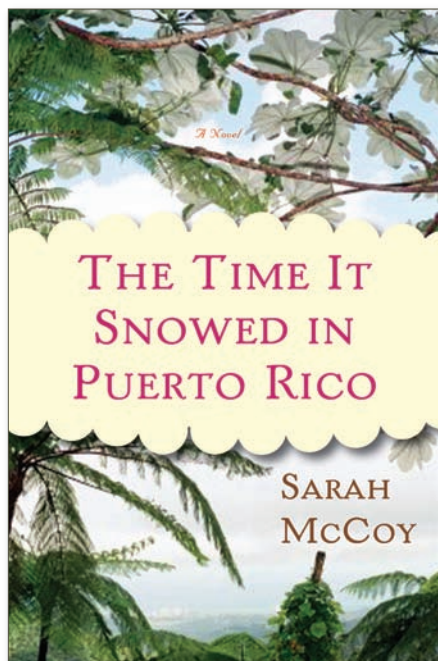
978-0-307-39493-4

\$19.95 (NCR)

The Book of General Ignorance

978-0-307-39491-0

\$19.95 (NCR)



The Time It Snowed in Puerto Rico

A Novel

Sarah McCoy

In this luminous coming-of-age debut novel, a young woman struggles to accept and love her changing homeland, culture, family life, and self against the backdrop of tumultuous 1960s Puerto Rico.

Verdita Ortiz-Santiago has spent 11 long years in her sleepy Puerto Rican mountain town, and she is desperate for change. After all, everything else is changing around her. Mamá has announced that she is pregnant, Papi is spending more time at the *jíbaros* bar discussing politics and watching the cock-fights, and the whole island seems trapped in the struggle to stay linked to the United States or to fight for independence.

For Verdita, the choice is easy. In the States, her life would be perfect, just like Dick and Jane's in her textbooks. She would be free to sing Elvis songs, eat *hamburguesas* at every meal, and maybe sort out her feelings for her American friend Blake, whose accidental touch made her feel she would burst into flame.

Like the classics *Annie John* and *The House on Mango Street*, *The Time It Snowed in Puerto Rico* delves into the conflicting feelings we have for the people we love and the difficulties of leaving one's homeland for places unknown. Sarah McCoy handles Verdita's struggles with striking insight and lyrical prose.

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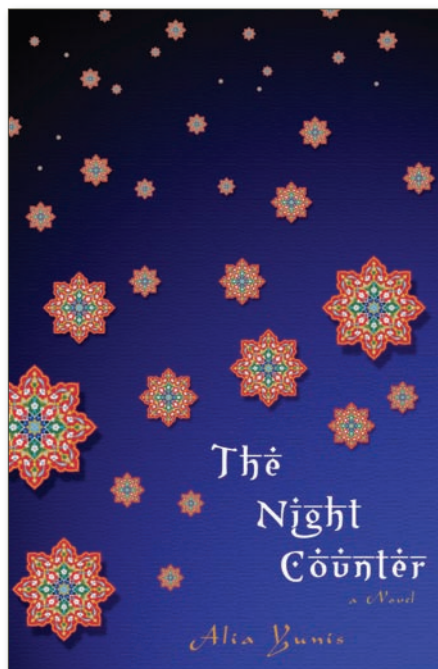
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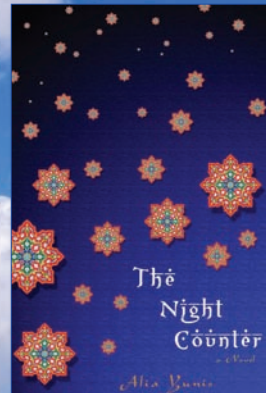
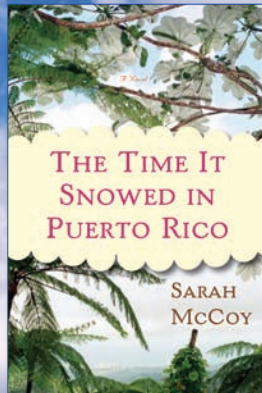
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Cover Design: Jennifer A. Reiersen
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