

palgrave
macmillan

FALL
2011



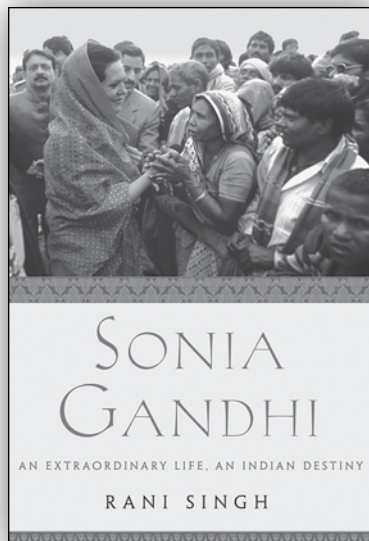
FALL 2011

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Sonia Gandhi

An Extraordinary Life, An Indian Destiny

Rani Singh



The incredible life of Sonia Gandhi, one of the most powerful women in the world, and a look at the future of India

The media-shy and reclusive Sonia Gandhi has been ranked one of the most powerful women in the world by magazines such as *Forbes* and *Time*. Sonia's life started off like a fairytale. She grew up in a small Italian village, raised by traditional, working-class parents. At age 19, while studying English at Cambridge, Sonia met Rajiv Gandhi, son of then prime minister of India, Indira. They fell in love, married, and moved to India where, against Sonia's wishes, Rajiv chose to step up and run for prime minister after his mother's assassination. Almost a decade after Rajiv was brutally murdered in 1991, Sonia rose to power as president of India's ruling party and continues to play a leading role in the country's destiny. Here, Rani Singh explores this mysterious woman's motivations, revealing Sonia's will to pave the way for her son Rahul to become the next leader of the largest democracy in the world. Singh has held countless interviews with Sonia's entourage and obtained never-before-seen family testimonies and photos. This vibrant biography retraces the path of the brave and beautiful Sonia Gandhi, examining what her life and legacy means for the future of India.

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Author blog

Biography

ISBN: 978-0-230-10441-9
\$26.00 hc. (C\$30.00)
6 1/8 x 9 1/4 / 288 pp.
Includes 8 pp. b&w photos

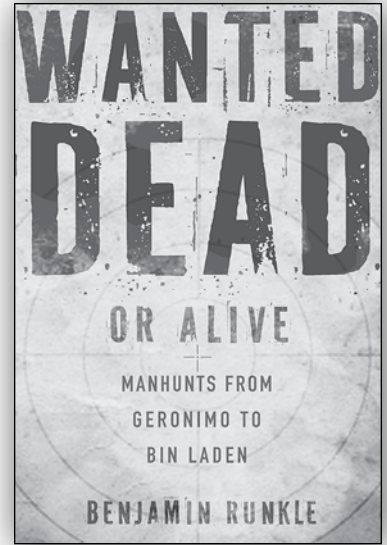


Rani Singh is a South Asia analyst who regularly reports for the BBC. She is the security analyst and media advisor for Community Safety Development Global Ltd. Rani is a frequent commentator for U.S. and U.K. television. She won the TMG Alliance News and Presenting Award 2006 and 2007 and is a Prince's Trust Ambassador. She specializes in politics and edits *Rani's Report* at www.ranisingh.blogspot.com. She lives in London.

Wanted Dead or Alive

Manhunts from Geronimo to Bin Laden

Benjamin Runkle



The remarkable adventures of American military manhunts throughout history and the lessons we need to learn from them as we enter the tenth year of our search for Osama bin Laden

One week after the 9/11 attacks, President George W. Bush declared that he wanted Osama bin Laden “dead or alive.” While this was an iconic moment in the nascent war on terror, his statement was not as dramatic as it seemed. With those three words President Bush launched U.S. forces into what would become the longest strategic manhunt in American history—but bin Laden was not the first individual designated as the objective of a U.S. military campaign. From Geronimo to Pancho Villa and Manuel Noriega, the United States has deployed military forces to kill or capture a single person nearly a dozen times since 1885. Part military history, part action thriller, and part strategic policy analysis, *Wanted Dead or Alive* chronicles the extraordinary efforts of American military manhunts throughout history and the lessons we as a country need to learn from them.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Academic promotion

History

ISBN: 978-0-230-10485-3
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 288 pp.
Includes 8 pp. b&w photos



Benjamin Runkle is a former army paratrooper with a Harvard PhD. In January 2006, he quit his job as a presidential speechwriter to serve on active duty in Iraq, where he earned a Bronze Star. He has also served as an official in the Department of Defense and as a director at the National Security Council. He is currently a political scientist at the RAND Corporation. His writing has appeared in *The New York Times*, *The International Herald Tribune*, *The Washington Times*, and the *Harvard International Review*, among others. He lives in Alexandria, Virginia.

The Race to the New World

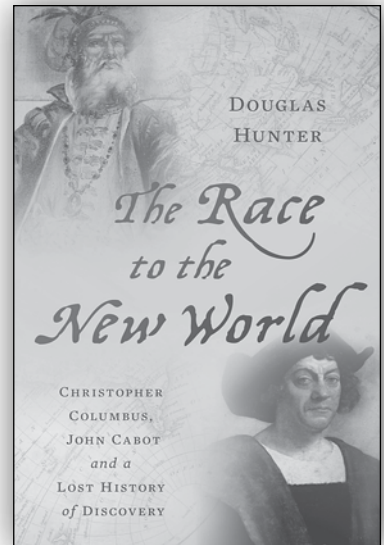
Christopher Columbus, John Cabot, and a Lost History of Discovery

Douglas Hunter

The thrilling parallel adventures of Christopher Columbus and John Cabot, two Italian men who sailed to the New World at the same time under flags of different countries

The final decade of the fifteenth century was a turning point in world history. The Genoese mariner Christopher Columbus sailed westward on the Atlantic Ocean in 1492, famously determined to discover for Spain a shorter and more direct route to the riches of the Indies. Meanwhile, a fellow Italian explorer for hire, John Cabot, set off on his own journey, under England's flag. Here, Douglas Hunter tells the fascinating tale of how, during this expedition, Columbus gained a rival. In the space of a few critical years, these two men engaged in a high-stakes race that threatened the precarious diplomatic balance of Europe—to exploit what they believed was a shortcut to staggering wealth. Instead, they found a New World that neither was looking for. Hunter provides a revelatory look at how the lives of Columbus and Cabot were interconnected, and how neither explorer can be understood properly without understanding both. Together, Cabot and Columbus provide a novel and important perspective on the first years of European experience of the New World.

Douglas Hunter won Canada's National Business Book Award in 2002 for *The Bubble and the Bear*. His book *God's Mercies* was named a finalist for both the Writers' Trust Non-Fiction Prize and the Governor-General's Literary Award for Non-Fiction. His work has appeared in newspapers such as *National Post*, *The Globe and Mail*, and the *Toronto Star*. He has also written and filmed commentaries for CBC Radio. He currently writes for the *Midland Free Press* and contributes essays to *National Post* and *The Globe & Mail's* Globe Books online.



Marketing

- National print and broadcast publicity
- National advertising campaign
(*New York Review of Books*)
- Author website
- Columbus Day promotions

History

ISBN: 978-0-230-11011-3
\$27.00 hc.
6½ x 9¼ / 304 pp.
Includes 8 pp. b&w illus.

Cinema Italiano

The Complete Guide from Classics to Cult

Howard Hughes

An accessible guide to a broad range of films, directors, and genres in Italian popular cinema

Italian filmmakers have created some of the most memorable, violent, and controversial films in world cinema. During its twentieth-century heyday, Italy's film industry was second only to Hollywood as a popular film factory, exporting cinematic dreams with multinational casts to the world, ranging across multiple genres. *Cinema Italiano* is the first book to discuss Italian cinema in depth, including commentary on both popular and arthouse films such as Lucino Visconti's epic *The Leopard*, cult superhero movie *Puma Man*, Dario Argento's bloody "gialli" thrillers, and Sergio Leone's spaghetti westerns, among many others. It is illustrated throughout with rare stills and international posters from this era in European cinema and includes reviews of more than 350 movies.



Filmwriter **Howard Hughes** is the author of *Aim for the Heart: The Films of Clint Eastwood* and of the *Filmgoers' Guides: Stagecoach to Tombstone; The Filmgoers' Guide to the Great Westerns; Crime Wave: The Filmgoers' Guide to the Great Crime Movies; and Once Upon a Time in the Italian West: The Filmgoers' Guide to Spaghetti Westerns*.



Marketing

- National print and broadcast publicity
- Marketing outreach to film professors
- Online marketing campaign

Film

ISBN: 978-1-84885-608-0
\$18.00 pb. (C\$20.00)
6 1/8 x 9 1/4 / 320 pp.
Includes 45 b&w photos

I.B.Tauris

I.B. TAURIS
PUBLISHERS

Also Available:

Aim For the Heart

ISBN: 978-1-84511-902-7
\$29.00 hc. (C\$32.00)

Once Upon A Time in the Italian West

ISBN: 978-1-85043-896-0
\$21.95 pb. (C\$23.95)

Why We Hate the Oil Companies

Straight Talk from an Energy Insider

John Hofmeister

“Essential . . . [Lays out his points] brilliantly and entertainingly. And with the eerie calm of a Vulcan. And he spares no one criticism.”
—*Esquire*

“Refreshingly pragmatic in its view, an engaging and illuminating read in an incredibly politicized policy area . . . America will be all the better for it.”
—*Foreign Policy*

“An ambitious attempt to redefine the national discussion on energy policy . . . The good news: his ideas could actually work . . . A compelling, important book, especially given current events.”
—*Newsweek*

Originally published within a month of the catastrophic Deepwater Horizon oil spill, *Why We Hate the Oil Companies* quickly established John Hofmeister as an indispensable expert, a straight shooter willing to challenge both the government and his peers in the oil industry. Here, unencumbered by political correctness, he shows what's behind the seeming tone-deafness of the energy companies, as well as how politicians use distortions and disinformation to get and stay elected. He also proposes a new framework for our energy future that ensures comfortable lifestyles, affordable and clean energy, environmental protection, and sustained economic competitiveness for the United States. With a new afterword about the legacy of the spill, and with energy at the front of every candidate's agenda, this will be a must-read for the 2012 election season.

John Hofmeister joined Shell Oil in 1997 and served as its president from 2005-2008, following 25 years in major energy consuming companies, including GE, Nortel and AlliedSignal. He is now the chairman of the board of the National Urban League and founder of the nonprofit Citizens for Affordable Energy. During the Deepwater Horizon catastrophe Hofmeister received widespread coverage, appearing on *The Today Show*, *Charlie Rose*, C-SPAN, MSNBC's *Hardball* and *Countdown with Keith Olbermann*, CNBC's *Squak Box*, CBS's *The Early Show*, FOX News's *Hannity*, NBC *Nightly News* with *Brian Williams*, and many others.



Now in Paperback

Marketing

- National print and broadcast publicity
- E-mail blast promotion
- Author speaking engagements

Current Affairs

ISBN: 978-0-230-11594-1
\$16.00 pb. (C\$18.50)
6 1/8 x 9 1/4 / 272 pp.

HC: 978-0-230-10208-8

The Next American Civil War

The Populist Revolt Against the Liberal Elite

Lee Harris

“The Next American Civil War is an intellectual defense of a rebellion against intellectuals.”

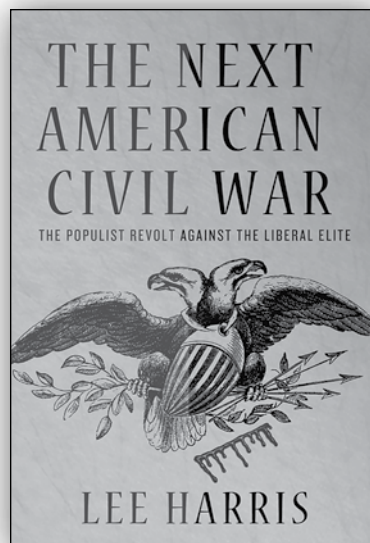
—Commentary

“Lee Harris examines this critical juncture in American history and offers some back-to-basics advice on preserving our unprecedented spirit of liberty and exceptional national character.” —Pajamas Media

Today’s populist revolt is only the latest installment of an ongoing cultural war that began long before the current economic crisis. For Harris, the stakes in the current struggle are high. Throughout our history, Americans have always challenged the definition of liberty, and this has allowed us to progress as a society. Harris argues that this debate is good and necessary, and that we must take this new populist uprising seriously if we are to defend our founding principles. A masterly and visionary work that weaves current events with philosophical investigation, *The Next American Civil War* rethinks Americans’ most elemental ideas of freedom in order to enable the people of the United States to face the challenges of our times.



Lee Harris is the author of the critically acclaimed *The Suicide of Reason: Radical Islam’s Threat to the West* and *Civilization and Its Enemies: The Next Stage of History*. A frequent contributor to *Policy Review*, *The Weekly Standard*, *The New Atlantic*, *The Wall Street Journal*, and *TCSDaily.com*, he has become one of the most sought-after commentators on the post-9/11 epoch. He lives in Stone Mountain, Georgia.



Now in Paperback

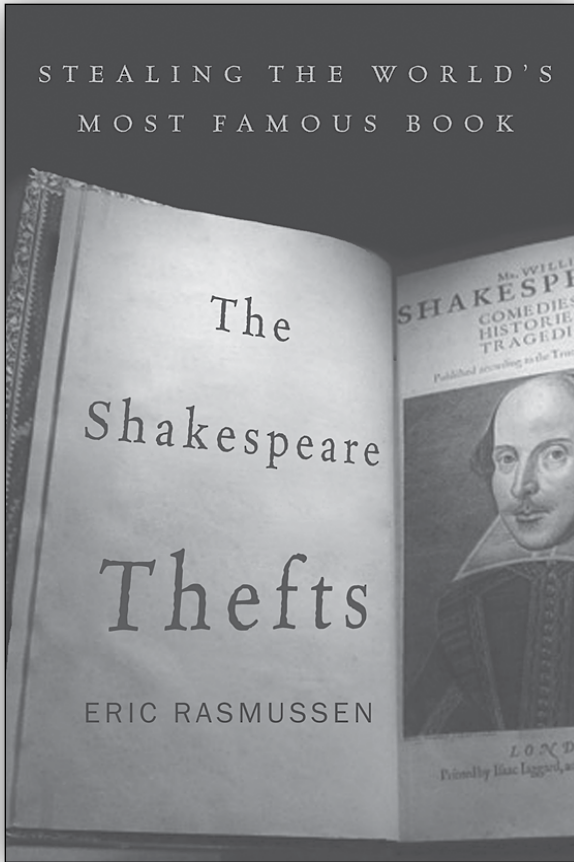
Marketing

- National print and broadcast publicity
- Author website
- Blog outreach

Current Affairs

ISBN: 978-0-230-11423-4
\$16.00 pb. (C\$18.50)
6 1/8 x 9 1/4 / 256 pp.

HC: 978-0-230-10271-2



The Shakespeare Thefts

Stealing the World's Most Famous Book

Eric Rasmussen

One of the world's preeminent Shakespeare experts takes readers on a rollicking journey to uncover the amazing stories behind the stolen *First Folios*

Marketing

- National print and broadcast publicity
- National advertising campaign
- IndieBound promotion
- Feature at BEA 2011
- Online marketing campaign
- Blog outreach

History

ISBN: 978-0-230-10941-4
\$26.00 hc. (C\$30.00)
6 1/8 x 9 1/4 / 256 pp.

The first edition of Shakespeare's collected works, the *First Folio*, published in 1623, is one of the most valuable books in the world and has historically proven to be an attractive target for thieves. Of the 160 *First Folios* listed in a census of 1902, 14 were subsequently stolen—and only two of these were ever recovered. In his efforts to catalog all these precious *First Folios*, renowned Shakespeare scholar Eric Rasmussen embarked on a riveting journey around the globe, involving run-ins with heavily tattooed criminal street gangs in Tokyo, bizarre visits with eccentric, reclusive billionaires, and intense battles of wills with secretive librarians. He explores the intrigue surrounding the Earl of Pembroke, arguably Shakespeare's boyfriend, to whom the *First Folio* is dedicated and whose personal copy is still missing. He investigates the uncanny sequence of events in which a wealthy East Coast couple drowned in a boating accident and the next week their *First Folio* appeared for sale in Kansas. We hear about *Folios* that were censored, the pages ripped out of them, about a volume that was marked in red paint—or is it blood?—on every page; and of yet another that has a bullet lodged in its pages. Part literary detective story, part Shakespearean lore, *The Shakespeare Thefts* will charm the Bard's many fans.

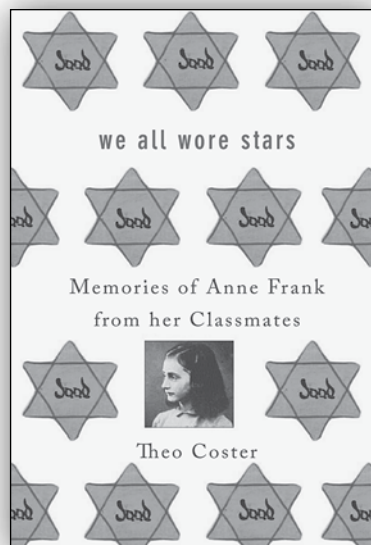


Eric Rasmussen is department chair and professor of English at the University of Nevada. He is coeditor of the *RSC Complete Works of William Shakespeare*, the *Norton Anthology of English Renaissance Drama*, and of the works of Christopher Marlowe in the *Oxford World's Classics* series as well as individual plays in the *Arden Shakespeare* series, the *Revels Plays* series, and the *Malone Society* series. Since 1997, he has written the annual review of editions and textual studies for *Shakespeare Survey*. He lives in Reno, Nevada.

We All Wore Stars

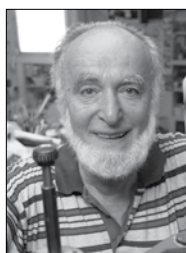
Memories of Anne Frank from Her Classmates

Theo Coster



A powerful remembrance of Anne Frank from six of her schoolmates, along with their own amazing stories of survival

In 1941 Theo Coster was a student at the Amsterdam Jewish Lyceum, one in a class of 28 Jewish children that the Nazis had segregated from the rest of the Dutch population. Among Theo's fellow students was a young Anne Frank, whose diary would later become one of the most important documents of the Holocaust. In this remarkable group portrait, Coster and five of his fellow classmates gather their personal stories and memories of Anne. The accounts collected here do not just help us to rediscover Anne Frank. They also stand on their own as remarkable stories of ingenuity and survival during the Holocaust—from Albert Gomes de Mesquita, who hid in ten different towns across Europe, to Hannah Goslar, who experienced the horrors of Bergen-Belsen but also made a miraculous reconnection with Anne days before her death.



Theo Coster was a classmate and friend of Anne Frank at the Amsterdam Jewish Lyceum. A toymaker and game designer, he is executive producer of the documentary film *The Classmates of Anne Frank*. Coster has lived in Tel Aviv since 1955.

Marketing

- National print and broadcast publicity
- National advertising campaign
(New York Review of Books)
- Marketing outreach to Jewish organizations
- IndieBound promotion
- Promotional tie-in with documentary

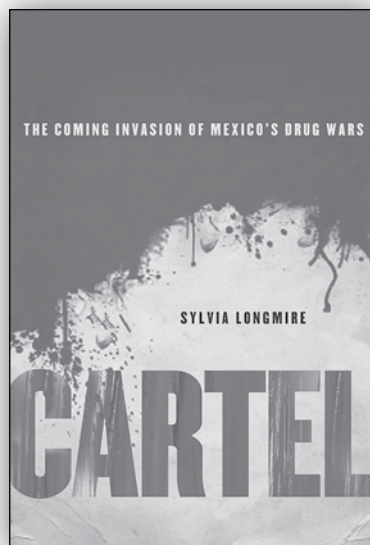
History

ISBN: 978-0-230-11444-9
\$24.00 hc. (C\$27.50)
5½ x 8¼ / 224 pp.

Cartel

The Coming Invasion of Mexico's Drug Wars

Sylvia Longmire



An up-close and terrifying look at the massive crime organizations behind Mexico's drug cartels, and what their growing power means for the United States

"Sylvia Longmire's insights are invaluable—and essential. Her depth of knowledge and analysis come in well-crafted prose that's as thrilling to read as any novel and compelling for even the most casual reader."

—David Silverberg, Editor, *Homeland Security Today*

Having followed Mexico's cartels for years, security expert Sylvia Longmire takes us deep into the heart of their world to witness a dangerous underground that will do whatever it takes to deliver drugs to a willing audience of American consumers. The cartels have grown increasingly bold in recent years, building submarines to move up the coast of California and digging elaborate tunnels that both move drugs north and carry U.S. military grade firearms back to fuel the drug war. Channeling her long experience working on border issues, Longmire offers real solutions to the critical problems facing Mexico and the United States, including programs to deter youth in Mexico from joining the cartels and changing drug laws on both sides of the border.



Sylvia Longmire was a senior intelligence officer on drug trafficking and border violence issues for both the Air Force and the state of California. She has been interviewed on *Geraldo*, CNN International, Bill Handel's syndicated talk radio show, and is a featured expert on the Discovery Channel's ten-part series on kidnapping. Currently Longmire is an independent consultant, and testifies as an expert witness on U.S. asylum cases. She lives in O'Fallon, Illinois.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Author website

Current Affairs

ISBN: 978-0-230-11137-0
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 256 pp.

The Anatomy of Addiction

Recognizing the Triggers Standing in the Way of Recovery

Morteza Khaleghi, PhD and
Karen Khaleghi, PhD

Two addiction experts explain why families so often enable and escalate addictive behavior, and what they can do to break the cycle

“Dr. Morteza Khaleghi is one of America’s leading experts on addiction and a beacon of hope to addicts everywhere. A trusted advisor on the *Dr. Phil* show, he has successfully helped countless individuals quit drugs and alcohol by confronting the underlying emotional issues as well as tackling the addiction itself.”

—Dr. Phil McGraw

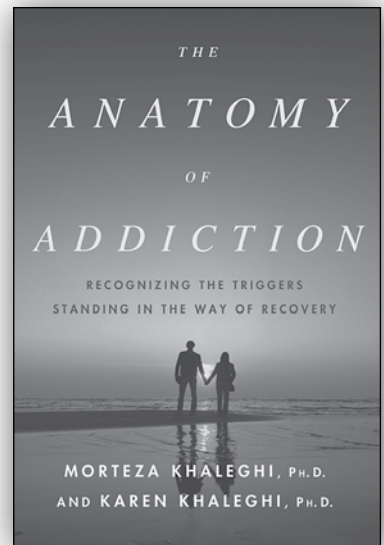
The relapse rate for addicts in conventional treatment programs is a shocking 70-90%, despite the best efforts of family members, doctors, and the addicts themselves. Drawing on the latest addiction research, Creative Care founders Morteza and Karen Khaleghi argue that the reason so many addicts fail to make headway is because too often they focus on the addiction only, and not the many factors that contribute to it.

Readers will learn how to:

- recognize how people and situations drive their addictions
- peel back the layers of their lives to understand the roots of helplessness and dependency
- rewrite family dynamics and end the cycle of addiction.

This is an eye-opening look for addicts and their family members that will show them how to discover the heart of their problems and overcome them.

Morteza Khalegi, PhD and Karen Khaleghi, PhD are the founders and co-owners of Creative Care, each with over twenty years of experience treating addiction. They have appeared on *Dr. Phil* as well as NPR, WBUR, and CNN radio. They live in Malibu, California.



Trade Paperback Original

Marketing

- National print and broadcast publicity
- National advertising campaign (*Psychology Today*)
- Author speaking engagements
- Online marketing campaign
- Targeted outreach to addiction and recovery groups

Psychology

ISBN: 978-0-230-10709-0
\$16.00 pb. (C\$18.50)
5½ x 8¼ / 256 pp.

Also Available:

Free from Addiction

ISBN: 978-0-230-60611-1
\$14.95 PB (C\$16.95)

Taking a Stand

The Evolution of Human Rights

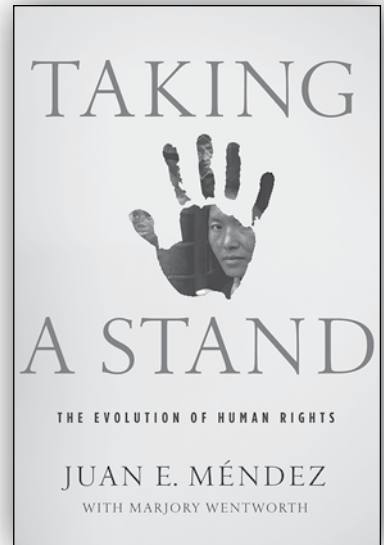
Juan E. Méndez with
Marjory Wentworth

Prominent activist Juan Méndez draws upon decades of experience to illustrate the evolution of human rights and offers a new way forward in the fight to prevent future abuses

Juan Méndez has experienced human rights abuse first hand. As a result of his work with political prisoners in the late 1970s, the Argentinean military dictatorship arrested, tortured, and held him for more than a year. During that time, Amnesty International adopted him as a “Prisoner of Conscience.” After his release, he moved to the United States and continued his lifelong fight for the rights of others, and the lessons he has gleaned over the decades can help us with our current struggles. Here, he sets forth an authoritative and incisive examination of torture, detention, exile, armed conflict, and genocide, whose urgency is even greater in the wake of America’s recent disastrous policies. Méndez offers a new strategy for holding governments accountable for their actions, providing an essential blueprint for different human rights groups to be able to work together to effect change.

Juan Méndez is the United Nations Special Rapporteur on Torture. Previously, he served as the first Special Advisor to the Secretary General of the United Nations on the Prevention of Genocide and is the former president of the International Center for Transitional Justice. He is currently a visiting professor of Law at Washington College of Law. He lives in New York City.

Marjory Wentworth is a Pushcart Prize-nominated poet who has worked extensively in human rights for organizations such as the UN High Commission for Refugees in Geneva, Switzerland; The Whole World Institute of Boston; and Church World Service in New York. She lives in Charleston, South Carolina.



Marketing

- National print and broadcast publicity
- Marketing support from Amnesty International
- Email blast campaign
- Author speaking engagements
- Online marketing campaign

Current Affairs

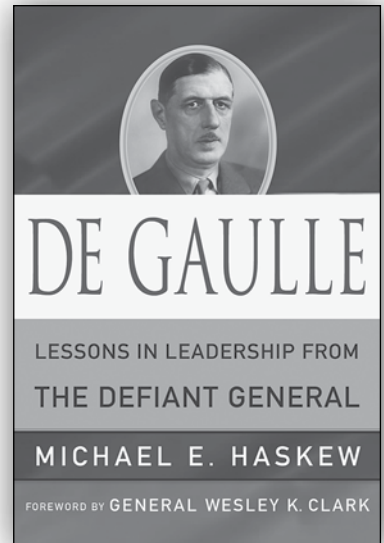
ISBN: 978-0-230-11233-9
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

De Gaulle

Lessons in Leadership from the Defiant General

Michael E. Haskew

Foreword by General Wesley K. Clark



A riveting look at the general who led the French resistance during World War II, and how his visionary leadership shaped the nation's Fifth Republic

“Michael Haskew has again shown his skills as a researcher and writer in this succinct biography of a controversial commander. This is the place to start for any understanding of the French leader.”

—John Wukovits, author of *One Square Mile of Hell* and *Eisenhower*

Charles de Gaulle once stated, “France has no friends, only interests,” and it was this strength of mind and love of country that took the region from being an occupied territory during World War II to being a leader in the Allied cause. Convinced that his personal destiny and that of his beloved country were intertwined, de Gaulle’s life’s work was dedicated to advancing France’s preeminence among nations. Even while the country lay prostrate before the Nazis, he maintained the honor of the French people, choosing to resist rather than to collaborate. His presidency was no less visionary; under de Gaulle, France became a nuclear power, granted autonomy to more than a dozen of its former colonial holdings, and maintained an influential presence on the world stage. Here, Michael Haskew takes us on a tremendous journey through de Gaulle’s pivotal years, his leadership of the resistance, and beyond to understand the man who remade both modern military tactics and global leadership.



Michael Haskew is the editor of *WWII History* magazine and the former editor of *World War II* magazine. He is the author of a number of books, including *The Sniper at War* and *Order of Battle*. Haskew is also the editor of *The World War II Desk Reference* with the Eisenhower Center for American Studies. He lives in Hixson, Tennessee.

General Wesley K. Clark (ret.) is the author of *A Time to Lead*, as well as the bestselling books *Waging Modern War* and *Winning Modern Wars*.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Marketing coordination with *WW II History* magazine

History

ISBN: 978-0-230-11081-6
\$23.00 hc. (C\$26.50)
5½ x 8¼ / 224 pp.
Includes 8 pp. b&w photos

World Generals

ECONned

How Unenlightened Self Interest Undermined Democracy and Corrupted Capitalism

Yves Smith

Why today's economists cling to failed economic policies and how they continue to put the world in jeopardy

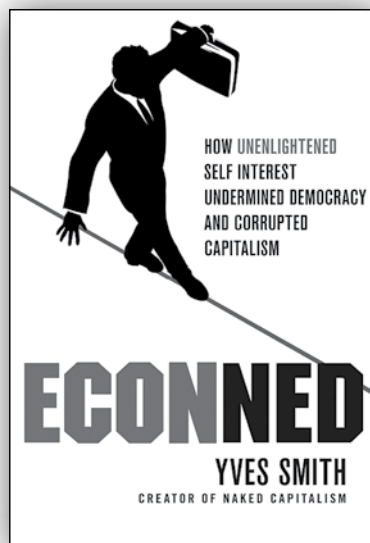
"The helplessness you feel, in the face of the demonic complexity of modern finance . . . set it aside, and pick up Yves Smith's book *ECONned*. Indignation and clarity and omnivorous knowledge come together in her writing, to explain how we, the taxpayers, are being meticulously fleeced. Never go into an argument about the financial crisis unarmed again."
—Stephen Metcalf, *Slate* columnist

"This book is a fascinating and insightful reminder that economics is like any other powerful tool. Smith provides a brilliantly researched tour of good ideas gone bad."

—Charles Wheelan, author of *Naked Economics: Undressing the Dismal Science*

ECONned is the first book to examine the unquestioned role of economists as policymakers, and how they helped create an unmitigated economic disaster. Here, Yves Smith looks at how economists in key policy positions put doctrine before hard evidence, ignoring the deteriorating conditions and rising dangers that eventually led them, and us, off the cliff and into financial meltdown. Intelligently written for the layman, Smith takes us on a terrifying investigation of the financial realm over the last 25 years of misrepresentations, naive interpretations of economic conditions, rationalizations of bad outcomes, and the failure to recognize clear signs of growing instability.

Yves Smith is creator of the influential blog *Naked Capitalism*, a top ranked economics and finance blog with over 250,000 unique visitors each month. Smith has been working in and around the financial services industry since 1980 as an investment banker, management consultant, and corporate finance advisor. Smith has appeared on CNBC, CNN, and FOX Business News, and has written over 40 articles for *The New York Times*, *Slate*, *The Christian Science Monitor*, and others. She lives in New York City.



Now in Paperback

Marketing

- National print and broadcast publicity
- Author blog
- Online marketing campaign

Economics

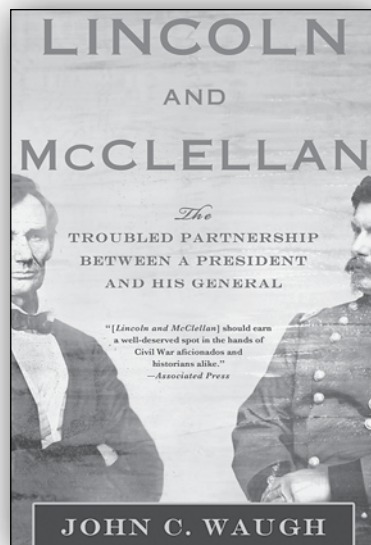
ISBN: 978-0-230-11456-2
\$18.00 pb. (C\$20.00)
6 1/8 x 9 1/4 / 368 pp.

HC: 978-0-230-62051-3

Lincoln and McClellan

The Troubled Partnership between a President and His General

John C. Waugh



“One of the most complex relationships between commander in chief and commanding general outside the Truman-MacArthur tangle is expertly examined.”
—*American History Magazine*

“Enjoyable . . . The dynamic between Lincoln and the toweringly neurotic McClellan makes for a revealing case study of the importance of personality and character in war.” —*Publishers Weekly*

There was no more remarkable pair in the Civil War than Abraham Lincoln and George McClellan. At only 35 years old, McClellan commanded the Ohio troops early in the war and won skirmishes for the Union in western Virginia. After the disastrous Union defeat at Bull Run in the summer of 1861, Lincoln sent word for McClellan to come to Washington, and soon elevated him to commander-in-chief of the Union army. But in the late summer and fall of 1861, things took a turn for the worse. Meticulous in his planning and preparations, McClellan began to delay attacking the enemy and developed a penchant for vastly overestimating the Confederate forces he faced. Finally losing his patience, Lincoln was famously quoted as saying, “If General McClellan does not want to use the army, I would like to borrow it for a time.” *Lincoln and McClellan* takes an in-depth look at this fascinating relationship, weaving a tale of hubris, paranoia, failure, and triumph, illuminating as never before this unique and complicated alliance.

John C. Waugh is a historian, and was a correspondent and bureau chief for *The Christian Science Monitor*. As a journalist, he received the American Bar Association’s Silver Gavel Award and has contributed to *The Washington Post Book World*, *The New York Times*, and *The Boston Globe*, among others. He lives in Pantego, Texas.

Now in Paperback

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Academic promotion
- Promotion tied to 150th anniversary of the Civil War

History

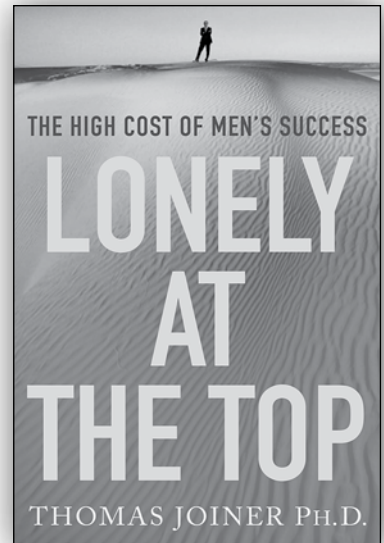
ISBN: 978-0-230-11422-7
\$17.00 pb. (C\$19.50)
6 1/8 x 9 1/4 / 272 pp.
Includes 8 pp. b&w illus.

HC: 978-0-230-61349-2

Lonely at the Top

The High Cost of Men's Success

Thomas Joiner, PhD



A timely and revealing look at the personal toll that achieving success takes on men

Men appear to enjoy many advantages in society—on average they make more money, have more power, and enjoy a greater degree of social freedom than women. But many men pay a high price for the pursuit of success and power. Taking family and friends for granted, men will often let relationships take a back seat to their professional ambitions, only to ultimately find themselves with few real friends they can rely on in hard times. As a result, they turn to affairs, alcohol, and other self-destructive behaviors. Sadly, millions of men suffer untreated depression.

In this groundbreaking and provocative book, award-winning clinical psychologist Thomas Joiner makes an impassioned call for society to recognize the harmful effects that solitude can have on men. Drawing on original research done for the National Institute of Mental Health, he focuses on the particular situations that leave men rudderless. He offers advice on support systems that are most useful to men, and he offers prescriptive advice on how men can improve their lives.



Recognized expert in men's health, **Thomas Joiner, PhD** is the Robert O. Lawton Distinguished Professor of Psychology at Florida State University. He is an adviser to *Men's Health* magazine and is the principal investigator in the Department of Defense research to lower suicide rates in the military. Recipient of fellowships from the Guggenheim and the Rockefeller Foundation, he has made numerous radio, print, and television appearances, including *The Wall Street Journal*, National Public Radio, and *Dr. Phil*. He lives in Tallahassee, Florida.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Blog outreach

Psychology

ISBN: 978-0-230-10443-3
\$27.00 hc. (C\$32.00)
6 1/8 x 9 1/4 / 272 pp.

OBAMA
AND THE
MIDDLE
EAST



FAWAZ GERGES

Obama and the Middle East

Fawaz Gerges

From one of the top Middle East experts in the world comes a hard-hitting assessment of Obama's current foreign policy and a proposed plan for the region

Marketing

- National print and broadcast publicity
- National advertising campaign
(*Foreign Affairs*,
New York Review of Books)
- Radio satellite tour
- Author speaking engagements
- Online marketing campaign
- Academic promotion

Current Affairs

ISBN: 978-0-230-11381-7
\$24.00 hc. (C\$27.50)
5½ x 8¼ / 224 pp.

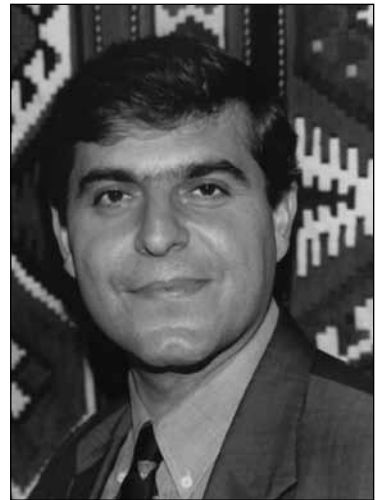
During his presidential campaign, Barack Obama promised to distance the United States from the neoconservative foreign policy legacy of his predecessor, George W. Bush, and usher in a new era of a global, interconnected world. More than two years have passed since his inauguration, and the reality of President Obama's approach is in stark contrast to the ebullient and optimistic image that he originally built up. In fact, Obama is not committed to redefining U.S. foreign policy in a transformational way, but calibrating and correcting the Bush policies, and reclaiming the neorealist approach that defined America's foreign policy since WWII. Taking stock of Obama's first year in the White House, this book places his engagement in the Middle East within the broader context of U.S. foreign policy since 9/11 and examines key areas that have posed a challenge to his administration. Middle East expert Fawaz Gergeres highlights the administration's widening credibility gap and lack of resolve and political will to directly confront policy challenges head-on, and offer essential strategic recommendations for advancing U.S. relations with the Muslim World.

Praise for *Journey of the Jihadist: Inside Muslim Militancy*:

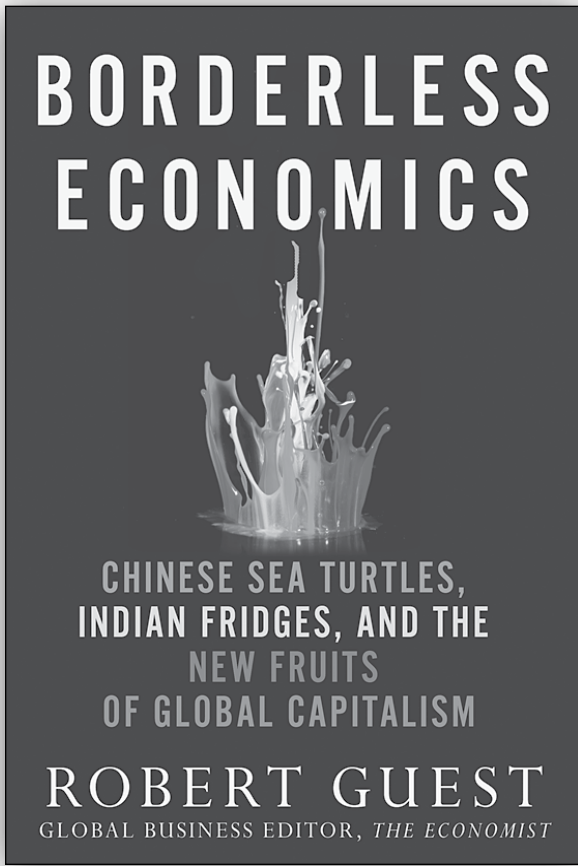
"Memorable, nondogmatic, and full of fresh insights—none of them comforting for anyone who hopes for an end to the so-called Long War."
—*Kirkus Reviews*

"The author's ability to explain complex issues in a jargon-free and easy-flowing narrative makes this book one of the best, most useful, and most timely volumes for nonspecialist readers. Highly recommended for public and academic libraries."
—*Library Journal*

"Gergeres's writings and predictions regarding Islamism and jihad have been accurate so far, and of late are guardedly optimistic in assessing a Muslim world tiring of autocratic rulers and amenable to respect for human rights."
—*The Village Voice*



Fawaz A. Gergeres is a professor of Middle Eastern Politics and International Relations at the London School of Economics and Political Science, where he is chair of the Middle Eastern Center. He was a senior ABC television news analyst from 2000 until 2007 and has been a guest on *Charlie Rose*, *Oprah*, *ABC Nightline*, and other prominent shows. He has contributed pieces to *The New York Times*, *The Washington Post*, *International Herald Tribune*, *Foreign Affairs*, *Foreign Policy*, *Middle East Journal*, *Al-Mustaqbal al-Arabi*, and many others. He lives in London.



Borderless Economics

Chinese Sea Turtles, Indian Fridges, and the New Fruits of Global Capitalism

Robert Guest

The global business editor for *The Economist* looks at how networked immigrant populations today are radically diversifying the flow of ideas, increasing international trust, and transforming the global landscape

Marketing

- National print and broadcast publicity
- Online advertising campaign
- Author speaking engagements
- Online marketing campaign
- Blog outreach
- Marketing coordination with *The Economist*

Current Affairs

ISBN: 978-0-230-11382-4
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

Today, thanks to the ease of technology and travel, we enjoy unprecedented levels of interconnectedness. Societies are increasingly mobile, and immigrant populations maintain strong ties with their native countries, allowing for an unbroken chain of innovation and knowledge that stretches all the way back home. Robert Guest, global business editor for *The Economist*, shows how today's tribal networks transcend national borders, and how they are shaping the global community in unforeseen ways, including:

- So-called “Chinese sea turtles,” young Chinese who go to the West for college before returning to China, and eagerly absorb democratic ideals along with their technical training. Now, as they assume leadership positions in Chinese government and business, they will slowly turn China democratic.
- Indian diasporas, having long brought Western technology to their home countries, are now bringing Indian technology to the West. They've already developed \$70 refrigerators and \$2,000 cars; their frugal innovations and managerial know-how are about to turn the global economy on its head.

In a world where trade, trust, and information flow through ethnic networks, the nation that values open borders and encourages the growth and development of its diaspora populations will be the superpower of the twenty-first century. With on-the-ground reporting from dozens of countries, this is a timely look at forces greater than national boundaries and how they can be harnessed to move the whole planet forward.

Praise for Robert Guest's *The Shackled Continent*:

“Rarely does an author combine experience, common sense and humor when writing about Africa. It's even rarer when the analysis is as hard-hitting as in the writing of Robert Guest.”
—Roger Bate, *Wall Street Journal*

“Guest recognizes that the economic modernization he advocates comes with a price, but he is nonetheless optimistic. Readers may be moved enough to find ways of being so, too.”
—*Publishers Weekly*



Robert Guest is currently the global business editor at *The Economist*. Before joining *The Economist*, he was the Tokyo correspondent for *The Daily Telegraph*. The winner of numerous awards, Guest is a regular commentator on both the BBC and CNN. He is the author of *The Shackled Continent*. He lives in London.

THE THIRD INDUSTRIAL REVOLUTION



AN INSIDER'S LOOK AT THE
NEW ENERGY INNOVATION THAT'S
TRANSFORMING THE WORLD

JEREMY RIFKIN

The Third Industrial Revolution

*An Insider's Look at the
New Energy Innovation
That's Transforming the
World*

Jeremy Rifkin

A revealing look at how a new global "Energy Internet" will soon replace the old electrical grids, ending the fossil fuel wars, averting climate change and transforming markets and governments

Marketing

- National print and broadcast publicity
- National advertising campaign
- Author speaking engagements
- Author website
- Marketing coordination with
The Foundation on Economic Trends

Current Affairs

ISBN: 978-0-230-11521-7
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 288 pp.

We are undergoing a historical transformation in the way we create and disseminate energy. Together, Internet technology and the reality of renewable energy are creating a new type of electrical grid, one in which energy is stored and distributed on an individual basis. Soon, hundreds of millions of human beings will be generating their own green energy in their homes, offices and factories, and sharing it, just as they now create their own information and share it on the Internet. In just a few years, millions of buildings and even cities will become energy self-sufficient, signaling the end of our reliance on fossil fuels. This transformation is already underway in Europe, where author Jeremy Rifkin serves as EU advisor on a project that will revolutionize the continent's energy supply, with Asia to follow. We even see shades of it in Texas, Colorado, and California, where electrical companies will be laying down parts of the Smart Grid over the next several years.

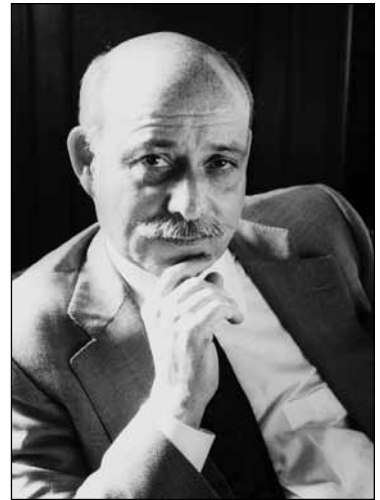
But it's not just about the promise of clean energy. Rather, this "Energy Internet" will fundamentally change every aspect of the way we work and live. It will foster continental markets and the creation of continental political unions to oversee new expansive commercial opportunities. It will signify the end of needless wars fought over energy sources, and the dawning of an era of true international cooperation. Finally, it offers the hope that we can get to a post-carbon era by mid century and avert catastrophic climate change. Here, Rifkin explains how the United States can embrace this ambitious vision of the future, end its decades-old crisis over foreign oil, and ensure its continued status as world power. He also paints an accessible, anecdotal picture of what our lives will look like in this new global order—if we can summon the political will to join it.

Praise for *The Empathic Civilization*:

"[T]he kind of reading fans of Jared Diamond and Richard Dawkins can sink their teeth into, with a contagious sense of urgency."
—*Publishers Weekly*

Praise for *The Age of Access*:

"Visionary activist and author Jeremy Rifkin exposes the real stakes of the new economy . . . page after page bristles with cogent analysis, factually buttressed and lucidly delineated."
—*The Seattle Times*



Jeremy Rifkin is president of the Foundation on Economic Trends and the author of 18 bestselling books, including *The Hydrogen Economy* and *The End of Work*. He has been a guest on *Face the Nation*, *The Lehrer News Hour*, *20/20*, *Larry King Live*, *The Today Show*, and *Good Morning America*. *The National Journal* named Rifkin as one of 150 people in the United States that have the most influence in shaping federal government policy. Since 1994, Mr. Rifkin has been a senior lecturer at the Wharton School's Executive Education Program at the University of Pennsylvania. His monthly column on global issues appears in many of the world's leading newspapers and magazines, including *The Los Angeles Times*, *The Guardian* in the U.K., *Die Süddeutsche Zeitung* in Germany, *Trud* in Bulgaria, *Clarín* in Argentina, and *Al-Ittihad* in the United Arab Emirates. He lives in Bethesda, Maryland.



Uncompromised

The Rise and Fall of an Arab-American Patriot in the CIA

Nada Prouty

As seen on *60 Minutes*, the true account of how a CIA agent and Arab-American patriot was falsely accused of working with terrorists, ending her career and citizenship, and what her story means for the good of the country

Marketing

- National print and broadcast publicity
- National advertising campaign (*The Nation*)
- Author speaking engagements
- Online marketing campaign
- Blog outreach

Current Affairs

ISBN: 978-0-230-11386-2
\$26.00 hc. (C\$30.00)
6 1/8 x 9 1/4 / 288 pp.

“Nada Prouty served her country loyally, with distinction, and, as universally acknowledged by her colleagues, with great personal courage as a CIA covert officer. This tale of rampant trampling of citizen’s rights is a vivid reminder of the responsibility of citizens to be vigilant against unaccountable government overreach if we hope to keep a strong democracy, where the rule of law prevails and where a citizen is presumed innocent until proven guilty.”

—Valerie Plame, author of *Fair Game*

When Nada Prouty came to the United States as a young woman, she fell in love with the democracy and freedom of her new home. After a childhood in war-torn Lebanon with an abusive father and facing the prospect of an arranged marriage, she jumped at the chance to forge her own path in America—a path that led to exciting undercover work in the FBI, then the CIA. As a leading agent widely lauded by her colleagues, she worked on the most high-profile terrorism cases in recent history, including the hunt for Saddam Hussein and the bombing of the USS *Cole*, often putting her life on the line and usually getting her man.

But all this changed in the wake of 9/11, at the height of anti-Arab fervor, when federal investigators charged Prouty with passing intelligence to Hezbollah. Lacking sufficient evidence to make their case in court, prosecutors went to the media, suggesting that she had committed treason. Prouty, dubbed “Jihad Jane” by the *New York Post*, was quickly cast as a terrorist mastermind by the relentless 24-hour news cycle, and a scandal-hungry public ate it up.

Though the CIA and federal judge eventually exonerated Prouty of all charges, she was dismissed from the agency and stripped of her citizenship. In *Uncompromised*, Prouty tells her whole story in a bid to restore her name and reputation in the country that she loves. Beyond a thrilling story of espionage and betrayal, this is a sobering commentary on cultural alienation, the power of fear, and what it means to truly love America.

Nada Prouty was an undercover spy for the FBI and CIA for over a decade, working on a host of high-profile terrorism cases, including the bombing of the USS *Cole*. She was also part of the team that developed the intelligence on the whereabouts of Saddam Hussein. Today, Prouty cares for her two young children, speaks about her experience nationwide, and awaits the reinstatement of her citizenship. She lives in Washington, D.C.

The March to Freedom

Fighting Tyranny in Africa and Around the World

George B. N. Ayittey

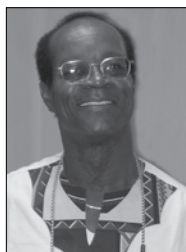
From a leading voice in the African political debate, a look at what Africa needs to do to establish democracy

Despite billions of dollars of aid and the best efforts of the international community to improve economies and bolster democracy across Africa, violent dictatorships persist. As a result, millions have died, economies are in shambles, and whole states are on the brink of collapse. Political observers and policymakers are starting to believe that economic aid is not the key to saving Africa. So what does the continent need to do to throw off the shackles of militant rule? African policy expert George Ayittey argues that before Africa can prosper, she must be free. Taking a hard look at the fight against dictatorships around the world, from Ukraine's orange revolution in 2004 to Iran's Green Revolution last year, he examines what strategies worked in the struggle to establish democracy through revolution. Ayittey also offers strategies for the West to help Africa in her quest for freedom, including smarter sanctions and establishing fellowships for African students.

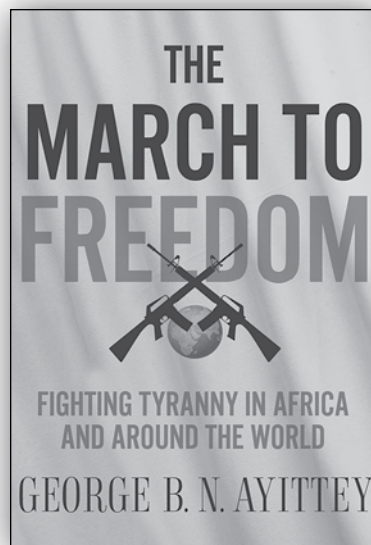
Praise for *Africa in Chaos*:

"A superb analysis of the continent."

—*The Wall Street Journal*



George B. N. Ayittey was named one of *Foreign Policy's* Top Global Thinkers and has advised the White House on forging a new path for Africa. Winner of the H.L. Mencken Award for Best Book, Ayittey has written for *The Wall Street Journal*, *The Washington Post*, and *The Times of London*. He is also the founder and president of the Free Africa Foundation and professor of economics at American University.



Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Marketing coordination with Free Africa Foundation

Current Affairs

ISBN: 978-0-230-10859-2
\$27.00 hc. (C\$32.00)
6 1/8 x 9 1/4 / 256 pp.

Also Available:

Africa in Chaos

ISBN: 978-0-312-21787-7
\$29.00 pb. (C\$35.00)

Africa Unchained

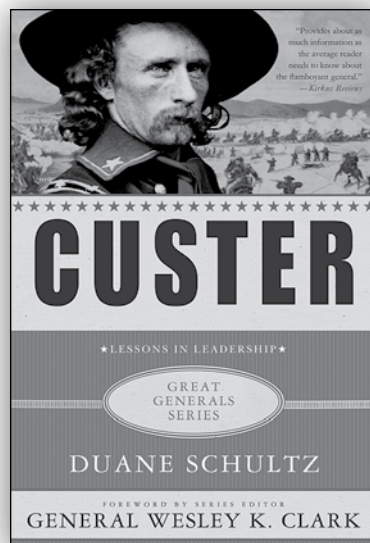
ISBN: 978-1-4039-7386-3
\$29.00 pb. (C\$33.50)

Custer

Lessons in Leadership

Duane Schultz

Foreword by General Wesley K. Clark



“Provides about as much information as the average reader needs to know about the flamboyant general.”

—Kirkus

Colorful, charismatic, and controversial, George Armstrong Custer became a national hero at the age of 23 when he was promoted to the rank of brigadier general—barely two years after graduating at the bottom of his class from West Point. He was idolized both by his men and by the American public, though he endured two courts-martial and temporary dismissal from the army. He was contemptuous of danger, taking chances that no one else would take, which earned him the reputation among some observers of being reckless. Redeeming himself through his actions at the front, he resurrected his former glory with a stunning victory over the Cheyenne Indians using tactics he had perfected during the Civil War. General Custer was one of those larger-than-life figures whose flamboyant personality, daring, and seeming invincibility became legendary. Here, author Duane Schultz shows why he remains one of the most fascinating figures in American military history.



Duane Schultz is a psychologist and the author of several books of military history, including *Quantrill's War* and *The Most Glorious Fourth: Vicksburg and Gettysburg, July 4th, 1863*. He splits his time between Clearwater, Florida and Washington, D.C.

Now in Paperback

Marketing

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- www.greatgenerals.com

History

ISBN: 978-0-230-11424-1
\$14.00 pb. (C\$16.00)
5½ x 8¼ / 224 pp.
Includes 8 pp. b&w illus.

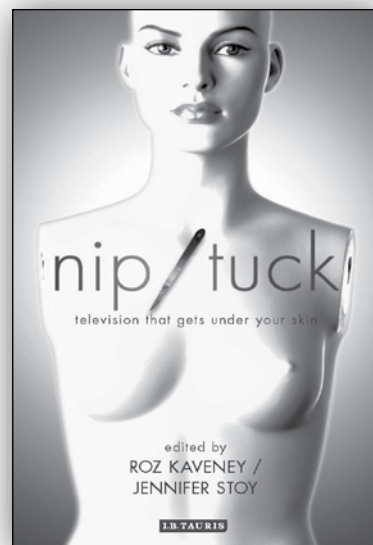
HC: 978-0-230-61708-7

Great Generals

Nip/Tuck

Television That Gets Under Your Skin

Edited by Roz Kaveney and
Jennifer Stoy



The first comprehensive and definitive guide to this popular, award-winning, and controversial show

Promoted as a “disturbingly perfect” and “deeply shallow” television show and created by Ryan Murphy, the mind behind *Glee*, *Nip/Tuck* has been among the most popular and controversial shows on television. The misadventures and soap operaesque entanglements of the lives of plastic surgeons Christian Troy and Sean McNamara won Golden Globes and boycotts from the American Family Association. Yet, as this first critical celebration of *Nip/Tuck* reveals, the show is also an examination of the American family, the anxieties and complications of gender and sexuality, and the class issues and illusions surrounding the American dream. The book is completed with an extensive episode guide and includes an interview with *Nip/Tuck* director Elodie Keene.

Roz Kaveney is a cultural commentator and reviewer. She is the author of *From Alien to The Matrix*, *Teen Dreams*, and *Superheroes!* and coauthor of *Battlestar Galactica*. She lives in London.

Jennifer Stoy is a writer and editor on popular culture, and a regular contributor to websites such as CC2K.com. She is coauthor of *Battlestar Galactica*, and currently works as a technical writer in Washington, D.C.

Trade Paperback Original

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Marketing outreach to fan sites and blogs
- Academic marketing campaign to film schools

Television

ISBN: 978-1-84511-862-4
\$17.00 pb. (C\$19.50)
5½ x 8¼ / 264 pp.
Includes 10 b&w photos

I.B. Tauris



100 Cult Films

Xavier Mendik and
Ernest Mathijs



A guide to 100 of world cinema's most interesting, important, and innovative cult movies, written by two leading experts in the field

This accessible guide takes cult cinema fanatics through 100 memorable films, showcasing such diverse hits as *The Sound of Music*, *Edward Scissorhands*, and *The Gods Must Be Crazy*. This guide does not limit readers to cinematic favorites of the general public alone, but instead explores the worlds of such cult subgenres as Italian cannibal movies and Japanese anime. Including vivid photos of unforgettable scenes, this Screen Guide brings to life the success behind some of the biggest movies of our time.

Xavier Mendik is a lecturer on Film and Television Studies. As director of the Cult Film Archive, Mendik has established an internationally renowned research center of cult and underground cinema. He has published on a wide variety of cult and horror traditions, with particular reference to issues of representation within 1970s European and American underground and exploitation cinema.

Ernest Mathijs is an associate professor of Film Studies at the University of British Columbia. Mathijs heads the department's Centre for Cinema Studies and he is the series editor of *Contemporary Cinema and Cultographies*.

Trade Paperback Original

Marketing

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- Online marketing campaign
- Academic promotion to film schools

Film

ISBN: 978-1-84457-408-7
\$20.00 pb. (C\$23.00)
5½ x 8¼ / 240 pp.
Includes 70 color and b&w photos

BFI Screen Guides



British Film Institute

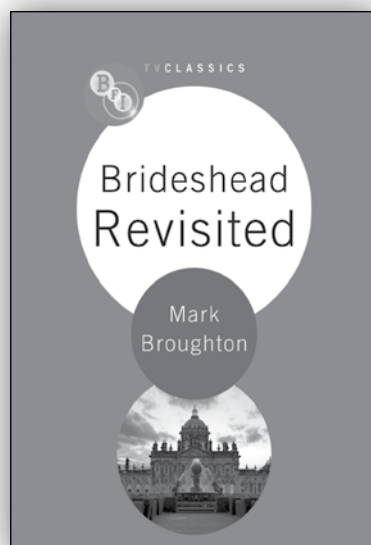
Brideshead Revisited

Mark Broughton

An innovative, close audiovisual analysis of *Brideshead Revisited*, supported by a critical history of its production and reception

This BFI Classic volume on the 1981 television adaptation of Evelyn Waugh's novel *Brideshead Revisited* draws on detailed research, providing an innovative, close audiovisual analysis of the series based on the popular book. The book places *Brideshead Revisited* in the context of television history while considering the influence of various films on its style. Informed by art history, Broughton discusses the miniseries's use of locations (especially Castle Howard's landscape architecture) and its pictorial allusions—in particular, its references to the work of artist Felix Kelly. The guide also addresses the series' depiction of art and architecture, its portrayal of social and aesthetic histories, and the way these histories are refracted through the mind of a highly flawed narrator.

Mark Broughton is a lecturer in Film Studies at the University of Reading.



Trade Paperback Original

Marketing

- National print publicity
- Online marketing promotion
- Academic promotion to film schools

Television

ISBN: 978-1-84457-350-9
\$15.00 pb. (C\$17.00)
5½ x 8¼ / 144 pp.
Includes 60 color photos

BFI TV Classics



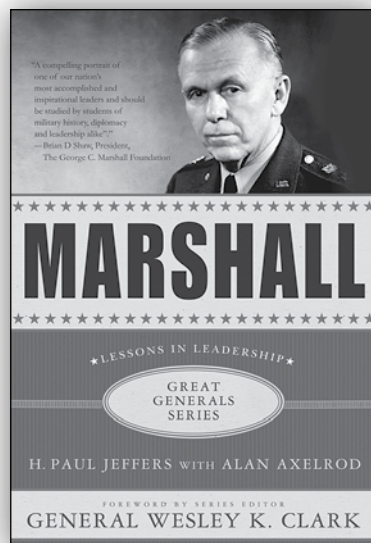
British Film Institute

Marshall

Lessons in Leadership

H. Paul Jeffers and Alan Axelrod

Foreword by General Wesley K. Clark



“A compelling portrait of one of our nation’s most accomplished and inspirational leaders.”

—Brian D. Shaw, President, The George C. Marshall Foundation

“Jeffers adds to an already stellar reputation with this concise biography of one of the nations’ top military figures.”

—John Wukovits, author of *One Square Mile of Hell: The Battle for Tarawa*

General George C. Marshall was a skillful and compassionate leader with a unique legacy. He never fired a shot during WWII and led no troops into battle—his brilliance was purely strategic and diplomatic, and incredibly effective. He was responsible for the building, supplying, and, in part, the deployment of over eight million soldiers. In 1947, as secretary of state, he created the Marshall Plan, a sweeping economic recovery effort that pulled the war-shattered European nations out of ruin, and gave impetus to the founding of NATO and the European Common Market. It was for the Marshall Plan that he won the Nobel Peace Prize—the only time in history a military commander has ever been awarded this honor. Marshall’s skilled combination of military strategy and politics, emphasis on planning as well as execution, and his expertise in nation-building holds lessons for military and civilian leaders today.

H. Paul Jeffers (1934-2009) was an established military historian and author of 70 books, and was a broadcast journalist for more than 30 years. He worked as an editor and producer at ABC, CBS and NBC, and was the news director of both of New York City’s all-news radio stations, WINS and WCBS. This is his last book.

Alan Axelrod is the author of numerous popular history and historically rooted business and management books, including *Bradley* and *Patton* in the Great Generals Series, and the *BusinessWeek* bestsellers *Patton on Leadership* and *Elizabeth I, CEO*. He lives in Atlanta, Georgia.

Now in Paperback

Marketing

- National print and broadcast publicity
- Online marketing campaign
- www.greatgenerals.com

History

ISBN: 978-0-230-11425-8
\$14.00 pb. (C\$16.00)
5½ x 8¼ / 224 pp.
Includes 8 pp. b&w photos

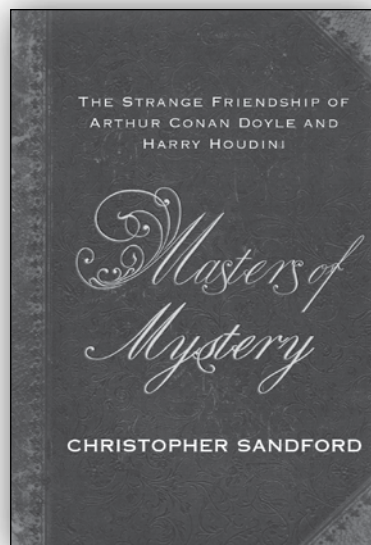
HC: 978-0-230-61416-1

Great Generals

Masters of Mystery

*The Strange Friendship of
Arthur Conan Doyle and Harry Houdini*

Christopher Sandford



Based on never-before-released material, the true story of Arthur Conan Doyle and Harry Houdini's search for the truth about the afterlife

Renowned mystery author Arthur Conan Doyle and famous illusionist Harry Houdini first met in 1920, during the magician's tour of England. At the time, Conan Doyle had given up his lucrative writing career, killing off Sherlock Holmes in the process, in order to concentrate on his increasingly manic interest in Spiritualism. Houdini, who regularly conducted séances in an attempt to reach his late mother, was also infatuated with the idea of what he called a "living afterlife," though his enthusiasm came to be tempered by his ability to expose fraudulent mediums, many of whom employed crude variations of his own well-known illusions. Using previously unpublished material on the murky relationship between Houdini and Conan Doyle, this sometimes macabre, sometimes comic tale tells the fascinating story of the relationship between two of the most loved figures of the 20th century and their pursuit of magic and lost loved ones.

Praise for *Polanski*:

"Sandford's emphasis on accuracy . . . is impressive." —*The Seattle Times*

Christopher Sandford has published acclaimed biographies of Kurt Cobain, Steve McQueen, Eric Clapton, Mick Jagger, David Bowie, Paul McCartney, Keith Richards, Bruce Springsteen and Roman Polanski. He has worked as a film and music writer and reviewer for over twenty years, and frequently contributes to newspapers and magazines on both sides of the Atlantic. *Rolling Stone* has called him "the pre-eminent author in his field today." Sandford divides his time between Seattle and London.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- IndieBound promotion
- Online marketing campaign

Biography

ISBN: 978-0-230-61950-0
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

Also Available

Polanski
ISBN: 978-0-230-61176-4
\$20.00 pb. (C\$23.00)

The Devil's Prophet

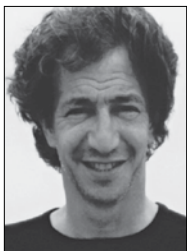
The Strange True Story of Hitler's Jewish Psychic

Arthur J. Magida



The curious history of a Jewish magician whose greatest trick was to become the personal clairvoyant and close confidant of Adolf Hitler

Erik Jan Hannussen, a popular Jewish stage magician and mentalist from Austria, wowed audiences and amassed a small fortune in the 1920s and 30s. Perhaps his greatest trick, however, was that of becoming Hitler's personal psychic and advisor, moving comfortably in Nazi circles for many years while hiding his Jewish heritage. But for all his supposed clairvoyance, he failed to see what awaited the Jews of Europe in the years ahead. Much too late, Hannussen realized that even he couldn't beat Mephistopheles at his own game. The story of Hannussen, of how he operated, and how he was eventually murdered, illuminates the character and proclivities of some of the men who would go on to destroy Europe. Fascinating and disturbing, *The Devil's Prophet* chronicles Hannussen's rise from obscurity to fame and his unusual powers that fascinated Europe and America before he came to the same tragic end that so many of his fellow Jews endured at the hands of the Nazis.



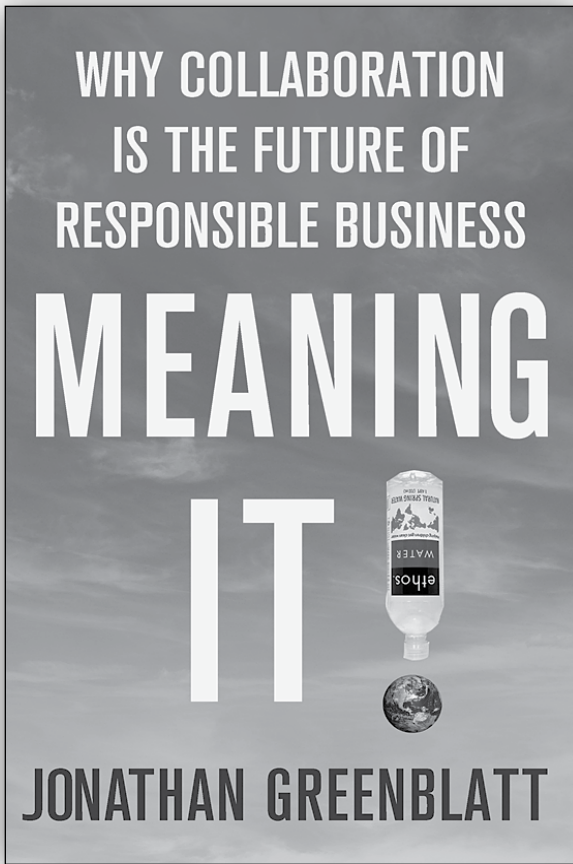
Arthur J. Magida is writer-in-residence at the University of Baltimore and an adjunct professor at Georgetown University. He has been a columnist for Beliefnet.com, a contributing correspondent to PBS's *Religion & Ethics Newsweekly*, senior editor of the *Baltimore Jewish Times*, environmental reporter for *National Journal*, and a writer and editor for Ralph Nader. He has received multiple Simon Rockower Awards from the American Jewish Press Association, A. D. Emmart Awards for writing on the humanities, and Smolar Awards for Excellence in Jewish Journalism. He lives in Baltimore, Maryland.

Marketing

- National print and broadcast publicity
- National advertising campaign (*New York Review of Books*)
- Promotion at Jewish Book Network
- Author speaking engagements

History

ISBN: 978-0-230-62053-7
\$26.00 hc. (C\$30.00)
6 1/8 x 9 1/4 / 288 pp.
Includes 8 pp. b&w photos



Meaning It

*Why Collaboration
Is the Future of
Responsible Business*

Jonathan Greenblatt

The complete guide to growing a socially responsible business through partnership and knowledge sharing

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Social media campaign
- Blog outreach

Business

ISBN: 978-0-230-11051-9
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

Despite the growing importance of socially responsible business practices, most companies still have no idea how to profitably integrate them into their work. Here, Ethos Water founder Jonathan Greenblatt, whose charitable enterprise gained huge visibility and market share when it became part of Starbucks, suggests that it's all about collaboration. He explores the cooperative strategies that give companies such as Whole Foods, Patagonia, Stonyfield Farms, and Method Soap their reputation for authenticity, as well as how larger companies like Clorox, Colgate and Unilever have acquired smaller, eco-conscious brands to achieve their sustainability goals. He shows how genuinely responsible brands leverage these collaborations to embed social values into the deepest fabric of their organization, from their fundraising and hiring policies to their supply chain management and marketing methods. Offering a variety of approaches depending on company size, industry and market position, Greenblatt provides a roadmap to becoming the brand you want to be—with a little help.

Readers will learn:

- How Chipotle's commitment to sourcing local ingredients improves both food quality and community goodwill
- How TOM's shoes offers an easy point-of-sale contribution for major retailers like Bloomingdale's and Nordstrom
- How crowdsourcing start-ups like Prosper and Kickstarter invent whole new capital markets by collaborating directly with consumers

... and much more. Synthesizing the latest wisdom from the traditional business world and the budding field of social entrepreneurship, Greenblatt shows why the best approach to a tough economy and a savvy customer base is to share your strengths.



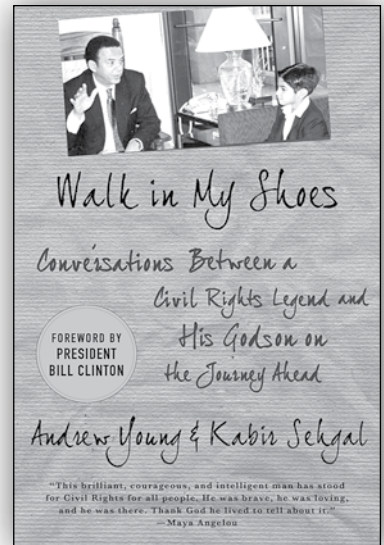
Jonathan Greenblatt is an operating partner at Satori Capital and cofounder of Ethos Water. Greenblatt developed Ethos's global strategy to invest millions of dollars to bring clean water to places such as Bangladesh and Kenya. He is a regular contributor to *The Huffington Post* and has been profiled in *The New York Times*, *The Wall Street Journal*, *Business Week*, *Investor's Business Daily*, *The Los Angeles Times*, NPR, and *USA Today*. He is also a faculty member at the Anderson School of Management at UCLA.

Walk in My Shoes

Conversations between a Civil Rights Legend and his Godson on the Journey Ahead

Andrew Young and Kabir Sehgal

Foreword by Bill Clinton



“A fascinating glimpse into the life of one of America’s most important activists . . . Lively and passionate.”

—*Birmingham News*

“This brilliant, courageous, and intelligent man has stood for Civil Rights for all people. In this book, we can follow the development of a young African American mind and the development of the movement which changed this country.”

—Maya Angelou

A top aide to Martin Luther King, Jr., Andrew Young has been a witness to history and has made his own. For years, in correspondence and conversation, he has been mentoring his godson, Kabir Sehgal. In this entertaining and provocative discourse, Young shares his thoughts and meditations on such important topics as race, civil rights, faith, and leadership. Young offers his wisdom on these subjects to a new generation of young men and women in hopes that his battle-tested voice will inspire and encourage those in whose hands the world will soon rest.

Andrew Young is an American politician, diplomat, and pastor from Georgia who has served as mayor of Atlanta, a congressman, and United States ambassador to the United Nations. He also served as president of the National Council of Churches USA, and was a supporter and friend of the Rev. Dr. Martin Luther King, Jr. He lives in Atlanta, Georgia.

Kabir Sehgal works at JPMorgan in New York. He studied at Dartmouth College and the London School of Economics. Sehgal served as a special assistant to Senator Max Cleland and on the John Kerry presidential campaign. He lives in New York City.

Now in Paperback

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Facebook promotions

Politics

ISBN: 978-0-230-11429-6
\$16.00 pb. (C\$18.50)
5½ x 8¼ / 256 pp.

HC: 978-0-230-62360-6

When Money Was In Fashion

Henry Goldman, Goldman Sachs, and the Founding of Wall Street

June Breton Fisher

The gripping story of the founding of the world's most successful investment bank from the granddaughter of Henry Goldman

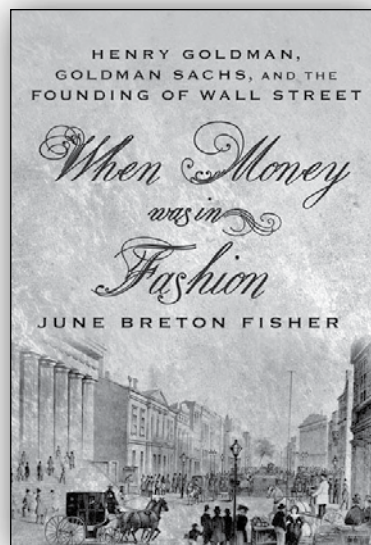
“A graceful account of Goldman and his era . . . [A] charming family scrapbook.”

—*Bloomberg Businessweek*

This epic biography tells the story of the rise of Wall Street and the growth of Goldman Sachs from a small commercial paper company to the international banking business we know today. At its heart is the story of Henry Goldman, a man who was known to chuckle, draw on his cigar, and remind his young proteges, “Just keep in mind . . . Money is always in fashion.”

The book traces Henry's hard-fought and often frustrating career with Goldman Sachs, a company founded by his father Marcus and fraught with professional rivalries. The tensions between the Goldman and Sachs families extended outside of the boardroom and into the larger world as the United States went to war. Henry's steadfast support for Germany during World War I would tarnish his reputation and drive him from the firm. But his involvement with finance would continue throughout his life, as would close friendships with luminaries like Albert Einstein, whom he would later join in outspoken denunciation of Hitler's atrocities against European Jews. Here, June Breton Fisher, Henry Goldman's granddaughter, tells his whole story—a story that has shaped contemporary finance and continues to resonate with us today.

June Breton Fisher is Henry Goldman's granddaughter. She has done extensive professional research into her family tree and forged a reconnection with the Sachs family. This access finally allows the whole truth behind the establishment of this global financial institution to be revealed. She lives in Santa Barbara, California.



Now in Paperback

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign

Business & Finance

ISBN: 978-0-230-11405-0
\$19.00 pb. (C\$22.00)
6 1/8 x 9 1/4 / 288 pp.
Includes 21 b&w photos

HC: 978-0-230-61750-6

Behind the Veil of Vice

The Business and Culture of Sex in the Middle East

John R. Bradley

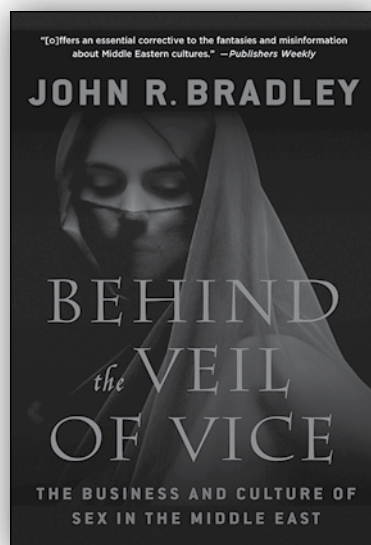
“Drawing on extensive research as well as the author’s own substantial firsthand knowledge of the region, the book offers an essential corrective to the fantasies and misinformation about Middle Eastern cultures.”

—*Publishers Weekly*

Here, Middle East expert John R. Bradley sets out to uncover the truth about sex in countries like Egypt, Syria, Morocco, and Yemen. Among many startling revelations, Bradley reports on how “temporary” Islamic marriages allow for illicit sex in the theocracies of Iran and Saudi Arabia; how “child brides” are sold off to older Arab men according to ancient tribal traditions; how hypocrisy undermines publicized crackdowns on the thriving sex industry in the Persian Gulf; and how, despite widespread denial, homosexuality is still deeply ingrained in the region’s social fabric. Richly detailed and nuanced, *Behind the Veil of Vice* sheds light on a taboo subject and unravels widely believed myths about the region. In the process, Bradley also delivers an important message about our own society’s contradictions.



John R. Bradley was born in England in 1970. He was educated at University College London, Dartmouth College, and Exeter College, Oxford. He has written for *The Washington Quarterly*, *The New Republic*, *The Economist*, *Newsweek*, *Prospect*, *The Telegraph* (London), *Salon*, and *The Sunday Times* (London). Fluent in Egyptian Arabic, he is the author of *Saudi Arabia Exposed: Inside a Kingdom in Crisis*, a *Foreign Affairs* bestseller, and the critically acclaimed *Inside Egypt: The Land of the Pharaohs on the Brink of a Revolution*.



Now in Paperback

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Blog outreach
- Academic promotion

Politics / Middle East

ISBN: 978-0-230-11427-2
\$17.00 pb. (C\$19.50)
6 1/8 x 9 1/4 / 288 pp.

HC: 978-0-230-62054-4

Also Available:

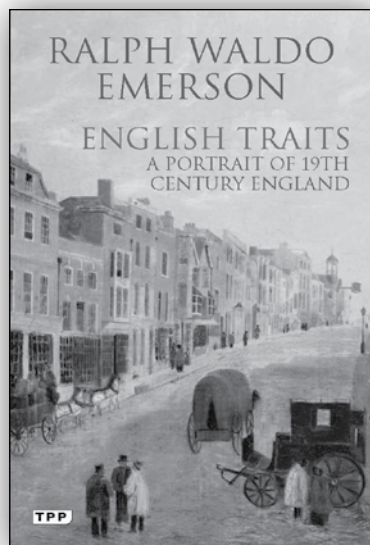
Saudi Arabia Exposed
ISBN: 978-1-4039-7077-0
\$16.00 pb. (C\$19.00)

TAURIS PARKE PAPERBACKS

English Traits

A Portrait of 19th Century England

Ralph Waldo Emerson



A classic portrait of nineteenth century England from the perspective of one of America's most influential writers

"The book has no equal in its kind. It is the wittiest work of America's wittiest writer."

—Mark van Doren, American Pulitzer Prizewinning poet, writer, and critic

"A book all full of thoughts like winged arrows."

—Thomas Carlyle, satirical writer, essayist, and historian

During two influential visits to England (in 1833 and in 1847) where he met with literary icons such as Coleridge, Carlyle, and Wordsworth, Ralph Waldo Emerson recognized the source of everything American—from the laws of society to the plot of a novel. Though he admired England's triumphs, he also presciently sensed the demise of a country weighed down by the "drag of inertia." And though mesmerized by her literature, he would later encourage American writers to forge a style all their own. Written during a decade of great change for America, England, and for Emerson himself, *English Traits* illuminates Emerson's visionary thought as much as it vividly portrays nineteenth century England.

Ralph Waldo Emerson (1803-1882) was one of the most influential literary figures and the leading voice of intellectual culture in 19th century America. An essayist, philosopher, poet, and founder of the Transcendentalist Movement, his many now-iconic writings include *Nature*, *The American Scholar*, *Self Reliance*, *The Over-soul*, *Society and Solitude*, and *Concord Hymn*. Mentor to great writers such as Walt Whitman and Henry Thoreau, Emerson continues to exert a powerful influence on Western thought and literature.

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

History

ISBN: 978-1-84885-588-5
\$18.00 pb. (C\$20.00)
6 1/8 x 9 1/4 / 352 pp.

Tauris Parke Paperbacks 

The Glorious Adventures

Through the Mediterranean in the Wake of Odysseus

Richard Halliburton

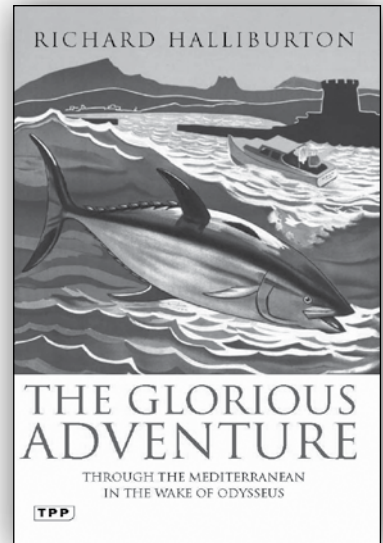
As epic and eventful as *The Odyssey* itself and one of the most captivating travel books of the twentieth century

“The book is a joy and none but a man with the fine true instinct of a poet could have written it.”

—*The Spectator*

It was perhaps inevitable that Richard Halliburton, the romantic, imaginative wanderer, would follow in the footsteps of another legendary traveler—Odysseus. Halliburton’s second book recounts his journey through the Mediterranean in the shadow of his mythical hero. In Greece, Halliburton charged Mount Olympus “in order to visit the gods that dwelled there”; he swam the Hellespont as Byron had before him; journeyed on to Troy, where Odysseus’s long adventure began; sailed to Stromboli in the Tyrrhenian Sea, and then on to the Bay of Naples, to Circeo—“island” of Circe—and Li Galli, the siren isles that shimmered off the Amalfi coast. Battling through the Straits of Messina—Odysseus’s Scylla and Charybdis—he explored Sicily and Corfu before setting out for the shores of Ithaca, long-forgotten home for one, the end of an adventure for another.

Richard Halliburton (1900-1939) was America’s greatest adventurer and one of the most successful adventure travel writers of the twentieth century. Through a life spent chasing horizons and concocting daring schemes—from swimming the length of the Panama Canal to flying around the world in an open cockpit plane, or crossing the Alps on an elephant—Halliburton dazzled the Western world. His final adventure, sailing a junk across the Pacific, was also his last. Halliburton disappeared in March 1939 and was never seen again. A great and original traveler, his wild adventures live on in the books that have captivated millions of readers and inspired generations of writers.



Marketing

- National print publicity
- Online marketing campaign
- Marketing outreach to travel-interest blogs

Travel

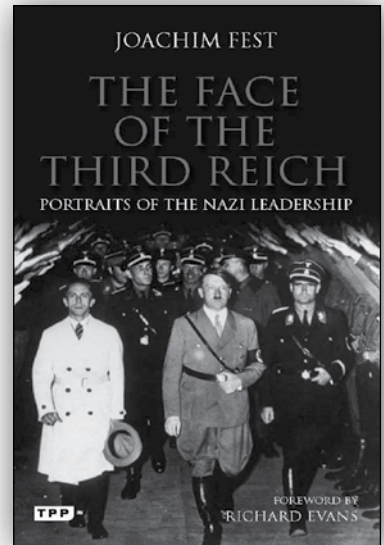
ISBN: 978-1-84885-771-1
\$17.00 pb. (C\$19.50)
6½ x 9¼ / 232 pp.
Includes 8 page b&w insert

Tauris Parke Paperbacks 

The Face of the Third Reich

Portraits of the Nazi Leadership

Joachim Fest



“This book is perhaps the most important recent addition to the literature of the Third Reich.”

—Hannah Arendt, German Jewish political theorist

“Fest’s descriptions are hypnotically interesting . . . He has pulled together more details of the lives of his subjects than are included in any other book.”

—Christopher Lehman-Haupt, *The New York Times*

“Fest’s system of organization, his biographical framework and his constant probing for insights into the nature of modern totalitarianism give this book a unique and powerful intensity.”

—*The Wall Street Journal*

“A chilling book, and immensely valuable.”

—*Publishers Weekly*

In 15 incisive profiles, Joachim Fest, one of the greatest authorities on the Third Reich, offers a compelling and definitive examination of the lives of the most infamous Nazi leaders—the dark powers behind Hitler’s throne. They include Hermann Goering, Hitler’s designated successor and issuer of orders for the Final Solution; Joseph Goebbels, Reichsminister of Public Enlightenment and Propaganda and the Kristallnacht mastermind; Heinrich Himmler, Reichsführer of the SS, responsible for the deaths of more than six million Jews; Martin Bormann, Hitler’s private secretary, who wielded power by controlling access to the Führer; Rudolph Hess, Deputy of the Nazi Party who was tried at Nuremberg and controversially imprisoned for life; Albert Speer, “the Nazi who said sorry”; and of course, Hitler himself.

Joachim Fest (1926-2006) was born in Berlin. He was drafted into the German army during the final phase of World War II, and later studied law, history, and German literature. From there, he had a wide-ranging career in newspapers and radio, leading him to his final appointment as publisher of the *Frankfurter Allgemeine Zeitung*. Other books by Fest include *Hitler*, *Plotting Hitler’s Death*, *Speer*, and *Inside Hitler’s Bunker*, his celebrated biography of Adolf Hitler.

Marketing

- National print publicity
- Online marketing campaign
- Academic marketing campaign

History / German History

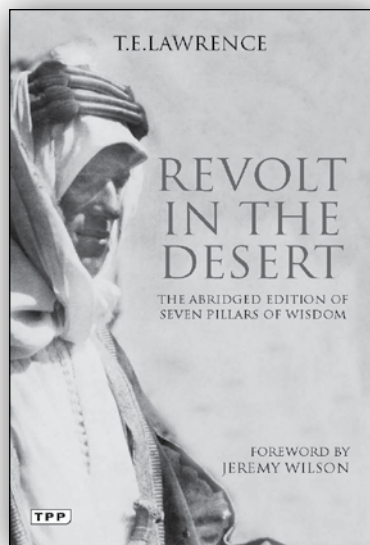
ISBN: 978-1-84885-703-2
\$18.00 pb. (C\$20.00)
5½ x 8¼ / 352 pp.

Tauris Parke Paperbacks 

Revolt in the Desert

The Authorised Abridged Edition of Seven Pillars of Wisdom

T. E. Lawrence



An abridged and accessible edition of T. E. Lawrence's legendary bestselling 20th century classic, *Seven Pillars of Wisdom*

“The race of heroes is not dead. [This book] is a great epic of deeds. Lawrence himself is already a legend. But seldom does the hero of a legend write his own account of his acts and deeds. More seldom still does his legend survive the writing. But Lawrence triumphs over everything.”
—*The New York Times Book Review*

“Not a dull or empty sentence from end to end.”

—George Bernard Shaw

T. E. Lawrence, also known as “Lawrence of Arabia,” wrote *Seven Pillars of Wisdom: A Triumph* from his memories of serving as a liaison officer with rebel forces during the Arab Revolt against the Ottoman Turks. Possessed of a brilliant military mind and an unmatched knowledge of the region and the Arab people, Lawrence led the revolt alongside the charismatic Faisal I, sounding the death knell for the Ottoman Empire and paving the way for a new colonial power in the region: the British. Writing from memory after his original manuscript and detailed notes were lost, Lawrence was able to privately publish his autobiographical account in 1922, creating the abridged version in 1927 that would become a bestseller, titling it *Revolt in the Desert*. This important historic work vividly portrays one of the most turbulent periods in the history of the Middle East while offering rich insight into one of Britain's esteemed national heroes.

T. E. Lawrence (1888-1935) was educated at Oxford and later made a research fellow of All Souls College. In 1921, he became advisor on Arab Affairs in the Colonial Office. In 1927, uncomfortable with his “Lawrence of Arabia” legend, Lawrence changed his name to Shaw and joined the British Royal Air Force (RAF). He was killed in a motorbike accident in 1935 at the age of 47.

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Marketing outreach to travel-interest blogs

History

ISBN: 978-1-84885-665-3
\$18.00 pb. (C\$20.00)
6 1/8 x 9 1/4 / 352 pp.

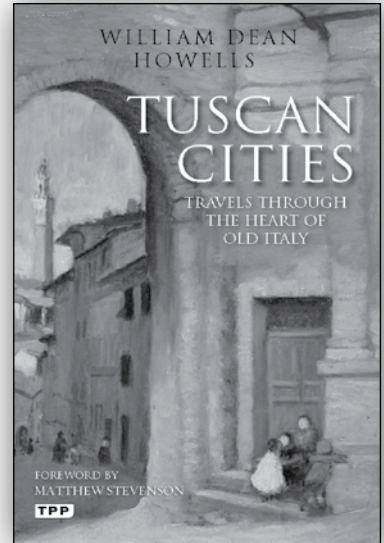
Tauris Parke Paperbacks 

Tuscan Cities

Travels through the Heart of Old Italy

William Dean Howells

Foreword by Matthew Stevenson



A classic piece of travel literature from literary icon William Dean Howells, entwining his own travel experiences with the history of Tuscany

Tuscany is arguably the most alluring and iconic region of Italy. It is a place of breathtaking natural beauty, imbued with an ancient and rich cultural heritage that, as Shelley's "paradise of exiles," has inspired centuries of artists, scientists, writers, poets, and travellers.

For William Dean Howells, American Consul to Venice, Italy was the country that fashioned his prose and fostered his love of travel. One winter, he travelled the length and breadth of Tuscany, from Florence and Fiesole to Siena, Pisa, Lucca, Pistoia, and Prato. Immersing himself in all things Tuscan, he describes in compelling detail the daily life —funerals and weddings, military marches and lovers' trysts—of a place that was bursting with life and endlessly fascinating to him. He muses on the character of the Italians that he meets, revelling in their sense of drama, their sentimentality and impulsiveness, and vividly resurrects the artistic, tempestuous, world-changing history of Tuscany, from its mysterious, ancient beginnings to the birth of the Renaissance and its status as cultural soul of Italy.

William Dean Howells (1837-1920), writer, critic, and pioneer of the American realist school, was one of the most influential writers of American fiction during the last quarter of the 19th century. A lifelong friend of Mark Twain, Howells' own literary career took off with his novel, *A Modern Instance*, but *The Rise of Silas Lapham* is his best-known work. Widely acknowledged as the "American Dean of Letters," Howells was one of the first chosen for membership in the American Academy of Arts and Letters, of which he later became president, and which instituted its Howells Medal for Fiction in 1915.

Matthew Stevenson is a former editor at *Harper's* magazine. He remains a contributing editor to *Harper's* and writes for several other publications, including *American Scholar*, *Vanity Fair* and the *American Spectator*. He is the author of *Mentioned in Dispatches*.

Marketing

- National print publicity
- Online marketing campaign
- Marketing outreach to travel-interest blogs

Travel

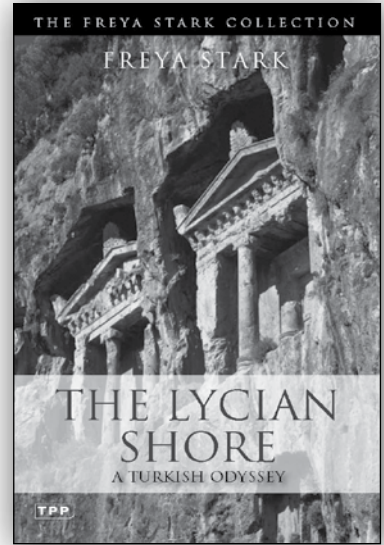
ISBN: 978-1-84885-550-2
\$18.00 pb. (C\$20.00)
5½ x 8¼ / 272 pp.

Tauris Parke Paperbacks



The Lycian Shore

Freya Stark



From the Freya Stark Collection, a classic account of the historically rich region of Turkey

Lycia, on the southwestern coast of Turkey, is an ancient land steeped in mystery, myth, and legend. Figured prominently throughout history and literature, Lycia is known as home to the fiery chimera; heartland of worship for the goddess Leto; old ally of Troy; lure to conquering Cyrus and Alexander; and irresistible destination for centuries of travelers, artists, and writers. Part of “The Turquoise Coast,” Lycia now attracts more tourists to its glimmering shores than any other part of Turkey. In the early 1950s, following the trail of the ancient Persian and Greek traders, famed travel writer Freya Stark set out by boat to explore the Lycian coast. Heading south from Smyrna, she was guided by traces of Lycia’s rich history and cultural heritage. For all those who now follow in her wake, there can be no better, more evocative, or knowledgeable guide to Turkey’s most enchanting coast.

Praise for Freya Stark:

“One of the finest travel writers of our century.” —*The New Yorker*

“[Freya Stark] writes angelically in the great tradition of Charles Doughty and T. E. Lawrence. The pulse quickens as you read, because she can bring the sights and sounds of incredible countries before you in the twinkling of an eye.” —*The New York Times Book Review*

Freya Stark (1893-1993), called “the poet of travel,” was the doyenne of Middle East travel writers. She traveled extensively through Syria, Palestine, Lebanon, Iran, Iraq, and Southern Arabia, where she became the first western woman to travel through the Hadhramaut. Usually solo, she ventured to places few Europeans had ever been, and her journeys earned her the title of Dame along with huge public acclaim. Her classic books include *Travels in the Near East*, *Ionia*, *The Southern Gates of Arabia*, *Alexander’s Path*, *Dust in the Lion’s Paw*, *East Is West*, and *Valleys of the Assassins*.

Marketing

- National print publicity
- Online marketing campaign
- Marketing outreach to travel-interest blogs

Travel

ISBN: 978-1-84885-312-6
\$16.00 pb. (C\$18.50)
6 1/8 x 9 1/4 / 216 pp.

The Freya Stark Collection

Tauris Parke Paperbacks 

Also Available:

Ionia

ISBN: 978-1-84885-191-7
\$17.00 pb. (C\$21.00)

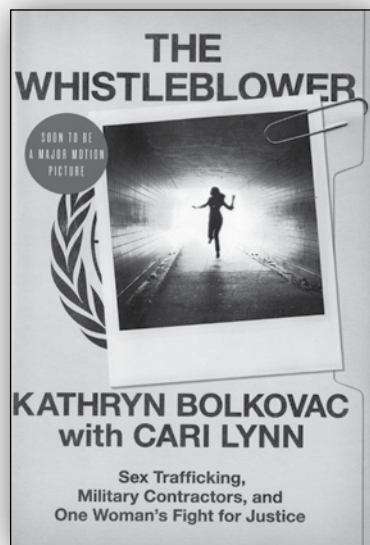
Winter in Arabia

ISBN: 978-1-84885-192-4
\$17.00 pb. (C\$21.00)

The Whistleblower

Sex Trafficking, Military Contractors, and One Woman's Fight for Justice

Kathryn Bolkovac with Cari Lynn



The story that outraged human rights activists everywhere, now a major motion picture starring Rachel Weisz

“Along with the film adaptation, this book will hopefully draw attention to an underreported tragedy.” —*Kirkus*

“Infuriating and heartbreaking.” —*Booklist*

When Kathryn Bolkovac first saw a recruiting announcement for private military contractor DynCorp International, she applied and was immediately hired and shipped out to Bosnia. Once there, assigned as a human rights investigator, she was amazed at the lack of proper training, in particular in Sarajevo. At great personal risk, she began to unravel the ugly truth about officers involved in human trafficking and forced prostitution and their connections to private mercenary contractors, the UN, and the State Department. Thanks to the evidence she collected, she won a lawsuit against DynCorp, finally exposing them for what they had done. This is her story and the story of the women she fought to bring justice.

Kathryn Bolkovac is a former police investigator from Nebraska who served as an International Police Task Force human rights investigator in Bosnia. She cooperated with Human Rights Watch to expose the misconduct and human rights abuses committed against young girls, forced into prostitution and used as sex slaves by U.S. military contractors such as DynCorp and other UN-related police and international organizations. She lives in Lincoln, Nebraska, and Amsterdam, the Netherlands.

Cari Lynn is the author of three books of narrative nonfiction, including *Leg the Spread: A Woman's Adventures Inside the Trillion-Dollar Boys Club of Commodities Trading*. Lynn has written for numerous magazines and newspapers including *O*, *Health*, *Good Housekeeping*, and the *Chicago Tribune*. She lives in Los Angeles, California.

Now in Paperback

Marketing

- National print and broadcast publicity
- Tie-in with feature film
- Author tour (New York, Washington D.C., Los Angeles)
- Blog outreach

Current Affairs

ISBN: 978-0-230-11522-4
\$16.00 pb. (C\$18.50)
6½ x 9¼ / 256 pp.
Includes 8pp. b&w photos

HC: 978-0-230-10802-8

Virtual Water

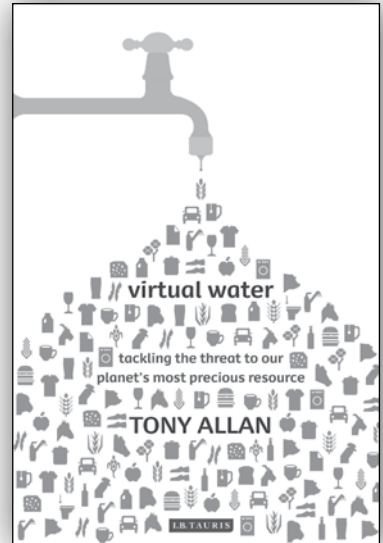
Tackling the Threat to Our Planet's Most Precious Resource

Tony Allan

An introduction to the concept of “virtual water” and the steps we can take to conserve our planet’s most precious resource, from a leading international water expert

How much water does it take to make a cup of coffee? The answer may shock you: 140 liters! That’s the true amount of water used in growing, producing, packaging, and shipping the beans you use to make your morning coffee. Your lunchtime hamburger takes 2,400 liters and that favorite pair of blue jeans a whopping 11,000 liters. In fact, all the goods we buy—from food to clothing to computers—have a water cost in the form of “virtual water”: the powerful new concept that reveals the hidden facts of our real global water consumption. At a time when the world’s resources are being used up at increasingly alarming rates, what can we do to help tackle the threat to our planet’s most precious resource? World water expert Tony Allan—creator of the virtual water concept—shows the way. In this stimulating and enjoyable book, he exposes the real impact of our modern lifestyle and shows how we as individuals, and governments globally, can make a vital contribution to managing our water use in a more sustainable and planet-friendly way.

Professor Tony Allan is acknowledged as a world authority on water issues and as a leading voice for sustainable water development. He advises governments and organizations around the world and received the prestigious Stockholm Water Prize in 2008 for his pioneering contributions to understanding and communicating water issues. He is Professor of Geography at King’s College, University of London and is Emeritus Professor at the School of Oriental and African Studies, University of London.



Trade Paperback Original

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Marketing outreach to environmental groups
- Blog outreach

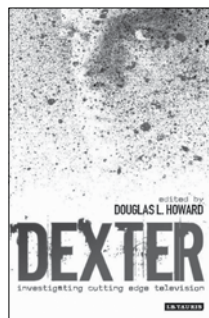
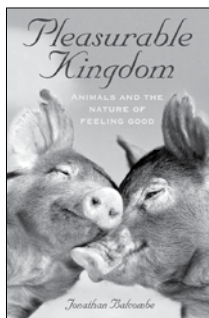
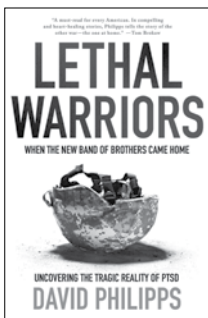
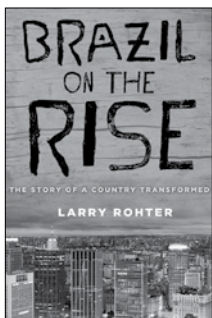
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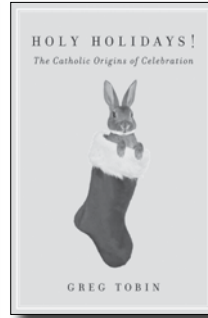
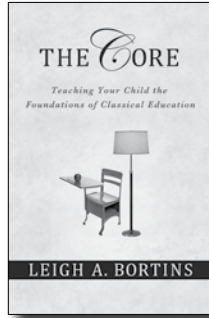
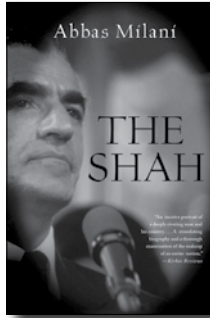
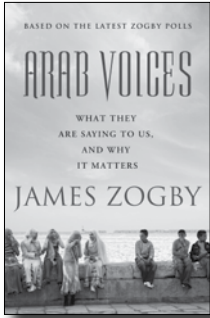
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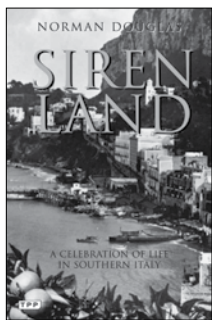
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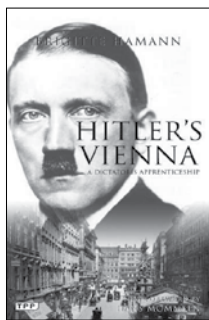
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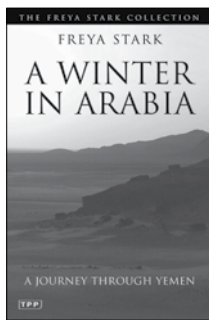
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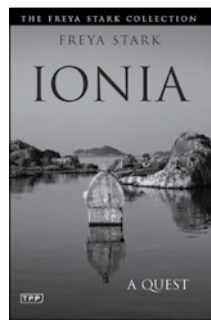
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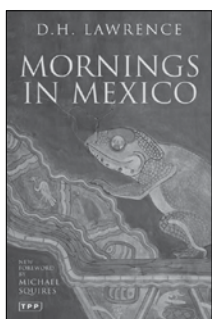
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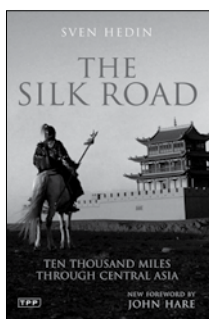
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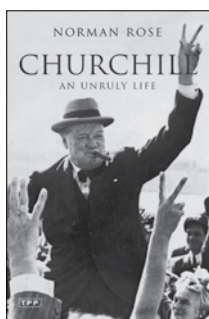
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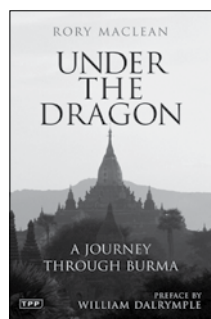
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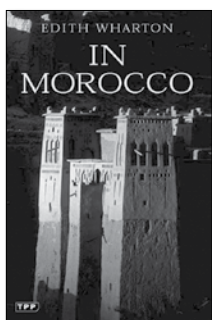
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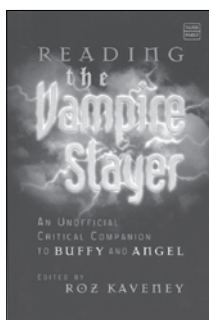
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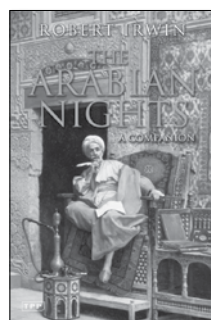
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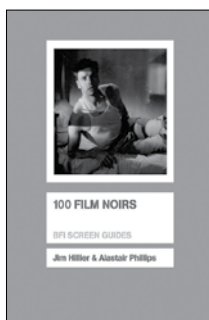
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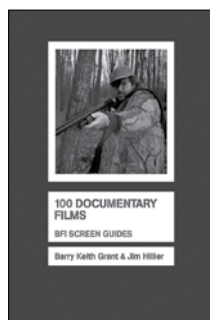
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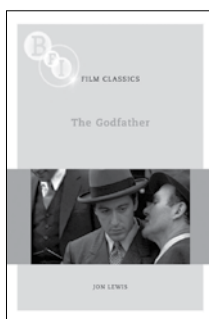
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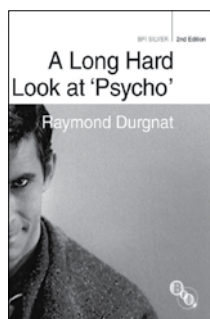
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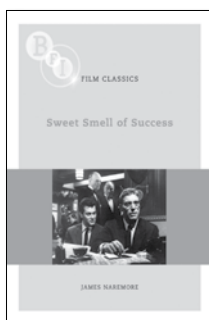
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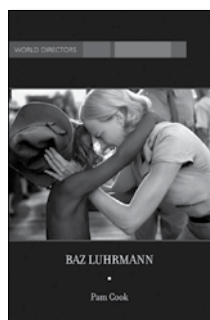
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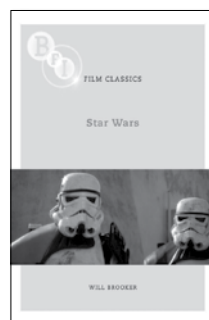
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