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Spring/Summer 2011



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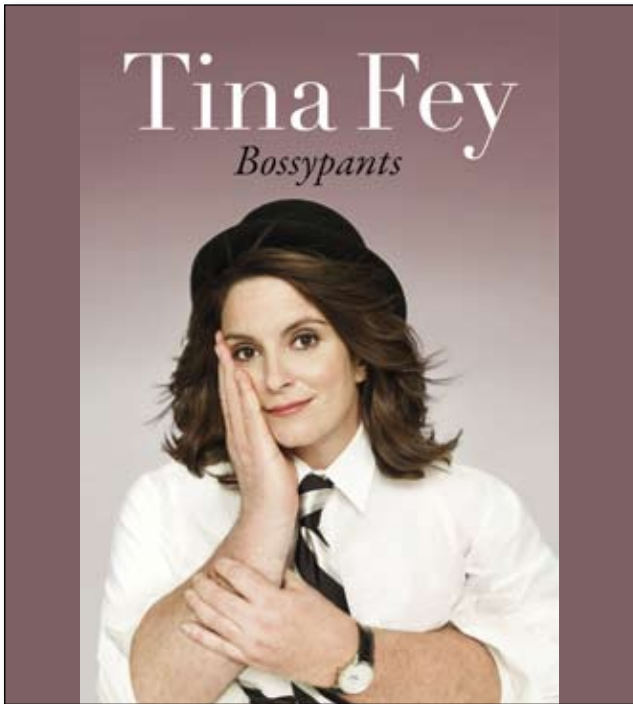
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Bossypants

TINA FEY

Read by the Author

She's a comic genius, every woman's imaginary best friend, and the thinking man's sex symbol. Tina Fey didn't get this far without pulling on her bossypants.

Before there was Liz Lemon, before there was "Sarah Palin," before there was "Weekend Update"—there was a woman with a dream. A dream that one day she would write a book about how she got here. But she had to get there first.

On her way to becoming an award-winning superstar, Tina Fey struggled through some questionable haircuts, some after-school jobs, the rise of nachos as a cultural phenomenon, a normal childhood, a happy marriage and joyful motherhood. Her story must be told! Fey's pursuit of the perfect Beauty Routine may actually give you laugh lines, and her depiction of her whirlwind tour of duty as the Other Sarah Palin on "Saturday Night Live" takes you behind the scenes of a comedy event that transfixed the nation. Now Fey can reflect on what she's learned: you're no one until someone calls you bossy.

MARKETING & PROMOTION

- Television advertising in New York, Los Angeles, Chicago, San Francisco, Washington, DC, and on national cable
- Print advertising in the *New York Times*
- Online advertising
- 5-city author tour
- National media campaign including television, radio, print, and online interviews
- Book video
- e-newsletters, social networks, contests and giveaways, mommy blog tour

IMPORTANT NOTES

- Tina Fey has received numerous awards for her comedy writing, including five Emmys, five Writers Guild Awards, and the Kennedy Center's annual Mark Twain Prize for American Humor. In addition to her successful television writing, she wrote the screenplay for the wildly popular movie *Mean Girls*.
- Tina Fey's popularity and stardom continue to rise. The Associated Press named her "Entertainer of the Year" in 2008, and *Entertainment Weekly* named her the #2 "Performer of the Decade" in 2009. She co-starred with Steve Carell in the hit movie *Date Night*, which grossed more than \$150 million worldwide. The first female head writer of *Saturday Night Live* and the popular co-host of "Weekend Update," she then went on to create, write, and star in the critically acclaimed TV series *30 Rock*.

TINA FEY lives in Manhattan, where she is the third funniest person in her household, after her husband and 5-year-old daughter.

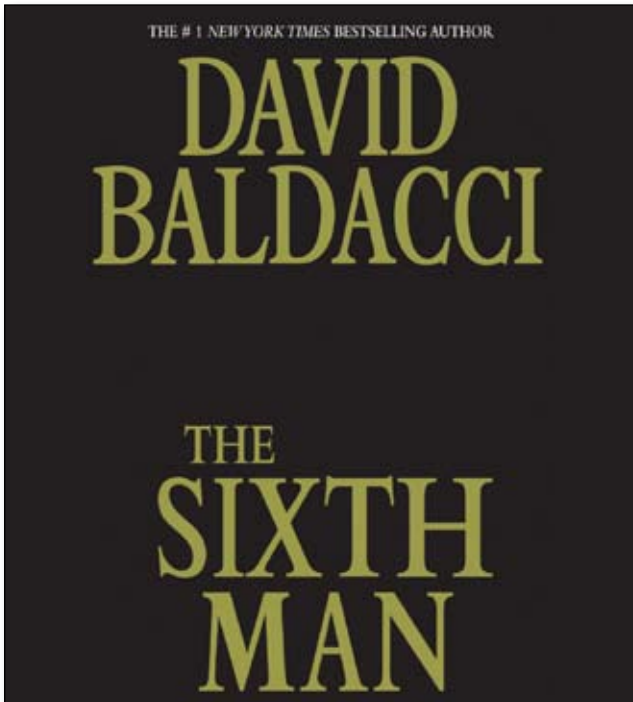
"Fey's caustic wit and wry delivery made it clear she wasn't another airhead comedienne willing to play dumb for laughs. If the world needed reminding that smart girls can be funny and sexy, Tina Fey proved it." —*Playboy*

"Goddess of the geeks." —*Time*

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APRIL 2011



The Sixth Man

DAVID BALDACCI

Following the instant #1 *New York Times* bestseller *First Family*, Sean King and Michelle Maxwell are back on the case.

After alleged serial killer Edgar Roy is apprehended and locked away in a mental facility, private investigators Sean King and Michelle Maxwell are called in by Roy's lawyer—an old friend of Sean King's—to look into the case. But their investigation is derailed before it begins: while en route to their first meeting with the lawyer, King and Maxwell discover his dead body.

A rash of terrifying events begins to unfold and it is up to King and Maxwell to uncover the truth: is Roy a killer or not? But the more they dig into his past, the more they are bombarded with obstacles, half-truths, and dead ends that make filtering the facts nearly impossible. As each new theory brings a new revelation, King and Maxwell will be pushed to the limit. Could this deadly case be the one that leaves the duo permanently parted?

IMPORTANT NOTES

- David Baldacci's previous spring hardcover *Deliver Us from Evil*
- The books featuring Sean King and Michelle Maxwell include *First Family* (GCP, 4/09), *Simple Genius* (GCP, 4/07), *Hour Game* (GCP, 10/04), and *Split Second* (GCP, 9/03), and have shipped more than 2.5 million hardcover copies and more than 6.3 million mass market copies combined.
- In July, Baldacci will be publishing *One Summer*, a romantic, heart-warming, family novel perfect for beach reading. See page 36.

DAVID BALDACCI lives with his family in Virginia. He and his wife have founded the Wish You Well Foundation, a nonprofit organization dedicated to supporting literacy efforts across America. He invites you to visit him at www.david-baldacci.com and his foundation at www.wishyouwellfoundation.org, and to look into its program to spread books across America at www.FeedingBodyandMind.com.

“Equal parts Hitchcock and James Bond, it's the perfect literary cocktail... One of Baldacci's best.”

—*Richmond Times-Dispatch* on *Deliver Us from Evil*

MARKETING & PROMOTION

- Television advertising in New York, Washington, DC, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Vermont, on national cable, and on CNN Airport Network
- Radio advertising in New York, Washington, DC, Los Angeles, Chicago, San Francisco, Boston
- Print advertising in *New York Times Book Review*, *Washington Post*, *Burlington Free Press*, *USA TODAY*
- Transit advertising in New York, Washington, DC, Toronto
- Online advertising
- National media campaign
- Select author appearances
- Television and radio satellite tours
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- e-newsletters, OpenBook widget, social networks,
- blogger giveaways; DavidBaldacci.com

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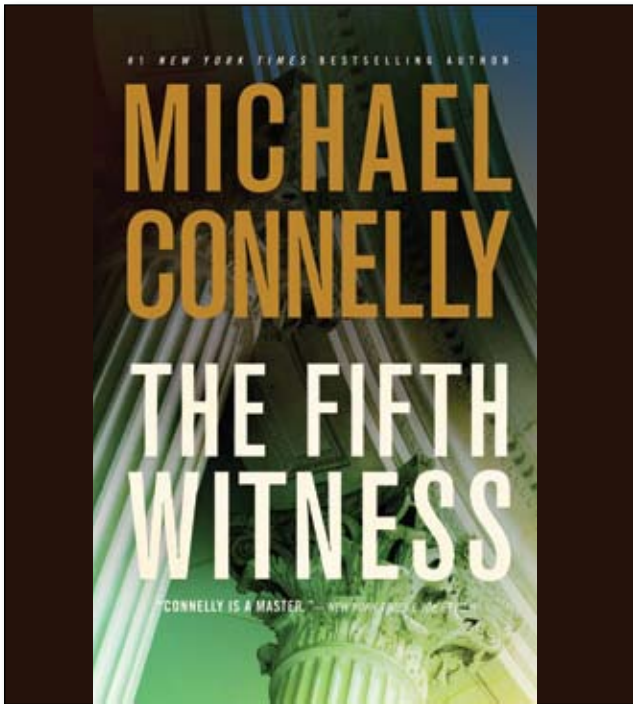
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The Fifth Witness

MICHAEL CONNELLY

The Lincoln Lawyer is back in the explosive new legal thriller from #1 bestselling author Michael Connelly.

Mickey Haller has fallen on tough times. He expands his business into foreclosure defense, only to see one of his clients accused of killing the banker she blames for trying to take away her home.

Mickey puts his team into high gear to exonerate Lisa Trammel, even though the evidence and his own suspicions tell him his client is guilty. Soon after he learns that the victim had black market dealings of his own, Haller is assaulted, too—and he’s certain he’s on the right trail.

Despite the danger and uncertainty, Haller mounts the best defense of his career in a trial where the last surprise comes after the verdict is in. Connelly proves again why he “has the nerve and timing of a whole SWAT team” (*New York Times Book Review*).

IMPORTANT NOTES

- Connelly’s new novel, *The Reversal*, also featuring Mickey Haller, was published in October.
- *Nine Dragons* spent five weeks on the *New York Times* hardcover bestseller list and has already sold more than a million copies across all formats. His previous book, *The Scarecrow*, debuted at #1 and stayed on the list for six weeks.
- The film adaptation of *The Lincoln Lawyer*, starring Matthew McConaughey and Marisa Tomei, will be released in March 2011.

MICHAEL CONNELLY, a #1 *New York Times* bestselling novelist and a former journalist, has won numerous crime fiction prizes. He lives in Florida.

Praise for Michael Connelly:

“Michael Connelly may very well be the best novelist working in the United States today.”

—*San Francisco Book Review*

MARKETING & PROMOTION

- Television advertising in Los Angeles, New York, Atlanta, Boston, Chicago, Denver, Houston, Dallas, Portland, Philadelphia, Phoenix, San Diego, Sacramento, San Francisco, Seattle, Washington, DC, on national cable, and on CNN Airport Network
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- Online advertising
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- e-newsletters, social networks, blogs

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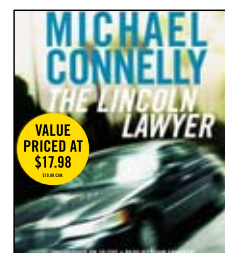
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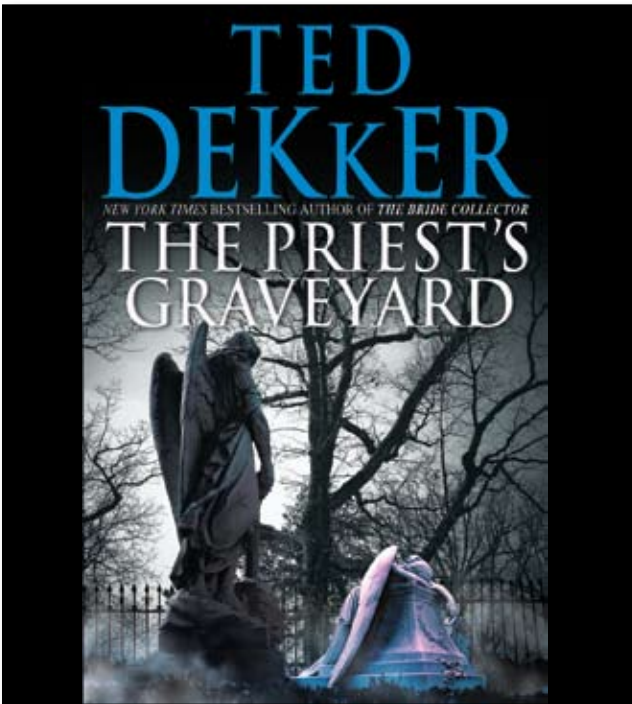


(Final cover to come)

The Lincoln Lawyer

Unabr CD - Movie Tie In
978-1-60941-786-4
10 CD/11 hours
\$17.98/\$19.98 CAN
Read by Adam Grupper

APRIL 2011



The Priest's Graveyard

TED DEKKER

The *New York Times* bestselling author returns with a new adrenaline-packed thriller!

Danny Hansen is a Bosnian immigrant who came to America with hopes of escaping the haunted memories he holds of his home country. As a self-proclaimed avenging angel, Danny believes it is his duty to show sinners the error of their ways, one body at a time.

Vigilante? Perhaps. But most definitely a killer.

The last thing Renee Gilmore remembers is being rescued by a pair of unknown arms after her drug-dealer pimp attempted to murder her. She wakes up in a beautiful glass house surrounded by doctors and the man that saved her life, Lamont Myers. Lamont offers her protection and love, if she abides by his rule that she must not leave the house.

A year after Renee is rescued by Lamont, he is murdered, and she is compelled to blindly seek revenge. At the same time, Danny has continued down his path of retribution against those who don't adhere to his exacting principles. In their individual pursuits, Danny and Renee's paths become entangled. And before long it becomes clear that neither of them may make it out of this hunt alive.

MARKETING & PROMOTION

- Television advertising in New York, Los Angeles, Chicago, Dallas, Boston, Washington, DC, Phoenix, Seattle, Philadelphia, Atlanta, on national cable, and on CNN Airport Network
- Print advertising in *USA TODAY*, *All You*
- Transit advertising in New York
- Online advertising: NewYorkTimes.com, USATODAY.com, CNN.com, MyLifetime.com, Goodreads.com
- 5-city author tour
- National print and online media campaign
- e-newsletters, social networks, clips TedDekker.com

"Celebrated stage and film actor John Glover plants his molars in Ted Dekker's thriller.... there are times the listener forgets to breathe. Glover relishes each twisted, bloodcurdling phrase as he climbs into the skin of the killer.... Kudos to Dekker and Glover."

—*AudioFile Magazine* on *The Bride Collector*

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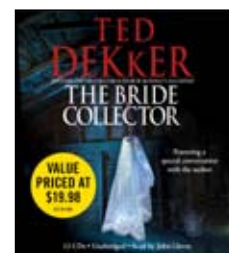
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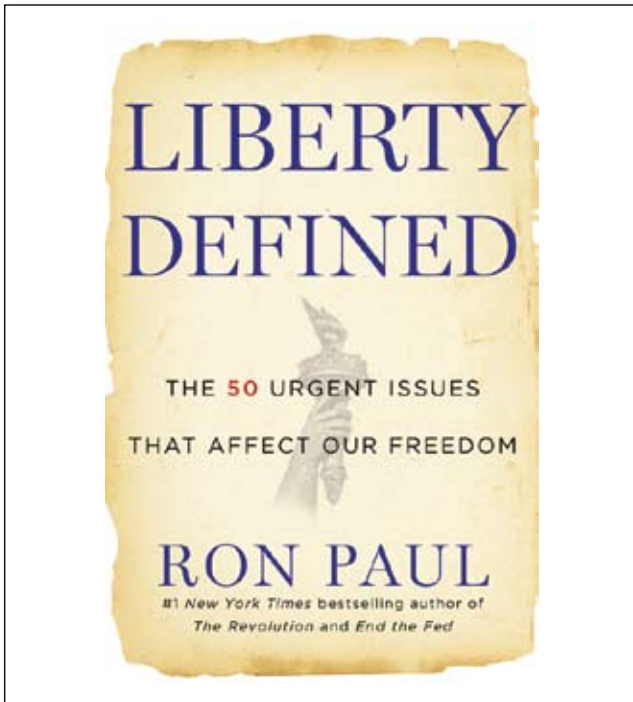
IMPORTANT NOTES

- The hardcovers of *The Bride Collector* and *BoneMan's Daughters* were both *New York Times* bestsellers, each selling more than 90,000 copies. The mass market of *BoneMan's Daughters* also hit the *New York Times* bestseller list and has sold more than 275,000 copies.
- *The Bride Collector* was named one of NPR's "Top 100 Killer Thrillers" of all time. It will be published in mass market in March 2011.
- Ted Dekker has sold more than 3.4 million copies of his books worldwide. Center Street has sold more than 1.2 million copies of Dekker's thrillers.
- Dekker has more than 92,000 Facebook fans, with thousands more joining every month. The message board on his website, TedDekker.com, is nearly one million posts strong.

TED DEKKER lives in Austin, Texas.



The Bride Collector
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9 CD/10.5 hours
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Read by John Glover



Liberty Defined

The 50 Urgent Issues That Affect Our Freedom

RON PAUL

#1 *New York Times* bestselling author Ron Paul returns with his most provocative, comprehensive, and compelling arguments for personal freedom to date.

Dr. Ron Paul's newest book, *LIBERTY DEFINED*, returns to the format and scope of his #1 *New York Times* bestseller *The Revolution*. Rather than delve so deeply into one issue (as *End The Fed* did) or simply update the topics discussed in *The Revolution*, this will be a brand new, comprehensive, A-Z guide to his position (unwavering support of personal liberty and small government) on 50 of the most important issues of our times, both foreign and domestic. His devoted followers will be able to use it as a guidebook for 2012 and beyond, for all their political and educational efforts. With entries ranging in length from a few minutes to over ten, *LIBERTY DEFINED* will be very accessible, easy to digest, and clear cut in its ideology.

MARKETING & PROMOTION

- Online advertising
- National media campaign
- National print and online media campaign
- e-newsletters, social networks, blogs

Praise for *End the Fed*:

"Rarely has a single book not only challenged, but decisively changed my mind."

—Arlo Guthrie

CONGRESSMAN RON PAUL (R-TX) lives in Lake Jackson, Texas.

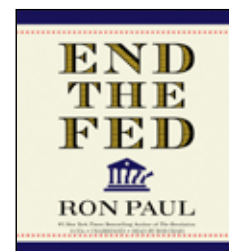
IMPORTANT NOTES

- Ron Paul's previous hardcover, *End the Fed* debuted on the *New York Times* bestseller list at #6, where it remained for six consecutive weeks. There are more than 163,000 copies in hardcover and trade paperback print combined.
- *The Revolution* was a surprise smash in Spring 2008. It hit #1 on the *New York Times* bestseller list and remained on the list for 22 weeks. It also hit *The Wall Street Journal*, *Washington Post*, *Los Angeles Times*, *USA TODAY*, and *Publishers Weekly* bestseller lists, and has sold nearly 200,000 hardcover and trade paperback copies combined.
- Though not confirmed, there is speculation that Dr. Paul will run for President again in 2012. Even if he does not run, interest in all things political will be rising dramatically in the months surrounding the book's publication.
- The author is the founder of CampaignForLiberty.com, an online hub where his many supporters can share their ideas, and continue the momentum he began in his 2008 bid for the presidency.
- Ron Paul has been featured on *The Colbert Report*, *Late Show with David Letterman*, *The Daily Show with Jon Stewart*, *RealTime With Bill Maher*, and on CNN, and in the *New York Times* and *The Wall Street Journal*, among other media outlets. A magnetic speaker, he appeals to Democrats, Republicans, and Independents alike.

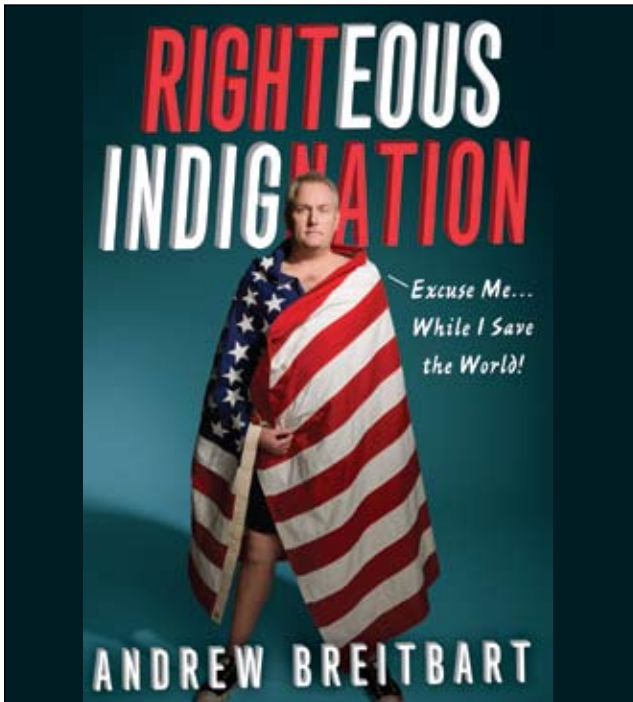
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End the Fed
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Righteous Indignation

Excuse Me While I Save the World!

ANDREW BREITBART

Read by the Author

Conservative media critic Andrew Breitbart shares his outspoken views on the liberal political/media machine.

Despised by some, adored by many, Andrew Breitbart has quickly positioned himself as a lightning rod in the world of political hardball. Thanks to his network of conservative websites which are read by millions of Americans, Breitbart has zealously attempted to reveal the so-called “liberal bias” of the mainstream media in our country. Breitbart is perhaps best known for his coverage of the ACORN controversy—which attracted both praise from conservative media outlets as well as outrage from liberal ones.

In **RIGHTEOUS INDIGNATION**, Breitbart relates his early years growing up in Los Angeles and then matriculating at Tulane University, and how he gradually became disenchanted with what he calls the “Democratic-Media complex.” Breitbart lays out his theories on how the American media became influenced by these liberal leanings, and why he and other conservatives feel that Americans need to know that too much of the news is being slanted. In short, Breitbart believes that, through their control of the media, liberals are allowed to frame their arguments in a way that keeps conservatives on the defensive. **RIGHTEOUS INDIGNATION** details why this is a growing problem, and what our country needs to do to change it.

IMPORTANT NOTES

- Andrew Breitbart is a major power player in the sphere of American conservative influence and opinion. He is the creator of an extensive network of blogs that include Breitbart.com, Breitbart.tv, Big Hollywood, Big Government, and Big Journalism, which launched in 12/09 with what was arguably one of the biggest stories of the year—the ACORN scandal. A former editor of the *Drudge Report*, he was a primary developer of the *Huffington Post*.
- Breitbart’s no-holds-barred style and critical take on the liberal left will appeal to the same listenership that embraced major bestselling books by Rush Limbaugh, Glenn Beck, Mark Levin, Bill O’Reilly, and other top conservative opinion makers.
- Andrew Breitbart is a frequent guest on numerous national TV and radio shows, including *Real Time with Bill Maher*, *Glenn Beck*, Fox News, *Laura Ingraham*, and CSPAN.

ANDREW BREITBART lives in Los Angeles, California.

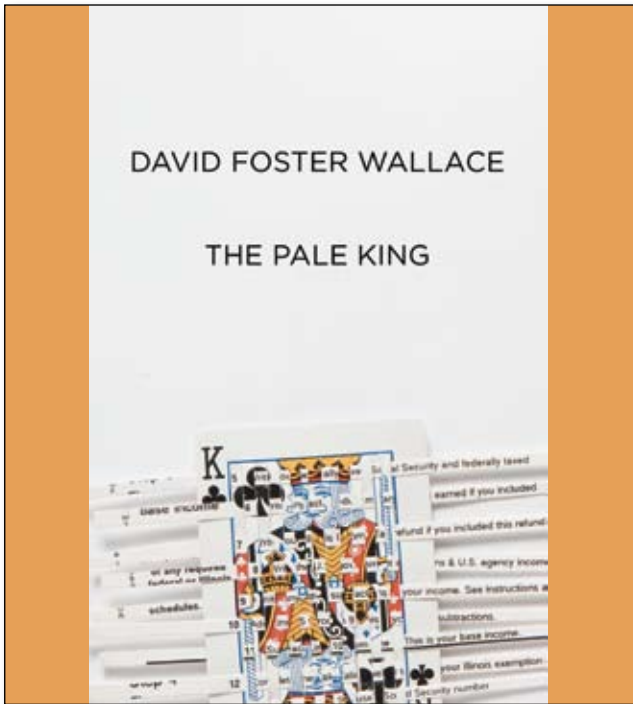
MARKETING & PROMOTION

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- Online advertising on Newsmax, Fox News, Drudge Report, Breitbart.com
- National media campaign
- Radio satellite tour
- National print and online media campaign
- e-newsletters, social networks, blogs, giveaways
- Breitbart.com

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APRIL 2011



The Pale King

DAVID FOSTER WALLACE

David Foster Wallace's final and most ambitious undertaking—an audacious, hilarious novel that will be a major publishing event.

The agents at the IRS Regional Examination Center in Peoria, IL, appear ordinary enough to newly arrived trainee David Foster Wallace. But as he immerses himself in a routine so tedious and repetitive that new employees receive boredom-survival training, he learns of the extraordinary variety of personalities drawn to this strange calling. And he has arrived at a moment when forces within the IRS are plotting to eliminate even what little humanity and dignity the work still has.

THE PALE KING remained unfinished at the time of David Foster Wallace's death, but it is a deeply intriguing and satisfying novel, hilarious and fearless and as original as anything Wallace ever undertook. It grapples directly with fundamental ideas—questions of life's meaning and of the ultimate value of work and family—through characters imagined with the interior force and generosity that were Wallace's unique gifts. Along the way it suggests a new idea of heroism and commands infinite respect for a writer who dared to take on the most daunting subjects the human spirit can imagine.

MARKETING & PROMOTION

- National media campaign including radio, print, and online interviews
- Nationwide reading events
- Book video
- e-newsletters, social networks, countdown widget
- Online reading group guide
- DavidFosterWallaceBooks.com

Praise for David Foster Wallace:

"A prose magician....He could map the infinite and infinitesimal, the mythic and mundane." —Michiko Kakutani, *The New York Times*

IMPORTANT NOTES

- David Foster Wallace's *Infinite Jest* (LB, 978-0-316-92004-9, 2/96; Back Bay, 978-0-316-92117-6, 2/97; Back Bay, 978-0-316-06652-5, 11/06) was the defining novel of a generation, influencing writers like Dave Eggers, Zadie Smith, and scores of others. It was a national bestseller with more than 350,000 copies in print.
- Since the publication of *Infinite Jest* in 1996, fans have eagerly awaited another novel from the celebrated essayist and story writer.
- A website created in conjunction with the University of Texas's Harry Ransom Center will showcase the draft manuscript, journal entries, and other aspects about the making of this posthumous novel.

DAVID FOSTER WALLACE wrote the novels *Infinite Jest* and *The Broom of the System* and the story collections *Oblivion*, *Brief Interviews with Hideous Men*, and *Girl With Curious Hair*. His nonfiction includes *Consider the Lobster*, *A Supposedly Fun Thing I'll Never Do Again*, *Everything and More*, and *This Is Water*. He died in 2008.

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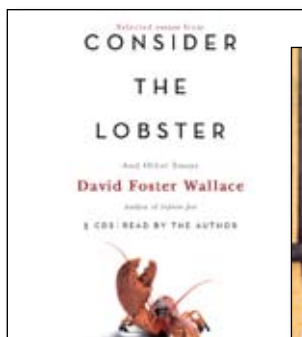
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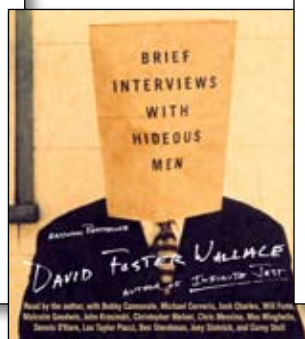
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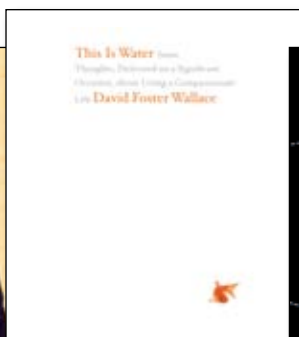
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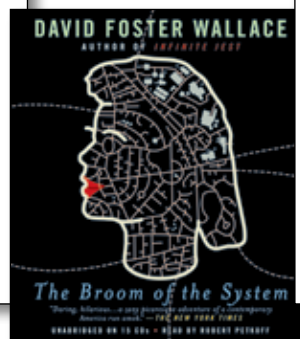
Consider the Lobster
(Unabridged Selections,
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978-1-59483-269-7
\$14.98/\$16.98 CAN



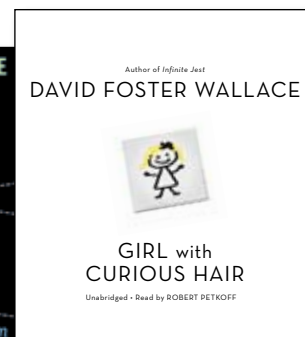
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David Foster Wallace
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(Final cover to come)

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Praise for *Consider the Lobster*:

“Only 4 of the original 10 essays are here, but each is formidable.... Wallace reads his fresh, provocative essays with delicious irreverence, earning his place alongside the great social satirists of this, or any, time.”

—*AudioFile Magazine*

Praise for *The Broom of the System*:

“Published in 1987, but just released onto audio, this is a highbrow, yet accessible, humorous and complex graduate thesis that could have only one author.... Narrator Petkoff understands and delivers David Foster Wallace’s slyly clever wit, guiding us through a complicated, sometimes convoluted, landscape with a varied cast of voices – male, female and avian.” —*Cleveland Plain Dealer*

“Extravagantly literary while also offbeat and hilarious, David Foster Wallace’s first novel, *Broom of the System* is not for the average audiobook listener.... Voice actor Robert Petkoff engages and displays perfect comic timing essential to keeping the listener on task for such a wild ride.... This intellectual game is enhanced by the pacing and stylishness of the audio production. Recommended to listeners with a taste for metafiction, aspiring writers, and fans of the author’s other work.”

—*Sound Commentary*

Praise for *Brief Interviews with Hideous Men*

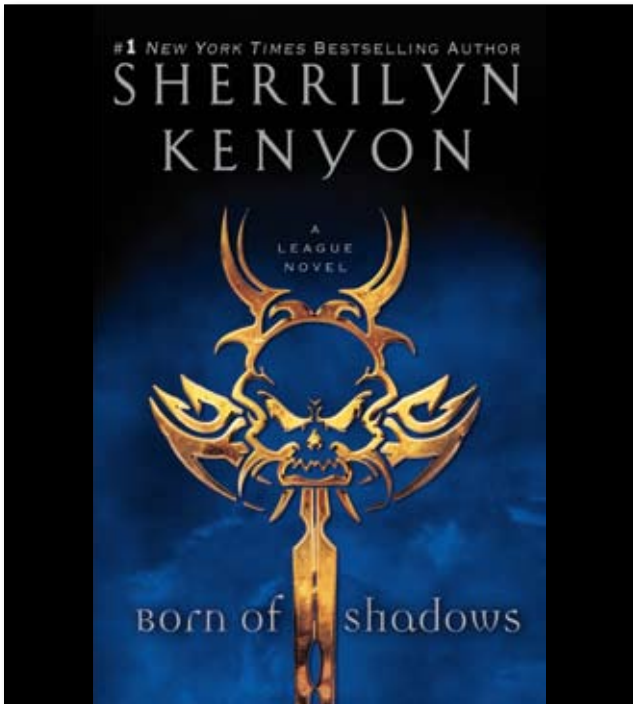
★“A host of talented narrators and actors—including television actors John Krasinski and Christopher Meloni—deliver nuanced performances of the late Wallace’s classic. But it’s the author himself who steals the show: his gentle, almost dreamy voice unlocks the elaborate syntax and releases the immense feeling concealed by the comedy and labyrinthine sentences.... Wallace’s renditions of such stories as “Forever Overhead” and “Death Is Not the End” are transcendent. Essential listening for Wallace fans and a fine introduction for newcomers.”

—*Starred Publishers Weekly* review

“The name of this collection of stories is slightly misleading, given the talent and likability of the cast of narrators who bring the late Wallace’s work to life. Each of the performers, including actors John Krasinski, Will Forte, Malcolm Goodwin, and Bobby Cannavale, delivers a powerful reading that is as imaginative as the collection itself.... Krasinski, who directed the film adaptation of the book, is especially fine, reading with a stern, intellectual edge that is at once witty and unabashed. As a whole, each narrator complements the unique work he delivers.”

—*AudioFile Magazine*

Look for *Infinite Jest* in Fall 2011!



Born of Shadows

A League Novel

SHERRILYN KENYON

Publishing phenomenon Sherrilyn Kenyon joins the Hachette Audio list with the next book in her #1 *New York Times* bestselling League series.

In the universe where the League is law, most live in fear. We fight back. Welcome to a world where corrupt assassination politics dominate everyone. It's kill or be killed.

Caillen's destiny was to become the next generation of Dagan smugglers. Until fate intervenes. Suddenly, his life is not his own and his loyalties are split in a way he could have never imagined. In a world where everything's earned and nothing is given, Desideria has battled to have a place of honor in her mother's Royal Guard. But when she uncovers the plot to kill her mother and overthrow her government, she knows she has to move quickly to prove it.

Unfortunately, her only hope is a man whose past is as jaded as his present. Now they must find common ground to work together or more than just their lives will be forfeit. Their worlds and families will be enslaved.

MARKETING & PROMOTION

- Print advertising in *New York Times*, *RT Book Reviews*
- Online advertising
- Video game advertising
- Author tour
- National print and online media campaign
- Book video
- e-cards, e-newsletters, audio podcast, social networks, blogs

Praise for The League series:

"Kenyon's writing is brisk, ironic, sexy, and relentlessly imaginative." —*Boston Globe*

IMPORTANT NOTES

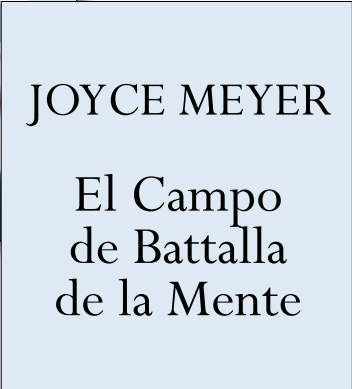
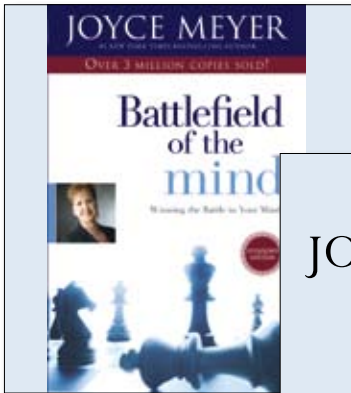
- Sherrilyn Kenyon is a proven powerhouse, with more than 24 million copies of her books in print in over 30 countries. In two years, she claimed the coveted #1 slot 13 times and since 2004 has placed over 50 books on the *New York Times* bestseller list. She is the only author to place a futuristic novel at #1 since 1993.
- The three previous novels in the League series—*Born of Ice* (12/09), *Born of Fire* (11/09), and *Born of Night* (9/09)—were original mass market paperbacks published by St. Martin's, with more than one million combined copies in print and more than two million copies in print worldwide. *BORN OF SHADOWS* is the first U.S. hardcover in this series.
- The preeminent voice of paranormal fiction, Kenyon not only helped pioneer, but define the current paranormal trend that has captivated the world. Her current series include: *The Dark-Hunters*, *Lords of Avalon*, *BAD Agency*, and *the Chronicles of Nick*.

SHERRILYN KENYON lives in Nashville, Tennessee.

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10 CDs • \$29.98/\$32.98 CAN

Unabridged Download
978-1-60788-584-9
11 Hours • \$24.98/\$27.98 CAN

APRIL 2011



With over 3 million copies sold, Joyce Meyer's BATTLEFIELD OF THE MIND is now available in Spanish.

(Final cover to come)

MARKETING & PROMOTION

- Christian radio and online advertising
- National and Christian print, broadcast and online media campaign
- Email blast to author database
- Featured in author's monthly
- eNewsletter
- JoyceMeyer.org feature
- Major release promotion by Joyce Meyer Ministries
- 2 weeks custom teaching segments on *Enjoying Everyday Life* television program
- 5 month television promotion on *Enjoying Everyday Life*
- 5 month radio promotion on *Enjoying Everyday Life*
- 4 issue promotion in *Enjoying Everyday Life* magazine
- Featured at Joyce Meyer conferences
- *Battlefield of the Mind* 18-copy Mixed Prepack

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tk
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SPANISH EDITION:

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tk Hours • \$19.98/\$22.50 CAN

Battlefield of the Mind

Winning the Battle in Your Mind

JOYCE MEYER

Read by Pat Lentz

The expanded edition of *Battlefield of the Mind* includes updated chapters and a new introduction.

Worry, doubt, confusion, depression, anger and feelings of condemnation: all these are attacks on the mind. If listeners suffer from negative thoughts, they can take heart! Joyce Meyer has helped millions win these all-important battles. In her most popular bestseller ever, the beloved author and minister tells listeners how to change their lives by changing their minds.

She teaches how to deal with thousands of thoughts that people think every day and how to focus the mind the way God thinks. And she shares the trials, tragedies, and ultimate victories from her own marriage, family, and ministry that led her to wondrous, life-transforming truth—and reveals her thoughts and feelings every step of the way.

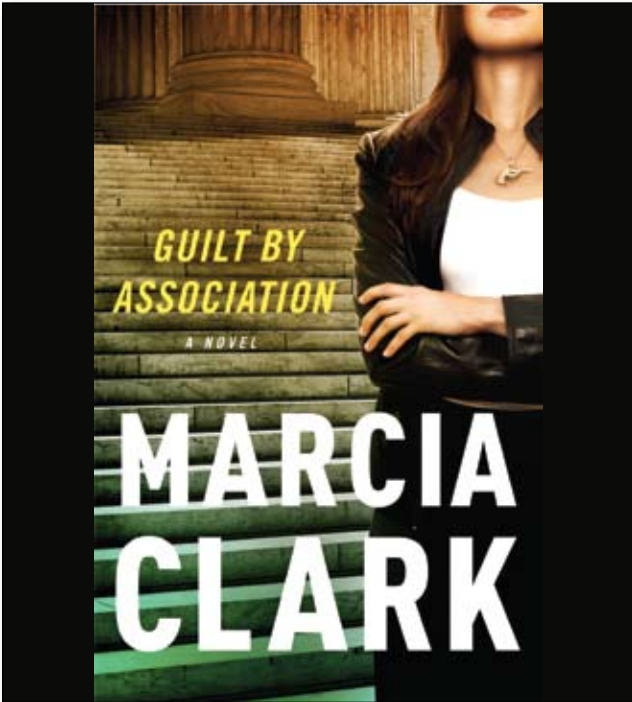
This expanded edition includes an additional introduction and updated content throughout the audiobook.

JOYCE MEYER is one of the world's leading practical Bible teachers, with her TV and radio broadcast, *Enjoying Everyday Life*, airing on nearly 450 television networks and 400 radio stations worldwide, including ABC Family Channel, Trinity Broadcast Network, Daystar, and the Word Network. Her bestselling books include *Battlefield of the Mind*, *Look Great, Feel Great*, *The Confident Woman*, *I Dare You*, and *Never Give Up!* Joyce holds conferences approximately 15 times each year, worldwide, speaking to thousands.

IMPORTANT NOTES

- **BATTLEFIELD OF THE MIND**, originally published in 1995, is Joyce Meyer's bestselling book of all time.
- **EXPANDED EDITION:** This expanded edition features a new introduction and updated content throughout the audiobook.
- **SIMULTANEOUS SPANISH EDITION:** Hachette Audio will publish a Spanish edition of the updated BATTLEFIELD OF THE MIND in April 2011.
- **A HOUSEHOLD NAME:** Joyce's *Enjoying Everyday Life* brand includes a publication of the same name issued 8 times a year, with a circulation of 550,000.
- **PROVEN WINNERS:** Joyce Meyer's books have sold more than 2 million copies in 2010.

APRIL 2011



Guilt By Association

MARCIA CLARK

A gripping debut legal thriller by the world-renowned former L.A. prosecutor.

Los Angeles D.A. Rachel Knight is a tenacious, wise-cracking, and fiercely intelligent prosecutor in the city's most elite division. When her colleague, Jake, is found dead at a grisly crime scene, Rachel is shaken to the core. She must take over his toughest case: the assault of a young woman from a prominent family.

But she can't stop herself from digging deeper into Jake's death, a decision that exposes a world of power and violence and will have her risking her reputation—and her life—to find the truth.

With her tremendous expertise in the nuances of L.A. courts and crime, and with a vibrant ensemble cast of characters, Marcia Clark combines intimate detail, riotous humor, and visceral action in a debut thriller that marks the launch of a major new figure on the crime-writing scene.

IMPORTANT NOTES

- As a prosecutor in the O.J. Simpson "Trial of the Century," Marcia Clark is one of the most recognized figures from the legal world.
- Clark wrote a bestselling nonfiction book about the Simpson trial, *Without a Doubt* (Viking, 5/97).
- Clark has appeared on programs such as *Oprah*, *Larry King Live*, and *Today* and is constantly called upon by major media to discuss hot legal topics. She is a special correspondent for *Entertainment Tonight* and writes periodically for *The Daily Beast*.
- Already at work on her second novel, Clark is dedicated to writing at a book-a-year pace. *GUILT BY ASSOCIATION* has huge potential as the first of a winning legal thriller series in the vein of Lisa Scottoline. This is the first in a two-book deal.

MARCIA CLARK is a former Los Angeles, California, deputy district attorney and is a frequent legal commentator and columnist. She lives in Los Angeles.

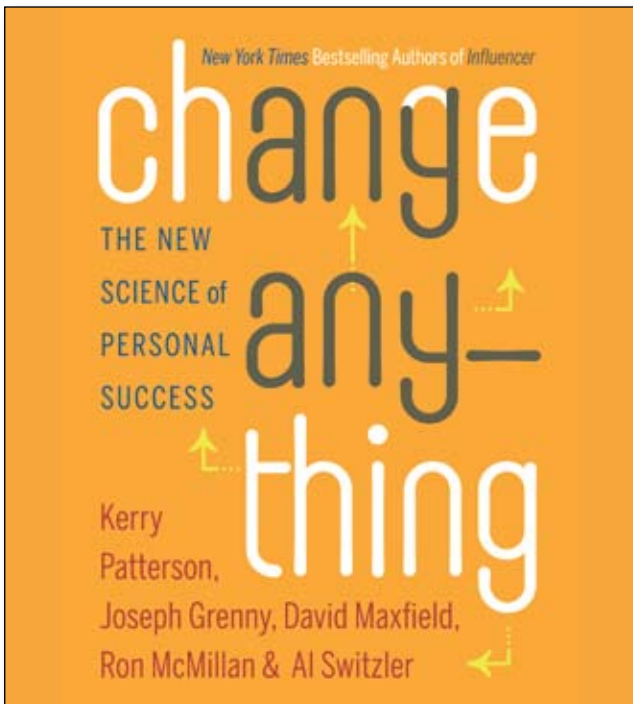
MARKETING & PROMOTION

- Print advertising in the *Los Angeles Times*, *USA TODAY*, *People*, *The Strand Magazine*, *Crimespre*
- Online advertising
- Author appearances in New York, Los Angeles
- National media campaign including television, radio, print, and online interviews
- Book video
- Advance reading copies
- NetGalley
- Online reading group guide
- e-newsletters, social networks, giveaways, blog reviews
- Mulhollandbooks.com, and audio excerpt featured on MarciaClarkbooks.com

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APRIL 2011



Change Anything

The New Science of Personal Success

**KERRY PATTERSON, JOSEPH GRENNY,
DAVID MAXFIELD, RON MCMILLAN, and
AL SWITZLER**

From the *New York Times* bestselling authors of *Influencer* and *Crucial Conversations* comes a ground-breaking work on the new science of personal success...and how you can change your life.

Why is it that 95% of all diet attempts fail? Why do New Year's resolutions last no more than a few days? Why can't people with good intentions seem to make consistent and positive strides in the way they want to improve their careers, financial situation, and physical fitness? Based upon the latest research from a number of psychological and medical fields, CHANGE ANYTHING shows that traditional will-power is not necessarily the answer to achieving these goals. Indeed, they show that individuals are affected in their behaviors by far more subtle influences. The authors guide listeners to understand the powerful and influential forces that can bring real and meaningful results.

MARKETING & PROMOTION

- Print advertising in *New York Times*, *The Wall Street Journal*, *USA TODAY*
- Airport kiosk advertising
- Online advertising
- National media campaign
- Radio satellite tour
- 12-city author tour
- National print and online media campaign
- Audio, business, and money e-newsletters, social networks, blog

IMPORTANT NOTES

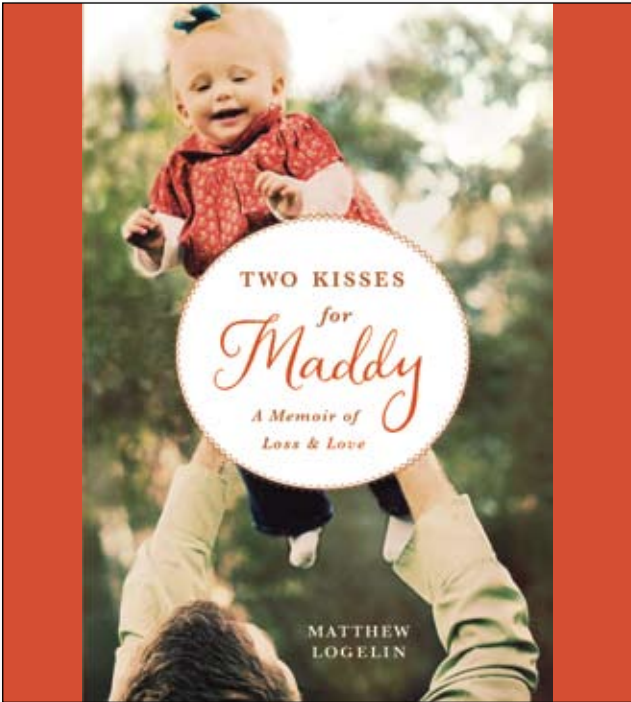
- Each audiobook contains a secret code for listeners to gain personalized access to the exclusive ChangeAnything.com website.
- The authors' most recent book, *Influencer* (McGraw-Hill, 9/07), was a *New York Times* bestseller that sold more than 90,000 copies in hardcover. It was hailed by Nobel Prize Winner Muhammad Yunus as a "practical approach to lead change and empowers us all to make a difference or change in society."
- *Crucial Conversations* (McGraw-Hill) was published in 6/02 and has sold more than one million copies to date. Dain M. Hancock, President of Lockheed Martin, proclaimed that the book "enabled us to win the largest contract in our industry's history."
- Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler are all cofounders of VitalSmarts, a highly respected corporate training firm whose clients have included 300 of the Fortune 500 companies. David Maxfield is Vice President of Research at VitalSmarts. All five of the authors have taught at the Marriott School of Management at Brigham Young University.
- Based in Provo, Utah, VitalSmarts is a worldwide leader in conducting major research on how to influence and change human behavior. VitalSmarts has committed two million in seed capital to promote CHANGE ANYTHING.

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All five authors—**KERRY PATTERSON, JOSEPH GRENNY, DAVID MAXFIELD, RON MCMILLAN, and AL SWITZLER** live in Utah.

APRIL 2011



Two Kisses for Maddy

A Memoir of Loss & Love

MATTHEW LOGELIN

Read by the Author

In the spirit of *The Last Lecture* and *Tuesdays with Morrie* comes a deeply honest memoir chronicling the first year of Matt Logelin's life following the birth of his daughter and the death of his wife.

Matt and Liz Logelin were high school sweethearts. They had it all: a happy marriage, a beautiful new home, and a baby on the way. But just 27 hours after welcoming their first child, Madeline, into the world, Liz suffered a massive pulmonary embolism and died instantly—without ever holding the daughter whose arrival she had so eagerly awaited.

Faced with devastating grief and the responsibilities of being a new and single father, Matt found solace by returning to the small blog he had created to keep friends and family updated on Liz's pregnancy, which today has become a place for him to share with over a million curious listeners the day-to-day story of two lives bound by loss and love. Heartbreaking and heartwarming, *TWO KISSES FOR MADDY* recounts an elegiac, ultimately uplifting story, punctuated by bittersweet—and often humorous—memories and anecdotes. This audiobook will resonate with any listener who has experienced grief, and has sought the courage to live again.

IMPORTANT NOTES

- The author's story has captured the attention of media outlets everywhere. Matt and Maddy have been profiled in *People* and have appeared on both *Rachael Ray* and *Oprah*. Matt has been approached by several production companies for a reality TV show and was featured in Maria Shriver's book *The Shriver Report: A Woman's Nation Changes Everything*.
- Logelin's blog receives over 1.5 million hits each month and he has over 10,000 followers on Twitter.
- Logelin will donate 7% of the royalties he receives on sales of this edition of the book to the Liz Logelin Foundation, a worldwide charitable organization he founded in his wife's name to provide financial assistance to bereaved families. For information on the Foundation's \$7 on the 7th Campaign, visit www.thelizlogelinfoundation.org.

Born and bred in Minnesota, **MATT LOGELIN** was a project manager at Yahoo! until he left the company to focus on writing this book and raising his daughter, Madeline. The two live in Los Angeles.

MARKETING & PROMOTION

- Print advertising in *People*, *American Profile*
- National media campaign
- Select author appearances in Los Angeles, Minneapolis
- National print and online media campaign
- Book video
- e-newsletters, social networks, blogs
- MattLogelin.com

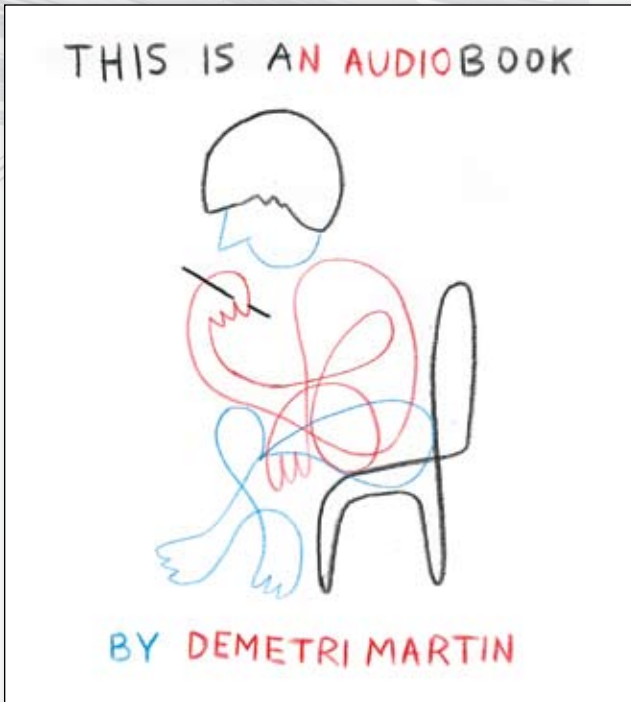
"In Matthew Logelin's honest and poignant story, we learn a great many lessons about the fragility of life, and about the strength we all can summon to move forward. With two kisses and an open heart, he shows how love can sustain us."

—Jeffrey Zaslow, *New York Times*
bestselling coauthor of *The Last Lecture*

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APRIL 2011



This Is an Audiobook

DEMETRI MARTIN

Read by the Author

From the renowned comedian, creator, star and executive producer/multiple title-holder of Comedy Central's *Important Things with Demetri Martin* comes a bold, original, and rectangular kind of humor audiobook.

Demetri Martin's first literary foray is structured much like his critically-acclaimed Comedy Central show. Featuring longer-form essays and conceptual pieces (such as "Protagonists' Hospital," a melodrama about the clinic doctors who treat only the flesh wounds and minor head scratches of Hollywood action heroes), as well as his trademark one-liners and lists (i.e., the world views of optimists, pessimists, and contortionists), and a special bonus PDF of his charts, doodles, and drawings, Martin's material is varied, but his unique voice and brilliant mind will keep listeners in stitches from beginning to end.

IMPORTANT NOTES

- An award-winning comedian, Demetri Martin was regularly featured as the "Youth Correspondent" on *The Daily Show* with *Jon Stewart*. Stewart's Busboy Productions launched *Important Things with Demetri Martin* in February 2009, and a second season followed in February 2010. When the show launched, Martin was featured on the cover of *New York* magazine and had large profiles in both the *New York Times* and *The New Yorker*. He has never been featured in *The Economist* or *Cat Fancy*.
- Demetri Martin recently starred in Ang Lee's *Taking Woodstock* and will also be featured in the upcoming films *The Moon People* and *Will*, which he wrote. He has also appeared on the HBO series *Flight of the Conchords*.
- Like a riotous blend of Simon Rich, Jack Handey, Woody Allen, and Gary Larson, and reminiscent of such blockbuster audiobooks as *The Daily Show with Jon Stewart Presents America (The Audiobook)* (GCP, 9/04) and *Stephen Colbert's I Am America (And So Can You!)* (GCP, 10/07), *THIS IS AN AUDIOBOOK* will become an instant comic classic.
- In addition to his stand-up comedy, his show on Comedy Central, and his acting career, Demetri Martin worked as a staff writer at *Late Night with Conan O'Brien*, for which he received an Emmy Award® nomination along with his fellow writers.

DEMETRI MARTIN is a person. He has brown hair and is allergic to peanuts. He lives in an apartment somewhere.

MARKETING & PROMOTION

- Online advertising
- National media campaign
- Tie in with author's 15-city comedy tour
- National print and online publicity campaign
- Book video
- e-newsletters, social networks, blogs
- Audio excerpt one-liner online campaign

Praise for Demetri Martin:

"He is a palindromist, an anagrammatist, an amateur inventor, and, most visibly these days, an ascendant comedian."

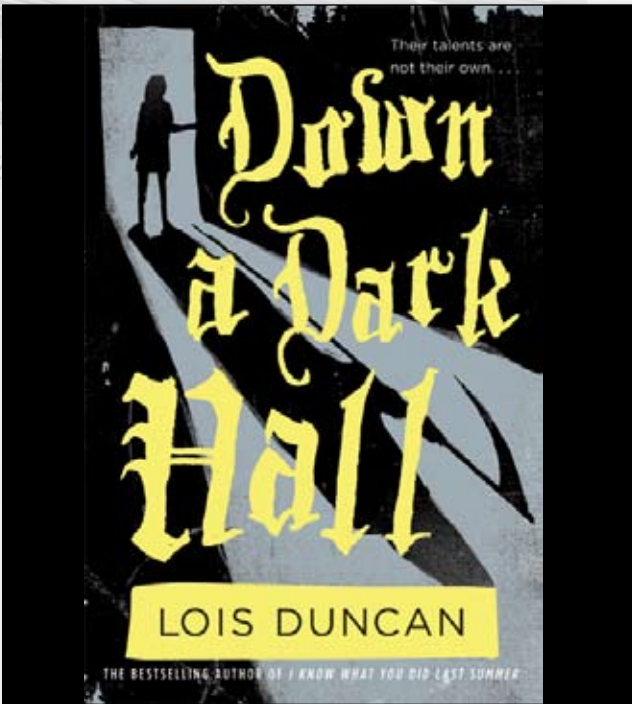
—*The New Yorker*

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APRIL 2011



(Final cover to come)

MARKETING & PROMOTION

Praise for Lois Duncan:

“Lois Duncan has always been one of my biggest inspirations. I gobbled up her novels in my teens, often reading them again and again and scaring myself over and over. She’s a master of suspense, so prepare to be dazzled and spooked!

—Sara Shepard, author of the *Pretty Little Liars* series

“There are a lot of smart authors, and a lot of authors who write reasonably well. Lois Duncan is smart, writes darn good books and is one of the most entertaining authors in America.”

—Walter Dean Myers, Printz award-winning author of *Monster* and *Dopesick*

Unabridged Fiction Download
 978-1-60941-799-4
 7.5 Hours • \$26.98/\$29.98 CAN

Down a Dark Hall

LOIS DUNCAN

An eye-catching reissue of Lois Duncan’s haunting tale featuring updated text and an author Q&A!

Kit Gordy sees Blackwood Hall towering over black iron gates, and she can’t help thinking, This place is evil. The imposing mansion sends a shiver of fear through her. But Kit settles into a routine, trying to ignore the rumors that the highly exclusive boarding school is haunted.

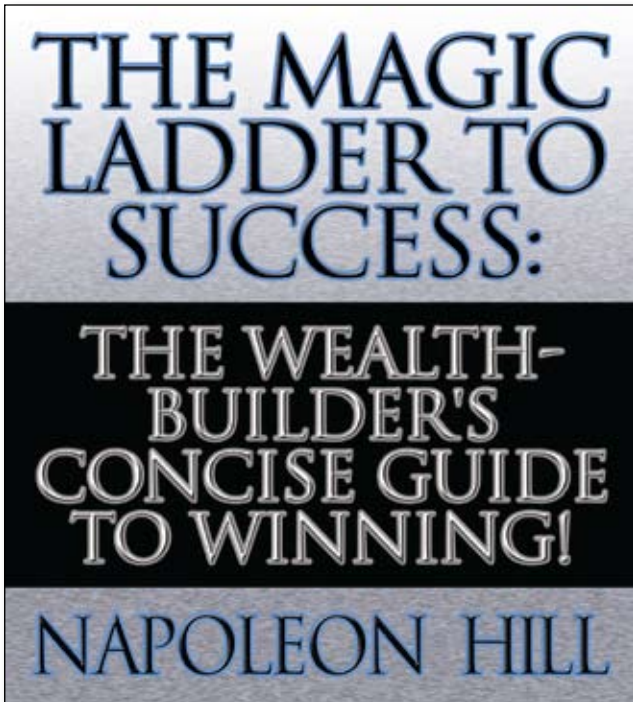
Then her classmates begin to show extraordinary and unknown talents. The strange dreams, the voices, the lost letters to family and friends, all become overshadowed by the magic around them.

When Kit and her friends realize that Blackwood isn’t what it claims to be, it might be too late.

IMPORTANT NOTES

- Our second season of Lois Duncan reissues feature a paranormal theme and a more graphic cover look!
- Lois Duncan has strong backlist sales and is still a household name in YA suspense.
- Text has been modernized by Lois Duncan herself!
- Bonus material includes an exclusive author interview and reader’s guide questions.
- Duncan’s titles have continued to crossover to TV and movies. This year *Hotel for Dogs* became a major motion picture, and last month Lifetime aired a TV movie of *Stranger with My Face*. *Locked in Time* and *Down a Dark Hall* have also been optioned, and Lifetime has bought a pitch for a television series based on Lois’ adult nonfiction book about her daughter’s murder.
- -Paranormal thrillers continue to be a hot trend—Lois did it first!

LOIS DUNCAN is an acclaimed suspense author for young adults. She has published nearly 50 books for children, including *I Know What You Did Last Summer*, which was adapted into a highly-successful horror film, and *Who Killed My Daughter?*, a non-fiction book about the harrowing experience of her daughter’s murder.



The Magic Ladder to Success

The Wealth-BUILDER'S Concise Guide to Winning!

NAPOLEON HILL

Read by Sean Pratt

Napoleon Hill's lost classic on his *Law of Success* philosophy newly available, revised and updated.

A primer in success-building, THE MAGIC LADDER TO SUCCESS is Hill's compact distillation of his lifetime of learning. It is the volume in which Napoleon Hill first distilled the seventeen factors that make up his "Law of Success" philosophy. These key principles capture the ethics and actions that empower all who harness them to become leaders in the field of their choice. Leaders are not born, Hill argues, they are molded by a remarkably similar, simple, and dynamic set of habits.

Napoleon Hill's lost classic—long out of print, is newly available as a stand-alone edition, revised and updated for the twenty-first century. THE MAGIC LADDER TO SUCCESS was written in 1930; only one year after the Great Depression brought the nation to its knees. One of its most valuable features is the inspiring story of Napoleon Hill's upbringing in a desperately poor West Virginia mountain town, and how his father's second wife, an educated woman "irritated at poverty," instilled in him the laws of success that would change his life and millions of others.

THE MAGIC LADDER TO SUCCESS and *The Law of Success* are the result of over 500 interviews with successful people and, even more important, interviews with many more who failed. It was after a few years of astounding success with these books that Hill was invited to become an advisor to President Franklin D. Roosevelt. Napoleon Hill discovered that there were seventeen success factors, or principles, behind the great success subjects of his day. He then further condensed that history-making material, making it more accessible to those willing to wake up and win.

IMPORTANT NOTES

- **NEWLY AVAILABLE OUT OF PRINT CLASSIC:** Napoleon Hill's lost classic has been updated and revised and is now available as a stand-alone audio edition.
- **UNIQUE SERIES:** With distinctive packaging and brand marketing, Your Coach in a Box offers an innovative, branded, price-conscious approach to self-help audio publishing.
- **TIMELY TOPIC:** In a world where people believe anything is possible, thanks to *The Secret*, Hill's *Laws of Success* comes at a perfect time.
- **EVERGREEN CATEGORY:** Personal development is the strongest audio category for consistent sales and reorders. Personal Finance is one of its prime topics.

MARKETING & PROMOTION

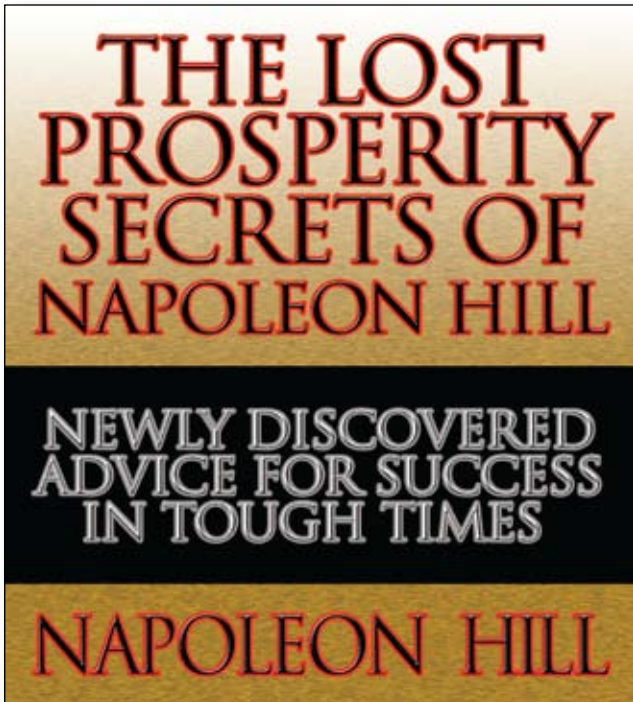
- Review copy mailing
- National media campaign

NAPOLEON HILL was born in 1883 in a one-room cabin on the Pound River in Wise County, Virginia. He began his writing career at age 13 as a "mountain reporter" for small town newspapers and went on to become America's most beloved motivational author. He passed away in November 1970 after a long and successful career writing, teaching, and lecturing about the principles of success. Hill established the Napoleon Hill Foundation as a non-profit educational institution whose mission is to perpetuate his philosophy of leadership, self-motivation, and individual achievement.

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APRIL 2011



MARKETING & PROMOTION

- Review copy mailing
- National media campaign

NAPOLEON HILL was born in 1883 in a one-room cabin on the Pound River in Wise County, Virginia. He began his writing career at age 13 as a “mountain reporter” for small town newspapers and went on to become America’s most beloved motivational author. He passed away in November 1970 after a long and successful career writing, teaching, and lecturing about the principles of success. Hill established the Napoleon Hill Foundation as a non-profit educational institution whose mission is to perpetuate his philosophy of leadership, self-motivation, and individual achievement.

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The Lost Prosperity Secrets of Napoleon Hill

Newly Discovered Advice for Success in Tough Times

NAPOLEON HILL

Read by Erik Synnestvedt

Newly discovered time-tested wisdom that has been the basis of many of today’s bestselling books.

It isn’t every day that an opportunity comes along to hear newly discovered advice for success in tough times book by Napoleon Hill, the legendary author of *Think & Grow Rich*, *The Magic Ladder to Success*, and *The Master Key to Riches*.

THE LOST PROSPERITY SECRETS OF NAPOLEON HILL consists of a series of magazine articles Napoleon Hill wrote between 1919 and 1923 for *Success Magazine*, for which he eventually became an editor. Hill’s drive to become successful led him from the poverty stricken Appalachian Mountains to meetings with rags-to-riches tycoons. These articles focus on Hill’s philosophy of success. Drawing upon the thoughts and experiences of a multitude of influential people, Hill shows listeners how those successful people achieved their status. Many of these writings have been the basis of several bestselling books. Listeners will discover principles designed to guide them in putting these steps to success into action.

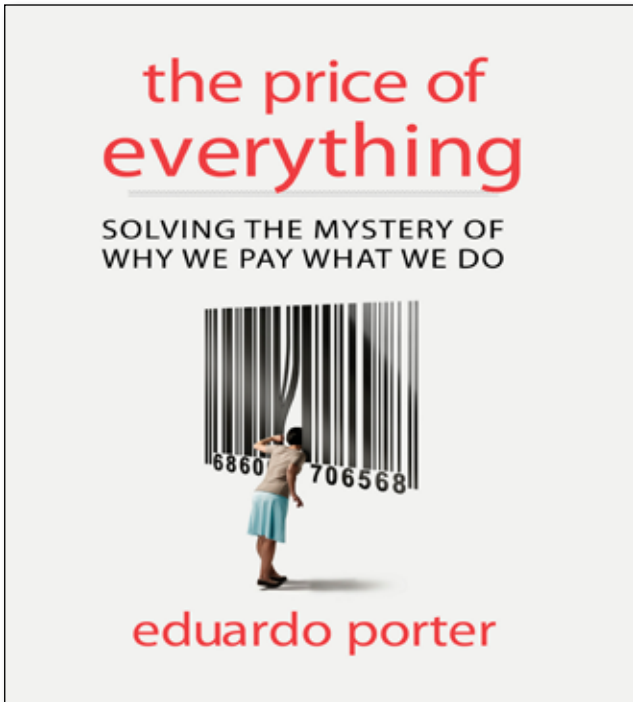
It is in these early articles that Hill honed his theories, refined his arguments, and polished his presentation of the success philosophy for the ordinary person.

A necessary handbook for our era, THE LOST PROSPERITY SECRETS OF NAPOLEON HILL is filled with time-tested wisdom that resonates as strongly and is as appropriate today as when it was first written.

IMPORTANT NOTES

- **EVERGREEN CATEGORY:** Personal development is the strongest audio category for consistent sales and reorders. Personal Finance is one of its prime topics.
- **NEWLY DISCOVERED ADVICE FOR SUCCESS:** This is a series of magazine articles Napoleon Hill wrote between 1919 and 1923 on his philosophy of success.
- **UNIQUE SERIES:** With distinctive packaging and brand marketing, Your Coach in a Box offers an innovative, branded, price-conscious approach to self-help audio publishing.
- **TIMELY TOPIC:** A recipe for success that is perfect for today’s tough economic times.

APRIL 2011



The Price of Everything

And the Hidden Logic of Value

EDUARDO PORTER

Read by Walter Dixon

An ingeniously thoughtful and provocative look at why price is totally misunderstood and underappreciated—not just by business people but by everyone. A big idea book in the tradition of—dare we say it—*Freakonomics* and *The Tipping Point*.

THE PRICE OF EVERYTHING starts with a pretty simple premise. There is a price behind each choice—individual, collective, or national—that we make. Whether we’re deciding whether or not to buy a cheeseburger, go to the doctor, go to college, or go to war, everything has its price. And Porter sets out to explore them all, seeking a broad understanding of how we set prices and how prices change our lives.

But the strange connections and hidden motivations he uncovers are anything but simple. They are unexpected, sometimes shocking, always interesting, and ultimately highly enlightening. Porter has a gift for uncovering the hidden logic of price that drives all our actions. His stated goal takes him in some interesting and rather counterintuitive directions, such as:

- Assigning an actual price tag to women and tracking their rising value as a function of economic growth
- Comparing the cost-per-vote in corrupt São Tomé to the supposedly less-corrupt (and less efficient) campaign spending of U.S. politicians
- Explaining why McDonald’s burger menu pricing encourages irrational behavior

THE PRICE OF EVERYTHING will show listeners how prices, both explicit and unspoken, move people and societies.

IMPORTANT NOTES

- **QUIRKY, COUNTERINTUITIVE, AND FASCINATING:** Porter takes an enjoyable, eye-popping approach to a fascinating subject, one that yields a number of unexpected insights and explanations for the way economies, societies, and individuals function.
- **MASS MARKET APPEAL:** This isn’t just for economists or business leaders, it’s for the mass audience that loved *Freakonomics*.
- **PLATFORM AND MEDIA CONNECTIONS:** Porter has great connections at various media outlets.
- **NEWYORKTIMES SUPPORT:** As a member of the editorial board, Porter has support from *The New York Times* and is a candidate for a magazine serial.
- **GLOBAL APPEAL:** Porter has worked all over the world and writes with a global perspective, ensuring broad appeal for the book.

MARKETING & PROMOTION

- Review copy mailing
- National media campaign

“What is a cynic? A man who knows the price of everything and the value of nothing.”

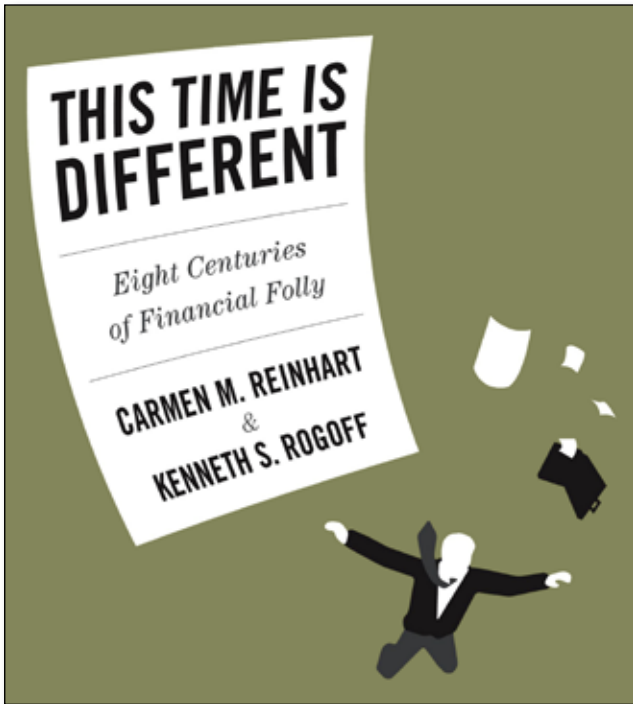
—Oscar Wilde

EDUARDO PORTER has been on the staff of *The New York Times* since January 2004, covering economics, and joined the paper’s editorial board in July 2007. He began his journalism career in 1990 as a financial reporter for Notimex, the Mexican news agency, in Mexico City. He was a correspondent in Tokyo (1991-1992) and in London (1992-1996). In 1996, Porter was appointed editor of the Brazilian edition of *América Economía*, a business and economics magazine based in Sao Paulo. In 2000 he became senior special writer for *The Wall Street Journal*, based in Los Angeles, covering the Hispanic population in the United States. He is a graduate of the Universidad Nacional Autónoma de México. He has an MSc in quantum fields and fundamental forces from Imperial College of Science, Technology and Medicine in London.

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APRIL 2011



This Time is Different

Eight Centuries of Financial Folly

CARMEN M. REINHART AND KENNETH ROGOFF

Read by Sean Pratt

A comprehensive look at eight centuries of financial crises—from medieval currency debasements to today's subprime catastrophe.

Throughout history, rich and poor countries alike have been lending, borrowing, crashing—and recovering—their way through an extraordinary range of financial crises. Each time, the experts have chimed, “this time is different”—claiming that the old rules of valuation no longer apply and that the new situation bears little similarity to past disasters. This audiobook proves that premise wrong. Covering sixty-six countries across five continents, **THIS TIME IS DIFFERENT** presents a comprehensive look at the varieties of financial crises, and guides us through eight astonishing centuries of government defaults, banking panics, and inflationary spikes—from medieval currency debasements to today's subprime catastrophe. Carmen Reinhart and Kenneth Rogoff, leading economists whose work has been influential in the policy debate concerning the current financial crisis, provocatively argue that financial combustions are universal rites of passage for emerging and established market nations. The authors draw important lessons from history to show us how much—or how little—we have learned.

An important book that will affect policy discussions for a long time to come, **THIS TIME IS DIFFERENT** exposes centuries of financial missteps.

MARKETING & PROMOTION

- Review copy mailing
- National media campaign

CARMEN M. REINHART is Professor of Economics at the University of Maryland and a Research Associate at the National Bureau of Economic Research.

KENNETH ROGOFF is Charles and Marie Robertson Professor of Economics and International Affairs at Princeton University.

“This is quite simply the best empirical investigation of financial crises ever published. Covering hundreds of years and bringing together a dizzying array of data, Reinhart and Rogoff have made a truly heroic contribution to financial history. This single marvelous volume is worth a thousand mathematical models.”

—Niall Ferguson, author of *The Ascent of Money: A Financial History of the World*

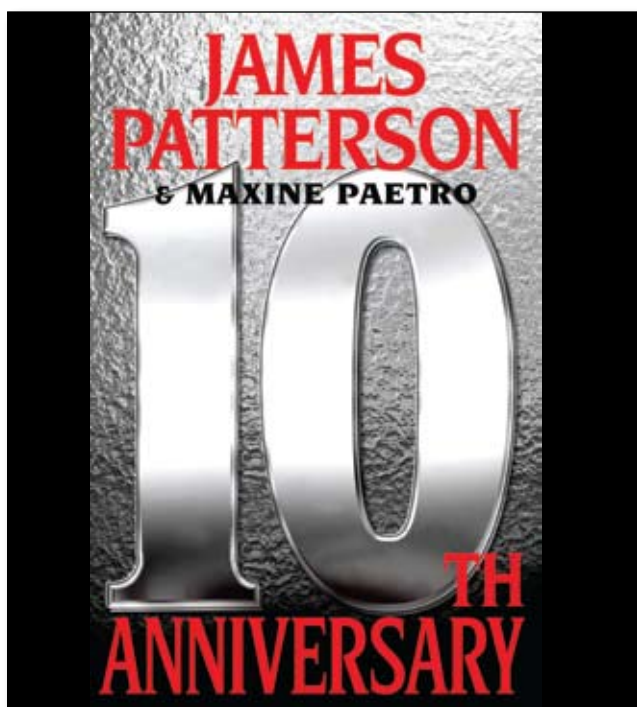
IMPORTANT NOTES

- **BROAD APPEAL:** Important lessons can be learned to help us deal with our current economic crisis.
- **IMPORTANT BOOK:** A tour de force of quantitative analysis covering financial crises affecting 66 countries over the past 800 years, the book identifies pre-crisis patterns that recur with eerie consistency. *This Time is Different* is a must-listen for anyone on the lookout for canaries in coal mines.
- **EVERGREEN CATEGORY:** Personal development is the strongest audio category for consistent sales and reorders, and Business is one of its strongest subcategories.

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APRIL 2011



10th Anniversary

JAMES PATTERSON & MAXINE PAETRO

Read by Carolyn McCormick

Detective Lindsay Boxer finally gets married, but a shocking crime pushes the Women's Murder Club back to full throttle before the gifts are even unwrapped.

Detective Lindsay Boxer's wedding becomes a distant memory when she is called to investigate a horrendous crime: a teenage girl left for dead and the kidnapping of her newborn baby. She soon discovers that not only have the criminals left no evidence—but the victim may be hiding a secret as well.

At the same time, Assistant District Attorney Yuki Castellano is prosecuting the biggest case of her life—a woman accused of murdering her husband in front of her children. Yuki's career rests on a guilty verdict, so when Lindsay discovers evidence that could save the defendant, she must choose. Should she trust her best friend or follow her instinct? With James Patterson's unique brand of white-hot speed and unquenchable action, 10TH ANNIVERSARY is the Women's Murder Club at its most thrilling best.

MARKETING & PROMOTION

- National television, print, and online advertising campaign
- National media campaign including television, radio, print, and online interviews
- 14-copy mixed floor display with special riser
- e-newsletters, giveaways
- JamesPatterson.com and Facebook

"With her husky voice, precise articulation, and even cadence, Carolyn McCormick shines as she returns to the series.... Best of all, she completely embodies Lindsey Boxer.... McCormick's gritty and sometimes-edgy sound is perfect for suspense thrillers."

—AudioFile Magazine on *The 9th Judgment*

IMPORTANT NOTES

- James Patterson has had 41 *New York Times* hardcover #1 bestselling novels.
- The Women's Murder Club is the bestselling new detective series of the past decade, selling more than 40 million copies worldwide.
- *The 9th Judgment* (LB, 978-0-316-03627-6, 4/10), the most recent book in the series, was on the *New York Times* bestseller list for seven weeks. It will be published in trade paperback in April 2011.
- This is the seventh book in the Women's Murder Club series co-authored by Maxine Paetro. She is a novelist and journalist. She lives with her husband in New York.

JAMES PATTERSON is one of the bestselling authors of all time. He lives in Florida.

"If you're not reading the Women's Murder Club series by James Patterson and Maxine Paetro, then you're missing out." —Joe Hartlaub, BookReporter.com

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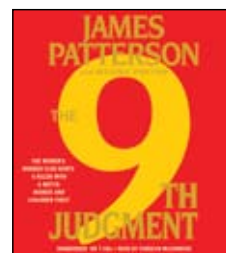
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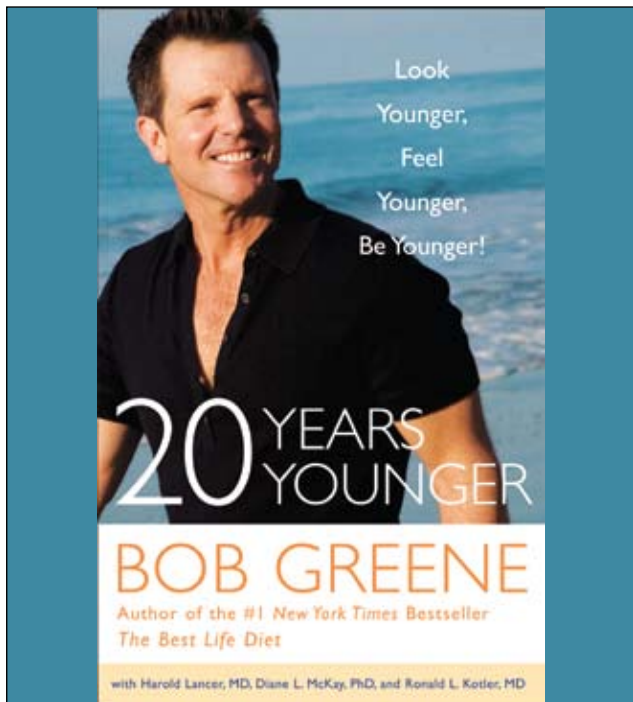
MAY 2011

20



The 9th Judgment

ABR CD <replay>
978-1-60941-997-4
5 CD/5 hours
\$14.98/\$16.98 CAN
Read by Carolyn McCormick



20 Years Younger

Look Younger, Feel Younger, Be Younger!

**BOB GREENE WITH HAROLD LANCER, MD,
DIANE L. MCKAY, PHD, AND RONALD L.
KOTLER, MD**

Read by the Author

Million-copy bestseller Bob Greene gives us the definitive anti-aging book.

It's time to turn back the clock! In *20 YEARS YOUNGER*, Bob Greene offers listeners a practical, science-based plan for looking and feeling their best as they age. The cutting-edge program details easy and effective steps we can all take to rebuild the foundation of youth and enjoy better health, improved energy, and a positive outlook on life. The four cornerstones of the program are: an exercise regimen for fighting muscle and bone loss, a longevity-focused diet, sleep rejuvenation, and wrinkle-fighting skin care. Woven throughout the text is practical advice on changing appearances, controlling stress, staying mentally sharp, navigating medical tests, and much more. Listeners will walk away with a greater understanding of how the body ages and what they can do to feel—and look—20 years younger.

MARKETING & PROMOTION

- National television advertising
- Online advertising
- 5-city author tour: New York, Los Angeles, Minneapolis, Dallas, Philadelphia
- National media campaign including television, radio, print, and online interviews
- Book video
- e-newsletters, social networks, blogs
- BestLifeNow.com

"Bob changed my life." —Oprah Winfrey

IMPORTANT NOTES

- *The Best Life Diet* (Simon & Schuster, 12/06; revised 12/08) has sold more than one million hardcovers, and *The Total Body Makeover* (Simon & Schuster, 12/05) and *Get With the Program!* (Simon & Schuster, 12/03) have sold 400,000 hardcovers each. Greene is also the coauthor with Oprah Winfrey of the four-million copy hardcover bestseller *Make the Connection* (Hyperion, 9/96).
- Bob Greene is a frequent guest on Oprah, and has appeared on *Today*, *Good Morning America*, *Rachael Ray*, *The Dr. Oz Show*, and more. He is a contributing editor for *O, The Oprah Magazine*.
- Harold Lancer, MD, is a Beverly Hills dermatologist. Diane L. McKay, PhD, is a nutrition specialist and scientist at Tufts University. Ronald L. Kotler, MD, is cofounder of the Pennsylvania Hospital Sleep Disorders Center.

BOB GREENE is an exercise physiologist and certified personal trainer specializing in fitness, metabolism, and weight loss.

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MAY 2011



(Final cover to come)

MARKETING & PROMOTION

- Television advertising in New York, Los Angeles, and on national cable
- Print advertising in *New York Times*, *Los Angeles Times*, *People*
- Online advertising
- National media campaign
- National print and online media campaign
- e-newsletters, social networks, blogs

“My tendency to make up stories and lie compulsively for the sake of my own amusement takes up a good portion of my day and provides me with a peace of mind not easily attainable in this economic climate.” —Chelsea Handler

Lies that Chelsea Handler Told Me

CHELSEA’S FAMILY, FRIENDS, AND OTHER VICTIMS

Foreword by Chelsea Handler

Read by the Authors

No one is safe from the wicked wit and prank-loving ways of Chelsea Handler—especially the people she loves most—in this collection of hilarious original essays from those who’ve been at her mercy.

IMPORTANT NOTES

- Chelsea Handler’s previous book, *Chelsea Chelsea Bang Bang* (GCP, 978-0-446-55244-8, 3/10), was a phenomenal success, debuting at #1 on the *New York Times* bestseller list, #2 on the *USA TODAY* list, and selling over 600,000 hardcover copies to date.
- Chelsea will write the foreword and promote the book on *Chelsea Lately* and do press for the book. Her dog Chunk, will write the afterword.
- Chelsea’s fans know how much she enjoys playing pranks, and they love hearing the stories. Chapter 10 of *Chelsea Chelsea Bang Bang* is about the elaborate jokes she’s perpetrated on people, and is a huge fan favorite.
- Chelsea has been writing about her friends and family since her first book, *My Horizontal Life* (Bloomsbury USA, 6/05), and she’s always talking about them on her show. Now, her fans will finally “hear” from them firsthand.
- Contributors to the book will also include comedians who regularly appear on *Chelsea Lately* and perform in the Comedians of *Chelsea Lately* stand-up tour.
- Friends, family members, and co-workers of Chelsea Handler are happy to write and record a new audiobook for Chelsea to promote since she’s feeling too lazy to write one herself.
- This is the first book in the Borderline Amazing Productions imprint. It is Chelsea’s production company.
- Chelsea will record the introduction, and Hachette Audio plans to include the voices of as many contributors as possible.

Unabridged Nonfiction on CD

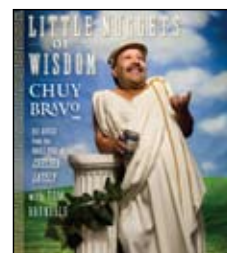
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MAY 2011

22



Little Nuggets of Wisdom

Unabr DL
By Chelsea sidekick
Chuy Bravo w/Tom Brunelle
978-1-60788-172-8
1 hour
\$16.98/\$19.98 CAN
Read by Brad Wollack



Photo: Dana Edelson

Thank You Notes

FALLON

Read by the Author

Live recordings from *Late Night* host and former *SNL* funnyman Jimmy Fallon's brilliant and most popular weekly segment, now available as a hilarious, low-priced audiobook.

"Thank you, slow walking family walking in front of me on the sidewalk. No, please, take your time. And definitely spread out, too, so you create a barricade of idiots. I am so thankful that you forced me to walk on the street and risk getting hit by a car in order to pass you so I could resume walking at a normal human pace."

Jimmy Fallon has a few people and a few things to thank. In this brand-new audiobook, the very first to come from his show, he addresses some 200+ subjects in need of his undying "gratitude."

"Thank you, Miley Cyrus, for being 16 and acting like a stripper at the Teen Choice Awards. If you REALLY wanna piss off your dad, why not just cut off his allowance?"

From Hillary Clinton to a light bulb he is too lazy to replace, these are the subjects that make Jimmy's life a little bit fuller.

MARKETING & PROMOTION

- Print advertising in *New York Times*
- Online advertising
- Select author appearances
- National print and online media campaign
- Book video
- e-newsletters, social networks, blog giveaways

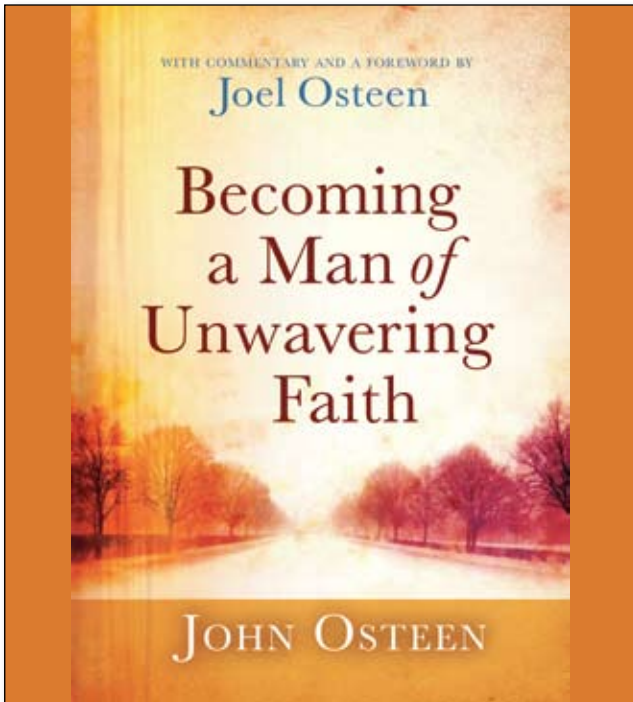
IMPORTANT NOTES

- This segment airs every Friday on the show where Jimmy claims to catch up on his personal errands and needs to write his weekly thank you notes. "Thank You Notes" has become so popular it has its own Facebook page, videos on hulu, and a featured page on latenightwithjimmyfallon.com.
- Jimmy will promote THANK YOU NOTES heavily on his show and through select author appearances.
- Jimmy is now the top-rated, late-night comedian on the web, according to *Forbes*. The ranking was based on a digital footprint that included Twitter (Jimmy has over 2.7 million followers), Facebook, blogs and articles, as well as other content. The second and third places went to Conan O'Brien and Chelsea Handler.
- This book will appeal to fans of *Jay Leno's Headlines* (GCP, 12/89), *David Letterman's Fun Facts* (Hyperion, 9/08), and *Deeper Thoughts* (Hyperion, 6/93).
- The *Thank You Notes* audiobook will be comprised of live recordings from the show, taped before appreciative audiences, giving the audiobook the spontaneous performance sound of popular comedy albums.

JIMMY FALLON lives in New York City.

Unabridged Download
978-1-60941-471-9
1 Hour • \$12.98/\$14.50 CAN

MAY 2011



Becoming A Man of Unwavering Faith

JOHN OSTEEN

With Commentary and a Foreword from Joel Osteen

The power-packed faith of the late John Osteen reaches a new generation with a message of hope.

During the course of his 60-year ministry, John Osteen combined an extraordinary love for people with a vision for ministry best described in his own words: “No limits.” In this volume that not only includes content selected from John’s sermon transcripts but also a foreword and commentary written by his son Joel, the principles of this “no limits” faith come alive again for a new generation.

For the moments of struggle and temptation that every man faces, for the times in life when he feels surrounded and under attack, John’s message is profoundly simple—that is precisely the moment for unwavering faith. He expounds upon seven qualities of a man of faith, and provides seven principles for those times when faith doesn’t seem to be working. *BECOMING A MAN OF UNWAVERING FAITH* is a guidebook to stronger faith from a man who spent a lifetime testing its limits.

MARKETING & PROMOTION

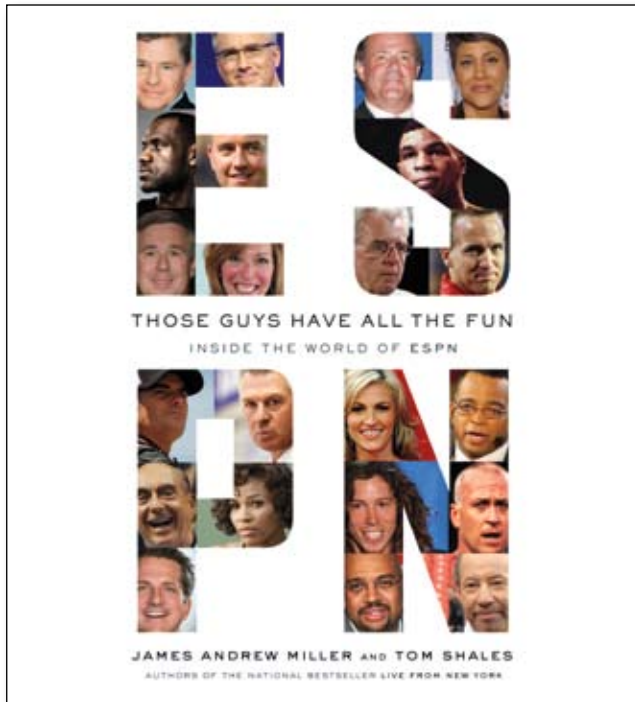
- Print advertising in *USA TODAY*, *Houston Chronicle*, *Christianity Today*, *Charisma*
- Online advertising on ChristianityToday.com, Belieftnet.com, FirstThings.com
- CBA catalogs
- National and Christian print and online media campaign
- Christian radio giveaways
- Tie-in with Lakewood Church e-newsletter, social networks

- John Osteen’s son, Joel, pastor of Lakewood Church, will help promote this title.
- Joel Osteen’s book *Your Best Life Now* (FaithWords, 978-0-446-53275-4, 10/04), became a *New York Times* bestseller, and has sold over four million copies to date.
- John Osteen founded Lakewood Church in 1959 where he hosted a weekly television program for 16 years prior to his death. Lakewood Church is now the largest church in America.
- John Osteen served as a pastor, evangelist, author and teacher for 60 years, traveling extensively throughout the world, both in person and via his TV program, which ultimately extended to 100 countries.
- During his lifetime, John Osteen authored over 20 titles that were published by John Osteen Publications, including *Confessions of a Baptist Preacher*, *Reigning in Life as a King*, *The Truth Shall Set You Free*, *There Is a Miracle In Your Mouth*, and *The Believer’s #1 Need*.

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MAY 2011



Those Guys Have All The Fun

Inside the World of ESPN

JAMES ANDREW MILLER AND TOM SHALES

The first complete and never-before revealed history of ESPN—“the worldwide leader” and the rowdiest frat house in sports TV.

ESPN began as an outrageous gamble with a lineup that included Australian Rules Football, rodeo, and a rinky-dinky clip show called Sports Center. Today the empire stretches far beyond television into the Internet, radio, magazines, mobile phones, and more, while ESPN’s personalities have become global superstars to rival the sports icons they cover.

Chris Berman, Robin Roberts, Keith Olbermann, Hannah Storm, Bill Simmons, Tony Kornheiser, Stuart Scott, Erin Andrews, Mike Ditka, Dick Vitale, and scores of others speak openly about the games, shows, scandals, addictions, bitter rivalries, and sudden suspensions that make up the network’s soaring and stormy history. The result is a wild, smart, effervescent oral history of triumph, genius, ego, and the rise of an empire unlike any television had ever seen.

MARKETING & PROMOTION

- Online advertising
- Television satellite tour
- National publicity campaign including television, radio, print, and online interviews
- Book video
- e-newsletters, faux-fantasy sports game, social networks, blogs

Praise for *Live from New York*:

“The juiciest treasure trove of backstage gossip, sex, and drugs since the *Andy Warhol Diaries*.” —*Publishers Weekly*

IMPORTANT NOTES

- Nearly 500 current and former ESPN employees, including announcers and analysts, were interviewed for the book as well as sports stars including LeBron James, Peyton Manning, and Jeff Gordon.
- The revelations and stories in *THOSE GUYS HAVE ALL THE FUN* are going to generate enormous controversy, tabloid features, and online frenzy.
- There is an enormous core audience for the book: The ESPN empire includes six networks in the U.S. and 46 networks worldwide.
- Shales and Miller’s *Live from New York* (LB, 10/03) was a *New York Times* bestseller that has netted over 200,000 copies. As much as *SNL* has had a cultural impact, its ratings have never come close to ESPN’s.

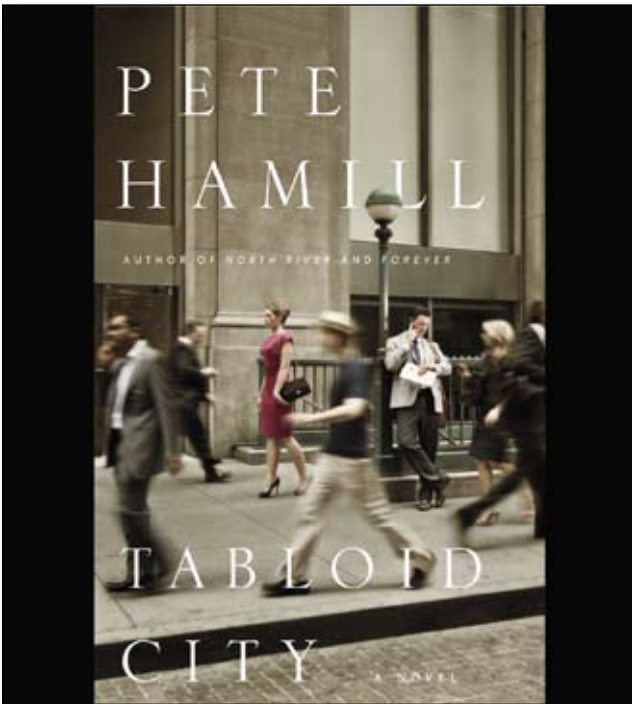
JAMES ANDREW MILLER was previously Sr. Executive Producer for *Anderson Cooper 360* and Executive V.P. of Original Programming for USA Network. He lives in Bucks County, Pennsylvania.

TOM SHALES won his Pulitzer Prize for television criticism in the *Washington Post*. He lives in McLean, Virginia.

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MAY 2011



Tabloid City

A Novel

PETE HAMILL

From *New York Times* bestselling author Pete Hamill, the extraordinary drama of one fateful day in the greatest city in the world.

In a stately West Village townhouse, a wealthy socialite and her secretary are murdered. In the 24 hours that follow, a flurry of activity circles around their shocking deaths:

The head of one of the city's last tabloids stops the presses. A cop investigates the killing. A reporter chases the story. A disgraced hedge fund manager flees the country. An Iraq War vet seeks revenge. And an angry young extremist plots a major catastrophe.

The City is many things: a proving ground, a decadent playground, or a palimpsest of memories—a historic metropolis eclipsed by modern times. As much a thriller as it is a gripping portrait of the city of today, *TABLOID CITY* is a new fiction classic from the writer who has captured it perfectly for decades.

MARKETING & PROMOTION

- Print advertising in the *New York Times Book Review*
- Transit advertising in New York
- 5-city author tour: Chicago, Boston, Washington, DC, New York, Philadelphia
- National media campaign including television, radio, print, and online interviews
- Book video
- e-newsletters, social networks, blogs, giveaways
- Online reading group guide
- PeteHamill.com

IMPORTANT NOTES

- Hamill has a broad and dedicated fan base. His last three novels, *North River* (978-0-316-34058-8, LB, 6/07), *Forever* (978-0-316-34111-0, LB, 12/02), and *Snow in August* (978-0-316-34094-6, LB, 5/97), have sold more than 860,000 copies in all formats. *Forever* and *Snow in August* were *New York Times* bestsellers.
- As the only person to have been editor-in-chief of both New York tabloids, Pete Hamill knows his subject like no one else. He has also appeared on *Today*, *Imus in the Morning*, *The O'Reilly Factor*, *Morning Joe*, *Charlie Rose*, among other programs.

PETE HAMILL is a novelist, journalist, editor, and screenwriter. He is the author of 20 previous books including the bestselling novels *Forever* and *Snow in August* and the bestselling memoir, *A Drinking Life*. He lives in New York City.

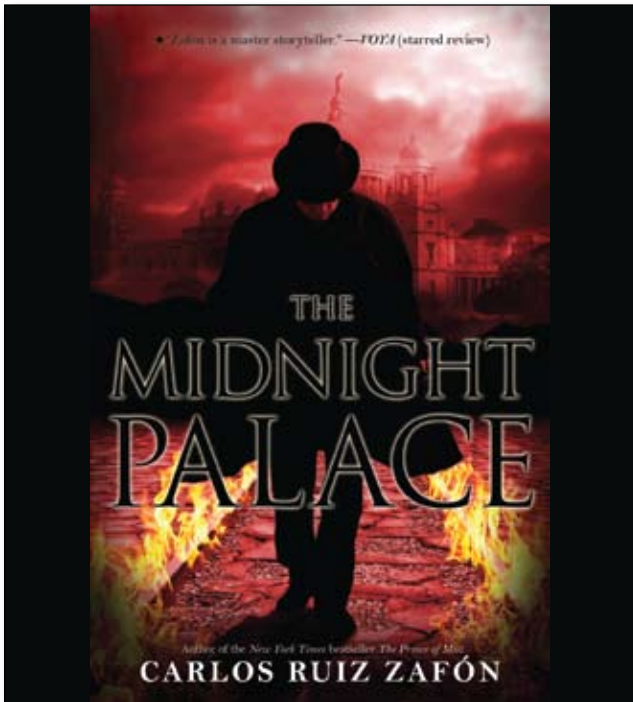
Praise for *North River*:

"Few people have written quite so beautifully about New York as Hamill has." —*Los Angeles Times*

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MAY 2011



The Midnight Palace

CARLOS RUIZ ZAFÓN

The second young adult novel from bestselling author Carlos Ruiz Zafón, translated from the original Spanish by acclaimed translator Lucia Graves.

In the heart of Calcutta lurks a dark mystery...

Set in Calcutta in the 1930s, *THE MIDNIGHT PALACE* begins on a dark night when an English lieutenant fights to save newborn twins Ben and Sheere from an unthinkable threat. Despite monsoon-force rains and terrible danger lurking around every street corner, the young lieutenant manages to get them to safety, but not without losing his own life....

Years later, on the eve of Ben and Sheere's sixteenth birthday, the mysterious threat reenters their lives. This time, it may be impossible to escape. With the help of their brave friends, the twins will have to take a stand against the terror that watches them in the shadows of the night—and face the most frightening creature in the history of the City of Palaces.

MARKETING & PROMOTION

- National Print & Online Advertising
- Promotions at San Diego Comic Con
- Updates to www.PrinceOfMist.com
- Online BookTrailer
- School & Library Outreach
- National Review Coverage

Praise for *The Prince of Mist*:

★“Zafón is a master storyteller...This book can be read and enjoyed by every level of reader, and teachers who are looking for a good read-aloud will keep the audience on the edge of their seats with this tale.”

—VOYA, starred review

IMPORTANT NOTES

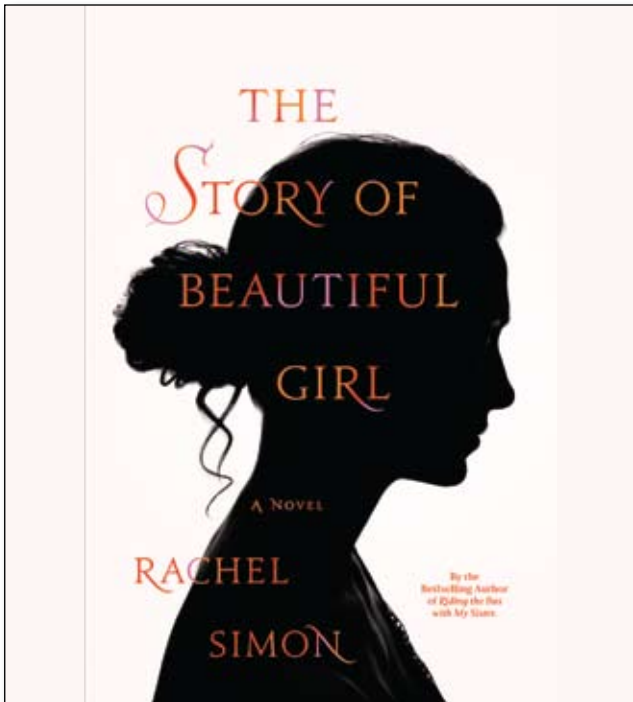
- Carlos's first young adult novel—*The Prince of Mist*—was an instant *New York Times* bestseller!
- Named #1 on the Kid's Indie Next List (Summer 2010), *The Prince of Mist* also received starred reviews from VOYA, Publishers Weekly, and *School Library Journal*.
- *The Shadow of the Wind*, Carlos's first adult novel, sold millions of copies and garnered critical acclaim worldwide. It has won numerous international awards.
- Carlos's work has been published in 50 countries and translated into over 40 languages, making him the most successful contemporary Spanish writer.
- Lucia Graves is an acclaimed translator and the daughter of poet Robert Graves. She is also the translator of Carlos's adult work, including *The Shadow of the Wind*.
- *The Prince of Mist* was #4 on Amazon.com's list of the Best Audiobooks of 2010, and the production received amazing reviews. *Publishers Weekly* noted that our narrator's “voice throbs with understated menace, which slowly intensifies toward the dramatic conclusion,” while “sound effects subtly add to the suspense and pleasure of listening.”

Carlos Ruiz Zafón is the author of six novels, including the *New York Times* bestseller *The Prince of Mist* and the international phenomena *The Shadow of the Wind* and *The Angel's Game*. His work has been published in more than fifty countries and honored with numerous awards. He divides his time between Barcelona, Spain, and Los Angeles, California.

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MAY 2011



The Story of Beautiful Girl

RACHEL SIMON

An unforgettably moving love story about the improbable odds faced by a disabled couple and a lost child—from the author of the bestseller *Riding the Bus with My Sister*.

It is 1968. Linnie, a young white woman with a developmental disability, and Homan, an African American deaf man, are locked away in an institution, the School for the Incurable and Feebleminded, and have been left to languish, forgotten. Deeply in love, they escape and find refuge in the farmhouse of Martha, a retired schoolteacher and widow. But the couple is not alone—Linnie has just given birth to a baby girl. When the authorities catch up to them that same night, Homan escapes into the darkness, and Linnie is caught. But before she is forced back into the institution, she whispers two words to Martha: “Hide her.” And so begins the 40-year epic journey of Linnie, Homan, Martha, and baby Julia—lives divided by seemingly insurmountable obstacles, yet drawn together by a secret pact and extraordinary love.

IMPORTANT NOTES

- The author’s previous book, the critically acclaimed *Riding the Bus with My Sister* (Houghton Mifflin, 8/02), is a memoir about her year riding city buses with her sister, who has a developmental disability. It sold more than 150,000 copies in hardcover and trade paperback combined and was made into a 2005 Hallmark Hall of Fame movie starring Rosie O’Donnell and Andie MacDowell that was watched by 15 million viewers during its first airing. It is a seminal book in the disability community.
- Honest, suspenseful, and thought-provoking stories of people with disabilities have routinely captivated and enlightened listeners, as evidenced by the bestsellers *The Curious Incident of the Dog in the Night-time* (Doubleday, 7/03) and *The Memory Keeper’s Daughter* (Viking, 6/05).
- Simon is also the author of the critically acclaimed *The House on Teacher’s Lane* (Plume, 5/10) and *The Magic Touch* (Viking, 5/94), as well as a book for writers, *The Writer’s Survival Guide* (Story Press, 3/97), and a collection of short stories, *Little Nightmares, Little Dreams* (Houghton Mifflin, 9/90).

RACHEL SIMON lives in Wilmington, Delaware.

MARKETING & PROMOTION

- Print advertising in *New York Times Book Review*, *San Francisco Chronicle*, *The New Yorker*
- Online advertising
- National media campaign
- National print and online media campaign
- Book video
- e-newsletters, social networks, blogs

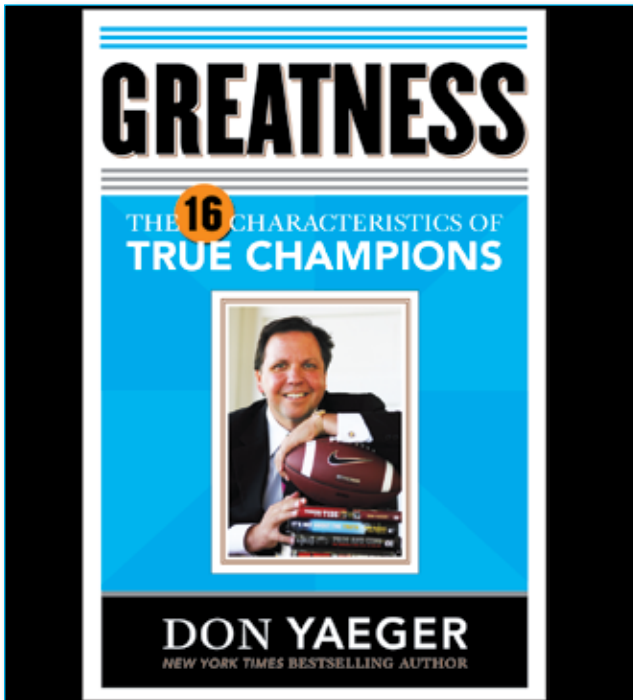
Praise for Rachel Simon:

“ A heartwarming, life-affirming journey through both the present and the past.... Read this book. It might just change your life.” —*Boston Herald* on *Riding the Bus with My Sister*

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MAY 2011



(Final cover to come)

MARKETING & PROMOTION

- Print advertising
- Tie in to speaking engagements
- National print, broadcast, and online media campaign
- e-newsletters, social networks

Praise for Don Yaeger's motivational speeches:

"I have no interest in sports, but this was not a sports speech...this was one of the most poignant human interest and motivational speeches I have ever heard."

—Patricia Fripp, former president, National Speakers Association and Inductee into the National Speakers Hall of Fame

DON YAEGER lives in Tallahassee, Florida.

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GREATNESS

The 16 Characteristics of True Champions

DON YAEGER

New York Times bestselling author Don Yaeger shares the secrets of "Greatness" as witnessed through the lives of sports' most successful athletes.

Greatness. What is it? What characteristics and habits do truly successful people share?

After years of talking with the most iconic sports figures of our time including, Shaquille O'Neal, Brett Favre and Annika Sorenstam, Don Yaeger had a revelation: the great champions share personality traits and habits of mind that have nothing to do with their hook shot, or their long pass or their putt. Moreover, he realized that you don't have to have Serena Williams athletic prowess or Peyton Manning's arm—heck you don't even have to like sports to learn valuable lessons that have real-world business applications from great champions.

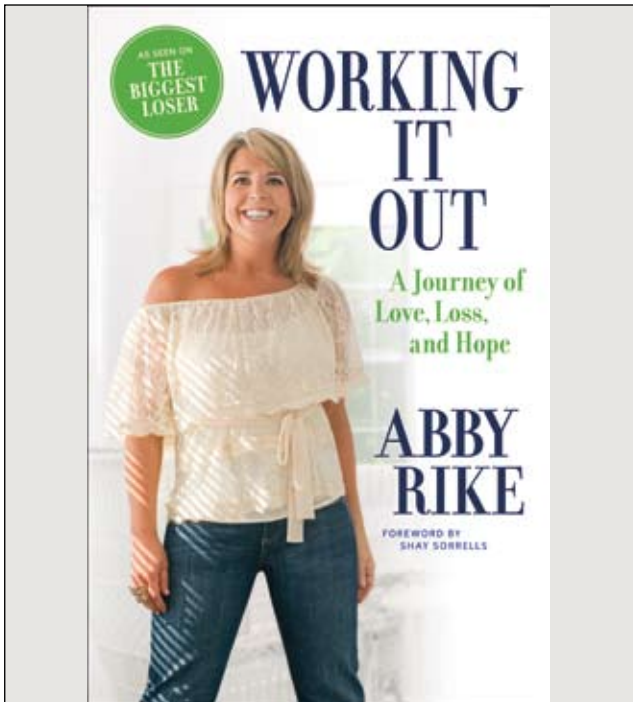
Offering a fascinating glimpse into the world of elite performance, GREATNESS offers a program of real and achievable steps for personal growth. Challenging listeners to be a great version—the greatest version—of themselves in both their professional and personal lives, bestselling author Don Yaeger serves up a motivational audiobook that is both inspiring and empowering. Listeners learn that preparation is the key to success and how to visualize victory before a sales call. They learn how to use adversity to fuel the inner fire. They learn to be the ultimate teammate. And they learn that records are made to be broken.

Whether the listener's ultimate goal is to help their company achieve a new sales record, manage a business through a crisis, or enlist colleagues to help raise funds for a good cause, GREATNESS will help bring a new level of dedication to their game.

IMPORTANT NOTES

- Don Yaeger is the author of four *New York Times* bestselling books: *It's Not About the Truth* (Simon & Schuster, 6/07), *Ya Gotta Believe!* (Penguin, 3/05), *Never Die Easy* (Random House 9/01), and *Under the Tarnished Dome* (Simon & Schuster 9/94).
- GREATNESS is full of little-known anecdotes and significant philosophies of sports heroes that have been shared with Yaeger over the years: Walter Payton, Shaquille O'Neil, Annika Sorenstam, Brett Favre, Serena Williams, Peyton Manning, John Wooden, and many more.
- Since retiring from *Sports Illustrated* three years ago, Yaeger has embarked on a motivational speaking career that has presented his "becoming great" message to clients that have included Chevron, Exxon, Anheuser-Busch, Hospital Corporation of America, Microsoft, and Dell. He currently gives between 70 and 80 speeches a year.

MAY 2011



Working it Out

A Journey of Love, Loss, and Hope

ABBY RIKE

Foreword by Shay Sorrells, Read by the Author

***The Biggest Loser* star Abby Rike shares her journey of faith and discovery, and how she gained the will to move forward with her life.**

In 2006, Abby Rike lost the life she knew and loved when her husband and two young children were killed in a car accident. Devastated and numb, she shut down. For nearly three years she walked through life like a spectre, present in body only. As she descended, her weight ballooned.

Fortunately, Rike was not alone. She had loving parents, supportive friends, and a faith that, though shaken, continued to sustain her. Little by little she found the courage to return to life. Joining *The Biggest Loser* proved a catalyst for the physical and emotional changes she needed to make. In fact, against all odds Rike gained strength, courage, wisdom, and a steadfast relationship with God. Instead of anger, she found herself slowly but steadily healing. She lost 100 pounds but gained hope.

In this riveting audiobook, Rike tells her story—from her joyous life before the accident to the unbearable pain that followed it and her eventual emergence as a woman reinvigorated by her faith in God. Today Rike’s resilience and positivity are a testament to the power and importance of faith in the darkest hours.

IMPORTANT NOTES

- Abby Rike’s tragic story and inspiring perseverance made her a fan favorite on NBC’s *The Biggest Loser* in 2009. The season finale of season eight garnered 14.7 million viewers.
- The book will include actual text from letters that Rick and Abby wrote each other before the accident, as well as numerous journal entries from Abby.
- Rike is currently speaking full-time across the country at health and fitness events and to grief groups and Christian groups, such as Fresh Grounded Faith, a Christian women’s group that holds events around the country.
- The author has her own website, AbbyRike.com, and a Facebook page with over 7,000 fans. Her personal appearances on *The Ellen DeGeneres Show* and the *Today* show brought her story to national attention. She was also featured in *Life & Style* and *Woman’s World* magazines.
- Rike’s good friend Shay Sorrells, also a contestant on *The Biggest Loser* season eight, wrote the foreword for the book.

ABBY RIKE lives in Houma, Louisiana.

MARKETING & PROMOTION

- Print advertising in *People*, *American Profile*, *First for Women*
- Online advertising
- National media campaign
- Select author appearances
- Tie-in to speaking engagements
- National and Christian print and online media campaign
- Book video
- e-newsletters, social networks, Christian women’s blogs, Blogtalk radio
- AbbyRike.com

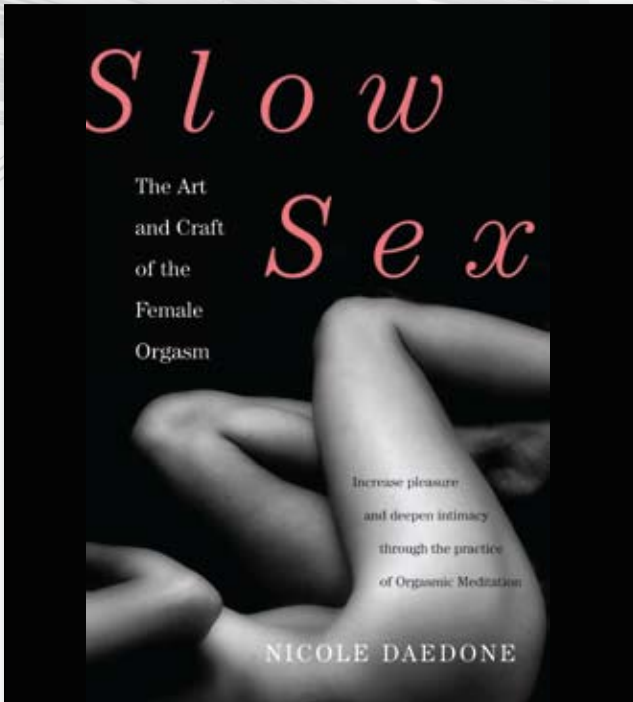
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MAY 2011



Slow Sex

The Art and Craft of the Female Orgasm

NICOLE DAEDONE

Read by the Author

A practical guide to improving the a of the female orgasm through the popular practice of Orgasmic Meditation.

The truth is that most women do not have satisfying sex lives. SLOW SEX can change all that. This life-altering guide teaches men and women how to use the growing practice of Orgasmic Meditation (OM) to slow down, connect emotionally, and achieve authentic female sexual satisfaction. The promise: In just 15 minutes every woman can become orgasmic. And, with the right partner and the right technique, that orgasm could last four months!

Since 1999, Nicole Daedone has been leading the “slow sex movement” through her popular OneTaste organization, which is attended by thousands. Now, in SLOW SEX, Daedone reveals the philosophy and techniques of OM and includes a step-by-step, 10-day OM starter program, as well as OMing secrets and exercises for achieving ultimate satisfaction. The book also includes exercises to help enhance listeners’ “regular” sex lives, such as Slow Oral for Her, Slow Oral for Him, and Slow Sex Intercourse.

MARKETING & PROMOTION

- Online advertising
- National media campaign
- Radio satellite tour
- Select author appearances in New York, San Francisco
- National print and online media campaign
- e-newsletters, social networks, blogs
- OneTaste.us

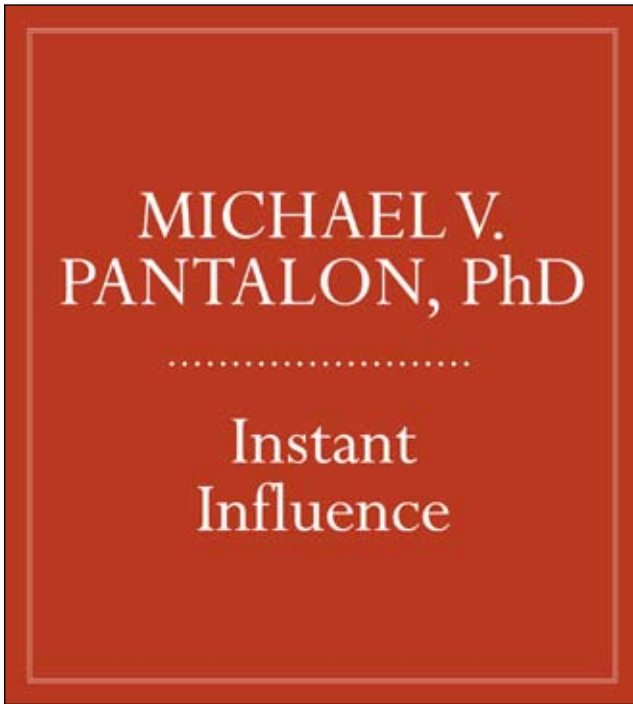
IMPORTANT NOTES

- SLOW SEX and the practice of Orgasmic Meditation was developed by author Nicole Daedone, the founder and CEO of OneTaste, whose San Francisco and New York City centers are devoted to teaching SLOW SEX—the philosophy and technique of using Orgasmic Meditation to enhance the female orgasm.
- Nicole Daedone and OneTaste have been featured in the *New York Times*, *New York Times Magazine*, *New York Post*, *San Francisco Weekly*, and on *Nightline*, *Dr. Laura Live*, *Salon.com*, *Elle.com*, and *VanityFair.com*. Upcoming features are planned for *Nightline*, *Elle*, and *VanityFair.com*. Needless to say, SLOW SEX is a topic today and tomorrow’s media outlets are sure to be fascinated by.
- Sex titles sell, as proven by the success of *Satisfaction: The Art of the Female Orgasm* (GCP, 1/02) (300,000 copies, BookScan) and *ESO* (GCP, 2/83) (400,000 combined copies, Lifetime Sales).

NICOLE DAEDONE lives in San Francisco, California.

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MAY 2011



Instant Influence

MICHAEL V. PANTALON, PH.D.

Read by Walter Dixon

What could be better than getting anyone to do anything in 7 minutes or less?

Perhaps you want to motivate a loved one to engage in healthier habits, coax a customer service representative into giving you an upgrade, encourage your employees to achieve, or even inspire change in yourself. Renowned psychologist Dr. Michael Pantalon can show you how to do all of this and more in six simple steps.

Drawing on three decades of scientific research, **INSTANT INFLUENCE** shows you how to motivate others to make changes both great and small in 7 minutes or less.

Listeners will learn how to apply Dr. Pantalon's method in every area of life, how to hang in there when meeting resistance, and how to find even the tiniest spark of "yes" within an answer that sounds like "no."

INSTANT INFLUENCE will show you how to get people to tap into their own deeply personal reasons for wanting to change.

MARKETING & PROMOTION

- Review copy mailing
- National media campaign
- Web marketing: HBGUSA.com, e-newsletters: Business & Money, Nonfiction, Self-Help, Blogtalk Radio, giveaways
- Social media: Twitter, Facebook
- National media campaign, including television, radio, print, and online interviews
- Radio satellite tour

IMPORTANT NOTES

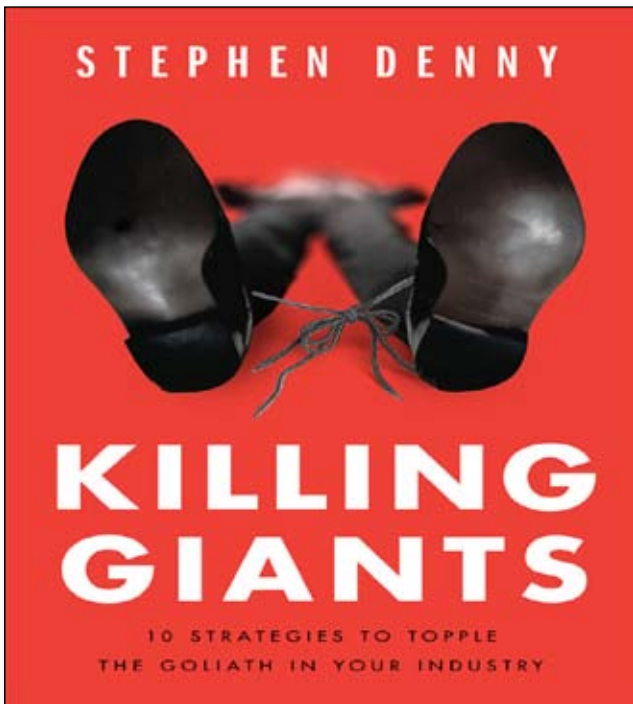
- **AUDIO-INTENSIVE TOPIC:** Motivation programs often sell at a higher ratio of book sales than other self-help topics.
- **BROAD APPEAL:** Everyone wants to influence, motivate, or convince others to do what they want them to do...Dr. Pantalon is the expert on how to achieve this.
- **BIG PROMISE TO THE LISTENER:** Learning how to get anyone to do anything you want in 7 minutes or less is a great selling point.
- **UNIQUE SERIES:** With distinctive packaging and brand marketing, *Your Coach in a Box* offers an innovative, branded, price-conscious approach to self-help audio publishing.

MICHAEL V. PANTALON, PH.D. is a motivational coach, consultant, therapist, and award-winning faculty member at Yale University School of Medicine. He has published numerous articles in publications such as the *New England Journal of Medicine* and the *Journal of the American Medical Association*, among others, and has presented his work at national and international conferences. Dr. Pantalon lives in Hamden, Connecticut, with his wife, Marianne, and their sons.

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MAY 2011



MARKETING & PROMOTION

- Review copy mailing
- National media campaign

STEPHEN DENNY is the president of strategy, marketing, and branding consultancy Denny Marketing. He spent over twenty years as a senior manager at brands including Sony, OnStar, Iomega, and Plantronics. He is a frequent contributor to *The Daily Fix* and *Marketing Profs* as well as his own marketing blog. His website is www.DennyMarketing.com.

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Killing Giants

10 Strategies to Topple the Goliath in Your Industry

STEPHEN DENNY

Read by Don Hagen

Corporate giants have weaknesses, ready to exploit. *Killing Giants* teaches you how, when, and where to strike.

Consultant Stephen Denny lays out can't-lose strategies for overtaking larger competitors in any market. He profiles over thirty companies—including Method, JetBlue, and Adobe in the U.S., Brazil's Oi Mobile, China's Baidu, South Africa's Black Like Me cosmetics—that showcase how smart, nimble companies can outmaneuver larger competitors and shift the odds in their favor.

Denny shares fresh case studies and interviews, peppering each chapter with insights shared by professional athletes, screenwriters, chefs, hostage negotiators, and others. He discusses strategies such as:

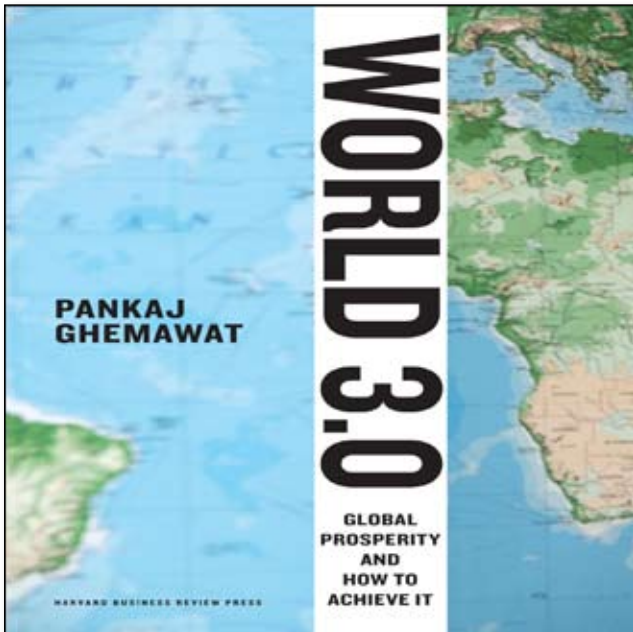
- Winning in the last inch. Leverage someone else's investment—just be there the moment the customer grabs their wallet.
- Creating "thin ice" arguments. Shift the conversation to places where the competition can't—or won't—go.
- Fight unfairly. Learn how underdog brands can turn the tables and become the bully.

From the new world of social media to high stakes B2B sales to the trenches of retail, *KILLING GIANTS* is *The Art of War* for a new era. It proves that size matters—the size of the fight in the dog.

IMPORTANT NOTES

- **TIMELY SUBJECT:** The recession means doing more with less. Layoffs lead to opportunities for entrepreneurs. This is a practical guide for succeeding in the current economy.
- **AUTHOR PLATFORM:** Denny reaches 339,000 business professional through blogging for *The Daily Fix*. He also belongs to private management networks and is an alumnus of The Wharton School.
- **FRESH CASE STUDIES:** The vast majority of case studies in *KILLING GIANTS* are new—GoDaddy, Under Armour, Method, Zara, Boston Beer Company, Uniqlo, Miki House—with timeless archetypal stories like Apple's "Think Different" and the Pepsi Challenge thrown in for context.
- **EVERGREEN CATEGORY:** Personal development is the strongest audio category for consistent sales and reorders, and Business is one of its biggest topics.

MAY 2011



MARKETING & PROMOTION

- Review copy mailing
- National media campaign

PANKAJ GHEMAWAT is the Anselmo Rubiralta Professor of Global Strategy at IESE Business School in Barcelona. He is the author of five books and many articles published in academic journals as well as the popular press. He received the McKinsey Award for his Harvard Business Review article “Regional Strategies for Global Leadership.”

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World 3.0

Global Prosperity and How to Achieve It

PANKAJ GHEMAWAT

Read by Sean Pratt

Global strategy expert presents alternative approaches for world prosperity

The world looks far different today than it did before the global financial crisis struck. Reeling from the most brutal impacts of the recession, governments, economies, and societies everywhere are retrenching and pushing hard for increased protectionism. That’s understandable—but it’s also dangerous, maintains global economy expert Pankaj Ghemawat in *WORLD 3.0*. Left unchecked, heightened protectionism could prevent peoples around the world from achieving the true gains afforded by cross-border openness.

Ghemawat paints a disturbing picture of what could happen—to household income, availability of goods and services, and other quality-of-life metrics—should globalization continue to reverse direction. He then describes a promising alternative path. Through a series of compelling arguments, he shows how a wide range of players—private businesses, policy makers, citizens, the press—could help open flows of ideas, people, and goods across borders, but in ways that maximize economic benefits for all.

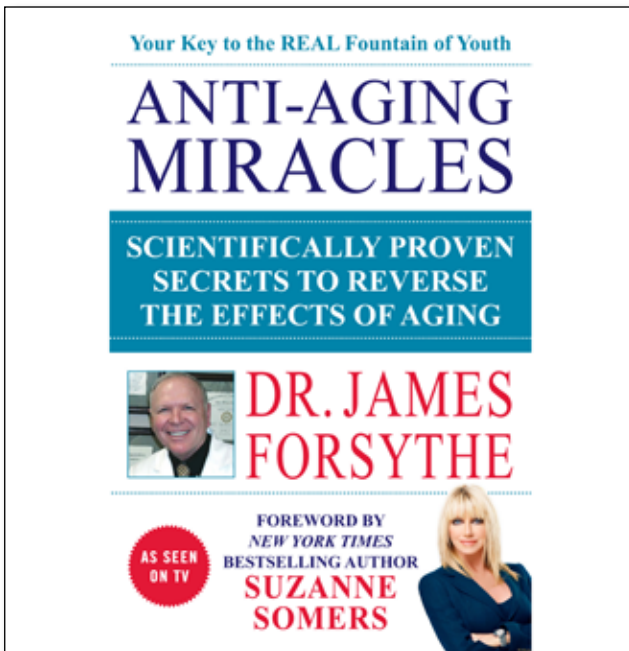
WORLD 3.0 reveals how we’re not nearly as globalized as we think we are, and how people around the world can secure their collective prosperity through new approaches to cross-border integration. Through thoughtful analysis and compelling cases, he also clarifies the new types of trade-offs we’ll need to make to ensure that such integration delivers the promised advantages. And he offers guidance for making those trade-offs.

Provocative and bold, this new audiobook will surprise and move you—no matter where you stand on globalization.

IMPORTANT NOTES

- **EXPERT IN HIS FIELD:** Ghemawat is the Anselmo Rubiralta Professor of Global Strategy at IESE Business School in Barcelona, and is the author of 5 books and numerous articles on the subject. He received the McKinsey Award for his Harvard Business Review article “Regional Strategies for Global Leadership.”
- **TOPIC FORTHEMOMENTS:** With the world in a deep financial crisis, countries must choose between protectionism and globalization. Ghemawat shows how we can achieve global prosperity.
- **UNIQUE SERIES:** With distinctive packaging and brand marketing, your Coach in a Box offers an innovative, branded, price-conscious approach to self-help publishing.

MAY 2011



MARKETING & PROMOTION

- Review copy mailing
- National media campaign
- National advertising campaign
- Television and radio satellite tours

JAMES W. FORSYTHE, M.D., H.M.D., has long been considered one of the most respected physicians in the United States, particularly for his treatment of cancer and the legal use of human growth hormone.

Dr. James Forsythe and Earlene Forsythe wallop a resounding grand slam with this pivotal book, destined to serve as an essential anti-aging health guide for many generations to come.

From the Foreword to ANTI-AGING MIRACLES,
by Suzanne Somers

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Anti-Aging Miracles

Scientifically Proven Secrets to Reverse the Effects of Aging

DR. JAMES FORSYTHE

Read by Suzanne Sommers and Don Hagen

A new and provocative book about a subject that everyone is concerned about—aging; backed by a multimillion dollar nationally broadcast infomercial campaign, starring Suzanne Somers.

In ANTI-AGING MIRACLES, Nevada oncologist Dr. James Forsythe, one of the world's leading anti-aging experts, reveals how to slow and even reverse the aging process. Based on meticulously researched clinical evidence, this audiobook provides a comprehensive account of revolutionary anti aging treatments that can prevent the health conditions associated with getting old.

The key to youth and vitality as we age comes from something that all of our bodies produce naturally: human growth hormone (HGH). As we age, we begin to see and feel symptoms of the aging process: wrinkling, age spots, thinning and gray hair, memory loss, fatigue, brittle bones, and so on. The reason for this is that the body begins to produce less and less HGH as we age, and as a result, the aging process accelerates.

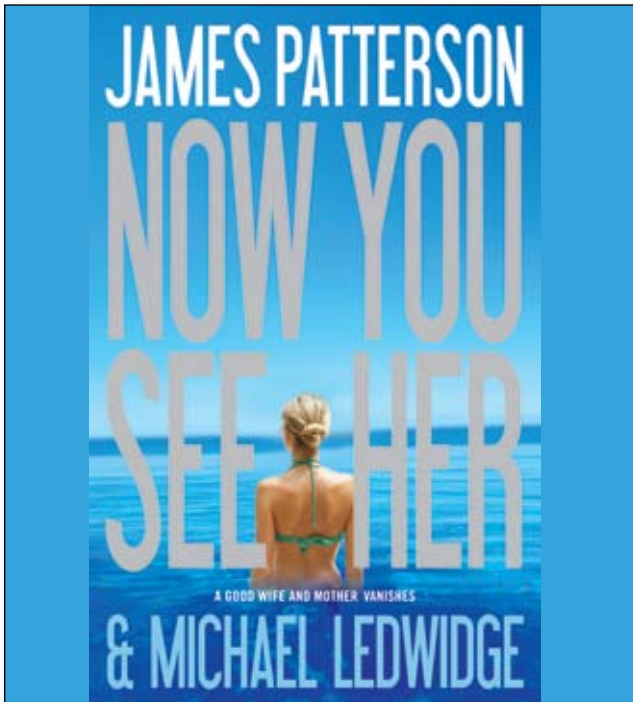
HGH, as this audiobook shows, improves the quality and duration of the human lifespan, can prevent heart disease and obesity, and maintains health during the aging process. HGH is medically documented and proven benefits include: loss of body fat mass, improved skin texture and tone, improved bone density, improved libido, improved sleep quality, and much more.

Dr. Forsythe, who wrote the official United States government protocol for administering HGH, describes how anyone can harness its power safely, legally, naturally, and affordably to conquer the ravages of aging. Replacement HGH is no longer just an anti-aging option for the rich and famous. It is a natural gift—the closest thing to a fountain of youth that medical science has ever discovered.

IMPORTANT NOTES

- **NATIONAL INFOMERCIALS:** Nationally broadcast infomercials for ANTI-AGING MIRACLES, starring Suzanne Somers interviewing Dr. Forsythe, will begin running in early 2011, with approximately \$750,000 being spent per month.
- **MAJOR MARKETING PUSH:** Six-Figure National Marketing Campaign; National Print Advertising Campaign; Aggressive Online Outreach and Advertising to health and lifestyle websites; 20-City Television Satellite Tour; 20-City Radio Satellite Tour.
- **FOREWORD BY SUZANNE SOMERS:** The audiobook includes a foreword by *New York Times* bestselling author Suzanne Somers, who will also appear on the cover of the audiobook.

MAY 2011



Now You See Her

JAMES PATTERSON AND MICHAEL LEDWIDGE

To save her own life, Nina Bloom vanished. Now, to rescue an innocent man, she confronts the killer she thought she escaped forever.

Nina Bloom would do anything to protect the successful life she's built in New York—including lying to everyone, even her daughter, about her past. But when an innocent man is framed for murder, she knows that she can't let him pay for the real killer's crimes.

Her secret life began 18 years ago, when she had looks to die for, a handsome police officer husband, and a carefree life in Key West. Just when she learns she's pregnant, her world is shattered by a terrible secret that causes her to run for her life and change her identity.

Now, years later, Nina risks everything to return to Florida and confront the murderous evil she fled. In a story of wrenching suspense, James Patterson gives us his most head-spinning, action-filled story yet.

IMPORTANT NOTES

- James Patterson holds the *New York Times* bestseller list record with 60 titles and has sold more than 205 million copies of his novels worldwide.
- James Patterson and Michael Ledwidge have coauthored five *New York Times* bestsellers, including the popular Michael Bennett series. *Worst Case* (LB, 2/10) is their most recent novel. Their fourth book in the series, *Tick Tock* (LB), will be published in January 2011.

JAMES PATTERSON is one of the bestselling authors of all time. He lives in Florida.

Praise for James Patterson:

"James Patterson knows how to sell thrills and suspense in clean, unwavering prose." —*People*

"The prolific Patterson seems unstoppable."
—*USA TODAY*

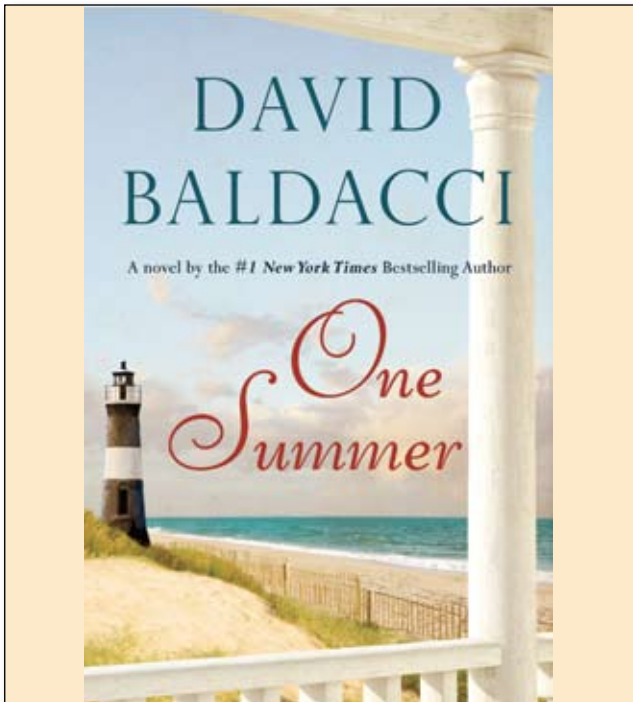
MARKETING & PROMOTION

- National television, radio, print, and online advertising campaign
- National media campaign including television, radio, print, and online interviews
- 14-copy mixed floor display with special riser
- e-newsletters, giveaways
- JamesPatterson.com and Facebook

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JUNE 2011



One Summer

DAVID BALDACCI

#1 New York Times bestselling author David Baldacci delivers a moving family drama about learning to love again after terrible heartbreak and loss.

It's almost Christmas, but there is no joy in the house of terminally ill Jack and his family. With only a short time left to live, he spends his last days preparing to say goodbye to his devoted wife Lizzie and their three children. Then, unthinkably, tragedy strikes again when Lizzie is killed in a car accident. With no one able to care for the children, they are separated from each other and sent to live with family members around the country. Just when all seems lost, a miraculous turn of events occurs and Jack begins to recover. He rises from what should have been his deathbed, determined to bring his fractured family back together. Struggling to rebuild their lives after Lizzie's death, Jack reunites everyone at Lizzie's childhood home on the oceanfront in South Carolina. And there, over one unforgettable summer, Jack will begin to learn to love again, and he and his children will learn how to become a family once more.

MARKETING & PROMOTION

- Television advertising in New York, Washington, DC, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Atlanta, Greenville, Columbia, Charleston, on national cable, and on CNN Airport Network
- Radio advertising in New York, Washington, DC, Los Angeles, Chicago, San Francisco, Boston
- Print advertising in *New York Times Book Review*, *Washington Post*, *People*, *USA TODAY*, *All You*, *American Profile*
- Select author appearances
- Television and radio satellite tours
- National print and online media campaign
- e-newsletters, social networks, blogs, giveaways

"This is one of those performances that make us late for work.... There's a lot of Baldacci in the story—he comes from the same mountains—and it shows in the sheer joy of the writing."

—AudioFile Magazine on *Wish You Well*

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IMPORTANT NOTES

- ONE SUMMER is a romantic tale unlike anything Baldacci has written before, but one thing is the same: it's a page-turner, driven by the kind of dramatic storytelling his fans expect.
- Along with his spring and fall thrillers, this summer-reading blockbuster will be Baldacci's third book published in 2011.
- David Baldacci is one of the most popular novelists writing today. His books are published in over 40 languages in more than 80 countries. There are over 100 million copies in print worldwide.
- DAVID BALDACCI lives with his family in Virginia.

ONE SUMMER is a story of love, tragedy, second chances, fear and uncertainty. It came to me in one breathtaking mind rush, unfolding like frames of film in my head, while I was waiting for my son's Catholic confirmation ceremony to start. It is a tale of a love so strong that nothing, absolutely nothing can break its bonds. So important was this story for me that I put everything else aside and wrote it, the words pouring out of me so fast it felt like someone else was telling me what to write.

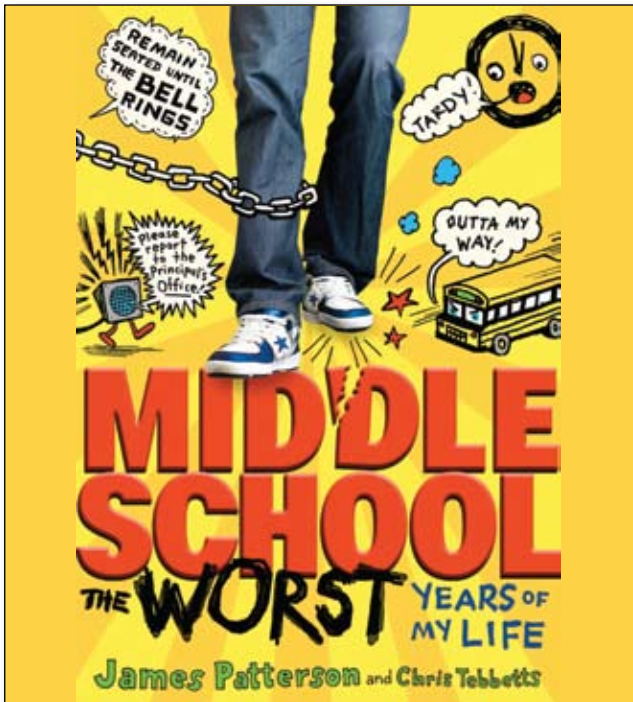
In the end we are all survivors, even in death. We survive through those we have loved, those we have affected in some way. No matter what we've made of our lives, all we have in the end is each other. And there is nothing so powerful as a love that transcends all other things.

I wish everyone could have one summer to discover the absolute truth of that.

ONE SUMMER was a special book for me to write, and I hope you enjoy it.

—DAVID BALDACCI

JUNE 2011



Middle School, The Worst Years of My Life

JAMES PATTERSON AND CHRIS TEBBETTS

A laugh-out-loud story that's perfect for a middle grade audience—and James Patterson's most heartwarming audiobook for kids to date.

Rafe Khatchadorian has enough problems at home without throwing his first year of middle school into the mix. Luckily, he's got an ace plan for the best year ever, if only he can pull it off: With his best friend Leonardo the Silent awarding him points, Rafe tries to break every rule in his school's oppressive Code of Conduct. Chewing gum in class-5,000 points! Running in the hallway-10,000 points! Pulling the fire alarm-50,000 points! But when Rafe's game starts to catch up with him, he'll have to decide if winning is all that matters, or if he's finally ready to face the rules, bullies, and truths he's been avoiding.

Blockbuster author James Patterson delivers a genuinely hilarious—and surprisingly poignant—story of a wildly imaginative, one-of-kind kid that you won't soon forget.

RAVES FOR THE MAXIMUM RIDE SERIES:

- #1 *New York Times* Bestseller
- *Publishers Weekly* Bestseller
- An ALA Quick Pick for Young Adults
- An ALA/VOYA "Teens' Top Ten" Pick
- A VOYA Review Editor's Choice
- A *KLIATT* Editor's Choice
- A Book Sense Summer 2007 Children's Pick
- A New York Public Library "Books for the Teen Age" Selection

Praise for *Daniel X*:

"A very satisfying read...and the cataclysmic ending is as clever and explosive as it is unpredictable. You won't see the end coming but you will be cheering when it arrives." —EDGEBoston.com

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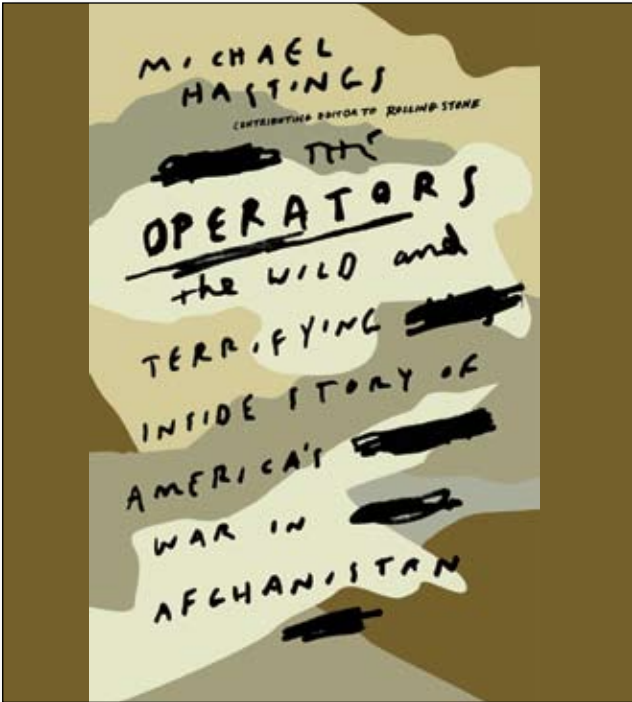
IMPORTANT NOTES

- **ALWAYS CUTTING EDGE:** MIDDLE SCHOOL will be part of the ground-breaking double laydown (with LB's *Now You See Her*) on June 27! A consumer promotional and advertising campaign will be built around the idea of reading for the whole family, making June 27 the biggest day in Patterson history.
- **TWICE THE MARKETING:** MIDDLE SCHOOL will benefit from title-specific advertising and publicity as well as from the dual-laydown campaign, which will include advertising, displays, incentive programs for accounts, a social network campaign, and much more.
- James Patterson has never been more on target with kid appeal. Listeners will love Rafe's authentic kid voice!
- Will appeal to fans of a super-hot genre: it's not unlike *Wimpy Kid*, but it has way more heart!
- With the hot-button topic of school rules front and center in the story, provides a great opportunity for educators' classroom discussion.
- Bonus pdf includes illustrations from the book.

JAMES PATTERSON was selected by kids across America as Children's Choice Book Awards Author of the Year in 2010. He is the internationally bestselling author of the highly praised Maximum Ride novels, the Witch & Wizard series, the Daniel X series, *Med Head*, and the detective series featuring Alex Cross. His books have sold more than 205 million copies worldwide, making him one of the bestselling authors of all time. He lives in Florida.

CHRIS TEBBETTS is the author of *The Viking*, a fantasy adventure series for young listeners, and co-author of the young adult novel, *M or F?*, with Lisa Papademetriou. He lives in Vermont.

JUNE 2011



The Operators

The Wild and Terrifying Inside Story of America's War in Afghanistan

MICHAEL HASTINGS

From the *Rolling Stone* reporter whose articles shocked the world, an explosive account of our nightmare in Afghanistan.

In June 2010, Michael Hastings's extraordinary, uncensored *Rolling Stone* article, "The Runaway General," shocked the world and set off a series of events that culminated in the resignation of General Stanley McChrystal. Now, **THE OPERATORS** will lead us even deeper into the war, its politics, and its major players at a time when such insight is demanded and desperately needed. Based on exclusive reporting in Afghanistan, Europe, the Middle East, and Washington, DC, this landmark work of journalism will elucidate as never before the United States' involvement in Afghanistan in vivid, unforgettable detail. Part wild travelogue, part exposé, and part sobering analysis, **THE OPERATORS** promises an unprecedented behind-the-scenes account of the war from the only journalist uniquely poised to tell it.

MARKETING & PROMOTION

- Print advertising in the *New York Times*, *The Wall Street Journal*
- Online advertising
- Author events in Washington, DC
- Television satellite tour
- National media campaign including television, radio, print, and online interviews
- e-newsletters, social networks, blogs

IMPORTANT NOTES

- There is intense anticipation within the White House and Pentagon about what Hastings will say next.
- Hastings comes out of a great tradition of *Rolling Stone* writers such as Hunter S. Thompson, Cameron Crowe, and P.J. O'Rourke.
- The book will be published to coincide with the scheduled American troop draw down.

MICHAEL HASTINGS is a contributing editor to *Rolling Stone*. His work has appeared in the *Washington Post*, *Los Angeles Times*, *GQ*, *Slate*, *Salon*, and *Foreign Policy*, among other places. He lives in Vermont.

Praise for "The Runaway General:"

"The kind of story that ricochets through Washington—and around the world—at lightning speed." —*Newsweek*

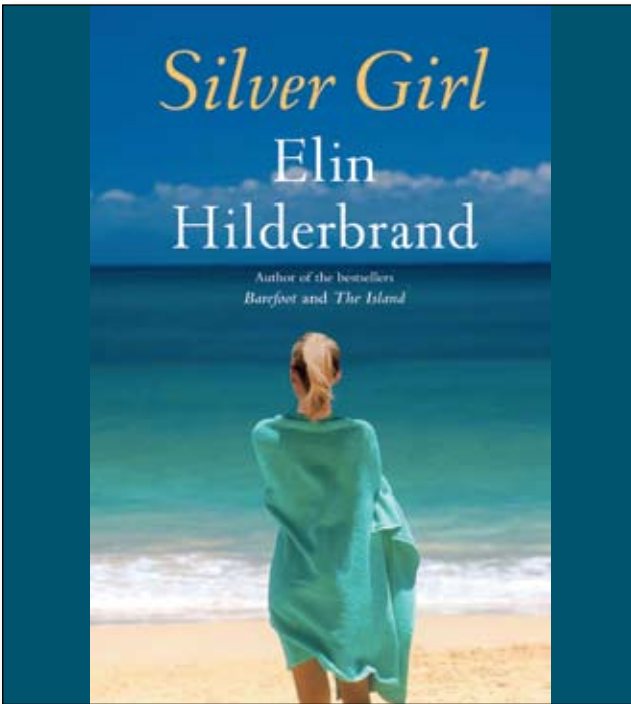
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JUNE 2011



Silver Girl

A Novel

ELIN HILDERBRAND

A sparkling summertime novel about best friends, love, and money from *New York Times* bestselling author Elin Hilderbrand.

Meredith Martin Delinn just lost everything: her friends, her homes, her social standing—because her husband Freddy cheated rich investors out of billions of dollars.

Desperate and facing homelessness, Meredith receives a call from her old best friend, Constance Flute. Connie's had recent worries of her own, and the two depart for a summer on Nantucket in an attempt to heal. But the island can't offer complete escape, and they're plagued by new and old troubles alike. When Connie's brother Toby—Meredith's high school boyfriend—arrives, Meredith must reconcile the differences between the life she is leading and the life she could have had. Set against the backdrop of a Nantucket summer, Elin Hilderbrand delivers a suspenseful story of the power of friendship, the pull of love, and the beauty of forgiveness.

MARKETING & PROMOTION

- Television advertising in New York, Boston, Philadelphia, Hartford, Los Angeles, Chicago, Washington, DC, on Plum TV, and CNN Airport Network
- Print advertising in *USA TODAY*, *Boston Globe Book Review*, *American Profile*
- National media campaign including radio, print, and online interviews
- Online reading group guide
- e-newsletters, BlogTalkRadio, social networks, blogs, giveaways
- ElinHilderbrand.net

IMPORTANT NOTES

- There are more than 1.5 million copies of Elin Hilderbrand's novels in print and her sales continue to grow. *The Island* (LB, 978-0-316-04387-8, 7/10), her latest novel, had a 175,000-copy first printing in hardcover and will be published in paperback in March 2011.
- Hilderbrand's books consistently appear on the *New York Times* bestseller list: *The Island* and *The Castaways* (LB HC, 978-0-316-04389-2, 7/09; Back Bay PB, 978-0-316-04390-8, 6/10) both debuted at #10 on the hardcover list, *A Summer Affair* (LB, 978-0-316-01861-6, 6/09) debuted at #10 on the paperback list, and *Barefoot* (LB, 978-0-316-01859-3, 6/08) spent six months on the paperback list.

ELIN HILDERBRAND lives on Nantucket, the setting for her nine previous novels, with her husband and their three young children. Hilderbrand is a graduate of Johns Hopkins University and the graduate fiction workshop at the University of Iowa.

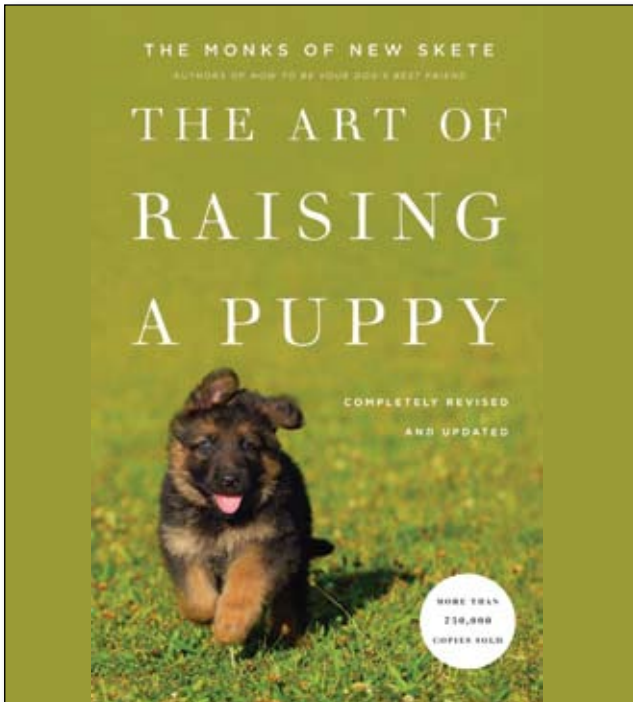
Praise for *The Island*:

- ★ "Queen of the summer novel...so deliciously addictive that it will be the 'it' beach book of the summer." —*Kirkus Reviews* (starred review)

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JUNE 2011



The Art Of Raising A Puppy

Completely Revised and Updated

THE MONKS OF NEW SKETE

The essential guide for puppy owners—the classic, 600,000-copy bestseller—revised and updated for the first time in two decades.

For more than 30 years, the Monks of New Skete have been among America's most trusted authorities on dog training, canine behavior, and the animal/human bond.

In their two now-classic bestsellers, *How to be Your Dog's Best Friend* and *THE ART OF RAISING A PUPPY*, the Monks draw on their experience as long-time breeders of German shepherds and as trainers of dogs of all breeds to provide—brilliantly distilled—the indispensable information and advice that every dog owner needs.

This new edition of *THE ART OF RAISING A PUPPY* features a bonus PDF of new photographs, along with updated chapters on play, crating, adopting dogs from shelters and rescue organizations, raising dogs in an urban environment, and the latest developments in canine health and canine behavioral theory.

MARKETING & PROMOTION

- National media campaign including television, radio, print, and online interviews
- e-newsletters, social networks

IMPORTANT NOTES

- *THE ART OF RAISING A PUPPY* and *How to be Your Dog's Best Friend* (LB, 10/78, revised, LB, 9/02) have together sold more than 1.2 million copies to date.
- No other audiobook offers such clear, compassionate, and comprehensive guidelines for raising a puppy and building a lasting, loving relationship with your dog.
- In addition to revisions and updating throughout, this new edition features one monk's personal journal of caring for a puppy through the first months of its life.
- The Monks of New Skete were recently inducted into the International Association of Canine Professionals Hall of Fame.

As a community, the **MONKS OF NEW SKETE** have been breeding, raising, and training dogs for more than 30 years. New Skete Monastery is located in Cambridge, New York.

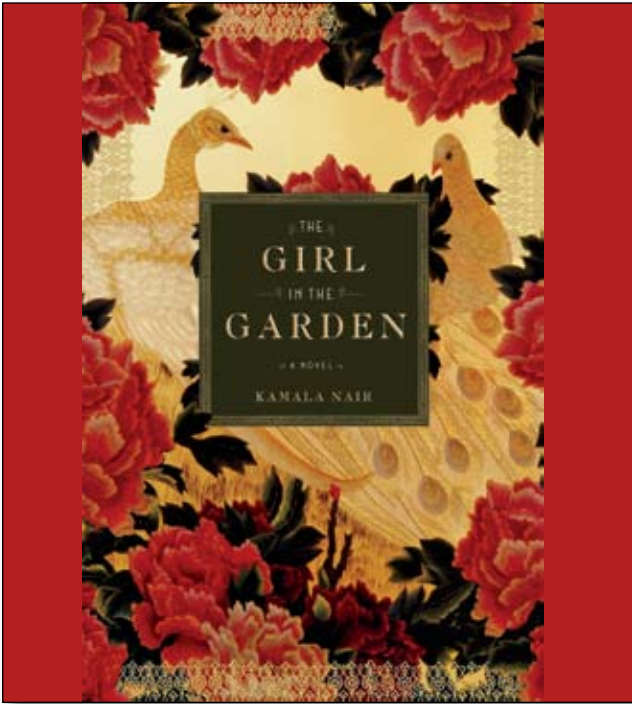
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JUNE 2011



The Girl in the Garden

KAMALA NAIR

The Namesake meets *The Secret Garden* in this enchanting debut novel that is a dark, grown-up fairytale.

At once a powerful family saga and compelling personal odyssey, Kamala Nair's debut novel tells the story of a conflicted young woman who, in an effort to seek clarity about her impending marriage, revisits in memory one fateful summer from her childhood.

When Rakhee Singh was just 10-years-old, her world was shaken irrevocably when her beautiful yet troubled mother spirited her away to visit their ancestral home in an Indian village untouched by time. It is there, in the mysterious jungle behind the house, that Rakhee discovers a long-hidden secret, one that will expose family skeletons and form her youthful impressions about love and fidelity going forward. Nair brings her enormous powers of description to her first novel, infusing scene after scene with emotional depth. Lush and sensual, THE GIRL IN THE GARDEN covers several decades and crosses continents.

MARKETING & PROMOTION

- Print advertising in *New York Times Book Review*
- Online advertising on ShelfAwareness.com
- National print and online media campaign
- Book video
- e-newsletter, social networks, blogs

IMPORTANT NOTES

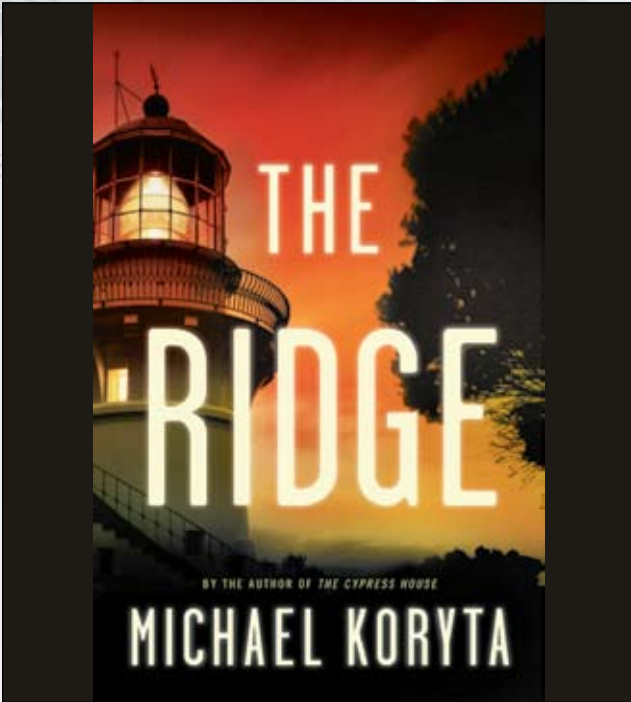
- Nair puts her own unique spin on the timeless classic *The Secret Garden* by setting her story in modern-day India.
- Kamala Nair was born in London and grew up in the United States. A graduate of Wellesley College, she studied literature at Oxford University, and received an M.Phil in Creative Writing from Trinity College, Dublin, in 2005.
- The novel's rich setting and themes of loss of innocence and family secrets will appeal to the same listenership that embraced Ian McEwan's *Atonement* (Nan A. Talese, 5/02) and Jhumpa Lahiri's *The Namesake* (Mariner Books, 9/04). It will also inspire lively discussions among reading groups.

KAMALA NAIR currently lives in New York where she has worked at ELLE Decor magazine.

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JUNE 2011



MARKETING & PROMOTION

- Print advertising in the *San Francisco Chronicle*, *New York Times Book Review*
- Transit advertising in Chicago
- Online advertising
- 6-city author tour: Chicago, New York, Tampa, Indianapolis, Houston, Phoenix
- National media campaign, including radio, print, and online interviews
- Book video
- e-newsletters, social networks, blogs, giveaways
- MichaelKoryta.com

Unabridged Fiction Download
 978-1-60941-234-0
 10 Hours • \$29.98/\$32.98 CAN

The Ridge

MICHAEL KORYTA

A new supernatural thriller from international bestseller Michael Koryta: a man discovers a deadly force that has plagued an idyllic town for over a century.

On an isolated ridge in the Kentucky woods stands a homemade lighthouse, hundreds of miles from any substantial body of water. Local reporter Roy Darmus has always found it an amusing oddity—until he is selected as the recipient of a suicide note from its builder. Roy enters the bizarre structure to find the walls covered in maps bearing the names of the dead—including his own parents, who were killed in a car accident when he was a boy. Roy soon has a storytelling assignment more daunting than anything he’s seen before: convincing people that an age-old legend has in fact come to life.

With haunting atmosphere and a tension-coiled plot, *THE RIDGE* is a terrifying journey into the heart of darkness.

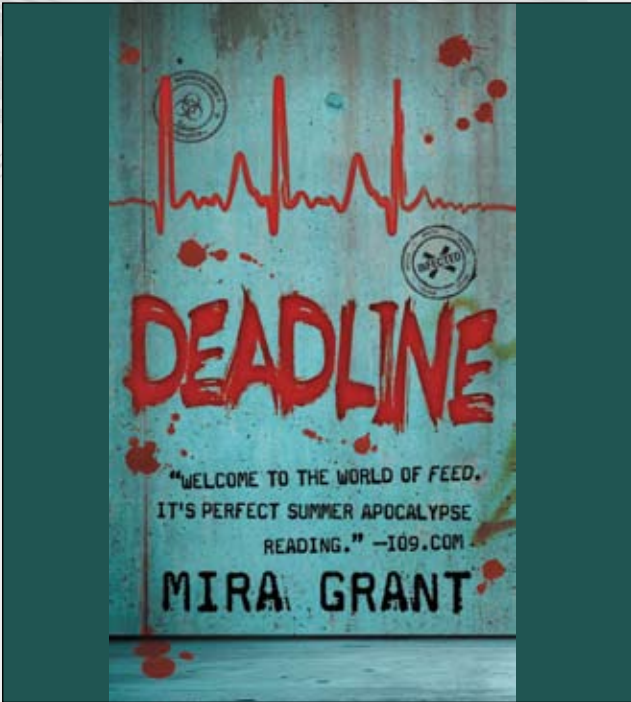
IMPORTANT NOTES

- *So Cold The River* (978-0-316-05364-8, BB) was a critics’ favorite and was one of *Entertainment Weekly’s* “18 Books We Can’t Wait to Read” and Amazon.com’s “Best Books of the Month” for June and “Best Books of the Year...So Far.” It was also a GLBA/MBA Indie Bestseller. It will be released in paperback in January 2011.
- *The Cypress House* (978-0-316-05372-3), Koryta’s second book with Little, Brown, will be released in hardcover in January 2011. The paperback will be released in May (see page 77) and will include a teaser chapter of *THE RIDGE*.
- Michael Koryta is the author of five novels published by St. Martin’s Press: *Tonight I Said Goodbye* (9/04), *Sorrow’s Anthem* (2/06), *A Welcome Grave* (6/07), *Envy the Night* (8/08), and *The Silent Hour* (8/09).

MICHAEL KORYTA’s work has been translated into 20 languages. A former private investigator and newspaper reporter, he lives in Bloomington, Indiana, and St. Petersburg, Florida.

Acclaim for *The Cypress House*:

“A unique and entertaining blend of noir and paranormal suspense...[Koryta’s] now on my must-read list.” —Dean Koontz, author of *Lost Souls*



MARKETING & PROMOTION

- Prelaunch online ad campaign
- National print and online media campaign
- San Diego Comic-Con
- Web marketing
- Blogger audio review campaign
- Low price *Feed* promotion to tie-in, featuring a preview of DEADLINE.

Deadline

MIRA GRANT

The sequel to *Feed*, the bestselling science fiction debut of 2010. DEADLINE is the second audiobook in the Newsflesh trilogy.

Shaun Mason didn't take the death of his sister very well. He killed the bastard who did it. He now runs the organization they built together. But his heart's not in it. Playing with dead things just doesn't seem as fun after you've put a bullet in your sister's brain. So when a CDC researcher fakes her own death and appears on his doorstep with a ravenous pack of zombies in tow, Shaun's relieved to have a purpose in life. First and foremost, he realizes that he may have put down the monster that killed his sister, but the conspiracy is far from dead. Now, Shaun hits the road to find what truth can be found at the end of a shotgun.

IMPORTANT NOTES

- *Feed* (Orbit, 5/10), the first book in the Newsflesh trilogy, is the bestselling SF debut of 2010 and was voted onto NPR's list of top 100 thriller novels of all time.
- Mira Grant won this year's John W. Campbell Award for Best New Writer.
- The third book in the trilogy, *Blackout*, will be published by Orbit in 6/12.
- The same way that *Children of Men* brought an unlikely event to a believable world, DEADLINE gives listeners a whole new definition of the zombie novel. Following the best of science fiction, this is the story of a world a half-step from our own, reflecting the fears and hopes of a nation.
- Bloggers who received advance listening copies of FEED raved about the audio production, and have been clamoring for DEADLINE online since!

★ "Gripping, thrilling, and brutal....A masterpiece of suspense with engaging, appealing characters."
—Publishers Weekly (starred review)

"It's a novel with as much brains as heart, and both are filling and delicious." —The A.V. Club

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JUNE 2011

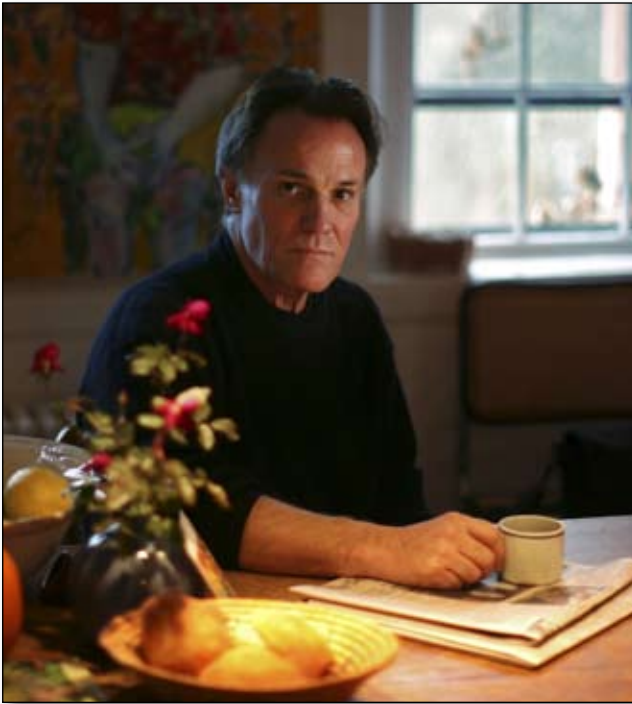


Photo: The Boston Globe

Sex, Mom, and God

*A Religiously Obsessed Sexual Memoir
(or a Sexually Obsessed Religious Memoir)*

FRANK SCHAEFFER

Read by the Author

From the bestselling author of *Crazy for God* and *Patience with God*, the third book in Frank Schaeffer's one-of-a-kind trilogy about God, religion, growing up evangelical—and living the life that came after.

With laugh-out-loud scenes from his childhood and youth and acidic ruminations on the present state of an America he and his fundamentalist parents help create, Frank Schaeffer asks what the Becks and the Limbaughs and the Palins and the paranoid fantasies of the “right-wing echo chamber” are really all about.

Here’s a hint: sex.

The unforgettable central character in this strange-but-true successor to *Crazy for God* and *Patience with God* is a character indeed—the author’s far-from-prudish evangelical mother, who sweetly but bizarrely regularly provides startling (and hilarious) juxtapositions of the religious and the sensual during his childhood and youth.

As the author himself explains:

“I’m a novelist and storyteller. So my way of telling the Big Story of what the religious right did to America is to fold it into the individual story of my life. I do this for two reasons: first, it’s (I hope) entertaining and provides insight into the evangelical right-wing mindset. Second, it so happens that my father and mother (Francis and Edith Schaeffer) and I became leaders in the far religious-right movement and so had a big impact on America. My story is a window into millions of similar lives but also the (somewhat scandalous and controversial) story of one life and family that touched millions of others.

“Dip into my life and learn why certain folks have a perpetual chip on their shoulder over imagined grievances to the point where they hate their (own democratically) elected government and—curiously, in the name of “patriotism”—are thoroughly anti-American. Hang out with the Schaeffer clan for a bit and discover why the religious right is rooting for the Apocalypse while also regarding themselves as victims of the liberal elite and all the while mired in perpetual sexual dysfunction and weirdness that creates a self-loathing culture that lashes out at the rest of us. And they do it all in the name of Jesus. Go figure.”

MARKETING & PROMOTION

- Review copy mailing
- National media campaign

Praise for Frank Schaeffer:

“We are fortunate that Frank Schaeffer’s path has taken him from the rigid fundamentalist thinking of his youth to where he is now, working not in stark black and white, but in the blessed gray from which true art arises.

—André Dubus III, author of *House of Sand and Fog*

FRANK SCHAEFFER is the author of *The New York Times* bestseller *Keeping Faith* and the memoir *Crazy for God*. His novels, including *Portofino*, have been translated into nine languages. He has appeared on numerous television and radio shows, including *The Oprah Winfrey Show* and NPR’s *Fresh Air*, and is a regular contributor to the *Huffington Post* and AlterNet. He and his wife, Genie, live in Massachusetts and have three children.

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IMPORTANT NOTES

- **TIMELYTOPIC:** Schaeffer gives us a look into the state of “right wing” fundamentalist religion in America today
- **AUTHOR VISIBILITY:** Schaeffer has appeared on numerous television and radio shows, including *The Oprah Winfrey Show* and NPR’s *Fresh Air*, and is a regular contributor to the *Huffington Post* and AlterNet.

JUNE 2011



The Idea Hunter

How to Find the Best Ideas and Make Them Happen

**ANDY BOYNTON, BILL FISCHER,
& WILLIAM BOLET**

Read by Erik Synnestvedt

New and very unique audiobook on getting better performance through ideas in the vein of *Made to Stick* and other bestsellers.

Jack Welch said that, “someone somewhere has a better idea.” Boynton and Fischer blow up the myth that great ideas come from innate creativity and show how anyone can come up with successful ideas for their business just by looking around them.

Too often, people fall into the trap of believing that great ideas have to be original. But rather than waiting for a brainstorm, many of the best “innovators” actually synthesize the best ideas they learn elsewhere—from studying their competitors, exploring other fields and industries, talking to everyone they meet, and generally keeping their ears to the ground.

The authors show how to expand your capacity for soaking up ideas, then select the best and most appropriate ones, adapt them to your business, and implement them before everyone else does. Their points are illustrated with interviews of successful “idea hunters” and stories of companies that have put their plan into practice.

IMPORTANT NOTES

- **ACADEMIC AND CONSULTING SUPPORT:** As dean, Boynton communicates with 150,000 Boston College alumni and a deep pool of 30,000+ business school alumni through various media including print and online newsletters as well as taking part in conferences. The authors licensed their “Deep Dive” methodology - the backbone of the book - to Deloitte consulting and actively work with Deloitte to push the concepts. Deloitte will partner with them on the promotion of the book.
- **FUNDED PUBLICIST / ADS / WEBSITE/ BLOG:** The authors will hire a publicist (in addition the Boston College media department); purchase ads in the *Boston Globe*, *Boston Business Journal* and *Success* magazine; and launch a website and blog prior to publication devoted to the book, with interactive features.
- **UNIQUE CONTENT:** This is not a repackaged book on creativity and performance but a highly unique contribution to the literature. The market has responded to books like *Made to Stick*, *Talent is Overrated*, etc - this book is on the same quality level as those.

MARKETING & PROMOTION

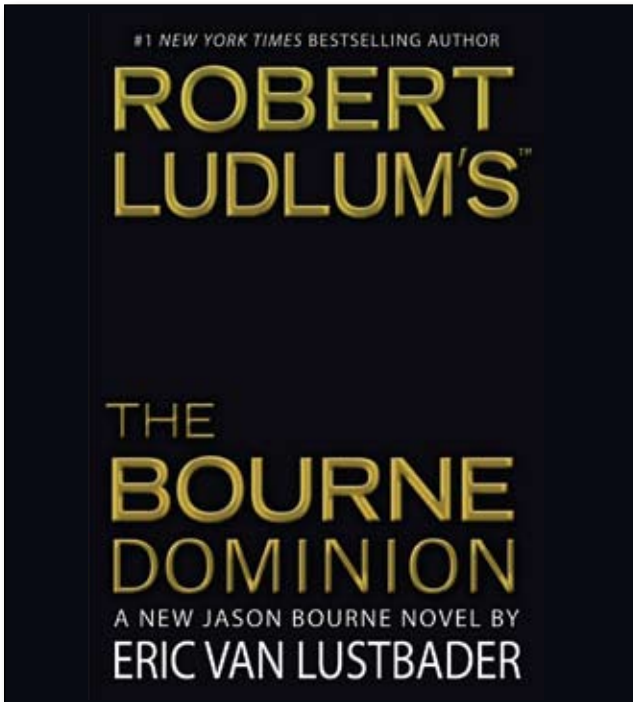
- Review copy mailing
- National media campaign
- Print advertising
- Strong web presence, interactive site

ANDY BOYNTON is currently dean of the Carroll School of Management at Boston College (#14 undergrad b-school in *BusinessWeek's* 2007 survey). **BILL FISCHER** is a professor and program director of executive training at IMD, a leading global business school in Lausanne, Switzerland. He previously served as dean and president of the China-Europe International Business School, a joint venture of the European Union and Chinese government, in Shanghai, China. In addition he is a globetrotting consultant teaching training seminars, workshops and webinars reaching 100,000 professionals annually. Their current and past clients include Fidelity, Cisco Systems, Johnson & Johnson, Nokia, Nestle USA, Deloitte Consulting, Cigna Insurance, Pfizer, British Air, British Telecom, Bank of America, Credit Suisse, Avnet, FT-Pearson and the *Today Show*. They have written for *Harvard Business Review* and *Financial Times*, among others. **WILLIAM BOLET** is a journalist and editorial consultant whose articles have appeared in *Washington Post* and the *Los Angeles Times*, and he has coauthored three books.

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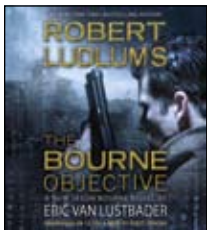
JUNE 2011



(Final cover to come)

MARKETING & PROMOTION

- Television advertising in New York, Los Angeles, Chicago, Boston, Washington, DC, on national cable, and on CNN Airport Network
- Radio advertising in New York, Los Angeles, Washington, DC
- Cinema and Transit advertising
- Print advertising in *New York Times*, *People*
- National print and online media campaign
- e-newsletters, social networks, blogs



The Bourne Objective

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Read by Scott Sowers

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Robert Ludlum's™ The Bourne Dominion

ERIC VAN LUSTBADER

The return of Jason Bourne! Jason Bourne is back and being targeted for death—by a longtime friend and ally.

While on a quest to kill a vicious Colombian drug lord, Jason Bourne is interrupted by Jalal Essai, a defector from Severus Domna, a secret, international cabal working to influence world events for its own power and financial gain. Bourne has tangled with Domna before and has concerns about that organization. Now, Essai proposes a partnership to destroy them. Bourne, who always works alone, is suspicious. Yet, Essai promises accurate intelligence and opens with a gift of information: Domna has targeted Bourne for death. The assignment was given to Boris Karpov, the head of Russia's FSB-2 and a longtime friend and ally of Jason's. They've saved each others' lives on more than one occasion, and Boris is one of the most determined, honorable, justice-hungry men Bourne knows. What is Bourne to do now that he knows a knife is about to be thrust into his back—and the man wielding it is someone he'd trust with his life?

IMPORTANT NOTES

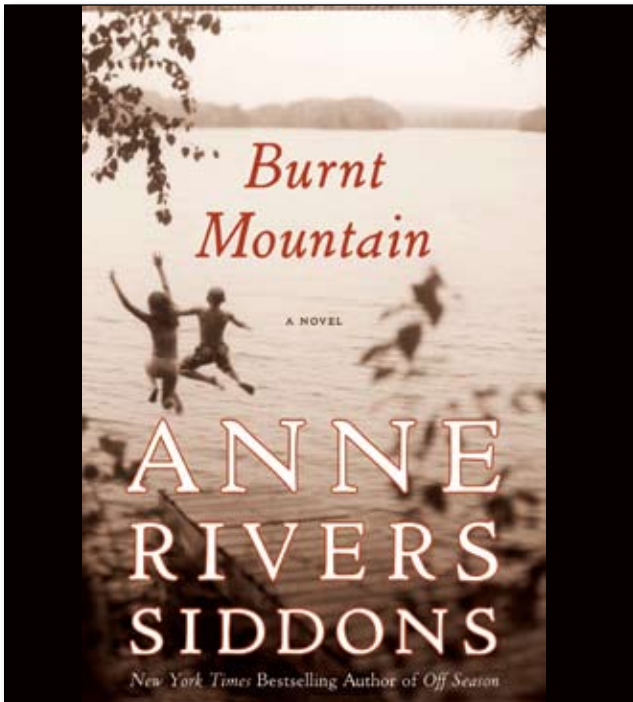
- The most recent Ludlum/Lustbader Bourne novel, *The Bourne Objective* (GCP, 6/10), was an instant *New York Times* bestseller and has sold more than 274,000 hardcover copies. The mass market edition (GCP, 5/11) will tie in to and contain a teaser chapter from *The Bourne Dominion*.
- The Bourne films—*The Bourne Identity*, *The Bourne Supremacy*, and *The Bourne Ultimatum*—were all major blockbusters and grossed a combined 938 million dollars worldwide. A new Jason Bourne movie is in the works.
- The first Bourne video game, *The Bourne Conspiracy* (High Noon), was released in 6/08 and was a major success.

ERIC VAN LUSTBADER lives on Long Island, New York.

“Scott Sowers ably narrates various foreign accents, as well as Bourne’s youthful and jaded vocalizations. Sowers delivers the book’s nonstop action by speeding up his performance as we follow the characters through one fast-paced chase scene after another. The background music gives the story the feel of a movie.”

—AudioFile Magazine on *The Bourne Objective*

JULY 2011



Burnt Mountain

ANNE RIVERS SIDDON'S

New York Times bestseller Anne Rivers Siddons returns to Georgia with a dramatic tale of love and betrayal within a wealthy Southern family.

Growing up, the only place tomboy Thayer Wentworth felt at home was at her summer camp—Camp Greyledge on Burnt Mountain in Georgia. It was there that she came alive and where she met Nick Abrams, her first love...and first heartbreak.

Years later, Thayer marries Aengus, an Irish professor, and they move into her deceased grandmother's house in Atlanta, only miles from her beloved camp. There, Aengus and Thayer lead quiet and happy lives until Aengus is invited up to the camp to tell old Irish tales to the campers. As Aengus spends less time at home and becomes more distant, Thayer must confront dark secrets—about her mother, her first love, and, most devastating of all, her husband.

IMPORTANT NOTES

- Siddons's previous hardcover, *Off Season* (GCP, 978-0-446-52787-3, 8/08), debuted at #9 on the *New York Times* bestseller list, as well as hitting *The Wall Street Journal*, *Washington Post*, *USA TODAY*, and *Publishers Weekly* lists. It has sold more than 196,000 copies in hardcover and trade paperback combined.
- Anne Rivers Siddons is one of the most recognizable names in modern fiction. *Sweetwater Creek* (HarperCollins, 9/05) sold 80,000 hardcover copies, and her breakout bestseller *Peachtree Road* (Old New York Book Shop Press, 10/88) has more than one million copies in print. BURNT MOUNTAIN returns to the setting of Siddons's beloved bestsellers.
- *The House Next Door* (Simon & Schuster, 1/78) was called "The new American Gothic" by Stephen King, and was adapted as a made-for-television movie in 2006, starring Mark-Paul Gosselaar, Colin Ferguson, and Lara Flynn Boyle.

ANNE RIVERS SIDDON'S lives in South Carolina and Maine with her husband.

Praise for *Off Season*:

"This book isn't just the next best thing, it's the real thing. Bravura storytelling." —Stephen King

MARKETING & PROMOTION

- Television advertising on national cable
- Print advertising in *People*, *New York Times Book Review*, *Atlanta Journal Constitution*, *Portland Press Herald*, *Martha's Vineyard Times*, *Vineyard Gazette*, Gannett Suburban Newspapers
- National print and online media campaign
- Online reading group guide
- e-newsletters, social networks, blogs, giveaways

"Mix the lyricism of Siddons's prose; the intense, yet restrained voice of Oscar-winning actress Jane Alexander; and the mysteries of the untamed Maine coastline—and you have the makings of a magical voyage."

—AudioFile Magazine on *Off Season*

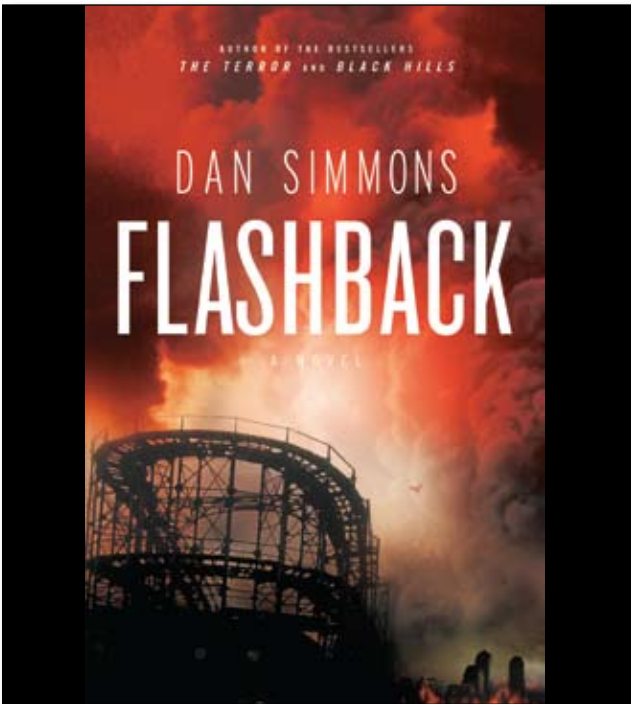
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JULY 2011



Flashback

A Novel

DAN SIMMONS

A daring thriller from the author of *The Terror* set in the near future of a bankrupt America addicted to a dangerous drug.

The United States is near total collapse. But 87% of the population doesn't care: they're addicted to flashback, a drug that allows its users to re-experience the best moments of their lives. After ex-detective Nick Bottom's wife died in a car accident, he went under the flash to be with her; he's lost his job, his teenage son, and his livelihood as a result.

Nick may be a lost soul but he's still a good cop, so he is hired to investigate the murder of a top governmental advisor's son. This flashback addict becomes the one man who may be able to change the course of an entire nation turning away from the future to live in the past.

A provocative novel set in a future that seems scarily possible, *FLASHBACK* proves why Dan Simmons is one of our most exciting and versatile writers.

MARKETING & PROMOTION

- Print advertising in the *New York Times Book Review*
- Online advertising
- National media campaign including radio, print, and online interviews
- Book video
- e-newsletters, social networks, giveaways
- DanSimmons.com

Praise for Dan Simmons:

"A master of otherworldly suspense."

—*The New Yorker*

IMPORTANT NOTES

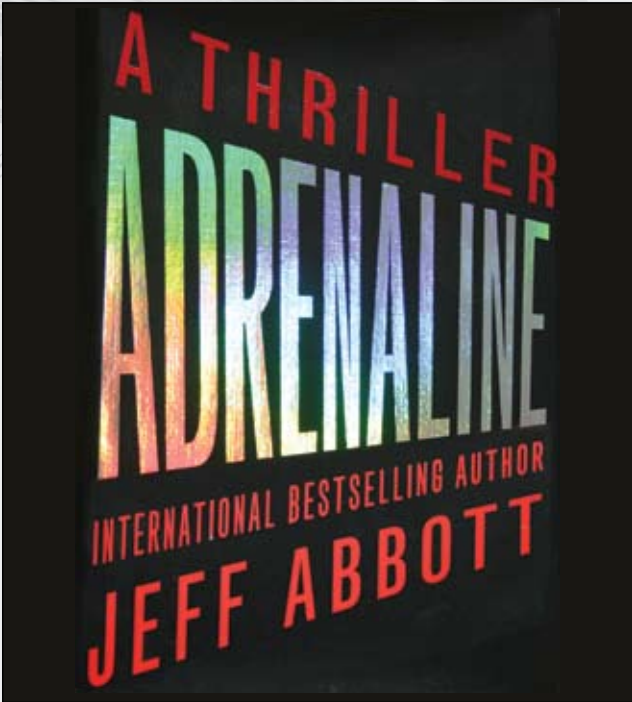
- *Drood* (LB, 978-0-316-00702-3, 2/09) and *The Terror* (LB, 978-0-316-01744-2, 1/07) both debuted on the *New York Times* extended bestseller list. *Drood* will be published in mass market in 1/11.
- Acclaimed filmmaker Guillermo del Toro (*Pan's Labyrinth*, *Hellboy*) optioned *Drood* months before publication and plans to direct the film.
- Simmons' ability to blend suspense with historical and literary fiction has earned praise from Stephen King, Dean Koontz, and Lincoln Child, who called *The Terror* "nothing less than a revelation."
- *Black Hills* (RA, 978-0-316-00698-9, 2/10) and *Drood* garnered rave reviews in publications ranging from *The Wall Street Journal* to the *Washington Post* to the *Los Angeles Times*. *The Terror* was named a "Best Book of 2007" by *Entertainment Weekly* and *USA TODAY*.
- Simmons' audiobooks are favorites among fans and reviewers. *The Terror* was Winner of AudioFile Earphones Award, as well as a 2008 Audies Finalist.

DAN SIMMONS is the award-winning author of several novels, including the *New York Times* bestsellers *Olympos* (EOS, 6/05) and *The Terror*. He lives in Colorado.

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JULY 2011



(Final cover to come)

MARKETING & PROMOTION

- Television advertising in New York, Los Angeles, Washington, DC, Chicago, and on national cable
- Radio advertising in New York, Los Angeles
- Print advertising in *New York Times Book Review*, *USA TODAY*, *Publishers Weekly*
- Online advertising
- e-card, e-newsletters, social networks, blogs
- Local events in Austin
- National print and online media campaign
- Book video
- Thrillerfest

Unabridged Fiction Download
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Adrenaline

JEFF ABBOTT

“Adrenaline has everything—relentless action, mind-bending intrigue, and twists and turns you won’t see coming.”

—Harlan Coben

Sam Capra—brilliant CIA agent, loving husband, soon-to-be father—loses everything that matters to him in a horrifying moment in London. An unknown enemy has set him up as a traitor. But that enemy has targeted the wrong man. Escaping from the CIA, Sam goes on a desperate hunt for the killer who stole his family and to save his kidnapped wife and child. The destruction of Sam’s life was only step one in an extraordinary plot—and now Sam must become a new kind of hero.

IMPORTANT NOTES

- Jeff Abbott is an international bestselling author whose novels have been published in 20 languages. His most recent thriller is *Trust Me* (Dutton, 7/09).
- The author’s 2006 novel, *Panic* (Dutton/Little, Brown UK), was a UK top 20 bestseller, selling more than 400,000 copies, and received rave reviews from the *Chicago Tribune* and from bestselling writers Michael Connelly and Lee Child.
- ADRENALINE is the first book in a new series featuring ex-CIA agent Sam Capra. It was published in the UK (Sphere) in July, 2010. The next novel in the series will be published in 7/12.
- A native of Texas and a graduate of Rice University, Jeff Abbott worked as a creative director in an advertising agency before turning to writing full time.

JEFF ABBOTT lives in Texas.

“Adrenaline lives up to its name. It’s pure thriller in pace, but Abbott manages to keep the book’s heart anchored in the right place. The characters aren’t cardboard action figures, but people under incredible stresses and strains. I read it in a big gulp.”

—Charlaine Harris



The End of Everything

A Novel

MEGAN ABBOTT

The haunting new novel of a vanished girl and the best friend left behind from “one of the most exciting and original voices of her generation.” —Laura Lippman

Thirteen-year-olds Lizzie Hood and Evie Verver are inseparable. To Lizzie, the Verver household is the world’s most perfect place, and her family, including her big-hearted father and impossibly glamorous older sister Dusty, is the world’s most perfect family.

Then Evie disappears. The only clue: a maroon sedan Lizzie spotted earlier in the day. As panic spreads through the suburban community, everyone looks to Lizzie for answers. Was Evie unhappy, troubled, upset? Would she have gotten into a stranger’s car?

Lizzie takes up her own furtive pursuit of the truth, pushing herself to the dark center of Evie’s world. Titillated by her own new power at the center of the disappearance, Lizzie uncovers secrets and lies that make her wonder if she knew her best friend at all.

MARKETING & PROMOTION

- Online advertising
- National media campaign including television, radio, print, and online interviews
- Web Marketing
- Online reading group guide
- e-newsletters, social networks, blogs, giveaways

IMPORTANT NOTES

- Megan Abbott won a 2008 Edgar Award for her third novel, *Queenpin* (Simon & Schuster, 6/07); she was nominated in 2006 and 2010 for her novels *Die a Little* (Simon & Schuster, 2/05) and *Bury Me Deep* (Simon & Schuster, 7/09).
- James Ellroy, Laura Lippman, Ken Bruen, Lisa Scottoline, and Kate Atkinson have heaped praise upon her novels, as have reviewers.
- Abbott perfectly captures the poignancy of adolescence in *THE END OF EVERYTHING*, which may remind listeners of *The Virgin Suicides* (FSG, 4/93).

MEGAN ABBOTT lives in New York City.

Praise for Megan Abbott:

“Megan Abbott is always a surprising writer, one with a liking for the raw and ambivalent side of life. *THE END OF EVERYTHING* moves her away from the deeply satisfying pleasures of noir towards something more subtle, but still deft, enthralling and intelligent.”

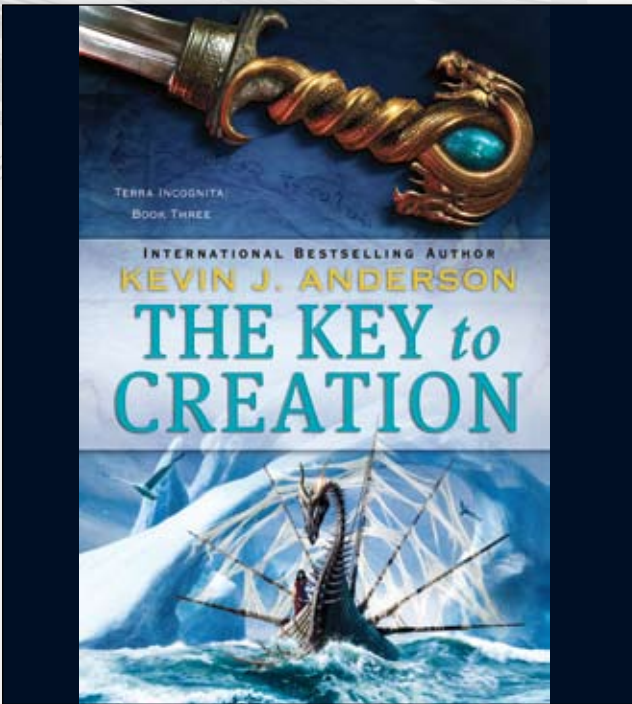
—Kate Atkinson, author of *Started Early, Took My Dog*

Unabridged Fiction Download

978-1-61113-813-9

7 Hours • \$26.98/\$29.98 CAN

JULY 2011



The Key to Creation

Book 3 in the Terra Incognita Trilogy

KEVIN J. ANDERSON

Read by Scott Brick

The epic conclusion to *New York Times* bestselling author Kevin J. Anderson's action-packed adventure on the high seas.

The third volume of Kevin J. Anderson's Terra Incognita trilogy brings brave explorers and mortal enemies across the world to clash at a mysterious lost continent. After long voyages, encountering hurricanes and sea monsters, Criston Vora from Tierra and Saan of Uraba race to Terravitae, the legendary promised land. Saan's quest is to find the Key to Creation, a weapon that may defeat Uraba's enemies, and Criston wants vengeance against the monstrous Leviathan that ruined his life long ago.

Back home, two opposing continents and religions clash for the remnants of a sacred city, unleashing their hatred in a war that could end both civilizations. Queen Anjine and Soldan-Shah Omra are driven by mutual hatred, heaping atrocity upon atrocity in an escalating conflict that only their gods can end.

And the secretive Saedrans manipulate both sides, with the ultimate goal of completing the *Map of All Things*, which will cause God's return.

IMPORTANT NOTES

- The first two books in the trilogy, *The Edge of the World* (Orbit, 978-0-316-00418-3) and *The Map Of All Things* (Orbit, 978-0-316-00421-3), were published in June 2009 and June 2010 respectively.
- This is the final novel in the Terra Incognita trilogy, an epic fantasy adventure.
- Anderson's *Dune* novels are all major international bestsellers. He has sold millions of copies of these and other novels, making him one of the most widely read SF writers today.
- The mass market edition of *The Map of All Things* will be published in June to tie into the publication of THE KEY TO CREATION.
- An Orbit worldwide release.

KEVIN J. ANDERSON has written 46 national bestsellers and has over 20 million books in print worldwide in 30 languages. He lives in Monument, Colorado.

MARKETING & PROMOTION

- Online marketing
- Cross promotion with Prog Rock Records and Roswell Six album
- National print and online publicity
- Digital galleys available through Netgalley.com

"A well-built world that can encompass a truly vast storyline, appealing characters, intense action and a lust for adventure."

—Bookgasm.com

"A spectacular adventure on the high seas, with excellent world-building that makes you feel like you're on board."

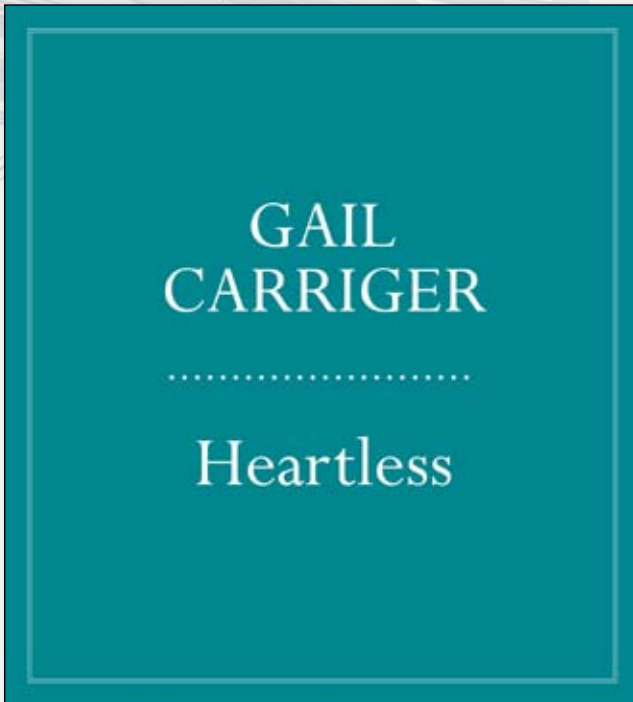
—Romantic Times

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978-1-61113-812-2

19.5 Hours • \$29.98/\$32.98 CAN

JULY 2011



Heartless

GAIL CARRIGER

Lady Maccon is befuddled by assassination attempts and her infant inconvenience in the fourth novel in this *New York Times* bestselling series.

Lady Alexia Maccon, soulless, is at it again, only this time the trouble is not her fault. When a mad ghost threatens the queen, Alexia is on the case, following a trail that leads her deep into her husband's past. Top that off with a sister who has joined the suffragette movement (shocking!), Madame Lefoux's latest mechanical invention, and a plague of zombie porcupines and Alexia barely has time to remember she happens to be eight months pregnant.

Will Alexia manage to determine who is trying to kill Queen Victoria before it is too late? Is it the vampires again or is there a traitor lurking about in wolf's clothing? And what, exactly, has taken up residence in Lord Akeldama's second best closet?

IMPORTANT NOTES

- *Blameless* and *Changeless* were *New York Times* bestsellers. *Soulless* was named as one of *Publishers Weekly's* top 100 books of 2009 and one of *Locus'* top ten books of 2009. *Soulless* was also a top 5 finalist for the *Locus* 2010 Fantasy Award. It was selected by the media as one of only nine "buzz" books at BEA in 2009 and won an Alex Award for 2010, given to adult novels that also have an appeal to younger listeners, by the ALA. The *Soulless* audiobook was named one of Audible's top 20 sleeper hits.
- In Carriger's novel, she creates a sparkling new cocktail of genres. This is fantasy, chockfull of vampires and werewolves, but it's set in an alternate 19th-century London that not only knows of such creatures, but accepts them into the upper tiers of society. Combine the unique setting with a corset-wearing, parasol-wielding heroine and a rich sense of humor and you have a novel that's bound to excite listeners.
- No brooding leather-clad heroine, Alexia Tarabotti is a delightfully hilarious character trying to survive. Gail Carriger deftly exploits the humor surrounding Alexia and her life amongst the upper crust of London society.
- Gail Carriger will be published internationally by Orbit, with coordinated publication schedules and marketing activity for maximum impact.

GAIL CARRIGER began writing in order to cope with being raised in obscurity by an expatriate Brit and an incurable curmudgeon. She escaped small town life and inadvertently acquired several degrees in Higher Learning. Ms. Carriger then traveled the historic cities of Europe, subsisting entirely on biscuits secreted in her handbag. She now resides in the Colonies, surrounded by a harem of Armenian lovers, where she insists on tea imported directly from London and cats that pee into toilets. She is fond of teeny tiny hats and tropical fruit. Find out more about the author at <http://www.gailcarriger.com>.

MARKETING & PROMOTION

- Online advertising: SFF Sites, Google, Facebook
- Prelaunch online marketing and trade promotions
- San Diego and New York Comic Con promotions
- National print and online publicity
- Author tour
- Digital galleys available through Netgalley.com

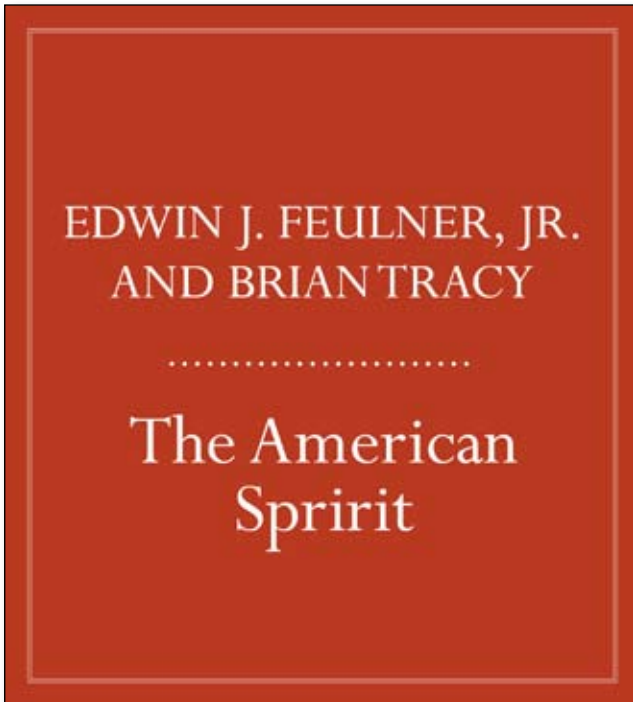
Praise for the Parasol Protectorate series:

- ★ "Carriger debuts brilliantly with a blend of Victorian romance, screwball comedy of manners and alternate history... This intoxicatingly witty parody will appeal to a wide cross-section of romance, fantasy and steampunk fans."

—*Publishers Weekly* (Starred Review)

Unabridged Fiction Download
978-1-60941-366-8
11 Hours • \$26.98/\$29.98 CAN

JULY 2011



The American Spirit

EDWIN J. FEULNER, JR. AND BRIAN TRACY

Read by the Authors

Bestselling authors discuss American society, success, politics, personality and the fulfillment of aspirations

The concept of “American exceptionalism” does not necessarily mean that Americans are different from or superior to people in other countries. It simply means that those qualities that have been most admired in individuals throughout history are more respected, admired, rewarded and encouraged in the United States than in any other country. This audiobook explains the fundamental elements of high character and personality to which most people aspire, and shows how each person can become and achieve more in their personal and business lives than ever before.

This is an uplifting, inspirational, motivational audiobook that makes each person proud to be an American and simultaneously creates within each person the desire to be more and better than he or she has perhaps ever been before.

By combining the desire for personal growth and improvement with the emotion of patriotism, combined with proven, practical facts and statistics to validate and reinforce each quality, the listener emerges feeling empowered, positive and proud to be an American.

MARKETING & PROMOTION

- Review copy mailing
- National media campaign
- This audio will release during the Fall elections and encourage people to be proud to be American!

BRIAN TRACY is a professional speaker, author, trainer and consultant who addresses more than 250,000 people each year and has spoken in 55 countries to more than five million people in the course of his career. His talks and seminars on personal, professional and business success, focused on personal and business leadership, have made him one of the most popular professional speakers in the world and one of the best-selling audio author of all time, in 27 languages.

ED FEULNER has devoted a lifetime to researching, writing and promoting a worldview and way of living based on the vital principles of freedom, liberty, limited government and personal responsibility. He has spoken to many hundreds of thousands of people throughout the United States, Canada and dozens of other countries on these subjects, gaining valuable insights, ideas, and perspectives that give him a unique ability to identify and articulate the deepest aspirations of most people.

IMPORTANT NOTES:

- **A UNIQUE TEAM OF EXPERTS:** Together, Ed and Brian bring a combined perspective that is factual, inspirational and motivational, firmly grounded in proven and practical ideas and concepts. The result is a fast-moving, entertaining, thought-provoking and eye-opening journey through the best and most important elements of the American character and personality.
- **BEST-SELLING AUTHOR:** Bestselling books include: *Maximum Achievement: Strategies and Skills That Will Unlock Your Hidden Powers To Succeed* and *Eat That Frog!* Bestselling audio programs include: *The Psychology of Achievement* and *How to Start and Succeed in Your Own Business*.
- **PERFECT FOR THE TIMES:** While in general they are the most patriotic people on earth, millions of Americans are unsure about what it means to be an American, and America's place in the world. There is a deep hunger for a positive, uplifting and clear explanation of the goodness and greatness of America and Americans, and why each person can be proud to be a citizen of this great country.

Unabridged Nonfiction on CD
978-1-59659-529-3
6 CDs • \$29.98/\$32.98 CAN

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6 Hours • \$27.00/\$30.00 CAN

JULY 2011



Turn Them On and Light Then Up

BRIAN TRACY

Read by the Author

Bestselling author offers practical, proven, fast-acting ways to motivate individuals to perform at their best

Brian Tracy, one of the world's most widely known business speakers and a leading authority on the development of human potential and personal effectiveness knows that most people are performing below their potential. In his latest audiobook, he explains why. He also answers that all-important question, 'What causes people to think, feel and act the way they do?'

The manager is the control valve on performance. Tracy offers a series of practical, proven methods and techniques a manager can use to motivate people and unlock their full potential for the company. Managers will learn:

- The "X Factor" in Productivity, Performance, and Output
- Motivational Theory from Macgregor to Maslow
- Essential Requirements for a Great Place to Work
- The Role of Self in Performance
- The Fears and Blocks that Hold People Back
- 5 Keys to Maximum Motivation
- How to Listen Effectively
- Golden Rule Management
- Performance Appraisal That Works
- The Friendship Factor
- Social Comparison Theory
- How to Deal with Difficult Employees
- And Much More.

Create a great place to work where people perform at their best.

MARKETING & PROMOTION

- Review copy mailing
- National media campaign

One of the world's most widely known business speakers and a leading authority on the development of human potential and personal effectiveness, **BRIAN TRACY** addresses more than 250,000 people each year in corporations large and small, all over the world, on the subjects of strategy, management, personnel selection, hiring, firing, and motivating people. He has worked in 22 different businesses, often starting at the bottom and moving up to the executive suite. He is the founder of Brian Tracy International and is the author of numerous bestselling books and has produced more than 300 audio and video programs.

Praise for Brian Tracy:

"Combines the real-life experiences and learned lessons of one of America's best teachers."

—Harvey Mackay, Author of the #1 *New York Times* bestseller *Swim With the Sharks Without Being Eaten Alive*

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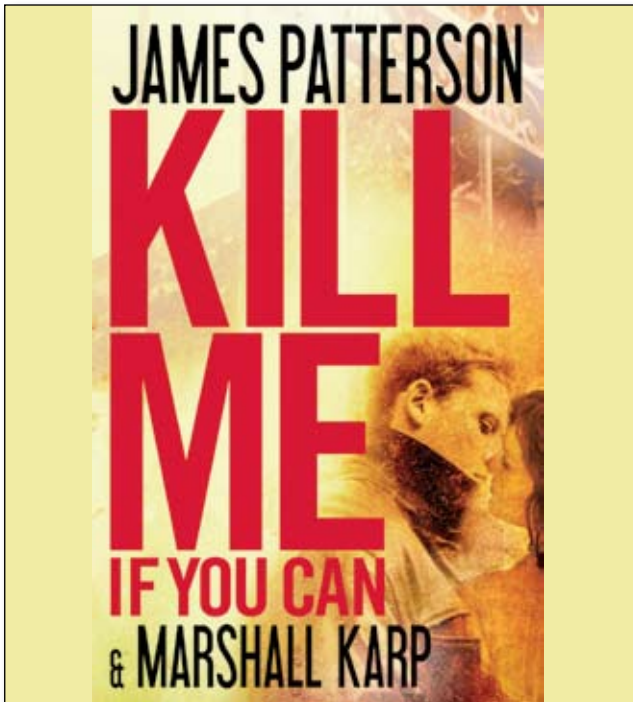
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IMPORTANT NOTES

- **EXPERT IN HIS FIELD:** Tracy addresses more than 250,000 people each year and is the author of 24 books and over 300 audio and video programs.
- **BEST-SELLING AUTHOR:** Bestselling books include: *Maximum Achievement: Strategies and Skills That Will Unlock Your Hidden Powers To Succeed* and *Eat That Frog!* Bestselling audio programs include: *The Psychology of Achievement* and *How to Start and Succeed in Your Own Business*.

JULY 2011



Kill Me If You Can

JAMES PATTERSON AND MARSHALL KARP

The world's two best assassins hunt a man who has stolen \$13 million in diamonds—with a bonus for the one who can kill the other in the process.

Matthew Bannon, a poor art student living in New York City, finds a duffel bag filled with diamonds during a chaotic attack at Grand Central Station. Plans for a worry-free life with his gorgeous girlfriend Katherine fill his thoughts—until he realizes that he is being hunted, and that whoever is after him won't stop until they have reclaimed the diamonds and exacted their revenge.

Trailing him is the Ghost, the world's greatest assassin, who has just pulled off his most high-profile hit: killing Walter Zervas, a top member of the international Diamond Syndicate. There's only one small problem: the diamonds he was supposed to retrieve from Zervas are missing. Now, the Ghost is on Bannon's trail—but so is a rival assassin who would like nothing more than to make the Ghost disappear forever. From "America's #1 storyteller" (*Forbes*) comes a high-speed, high-stakes, winner-take-all thrill ride of adrenalin-fueled suspense.

MARKETING & PROMOTION

- National television, print, and online advertising
- National media campaign including television, radio, print, and online interviews
- 14-copy mixed floor display with special riser
- e-newsletters, giveaways
- JamesPatterson.com and Facebook

IMPORTANT NOTES

- James Patterson has sold more than 205 million copies of his books worldwide.
- He is the only author to debut at #1 on five different *New York Times* bestseller lists: Fiction, Mass Market Fiction, Children's Chapter Books, Children's Series, and Nonfiction.
- He is the first writer in the world to hit one million ebooks sold.

JAMES PATTERSON is one of the bestselling authors of all time. He lives in Florida.

MARSHALL KARP has written and produced numerous TV shows, plays, and movies. He is the author of the Lomax and Biggs book series.

Acclaim for James Patterson:

"Patterson's novels are sleek entertainment machines, the Porsches of commercial fiction, expertly engineered and lightning fast."

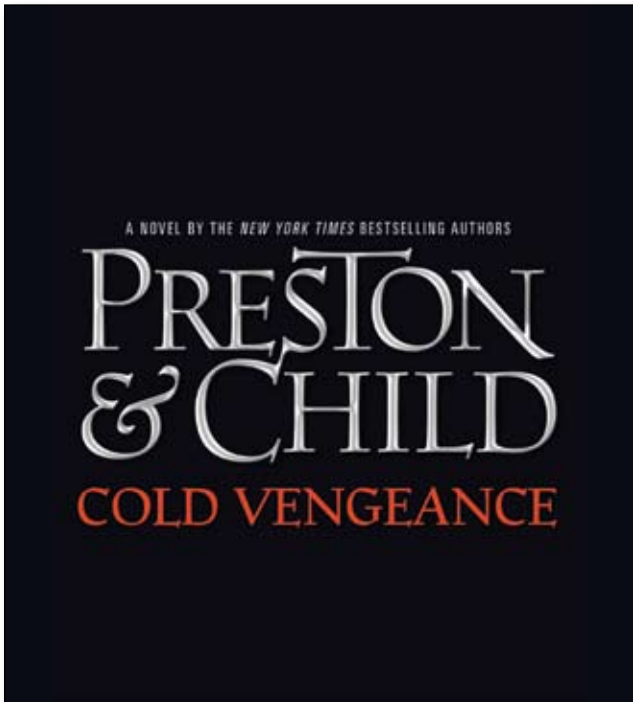
—*Publishers Weekly*

"I truly believe that James Patterson has an IV hooked up to his writing arm and Great Ideas, Great Plots, and Great Characters dribble constantly into his bloodstream." —*TheReviewBroads.com*

Unabridged Fiction on CD
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Unabridged Download
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8 Hours • \$26.98/\$29.98 CAN

AUGUST 2011



(Final cover to come)

MARKETING & PROMOTION

- Television advertising in New York, Los Angeles, San Francisco, Chicago, Washington, DC, Philadelphia, on national cable, and on CNN Airport Network
- Radio advertising in New York, Los Angeles
- Transit advertising in New York
- Print advertising in *New York Times Book Review*, *Los Angeles Times*, *New York Times*
- Radio satellite tour
- Select author appearances
- National print and online media campaign
- e-newsletters, social networks, blogs, giveaways
- AgentPendergast.com and PrestonChild.com

“René Auberjonois provides a thrilling rendering of Douglas Preston and Lincoln Child’s *Fever Dream* — the tale of a special agent involved in a cold case that hits very close to home.” —*LA Times* on *Fever Dream*

Unabridged Fiction on CD
978-1-60941-386-6
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Unabridged Download
978-1-60941-391-0
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Cold Vengeance

DOUGLAS PRESTON AND LINCOLN CHILD

Pendergast returns in the latest thriller from *New York Times* bestsellers Preston and Child!

A bonding trip for Pendergast and his brother-in-law, Judson Esterhazy, turns violent. Before abandoning a mortally wounded Pendergast, Esterhazy announces his sister, Pendergast’s long-dead wife Helen, is alive. Electrified, Pendergast escapes only to miss Esterhazy. But retribution is no longer his quarry; his real goal is his wife. Pendergast begins by exhuming her grave. After DNA matches the remains to Helen, Pendergast digs further into her past, only to discover unexpected information. Helen was born in Brazil and may be related to an infamous Nazi war criminal. Where does this lead? How does Pendergast find the wife he knows is alive? Though in hiding, Esterhazy can’t rest. He needed Pendergast dead for a simple reason: Pendergast’s search for Helen has kicked up unpleasant truths and drawn attention from the worst corners. Those truths did not belong to Esterhazy, but to an organization with mind-boggling power and reach. An organization that will stop at nothing to keep its secrets.

IMPORTANT NOTES

- *Fever Dream* (GCP, 5/10), the most recent Pendergast novel, hit the *New York Times* (#3), *The Wall Street Journal*, *Los Angeles Times*, *Washington Post*, and *USA TODAY* bestseller lists. It has sold close to 200,000 hardcover copies and received stunning praise, including a trifecta of starred reviews from *Library Journal*, *Publishers Weekly*, and *Booklist*.
- *COLD VENGEANCE* is the second novel in a three-book series about the mysterious death of Pendergast’s wife, Helen.
- *Cemetery Dance* (GCP, 5/09) is in its second printing with more than 230,000 hardcover copies in print. *The Book of the Dead* (GCP, 5/06), now in its sixth printing, has more than 271,000 hardcover copies in print.
- *FEVER DREAM* will be available April 2011 as a value-priced <replay> edition. See Frontlist <replay> page for more information.

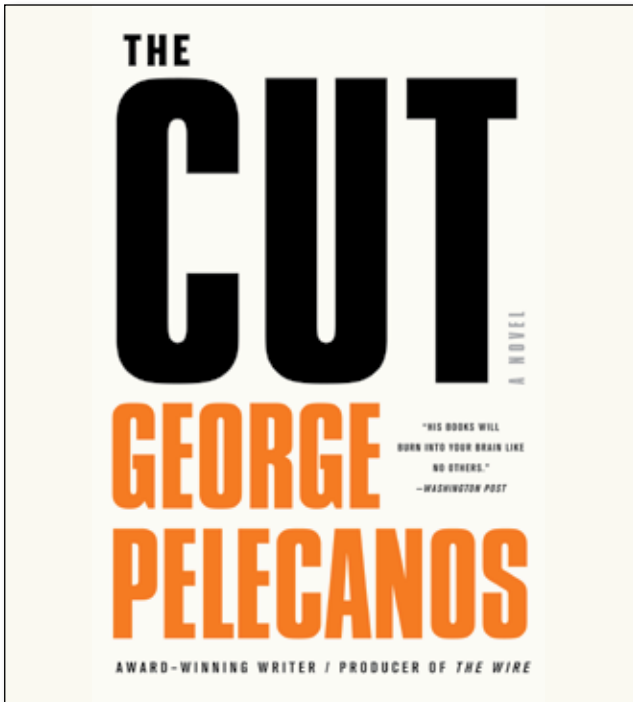
DOUGLAS PRESTON lives with his family on the coast of Maine.

LINCOLN CHILD lives with his wife and daughter in New Jersey.

Praise for *Fever Dream*:

- ★ “This is no dream; it’s the authors’ best book in years....Not to be missed by either newcomers or die-hard fans.” —*Library Journal* (starred review)

AUGUST 2011



The Cut

A Novel

GEORGE PELECANOS

Meet Spero Lucas—the newest literary hero from George Pelecanos, *New York Times* bestselling author and writer for *The Wire*.

Spero Lucas has a new line of work. Since he returned home after serving in Iraq, he has been doing special investigations for a defense attorney. He's good at it, and he has carved out a niche: recovering stolen property, no questions asked. His cut is forty percent.

A high-profile crime boss who has heard of Lucas's specialty hires him to find out who has been stealing from his operation. It's the biggest job Lucas has ever been offered, and he quickly gets a sense of what's going on. But before he can close in on what's been taken, he tangles with a world of men whose amorality and violence leave him reeling. Is any cut worth your family, your lover, your life?

Lucas Spero is George Pelecanos's greatest creation, a young man making his place in the world one battle and one mission at a time. The first in a new series of thrillers featuring Spero Lucas, *THE CUT* is new confirmation of why George Pelecanos is "perhaps America's greatest living crime writer." (Stephen King).

IMPORTANT NOTES

- *The Night Gardener* (978-0-316-15650-9, LB, 8/06) debuted at #12 on the *New York Times* bestseller list, and both *The Way Home* (978-0-316-15649-3, LB, 5/09) and *The Turnaround* (978-0-316-15647-9, LB, 8/08) debuted on the extended bestseller list.
- Pelecanos was an Emmy-nominated writer and producer of the acclaimed HBO series *The Wire* and is on the writing team of the new HBO series *Treme*.

GEORGE PELECANOS is an independent film producer, an essayist, the recipient of numerous international writing awards, and the author of a bestselling series of novels set in and around Washington, DC.

Praise for George Pelecanos:

"Nobody can teach George Pelecanos anything he doesn't already know about the inherent drama in the father-son dynamic." —*New York Times*

"Mr. Pelecanos is a writer with formidable gifts."

—*The Wall Street Journal*

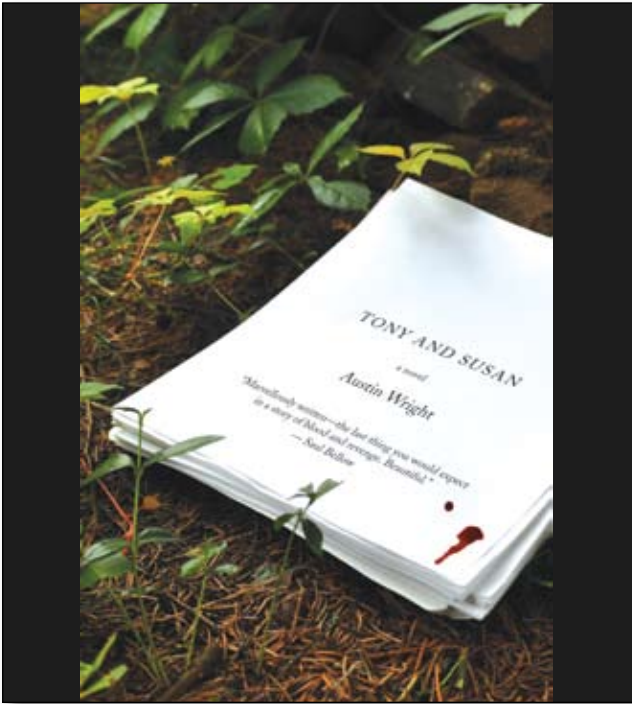
MARKETING & PROMOTION

- Print advertising in the *New York Times Book Review*
- Transit advertising in Washington, DC
- Online advertising
- 5-city author tour: New York, Washington, DC, Los Angeles, San Francisco, Austin
- National media campaign including radio, print, and online interviews
- Advance reading copies
- e-newsletters, social networks
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AUGUST 2011



Tony and Susan

AUSTIN WRIGHT

Originally published in 1993, this brilliant and chilling novel of marriage, murder, and revenge, is being republished worldwide and is destined to become a modern classic.

Fifteen years ago, Susan Morrow left her first husband Edward Sheffield. Now, she's living a comfortable, but passionless life in middle class suburbia as a doctor's wife. Out of the blue she receives a package containing her ex-husband's novel with a note asking her to read the manuscript; she was always his best critic. Immediately, as she reads, she is drawn into the fictional life of Tony Hastings, a math professor driving his family to their summerhouse in Maine. As the Hastings's ordinary, civilized lives are disastrously, violently sent off course, Susan is plunged back into the past, forced to confront the darkness that inhabits her, and driven to name the fear that gnaws at her future and will change her life forever.

IMPORTANT NOTES

- Now being rediscovered and republished throughout the world, TONY AND SUSAN is a lost masterpiece of American fiction. It is a dazzling, riveting novel within a novel of imagination and reality, fear and regret, blood and heartbreak.
- Originally published by Baskerville Books in 1993 and licensed by Warner Books in 1994, TONY AND SUSAN is a page-turning thriller written in startlingly arresting prose. Now that it is being republished all over the world it is sure to find a large new listenership.
- When first published, the novel received fabulous praise and wonderful reviews from the *New York Times*, *Chicago Sun Times*, Saul Bellow, Donna Leon, and Rupert Thompson. Its republication in the UK in 2010 has been met with similar critical acclaim, earning rave reviews in both the *Times* and the *Guardian* among others.

AUSTIN WRIGHT lived with his wife and daughters in Cincinnati. He died in 2003 at the age of 80.

MARKETING & PROMOTION

- Print advertising in *New York Times*
- Book Review
- National print online media campaign
- e-newsletters, social networks, blogs

Praise for TONY AND SUSAN:

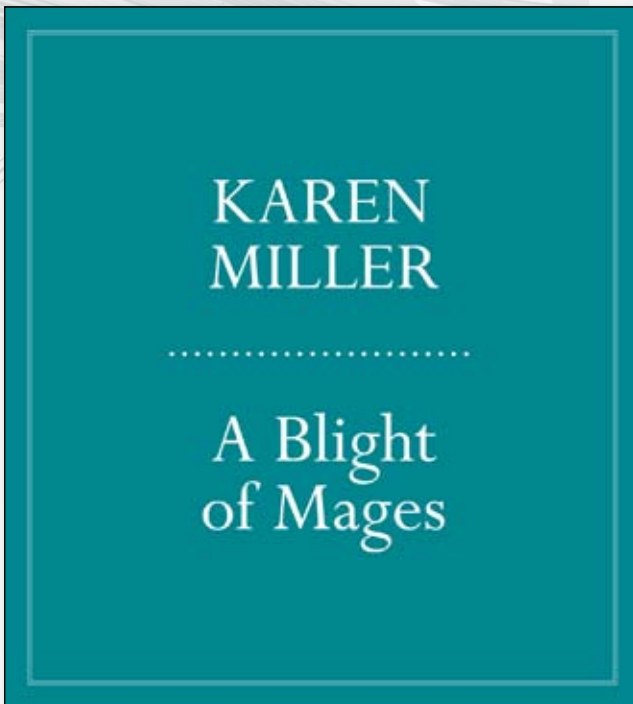
"Marvellously written—the last thing you would expect in a story of blood and revenge. Beautiful." —Saul Bellow

"Absorbing, terrifying, beautiful... unforgettable." —Ruth Rendell

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AUGUST 2011



A Blight of Mages

KAREN MILLER

A new novel set in the world of the bestselling Kingmaker, Kingbreaker series.

Dorana is a country ruled by a rigid class system based upon magical aptitude and the right pedigree. While all Doranens have mage ability, some are more blessed than others.

Morgan is one of the powerful ruling elite, fanatically devoted to enforcing the regulations and maintaining the purity of mage bloodlines. When he falls in love with Barl, a woman of inferior breeding who possesses astonishing mage powers, he sets himself upon a dangerous course.

A terrible mage war erupts when Morgan becomes unstoppable, driving Barl to lead a small pack of survivors into the distant mountains. When they arrive, their welcome is not what they expected, and Barl must embark upon a desperate course to protect and preserve her people until they may be needed once again...

IMPORTANT NOTES

- **PERFECT FOR FANS OF:** Naomi Novik, Gail Z. Martin, and Trudi Canavan
- For those who couldn't get enough, this is the prequel to the bestselling Kingmaker, Kingbreaker series.
- The mass market edition of *The Reluctant Mage*, the conclusion to the Fisherman's Children series, will be published in July 2011 to tie-in to the hardcover publication of A BLIGHT OF MAGES.
- One of the bestselling debuts of 2007, *The Innocent Mage* and *The Awakened Mage* hit numbers 2 and 4, respectively, on the Bookscan Mass Market Fantasy Bestseller List. *The Innocent Mage* has reprinted 11 times and has sold over 150,000 copies.
- Karen Miller is a natural storyteller whose colorful and unforgettable characters leap off the page—simply a great adventure from beginning to end.
- Karen Miller will be published internationally by Orbit, with coordinated publication schedules and marketing activity for maximum impact.

KAREN MILLER was born in Vancouver, Canada, and moved to Australia with her family when she was two. Apart from a three-year stint in the UK after graduating from university with a BA in communications, she's lived in and around Sydney ever since. Karen started writing stories while still in elementary school, where she fell in love with speculative fiction. She's held a variety of interesting jobs but now writes full-time. In addition to writing the Kingmaker, Kingbreaker books, Karen is the author of the hugely popular Godspeaker trilogy. Find out more about the author at www.karenmiller.net.

MARKETING & PROMOTION

- Online marketing
- National print and online publicity
- Digital galleys available through Netgalley.com

"Adventure, magic, friendship, love, and a battle of good versus evil—I can see this tale becoming a classic."

—Scifichick.com on *The Awakened Mage*

"Karen Miller has it all and writes it well."

—Blogcritics.org on *The Awakened Mage*

"Intriguing characters and a finely tuned sense of drama..."

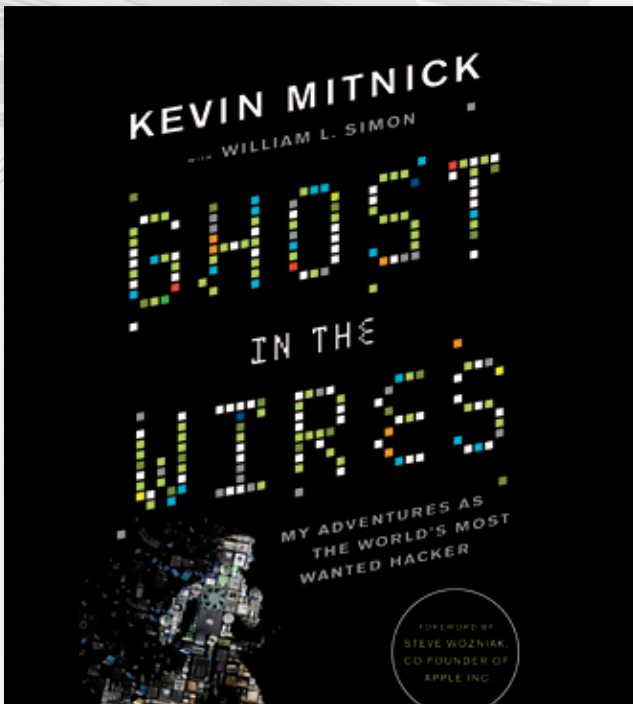
—Library Journal on *The Innocent Mage*

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AUGUST 2011



Ghost In The Wires

My Adventures as the World's Most Wanted Hacker

KEVIN MITNICK WITH WILLIAM L. SIMON

Foreword by Steve Wozniak

Kevin Mitnick's long-awaited memoir of computer hacking and FBI skirting, revealed now after seven years of government-mandated silence.

IMPORTANT NOTES

- Kevin Mitnick's legions of fans made his first book, the classic internet security guide *The Art of Deception* (Wiley, 10/02), a success, with more than 140,000 copies sold worldwide.
- Like Frank Abagnale of *Catch Me If You Can* (Broadway Books, 8/00), Mitnick's story is unbelievable but true, the definitive tale of cyber crime and capture. Silenced for seven years by an agreement with the government, Mitnick is now able to provide a full account.
- A glowing foreword was written by Steve Wozniak, co-founder of Apple Inc. and one of the world's most respected computer scientists.
- William Simon is a bestselling coauthor of numerous books, including the *New York Times* bestselling Steve Jobs biography *iCon* (Wiley, 2006) and Kevin Mitnick's previous two books. He lives in California.

KEVIN MITNICK, a one-time "most wanted" criminal of cyberspace, is now a security consultant. He is the author of *The Art of Deception* and *The Art of Intrusion* (Wiley 2/05). He lives in Las Vegas.

Praise for *The Art of Deception*:

"A tour de force...As entertainment, it's like reading the climaxes of a dozen complex thrillers, one after the other. As a security education, it's a great series of cautionary tales."

—*Publishers Weekly*

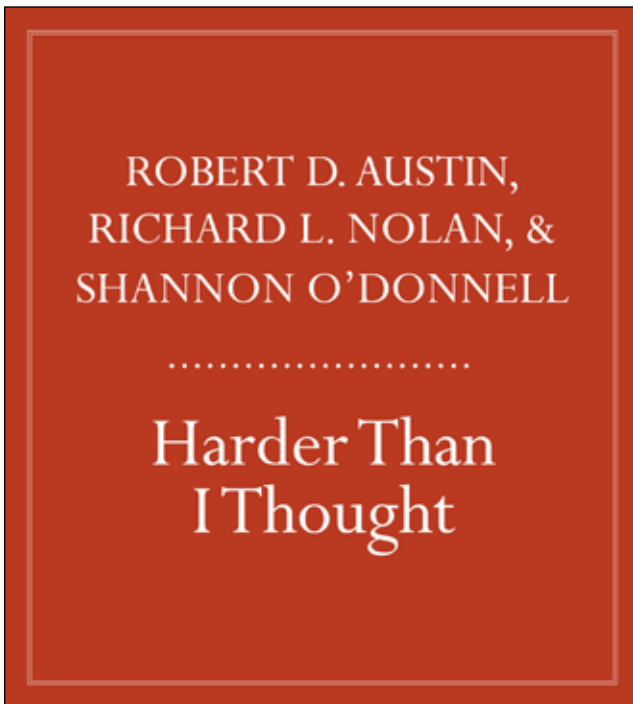
"Finally someone is on to the real cause of data security breaches...Mitnick...reveals clever tricks of the 'social engineering' trade and shows how to fend them off." —*Forbes*

MARKETING & PROMOTION

- Events in Seattle, Silicon Valley, San Francisco, New York
- National media campaign including radio, print, and online interviews
- e-newsletters, social networks
- TheGhostInTheWires.com

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AUGUST 2011



Harder Than I Thought

Adventures of a 21st Century CEO

**ROBERT D. AUSTIN, RICHARD L. NOLAN,
& SHANNON O'DONNELL**

Read by the Don Hagen

A “novel” approach to life as a CEO

Meet Jim Barton—new CEO of Santa Monica Aerospace. Jim’s job won’t be easy: the company’s hemorrhaging cash, struggling to regain investors’ trust after an accounting scandal, and striving to transform its military and manufacturing culture to become a global aerospace integrator.

Jim isn’t real; HARDER THAN I THOUGHT is a novel. But his story—developed in consultation with seasoned, flesh-and-blood CEOs—contains crucial lessons for all chief executives. Walk in Jim’s shoes, and engage in challenges including:

- Formulating and executing strategy
- Cultivating a management team capable of outlier performance
- Working with a multi-generational board
- Managing financial and labor crises
- Fostering a culture of innovation and continuous transformation
- Forging global partnerships
- Making ethical choices in an increasingly transparent environment.

As events in each chapter push Barton to the edge of his abilities, he seeks council from a panel of expert advisors. These collaborative reflections invite you to apply the lessons to your own situation.

Experts agree that many 20th century leadership practices are inadequate to the stormy 21st century present. This engaging and provocative audiobook equips you with the insights you’ll need to rise with the occasion of a rapidly shifting business landscape.

IMPORTANT NOTES

- **EXPERTS IN THEIR FIELD:** The authors hold chaired professorships at top business schools.
- **UNIQUE ANGLE:** This is not a typical book on leadership but a unique look at the life of a fictional CEO....a novel developed by real-life business leaders.

MARKETING & PROMOTION

- Review copy mailing
- National media campaign

ROBERT AUSTIN co-chairs Harvard Business School’s executive education program for CIOs and holds the chaired professorship in Management of Creativity and Innovation at Copenhagen Business School.

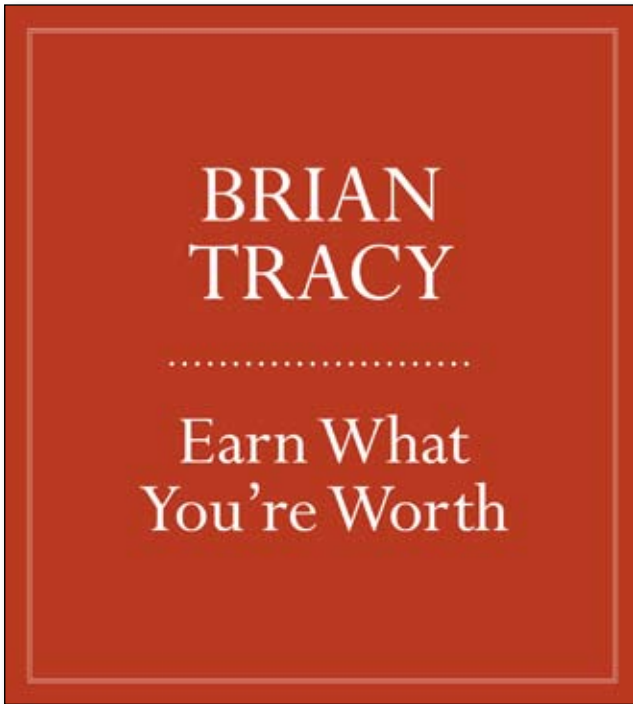
RICHARD NOLAN is William Barclay Harding Professor of Business Administration, Emeritus, at Harvard Business School and holds the Boeing Phillip Condit Chair at the University of Washington.

SHANNON O’DONNELL is a PhD Fellow at Copenhagen Business School and a consultant with Cutter Consortium’s Innovation Practice.

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AUGUST 2011



Earn What You're Worth

How to Maximize Your Income at Any Time in Any Market

BRIAN TRACY

Read by the Author

Bestselling author, Brian Tracy, teaches you to identify and exploit your untapped talent and ability to maximize your income throughout your career.

The most valuable asset each person has is their earning ability, their ability to do something that other people will pay them for. This asset can be valuable and increasing each year, or it can be stagnant and flat.

The greatest financial responsibility of each person is to organize their time and their work so that they earn the most possible throughout their lifetime. This audiobook shows them how.

The listener will learn how to organize his/her life to assure that he/she is earning the very most possible at every stage of his/her career, and continually learning and doing those specific things that make him/her more and more valuable every month and every year.

This audiobook is great for every person who works in any competitive industry (everyone), every staff member or executive who wants to earn more money, every person in job transition, every student entering the workplace, and every unemployed person who wants to get back into the workforce.

IMPORTANT NOTES

- **EXPERT IN HIS FIELD:** Tracy addresses more than 250,000 people each year and is the author of 24 books and over 300 audio and video programs. Over the years he has delivered more than 4,000 presentations and spoken personally to more than 5,000,000 people in 46 countries.
- **BEST-SELLING AUTHOR:** Bestselling audio *Master Strategies*, *Flight Plan*, *Reinvention*, *American Spirit*.
- **PERFECT FORTHE TIMES:** In today's economy with unemployment at an all time high, people need to reassess their skills and they, as well as students, appreciate the expert advice on potential career paths and maximum earnings.

MARKETING & PROMOTION

- Review copy mailing
- National media campaign

Praise for Brian Tracy:

"Brian Tracy's books are a wake-up call to the wonders within us all."

—Harvey Mackay, Author of the #1 *New York Times* bestseller *Swim With the Sharks Without Being Eaten Alive*

One of the world's most widely known business speakers and a leading authority on the development of human potential and personal effectiveness, **BRIAN TRACY** addresses more than 250,000 people each year in corporations large and small, all over the world, on the subjects of strategy, management, personnel selection, hiring, firing, and motivating people. He has worked in 22 different businesses, often starting at the bottom and moving up to the executive suite. He is the founder of Brian Tracy International and is the author of numerous bestselling books and has produced more than 300 audio and video programs.

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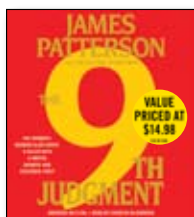
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James Patterson & Maxine Paetro

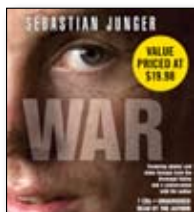
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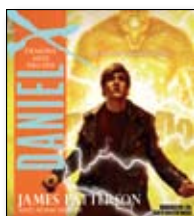
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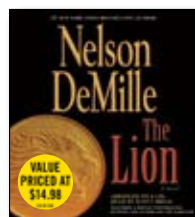
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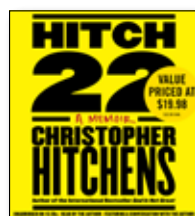
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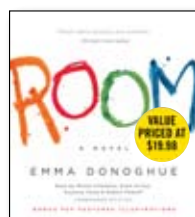
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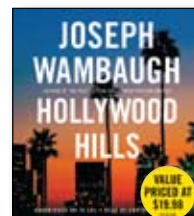
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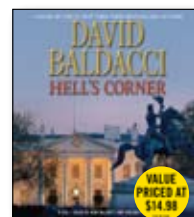
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