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GRAND  
CENTRAL  
PUBLISHING

FALL 2009 \ WINTER 2010



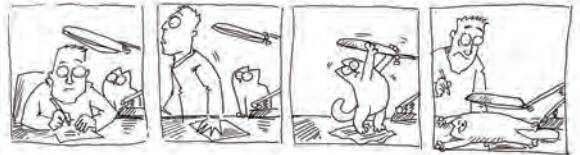
# Simon's Cat

by Simon Tofield

JUST  
Added!

The feline Internet phenomenon makes his way onto the page in this first-ever book based on the popular animated series.

Based on Simon Tofield's animations that have taken YouTube by storm, SIMON'S CAT depicts and exaggerates the hilarious relationship between a man and his cat. The daily escapades of this adorable pet, which always involve demanding more food, and his exasperated but doting owner, come to life through simple black-and-white line drawings. With a huge fan following that is growing even larger by the day, SIMON'S CAT is set to become a major new comic creation.



- Simon Tofield's three short Simon's Cat animations have received 21.9 million hits on YouTube in less than a year!
- As seen by the success of the # 1 *New York Times* bestseller *Dewey* (GCP 2008), books about cats and their relationships with their owners are hugely popular with readers.
- SIMON'S CAT will appeal to fans of *I Can Has Cheezburger?*, a feline-focused Web site that became a *New York Times* bestselling book (Gotham, 2008).
- Simon's Cat has won a number of awards, including YouTube's Blockbuster Award and Best Comedy at the British Animation Awards.



SEPTEMBER 2009 TRADE PAPERBACK  
978-0-446-56066-1 • \$12.99 / NCR  
240 pages • 8 1/2 x 6 • 200 b/w images and  
cartoon strips • Humor/Pets • Rights: U.S.,  
Philippines, Nonexclusive Open Market



GRAND CENTRAL  
PUBLISHING

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WELLNESS  
CENTRAL



BUSINESS  
PLUS



SPRINGBOARD



TWELVE



F A L L 2 0 0 9 / W I N T E R 2 0 1 0

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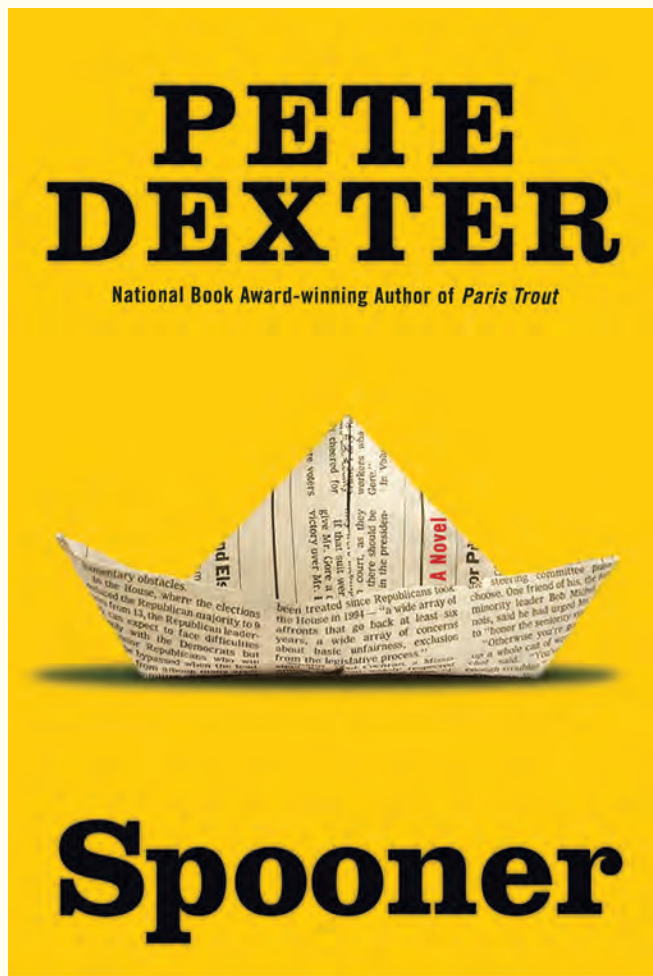
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G R A N D   C E N T R A L   P U B L I S H I N G  
H A R D C O V E R  
F A L L   2 0 0 9 / W I N T E R   2 0 1 0

# Spooner

PETE DEXTER

From Pete Dexter, National Book Award-winning author of *Paris Trout*, comes the novel he was born to write.



978-0-446-54072-8 • \$26.99 (In Canada: \$32.99) • 350 Pages • 6 x 9  
Fiction • Rights: U.S., Canada, and Open Market

An extraordinary, darkly comic story of resilience and love.

Warren Spooner was born after a prolonged delivery in a makeshift delivery room in a doctor's office in Milledgeville, Georgia, on the first Saturday of December, 1956. His father died shortly afterward, long before Spooner had even a memory of his face, and was replaced eventually by a once-brilliant young naval officer, Calmer Ottosson, recently court-martialed out of service. This is the story of the lifelong tie between the two men, poles apart, of Spooner's troubled childhood, troubled adolescence, violent and troubled adulthood and Calmer Ottosson's inexhaustible patience, undertaking a lifelong struggle to salvage his sepsion, a man he will never understand.

“One of the greatest American writers...a storyteller who cuts straight to the nerve.”

—Scott L. Turow

#### PRAISE FOR PETE DEXTER'S NOVELS:

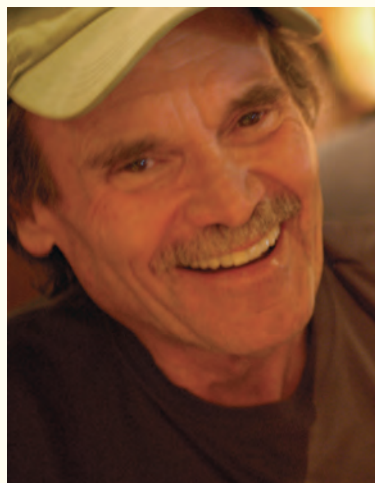
“A masterpiece, complex and breathtaking.”  
—*Los Angeles Times* on *Paris Trout*

“Extraordinary....A formidable achievement....Other writers must now be measured against Pete Dexter.”  
—*San Francisco Chronicle* on *Train*

- Pete Dexter won the National Book Award for Fiction for *Paris Trout* (Random House, 1988), two Penn West Awards for Best Novel of the Year (*Paris Trout* and *The Paperboy*, Random House, 1995), and the *Los Angeles Times* Book Prize for Best Novel (*Train*, Doubleday, 2003).
- Before becoming a novelist, he was a columnist for the *Philadelphia Daily News* and the *Sacramento Bee*.
- Dexter began writing fiction after an improperly administered anesthetic left him conscious during surgery on an operating table in 1981, the result of a now-famous altercation with perhaps two dozen armed citizens of an area of Philadelphia called Devil's Pocket.

#### Excerpt from SPOONER:

*Spooner was born a few minutes previous to daybreak in the historic, honeysuckled little town of Milledgeville, Georgia, in a make-shift delivery room put together in the waiting area of the medical offices of Dr. Emil Woods, across the street from and approximately in the crosshairs of a cluster of Confederate artillery pieces guarding the dog-spotted front lawn of the Greene Street Sons of the Confederacy Retirement Home. It was the first Saturday of December, 1956, and the old folks' home was on fire.*



CASEY DEXTER-HESE

PETE DEXTER lives in Puget Sound, Washington.

#### MARKETING

##### ADVERTISING

- Print advertising in the *New York Times Book Review*, *Los Angeles Times*, *San Francisco Chronicle Book Review*, *The New Yorker*
- Holiday gift book catalogs

##### PUBLICITY

- Select author appearances
- Book video
- National print and online media campaign

##### PROMOTION

- Advance Reading Copies
- Online Reading Group Guide

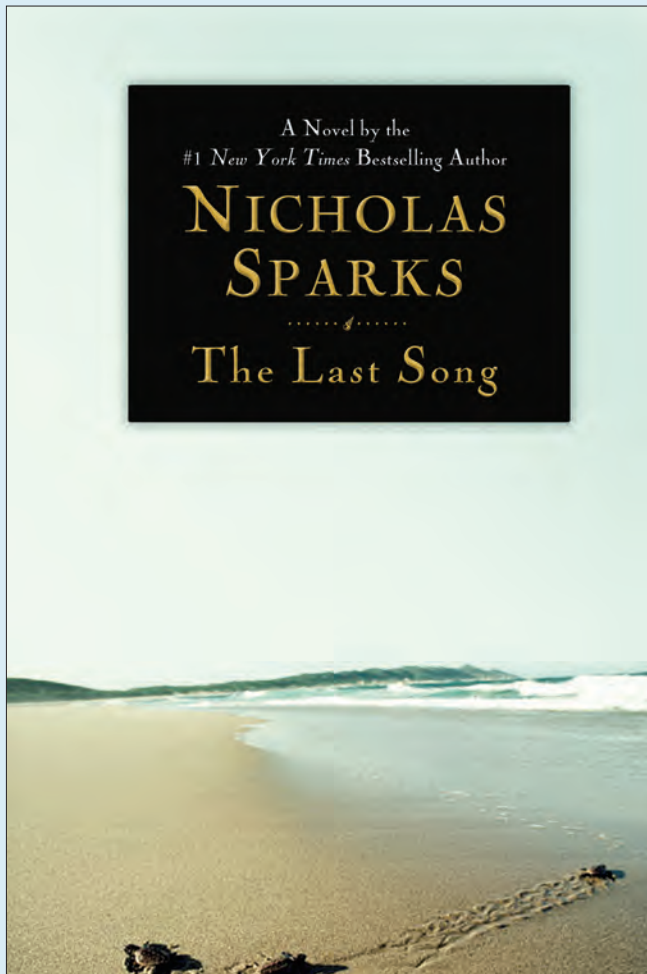
##### WEB MARKETING

- e-card, e-newsletters, reading groups, literary and Southern-interest bloggers giveaways, social networks

# The Last Song

NICHOLAS SPARKS

**#1 bestselling author Nicholas Sparks pens a new novel—and major feature film role—for teen-star Miley Cyrus!**



In the tradition of his beloved best-seller *A Walk To Remember*, Nicholas Sparks delivers a compelling family drama centered around a rebellious teenage girl's romantic awakening... and first encounter with heartbreak.

Seventeen year old Veronica “Ronnie” Miller’s life was turned upside-down when her parents divorced and her father moved from New York City to Wilmington, North Carolina. Three years later, she remains angry and alienated from her parents, especially her father...until her mother decides it would be in everyone’s best interest if she spent the summer in Wilmington with him. Ronnie’s father, a former concert pianist and teacher, is living a quiet life in the beach town, immersed in creating a work of art that will become the centerpiece of a local church. The tale that unfolds is an unforgettable story about love in its myriad forms—first love, the love between parents and children—that demonstrates, as only a Nicholas Sparks novel can, the many ways that deeply felt relationships can break our hearts...and heal them.

978-0-446-54756-7 • \$24.99 (In Canada: \$29.99) • 336 Pages • 5 ½ x 8 ¼  
Fiction • Rights: U.S., Canada, and Open Market

**Hachette Audio:**

Abr. CD: 978-1-60024-638-8 • \$22.98 (In Canada: \$27.98)  
Unabr. CD: 978-1-60024-640-1 • \$39.98 (In Canada: \$49.98)

**Large Print Edition:**

978-0-446-54915-8 • \$26.99 (In Canada: \$32.99)

PRAISE FOR NICHOLAS SPARKS:

“Nicholas Sparks...will not let you go.”

—Dallas Morning News

“Sparks knows how to tug at a reader’s heartstrings.”

—Chicago Sun-Times



ALICE M. ARTHUR

NICHOLAS SPARKS lives with his wife and children in North Carolina.

- Fans can look forward to the forthcoming Disney film of THE LAST SONG, starring Miley Cyrus. The project will be produced by Disney-based *Hairspray* director Adam Shankman and Jennifer Gibgot.
- Sparks's previous novel, *The Lucky One*, (GCP hardcover, 978-0-446-57993-3, 9/08) debuted at #1 on the *New York Times*, *The Wall Street Journal*, and *Publishers Weekly* bestseller lists. It has sold over 1.2 million copies in hardcover to date.
- *The Choice*, (GCP hardcover, 978-0-446-57992-6, 9/07) debuted on both the *New York Times* (#2) and *USA TODAY* (#1) bestseller lists. It has sold over 1.5 million copies in hardcover and paperback print combined.
- Nicholas Sparks's novels translate to big screen success. The film version of *The Notebook* (GCP, 10/96) was a huge hit, grossing over \$80 million in the U.S. alone, and selling an estimated 9 million copies in DVD format to date. Film rights to *The Lucky One* sold to Warner Bros. shortly after the book's publication in 9/08. The 9/08 film version of *Nights in Rodanthe* (GCP, 9/02), starring Diane Lane and Richard Gere, has already grossed \$41 million in the US alone. *Dear John* wrapped shooting in 12/08 and stars Channing Tatum and Amanda Seyfried.
- With well over 50 million copies of his books in print worldwide and an astonishing eight #1 *New York Times* bestsellers to his credit, the demand for Sparks's novels is stronger than ever.

## MARKETING

### ADVERTISING

- Television advertising in New York, Los Angeles, Washington, DC, Minneapolis, Seattle, Philadelphia, Detroit, Chicago, Boston, on national cable, and on CNN Airport Network
- Radio advertising in New York, Los Angeles, Washington, DC, Chicago
- Print advertising in the *New York Times Book Review*, *People*, *All You*
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- 10-city author tour
- National print and online media campaign

### PROMOTION

- 16-copy floor display with special riser: 978-0-446-55769-6 • \$399.84/\$447.84
- 14-copy mixed floor display with special riser (12 bks/2 Unabr. CDs): 978-0-446-55771-9 • \$379.84/\$459.84

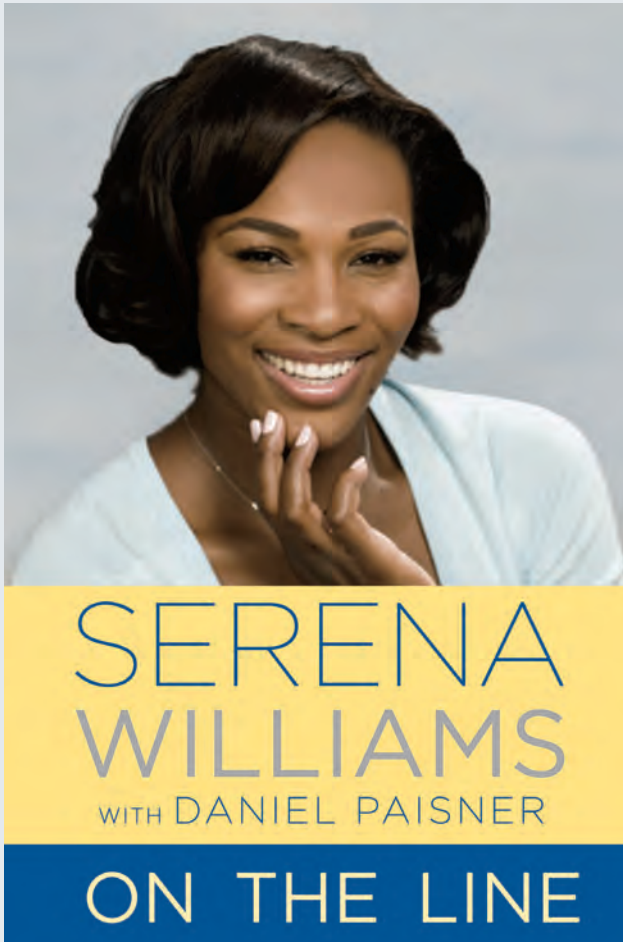
### WEB MARKETING

- e-newsletters, e-cards, women's-interest, Sparks fans, and book review bloggers giveaways, social networks
- NicholasSparks.com

# On the Line

SERENA WILLIAMS WITH DANIEL PAISNER

Tennis legend Serena Williams shares her extraordinary life story in this motivational memoir.



(Cover not final)

978-0-446-55366-7 • \$26.99 (In Canada: \$32.99) • 320 Pages  
16-page photo insert • 6 x 9 • Memoir • Rights: U.S., Canada, and  
Open Market

**Hachette Audio:**

Unabr. CD: 978-1-60024-857-3 • \$34.98 (In Canada: \$41.98)

With tenacity and grit, Serena Williams has climbed back to #1 and now inspires everyone to be their best.

One of the biggest stars in tennis, Serena Williams has already captured every major title, including the 2008 U.S. Open Women's Singles Championship—and a world ranking of #1. Now, for the first time, she takes an empowering look at her path from a poor childhood in Compton, California, to becoming the top women's tennis player in the world. Here she candidly explores the personal challenges she faced along the way: her early days training with her father on public tennis courts; the racism she overcame; injuries that threatened to derail her career; the devastating tragedy that nearly destroyed her family—and her current roles as philanthropist, successful fashion designer, media personality, and role model. Through these remarkable stories from her life, Serena will offer motivation and inspiration to readers everywhere.

- Serena Williams is an international tennis phenomenon and role model. She has won 10 Grand Slam singles titles, two Olympic gold medals, and most recently regained her #1 ranking winning the 2008 U.S. Open Women's Singles Championship and 2009 Australian Open Women's Singles and Doubles Championships. She is the highest paid female athlete, worth \$23 million.
- A well known media personality, Williams is a frequent guest on talk shows, including *The Late Show with David Letterman*, *The Tonight Show with Jay Leno*, *Jimmy Kimmel Live*, *Late Night with Conan O'Brien*, *The View*, *Today*, *Good Morning America*, *CBS News This Morning*, and *LIVE with Regis and Kelly*. She has also been featured on the covers of dozens of national magazines.
- Fans of the acclaimed *You Cannot Be Serious* by John McEnroe (Putnam, 2002) and *Quiet Strength* by Tony Dungy (Tyndale, 2007) will love ON THE LINE.
- Williams launched her clothing line, Aneres, in September 2004 and will release her new line of accessories, Serena Williams Signature Line, in April 2009. She also endorses Nike, Proactiv®, Wilson®, Hewlett Packard, Mission Product™, and Oreo® products.
- Serena Williams lives in Palm Beach Gardens, Florida.
- Daniel Paisner has collaborated on seven *New York Times* bestsellers, including Denzel Washington's *A Hand to Guide Me* and Whoopi Goldberg's *Book*. He lives in Port Washington, New York.

Excerpt from ON THE LINE:

*During the 2008 U.S. Open, a reporter asked me an interesting question. She was looking over my history with Venus in all these Grand Slam events, and she asked me how many more titles I might have won if Venus had not loomed in my path on so many occasions. It was a reasonable question. Venus had knocked me from a Grand Slam five times, twice in the finals, so just going by the numbers I could see where the reporter was going with this line of thought. Without hesitating I said, "I don't think I would have won nearly as many."*



QUINN ROONEY/GETTY

## MARKETING

### ADVERTISING

- Major radio promotion
- Print advertising in the *New York Times*, *Los Angeles Times*, *USA TODAY*, *People*, *Sports Illustrated*, *Publishers Weekly*
- Transit advertising in New York
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Select author appearances
- Television and radio satellite tours
- National print and online media campaign

### PROMOTION

- 8-copy floor display with life-size cutout: 978-0-446-55779-5 \$215.92/\$263.92
- Consumer contest giveaways

### WEB MARKETING

- e-card, e-newsletters, slideshow, consumer contest, women's and men's interest, sports/tennis, African American, and entertainment bloggers giveaways, social networks

# Hope for Animals and Their World

How Endangered Species Are Being Rescued from the Brink

JANE GOODALL WITH THANE MAYNARD AND GAIL HUDSON

Through fascinating success stories of endangered species that have beat the odds, world-renowned scientist and bestselling author Jane Goodall delivers a message of hope for the future.



(Final cover to come)

978-0-446-58177-6 • \$26.99 (In Canada: \$32.99)

256 Pages • Two 16-page color inserts • 6 x 9

Nonfiction/Animals • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *San Francisco Chronicle Book Review*, *Cincinnati Enquirer*, *People*
- Online advertising
- Radio sponsorship on NPR
- Holiday gift book catalogs

### PUBLICITY

- National media campaign, including confirmed *Good Morning America* appearance
- Author events in New York, San Francisco, Washington, DC
- Local author publicity in Cincinnati
- National print and online media campaign

### WEB MARKETING

- e-card, e-newsletters, Goodall fans and animal conservation bloggers giveaways, social networks
- JaneGoodall.com

With the insatiable curiosity and conversational prose that have made her a bestselling author, Jane Goodall—along with Cincinnati Zoo Director Thane Maynard—shares fascinating survival stories about the American Crocodile, the California Condor, the Black-Footed Ferret, and more; all formerly endangered species and species once on the verge of extinction whose populations are now being regenerated. Interweaving her own first-hand experiences in the field with the compelling research of premier scientists, Goodall shines a light not only on the heroic efforts of dedicated environmentalists, but on the truly critical need to protect the habitats of these beloved species. At once a celebration of the animal kingdom and a passionate call to arms, *HOPE FOR ANIMALS AND THEIR WORLD* presents an uplifting, hopeful message for the future of animal-human coexistence.

- *HOPE FOR ANIMALS AND THEIR WORLD* will include two 16-page full color photo inserts.
- *Reason for Hope* (Warner, 9/99), Goodall's spiritual autobiography, was a *New York Times* bestseller with over 315,000 copies in hardcover and trade paperback print combined.
- Dr. Goodall is a featured speaker throughout the world. On her annual 30-city tour through North America, she addresses over 60,000 listeners and sells between 500 to 1,000 copies of her backlist titles at each presentation. She is the founder of the Jane Goodall Institute, a growing, global nonprofit that empowers individuals to take informed and compassionate action to improve the environment for all living things.
- Cincinnati Zoo Director Thane Maynard is the author of 13 books and host of NPR's daily show, *The 90 Second Naturalist*.

## PRAISE FOR JANE GOODALL:

**"The world's most famous, and perhaps most beloved, female scientist."**

—*Publishers Weekly*

### Hachette Audio:

Unabr. CD: 978-1-60024-868-9  
\$39.98 (In Canada: \$49.98)

### Large Print on Demand:

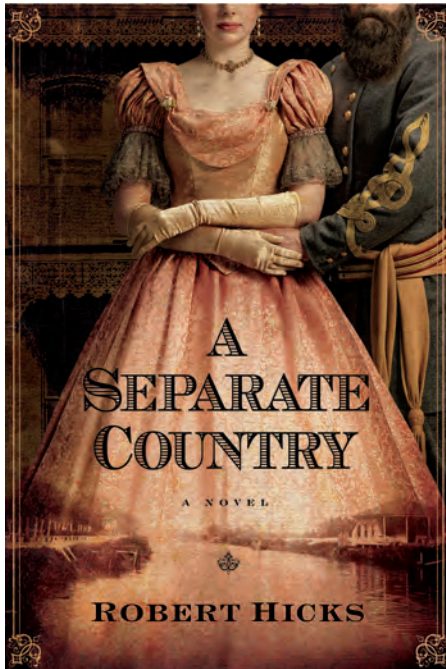
978-0-446-55994-2  
\$26.99 (In Canada: \$32.99) • TP

JANE GOODALL lives in Bournemouth, England.

# A Separate Country

ROBERT HICKS

The *New York Times* bestselling author of *The Widow of the South* returns to the post-Civil War South in a new novel based on the remarkable life of Confederate General John Bell Hood.



978-0-446-58164-6 • \$25.99 (In Canada: \$31.99)  
432 Pages • 6 x 9 • Fiction • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *San Francisco Chronicle Book Review*, *Boston Globe*, *Washington Post*, *Los Angeles Times*, *Chicago Tribune*, Southern newspapers
- Online advertising
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Author tour
- Book video
- National print and online media campaign

### PROMOTION

- Advance Reading Copies
- Online Reading Group Guide

### WEB MARKETING

- e-card, e-newsletters, reading groups, historical fiction, Civil War and New Orleans-interest bloggers giveaways, social networks

Set in New Orleans in the years after the Civil War, *A SEPARATE COUNTRY* is based on the incredible life of John Bell Hood, arguably one of the most controversial generals of the Confederate Army—and one of its most tragic figures. Robert E. Lee promoted him to major general after the Battle of Antietam. But the Civil War would mark him forever. At Gettysburg, he lost the use of his left arm. At the Battle of Chickamauga, his right leg was amputated. Starting fresh after the war, he married Anna Marie Hennen and fathered 11 children with her, including three sets of twins. But fate had other plans. Crippled by his war wounds and defeat, ravaged by financial misfortune, Hood had one last foe to battle: Yellow Fever. *A SEPARATE COUNTRY* is the heart-rending story of a decent and good man who struggled with his inability to admit his past failures—and the story of those who taught him to love, and to be loved, and transformed him.

- An instant *New York Times* bestseller, *The Widow of the South* (GCP, 978-0-446-50012-8, 8/05) also hit *The Wall Street Journal*, *Washington Post*, *USA TODAY*, *Los Angeles Times*, *San Francisco Chronicle*, *Denver Post*, and *Publishers Weekly* bestseller lists and has sold more than 381,000 hardcover and paperback copies combined. It will be published for the first time in mass market in September 2009.
- Readers respond strongly to stories of love and survival set against the Civil War, as evidenced by the *New York Times* bestseller *Cold Mountain* (Atlantic Monthly Press, 1997), which was adapted into an Academy Award-winning film starring Renée Zellweger, Nicole Kidman, and Jude Law.

### PRAISE FOR ROBERT HICKS' *THE WIDOW OF THE SOUTH*:

"Perhaps the best Civil War novel since *Cold Mountain*."

—*Providence Journal*

### Hachette Audio:

Unabr. CD: 978-1-60024-762-0 • \$39.98 (In Canada: \$49.98)

### Large Print Edition:

978-0-446-54715-4 • \$27.99 (In Canada: \$34.99)

Also available in trade paperback:



HERMAN ESTEVEZ



*The Widow of the South*  
978-0-446-69743-9  
\$14.99/\$18.99

ROBERT HICKS lives in Tennessee.

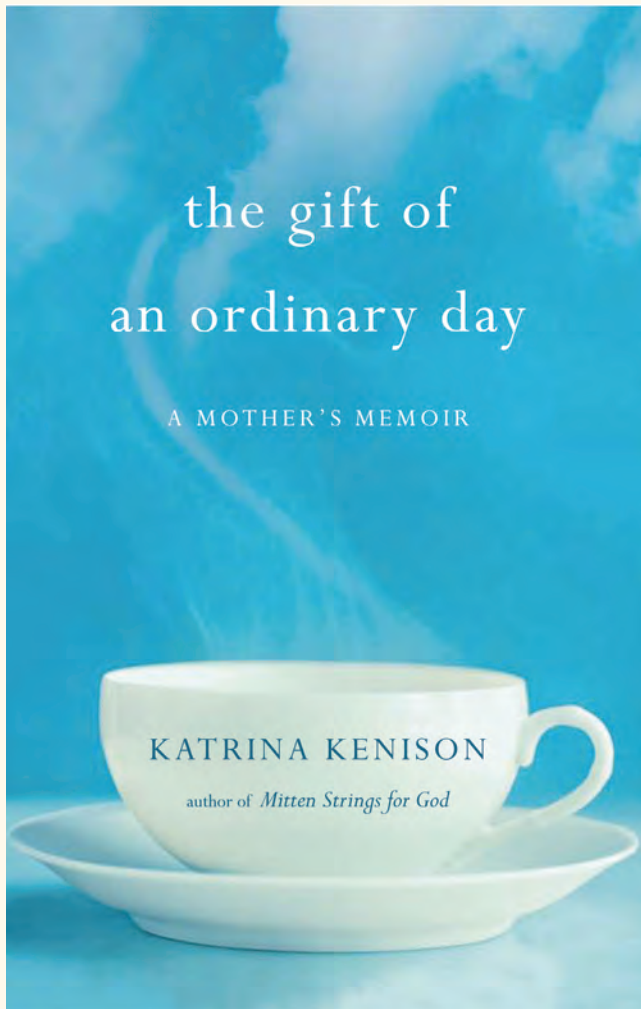
# The Gift of an Ordinary Day

A Mother's Memoir

KATRINA KENISON

“Kenison writes so beautifully and clearly about what is most important in family life.”

—Jane Hamilton, author of *A Map of the World* and *Laura Rider's Masterpiece*



978-0-446-40948-3 • \$23.99 (In Canada: \$28.99) • 272 Pages  
5 ½ x 8 ¼ • Memoir • Rights: World

**Hachette Audio:**

Unabr. CD: 978-1-60024-733-0 • \$29.98 (In Canada: \$35.98)

**Large Print on Demand:**

978-0-446-55995-9 • \$23.99 (In Canada: \$28.99) • TP

Through her own story of midlife upheaval, the author of the beloved *Mitten Strings for God* invites mothers to rediscover the wonder of ordinary days with their families as they approach the “letting go” that comes with raising teenagers.

THE GIFT OF AN ORDINARY DAY is an intimate memoir of a family in transition—boys becoming teenagers, careers ending and new ones opening up, an attempt to find a deeper sense of place, and a slower pace, in a small New England town. It is a story of midlife longings and discoveries, of lessons learned in the search for home and a new sense of purpose. Poised on the threshold between family life as she’s always known it and her older son’s departure for college, Kenison is surprised to find that the times she treasures most are the ordinary, unremarkable moments of everyday life, the very moments that she once took for granted, or rushed right through without noticing at all. The relationships, hopes, and dreams that Kenison illuminates will touch women’s hearts, and her words will inspire mothers everywhere as they try to make peace with the inevitable changes in store.

- Katrina Kenison's *Mitten Strings for God* (GCP, 978-0-446-52531-2, 4/00) has sold more than 108,000 hardcover and trade paperback copies combined and received tremendous praise from *Dallas Morning News*, *Christian Science Monitor*, and *Publishers Weekly*, among other publications. Foreign rights were sold in Australia, France, Germany, Israel, Japan, South Korea, Spain, Sweden, and the U.K.
- The late-teens demographic is at an all-time high, and Kenison's enlightening book will appeal to mothers grappling with their own emotions as they reach mid-life and parent teenagers who are under pressure to achieve so much at a young age.
- The author has written for *O*, *The Oprah Magazine*, *Real Simple*, *Family Circle*, *Redbook*, *Better Homes and Gardens*, and *Health*, among other publications, and was the series editor for 16 years of *The Best American Short Stories* (Houghton Mifflin, 1990-2006).



STEVE LEWERS

KATRINA KENISON lives in New Hampshire.

### Excerpt from THE GIFT OF AN ORDINARY DAY:

*With my children on the brink of adolescence, I longed for something I could scarcely name, but that our orderly, well-defined life no longer seemed to provide. Watching my sons growing and changing so visibly, almost from one day to the next, I sensed something inside me breaking loose and changing as well...*

*I didn't want to leave my marriage or quit my job. I had no interest in a makeover or a sports car, and we couldn't afford a second home. And yet I was beginning to understand the reckless impulses that drive so many of us at midlife headlong into mysteries and mistakes, new identities and unlikely adventures. If some essential part of me was already disappearing as my children moved into increasingly wider orbits, well then, I wanted to reach out and claim something else to take its place. Freedom was one word for it; I nursed a new, uncharacteristic itch for more space, empty roads, and dark night skies.*

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *All You*
- Online advertising
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Radio satellite tour
- National print and online media campaign

### PROMOTION

- Advance Reading Copies
- 6-copy counter display with special riser: 978-0-446-55775-7 \$143.94/\$173.94
- Bound-in Reading Group Guide
- Online Reading Group Guide

### WEB MARKETING

- e-newsletters, mommy and faith-based bloggers giveaways, social networks

Also available in trade paperback:

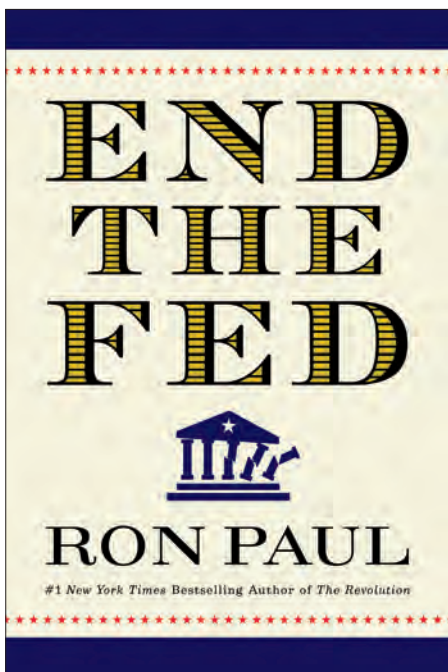


*Mitten Strings for God*  
978-0-446-67693-9  
\$11.95/\$16.95

# End the Fed

RON PAUL

Ron Paul—Texas Congressman, presidential candidate, and #1 bestselling author—returns with a compelling argument about why our broken economy cannot be fixed without first acknowledging the 800-lb gorilla in the room: the Federal Reserve.



978-0-446-54919-6 • \$21.00 (In Canada: \$26.00)  
170 Pages • 5 ¼ x 8 • Politics • Rights: World

#### Hachette Audio:

Unabr. CD: 978-1-60024-866-5  
\$26.98 (In Canada: \$32.98)

#### Large Print on Demand:

978-0-446-55997-3  
\$21.00 (In Canada: \$26.00) • TP

#### MARKETING

##### ADVERTISING

- Online advertising

##### PUBLICITY

- National media campaign
- Select author appearances
- National print and online media campaign

##### WEB MARKETING

- e-card, e-newsletters, social networks
- CampaignForLiberty.com

Over 4,000 students gathered at the University of Michigan to hear Republican Party candidate Ron Paul speak. As he began to address the topics of monetary policy and the coming depression, a chant rose from the crowd, “End the Fed! End the Fed!” As dollar bills were lit on fire and thrown into the night skies, it became clear that the real problem, one that nobody in the media was talking about, was the central bank—an unconstitutional entity and apolitical, economic, and moral disaster. Most people don’t give a second thought to the Federal Reserve, but they should. In *END THE FED*, Ron Paul argues that the Fed is both corrupt and dangerously autonomous, inflating currency today at nearly a Weimar or Zimbabwe level. What most people don’t realize is that the Fed is actually working against their own personal interests. Ron Paul’s urgent appeal tells us how we went wrong and what we need to do to fix America’s economic structure for future generations.

- Ron Paul's previous hardcover, *The Revolution* (GCP, 978-0-446-53751-3, 4/08), was a surprise smash in Spring 2008. It hit #1 on the *New York Times* bestseller list and remained on the list for 19 weeks. It also hit *The Wall Street Journal*, *Washington Post*, *Los Angeles Times*, *USA TODAY*, and *Publishers Weekly* bestseller lists, and has shipped more than 170,000 hardcover copies. A revised hardcover with a new chapter and appendix will be published in 2009.
- 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*, *The Late Show with David Letterman*, *The Daily Show with Jon Stewart*, *Real Time With Bill Maher*, 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.

#### PRAISE FOR *THE REVOLUTION*:

**"The real truth about Liberty. This book takes a wrecking ball to the political establishment. Senator Goldwater would have loved it—it's *The Conscience of a Conservative for the 21st century.*"**

—Barry M. Goldwater, Jr., former member of Congress



PHILIP LUKE CHICOINE

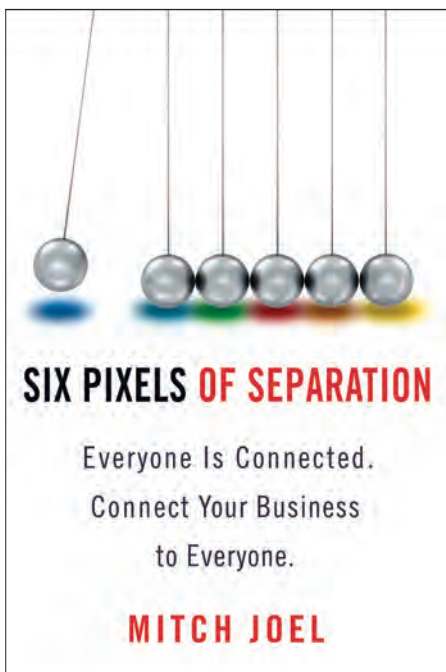
CONGRESSMAN RON PAUL (R-TX) lives in Lake Jackson, Texas.

# Six Pixels of Separation

Everyone is Connected. Connect Your Business to Everyone.

MITCH JOEL

Finally, the book 21<sup>st</sup> century entrepreneurs have been waiting for—the inner secrets highly successful internet capitalists use to expand business and to reach global audiences.



978-0-446-54823-6 • \$26.99 (In Canada: \$32.99)  
302 Pages • 6 x 9 • Business • Rights: World

#### Gildan Audio:

Unabr. CD: 978-1-59659-378-7  
\$29.98 (In Canada: \$35.98)

The Internet is a marketing gold mine for today's entrepreneurs—but how do you cut through all the cyber-clutter to take advantage of it? Digital marketing expert Mitch Joel takes on the fascinating world of today's marketing from a whole new perspective, unifying the concepts of Personal Branding, Digital Marketing, and Entrepreneurship. Specific case studies provide readers with a complete set of tools and insights into how successful businesses reach their target audience online with just a few clicks of the mouse—and almost all of them for free. As Personal Brands become bigger than corporate brands, *SIX PIXELS OF SEPARATION* will explain the “how” and “why” certain entrepreneurs have used the Internet to propel their product. From viral loops to social networking, this book is mandatory reading for anybody who wants to expand their business.

- *Marketing Magazine* has dubbed Joel the “Rock Star of Digital Marketing.” As the President of Twist Image, an award-winning multi-million dollar Digital Marketing agency, he's viewed as one of the world's top online marketing experts, specializing in entrepreneurial ventures.
- Joel is an active speaker for corporate clients such as Starbucks, Microsoft, Kraft, Unilever, and Visa. He was sought by Google to explain online marketing to top brands, including Wal-Mart, Costco, Macy's, and Sephora.

## MARKETING

### ADVERTISING

- Print advertising in *The New Yorker*
- Online advertising

### PUBLICITY

- National media campaign
- Tie in to speaking schedule
- National print and online media campaign

### WEB MARKETING

- e-card, e-newsletters, viral campaign about who's connected to whom, Seth Godin, Chris Brogan, and other top bloggers giveaways, social networks



LEDA & ST-JACQUES

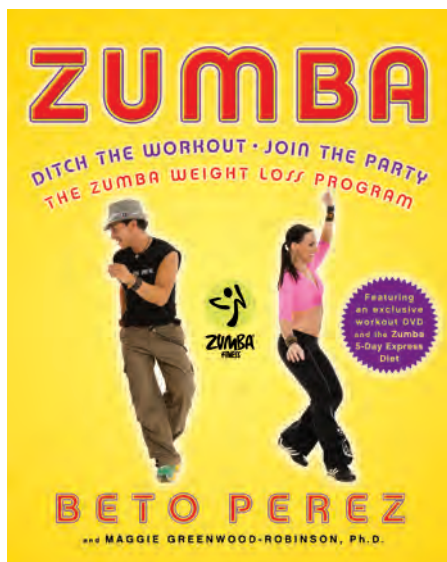
MITCH JOEL lives in Montreal, Canada.

# Zumba®

Ditch the Workout, Join the Party: the Zumba Weight Loss Program

BETO PEREZ AND MAGGIE GREENWOOD-ROBINSON, PhD

Now the bestselling Latin-inspired workout program that has helped millions get fit expands its brand into a complete diet and fitness plan.



(Cover not final)

978-0-446-54612-6 • \$24.99 (In Canada: \$29.99)

320 Pages • 120 b & w photos • 7 x 9 • Diet/Fitness

Rights: U.S., Canada, and Open Market

Zumba is the fitness phenomenon that is taking the country by storm, with fun, easy-to-follow dance moves set to hot Latin beats that help people shed pounds and inches. Inspired by the traditional cumbia, salsa, samba, and merengue, Zumba tones and shapes the body using principles of interval and resistance training, and burns between 700 and 1,000 calories per hour. That's an average of about a fifth of a pound! The book offers a complete workout and exclusive instructional DVD with 60 minutes of music. And it features the Zumba 5-day Express Diet to jump-start weight loss (up to 9 lbs in 5 days!) and 14 days worth of fat-burning meal plans to help target the tummy and thighs. With no counting or deprivation, Zumba has once again revolutionized getting in shape.

- Featured on *Today* and CNN, and in the *New York Times* and *Washington Post*, Zumba is more than a workout trend, it's a growing brand, and one of the fastest-growing fitness crazes in the country. More than 3.5 million DVDs have been sold to date through infomercials.
- Four million people in 40 countries are practicing Zumba, and 25,000 instructors have been trained to teach it, comprising a built-in sales force for the book.
- The book includes meal plans, recipes, and an exclusive instructional CD/DVD featuring celebrity fitness trainer Beto Perez, and 60 minutes of Latin music for a total Zumba workout.
- Beto Perez has choreographed dance routines for high-profile performers, including Shakira, and launched Zumba in the U.S. in the late 90s. Maggie Greenwood-Robinson, PhD, is a leading health and medical writer, and bestselling author of *The Biggest Loser*, (Rodale, 2005) among others.

## MARKETING

### ADVERTISING

- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Tie in to national Zumba conference, September 2009
- National print and online media campaign

### WEB MARKETING

- e-newsletters, Zumba fans/instructors and health & fitness bloggers giveaways, social networks



BETO PEREZ lives in Miami, Florida. MAGGIE GREENWOOD-ROBINSON, PhD, lives in Dallas, Texas.

# Cheating Death

SANJAY GUPTA, MD

Dr. Sanjay Gupta, bestselling author and celebrated medical journalist, returns with a fascinating exploration of the very thin line between life and death.



(Final cover to come)

978-0-446-50887-2 • \$24.99 (In Canada: \$29.99)  
288 Pages • 5 ½ x 8 ¼ • Health • Rights: World

#### Hachette Audio:

Unabr. CD: 978-1-60024-795-8  
\$34.98 (In Canada: \$41.98)

#### Large Print Edition:

978-0-446-55800-6 • \$26.99 (In Canada: \$32.99)

## MARKETING

### ADVERTISING

- Print advertising in *The Wall Street Journal*, *USA TODAY*, *People*
- National media campaign
- Online advertising

### PUBLICITY

- National media campaign
- Television and radio satellite tour
- New York and Atlanta publicity
- Book video
- National print and online media campaign

### WEB MARKETING

- e-newsletters, Gupta fans bloggers giveaways, social networks

A 12-week-old unborn baby with a fatal heart defect. A skier who was submerged for over an hour in a frozen Norwegian lake. A comatose brain surgery victim. A teenager with four rapidly expanding brain tumors. Twenty years ago all four would've had little or no chance of living. But today, with the incredible new advances in the sciences of human survival, each one of these would-be fatalities is now living a healthy, productive life. In **CHEATING DEATH**, Dr. Gupta chronicles the emerging science behind these medical miracles, made possible by a new breed of doctors who refuse to accept that any life is "lost." He draws on extensive case files and unprecedented access to breaking news to show readers the latest technological developments that are changing our understanding of the human body's miraculous capabilities. Through deeply personal stories of triumph, Dr. Gupta completely turns on its head our definition of the boundaries of the beginning and end of human life.

- Dr. Gupta's *Chasing Life* (Wellness Central, 4/07) was a *New York Times*, *The Wall Street Journal*, and *Publishers Weekly* bestseller, and has sold more than 65,000 copies in combined print. The book and the author were featured on *Good Morning America*, *Larry King Live*, and *Anderson Cooper 360*.
- CNN has committed to a one-hour special called *Cheating Death* that will coincide with the book's publication. **CHEATING DEATH** will also be promoted in a 3-5 part series on CNN's *American Morning*, the author's own weekend show—*House Call with Dr. Sanjay Gupta*, and on CNN.com.
- Dr. Gupta is a practicing neurosurgeon at Emory University and Associate Chief of Service at Grady Memorial Hospital in Atlanta. He is a columnist for *Time* magazine, Chief Medical Correspondent at CNN, and is a contributor to *60 Minutes*.

### PRAISE FOR CHASING LIFE:

**"Sensible, evidence-based advice for living a long and healthy life."**

—Dr. Andrew Weil

**"This book is probably the closest we'll get to a map to the fountain of youth."**

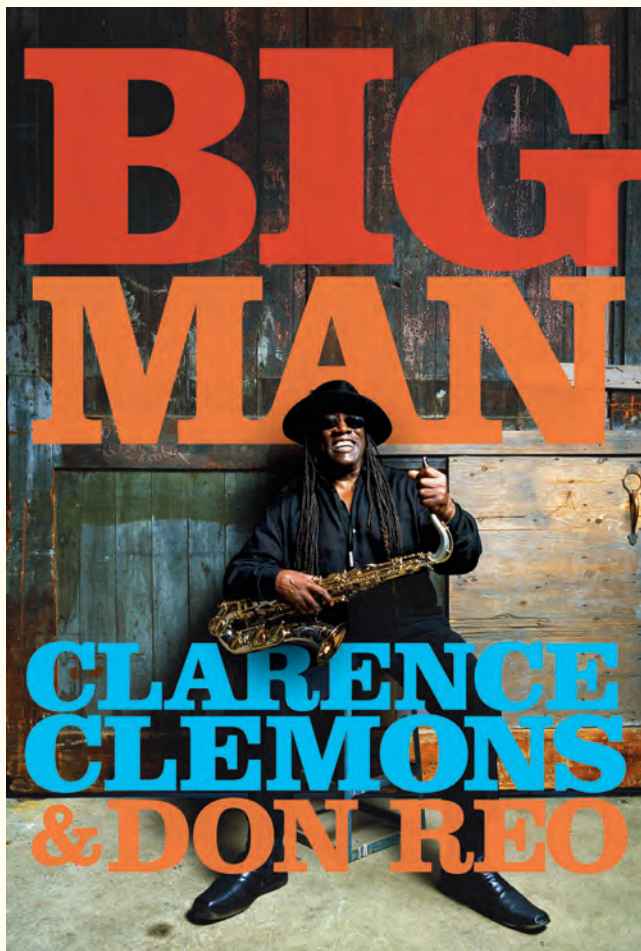
—Lance Armstrong

SANJAY GUPTA, MD, lives in Atlanta, Georgia.

# Big Man

CLARENCE CLEMONS AND DON REO

“When the change was made uptown and the Big Man joined the band, from the coastline to the city all the little pretties raise their hands.” —Bruce Springsteen, “Tenth Avenue Freeze-out”



978-0-446-54626-3 • \$26.99 (In Canada: \$32.99) • 366 Pages  
Two 8-page color photo inserts • 6 x 9 • Memoir/Music  
Rights: World English

**Hachette Audio:**

Unabr. CD: 978-1-60024-747-7 • \$34.98 (In Canada: \$41.98)

For the first time ever, the exclusive inside story of Mr. Clarence “Big Man” Clemons, his life before, during, and beyond the E-Street Band, including unbelievable, never-before-told adventures with Bruce Springsteen.

Legend #1: Clarence Clemons and Bruce Springsteen roared toward the city in a muscled up '69 Chevy with Hideki Matsui sitting silently in the back seat. They decided to pull over for a pizza in New Haven. Their waitress, the owner's daughter, was named Rosie. After the meal, the owner refused to charge them, so Clarence left a large tip. Rosie caught up with them as they were leaving. “You left too much money,” she said. “No I didn't,” said Clarence. “Oh my God,” she said. “Thank you so much. This will go toward the car I need.” Two weeks later, when Rosie ended her shift, she found the '69 Chevy parked at the curb with a big pink bow on the roof. The card taped to the steering wheel said: “Our advice is to sell it on E-Bay and buy a Prius. All the best, Clarence and Bruce.” This is just one of the Big Man's fascinating legends that have never been told—until now! *BIG MAN* is *the* must-have book for anyone who has ever heard of Clarence Clemons, or Bruce Springsteen and the E Street Band.

## PRAISE FOR CLARENCE CLEMONS:

**"Take me to the Big Man!"**

—Sean Connery

**"You want to be him but you cannot. Because in all the world there is but one Clarence 'Big Man' Clemons."**

—Bruce Springsteen



VICTORIA CLEMONS

DON REO lives in Los Angeles.  
CLARENCE CLEMONS lives in Florida.

- **BIG MAN** is the first book written by a member of the E-Street Band, one of music's most reticent groups. It has been eagerly awaited by Springsteen/Clemons fans and will be the talk of the music world. It contains insights and observations from both on and off the road made by both Clarence and Don under extraordinary circumstances. Stories not only from backstage, but from inside the limo, the jet, and hotel suites around the world.
- Exclusively for this book, Clarence Clemons tells astounding true tales of life on the road. He and Reo also spin their own legendary yarns to add to the already mystical lore of E Street. There are stories in this book even the most dedicated fan has never heard before and a few they couldn't even imagine. Clarence and Don have woven a patchwork quilt of truth and fiction that is truly groundbreaking. There has never been a book quite like this before.
- **BIG MAN** contains two full-color, 8-page photo inserts that chronicle Clarence's life from his early days to the current tour. They come straight from Clemons's archives and none have ever been published before.
- Bruce Springsteen and the E Street Band recently performed in the Super Bowl's halftime show, joining such esteemed groups as the Rolling Stones, U2, Paul McCartney, Prince, and Tom Petty and the Heartbreakers. The lead-up and backstage stories form the afterword to **BIG MAN**.
- Don Reo is an Emmy® Award-nominated television writer/producer of *M\*A\*S\*H*, *Blossom*, *Action*, *My Wife and Kids*, and *Everybody Hates Chris*.

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times*
- Major radio promotion
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Morning Drive radio tour/giveaways
- Book video
- National print and online media campaign

### PROMOTION

- 8-copy floor display with special riser:  
978-0-446-55772-6 • \$215.92/\$263.92

### WEB MARKETING

- e-newsletters, wallpapers, Springsteen and E Street Band fans, entertainment bloggers giveaways, social networks

### Excerpt from **BIG MAN**: LONDON 2003.

*We were somewhere on the edge of London doing about 90 miles an hour through the city streets around midnight. Our van was surrounded by motorcycle cops forming an escort. Police cars were leap-frogging ahead blocking intersections so our breakneck speed wouldn't be impeded. We were in the second car of a ten-vehicle motorcade rushing through the night all sirens, flashing lights and tires in the rain. I was sitting in the back seat behind Clarence who was riding shotgun. We had just done a "fast out" from the show at the Crystal Palace outside the city. It was the night of May 27, 2003. Wayne Lebeaux, the then road manager for the band, had hustled me into the car while the last song*

*"Dancing in the Dark" was still being performed. Then the band members, led by Bruce, came running through the night like some bizarre rock and roll brave-heart warriors, jumped into their assigned cars and we were off and speeding through the suburbs before the crowd in the sold-out arena even left their seats. The thing was there was no rush. The next show wasn't until the 29<sup>th</sup> in Manchester. We were just headed back to the bar at Claridges. And yet here we were flying around corners frightening the children and the horses. "Clarence," I said. "Why are we going so fast?" He half turned with a bemused look on his face. A man totally in his element; a man about to tell a secret. "Because we can," he said.*

# Fierce Style

How to Be Your Most Fabulous Self

CHRISTIAN SIRIANO WITH RENNIE DYBALL

WITH A FOREWORD BY TIM GUNN

Christian Siriano, the youngest winner of Bravo's hit show *Project Runway*, brings readers a how-to guide for being fierce in fashion—and in life.



978-0-446-54601-0 • \$23.99 (In Canada: \$28.99)  
272 Pages • 6 1/2 x 8 • 4-color photos & line illustrations throughout • Art/Fashion • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in *People*
- Online advertising
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Television satellite tour
- Select author appearances
- National print and online media campaign

### WEB MARKETING

- e-card ("Are You Fierce?" quiz), e-newsletters, slideshow, Fashion Week tie-ins, Daily Candy pitch, social networks

In 2008 Christian Siriano made headlines as the youngest designer to win Bravo's hit reality series *Project Runway*. But the now 23-year-old is more than just the winner of a television show: From his prodigious fashion talent (honed while working for top designers Vivienne Westwood and Alexander McQueen) to his flamboyant personality (spotlighted in a *Saturday Night Live* skit), Christian is the embodiment of fierce style. Now in his first book, he teaches readers how to look, feel, and act fierce in everyday life while sharing his journey of developing his own fashion sense and overcoming obstacles to success. From advice on creating personal style to the secrets of building self-confidence, Christian shares lessons on how to use one's unique strengths to get ahead—and what it takes for anyone to go from tickity-tack to totally flawless.

- This book contains full-color illustrative photos, sidebars, and original, full-color sketches by Siriano.
- In 9/08 and 2/09, Sirano showed his Spring 2009 and Fall 2009 collections respectively, with sponsorship from LG, Sprint, Victoria's Secret Beauty, and Cibu International. Currently, he is designing a couture collection to appear in the upcoming film *Eloise in Paris*, which stars Uma Thurman and is slated to begin filming this year. In 9/09, Siriano will debut his exclusive makeup collection for Victoria's Secret and will launch his first shoe collection for Payless.
- Christian Siriano's trademark self-confidence and "flair for the drama" has won him guest appearances on *Ellen*, *Live with Regis & Kelly*, *Access Hollywood*, *Extra*, *E!*, *Late Night with Craig Ferguson*, *The Tonight Show with Jay Leno*, and feature coverage in national publications, including *Entertainment Weekly*, *People*, *US Weekly*, *TV Guide*, *Page Six Magazine*, *New York, OK!*, *New York Post*, *Washington Post*, *USA TODAY*, and many others. He was also the subject of an episode of *Ugly Betty*, on which he made a guest appearance.
- **FIERCE STYLE** includes a foreword by Tim Gunn, as well as fashion tips from Victoria Beckham, Nina Garcia, Heidi Klum, Vanessa Williams, and other industry icons.



BRAD WALSH

CHRISTIAN SIRIANO presented his first collection at New York Fashion Week in the fall of 2008, where he was hailed as "America's next great fashion designer" by Tim Gunn.

# Permission Slips

Every Woman's Guide to Giving Yourself a Break

SHERRI SHEPHERD

Known for her honesty and humor, *The View* co-host Sherri Shepherd shares her struggles, her triumphs, and what she's learned along the way in this hilarious and inspiring memoir.



978-0-446-54742-0 • \$24.99 (In Canada: \$29.99)  
288 Pages • 6 x 9 • Memoir/Humor • Rights: U.S.,  
Canada, and Open Market

**Hachette Audio:**  
Unabr. CD: 978-1-60024-750-7  
\$34.98 (In Canada: \$41.98)

## MARKETING

### ADVERTISING

- Print advertising in *People*, *Essence*, *Ebony*
- Transit advertising in New York
- Online advertising

### PUBLICITY

- National media campaign including confirmed *Good Morning America* appearance
- Television and radio satellite tour
- Book video
- National print and online media campaign

### WEB MARKETING

- e-card, e-newsletters, fans of *The View*, African American-interest, mommy bloggers giveaways, social networks

Covering topics such as “It’s Jesus or Jail,” “Marriage, the Hard Way,” “Children: The Gift You Can’t Give Back,” and “All the Things I Don’t Know...And All the Things I Definitely Do,” stand-up comedienne, actress, and ABC’s *The View* co-host Sherri Shepherd comically chronicles her struggles to keep up with the many roles—professional, wife, mother, daughter, and friend—that women must play in today’s world. Sherri urges women to pursue their most important dreams and to never give up, but also lets readers know that it’s okay to give themselves “permission slips” when things don’t always work out the way they want them to. As her many fans know, Sherri is never hesitant to speak from the heart, and her bubbly personality shines through in this delightful autobiography.

- In addition to her co-hosting duties on ABC’s *The View*, which airs five days a week on ABC affiliates nationally and consistently draws more than three million viewers per episode, Sherri Shepherd also has a recurring role on NBC’s critically-acclaimed show *30 Rock*.
- Sherri Shepherd was the host of the 2008 Daytime Emmy® Awards, and in 2007, she was named one of *Entertainment Weekly*’s “10 Breakout Stars.”
- Shepherd has also had a long career as a regular cast member on some of America’s best-loved television programs, including *Everybody Loves Raymond*, *The Ellen DeGeneres Show*, *Suddenly Susan*, and her own show, *Less Than Perfect*. Prior to her television work, she was a tremendously successful stand-up comic.
- A former legal secretary and a born-again Christian, Shepherd has endured many heartaches and struggles in her life, and her personal story will appeal to the many women who look to her for inspiration and encouragement.

## PRAISE FOR SHERRI SHEPHERD:

**“Charged with the task of keeping viewers interested in the post-Rosie *View*, Shepherd succeeded by simply being herself.”**  
—*Entertainment Weekly*

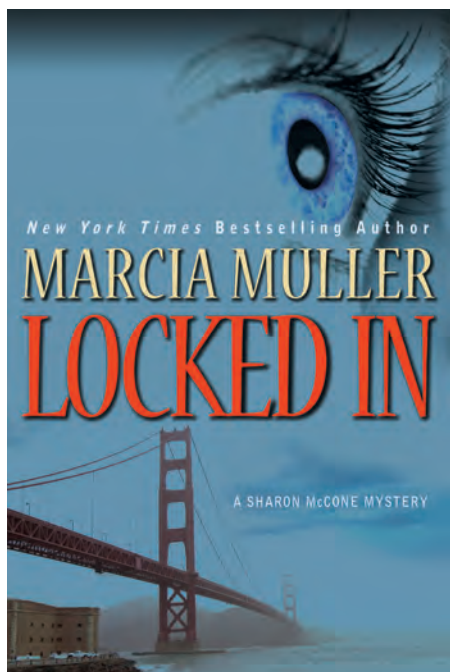
**“Shepherd has always used faith and wit to deal with the dramas in her life.”**  
—*People*

SHERRI SHEPHERD lives in New York with her son.

# Locked In

MARCIA MULLER

One of crime fiction's greatest and most enduring heroines, P.I. Sharon McCone, is back in an extraordinary new novel by Mystery Grand Master Marcia Muller.



978-0-446-58105-9 • \$24.99 (In Canada: \$29.99)  
304 Pages • 6 x 9 • Mystery • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in *Mystery Scene*
- NPR sponsorships in San Francisco

### PUBLICITY

- National print and online media campaign

### PROMOTION

- Teaser chapter included in mass market of *Burn Out* (10/09)

### WEB MARKETING

- e-newsletters, Marcia Muller fans and mystery bloggers giveaways, social networks

Shot in the head by an unknown assailant, Sharon McCone finds herself trapped by Locked-In Syndrome: almost total paralysis but an alert, conscious mind. Since the late-night attack occurred at her agency's offices, the natural conclusion was that it was connected to one of the firm's cases. As Sharon lies in her hospital bed, furiously trying to break out of her body's prison and discover her attacker's identity, all the members of her agency fan out to find the reason why she was assaulted. Meanwhile, Sharon becomes a locked-in detective, sorting through the clues her colleagues discover. As the case draws to a surprising and even shocking conclusion, Sharon's husband, Hy, must decide whether or not to surrender to his own violent past and exact fatal vengeance when the person responsible is identified.

- Marcia Muller's most recent Sharon McCone novel, *Burn Out* (978-0-446-58107-3), was published in GCP hardcover in 10/08 and received strong praise from the Associated Press, the *Cleveland Plain Dealer*, *Booklist* (starred review), among other publications. The GCP mass market edition will be published in 10/09 and will contain a teaser chapter from LOCKED IN.
- The Sharon McCone series has hit the *New York Times*, *Los Angeles Times*, *San Francisco Chronicle*, and *USA TODAY* bestseller lists, and has consistently received raves from national publications.
- In 2005, Marcia Muller was named a Grand Master by the Mystery Writers of America—their highest honor. She is also the recipient of the Private Eye Writers of America's Lifetime Achievement Award.

## PRAISE FOR *BURN OUT*:

**"Muller undoubtedly remains one of today's best mystery writers."**

—Associated Press

**"Muller's series launched the modern hard-boiled female detective, and it has been setting a gold standard for more than 30 years."**

—*Booklist* (starred review)



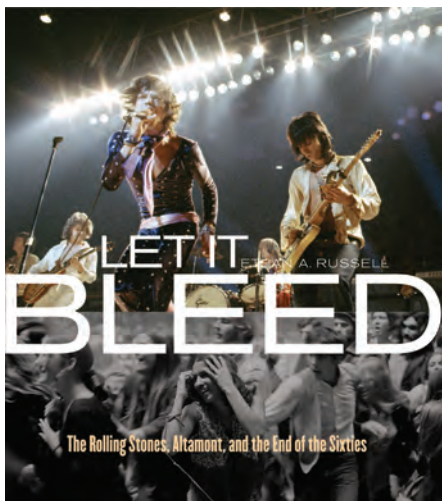
MARCIA MULLER lives in Petaluma, California.

# Let It Bleed

The Rolling Stones, Altamont, and the End of the Sixties

ETHAN A. RUSSELL WITH GERARD VAN DER LEUN

A remarkable collection of photographs and behind-the-scenes personal stories from the Rolling Stones's infamous 1969 Let It Bleed tour—the concert series that ended in tragedy at Altamont.



978-0-446-53904-3 • \$35.00 (In Canada: \$43.00)  
256 Pages • 230 photos • 9 3/4 x 11 • Music • Rights:  
World

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times*
- Online advertising
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Radio giveaways
- Book video
- National print and online media campaign

### WEB MARKETING

- e-card, e-newsletters, slideshow, wallpapers, Rolling Stones fans, Boomers, and 60s pop culture-interest bloggers giveaways, social networks

LET IT BLEED takes you where no Rolling Stones book has before. Author and photographer Ethan Russell was one of only 16 people—including the Rolling Stones—who made up the 1969 tour. He was with them in their hotel rooms, at rehearsals, and on stage. He tells the story of this monumental and historic tour firsthand, including recollections from band members, crew, security, and other '60s icons—like Abbie Hoffman and Little Richard—that they met along the way. Through vivid stories and more than 200 revealing photographs, Russell takes you behind the scenes for an uncensored look inside the Rolling Stones's world at the end of the sixties.

- Previously, LET IT BLEED was only available from Rhino in extremely limited and deluxe editions for \$650 and \$950, respectively. Demand is so great that some copies are currently being sold for nearly \$2,000. This reasonably-priced edition will prove irresistible to the Rolling Stones's many fans.
- 2009 will be the 40th anniversary of the Stones's Let It Bleed tour, and the media will devote considerable attention to the events that transpired at Altamont.
- Ethan A. Russell is a multi-Grammy Award-nominated producer, director, and photographer. He is the only photographer to have shot album covers for three of the defining bands of the 1960s: The Beatles, The Rolling Stones, and The Who.
- The Rock and Roll Hall of Fame plans to have an exhibit of photographs from LET IT BLEED at the time of publication.

## PRAISE FOR ETHAN RUSSELL:

"You think you've seen all there is to see of the Rolling Stones. You haven't. Ethan Russell's photographs reveal a completely different side to the band....The only way you'd get closer would be to join them on tour." —*The Times* (London)

"Ethan Russell has taken some of the greatest pictures in rock and roll...maybe the greatest ever." —Bill Wyman

MARIN INDEPENDANT  
JOURNAL/ALAN DEP



ETHAN A. RUSSELL lives  
in Los Angeles, California.

#1 *New York Times* bestselling  
with his next



YVONNE TAYLOR

(Final cover to come)

## Untitled David Baldacci Fall 2009

978-0-446-19551-5 • \$27.99 (In Canada: \$34.99)  
432 Pages • 6 x 9 • Fiction • Rights: U.S., Canada, and  
Open Market

**Hachette Audio:**

Abr. CD: 978-1-60024-760-6  
\$31.98 (In Canada: \$39.98)

Unabr. CD: 978-1-60024-761-3  
\$44.98 (In Canada: \$54.00)

**Large Print Edition:**

978-0-446-54697-3  
\$29.99 (In Canada: \$35.99)

What began as a fairly routine homicide investigation quickly turns into something complex, diabolical, and possibly lethal....

Mason “Mace” Perry was a firebrand cop on the D.C. police force working gang narcotics until she was kidnapped and framed for a crime. She lost everything—her job, her career, her liberty—and spent two years in prison. Now back on the outside, Mace tries to rebuild her life, and track down the ones who set her up. But even with her police chief sister on her side, she has to work in the shadows: there’s a vindictive U.S. attorney looking for any reason to send her back behind bars. Then Roy Kingman enters her life. Roy Kingman is a young lawyer who aided the poor until he took a high-paying job at a law firm in Washington. Mace and Roy meet after he discovers the dead body of a female partner at the firm. Their investigation into the lawyer’s death reveals dark secrets and takes unexpected turns through both the private and public world of the nation’s capital.

# author David Baldacci is back blockbuster thriller.

- David Baldacci's previous hardcover, *First Family* (978-0-446-53975-3) was published by GCP in 4/09. *Divine Justice* (GCP, 11/08) hit #1 on the *New York Times*, *Publishers Weekly*, and *Washington Post* best-seller lists and #2 on *The Wall Street Journal* list. The premium-size mass market edition will be published in 9/09.
- *The Whole Truth* (GCP, 4/08) debuted at #1 on the *New York Times* bestseller list and also hit #1 on *The Wall Street Journal*, *Washington Post*, and *Publishers Weekly* bestseller lists.
- *Stone Cold* (GCP, 11/07), debuted at #1 on the *New York Times*, *Publishers Weekly*, and *The Wall Street Journal* bestseller lists. It was published in premium-size mass market in 9/08 and has over 1.9 combined copies in print.
- Baldacci is one of the most popular novelists writing today. His books are published in over 40 languages in more than 80 countries, with nearly 80 million copies in print worldwide.
- DAVID BALDACCI lives with his family in Virginia.

“The master of the political thriller.”

—*New York Daily News*

“Baldacci knows exactly what his readers want.”

—*Fort Worth Star-Telegram*

“When Baldacci is on fire, nobody can touch him.”

—*Booklist* (starred review)

“Baldacci ratchets up the suspense.”

—*People*

“A terrific storyteller.”

—*Cleveland Plain Dealer*

“Baldacci excels at creating really good guys and putting them at risk.”

—*Newsday*

## MARKETING

### ADVERTISING

- Television advertising in New York, Los Angeles, Philadelphia, Chicago, Washington, DC, San Francisco, Boston, on national cable, and on CNN Airport Network
- Radio advertising in New York, Los Angeles, Chicago, Washington, DC, San Francisco, Boston
- Transit advertising in New York, Washington, DC
- Print advertising in the *New York Times Book Review*, *Washington Post*, *Los Angeles Times*, *Chicago Tribune*, *USA TODAY*, *People*
- Online advertising
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Select author appearances
- Television and radio satellite tours
- National print and online media campaign

### PROMOTION

- 12-copy floor display with special riser: 978-0-446-55793-1 • \$335.88/\$419.88
- 15-copy mixed floor display with special riser (12 books, 3 Unabr. CDs): 978-0-446-55794-8 • \$470.82/\$581.88

### WEB MARKETING

- e-card, e-newsletters, Baldacci Bombers fan group giveaways, social networks
- DavidBaldacci.com

# How to Be Famous

Our Guide to Looking the Part, Playing the Press, and Becoming a Tabloid Fixture

HEIDI MONTAG AND SPENCER PRATT

How to go from nobody to notorious—from the ubiquitous and controversial stars of the biggest reality show on cable.



978-0-446-55591-3 • \$19.99 (In Canada: \$24.99)  
192 Pages • 5 1/2 x 8 1/4 • TV/Humor • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in *People*

### PUBLICITY

- National media campaign
- National print and online media campaign

### WEB MARKETING

- e-newsletters, wallpapers, entertainment and gossip bloggers giveaways, social networks

When Spencer Pratt swept series co-star Heidi Montag off her feet on the first season of their hugely successful reality show, the couple wasted no time in fusing their identities, just like celeb ultra-duos “Tomkat” and “Brangelina.” Since then, “Speidi” has consistently served up fodder for the tabloids and gossip blogs—eloping to Mexico, launching a clothing line, visiting the troops—the list goes on and on! So whether you’re one of the many millions who loves *or loves to hate* Heidi and Spencer, you’ve got to admit: they’re a publicity machine! Now, they reveal their outrageous, highly effective secrets to success, while poking fun at themselves along the way. Invaluable and hilarious lessons include:

- The Paparazzi Are Your Friends
- Spencer’s Guide to Playing the Villain
- How to Say, “I Hate You,” Without Opening Your Mouth
- The Benefits of Plastic Surgery
- Selling Your Wedding Photos!
- And much, much more!

Take a look at these impressive Speidi Stats!:

- Heidi Montag is #9 on the list of *Forbes’* Top 10 Celebrities on Tabloid Covers of 2008.
- *US Weekly’s* December 19, 2007 issue with Heidi cover story, “Why I Called Off My Wedding,” is the only *US Weekly* issue to ever outsell *People!*
- One year later, the December 8th, 2008 *US Weekly* issue, which broke the news on Heidi and Spencer’s elopement, sold 30% above its average market share.
- In January 2008 alone, the couple appeared (as themselves) on the hit CBS show *How I Met Your Mother* and were mentioned on hit ABC show *Ugly Betty*.
- HOW TO BE FAMOUS will appeal to the same audience who loved Tori Spelling’s *Stori Telling* (Simon & Schuster, 2008, 250,000 hardcover copies sold) and Paris Hilton’s *Confessions of An Heiress* (Simon & Schuster, 2004, 150,000 combined copies sold).

### PRAISE FOR SPEIDI:

**“Into the breach between supply and demand have stepped Heidi Montag and Spencer Pratt, the villainous couple from [cable’s most popular] docu-soap....Creatures of the game in every way, they have mastered the new realities of celebrity culture.”**  
—*Los Angeles Times*

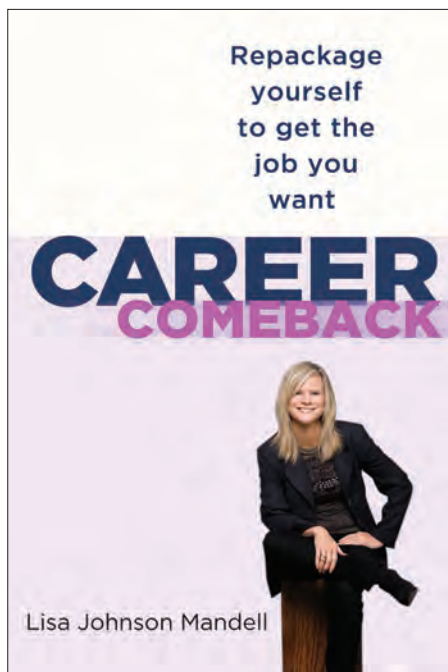
HEIDI MONTAG and SPENCER PRATT live in Los Angeles.

# Career Comeback

Repackage Yourself to Get the Job You Want

LISA JOHNSON MANDELL

An invaluable guide to looking younger, fresher, and savvier, on paper, online, and in person, to compete in today's youth-driven job market.



978-0-446-54965-3 • \$24.99 (In Canada: \$29.99)  
224 Pages • One 4-color photo insert • 6 x 9 • Business/  
Careers • Rights: World

## MARKETING

### ADVERTISING

- Online advertising

### PUBLICITY

- National media campaign
- Book video
- National print and online media campaign

### WEB MARKETING

- e-newsletters, career advice bloggers  
giveaways, social networks

Unfortunately, getting older can be a career killer. That's what entertainment journalist Lisa Johnson Mandell discovered when she sent out a resume that made her sound like an aged veteran. Her new career makeover guide—expanded from the *Wall Street Journal* article about revamping her “older” image to land her dream job—acknowledges that experience matters, but looking and acting up-to-date matter just as much. Mandell provides 10 strategies for putting a youthful spin on resumes, Web pages, and personal presentation. Looking young and staying technologically current is crucial to competing in an increasingly tough job market. CAREER COMEBACK offers the ultimate makeover to-do list: From “botoxing” your resume by deleting dates and early jobs, to tech-savvy tricks for starting and improving your Web site or blog, to online networking, and updating your wardrobe, Mandell shares the secrets that will get mid-career job seekers noticed and on the payroll.

- The story of the author's job search was recounted in a *Wall Street Journal* article that elicited thousands of email responses from readers, and guest appearances on CBS's *The Early Show*, NBC's *Today*, and *Fox News*.
- Lisa Johnson Mandell is an award-winning entertainment journalist and film critic. She has appeared on *Dr. Phil*, *Inside Edition*, *CNBC*, *CNN*, *Rachael Ray*, among other shows; her work has been featured in the *New York Times*, *The Wall Street Journal*, *Cosmopolitan*, *Mademoiselle*, and *Forbes*. She is the author of *How to Snare a Millionaire* (St. Martin's Press) and the co-author of *Become Your Own Matchmaker* (Atria, 2009).
- Women over 35 will be as drawn to CAREER COMEBACK as they were to *How Not to Look Old*—another weapon in their arsenal against aging—especially as the economic troubles deepen, and many look for ways to keep their jobs, or find new ones.



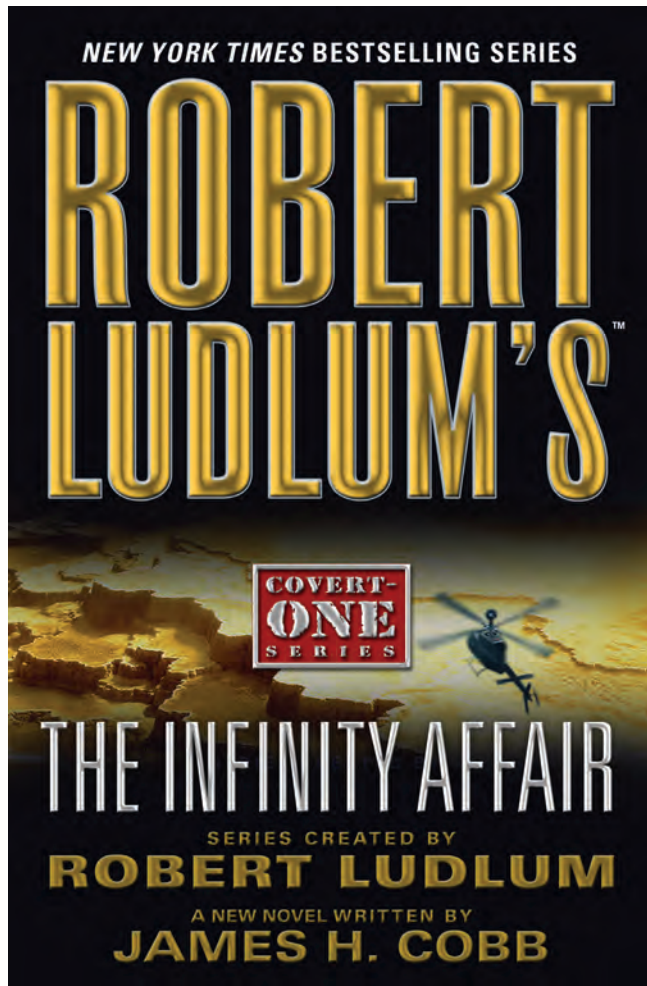
MARY ANN HALPIN

LISA JOHNSON MANDELL lives in Los Angeles, California.

# Robert Ludlum's™ The Infinity Affair

JAMES H. COBB, SERIES BY ROBERT LUDLUM

Robert Ludlum's bestselling Covert-One series makes its hardcover debut.



Lt. Colonel Jon Smith and the Covert-One agency criss-cross the globe in a race to stop an evil doctor from acquiring the secret to human immortality.

The murder of two fellow microbiologists and a bizarre act of ecological sabotage draws Lt. Colonel Jon Smith and the Covert-One agency into a strange global quest that will lead from villages in Africa to remote hot springs in New Zealand, Northern Japan and Chile's Atacama Desert. At stake is the Holy Grail of biological sciences—the Common Universal Ancestor, the origin point of all life on Earth. Supported by the Covert-One operative Valentina Metrace and rogue CIA agent Randi Russell, Smith is challenged both by a Washington belt-way power group determined to penetrate and destroy Covert-One as part of an anti-administration political agenda, and an enigmatic South American philanthropist/researcher with a dark agenda of his own. Dr. Silvestre Alvarado is seeking to learn and to control the secret of life extension. His goal is human immortality, and if he succeeds, mankind, and even the definition of “man,” may be altered beyond recognition—forever.

# POSTPONED

#### PRaise for Robert Ludlum and His Novels:

“Don’t ever begin a Ludlum novel if you have to go to work the next day.”

—*Chicago Sun-Times*

“Welcome to Robert Ludlum’s world...fast pacing, tight-plotting, international intrigue.” —*Cleveland Plain Dealer*

- This is the first hardcover for the Covert-One series and the second written by veteran techno thriller writer James H. Cobb.
- The Covert-One series remains one of the bestselling branded novels on the market, rivaling Tom Clancy’s Net Force and Op-Center series. The previous installment, *The Arctic Event* (GCP, 9/07), has sold more than 510,000 copies in trade paperback and mass market combined.
- Robert Ludlum’s novels inspire big-screen success and have introduced a whole new audience to his writing. The Bourne films, *The Bourne Identity*, *The Bourne Supremacy*, and *The Bourne Ultimatum*, were all mega-blockbusters and have grossed nearly one billion dollars combined worldwide. The fourth Bourne film is set for 2010.
- The most recent Bourne novel, *The Bourne Sanction* (GCP hardcover, 7/08), has sold more 261,000 copies, and reached #2 on the *New York Times* bestseller list.
- The adaptation of Ludlum’s novel *The Chancellor Manuscript*, starring Leonardo DiCaprio, is being developed by Paramount Pictures. And MGM is developing *The Matarese Circle* with Denzel Washington attached.
- The first Bourne video game, *The Bourne Conspiracy* (High Moon Studios), was released in 6/08 and was a major success.



YUEN LIU STUDIOS

JAMES H. COBB lives in Tacoma, Washington.

#### MARKETING

##### ADVERTISING

- Television advertising in New York, Los Angeles, Chicago, Boston, Washington, DC, on national cable, and on CNN Airport Network
- Radio advertising in New York, Washington, DC, Los Angeles
- Print advertising in the *New York Times*, *USA TODAY*
- Cinema and transit advertising
- Online advertising

##### PUBLICITY

- National print and online media campaign

##### PROMOTION

- 8-copy floor display with special riser: 978-0-446-54103-9 • \$199.92/\$239.92

##### WEB MARKETING

- e-card, e-newsletters, Ludlum and Jason Bourne fans giveaways, social networks

# Roses

LEILA MEACHAM

In the classic bestselling tradition of *The Thorn Birds* comes a panoramic saga of dreams, power struggles, and forbidden passions in East Texas.



(Cover not final)

978-0-446-55000-0 • \$24.99 (In Canada: \$29.99) • 624 Pages • 6 x 9  
Fiction • Rights: World English

Large Print on Demand:

978-0-446-55998-0 • \$24.99 (In Canada: \$29.99) • TP

A big, juicy read with a riveting plot and characters that leave a lasting impression.

Spanning the 20th century, *ROSES* is set in a small East Texas town against the backdrop of the powerful timber and cotton industries, which are controlled by the scions of the town's two founding families. Cotton tycoon Mary Toliver and timber magnate Percy Warwick should have married, but unwisely did not. Now they must deal with the deceit, secrets, and tragedies that surround them, and the poignant loss of what might have been—not just for themselves, but also for their children and grandchildren. With expert, unabashed, and big-canvas storytelling, Leila Meacham pens a powerful epic of three generations of Texans, a deeply moving love story of struggle and sacrifice to be cherished and read again and again.





- With its breathtaking sweep and larger-than-life characters, ROSES stands to be *The Thorn Birds* (Harper & Row, 1977) for a new generation.
- German rights to ROSES were sold in a significant preempt.
- ROSES evokes the epic storytelling of Larry McMurtry's *Lonesome Dove* (Simon & Schuster, 1985), a Pulitzer Prize winner, and James A. Michener's *Texas* (Random House, 1985).

#### Excerpt from ROSES:

*"What happens when you're of marriageable age and your husband doesn't wish to share his wife with a plantation?" Percy asked, his voice deep and resonant in the close summer dusk.*

*"I would never marry a man who didn't understand and support my feelings for Somerset," Mary responded, confident at only sixteen years old.*

*Percy fell silent at this declaration. Her hair ribbon had slipped to the floor. He reached down and picked it up, folding it in half. He laid it across her shoulder.*

*"How do you know you couldn't love a man who didn't feel about Somerset the way you do? You know no world but Howbutker. You've never been exposed to any other interest but the plantation. You haven't experienced anything but being a Toliver. You've had a very limited existence, Mary."*

*"I don't care to know any other existence."*



MARIE LANGMORE

LEILA MEACHAM is a teacher who lives in San Antonio, Texas.

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, Suburban newspapers

### PUBLICITY

- Local author publicity
- National print and online media campaign

### PROMOTION

- Advance Reading Copies
- Special terms available
- 8-copy floor display with special riser:  
978-0-446-55773-3 • \$199.92/\$239.92

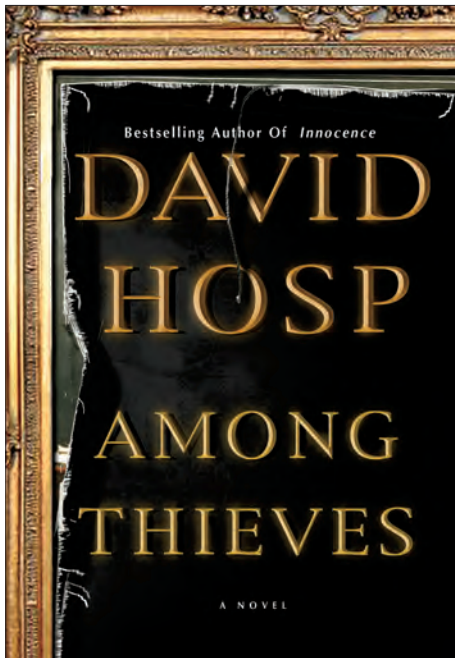
### WEB MARKETING

- e-card, e-newsletters, interactive family tree, Southern-interest, Red Hat Society, Pulpwood Queens, and Christian-interest bloggers giveaways, socail networks

# Among Thieves

DAVID HOSP

David Hosp returns with his best book to date...a non-stop thriller where attorney Scott Finn is caught up in a deadly hunt for missing art.



978-0-446-58015-1 • \$24.99 (In Canada: \$29.99)  
368 Pages • 6 x 9 • Fiction • Rights: U.S., Canada, and  
Open Market

In 1990, \$300 million worth of paintings were stolen from Boston's Isabella Stewart Gardner Museum in what remains one of the greatest unsolved art thefts of the 20th century. Now, nearly 20 years later, the case threatens to break wide open. Members of Boston's criminal underground are turning up dead. But these are no ordinary murders. The M.O. of the attacks suggests the involvement of someone trained by the IRA. But when Scott Finn learns that one of his clients, Devon Malley, was part of the heist, he's quickly drawn into the crossfire, and into the renewed hunt for the missing artwork—a hunt that may cost Finn and his colleagues their lives.

- Hosp's most recent novel, *Innocence* (978-0-446-58014-4), was published in GCP hardcover in 7/07. It hit the *Boston Globe's* Top 10 bestseller list and was praised by *Publishers Weekly*, *Library Journal*, *Kirkus Reviews*, and by bestselling authors David Baldacci and Lee Child.
- His previous novel, *Betrayed* (GCP, 7/06), won rave reviews from *USA TODAY*, *Booklist*, and *Library Journal*, and grossed over 110,000 copies in combined editions.
- AMONG THIEVES is based on the actual Isabella Stewart Gardner Museum heist in 1990—a case that remains unsolved. Many of the paintings taken include works by Rembrandt, Degas, and Manet.

#### PRAISE FOR DAVID HOSP:

**"Hosp hits the trifecta—brilliant, brawny and totally believable."**  
—David Baldacci on *Innocence*

**"Red hot fiction rooted in stone cold fact—a legal thriller to rival the best from Grisham or Turow."**  
—Lee Child on *Innocence*

#### MARKETING

##### ADVERTISING

- Print advertising in the *New York Times Book Review*, *Boston Globe*

##### PUBLICITY

- Local Boston publicity
- National print and online media campaign

##### WEB MARKETING

- e-newsletters, mystery and legal-interest bloggers giveaways, social networks



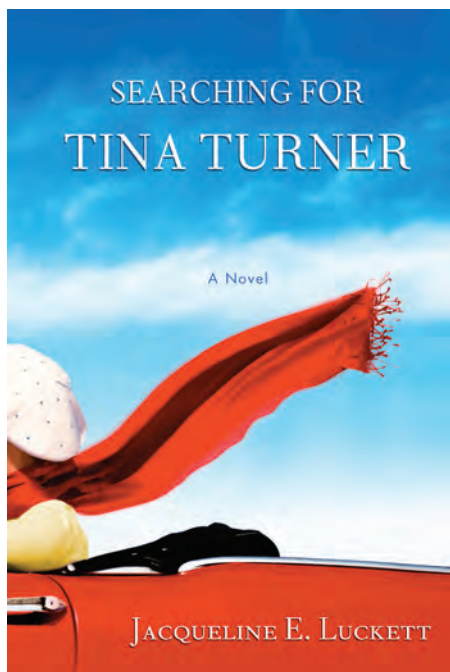
MICHAEL PRIEST

DAVID HOSP is an attorney and lives in Boston, Massachusetts.

# Searching for Tina Turner

JACQUELINE E. LUCKETT

An inspiring and empowering debut novel reminiscent of the early works of Terry McMillan, about a woman in crisis who looks to singer Tina Turner for strength.



978-0-446-54296-8 • \$24.99 (In Canada: \$29.99)  
304 Pages • 6 x 9 • Fiction • Rights: World

On the surface, Lena Spencer appears to have it all. She and her wealthy husband Randall have two wonderful children, and they live a life of luxury. In reality, however, Lena finds that happiness is elusive. Randall is emotionally distant, her son has developed a drug habit, and her daughter is disgusted by her mother's "overbearing behavior." When Randall decides that he's had enough of marriage counseling, he offers his wife an ultimatum: "Be grateful for all I've done for you or leave." Lena, realizing that money can't solve her problems and that her husband is no longer the man she married, decides to choose the latter. Drawing strength from Tina Turner's life story, *SEARCHING FOR TINA TURNER* is Lena's struggle to find herself after 25 years of being a wife and mother.

- Jacqueline Lockett is a member of ZZ Packer's writing group, which was featured in *O, The Oprah Magazine*. In addition to ZZ Packer, the author of *Drinking Coffee Elsewhere* (Riverhead Books, 2003), the group includes National Public Radio host and author Farai Chideya, Lalita Tademy, the author of *Red River* (GCP, 2007) and *Cane River* (GCP, 2001), and Paramount Pictures executive Alyss Dixson.
- *SEARCHING FOR TINA TURNER* will appeal to the same fans who made Terry McMillan's *How Stella Got Her Groove Back* (Viking, 1996) and *Waiting to Exhale* (Viking, 1992) such popular *New York Times* bestsellers.
- The author is a former sales representative for Xerox and has written both short fiction and poetry, and is currently at work on her next novel.

## MARKETING

### ADVERTISING

- Print advertising in *Essence*
- Online advertising

### PUBLICITY

- Local author publicity
- Book Club outreach
- National print and online media campaign

### PROMOTION

- Online Reading Group Guide

### WEB MARKETING

- e-newsletters, Tina Turner fans, reading groups, and entertainment bloggers giveaways, social networks

## ADVANCE PRAISE FOR *SEARCHING FOR TINA TURNER*:

**"Jackie Lockett is a writer to watch and admire."** —ZZ Packer

**"A heartfelt, moving journey that shows just what one woman will do to find inner-joy and happiness."**

—Renee Swindle, author of *Please, Please, Please*

**"Jacqueline Lockett gives us a rare glimpse into the world of African American privilege."**

—Lalita Tademy, *New York Times* bestselling author of *Cane River* and *Red River*



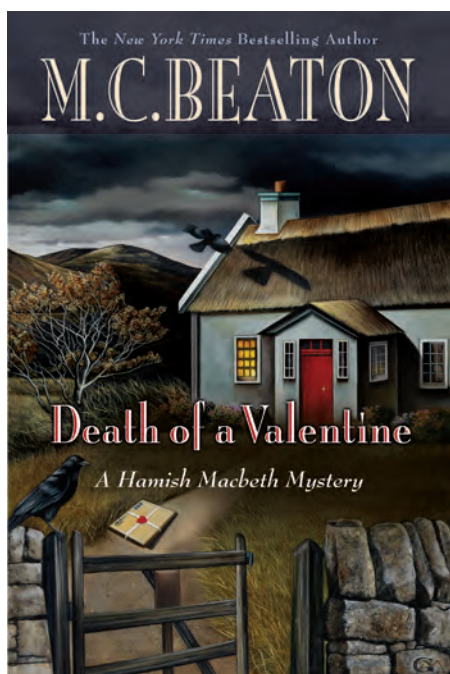
ASHLEY SUMMER  
PHOTOGRAPHY

JACQUELINE E. LUCKETT lives in Oakland, California.

# Death of a Valentine

M. C. BEATON

Wedding bells—and murder—are in the air for police detective Hamish Macbeth in this newest installment of the *New York Times* bestselling series from M. C. Beaton.



978-0-446-54738-3 • \$23.99 (In Canada: \$28.99)  
256 Pages • 5 1/2 x 8 1/4 • Mystery • Rights: U.S., Canada,  
and Open Market

## MARKETING

### ADVERTISING

- Print advertising in *Mystery Scene*

### PUBLICITY

- National print and online media campaign

### PROMOTION

- Teaser chapter included in mass market of *Death of a Witch* (1/10)

### WEB MARKETING

- e-newsletters, mystery bloggers giveaways, social networks

Amazing news has spread across the Scottish countryside. The most famous of highland bachelors, police sergeant Hamish Macbeth, is planning to marry at last. Everyone in the village of Lochdubh adores Josie McSween, Macbeth's newest constable and blushing bride-to-be. While locals think she is quite a catch, Hamish has a case of pre-nuptial jitters. After all, if it weren't for the recent murder of a beautiful woman in a neighboring village, there wouldn't be a wedding at all. For it was a mysterious Valentine's Day card—delivered to the victim before her death—that initially drew Hamish and Josie together on the investigation. Now, as they work side-by-side, they soon discover that the woman's list of "admirers" was endless—confirming Hamish's deep-seated suspicion that love can be blind, deaf...and deadly.

- The most recent novel in the Hamish Macbeth series, *Death of a Witch* (978-0-446-19613-0), was published in GCP hardcover in 2/09. Beaton's previous hardcover, *Death of a Gentle Lady* (978-0-446-58260-5), was published in GCP hardcover in 2/08, debuting at #30 on the *New York Times* bestseller list.
- The Hamish Macbeth series has received raves from publications across the country, including the *New York Times Book Review*, *Kirkus Reviews*, *Chicago Sun-Times*, and *Booklist*, among others.
- The BBC filmed 21 one-hour episodes of the Hamish Macbeth series starring Robert Carlyle (*The Full Monty*), which were broadcast in the UK. Previous novels in the series have been a selection of The Mystery Guild®.
- The author was the International Guest of Honor at Bouchercon 2006, and also writes the Agatha Raisin mystery series.

## PRAISE FOR THE HAMISH MACBETH SERIES:

**"Engrossing...so authentic it won't be long before tourists will be seeking Lochdubh and believing in the reality of Hamish Macbeth as surely as they believed in Sherlock Holmes."**

—*Rocky Mountain News*

**"Longing for escape?...Time for a trip to Lochdubh, the scenic, if somnolent, village in the Scottish Highlands where M. C. Beaton sets her beguiling whodunits featuring Constable Hamish Macbeth."**

—*New York Times Book Review*



MATILDA GRENIER

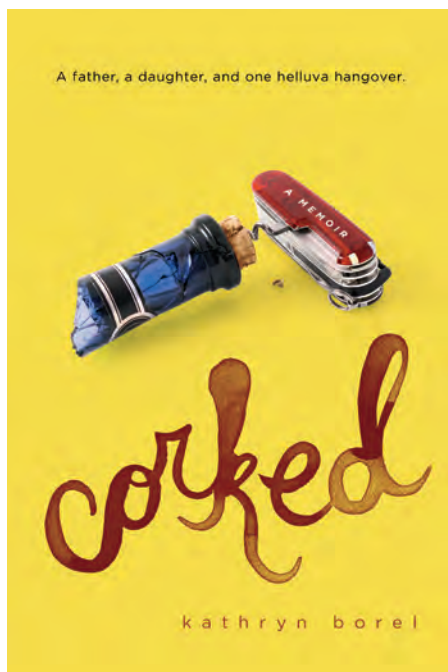
M. C. BEATON lives in the Cotswolds in England.

# Corked

A Memoir

KATHRYN BOREL

A daughter seeks to connect with her enigmatic father on a tour of French wine country, in this hilarious memoir that will appeal to readers of Peter Mayle and Julie Powell.



978-0-446-40950-6 • \$23.99 (NCR) • 288 Pages  
5 ½ x 8 ¼ • Memoir • Rights: World

Meet Kathryn Borel, bon vivant and undutiful daughter. Now meet her father, Philippe, former chef, eccentric genius, and wine aficionado extraordinaire. Kathryn is like her father in every way but one: she's totally ignorant when it comes to wine. And although Philippe has devoted untold parenting hours to delivering impassioned oenological orations, she has managed to remain unenlightened. But after an accident and a death, Kathryn realizes that by shutting herself off to her father's greatest passion, she will never really know him. Accordingly, she proposes a drunken father-daughter road trip. CORKED is the uncensored account of their tour through the great wine regions of France. Uproarious, poignant, painfully introspective, and filled with cunning little details about wine, this is a book for any reader who has sought a connection with a complex family member or wanted to overcome the paralyzing terror of being faced with a restaurant wine list.

- Borel's funny and frank recollections of traveling with her father will appeal to the same readers who love David Sedaris, Dave Eggers, and Susan Jane Gilman.
- Kathryn Borel has a strong media presence in Toronto, where she works as a national radio producer at the Canadian Broadcasting Corporation, and writes a widely read comedic column entitled "Indignities" for the *National Post* newspaper. She recently finished writing and starring in a television demo for Blueprint Entertainment, and has a monthly wine column on CBC Radio.
- As the popularity of the film *Sideways* and the growing numbers of wine blogs attest, Americans have become increasingly obsessed with wine. And while CORKED is not a practical guide, it does offer an insider's look at French vineyards.

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*

### PUBLICITY

- National media campaign
- National print and online media campaign

### WEB MARKETING

- e-newsletters, wine bloggers giveaways, social networks

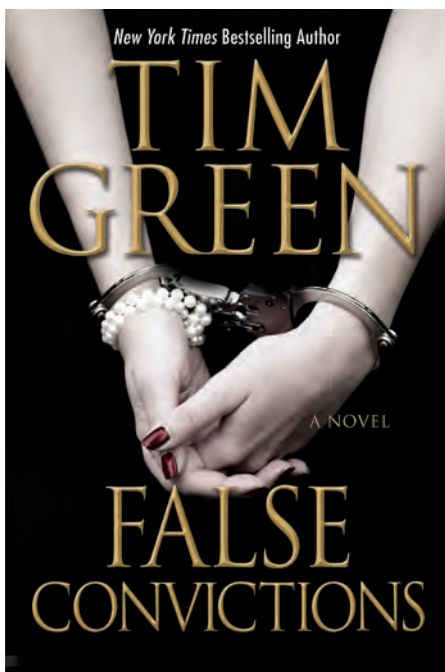


KATHRYN BOREL lives in Toronto, Canada.

# False Convictions

TIM GREEN

Tim Green returns with a heart-pounding new thriller featuring Casey Jordan.



978-0-446-40152-4 • \$24.99 (In Canada: \$29.99)  
304 Pages • 6 x 9 • Fiction • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*

### PUBLICITY

- National media campaign
- Radio satellite tour
- National print and online media campaign

### PROMOTION

- Teaser chapter included in mass market of *Above the Law* (GCP, 02/09)

### WEB MARKETING

- e-newsletters, mystery and thriller bloggers giveaways, social networks
- [Timgreenbooks.com](http://Timgreenbooks.com)

For her first assignment for the Freedom Project—a charity dedicated to freeing unjustly convicted prisoners—defense attorney Casey Jordan is asked to take on the case of Dwayne Hubbard, an indigent black man sentenced to life in prison for a brutal rape and murder. After studying the file, Casey believes there was a miscarriage of justice, one that she can help make right. Suspicious of corruption inside the small town's court system, Casey is surprised when she arrives in Auburn, New York, the scene of the crime, to be confronted with unexpectedly savage resistance. When her life is threatened, she learns her investigation has turned up an ugly nest of blackmail schemes, political influence, and violence. It would take more than death threats to stop Casey from fighting for her client, but with this case, she's taken on a desperate race to expose the criminals before someone denies her motion—permanently.

- Tim Green's most recent novel, *Above the Law* (GCP hardcover, 978-0-446-40150-0, 2/09), also features Casey Jordan and has a first printing of 55,000 copies. The lawyer protagonist's previous appearance was in *The Letter of the Law* (GCP, 9/00), which has over 641,000 combined copies in print.
- The author's novels have consistently hit the *New York Times* bestseller list, *American Outrage* (GCP, 4/07); *Kingdom Come* (GCP, 4/06) has over 300,000 in combined print; *Exact Revenge* (GCP, 5/05) has over 480,000 in combined print; and *The First 48* (GCP, 2/04) has over 475,000 in combined print.
- Green, a practicing lawyer and former NFL player, has been a commentator for NPR, *Good Morning America*, Fox Sports, and Court TV, as well as one of *People* magazine's 50 Most Beautiful People.

## PRAISE FOR TIM GREEN:

"A top-notch writer."

—*Tampa Tribune-Times*

"Tim Green is a master."

—Nelson DeMille

"Green has a great ear for dialogue [and he] writes with admirable economy."

—*Kirkus Reviews*



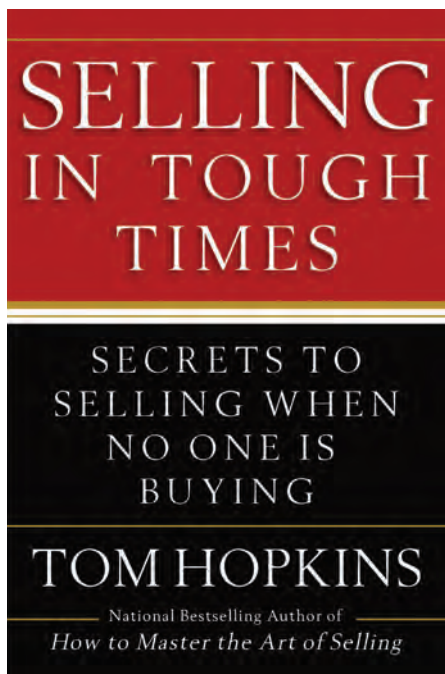
TIM GREEN lives in Skaneateles, New York.

# Selling in Tough Times

Secrets to Selling When No One is Buying

TOM HOPKINS

From the author of the classic, million-plus bestseller *How to Master the Art of Selling* comes a set of innovative selling strategies for today's increasingly tough markets.



978-0-446-54814-4 • \$21.99 (In Canada: \$26.99)  
208 Pages • 5 1/2 x 8 1/4 • Business • Rights: World

As one of a few sales experts who's reached millions around the globe, Tom Hopkins knows that succeeding or failing almost always depends on one's attitude more than anything else. With an informed and encouraging tone, Hopkins reveals that the trick to true success—particularly in a depressed market—is maintaining enthusiasm and heeding a set of extremely effective principles, including: Success is in Who You Know; Retaining (and Rewarding) Customers; Reducing Sales Resistance; and Converting Clients from the Competition. By following Hopkins's SELLING IN TOUGH TIMES approach, readers will have a blueprint for building a loyal client base, capturing market share, and thriving during a time when no one seems to be buying.

- Tom Hopkins is best known for his blockbuster *How to Master the Art of Selling* (GCP, 1982). It has sold over one million copies since its publication and remains a strong backlist title.
- The author's other bestsellers include *Sales Closing for Dummies* (Wiley 1998), *Sales Prospecting for Dummies* (Wiley, 1998), *Sales for Dummies* (Wiley, 1995), and *Tom Hopkins Guide to Greatness in Sales* (GCP, 1993), which have sold more than 454,000 copies combined.
- Hopkins became a self-made millionaire by 27 and then launched his own sales training company, Tom Hopkins International. He conducts over 60 speaking engagements a year (with an average of audience of 500) and is a member of the National Speakers Association, which honored Hopkins with its Council of Peers Award of Excellence.

## MARKETING

### ADVERTISING

- Online advertising

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-mail blast to author's database, e-newsletters, social networks giveaways



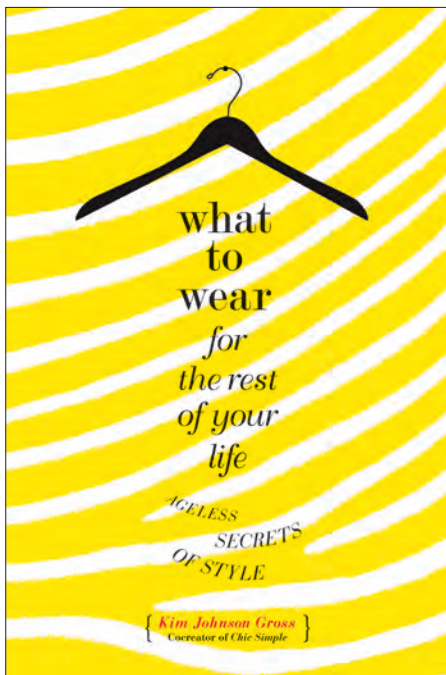
TOM HOPKINS lives in Paradise Valley, Arizona.

# What to Wear for the Rest of Your Life

Ageless Secrets of Style

KIM JOHNSON GROSS

A “little black book of style” for women over 40 by fashion maven Kim Johnson Gross.



978-0-446-53494-9 • \$23.99 (In Canada: \$28.99)  
272 Pages • 50 4-color drawings • 5 ½ x 8 ¼ • Fashion/  
Style • Rights: U.S., Canada, and Open Market

Based on Gross's popular column in *More*, **WHAT TO WEAR FOR THE REST OF YOUR LIFE** is the breakthrough book that examines the critical shifts that women experience during various stages of their lives, and how those changes are reflected (or should be) in their closets. Gross also shares her personal journey along with interviews with women around the country who relay their changing closet and life experiences with humor, poignancy, intimacy, and wisdom. Gross offers calming fashion advice about choosing clothes, but also about how to evolve gracefully from wife to mother to empty-nester to globe-trotting adventurer—whatever role a woman chooses—while letting her style express her inner beauty. Women will learn how to dress the “inner girl,” find style mentors, and build their own “Feel Good Closet.”

- Kim Johnson Gross, co-creator of the bestselling Chic Simple series, has been a fashion expert for over 30 years. A former model, fashion editor, multi-book bestselling author, and speaker to retail and corporate clients worldwide, her top clients include Vanguard, Allstate, Nordstrom's, Federated Stores, and Jones New York.
- A popular “go-to” fashion expert, Gross wrote the popular “Chic Simple Solutions” column for *In Style*, appeared on national programs, including the *Today* show, CNN, the *CBS Morning Show*, and in *Good Housekeeping*, *AARP Magazine*, *BusinessWeek*, on *Dove.com*, and *About.com*.
- The topic of what to wear is a hot button issue in the lives of women over 40, with 45 million women between 40 and 65 who are ripe for this advice.
- Inspiring prose, playful 4-color illustrations, and an elegant design make this book ideal for gift giving.

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times*
- Online advertising

### PUBLICITY

- National media campaign
- National print and online media campaign

### WEB MARKETING

- e-card, e-newsletters, beauty bloggers and social networks giveaways



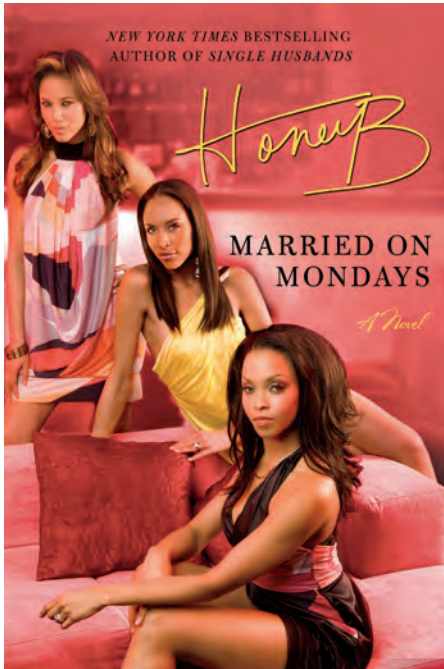
MICHAEL WARING

KIM JOHNSON GROSS lives in Rye, New York.

# Married on Mondays

HONEYB

An erotic saga about three professional women who harness their sexual powers, as entrepreneurs by day, and seductresses by night.



978-0-446-58232-2 • \$21.99 (In Canada: \$26.99)  
288 Pages • 5 1/2 x 8 1/4 • Fiction • Rights: World

## MARKETING

### ADVERTISING

- Transit advertising in New York
- Print advertising in *Essence*
- Online advertising

### PUBLICITY

- Local author publicity
- Radio giveaways
- Book club outreach
- National print and online media campaign

### PROMOTION

- Teaser chapter included in the trade paperback edition of *Single Husbands* (2/10)

### WEB MARKETING

- e-newsletters, African American-interest and erotica bloggers giveaways, social networks

By day, Valerie Cooper, Dierdra Dawson, and Foxy Brown assist their husbands, all partners at the law firm Brown, Cooper, and Dawson. But at night, they become Vanilla Cream, Cherry Cream, and Sugar Cream, and run an upscale swingers club called Creamé. Their clientele include everyone from judges, lawyers, politicians, and police officers, to soccer moms and housewives. Business is booming at the hottest club in town, until the police chief extends an indecent proposal to Foxy: sleep with him, or go to jail. With the whole town standing behind Creamé (and not just because they all happen to be clients), the women must decide whether to stand together and fight, or risk losing their business.

- The author's previous novel, *Single Husbands*, was published in GCP hardcover (978-0-446-58230-8) in 3/09. The trade paperback edition (2/10) will tie in to and contain a teaser chapter from MARRIED ON MONDAYS.
- HoneyB is the pseudonym of Mary B. Morrison, who has more than a quarter million copies of her books in print combined. She is the *New York Times* bestselling author of *She Ain't the One*, coauthored with Carl Weber (*Dafina*, 2006), *Nothing Has Ever Felt Like This* (Kensington, 2005), the *Essence* bestseller *Somebody's Gotta Be On Top* (Kensington, 2004), *He's Just a Friend* (Dafina, 2003), *Never Again, Once More* (Dafina, 2002), and the *Essence* bestseller *Soulmates Dissipate* (Dafina, 2002), which is being adapted into a movie.
- The author's previous book, *Unconditionally Single* (Kensington, 8/09), featured a teaser for MARRIED ON MONDAYS.
- Black Erotica is a hot market. The top author in the genre, Zane, has BookScan sales of more than 1.7 million combined copies—and Mary B. Morrison is considered second to her.

## PRAISE FOR SEXCAPADES:

"Wickedly erotic...a spicy and tantalizing novel."

—UrbanReviews.com

"Juicy."

—*Essence*®

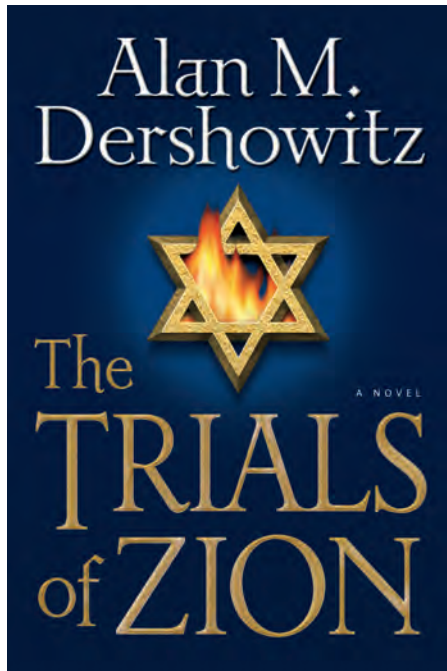


MARY B. MORRISON lives in Oakland, California, and you can learn more about Mary and HoneyB at [www.marymorrison.com](http://www.marymorrison.com).

# The Trials of Zion

ALAN M. DERSHOWITZ

In the tradition of Leon Uris's blockbuster *Exodus*, celebrated attorney and #1 *New York Times* bestselling author Alan M. Dershowitz delivers a gripping thriller set in today's Israel.



978-0-446-57673-4 • \$26.99 (In Canada: \$32.99)  
336 Pages • 6 x 9 • Fiction • Rights: World

Large Print Edition:  
978-0-446-50542-0 • \$28.99 (In Canada: \$34.99)

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *Boston Globe*, Jewish newspapers
- Online advertising

### PUBLICITY

- National media campaign
- Radio satellite tour
- Select author appearances
- National print and online media campaign

### WEB MARKETING

- e-newsletters, Dershowitz fans, Jewish-interest, ant thriller bloggers giveaways, social networks

A shocking act of terror brings the Middle East to the point of explosion. As the resulting political conflict threatens to erupt, a young Jewish-American lawyer joins the defense team of an arrested but possibly innocent Palestinian. Soon the lawyer's father, a famed criminal attorney, must win the Palestinian's case or risk losing his daughter forever. To do so, he must take into account the tormented history of the Holy Land from every possible angle. *THE TRIALS OF ZION* combines the tension of the greatest courtroom dramas with the action of a fast-moving thriller, all set against the colorful backdrop of one of the most complex cultural settings in the world. Filled with memorable characters, this novel offers readers not only compelling suspense, but a panoramic view of the history of a beloved and bitterly contested land, and a sharply controversial perspective on the sources of—and the possible solutions to—the world's longest and most crucial international crisis.

- Alan M. Dershowitz is the Felix Frankfurter Professor of Law at Harvard Law School, and has been involved in some of the most controversial legal proceedings of the past three decades, including O. J. Simpson's murder trial and Bill Clinton's impeachment. He is the author of the #1 *New York Times* bestseller *Chutzpah* (Little, Brown and Company, 1991), as well as numerous other works of fiction and nonfiction.
- The author is a frequent guest on television and radio programs from coast-to-coast, as both an expert on the American legal system and the Arab-Israeli conflict.
- *THE TRIALS OF ZION* could be considered a spiritual successor to Leon Uris's phenomenal #1 bestseller, *Exodus* (Doubleday, 1958), which told a fictionalized version of the birth of Israel and sold more than five million copies in the United States alone.
- Dershowitz has written two highly praised novels, *Just Revenge* and *The Advocate's Devil*. His book about the Claus von Bülow case, *Reversal of Fortune* (Random House, 1986), inspired the award-winning film of the same title.

### PRAISE FOR ALAN M. DERSHOWITZ:

**"Exciting, fast-paced, entertaining...gives the reader a dazzling, often graphic, portrayal....In time, who knows, Alan Dershowitz may catch John Grisham on the inside rail."**

—*New York Times Book Review on The Advocate's Devil*



BACHRACH

ALAN M. DERSHOWITZ lives in Cambridge, Massachusetts.

# Love in Mid Air

KIM WRIGHT

As she approaches 40, a woman struggles to find a new kind of happiness in this sexy and surprising debut novel.



978-0-446-54044-5 • \$23.99 (In Canada: \$28.99)  
336 Pages • 6 x 9 • Fiction • Rights: World

A chance encounter with a stranger in an airplane sends Elyse Bearden into an emotional tailspin. Suddenly, Elyse is willing to risk everything—her safe but stale marriage, her seemingly perfect life in an affluent Southern suburb, and her position in the church. As Elyse embarks on a risky affair, her longtime friend Kelly and the other women in their book club begin to question their own decisions about love, sex, marriage, and freedom. In the end it will take an extraordinary leap of faith for Elyse to find—and follow—her own path to happiness.

- Kim Wright's intelligent, absorbing tale of suburban angst will speak to the same readers who embraced Tom Perrotta's *Little Children* (St. Martin's Press, 3/04), and Allison Pearson's *I Don't Know How She Does It* (Knopf, 2002).
- Wright has been writing about travel, food, and wine for more than 20 years, and is a two-time recipient of the Lowell Thomas Award for her work. She is the author of Fodor's *Walt Disney World with Kids* and her work has appeared in *Wine Spectator*, *Self, Travel & Leisure*, and *Vogue*.

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *People*
- Online advertising

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters, suburban and literary/poetry bloggers giveaways, social networks



LAURA GSCHWANDTNER

KIM WRIGHT lives in Charlotte, North Carolina.

# Invisible Boy

CORNELIA READ

From the acclaimed author of *A Field of Darkness* and *The Crazy School* comes her most powerful and provocative work yet, featuring the acerbic and memorable voice of ex-debutante Madeline Dare.



978-0-446-51134-6 • \$23.99 (In Canada: \$28.99)  
320 Pages • 6 x 9 • Fiction • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *San Francisco Chronicle Book Review*, *Mystery Scene*

### PUBLICITY

- Local author publicity in San Francisco
- National print and online media campaign

### PROMOTION

- Teaser chapter included in trade paperback edition of *The Crazy School* (GCP, 2/10)
- Online Reading Group Guide

### WEB MARKETING

- e-newsletters, hip mystery and literary bloggers giveaways, social networks

The smart-mouthed but sensitive runaway socialite Madeline Dare is shocked when she discovers the skeleton of a three-year-old boy in her own weed-ridden family cemetery across the East River from Manhattan. Determined to see justice served, Madeline finds herself examining her own troubled history along with the sometimes hidden, sometimes all-too-public class and racial warfare that penetrates every level of society in the savage streets of New York City during the early 1990s. In *INVISIBLE BOY*, Cornelia Read depicts, with sensitivity, eloquence, and powerful emotion, the unstable fault lines of family, friendship, and society at large.

- The investigation in *INVISIBLE BOY* is based on an actual case, which involved the murder of a young boy whose body was found in a cemetery in Queens.
- Read's previous novel, *The Crazy School*, was published in GCP hardcover (978-0-446-58259-9) in 1/08, winning praise from the *New York Times Book Review*, *Kirkus Reviews*, and a starred review from *Booklist*. The trade paperback (GCP, 2/10) edition will tie in to the publication of this book (see page 96).
- Cornelia Read's debut novel, *A Field of Darkness* (GCP, 7/07), transcended the mystery genre and was called "spellbinding" by the *New York Times Book Review*. The book secured Read's presence as an outstanding voice in contemporary fiction, and was nominated for an Edgar® Award for Best First Novel of the Year and a Northern California Book Award for Fiction.

## PRAISE FOR *THE CRAZY SCHOOL*:

"Read's plot crackles and pops." —*Booklist* (starred review)

"Read writes with verve and passion." —*Publishers Weekly*

"Cornelia Read is a big talent." —*Boston Globe*



CORNELIA READ grew up in New York, California, and Hawaii. She is a reformed debutante who currently lives in Berkeley, California.



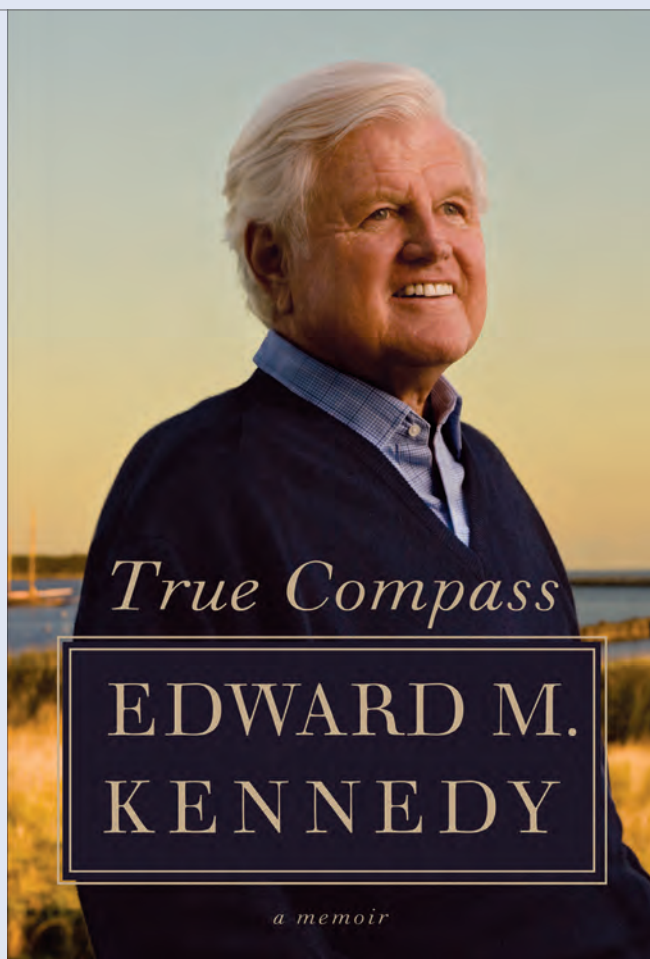
T W E L V E  
H A R D C O V E R  
F A L L 2 0 0 9 / W I N T E R 2 0 1 0

# IN THIS LANDMARK AUTOBIOGRAPHY, FIVE SPEAKS WITH UNPRECEDENTED CANDOR

## True Compass

A Memoir

EDWARD M. KENNEDY



978-0-446-53925-8 • \$35.00 (In Canada: \$43.00) • 512 pages • 6 x 9  
Two 16-page photo inserts • Memoir • Rights: World

**Hachette Audio:**

Abr. CD: 978-1-60024-752-1 • \$34.98 (In Canada: \$41.98)

Unabr. CD: 978-1-60024-754-5 • \$49.98 (In Canada: \$59.98)

**Large Print Edition:**

978-0-446-55799-3

\$37.00 (In Canada: \$45.00)

For the first time, one of America's greatest leaders tells his personal story—of his legendary family, politics, and 50 years at the center of national events.

- Written with warmth, wit, and grace, TRUE COMPASS is Edward M. Kennedy's inspiring legacy to readers and to history.
- Edward M. Kennedy has represented Massachusetts in the U.S. Senate for 47 years.
- In 2004, he began interviews at the Miller Center of the University of Virginia for an oral history project about his life. Since then, he has worked closely on this book with Pulitzer Prize-winner Ron Powers, coauthor of the #1 bestseller *Flags of Our Fathers* and author of *Mark Twain: A Life*, a finalist for the National Book Critics Circle Award.
- SENATOR EDWARD M. KENNEDY lives in Hyannis Port, Massachusetts, with his wife Victoria Reggie Kennedy.

# YEARS IN THE MAKING, SENATOR KENNEDY ABOUT HIS EXTRAORDINARY LIFE.

Edward M. Kennedy is widely regarded as one of the great senators in the nation's history. He is also the patriarch of America's most heralded family. The youngest of nine children born to Joseph P. Kennedy and Rose Fitzgerald Kennedy, he came of age among siblings from whom much was expected. As a young man, he played a key role in the presidential campaign of his brother, John F. Kennedy. In 1962, he was elected to the U.S. Senate, where he learned how to become an effective legislator.

His life has been marked by tragedy and perseverance, a love for family and an abiding faith. He writes movingly of his brothers and their influence on him; his years of struggle in the wake of their deaths; his marriage to the woman who changed his life, Victoria Reggie Kennedy; his role in the major events of our time (from the civil rights movement to the election of Barack Obama); and how his recent diagnosis of a malignant brain tumor has given even greater urgency to his long fight for improved health care for all Americans.



RUE DES ARCHIVES / THE GRANGER COLLECTION, NEW YORK

## MARKETING

### ADVERTISING

- National television and radio advertising
- Print advertising in the *New York Times Book Review*, *Washington Post*, *Boston Globe*, *Washington Monthly*, *Nation*
- NPR sponsorships in Washington, DC, New York, Boston, San Francisco, Los Angeles
- Online advertising
- Holiday gift book catalogs

### PUBLICITY

- National media campaign
- Television and radio satellite tours
- National print and online media campaign

### PROMOTION

- 8-copy floor display with special riser: 978-0-446-55782-5 \$280.00/\$344.00

- 10-copy mixed floor display with special riser (8 bks/2 Unabr. CDs): 978-0-446-55784-9 \$379.96/\$463.96

### WEB MARKETING

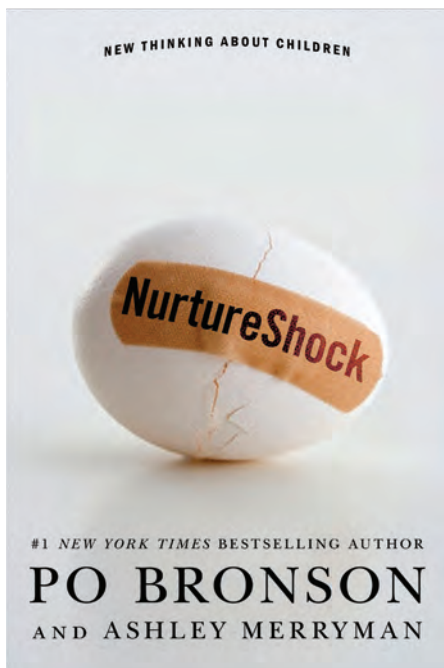
- e-newsletters, e-card, social networks, bloggers giveaways, multimedia slideshow

# NurtureShock

New Thinking About Children

PO BRONSON AND ASHLEY MERRYMAN

The author of the #1 *New York Times* bestseller *What Should I Do With My Life?* returns with a book that will revolutionize the way we think about parenting.



978-0-446-50412-6 • \$24.99 (In Canada: \$29.99)

320 pages • 6 x 9 • Psychology • Rights: U.S., Canada, and Open Market

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *San Francisco Chronicle Book Review*
- Major online advertising
- NPR sponsorship in San Francisco

### PUBLICITY

- National media campaign
- 7-city author tour to New York, San Francisco, Washington, DC, Boston, Los Angeles, Seattle, and Chicago
- Radio satellite tour
- Book video
- National print and online media campaign

### PROMOTION

- Advanced Reading copies

### WEB MARKETING

- e-newsletters, SavvyAuntie and mommy bloggers giveaways, social networks
- PoBronson.com

NURTURESHOCK is a groundbreaking collaboration between award-winning science journalists Po Bronson and Ashley Merryman, who demonstrate that many of society's strategies for nurturing children are in fact backfiring—because key aspects of scientific research have been overlooked. With impeccable storytelling and sharp analysis, the authors explode myths and offer new insights into the ways children learn, grow, and behave, revealing:

- why so many kids grow up being aggressive and cruel—even though they have involved and caring parents
- where intelligence is hidden in the brain, and why it matters
- why cross-racial friendships decrease in schools that are more integrated
- why the vast majority of kids lie—even though they know it's morally wrong

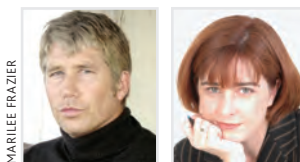
A brilliant look at what truly affects children on their path to adulthood, NURTURESHOCK explores themes of intelligence, racism, civility, honesty, kindness, peer pressure, risk-taking, and family relationships, and is destined to become one of the most provocative and influential books about parenting ever written.

- Po Bronson is the author of five prior books, including the national bestseller, *The Nudist on the Late Shift* (Random House, 1999) and *What Should I Do With My Life?* (Random House, 2002), which was a #1 *New York Times* bestseller and spent more than 10 months on the *New York Times* list.
- The authors' articles on the science of children for *New York* magazine elicited an unparalleled response from readers and won the magazine journalism award from the American Association for the Advancement of Science, as well as the Clarion Award from the Association for Women in Communications. Their work for *Time* magazine won the award for outstanding journalism from the Council on Contemporary Families.

### Hachette Audio:

Unabr. CD: 978-1-60024-840-5

\$34.98 (In Canada: \$41.98)



PO BRONSON lives in San Francisco, California. ASHLEY MERRYMAN lives in Los Angeles, California.

# Start-Up Nation

The Story of Israel's Economic Miracle

DAN SENOR & SAUL SINGER

Two leading Israel experts reveal what the world can learn from this small nation's meteoric economic success.



978-0-446-54146-6 • \$26.99 (In Canada: \$32.99)  
320 pages • 6 x 9 • Business • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *Weekly Standard*, *The Wall Street Journal*, Jewish newspapers
- Holiday gift book catalogs

### PUBLICITY

- 9-city author tour to New York, Miami, Atlanta, Washington, DC, Chicago, San Francisco, Los Angeles, Seattle, and Salt Lake City
- Radio satellite tour
- Book video
- National print and online media campaign

### WEB MARKETING

- e-newsletters, Jewish and Christian/Evangelical-interest bloggers giveaways, social networks

START-UP NATION addresses the trillion dollar question: How is it that Israel—a country of 7.1 million, only 60 years old, surrounded by enemies, in a constant state of war since its founding, with no natural resources—produces more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada, and the UK?

With the savvy of foreign policy insiders, Senor and Singer examine the lessons of the country's adversity-driven culture, and how it blends with a national ethos that flattens hierarchy and elevates informality, all backed up by unique government policies focused on innovation. The authors show how the world's first "start-up nation" can inform America's successes at a time when innovation has become the key to driving global economic recovery and growth. As this country reboots its can-do spirit, there's never been a better time to look at a remarkable and resilient nation for some impressive, surprising clues.

- Israel's rapid rise—and its role in Middle Eastern conflicts—are critically important topics for Americans to understand. As America's only ally in the Middle East, Israel's economic and cultural underpinnings are of deep importance and interest.
- The entrepreneurial lessons featured in START-UP NATION will appeal to the many readers interested in understanding effective business practices in the global marketplace.
- Dan Senor has served as a foreign policy advisor to the Bush administration and has written extensively about the economies of the Middle East in *The Wall Street Journal*, *New York Times*, and *Washington Post*. Saul Singer is the editorial page director of the *Jerusalem Post* for which he writes a weekly column and the author of *Confronting Jihad: Israel's Struggle and the World after 9/11* (Cold Spring Press, 2003). For 10 years, he served as a foreign policy advisor on Capitol Hill.

**"A smart foreign policy insider, Senor's experience in government, in business, and on the ground in the Middle East always come to life in his illuminating—and often surprising—analysis."**

—George Stephanopoulos, anchor of ABC's "This Week"



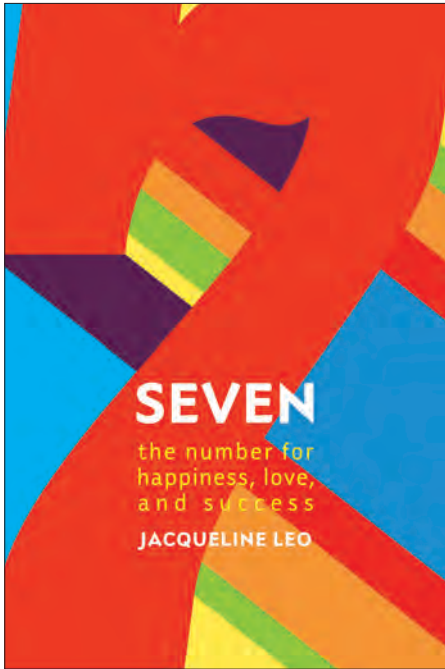
DAN SENOR lives in New York City.  
SAUL SINGER lives in Israel.

# Seven

The Number for Happiness, Love, and Success

JACQUELINE LEO

Media guru Jacqueline Leo explains how the number seven can improve the focus of our lives, exploring the numeral's power and significance. Renowned mathematician Edward Burger, a professor at Williams College, is a special contributor.



(Cover not final)

978-0-446-54269-2 • \$23.99 (In Canada: \$28.99)  
240 pages • 5 1/2 x 7 • Self-Help • Rights: World

In SEVEN, Jackie Leo explains the many valuable ways the number seven can be used as a tool—to define time, synthesize ideas, and keep one's mind performing at top speed. She also explores the powerful scientific, psychological, and religious significance of seven across cultures and ages by asking: Why are we able to hold no more than seven numbers or words in our working memory? Why are there seven Wonders of the World, seven seas, seven ages of man, seven levels of hell, seven days of the week?

Most importantly, readers will learn how seven can enhance their happiness, sustain their love, and help them win at life. Loaded with photographs and illustrations, and full of “Top Seven” lists from experts and notables, SEVEN promises to be one of the most unique and memorable books of the season—guaranteed to provoke, enlighten, and amuse.

- In the bestselling tradition of *The Seven Habits of Highly Effective People* (Simon & Schuster 1989), and *Simple Abundance*, (GCP 11/95), SEVEN gives readers a direct and memorable way to improve their lives, while providing some fascinating water cooler conversation.
- Jackie Leo has been a force in major media for over 20 years, with numerous industry contacts. The founder of *Child* magazine, she has served as editor-in-chief of *Family Circle* magazine and *Reader's Digest*, editorial director of the *New York Times* Woman's Magazine Group, and senior producer for ABC's *Good Morning America*, among other top-level positions. She is currently a senior advisor at iAmplify.com.

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times* Book Review

### PUBLICITY

- National media campaign
- Book video
- Radio satellite tour
- National print and online media campaign

### WEB MARKETING

- e-card, e-newsletters, social networks, giveaways



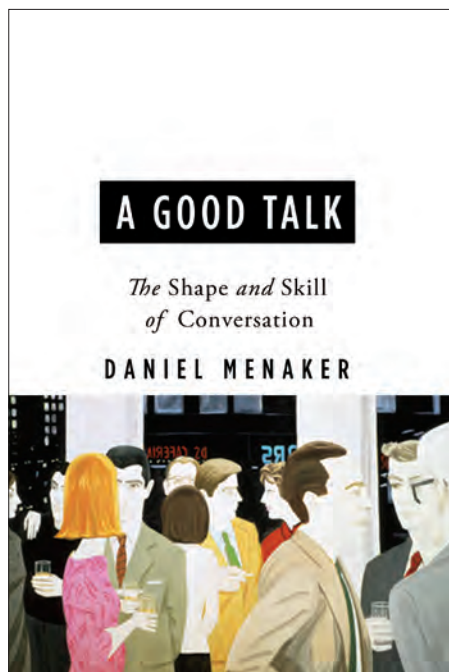
JACKIE LEO lives in Manhattan.

# A Good Talk

The Shape and Skill of Conversation

DANIEL MENAKER

From one of America's foremost literary wits comes a stylish, funny, and surprising discussion of the art of conversation.



(Cover not final)

978-0-446-54002-5 • \$20.00 (In Canada: \$24.99)  
240 pages • 5 ½ x 8 ¼ • Self-Help • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *The New Yorker*

### PUBLICITY

- Local author publicity in New York
- Radio satellite tours
- Book video
- National print and online media campaign

### WEB MARKETING

- e-card, e-newsletters, conversation-interest bloggers giveaways, social networks

*Humor ought to leaven nearly all significant conversations (except nuclear confrontations, firings, and all billable-hours situations)....*

This is a time when conversation is more important than ever before—for making and keeping friends, for relaxing, for understanding ourselves. But it is also imperiled, by overwork, cell phones, and email. So *A GOOD TALK* is a welcome and timely celebration of the rewards—both subtle and dramatic—of talking to each other for no particular reason. Drawing on over 40 years of experience in American letters, life lessons, and long lunches, Daniel Menaker explains the history of conversation, what makes conversations lively (impudence, often), the significance of subtext, and how and when we decide to take conversational risks—like cursing and confessions. Moving far beyond bullet-point advice, the author has written a sleek, humorous, and entertaining book that—just like a very good conversation—will change the way you look at the world and your place in it.

- Well known in the literary community for his career in magazine and book publishing, and his previous books—two of them *New York Times* Notables—Daniel Menaker has written for the *New York Times*, *The New Yorker*, *Slate*, and many other publications. He is widely read and well versed in psychological theories and practices.
- With its humor and insight, *A GOOD TALK* can be compared to Lynne Truss's *Eats, Shoots & Leaves* (Gotham, 2004), which was a #1 *New York Times* bestseller and has sold nearly one million hardcover copies.
- Conversation is the most "exclusively human" of all activities, but it doesn't always come naturally. *A GOOD TALK* provides unique practical and philosophical insights into the art of...a good talk!



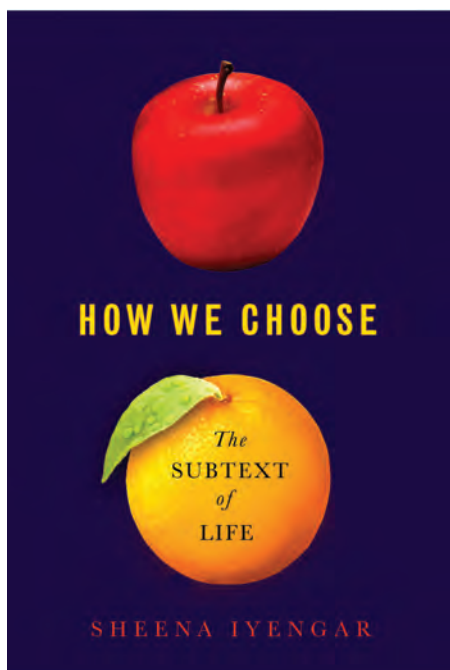
DANIEL MENAKER lives in New York City.

# How We Choose

The Subtext of Life

SHEENA IYENGAR

The nationally recognized, leading authority on choice exposes the surprising truths behind the decisions we make everyday.



978-0-446-50410-2 • \$25.99 (In Canada: \$31.99)  
352 pages • 6 x 9 • Psychology • Rights: World English

Hachette Audio:  
Unabr. CD: 978-1-60024-810-8  
\$34.98 (In Canada: \$41.98)

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *The New Yorker*, *The Wall Street Journal*

### PUBLICITY

- Local author publicity in New York
- Radio satellite tour
- Book video
- National print and online media campaign

### WEB MARKETING

- e-card, e-newsletters, Gladwell audience bloggers giveaways, social networks including relevant seed discussions

Every day we make choices. Coke or Pepsi? Save or spend? Stay or go?

Whether mundane or life-altering, these choices define us and shape our lives. Sheena Iyengar asks the difficult questions about how and why we choose: Is the desire for choice innate or bound by culture? Why do we sometimes choose against our best interests? How much control do we really have over what we choose? Her award-winning research reveals that the answers are surprising and profound. In our world of shifting political and cultural forces, technological revolution, and interconnected commerce, our decisions have far-reaching consequences. Use this book as your companion and guide for the many challenges ahead.

- Some of the groundbreaking research behind HOW WE CHOOSE was featured in Malcolm Gladwell's #1 bestseller *Blink* (Little, Brown, 1/05). Iyengar's work has also been cited in *Fortune*, *Time*, the *New York Times*, and *The Wall Street Journal*.
- Iyengar's conversational tone and in-depth analysis has universal appeal and will speak to the same audiences that made *Freakonomics* (William Morrow, 2006) and *The World is Flat 3.0* (Picador, 2007) blockbuster bestsellers.
- Sheena Iyengar holds degrees from the University of Pennsylvania, The Wharton School of Business, and Stanford University, and is a professor at Columbia University. In 2001 she received the presidential Early Career Award and in 2005 she was invited to serve as a fellow at Princeton's Institute for Advanced Study.

**"Sheena Iyengar's work on choice and how our minds deal with it has been groundbreaking, repeatedly surprising, and enormously important. She is someone we need to listen to."**

—Atul Gawande, author of *Better and Complications*

**"No one asks better questions, or comes up with more intriguing answers."**

—Malcolm Gladwell, author of *Outliers*



SHEENA IYENGAR lives in New York City.



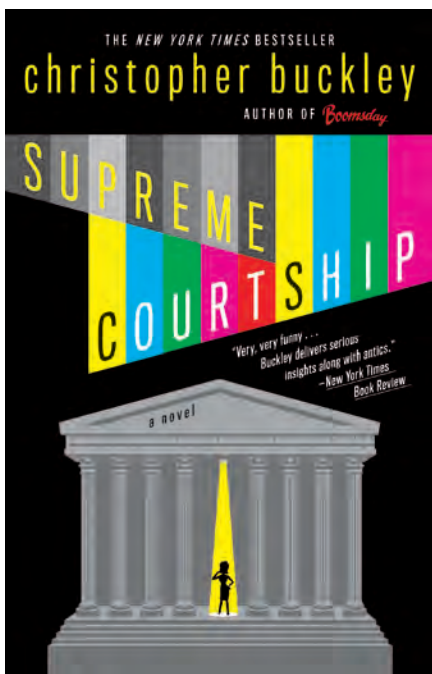
T W E L V E  
T R A D E P A P E R B A C K  
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# Supreme Courtship

CHRISTOPHER BUCKLEY

*New York Times* bestselling author Christopher Buckley's "ingenious and mischievous"\* send-up of the Supreme Court.

\*Booklist

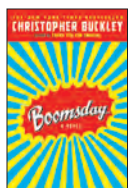


978-0-446-69798-9 • \$13.99 (In Canada: \$16.99)  
288 pages • 5 1/4 x 8 • Fiction • Publishing background:  
Twelve hardcover • Rights: U.S., Canada, and Open  
Market

#### Hachette Audio:

Unabr. CD <replay> edition: 978-1-60024-791-0  
\$19.98 (In Canada: \$24.98)

Also available in trade paperback:



Boomsday  
978-0-446-69797-2  
\$13.99/\$15.50 Can.

#### MARKETING

##### PUBLICITY

- National print and online media campaign

##### WEB MARKETING

- e-newsletters

President of the United States Donald Vanderdamp is at war with Capitol Hill. After his Supreme Court nominee is nixed for insufficiently appreciating *To Kill a Mockingbird*, the president chooses someone so beloved by voters that the Senate couldn't possibly reject her—Judge Pepper Cartwright, the star of the nation's most popular reality show. Will Pepper, a vivacious Texan, survive her Senate confirmation battle? Will becoming one of the most powerful women in the world ruin her love life? Soon Pepper finds herself in the middle of a constitutional crisis, a presidential reelection campaign that the president wants to lose, and oral arguments of a romantic nature. There are some truths only a great comic novelist can reveal, and in *SUPREME COURTSHIP*, Christopher Buckley tells all, with brio and wit.

- *SUPREME COURTSHIP* hit the *New York Times*, *Los Angeles Times*, *Washington Post*, and *Publishers Weekly* bestseller lists and has 90,000 copies in print. It was a *New York Times* "Editor's Choice" selection, and the author was profiled on *CBS Sunday Morning*.
- *Boomsday* (Twelve, 4/07) was a *New York Times*, *The Wall Street Journal*, *Los Angeles Times*, *Washington Post*, *Denver Post*, *USA TODAY*, *San Francisco Chronicle*, and *Publishers Weekly* bestseller and has sold more than 106,000 hardcover and trade paperback copies combined.
- Christopher Buckley is the author of 14 books, editor-at-large at *ForbesLife* magazine, and winner of the Thurber Prize for American Humor and the Washington Irving Medal for Literary Excellence. His most recent book, *Losing Mum and Pup*, a tragicomic memoir about becoming an orphan at the age of 55, will be published in Twelve hardcover in 5/09.
- Hardcover ISBN: 978-0-446-57982-7, 9/08

#### PRAISE FOR SUPREME COURTSHIP:

"At a time of high political absurdity, Buckley remains our sharpest guide to the capital, and a more serious one than we may suppose."  
—*New York Times Book Review*

"No matter what your political views, you can only reach one verdict on this book: hilarious."  
—Associated Press



JOHN HUBA, ART + COMMERCE

CHRISTOPHER BUCKLEY lives on the Acela train between Washington, DC, and New York City.

# Titanic's Last Secrets

The Further Adventures of *Shadow Divers* John Chatterton and Richie Kohler

BRAD MATSEN

The *New York Times* bestseller about the shipwreck that stunned the world, and the divers who discovered the truth.



978-0-446-58204-9 • \$14.99 (In Canada: \$17.99)  
352 pages • One 16-page and two 8-page photo inserts  
6 x 9 • History • Publishing background:  
Twelve hardcover • Rights: World

#### Hachette Audio:

Abr. CD <replay> edition: 978-1-60024-895-5  
\$14.98 (In Canada: \$17.98)

#### MARKETING

##### PUBLICITY

- National print and online media campaign

##### WEB MARKETING

- e-newsletters

After their celebrated discovery of a sunken Nazi U-boat off the coast of New Jersey, legendary divers John Chatterton and Richie Kohler investigated the enduring mystery behind history's most notorious shipwreck: Why did *Titanic* sink as quickly as she did? The answer is more shocking than anyone ever imagined: a cover-up that was passed off to the world as business as usual. Diving to the wrecks of *Titanic* and her sister ship, *Britannic*, working with forensic analysts, researching never-before-seen archives, and navigating a labyrinth of clues, Chatterton and Kohler discover the compromises made in building *Titanic*—and the dreadful consequences of those decisions. If the ship had remained afloat for just two hours longer, more than 2,000 people would have survived. *TITANIC'S LAST SECRETS* is a tragic tale of greed and hubris, and the inspiring struggle to uncover the truth that will forever change the way the world thinks about *Titanic*.

- *TITANIC'S LAST SECRETS* hit the *New York Times* bestseller list and has more than 100,000 hardcover copies in print. It received outstanding praise from *Publishers Weekly*, *Kirkus Reviews*, *Seattle Times*, *Newsweek*, and the *Miami Herald*, among other publications.
- John Chatterton and Richie Kohler, two of the greatest wreck divers in the world, are the heroes of the hit book *Shadow Divers* (Random House, 2004). Nationally known for their adventures, they are the hosts of A&E's *Deep Sea Detectives* and star in the History Channel's documentaries about their investigations into *Titanic*.
- Brad Matsen is the author of *Descent: The Heroic Discovery of the Abyss* (Pantheon, 2005), as well as many other books about the sea and its inhabitants. He was a creative producer for the television series *The Shape of Life*, and his articles have appeared in *Audubon* and *Mother Jones*, among other publications.
- Hardcover ISBN: 978-0-446-58205-6, 10/08

#### PRAISE FOR *TITANIC'S LAST SECRETS*:

"The release of *TITANIC'S LAST SECRETS* renders all other books on *Titanic* outdated and incomplete. A 'must have' book of 2008."  
—Joe Porter, *Wreck Diving Magazine*

"In this expertly written account, Matsen does what would seem impossible: he tells us something new about the *Titanic* disaster."  
—*Publishers Weekly*

JONAS BENDIKSON/MAGNUM



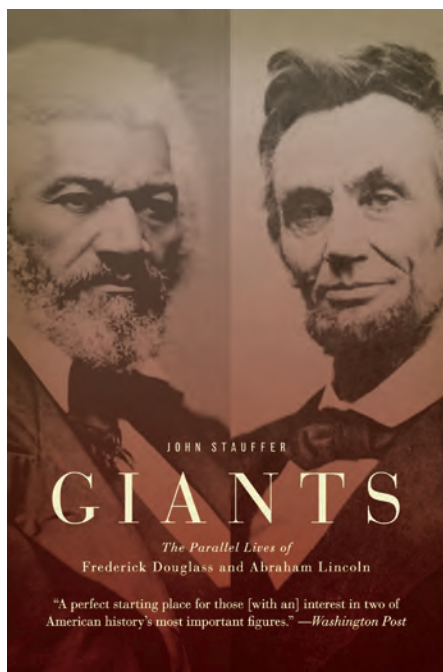
BRAD MATSEN lives in Seattle, Washington, and New York City.

# Giants

The Parallel Lives of Frederick Douglass and Abraham Lincoln

JOHN STAUFFER

The bestselling dual biography of two of the greatest self-made men of the 19th century, now in paperback.



978-0-446-69898-6 • \$14.99 (In Canada: \$17.99)  
448 pages • 6 x 9 • U.S. History • Publishing  
background: Twelve hardcover • Rights: World

## PRaise FOR GIANTS:

**"One of the most brilliantly conceived books of 2008....It offers hope for true dialogue among those who could just as easily hate as they could reason."** —*American Way*

**"This fascinating book will be of interest to popular audiences and academics alike."** —*Newark Star-Ledger*

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

In this masterful dual biography, John Stauffer describes the transformations in the lives of Abraham Lincoln and Frederick Douglass during a tumultuous period in American history. Lincoln was born dirt poor, had less than one year of formal schooling, and became the nation's greatest president. Douglass spent the first 20 years of his life as a slave, had no formal schooling—in fact, his masters forbade him to read or write—and became one of the nation's greatest writers and activists, as well as a spellbinding orator and messenger of audacious hope, the pioneer who blazed the path traveled by future African American leaders. Both were ambitious men. They had great faith in the moral and technological progress of their nation. And they were not always consistent in their views. John Stauffer illuminates their personal and political struggles with a keen understanding of the dilemmas Douglass and Lincoln confronted and the social context in which they occurred.

- In hardcover, *GIANTS* debuted at #10 on the *Boston Globe* bestseller list and received strong media coverage from coast to coast, particularly in connection with the February 2009 Lincoln bicentennial.
- This is one of the first books to provide an in-depth look at the relationship between Lincoln and Douglass, himself a nationally recognized figure who worked tirelessly for emancipation, civil rights, women's rights, and who also served as U.S. minister to Haiti.
- Abraham Lincoln and how he worked with others is a subject of perennial interest to readers nationwide, as demonstrated by Doris Kearns Goodwin's *Team of Rivals* (Simon & Schuster, 2005), which was a #1 *New York Times* bestseller.
- John Stauffer is Professor of English and American Literature and Language at Harvard University. His first book, *The Black Hearts of Men* (Harvard University Press, 2002), was the co-winner of the 2002 Frederick Douglass Book Prize.
- Hardcover ISBN: 978-0-446-58009-0, 11/08

**"An original, eloquent, unsentimental examination of both men and their legacies."** —Jon Meacham, *Los Angeles Times Book Review*



GREG MARTIN

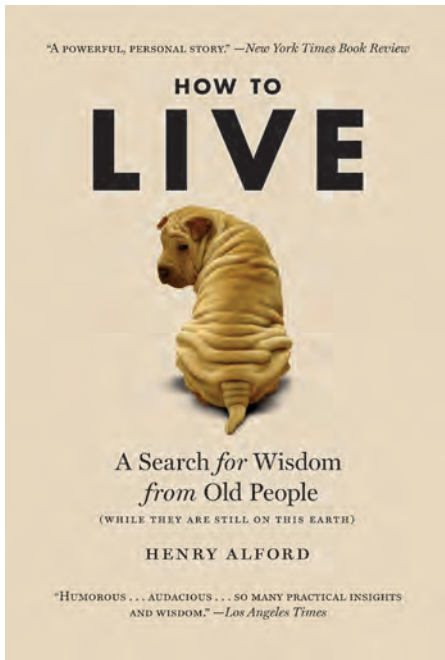
JOHN STAUFFER lives in Cambridge, Massachusetts.

# How to Live

A Search for Wisdom from Old People (While They Are Still on This Earth)

HENRY ALFORD

Henry Alford searches for enlightenment through conversations with those who have lived long and well in this “completely engaging—and very wise” (NOLA.com) book.



978-0-446-19604-8 • \$13.99 (In Canada: \$16.99)  
272 pages • 5 ¼ x 8 • Memoir • Publishing background:  
Twelve hardcover • Rights: World

Armed with recent medical evidence that supports the cliché that older people are, indeed, wiser, Alford sets off to interview people over 70—some famous (Phyllis Diller, Harold Bloom, Edward Albee), some accomplished (the world’s most-quoted author, a woman who walked across the country at age 89 in support of campaign finance reform), some unusual (a pastor who thinks napping is a form of prayer, a retired aerospace engineer who eats food out of the garbage). Early on in the process, Alford interviews his 79-year-old mother and stepfather, and inadvertently changes the course of their 36-year-long union. By showing that life after 70 is the fulfillment of, not the end to, life’s questions and trials, HOW TO LIVE delivers that most unexpected punch: it makes you actually “want” to get older.

- In hardcover, HOW TO LIVE was featured in major media outlets, including *Vanity Fair*, *O*, *The Oprah Magazine*, NPR’s *All Things Considered*, and WOR. It was named a “Best of 2008” read by *Publishers Weekly*, receiving a starred review, and winning praise from the *New York Times Book Review*, *Los Angeles Times*, *Minneapolis Star Tribune*, *Vanity Fair*, and *Kirkus Reviews*, among other publications.

- Henry Alford has written for *The New Yorker* and the *New York Times* for over a decade; he is also a contributing editor at *Vanity Fair* and *Travel + Leisure*. He is the author of a humor collection, *Municipal Bondage* (Random House, 1992), and of a chronicle of his attempt to become a working actor, *Big Kiss* (Broadway, 2001), which won a Thurber Prize.

- Hardcover ISBN: 978-0-446-19603-1, 1/09

## PRaise for HOW TO LIVE:

“While Alford’s slaying wit and intellectual nimbleness put him on par with Wilde and Benchley, his personal investment infuses HOW TO LIVE with an emotional expansiveness uniquely his own.”  
—*Vanity Fair*

“The story of Alford’s search for wisdom is awash in wry humor and poignant moments....Along the way, he shares magical moments where the connections he makes lead him not only to revelations about life’s big questions, but to an expanded notion of friendship.”  
—*Minneapolis Star Tribune*

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters



JOHN WOO

HENRY ALFORD lives in New York City.

# Apologize, Apologize!

ELIZABETH KELLY

“Listen up, readers....Meet the Flanagans, a quasifunctional family that might give Jonathan Franzen pause....Laugh-out-loud funny.” —*Library Journal*



978-0-446-40615-4 • \$13.99 (NCR) • 224 pages  
5 ¼ x 8 • Fiction • Publishing background: Twelve  
hardcover • Rights: U.S. and Open Market

APOLOGIZE, APOLOGIZE! takes us into the perversely charmed world of the Flanagans and their son, Collie (named after his parents' favorite breed of dog). Collie comes of age on Martha's Vineyard, trying to make sense of his wildly wealthy, hyper-articulate, and resolutely crazy family members: a philandering father, incorrigible brother, pigeon-racing uncle, radical activist mother, and a domineering media mogul grandfather (accused of being a murderer by Collie's mother). As Collie searches for his place in the world, he suffers insurmountable loss and grapples for bravery as he struggles to cope with people he has no choice but to love. Elizabeth Kelly's first novel is brilliantly written and utterly unpredictable—a remarkable debut.

- APOLOGIZE, APOLOGIZE! was hailed by Pulitzer Prize-winning author Elizabeth Frank as “a magnificent debut.”
- Epic fiction dealing with quirky, dysfunctional families are perennial bestsellers, as evidenced by Junot Diaz's Pulitzer Prize winner *The Brief Wondrous Life of Oscar Wao* (Riverhead, 2007), Jonathan Franzen's Oprah's Book Club selection *The Corrections* (FSG, 2001), and Tom Perrotta's *Little Children* (St. Martin's Press, 2004).
- Elizabeth Kelly is an award-winning journalist and magazine editor with several Canadian National Magazine Awards and nominations to her credit. Her writing has appeared in many prominent Canadian newspapers and magazines, and her column work was selected for publication in the 2003 edition of *Writing Prose* (Oxford Press).
- Hardcover ISBN: 978-0-446-40614-7, 3/09.

## PRAISE FOR APOLOGIZE, APOLOGIZE!:

“Kelly is a clever, witty wordsmith...laugh-out-loud funny.”

—*Booklist*

“This fine a story told this well doesn't happen every day or every decade. With the linguistic mastery of a Carol Shields or a Julia Glass, Elizabeth Kelly's debut novel comes down hard and strikes the bell.”

—Jacquelyn Mitchard, author of *The Deep End of the Ocean*

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters



FLANNERY DEAN

ELIZABETH KELLY lives in Ontario, Canada.

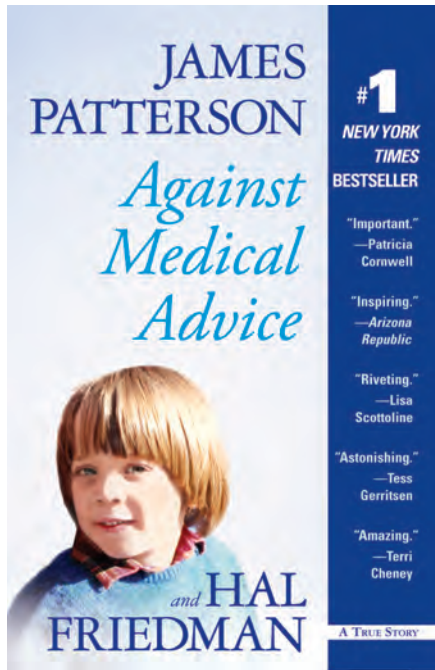
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G R A N D C E N T R A L P U B L I S H I N G  
T R A D E P A P E R B A C K  
F A L L 2 0 0 9 / W I N T E R 2 0 1 0

# Against Medical Advice

JAMES PATTERSON AND HAL FRIEDMAN

James Patterson's first work of narrative nonfiction and #1 *New York Times* bestseller—a heart-rending and dramatic true story of one family's medical struggles—is now in paperback.



978-0-446-50524-6 • \$14.99 (In Canada: \$17.99)  
288 Pages • 5 1/4 x 8 • Memoir • Publishing background:  
Little, Brown and Company hardcover  
Rights: U.S., Canada, and Open Market

**Hachette Audio:**  
Unabr. CD <replay> edition: 978-1-60024-662-3  
\$14.98 (In Canada: \$17.98)

## MARKETING

### PUBLICITY

- National print and online media campaign

### PROMOTION

- 8-copy floor display with special riser:  
978-0-446-54967-7 • \$119.92/\$143.92

### WEB MARKETING

- e-newsletters

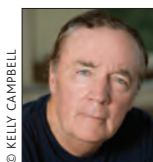
Cory Friedman woke one morning when he was five years old with the uncontrollable urge to twitch his neck, and he has never been the same. From that day forward his life became a hell of uncontrollable tics, urges, and involuntary utterances. Eventually, he is diagnosed with Tourette's Syndrome and Obsessive Compulsive Disorder, and embarks on an excruciating journey through various specialists and medications. Soon it becomes unclear which tics are symptoms of his disease and which are side effects of the drugs. The only certainty is that it keeps getting worse. **AGAINST MEDICAL ADVICE** is the true story of one family's decades-long battle for survival in the face of extraordinary difficulties and a rigid medical establishment.

- **AGAINST MEDICAL ADVICE** has the pacing, drama, and emotional power that have made James Patterson's novels record-breaking bestsellers. The hardcover has sold more than 284,000 copies and hit #1 on the *New York Times*, *The Wall Street Journal*, and *Publishers Weekly* bestseller lists.
- Tourette's Syndrome affects up to 11 children per thousand in the U.S. with varying degrees of severity. Cory's condition was one of the most severe cases his doctors had ever seen, complicated by intense OCD and ADD.
- James Patterson's next nonfiction book, *The Murder of King Tut*, with Martin Dugard, will be published in Little, Brown and Company hardcover in 9/09.
- Hal Friedman has published five works of fiction and lives with his wife, Sophia, in New Jersey.
- Hardcover ISBN: 978-0-316-02475-4, 10/08

## PRAISE FOR AGAINST MEDICAL ADVICE:

**"This true story is a gift of honesty, huge courage, and hope, and a reminder that against all medical advice and odds, human beings can prevail."**  
—Patricia Cornwell, author of *The Front*

**"Reads like the most riveting of page-turners."**  
—Lisa Scottoline, author of *Lady Killer*



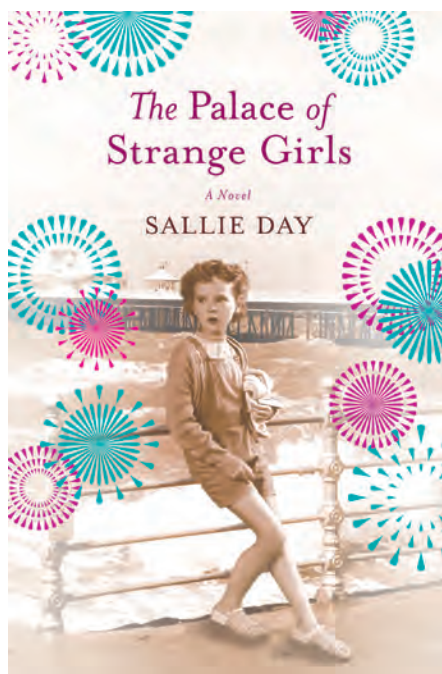
© KELLY CAMPBELL

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

# The Palace of Strange Girls

SALLIE DAY

*Behind the Scenes at the Museum* meets *The Future Homemakers of America* in this emotional and evocative tale of a family in a changing post-war world.



978-0-446-54586-0 • \$13.99 (In Canada: \$16.99)  
352 Pages • 5 ¼ x 8 • Fiction • Publishing background:  
GCP original • Rights: U.S., Canada, and Open Market

Blackpool, England, 1959. The Singleton family is on holiday. For seven-year-old Beth, just out of the hospital, this means struggling to fill in her 'I-Spy' book and avoiding her mother Ruth's eagle-eyed supervision. Her 16-year-old sister Helen, meanwhile, has befriended a waitress whose fun-loving ways hint at a life beyond Ruth's strict rules. But times are changing. Ruth's husband, Jack, is threatened by secrets from his wartime past that could destroy the life he has built for his family. Helen is tempted outside the safe confines of her mother's stern edicts with dramatic consequences. Over the holiday week, all four Singletons must struggle to find their place in the shifting world of promenade amusements, illicit sex, and stilted afternoon teas in this touching and evocative novel.

- 1959 Blackpool could just as easily be Atlantic City or the Catskills, a vacation town that has started to lose its footing with the troubled economy. This novel harkens back to a place when the world was just starting to feel less innocent, and is perfect for the current zeitgeist.
- THE PALACE OF STRANGE GIRLS received the Portico Prize for the UK edition. Past winners include Anthony Burgess of *A Clockwork Orange* fame.

## PRaise FOR THE PALACE OF STRANGE GIRLS:

"Panoramic portrait of an English family in the 1950s....  
Charming."

—*Gloss Magazine*

## MARKETING

### PUBLICITY

- Book Club call-ins
- National print and online media campaign

### PROMOTION

- Bound-in Reading Group Guide

### WEB MARKETING

- e-newsletters, reading group giveaways



JULIAN LEMIN

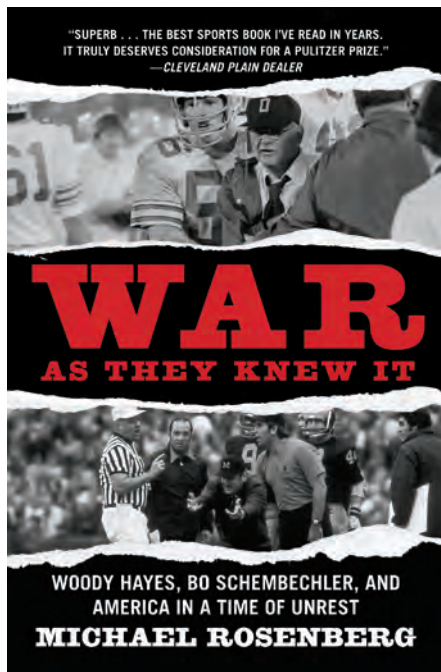
SALLIE DAY lives in England.

# War As They Knew It

Woody Hayes, Bo Schembechler, and America in a Time of Unrest

MICHAEL ROSENBERG

Award-winning sports columnist Michael Rosenberg chronicles the legendary rivalry between two college football coaches as seen through the prism of the tumultuous Vietnam War era.



978-0-446-69865-8 • \$15.99 (In Canada: \$19.99)  
320 Pages • 5 1/4 x 8 • Sports/Football • Publishing  
background: GCP hardcover • Rights: World

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

The late 1960s and early 1970s were a time of turmoil in America—the country was being torn apart by a war most people didn't support, young men were being taken away by the draft, and racial tensions were high. The uncertain times presented a challenge to two of the greatest football coaches of all time: Woody Hayes, the legendary archconservative coach of Ohio State, and his protégé and rival, Bo Schembechler of the University of Michigan. In *WAR AS THEY KNEW IT*, Michael Rosenberg dramatically weaves the campus unrest and political upheaval into the story of Hayes and Schembechler. Their rivalry began with Schembechler arriving in protest-torn Ann Arbor, Michigan, at the height of the Vietnam War. It ended with Hayes wondering what had happened to his country.

- In hardcover, *WAR AS THEY KNEW IT* has more than 30,000 copies in print and received glowing reviews from such publications as the *New York Times Book Review*, *USA TODAY*, *Chicago Tribune*, and *Sports Illustrated*, among others. It was selected as a Library of Michigan's 2009 Michigan Notable Book.
- Michael Rosenberg is a sports columnist for the *Detroit Free Press* and a featured columnist for Foxsports.com. He is one of the most widely read sports writers in the country and his work appeared in the 2005 edition of *Best American Sports Writing* (Houghton Mifflin, 2005). Rosenberg is routinely invited to appear on major media outlets, including ESPN and CNN, as well as on hundreds of radio shows across the country.
- Hardcover ISBN: 978-0-446-58013-7, 9/08

## PRAISE FOR WAR AS THEY KNEW IT:

**"An absorbing account that describes the rivalry between a pair of larger-than-life coaches."**  
—*New York Times Book Review*

**"The coaches rivalry is well known, but Rosenberg reinvigorates it with detailed reporting and sharp storytelling."**  
—*Sports Illustrated*

**"An enjoyable, high energy combination of cultural and sports history."**  
—*Kirkus Reviews*

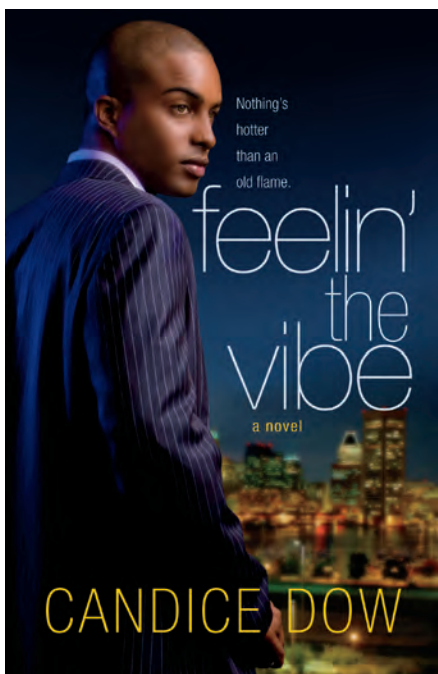


MICHAEL ROSENBERG lives in Ann Arbor, Michigan.

# Feelin' the Vibe

CANDICE DOW

Well-known author Candice Dow makes her Grand Central Publishing debut with FEELIN' THE VIBE.



978-0-446-17952-2 • \$13.99 (In Canada: \$16.99)  
304 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP original • Rights: World

A decade ago, Clark Winston nearly had a nervous breakdown after the man of her dreams, Devin Patterson, left her to marry another woman. Soon after, her best friend, the mother of her niece, died, leaving Clark sole custodian of the 10-year-old. Knowing she had to pull herself together, she sought help at a mental health clinic run by an old college friend, Dr. Kenneth Winston. The attraction was instant, and they proved to be a perfect match. Now 10 years later, the past is behind her and she has a perfect career and family at hand. But Devin reappears and a tumultuous affair ensues. Clark will now have to make the most important decision of her life—choose the man who broke her heart or the one who fixed it.

- Dow's previous novels include *Tappin' on Thirty* (Dafina, 2008), *A Hire Love* (Dafina, 2007), *Ain't No Sunshine* (Dafina, 2006), and *Caught in the Mix* (Dafina, 2005). Dow is also the coauthor, with Daaimah S. Poole, of *We Take This Man* (GCP, 1/09).
- By crafting emotionally in-depth characters that readers love or love to hate, Candice Dow has garnered praise from the likes of *Booklist* and *Urban-Reviews.com*. Her books have been compared to *New York Times* bestselling urban lit authors Eric Jerome Dickey and Carl Weber.

#### PRAISE FOR CANDICE DOW:

**"Full of realistic characters with real problems...a story to which many will relate."** —The RAWSISTAZ™ Reviewers on *Caught in the Mix*

**"Dow presents an interesting conundrum wrapped in a hip contemporary story."** —*Booklist* on *A Hire Love*

#### MARKETING

##### ADVERTISING

- Print advertising in *Essence*

##### PUBLICITY

- Local Baltimore publicity
- Book club outreach
- National print and online media campaign

##### PROMOTION

- Bound-in Reading Group Guide
- Postcards

##### WEB MARKETING

- e-newsletters, reading group giveaways



CANDICE DOW lives in Owings Mills, Maryland.

# Evenings at the Argentine Club

JULIA AMANTE

A poignant new novel that follows the interwoven struggles of two Argentine families trying to achieve the American Dream.



978-0-446-58162-2 • \$13.99 (In Canada: \$16.99)  
352 Pages • 5 ¼ x 8 • Fiction • Publishing background:  
GCP original • Rights: World English

Victor and Jaqueline Torres imagined moving to the U.S. would bring happiness and prosperity—instead they found a world of frustration. While Victor put long hours into his restaurant business, Jaqui devoted her life to her daughters, until they grew up and moved on. Even their eldest, Victoria, is torn trying to reconcile being the perfect Argentine daughter and an independent American woman. Antonio and Lucia Orteli face the same realities, especially when their only son Eric leaves their close-knit Argentine community in pursuit of his own dreams. When Eric unexpectedly shows up at the Argentine Club—the heart of the Argentine community in southern California—he starts a series of events that will bring these two families closer than ever. New relationships are formed and old ones are put to the test, as everyone must learn how to balance different cultures—and different dreams—without hurting those they love.

- A story driven by the American Dream will appeal to any reader, no matter their background. It is a concept that motivates people to immigrate to the United States as well as inspires those born and raised here.
- Julia Amante previously published *Becoming Latina in 10 Easy Steps* (Berkley, 2006) under the name Lara Rios. It was chosen as one of the Top 5 Books by Latina Authors in 2007 by *Catalina Magazine*. *EVENINGS AT THE ARGENTINE CLUB* will be Amante's first foray into serious women's fiction.
- *EVENINGS AT THE ARGENTINE CLUB* will include a Reading Group Guide in English and Spanish.

## MARKETING

### ADVERTISING

- Print advertising in *Latina*, *Catalina*
- Online advertising

### PUBLICITY

- Tie in to lecture schedule
- National print and online media campaign

### PROMOTION

- Bound-in Bilingual Reading Group Guide

### WEB MARKETING

- e-newsletters, reading group and Latino bloggers giveaways, social networks



ADAIR PHOTOGRAPHY

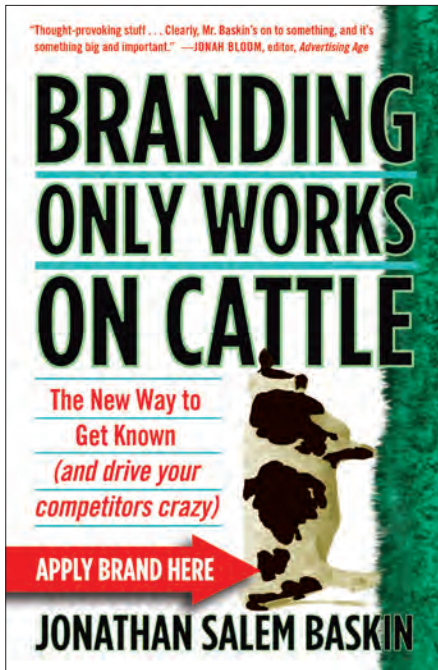
JULIA AMANTE lives in Los Angeles, California.

# Branding Only Works on Cattle

The New Way to Get Known (and drive your competitors crazy)

JONATHAN SALEM BASKIN

Marketing and branding maverick Jonathan Salem Baskin provides revolutionary advice on how to thrive in a world where catchy logos and silly tag lines no longer lead to profits.



978-0-446-17802-0 • \$16.99 (In Canada: \$19.99)  
288 Pages • 6 x 9 • Business • Publishing background:  
Business Plus hardcover • Rights: World

Is branding dead? Yes! Increasingly, the billions spent on logos, sponsorships, and jingles have little, if anything, to do with consumer behavior. Because behavior trumps branding. We all can think about brands until, well, the cows come home, but unless companies and consumers actually do things, branding is a waste of time and money. In every chapter, Baskin provides dynamic, cutting-edge ways that brands are being reinvented around the world. Through detailed examples and checklists, he asks the tough questions that companies need to ask to get better answers—so they can start getting better results. **BRANDING ONLY WORKS ON CATTLE** is the essential guide to understanding and thriving in a new branding dynamic.

- **BRANDING ONLY WORKS ON CATTLE** was published in Business Plus hardcover 9/08. It was one of the first books to declare that present-day branding strategies were no longer viable and it incited controversy and heated debates among marketing professionals.
- Books that identify new trends and force readers to think out-of-the-box have a bestselling track record, as evidenced by *The Tipping Point* (Little, Brown and Company, 3/00) and *Freakonomics* (William Morrow, 2005).
- Jonathan Salem Baskin is the president of the marketing firm Baskin & Associates. He led some of the most successful marketing campaigns in recent history, working with Nissan, Blockbuster, Apple, and GE. He also runs "Dim Bulb," a highly popular marketing blog, and is a featured speaker for the Washington Speakers Bureau.
- Hardcover ISBN: 978-0-446-17801-3, 9/08

## PRAISE FOR **BRANDING ONLY WORKS ON CATTLE**:

**"Mr. Baskin's onto something, and it's something big and important."**

—Jonah Bloom, editor, *Advertising Age*

**"Branding expert Baskin plays the merry iconoclast in this witty guide that marshals the latest research and a good serving of common sense to debunk branding's many myths."**

—*Publishers Weekly*

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters



MARKUS GIOLAS

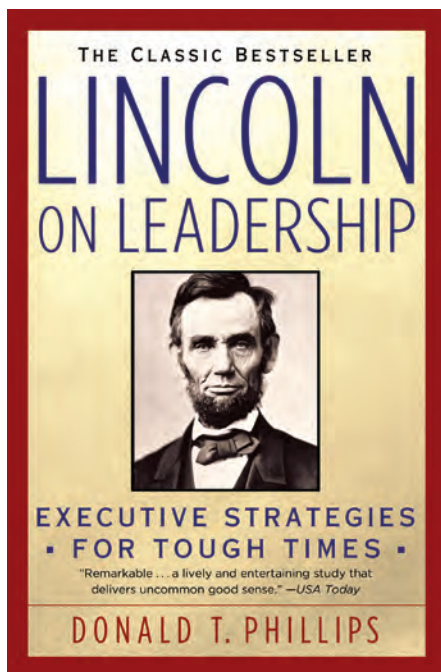
JONATHAN SALEM BASKIN lives in Chicago, Illinois.

# Lincoln on Leadership

Executive Strategies for Tough Times (Revised Edition)

DONALD T. PHILLIPS

The newly revised edition of the top-selling business classic—including new material!



978-0-446-39459-8 • \$13.99 (In Canada: \$16.99)  
208 Pages • 5¼ x 8 • Business • Publishing background:  
GCP hardcover, Business Plus trade paperback • Rights:  
World

Only 10 days before Abraham Lincoln took the oath of office in 1861, the Confederate States of America seceded from the Union, taking federal agencies, forts, and arsenals within their territory. To make matters worse, Lincoln, who was elected by a minority of the popular vote, was viewed by his own advisors as nothing more than a gawky, second-rate country lawyer with no leadership experience. Lincoln's history is well known, but the executive strategies that he perfected are not. **LINCOLN ON LEADERSHIP** reveals how Abraham Lincoln's methods can be applied to today's complex world. Readers will discover how to:

- Seize the initiative and never relinquish it
- Wage only one war at a time
- Encourage risk-taking while providing job security
- Avoid issuing orders and instead—request, imply, or make suggestions
- Once in a while, let things slip, *unbeknownst-like*
- And much more.

• **LINCOLN ON LEADERSHIP** was previously published in trade paperback in 1993 and has sold nearly 500,000 copies. The book has been translated into seven languages.

• **LINCOLN ON LEADERSHIP** should receive renewed attention as 2009 is the bicentennial of Lincoln's birth. In addition, it is widely reported that President Barack Obama looks to the leadership qualities of Abraham Lincoln for guidance and inspiration.

• Donald T. Phillips is also the author of *Martin Luther King, Jr. on Leadership* (GCP, 1/99) and *The Founding Fathers on Leadership* (GCP, 11/97). Both sold nearly 50,000 copies each in combined editions. He also served three terms as the mayor of Fairview, Texas.

## PRAISE FOR LINCOLN ON LEADERSHIP:

**"If Lincoln's examples were taken to heart, life undoubtedly would improve up and down the corporate line."** —*New York Times*

**"Remarkable...a lively and entertaining study that delivers uncommon good sense."** —*USA TODAY*

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters



KATE PHILLIPS

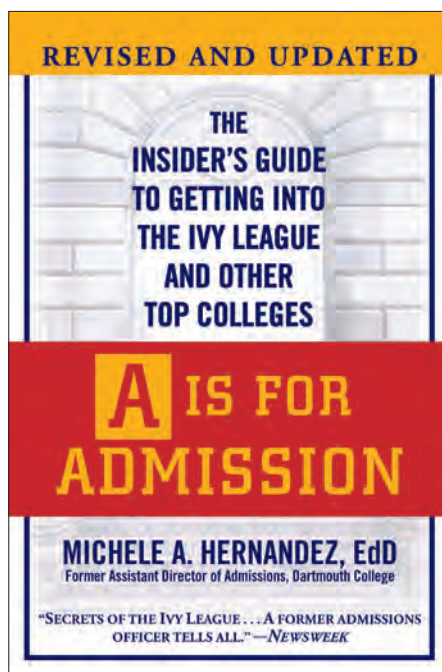
DONALD T. PHILLIPS lives in Fairview, Texas.

# A is for Admission

The Insider's Guide to Getting into the Ivy League and Other Top Colleges (Revised Edition)

MICHELE A. HERNANDEZ, EdD

In this newly revised and updated edition, an Ivy League admissions officer reveals the secrets behind the admissions process of the country's top schools.



978-0-446-54067-4 • \$16.99 (In Canada: \$19.99)  
304 Pages • 5¼ x 8 • Education • Publishing  
background: GCP hardcover • Rights: World

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters, mommy blogger giveaways

For generations, the admissions process of the Ivy League schools and other top colleges has been cloaked in mystery and myth. Now Michele A. Hernández, a former admissions officer at Dartmouth, has broken the code of silence to reveal how the world's most selective schools really make their decisions. In this new 10th anniversary revised edition, Hernández tells readers all the hard truths, provides all the secrets, reveals how admissions officers factor in every extenuating circumstance, and most importantly, shows readers how to make this complex, high-stakes system work for them, including:

- What do Ivy League admissions officers really look for?
- How are test scores and grades truly evaluated?
- Does applying for early decision/action hurt or help?
- How can applicants improve their chances of acceptance?
- And more.

- A IS FOR ADMISSION has more than 90,000 hardcover and trade paperback copies in print.
- Applications to top colleges will be at an all-time high in the fall of 2009! This newly revised edition contains updated statistics, new test requirements, vital information on ACTs and SATs, key points about the Common App, and updated data on competitive colleges.
- Michele A. Hernández, EdD, served as assistant director of admissions at Dartmouth College, and currently runs a consulting firm that helps students gain admission into top colleges. 90-100% of her students receive acceptance letters to their top choice colleges annually. She is considered one of the nation's leading experts on the admissions process into the country's most selective colleges.
- Hardcover ISBN: 978-0-446-52319-6, 9/97
- Trade paperback ISBN: 978-0-446-67406-5, 9/99

## PRAISE FOR A IS FOR ADMISSION:

**"Secrets of the Ivy League...a former admissions officer tells all."**  
—*Newsweek*

**"The admissions process has been exposed to daylight...  
Hernández's book is rich in detail."**  
—*National Review*

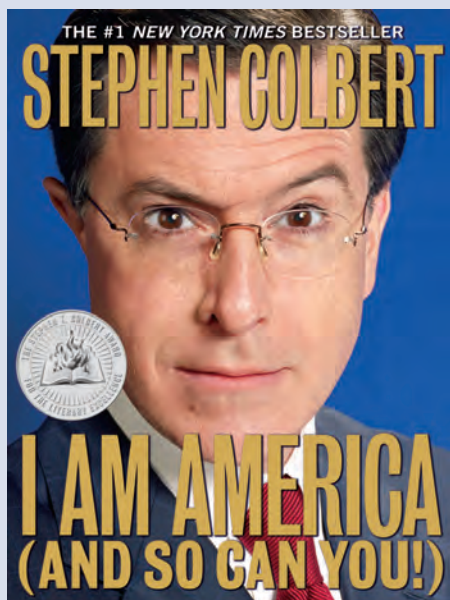


MICHELE A. HERNANDEZ, EdD,  
lives in Weybridge, Vermont.

# I Am America (And So Can You!)

STEPHEN COLBERT

The phenomenal #1 *New York Times* bestseller is now in paperback.



978-0-446-58218-6 • \$15.99 (In Canada: \$19.99)  
240 Pages • 7 x 9 1/8 • Nonfiction/humor • Publishing background: GCP hardcover • Rights: U.S., Canada, and Open Market

**Hachette Audio:**  
Abr. CD: 978-1-60024-036-2  
\$24.98 (In Canada: \$28.98)

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times*, *Washington Post*, *Los Angeles Times*, *Boston Globe*
- Transit advertising in New York
- Online advertising
- Holiday gift book catalogs

### PUBLICITY

- National print and online media campaign

### PROMOTION

- 8-copy floor display with special riser:  
978-0-446-55776-4 • \$127.92/\$159.92

### WEB MARKETING

- e-newsletters

I AM AMERICA (AND SO CAN YOU!) sold so many copies in pricey hardcover that it's sure to triple that number in paperback (history shows that in a bad economy people only have money for soup and this book). Dictated directly into a microcassette recorder over a three-day weekend, Stephen shares his most deeply held knee-jerk beliefs on The American Family, Race, Religion, Sex, Sports, and many more topics, conveniently arranged in chapter form, plus (like all the best books) there are LOTS of useful illustrations and charts. Always controversial and outspoken, Stephen addresses why Hollywood is destroying America by inches, why evolution is a fraud, why the elderly should be harnessed to millstones, and much more.

- I AM AMERICA (AND SO CAN YOU!) sold over 1.2 million copies and debuted at #1 on the *New York Times* bestseller list, where it remained for over 60 weeks.
- Colbert will shamelessly promote the paperback version of I AM AMERICA (AND SO CAN YOU!) on the highly rated *The Colbert Report* on Comedy Central.
- *The Colbert Report* debuted to extremely high ratings on Comedy Central. The *New York Times* touted the show as "one of the best television shows of the year" and *Entertainment Weekly* dubbed it a "must-watch show." It won the 2008 Emmy Award for best writing for a variety, music, or comedy program.
- Hardcover ISBN: 978-0-446-58050-2, 10/07

## PRaise for I AM AMERICA (AND SO CAN YOU!):

**"Exactly how Colbert manages to be so funny, and so in character, for the 228 pages of this book is a mystery none of us will solve. But there's great pleasure in trying."**

—*People* (four stars)



STEPHEN COLBERT lives with his wife and children in New Jersey.

# Sex, Drugs, & Gefilte Fish

The *Heeb* Storytelling Collection

EDITED BY SHANA LIEBMAN

FOREWORD BY A.J. JACOBS

The first book from *Heeb* magazine—a multi-media magnet for the young, urban, and influential—shows why being Jewish can be hilarious, touching, and downright strange.



978-0-446-50462-1 • \$13.99 (In Canada: \$16.99)  
272 Pages • 7 x 9 • Popular Culture • Publishing  
background: GCP original • Rights: World

In 2002, *Heeb* magazine made its debut. The controversial title quickly found a loyal following among young Jews and hipsters drawn to its irreverence and fierce anti-assimilation stand. Subsequently *Heeb* launched a popular onstage literary series, *Heeb* Storytelling, that invited some of the country's most gifted writer/performers including Michael Showalter, Andy Borowitz, Joel Stein, Ben Greenman, Lisa Kron, Stephen Glass, and Laura Silverman to tell seven-minute Jewish stories. These funny, reflective, angst-ridden, angry, and outrageous stories capture a unique moment in time for a modern generation.

- *Heeb* magazine has over 150,000 readers worldwide and a distribution of over 50,000 domestically. It's known for hard-hitting opinions and award-winning writing that appeals to Jews and non-Jews alike.
- The magazine has been a media lightning rod with features on *The Daily Show with Jon Stewart*, CNN, and *The Howard Stern Show*, and in publications, including *Time*, *Newsweek*, the *New York Times*, *Los Angeles Times*, and the *San Francisco Chronicle*.
- The foreword is by A.J. Jacobs, *New York Times* bestselling author of *The Know-It-All* and *The Year of Living Biblically*.
- Liebman is the arts editor of *Heeb* magazine. She graduated from Brown University and has an MFA in fiction from Columbia University. She writes for *New York* magazine, *The New York Observer*, and Salon.

#### PRAISE FOR *HEEB* MAGAZINE:

"One of America's best magazines."

—*Chicago Tribune*

"*Heeb's* humor saves the day."

—*Newsweek*

"A cross between *The Onion* and *Vanity Fair*."

—*New York Post*

#### MARKETING

##### ADVERTISING

- Print advertising in *Heeb* magazine

##### PUBLICITY

- National media campaign
- College publicity and events
- Tie in to *Heeb* Storytelling events in New York and Los Angeles
- Jewish book fairs
- National print and online media campaign

##### WEB MARKETING

- e-newsletters, Jewish humor interest giveaways
- heebmagazine.com



SHANA LIEBMAN

SHANA LIEBMAN lives in Brooklyn, New York.

# A Field Guide to Burying Your Parents

LIZA PALMER

5 Spot favorite Liza Palmer is back with a dark comedy about the bittersweet reunion of one dysfunctional—but ultimately lovable—family.



EDWINSANTIAGO.COM

(Final Cover to Come)

978-0-446-69838-2 • \$13.99 (In Canada: \$16.99)  
288 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP original • Rights: U.S., Canada, and Open Market

Since the death of her mother five years ago, Grace Hawkes has been doing her best to live her life apart from her tight-knit family. Well, mostly tight-knit considering her father walked out on them two decades before. But when this estranged man has a stroke and her two brothers and sister ask her to join them by his side, Grace suddenly realizes she's done the same thing he did...abandoned those who needed her most. Inside the hospital, tensions run high as Grace reconnects with her family, her ex-boyfriend, and the second Mrs. Hawkes. But the more the original Hawkes clan discovers about this manipulative woman the more their family threatens to break apart once again. After finally realizing how much her family means to her, can Grace stand up for those she loves and still keep them together?

- Palmer's first 5 Spot novel, *Conversations with the Fat Girl* (9/05), garnered acclaim from such publications as *People* and *Entertainment Weekly*, among others. It has been optioned by HBO for television series development.
- Palmer's novels, *Conversations with the Fat Girl* and *Seeing Me Naked* (5 Spot, 1/08), have sold over 51,000 and 25,000 copies, respectively.
- The author is a graduate of the American Academy of Dramatic Arts-West and has had two plays produced in Los Angeles.

## PRaise for Liza Palmer:

"Liza Palmer is definitely one of my new favorite writers!"

—Meg Cabot, author of *The Princess Diaries*

Also available in trade paperback:



*Conversations with the Fat Girl*  
978-0-446-69395-0  
\$12.95/\$17.95



*Seeing Me Naked*  
978-0-446-69837-5  
\$13.99/\$16.25

## MARKETING

### ADVERTISING

- Online advertising on *Jezebel*, *Perez Hilton*, *Nerve*, *Los Angeles Times*, *Slate*

### PUBLICITY

- Local author publicity
- National print and online media campaign

### WEB MARKETING

- e-newsletters, reading group giveaways

LIZA PALMER lives in Pasadena, California, with her dog, Poet.

# Tell Me Something True

LEILA COBO

A young Colombian-American woman uncovers the truth about her deceased mother's secret past and undertakes her own turbulent journey of self-discovery in this stunning debut novel.



978-0-446-51936-6 • \$13.99 (In Canada: \$16.99)  
320 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP original • Rights: U.S., Canada, and Open Market

Gabriella always loved the picture of her mother kneeling in front of a bed of roses, smiling, beautiful, and impossibly happy. But then she learns that her late mother hated gardening; that she had never wanted the house in the Hollywood Hills, the successful movie producer husband, and, possibly, her only daughter. When Gabriella discovers a journal—a book that begins as a new mother's letters to her baby girl, but becomes a secret diary—the final entry leaves one question unanswered: The night her mother died, was she returning to Colombia to end an affair, or was she abandoning her family for good?

- Leila Cobo is a journalist and Executive Director of Latin content for *Billboard* magazine. She also hosts a weekly Latin music television show *Estudio Billboard* and has a weekly spot on *Zona Cero*, Miami's second most-listened-to radio morning show, where she will promote this book. Considered the ultimate Latin music insider, Cobo already has a following among viewers of her television show and readers of her weekly column, which appears in print and online.
- Cobo perfectly portrays life in Colombia, the lush countryside, the rich traditions, the opulence, and, at times, the violence that is inescapable for many there.
- The story of a daughter learning to see her mother as a woman, and not just a parent, is one that many readers will relate to.
- As this story starts off at Christmastime, it lends itself to holiday promotions.
- This edition will include a Reading Group Guide in English and Spanish.

## MARKETING

### ADVERTISING

- Print advertising in the *Latina*, *Catalina*, *People*

### PUBLICITY

- Local Miami publicity
- Radio satellite tour
- National print and online media campaign

### PROMOTION

- Bound-in Bilingual Reading Group Guide

### WEB MARKETING

- e-newsletters, reading group and Latino bloggers giveaways



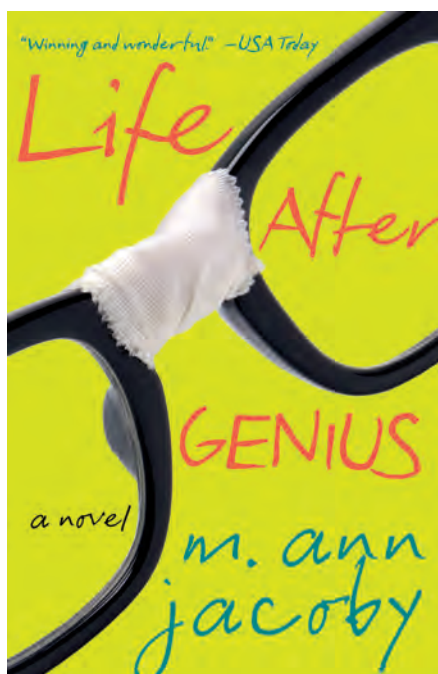
CAMILO ECHAVARRIA

LEILA COBO lives in Key Biscayne, Florida.

# Life After Genius

M. ANN JACOBY

*Good Will Hunting* meets *Six Feet Under* in this remarkable novel of a young prodigy haunted by his past and running away from his supposedly brilliant future.



978-0-446-19972-8 • \$13.99 (In Canada: \$16.99)  
352 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP hardcover • Rights: U.S., Canada, and Open Market

## MARKETING

### PUBLICITY

- National print and online media campaign

### PROMOTION

- Bound-in Reading Group Guide

### WEB MARKETING

- e-newsletters, reading group giveaways

Theodore “Mead” Fegley has always been smart. By age 12, he was in high school, and by 15 he was attending a top-ranked university. And now, at 18, he’s on the verge of proving the Riemann Hypothesis, a mathematical equation that has mystified academics for generations. But only days before graduation, Mead flees home to rural Illinois. What has caused him to drop out remains a mystery to all but Mead and a classmate whose quest for success has turned into a dangerous obsession. At home, Mead finds little solace. As he embarks on a new life’s journey—learning the family business of selling furniture and embalming the dead—he disappoints and surprises all who knew him as “the young Fegley genius.” Equal parts academic thriller and poignant coming-of-age story, *LIFE AFTER GENIUS* tells the remarkable tale of a young man who must discover that the heart may know what the head has yet to learn.

- In hardcover, *LIFE AFTER GENIUS* was praised by *USA TODAY*, *Chicago Tribune*, *Chicago Sun-Times*, and *Booklist*, among others.
- *LIFE AFTER GENIUS* will appeal to fans of Marisha Pessl’s *Special Topics in Calamity Physics* (Viking, 2006) and Curtis Sittenfeld’s *Prep* (Random House, 2005), both of which were *New York Times* bestsellers.
- Like Sylvia Nasar’s *A Beautiful Mind* (Simon & Schuster, 1998) and David Auburn’s Pulitzer Prize-winning play *Proof* (Faber & Faber, 2001), the plot of this novel revolves around the mysteries of a mathematical puzzle.
- M. Ann Jacoby has worked in the publishing industry for more than 20 years, and is herself the daughter of a math genius and the granddaughter of an undertaker, infusing the novel with authentic detail.
- Hardcover ISBN: 978-0-446-19971-1, 10/08

## PRAISE FOR LIFE AFTER GENIUS:

**“Filled with colorful characters, all winning and wonderful, even in their pain.”**  
—*USA TODAY*

**“Seductively absorbing.”**  
—*Chicago Sun-Times*



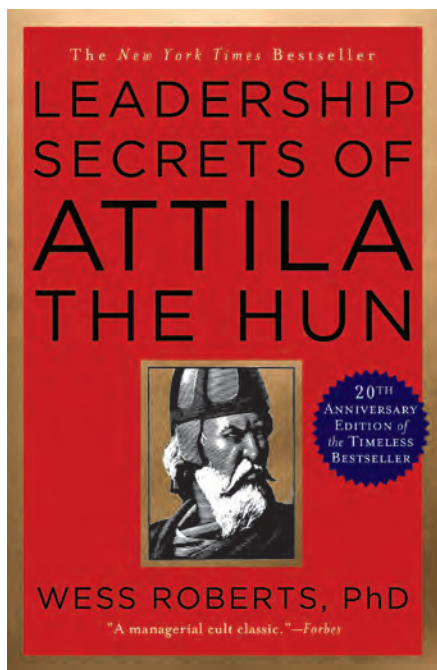
M. ANN JACOBY lives in Lawrenceville, New Jersey.

# Leadership Secrets of Attila the Hun

(Revised Edition)

WESS ROBERTS, PHD

The bestselling classic on leadership is now updated in a revised 20th anniversary edition.



978-0-446-39106-1 • \$13.99 (In Canada: \$16.99)

195 Pages • 5 1/2 x 8 1/4 • Business • Publishing background: GCP hardcover • Rights: U.S., Canada, and Open Market

#### Hachette Audio:

Unabr. CD: 978-1-60024-893-1

\$19.98 (In Canada: \$24.98)

Discover the leadership secrets of the warrior who centuries ago shaped an aimless band of mercenary tribal nomads into the undisputed rulers of the ancient world—and who today offers timeless lessons in win-directed, take-charge management. Based on historical research—and filled with illuminating maxims—this essential guide offers the wisdom of a man who unified thousands, led the charge, kept the peace, picked his enemies wisely, and negotiated brilliantly—all the vital management principles that lead to success. Readers will learn: Never to underestimate the power of an enemy to rise against you on another day • Never to give a Hun a reward that holds no personal value to yourself • Never to arbitrate, for it allows a third party to determine your destiny • Never to misuse power, for such action causes friction and rebellion in the tribe and nation • And much more. This invaluable guide will help anyone manage people much more effectively.

- LEADERSHIP SECRETS OF ATTILA THE HUN (GCP, 3/89) was a *New York Times* bestseller and has sold nearly 800,000 hardcover and trade paperback copies combined.
- Wess Roberts served as a major with the prestigious U.S. Army Combat Arms Training Board and has worked as a senior manager for American Express, Fireman's Fund, and Northrop Services.
- Hardcover ISBN: 978-0-446-51516-0, 3/89

#### PRAISE FOR LEADERSHIP SECRETS OF ATTILA THE HUN:

"A managerial cult classic."

—*Forbes*

"Well written, breezy and enjoyable...a primer on basic management."

—*Barron's*

#### MARKETING

##### PUBLICITY

- National print and online media campaign

##### WEB MARKETING

- e-newsletters

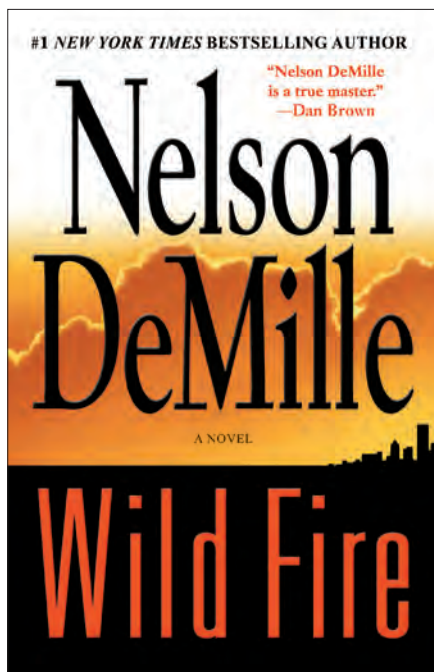


WESS ROBERTS lives in Utah.

# Wild Fire

NELSON DEMILLE

The *New York Times* bestseller—now in trade paperback.



978-0-446-69783-5 • \$14.99 (In Canada: \$17.99)  
528 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP hardcover • Rights: U.S., Canada, and Open Market

**Hachette Audio:**  
Unabr. CD: 978-1-59483-610-7  
\$49.98 (In Canada: \$64.98)

Abr. CD <replay> edition: 978-1-60024-524-4  
\$14.98 (In Canada: \$16.98)

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

*"This work of fiction is based on a rumor about a government plan. Hopefully, the story I'm about to tell will play out only in these pages."*

—Nelson DeMille

Welcome to the Custer Hill Club, a mountain hunting lodge whose members include some of America's most powerful business leaders, military men, and government officials. The club appears to be a place to relax with old friends. But one fall weekend, the club's executive board gathers to talk about 9/11 and finalize a retaliation plan, known only as Wild Fire. Soon after, a member of the Federal Anti-Terrorist Task Force is found dead near the hunting lodge. Investigating this mysterious death, Detective John Corey and his wife, FBI Agent Kate Mayfield, uncover a shocking plot that begins with the Custer Hill Club and ends with American cities locked in the crosshairs of a nuclear device. Now Corey and Mayfield are the only ones who can stop global chaos from being unleashed.

- WILD FIRE debuted at #2 on the *New York Times* bestseller list and has sold over a million copies to date.
- DeMille's most recent novel, *The Gate House* (GCP, 10/08), was an instant #1 *New York Times* bestseller with over 670,000 copies in print. *Night Fall* (11/04) was a #1 *New York Times* bestseller and sold over 1.3 million copies in combined print.
- There are more than 30 million copies of DeMille's books in print worldwide and over 15 million copies in print in the United States.
- Hardcover ISBN: 978-0-446-57967-4, 11/06

## PRAISE FOR WILD FIRE:

**"100 mph fiction."**

—Liz Smith

**"A tour-de-force of relentless narrative power."**

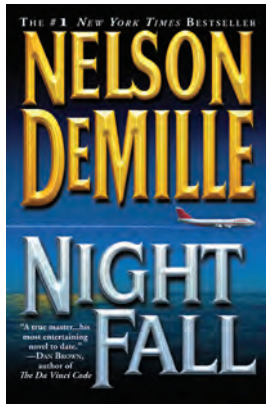
—*Publishers Weekly* (starred review)



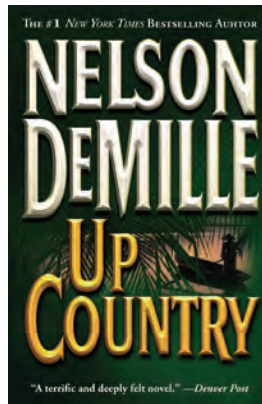
SANDY DEMILLE

NELSON DEMILLE lives in New York.

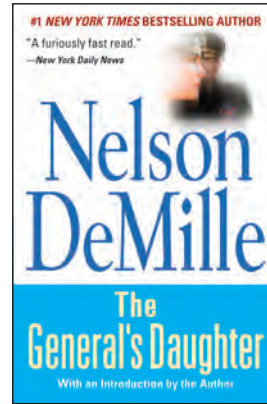
# Stock up on Nelson DeMille's bestselling trade paperback backlist.



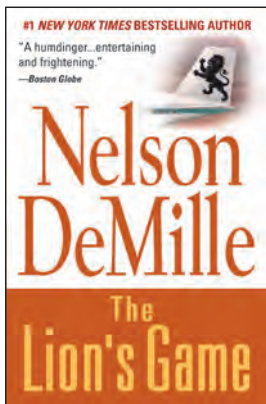
**NIGHT FALL**  
978-0-446-17792-4  
\$14.99/\$17.25 Can.



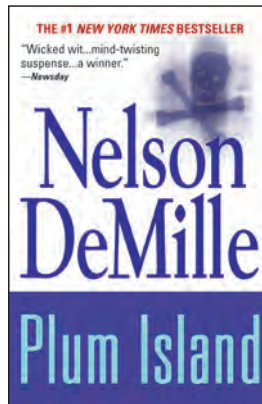
**UP COUNTRY**  
978-0-446-17793-1  
\$14.99/\$17.25 Can.



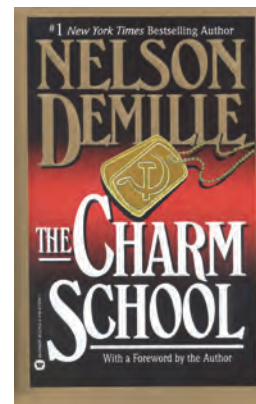
**THE GENERAL'S DAUGHTER**  
978-0-446-67910-7  
\$14.99/\$16.99 Can.



**THE LION'S GAME**  
978-0-446-67909-1  
\$14.99/\$16.99 Can.



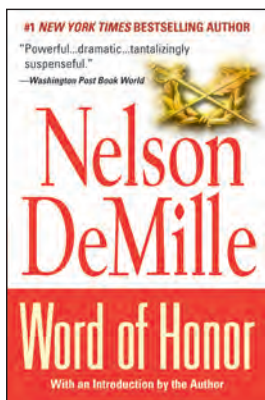
**PLUM ISLAND**  
978-0-446-67908-4  
\$15.95/\$22.95 Can.



**THE CHARM SCHOOL**  
978-0-446-67509-3  
\$14.95/\$19.95 Can.



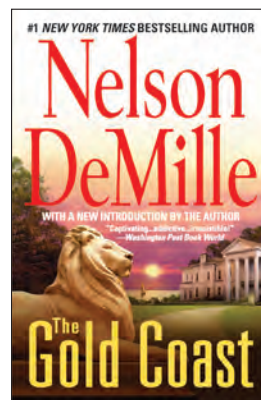
**NEW AUDIO!**



**WORD OF HONOR**  
978-0-446-67482-9  
\$14.99/\$16.99 Can.



**NEW AUDIO!**



**THE GOLD COAST**  
978-0-446-67321-1  
\$14.99/\$16.99 Can.

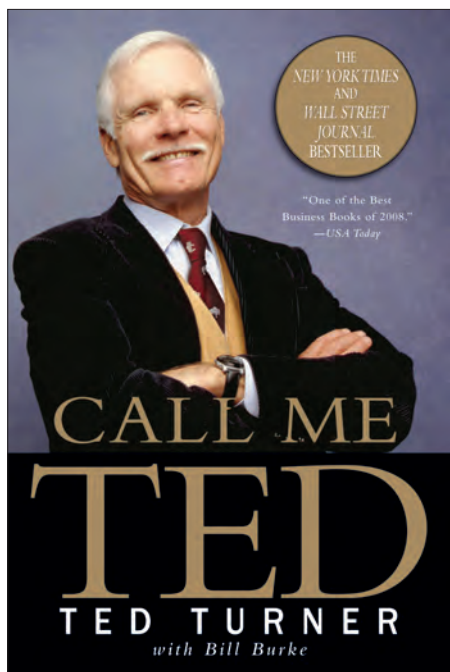


# Call Me Ted

My Life, My Way

TED TURNER WITH BILL BURKE

The absolutely candid autobiography of Ted Turner—one of the most successful and outspoken visionaries of our time.



(Cover not final)

978-0-446-58203-2 • \$16.99 (In Canada: \$19.99)

448 Pages • Two 8-page photo inserts, • 6 x 9  
Autobiography/Business • Publishing background:  
Business Plus hardcover • Rights: World

#### Hachette Audio:

Unabr. CD <replay> edition: 978-1-60024-825-2  
\$19.98 (In Canada: \$24.98)

## MARKETING

### ADVERTISING

- National print and online advertising

### PUBLICITY

- Author publicity
- National print and online media campaign

### WEB MARKETING

- e-newsletters
- CallMeTed.com

An innovative entrepreneur, outspoken nonconformist, and groundbreaking philanthropist, Ted reveals his personal story for the first time. From the successful launch of his media empire, including CNN and TBS, to the catastrophic AOL-Time Warner deal, Turner delivers a wild and revelatory ride. Readers will enjoy his personal take and surprising insights about his dealings with Fidel Castro, Mikhail Gorbachev, Jimmy Carter, Bill Gates, Jack Welch, Warren Buffett, and many others. He also delves into his darker and more intimate memories—being left at a boarding school at age four, dealing with the devastating losses of his beloved sister, who died at 17, and his hard-charging father, who committed suicide when Ted was 24. He honestly discusses his marriages, including the one to Jane Fonda. Inspiring and entertaining, CALL ME TED sheds new light on one of the world's most fascinating personalities.

- In hardcover, CALL ME TED hit the *New York Times*, *The Wall Street Journal*, *Los Angeles Times*, *USA TODAY*, and *Publishers Weekly* best-seller lists. Both Turner and the book received tremendous media attention, including interviews and features on *60 Minutes*, *Good Morning America*, *Meet the Press*, and *The O'Reilly Factor*, and in *Time* magazine, the *Washington Post*, *Chicago Tribune*, *Los Angeles Times*, *San Francisco Chronicle*, *Atlanta Journal-Constitution*, and other publications.
- *USA TODAY* selected CALL ME TED as one of the best business biographies of the year, and *AudioFile* magazine chose it as one of the best audiobooks of 2008.
- Coauthor Bill Burke is a media executive who held senior positions at Turner Broadcasting, including president of TBS Superstation and GM of Turner Classic Movies. He was also president and CEO of The Weather Channel Companies.
- Hardcover ISBN: 978-0-446-58189-9, 11/08

## PRAISE FOR CALL ME TED:

**"Plenty of grist for understanding a man of many accomplishments....His enthusiasm comes across as so genuine that resisting the force of his personality seems impossible." —USA TODAY**

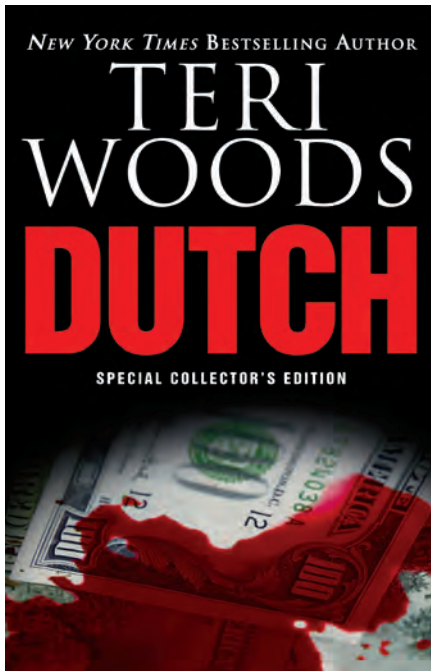
**"It's an amazing story, and it helps explain what drives Ted Turner." —Houston Chronicle**

TED TURNER lives in Florida.

# Dutch

TERI WOODS

The *New York Times* bestselling author of *True to the Game* returns with her hottest street-lit series yet, about a heinous crime lord and his crew.



978-0-446-55153-3 • \$14.99 (In Canada: \$17.99)  
288 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
Terri Woods Publishing trade paperback • Rights: World

## MARKETING

### ADVERTISING

- Radio advertising in New York, Los Angeles, Boston, Chicago, Philadelphia
- Transit advertising in New York
- Online advertising

### PUBLICITY

- 3-city author tour to New Jersey, Philadelphia, New York
- Radio satellite tour
- Book club outreach
- National print and online media campaign

### PROMOTION

- Bound-in Reading Group Guide

### WEB MARKETING

- e-newsletters, urban entertainment blogger giveaways

James Bernard Jr., a.k.a. Dutch, has become the most dangerous criminal in New Jersey. From his early skill as a car thief, Dutch recognized the opportunity to rule the streets and he seized it. Feared by all, and completely fearless, Dutch and his dangerous clique take over the lucrative heroin business of a local African drug lord. With both the protection and respect of the Mafia, Dutch becomes the most terrifying force on the streets. District Attorney Anthony Jacobs is determined to take down Dutch and his crew, and he's confident that his witnesses will testify against them. But a sudden turn of events will soon make the DA's job harder than he imagined.

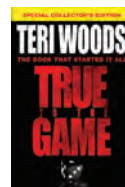
- Teri Woods's *DUTCH* (TWP, 2003) has more than 110,000 trade paperback copies in print. *Dutch II* (TWP, 2005) has more than 85,000 copies in print and will be published in GCP trade paperback in 6/10. *Dutch III* will be published as a GCP trade paperback original in 11/10.
- The author's debut novel, *True to the Game* (TWP, 1999), was one of the first street lit blockbusters and sold more than 300,000 self-published copies. A collector's trade paperback edition was published by GCP in 5/07.
- Teri Woods hit the *New York Times* bestseller list with both *True to the Game II* (GCP, 11/07) and *True to the Game III* (GCP, 7/08), which have sold more than 224,000 trade paperback copies combined.
- The author's hardcover debut, *Alibi*, will be published by GCP in 8/09. *DUTCH* will include a teaser chapter from *Alibi* and *Dutch II*.

## PRAISE FOR DUTCH:

**"A bone-chilling tale of murder, power and retribution....A fast-moving story....Thoroughly absorbing and harrowing."**

—The RAWSISTAZ™ Reviewers

Also available in trade paperback:



*True to the Game*  
978-0-446-58160-8  
\$14.99/\$18.99 Can.

*True to the Game II*  
978-0-446-58166-0  
\$14.99/\$17.25 Can.

*True to the Game III*  
978-0-446-58168-4  
\$14.99/\$16.99 Can.



KEITH MAJOR

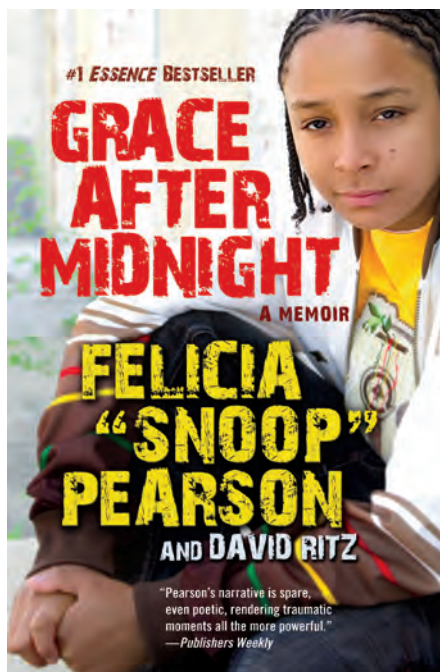
TERI WOODS lives in New Jersey.

# Grace After Midnight

A Memoir

FELICIA "SNOOP" PEARSON AND DAVID RITZ

Felicia Pearson, also known as Snoop from the HBO hit series *The Wire*, tells her gritty and emotional story, which is hauntingly similar to Snoop's.



978-0-446-19519-5 • \$13.99 (In Canada: \$16.99)  
256 Pages • 5 1/4 x 8 • Memoir • Publishing background:  
GCP hardcover • Rights: World

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

While Felicia Pearson is a brilliant actor who created a truly chilling role, what's most remarkable about Snoop is what she has overcome in real life. Born a three-pound, cross-eyed crack baby in East Baltimore, and raised in a foster home, Snoop proved she was as tough as the streets. Showing an early aptitude for drug slinging and violence, she thrived as a baby gangsta, until she landed in Jessup State Penitentiary after killing a woman in self-defense. There she rebelled violently against the system, and it would take the news of the murder of her childhood mentor, a local drug dealer called Uncle Loney, for her to decide to turn her life around. After being discovered in a nightclub by one of *The Wire*'s cast members and recruited to the show, fiction began to mirror life as Snoop, drawing on the tribulations of her past, created one of television's most frightening and intriguing villains.

- GRACE AFTER MIDNIGHT was a #1 *Essence* bestseller, as well as a Main Selection for Black Expressions, and was on the 2008 Annual Best Books for Teen Age list from the New York Public Library. It has sold over 24,000 copies in hardcover.
- The book was featured in the *Atlanta Journal-Constitution*, *The Advocate*, *Los Angeles Times*, *Jet*, *Vibe*, *Ebony*, *Essence*, *Right On!*, *The New Yorker*, *Giant*, and *New York Post*, and on *Larry King Live*, *Nancy Grace*, *The Brian Lehrer Show*, and HBO's *The Buzz*.
- Felicia "Snoop" Pearson was a leading character on HBO's *The Wire*, where she defied traditional conventions of gender and sexual preference on the hardest streets of America, in front of millions of TV viewers.
- David Ritz is the author of Tavis Smiley's bestselling memoir *What I Know for Sure* (Doubleday, 2006), and has collaborated with Ray Charles, Marvin Gaye, Aretha Franklin, BB King, and Laila Ali, among others.
- Hardcover ISBN: 978-0-446-19518-8, 11/07

## PRAISE FOR GRACE AFTER MIDNIGHT:

"Pearson's memoir is even more horrifying than the cold-blooded killer she portrays on *The Wire*."  
—*Kirkus Reviews*

"A powerful story....Pearson's narrative is spare, even poetic, rendering traumatic moments all the more powerful."  
—*Publishers Weekly*

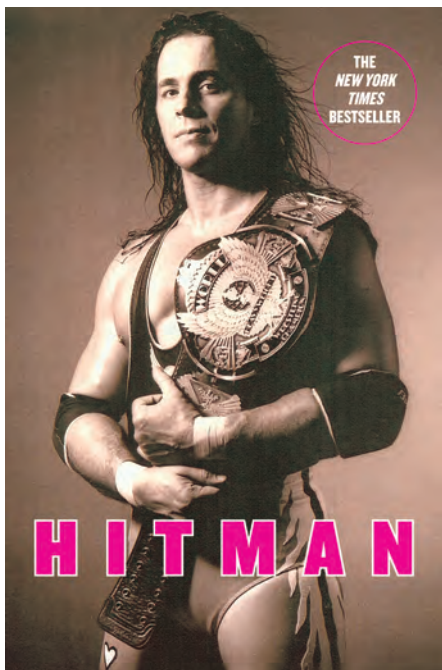
FELICIA "SNOOP" PEARSON lives in Baltimore, Maryland.

# Hitman

My Real Life in the Cartoon World of Wrestling

BRET HART

Now in paperback, the *New York Times* bestselling true story of the man who became a legend in pink tights—Bret “The Hitman” Hart.



978-0-446-54528-0 • \$16.99 (NCR)  
573 Pages • 6 x 9 • Memoir/Sports • Publishing background: GCP hardcover, Random House Canada hardcover • Rights: U.S., and Open Market

The sixth-born son of the wrestling dynasty founded by Stu Hart and his elegant wife, Helen, Bret Hart was destined to become an icon. He could have been an Olympic contender, but instead climbed into the ring for his dad’s western circuit, Stampede Wrestling. From his early twenties until he retired at 43, he kept an audio diary on which this book is based, recording stories of the wrestling life: the relentless travel, the practical jokes, the sex and drugs, and the real rivalries—as opposed to the staged ones. Hart achieved superstardom in pink tights and won multiple belts in both the WWF and WCW, but he also paid a steep price in betrayals, in tragic deaths, and his own massive stroke. Honest, perceptive, and startling, HITMAN will forever change the way pro wrestlers are seen—in and out of the ring.

- In hardcover, HITMAN became an instant *New York Times* bestseller, selling over 36,000 copies to date.
- Initially published in Canada (Random House Canada, 2007), HITMAN immediately topped Canada’s bestseller lists and has sold more than 85,000 copies. It was the #1 book on Amazon in Canada for several weeks.
- Books by current and former professional wrestlers are consistent bestsellers. Chris Jericho’s *A Lion’s Tale* (GCP, 10/07) was a *New York Times* bestseller, with more than 100,000 copies in print combined. Mick Foley, best known as Cactus Jack and also as Mankind, has written two bestsellers: *Foley is Good* (HarperCollins, 2001) and *Have a Nice Day* (HarperCollins, 1999), which have sold over 520,000 copies combined.
- Hardcover ISBN: 978-0-446-53972-2, 10/08

#### PRAISE FOR HITMAN:

**“Be impressed...the bittersweet story that results is simultaneously a celebration and an exposé.”**  
—*Publishers Weekly*

**“It will be impossible not to like this book....This is an honest account of man’s struggles with his family, his career, and his heart.”**  
—PhillyBurbs.com

#### MARKETING

##### PUBLICITY

- National print and online media campaign

##### WEB MARKETING

- e-newsletters



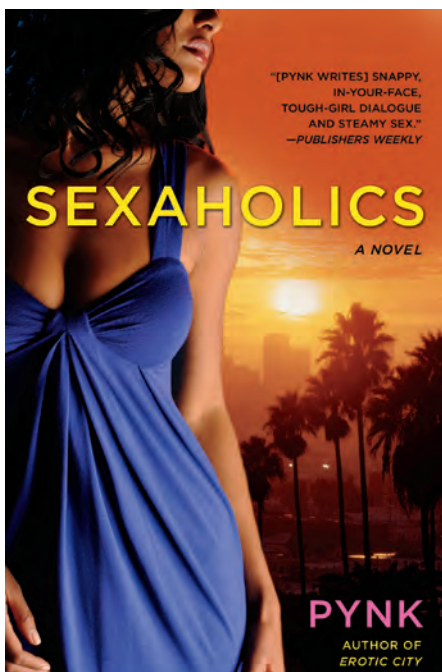
MARCY ENGELSTEIN

BRET HART lives in Calgary, Alberta.

# Sexaholics

PYNK

Pynk takes the idea of Sexaholics Anonymous to the extreme in this fast-paced erotic tale about four women's addictions to wild and crazy sex.



978-0-446-17958-4 • \$14.99 (In Canada: \$17.99)  
288 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP original • Rights: World English

## MARKETING

### ADVERTISING

- Online advertising

### PUBLICITY

- Local author publicity
- Book club outreach
- National print and online media campaign

### PROMOTION

- Bound-in Reading Group Guide

### WEB MARKETING

- e-newsletters, street lit reading group giveaways

Miki, Valencia, Teela, and Brandi share one thing—they are all addicted to sex. United through Sexaholics Anonymous, these women try to recover from their dependence on wild, spontaneous, and even sometimes, dangerous sex. From whips and chains, to sex in public, they have done it all! Led by Dr. Rachel Cummings, each woman takes the first step to recovery by sharing her biggest sexual act with the group. SEX-AHOLICS takes readers through the outrageous experiences of four women on their long path to success.

- Marissa Monteilh, writing as Pynk, is a former model, television news reporter, and commercial actress. Her books have sold more than 85,000 copies, including *Erotic City* (GCP, 11/08), the first book published under the name Pynk. HarperCollins published her first books *May December Souls* (2002) and *The Chocolate Ship* (2003), leading to a deal with Dafina where she published *Hot Boyz* (2004), *Make Me Hot* (2006), and *Dr. Feelgood* (2007).
- Erotica is an increasingly popular genre, thanks to the success of Zane and HoneyB, and Grand Central Publishing's Letters to *Penthouse* series.

## PRAISE FOR PYNK:

**"[Pynk] is on the verge of becoming one of the premiere storytellers of this new renaissance."**

—Victoria Christopher Murray, *Quarterly Black Review* on *Hot Boyz*

**"[She writes] snappy, in-your-face, tough girl dialogue and steamy sex."**

—*Publishers Weekly*

Also available in trade paperback:



*Erotic City*  
978-0-446-17957-7  
\$13.99/\$15.50

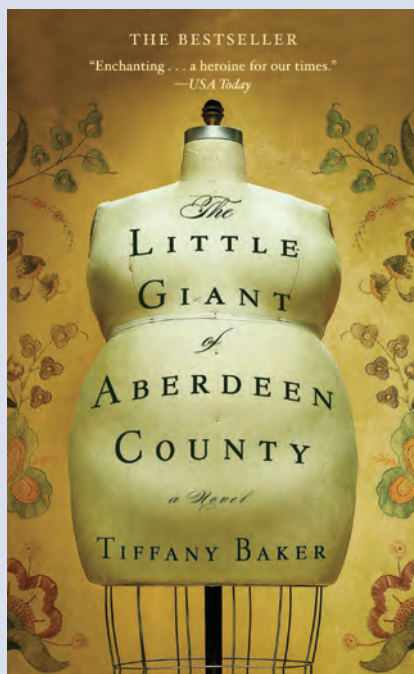


PYNK lives in Atlanta, Georgia.

# The Little Giant of Aberdeen County

TIFFANY BAKER

Now in paperback, the spellbinding tale about a woman of indomitable spirit whose heart is far larger than her giant exterior.



978-0-446-19422-8 • \$13.99 (In Canada: \$16.99)  
320 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP original • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in the *New York Times Book Review*, *San Francisco Chronicle Book Review*

### PUBLICITY

- Reading Group phoners
- National print and online media campaign

### PROMOTION

- Bound-in Reading Group Guide

### WEB MARKETING

- e-newsletters, reading group giveaways

When Truly Plaice's mother was pregnant, the whole town of Aberdeen lined up to bet on the weight of a baby who'd stretched a woman to such epic proportions. Truly would pay for her enormity. Overshadowed by her older sister, the prettiest girl in town, and subjected to constant humiliation at the hands of her future brother-in-law, the village doctor, Truly struggles to find her place in the world—until she uncovers a local witch's legendary spell book. Armed with this dangerous knowledge, Truly must face her own larger-than-life demons—and the possibility that love can't be ordered to size.

- THE LITTLE GIANT OF ABERDEEN COUNTY garnered superlative reviews in publications coast to coast. It was a *San Francisco Chronicle* bestseller, a January 2009 Indie Next List pick, and *Good Housekeeping's* Book Pick. It has 40,000 copies in print.
- Tiffany Baker's lyrical prose will attract fans of Wally Lamb, John Irving, Jodi Picoult, and Elizabeth McCracken.
- Hardcover ISBN: 978-0-446-19420-4, 1/09

## PRAISE FOR THE LITTLE GIANT OF ABERDEEN COUNTY:

**"A love letter to the world's outcasts....A subtle little pearl of a book....Like buried treasure...riches await for the patient and persistent."**  
—*Dallas Morning News*

**"There's a creepy touch of menace here that Nathaniel Hawthorne would have appreciated....Baker knows how to spin an alluring plot, and she tells this emotional story in a lush voice....Once you start, you just can't stop."**  
—*Washington Post*

**"Mixes the exuberant eccentricities of John Irving's *Garp*, Anne Tyler's relationship savvy and the plangent voice of Margaret Atwood."**  
—*Publishers Weekly* (starred review)

**"This fun, folkloric story is part *Ugly Duckling*, part Tim Burton's *Big Fish*....For anyone looking to vanquish the cruelties of the real world, this one's for you."**  
—*Marie Claire*



LAUREN DREVER

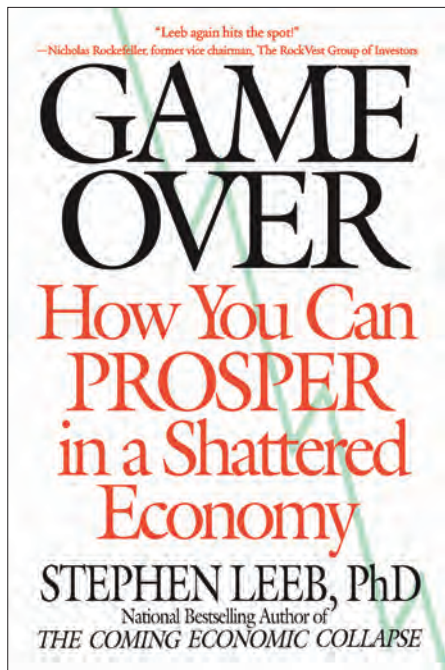
TIFFANY BAKER lives in Tiburon, California.

# Game Over

How You Can Prosper in a Shattered Economy (New Edition)

STEPHEN LEEB, PhD

Wall Street expert and bestselling author Stephen Leeb, PhD, reveals what people can do to secure their financial future during an economic collapse.



978-0-446-54481-8 • \$16.99 (In Canada: \$19.99)  
288 Pages • 6 x 9 • Business • Publishing background:  
Business Plus hardcover • Rights: U.S., Canada, and  
Open Market

With GAME OVER, Dr. Leeb has written his most important book to date. He details, thoroughly, why the Wall Street meltdown still isn't over, the rising threat of inflation, and how the world is depleting its essential raw materials at a disturbing rate. So the time to take action is now. Dr. Leeb provides a clear-cut and well-defined roadmap that pinpoints the key investments that will steadily rise, the best ways to hedge against surging inflation, and the economic sectors that will boom. GAME OVER shows readers why it's not just a time to survive the current financial maelstrom—but a time to also find a way to prosper—and Leeb provides the vital road map.

- Dr. Leeb's two most recent books—*The Coming Economic Collapse* (Business Plus, 2/06), which became a *New York Times* bestseller with more than 77,000 copies sold in combined editions, and *The Oil Factor* (Business Plus, 2/04), which sold more than 115,000 copies in combined editions—predicted the perfect storm of economic disaster of 2008-2009.
- Stephen Leeb, PhD, is the president and chairman of Leeb Capital Management, a graduate of the famed Wharton School of Business, and has over 25 years of investment experience. He's also the editor of the highly influential newsletter *The Complete Investor* and is a regular guest on Fox Business, CNBC, CNN, and Bloomberg Radio.
- Hardcover ISBN: 978-0-446-54480-1, 1/09

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

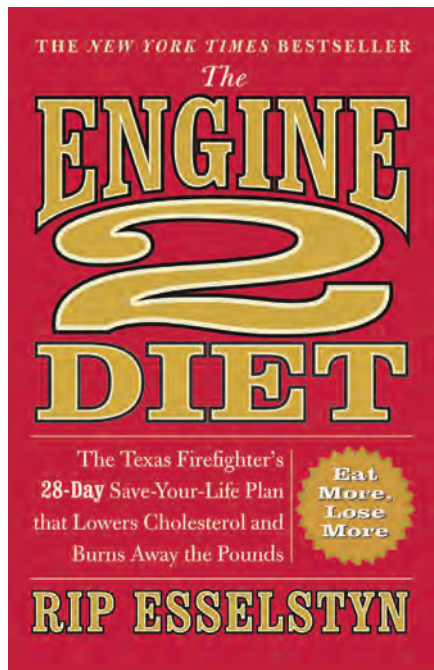


STEPHEN LEEB, PhD, lives in New York City.

# The Engine 2 Diet

The Texas Firefighter's 28-Day Save-Your-Life Plan that Lowers Cholesterol and Burns Away the Pounds  
RIP ESSELSTYN

The *New York Times* bestseller with the groundbreaking plan for anyone who wants to lose weight and lower cholesterol in just four weeks—now in paperback!



978-0-446-50668-7 • \$14.99 (In Canada: \$17.99)  
256 Pages • 5 1/4 x 8 • Diet/Health • Publishing background: Wellness Central hardcover • Rights: U.S., Canada, and Open Market

## PRAISE FOR THE ENGINE 2 DIET:

**"This book can save your life....Highly recommended!"**

—Dean Ornish, MD, founder and president,  
Preventive Medicine Research Institute

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

Professional athlete-turned-firefighter Rip Esselstyn is used to responding to emergencies. So when he learned that some of his fellow Engine 2 firefighters had dangerously high cholesterol levels—the highest was 344!—he sprang into action. Everyone who followed the lifesaving plan he created lost weight, lowered their cholesterol (Mr. 344's dropped to 196), and improved their overall health. Now people everywhere can use Rip's proven month-long program with THE ENGINE 2 DIET. This invaluable guide features: dozens of easy mouthwatering recipes, pantry-stocking tips to deal with inevitable cravings and prevent on-the-fly meals, guidelines for eating out, and Rip's simple firefighter-inspired exercise program to boost metabolism and burn fat. Medically approved, easy to follow, and amazingly effective, THE ENGINE 2 DIET is perfect for anyone who wants to make heroic strides in their health—without the heroic effort.

- Rip Esselstyn is a professional triathlete-turned-firefighter who developed his plan to help his fellow Austin, Texas, firefighters lower their cholesterol and lose weight. Its resounding success led to him and THE ENGINE 2 DIET being featured on the *Today* show and in the *New York Times*, *Time*, *Associated Press*, on the cover of *Woman's World*, and on NPR.
- There is a huge audience looking for whole food, plant-based health and diet plans that really work. Dr. Robert Young's *The pH Miracle* (GCP hardcover, 4/02) has sold more than 275,000 copies combined and *Skinny Bitch* by Kim Barboin and Rory Freedman (Running Press trade paperback, 2006) has sold more than 500,000 copies to date.
- With THE ENGINE 2 DIET, readers will lose weight not by portion control or by counting calories, but by eating foods that are nutrient dense, naturally low in calories, and high in fiber.
- Hardcover ISBN: 978-0-446-50669-4, 2/09

**"This terrific book will inspire all who read it to change their lives and optimize their health."**

—Lance Armstrong, cancer survivor and seven-time  
Tour de France Champion



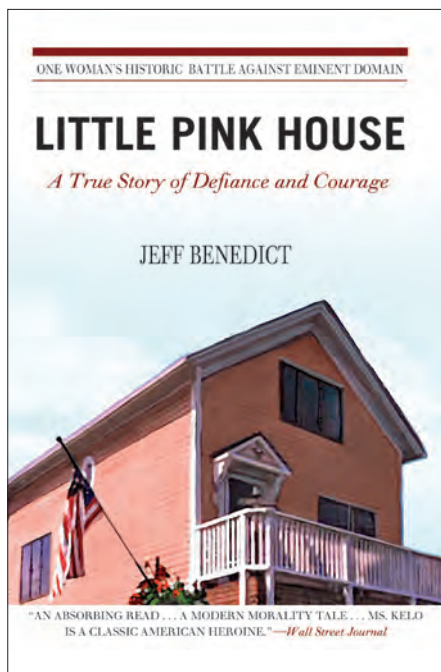
RIP ESSELSTYN lives in Austin, Texas.

# Little Pink House

A True Story of Defiance and Courage

JEFF BENEDICT

In the inspiring tradition of *Erin Brockovich* comes the acclaimed true-life tale of a woman who stood up to corporate greed and government malfeasance—and the shocking U.S. Supreme Court decision that rocked the nation.



978-0-446-50863-6 • \$15.99 (In Canada: \$19.99)  
356 Pages • One 16-page photo insert • 5 1/4 x 8  
Law/Current Events • Publishing background: GCP  
hardcover • Rights: World

#### Hachette Audio:

Abr. CD: 978-1-60024-481-0  
\$29.98 (In Canada: \$32.98)

#### MARKETING

##### PUBLICITY

- National print and online media campaign

##### WEB MARKETING

- e-newsletters

In 1997, Susette Kelo, a 40-year-old nurse, scraped up enough money to buy an old cottage in New London, Connecticut. Susette painted it pink and moved in. Months later, Pfizer, Inc., the world's largest pharmaceutical company, announced plans to build its new global research and development headquarters right next door. The City of New London sought to buy out the nearby property owners to make way for a five-star hotel and other facilities. Susette wouldn't budge. Finally, on the day before Thanksgiving, she and others who refused to sell found condemnation papers tacked to their front doors. Through eminent domain, New London was taking their homes. Susette's struggle went all the way to the U.S. Supreme Court. In 2005, the court issued a controversial ruling in favor of the government. But the story didn't end there. **LITTLE PINK HOUSE** tells, for the first time, the whole truth behind the Kelo case—and the inspiring finale to this chronicle of individual rights versus corporate America.

- In hardcover, **LITTLE PINK HOUSE** was featured on ABC News' *20/20*, *Glenn Beck*, Fox News' *Hannity & Colmes*, C-SPAN's *Book TV*, and received major national review attention.
- *Kelo v. City of New London*, the case that is the subject of **LITTLE PINK HOUSE**, produced a flurry of media coverage and government action, including a presidential executive order, several bills in Congress, and numerous acts of legislation on the state and local level.
- Jeff Benedict is considered one of America's top investigative journalists. He is the author of several acclaimed books, including *Pros and Cons: The Criminals Who Play in the NFL* (GCP, 10/98) and *The Mormon Way of Doing Business* (Business Plus, 1/07). His work has been published in the *New York Times*, *Los Angeles Times*, and *Sports Illustrated*, among other publications, and he has appeared on all of the major television networks.
- Hardcover ISBN: 978-0-446-50862-9, 2/09

#### PRAISE FOR LITTLE PINK HOUSE:

**"A page-turner with a conscience....This book will leave readers indignant and inspired."**

—*Publishers Weekly* (starred review)



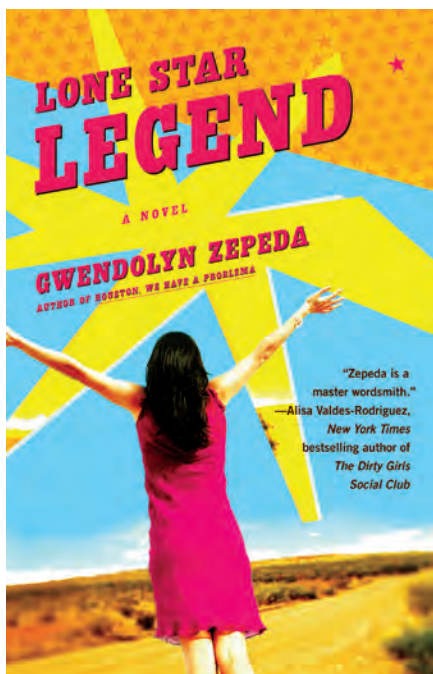
JEFFREY SHAW

JEFF BENEDICT lives with his wife and children in Virginia.

# Lone Star Legend

GWENDOLYN ZEPEDA

From the author of *Houston, We Have a Problema* comes a novel about an aspiring young journalist who stumbles across a story that gives new meaning to the word legendary.



978-0-446-53960-9 • \$13.99 (In Canada: \$16.99)  
336 Pages • 5 ¼ x 8 • Fiction • Publishing background:  
GCP original • Rights: World

## MARKETING

### ADVERTISING

- Print advertising in *Latina*, *Catalina*
- Online advertising

### PUBLICITY

- Local author publicity in Austin
- National print and online media campaign

### PROMOTION

- Bound-in Bilingual Reading Group Guide

### WEB MARKETING

- e-newsletters, reading group and Latino bloggers giveaways

When Sandy Saavedra lands her dream job, blogger for the popular Web site ¡Latino Now!, she can't wait to write hard-hitting pieces to combat all those stupid Latino stereotypes. While visions of Pulitzers dance in her head, her editor in chief is suddenly laid off, replaced by the infamous Dolores Villanueva O'Sullivan. Dolores has one mission: make ¡Latino Now! an internet phenomenon, no matter how many pandering puff pieces she has to pack onto its pages. Sandy doesn't see how she can keep this job without losing her soul, especially when she's sent to Middle-of-Nowhere Texas to investigate the dumbest legend her people ever created, the Chupacabra. She fears she's about to fail her assignment—and lose her job—until she meets Tío Jaime. The grandfatherly hermit might be crazy...or he could be the best thing that ever happened to Sandy's career.

- Zepeda's first novel, *Houston, We Have a Problema*, was published by GCP in 1/09 and was selected for the Las Comadres National Book Club. Zepeda is also a member of Nuestra Palabra, which hosts Houston's Latino Book and Family Festival, and has appeared on NPR in Houston and in the *New York Post*.
- This novel takes on the online world, where there really is no such thing as privacy. Celebrities expect this, but what about the average person? Zepeda's new novel plays with the idea of public vs. private and what happens when those lines get crossed.
- LONE STAR LEGEND will contain a Reading Group Guide in English and Spanish.

## PRAISE FOR GWENDOLYN ZEPEDA:

**"Zepeda is a master wordsmith."**

—Alisa Valdes-Rodriguez,  
*New York Times* bestselling author of *The Dirty Girls Social Club*

Also available in trade paperback:



*Houston, We Have a Problema*  
978-0-446-69852-8  
\$12.99/\$14.50



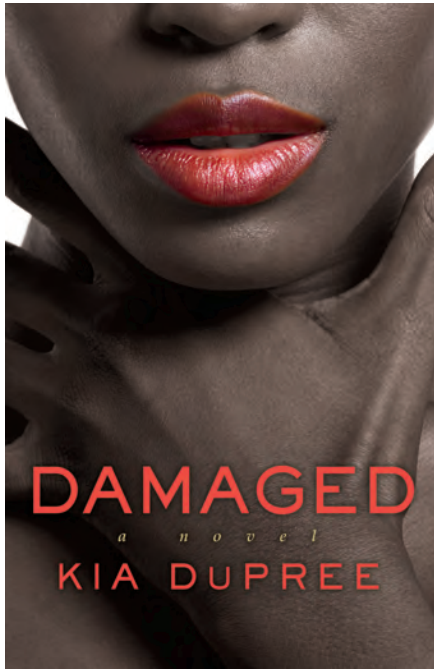
DAT LAM

GWENDOLYN ZEPEDA lives in Houston, Texas.

# Damaged

KIA DUPREE

In the style of urban literary greats Teri Woods and Sister Souljah, Kia DuPree weaves a heart-wrenching story of a young woman living on the streets.



978-0-446-54775-8 • \$13.99 (In Canada: \$16.99)  
304 Pages • 5 ¼ x 8 • Fiction • Publishing background:  
GCP original • Rights: World

Camille Logan feels trapped. After she is sexually and emotionally abused by her foster parents, she turns to the one person she knows she can trust—her boyfriend Chu, a mid-level drug dealer. But when life finally starts looking up for Camille, Chu is brutally murdered. Again feeling abandoned and helpless, and refusing to return to the system, Camille finds herself living with a stable of women in a tiny, rundown apartment building in Washington, D.C., working for Nut, a deranged pimp. Fed up with her life, Camille is forced to right her wrongs, and slowly learns that her past does not necessarily determine her future.

- Kia DuPree's gripping writing style is reminiscent of both Sister Souljah and Teri Woods, with its strong and gritty characters who evoke both love and hate in readers.
- DuPree, a former assistant editor at St. Martin's Press, received the Fiction Honor Book Award from the Black Caucus of the American Library Association for her self-published debut novel, *Robbing Peter*, in 2005. Her short story, *Lost One*, was recently published in #1 *Essence*® bestselling author Shannon Holmes's anthology *Hood-2Hood*, which was released in 3/08.

#### PRAISE FOR KIA DUPREE:

**"A great first novel....I hated to see the book come to an end."**

—Tracy Brown, *Essence*® bestselling author of *White Lines*, on *Robbing Peter*

**"Full of twists and turns and a heart-wrenching surprise ending, *Robbing Peter* is definitely a book that needs to be read."**

—THE RAWSISTAZ™ Reviewers

#### MARKETING

##### ADVERTISING

- Online advertising

##### PUBLICITY

- Local author publicity in Washington, DC
- Book club outreach
- National print and online media campaign

##### PROMOTION

- Bound-in Reading Group Guide

##### WEB MARKETING

- e-newsletters, street lit bloggers giveaways



DEANNA DAWKINS

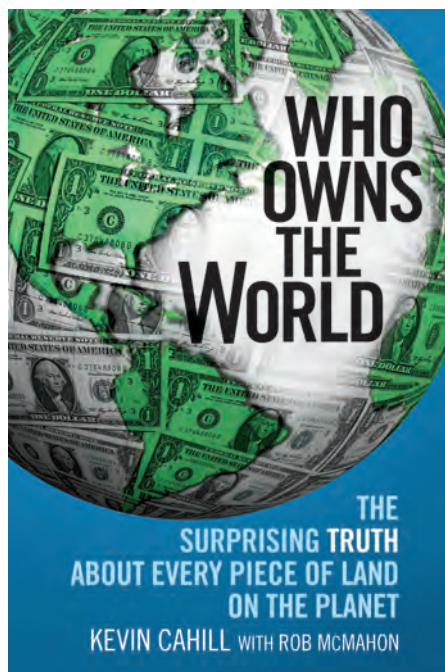
KIA DUPREE lives in Washington, DC.

# Who Owns the World

The Surprising Truth About Every Piece of Land on the Planet

KEVIN CAHILL WITH ROB MCMAHON

This unique compilation reveals the hidden secrets about land ownership around the globe—an illuminating tome of political, economic, and social importance.



978-0-446-58121-9 • \$15.99 (In Canada: \$19.99)  
320 Pages • 6 x 9 • Reference • Publishing background:  
GCP original • Rights: U.S., Canada, and Open Market

In this modern age, we can send a text message to Alaska or order coffee from Southeast Asia, but what do we really know about the land on our planet? WHO OWNS THE WORLD presents the results of the first-ever land ownership survey of all 197 states and 66 territories on Earth and reveals facts both startling and eye-opening. Readers will discover:

- Only 15% of the world's population lays claim to land-ownership—the single greatest cause of poverty.
- Queen Elizabeth II owns 1/6 of the entire land surface on Earth (nearly three times the size of the U.S.).
- The Lichtenstein royal family is wealthier than the Grimaldis of Monaco.
- 80% of the American population lives in urban areas.
- The least crowded state is Alaska, with 670 acres per person; the most crowded is New Jersey, with .7 acres per person.
- 60% of America's population are property owners—9% behind the U.K.
- And much more.

• Filled with fascinating information about the world around us, WHO OWNS THE WORLD will appeal to a large readership interested in real estate, history, and land ownership.

• Kevin Cahill is an Irish-born author and investigative journalist who has written four books. He has advised many notable UK politicians, including Gordon Brown, and currently works as a bureau chief for Global & Western News.

**PRAISE FOR THE UK EDITION OF WHO OWNS THE WORLD:**

**"Riveting and completely eye-opening."**

—*The Bookseller*

**"A rigorous and very revealing study: the first time this information has been made so accessible."**

—*Publishing News*

## MARKETING

### PUBLICITY

- National media campaign
- National print and online media campaign

### WEB MARKETING

- Google Earth Map e-card, e-newsletters



IRA SHELDON © 2006

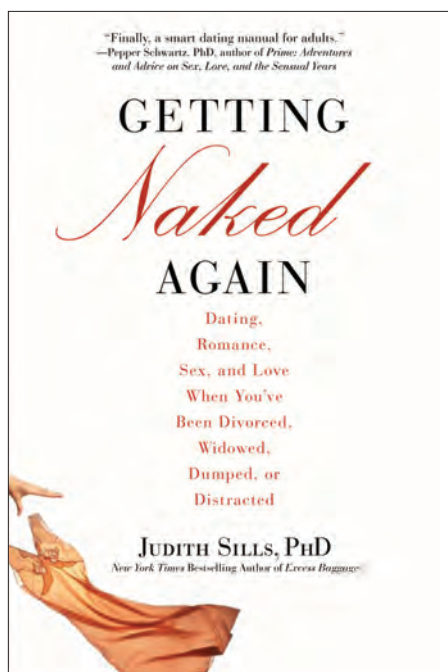
KEVIN CAHILL lives with his family in Devon, England.

# Getting Naked Again

Dating, Romance, Sex, and Love When You've Been Divorced, Widowed, Dumped, or Distracted

JUDITH SILLS, PhD

The unique and inspiring guide from clinical psychologist and *New York Times* bestselling author Judith Sills that helps single Boomer women regain the clarity, courage, and sexual style desirable for dating and romance.



978-0-446-55180-9 • \$14.99 (In Canada: \$17.99)  
300 Pages • 5 1/4 x 8 • Self-Help • Publishing background:  
Springboard Press hardcover • Rights: U.S., Canada,  
and Open Market

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

Whether they're divorced, widowed, or have just been busy with their lives, they are Boomer women with something in common: They're ready to meet another romantic partner. But where, and how? In **GETTING NAKED AGAIN**, clinical psychologist and *New York Times* bestselling author Judith Sills leads single women through each stage of the dating process, offering sophisticated advice and sharing insightful stories about women like them who have experienced relationship loss and are successfully pursuing new romance. With chapter titles like "Reentry; or, Would I Sleep with Eisenhower?" and "Sexual Mentors, Palate Cleansers, and Other Transitional Relationships," Sills reminds women that they can experience this new phase with confidence, good humor, and, yes, hope.

- The hardcover publication of **GETTING NAKED AGAIN** received major media coverage, with an author appearance on the *Today* show, a feature in *More* magazine, and a starred review from *Publishers Weekly*.
- Sills is a regular contributor and relationship expert on the *Today* show, and was a columnist for *Family Circle* for many years. She is the author of many bestselling relationship books, including the *New York Times* bestseller *Excess Baggage: Getting Out of Your Own Way* (Penguin, 2003), which has over 125,000 copies in print, *Loving Men More, Needing Men Less* (Penguin, 1997), and *Biting the Apple* (Viking, 1998), with over 100,000 copies in print.
- The demand for books that offer age-appropriate dating advice to Baby Boomers is growing. According to a recent Census, there are over 35 million single Americans over age 40 seeking companionship.
- Hardcover ISBN: 978-0-446-58249-0, 2/09

## PRAISE FOR GETTING NAKED AGAIN:

"Known for her psychologically perceptive relationship books, Sills...advises older women how to get back 'out there' and how to contend with the anxiety that can ensue after a long period of celibacy."  
—*Publishers Weekly* (starred review)



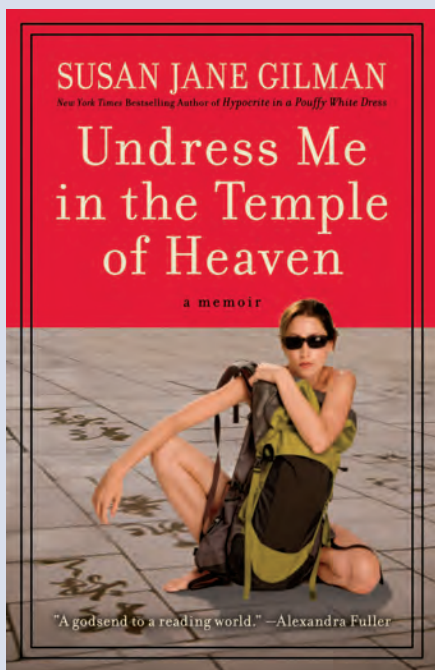
SHARON J. WOHLMUTH

JUDITH SILLS, PhD, lives in Philadelphia, Pennsylvania.

# Undress Me in the Temple of Heaven

SUSAN JANE GILMAN

Bestselling author Susan Jane Gilman's new memoir is a hilarious and harrowing journey into a modern heart of darkness full of Communist operatives, backpackers, and pancakes—now in paperback!

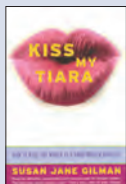


978-0-446-69693-7 • \$13.99 (In Canada: \$16.99)  
300 Pages • 5 1/4 x 8 • Memoir • Publishing background:  
GCP hardcover • Rights: World

#### Hachette Audio:

Abr. CD <replay> edition: 978-1-60024-897-9  
\$14.98 (In Canada: \$17.98)

Also available in trade paperback:



*Hypocrite in a Puffy White Dress*  
978-0-446-67949-7  
\$13.99/\$17.50

*Kiss My Tiara*  
978-0-446-67577-2  
\$12.95/\$18.95

#### MARKETING

##### ADVERTISING

- Print advertising in the *New York Times Book Review*

##### PUBLICITY

- Book Club call-ins
- National print and online media campaign

##### WEB MARKETING

- e-newsletters, reading group giveaways

In 1986, fresh out of college, Susan Jane Gilman and her friend Claire yearned to do something daring and original that did not involve getting a job. Inspired by a placemat at the International House of Pancakes, they decided to embark on an ambitious trip around the globe, starting in the People's Republic of China. Armed only with the collected works of Nietzsche, an astrological love guide, and an arsenal of bravado, the two friends plunged into the dusty streets of Shanghai. As they ventured off the map deep into Chinese territory, they were stripped of everything familiar and forced to confront their limitations amid culture shock and government surveillance. What began as a journey full of humor, eroticism, and enlightenment grew increasingly sinister—becoming a real-life international thriller that transformed them forever.

- The hardcover edition of **UNDRESS ME IN THE TEMPLE OF HEAVEN** won early praise from Alexandra Fuller, Haven Kimmel, Marc Acito, and Eric Weiner.
- The author's previous trade paperback originals were highly successful. *Hypocrite in a Puffy White Dress* (GCP, 1/05) has 175,000 copies in print and averages 1,000 reorders every month. *Kiss My Tiara* (GCP, 2/01) has netted over 135,000 copies and counting.
- A riveting, funny, and intensely inspiring coming-of-age travel memoir, **UNDRESS ME IN THE TEMPLE OF HEAVEN** will appeal to the hundreds of thousands of readers who loved Elizabeth Gilbert's *New York Times* bestseller *Eat, Pray, Love* (Penguin, 2007) and Rita Golden Gelman's *Tales of a Female Nomad* (Three Rivers Press, 2002).
- Gilman has appeared on numerous television shows, including the *Today* show, *Men Are from Mars*, *ABC World News Now*, and *Iyanla*. She has been featured in *People*, *Entertainment Weekly*, *USA TODAY*, *Glamour*, *Marie Claire*, *Bust*, and *Ms.*, among other publications.
- Hardcover ISBN: 978-0-446-57892-9, 3/09

#### PRAISE FOR UNDRESS ME IN THE TEMPLE OF HEAVEN:

"[A] standout travel memoir....Gilman's descriptions of their trials and tribulations crackle with wit." —*Booklist*

"Youthfully upbeat, Gilman delivers an entertaining memoir... offering the full wallop of disorienting, in-the-moment, transformative travel adventures." —*Publishers Weekly*



FRANÇOIS BOURRU

SUSAN JANE GILMAN lives with her husband in Geneva, Switzerland.

# The Last Chance Millionaire

It's Not Too Late to Become Wealthy  
DOUGLAS R. ANDREW

Brilliant and refreshing, this contrarian guide helps readers accumulate wealth and security—regardless of age, income, or current assets.



978-0-446-69918-1 • \$16.99 (In Canada: \$19.99)  
368 Pages • 6 x 9 • Business/Investing • Publishing background: Business Plus hardcover • Rights: World English

#### Hachette Audio:

Abr. CD: 978-1-59483-920-7  
\$24.98 (In Canada: \$31.98)

#### MARKETING

##### PUBLICITY

- National print and online media campaign

##### WEB MARKETING

- e-newsletters

Wouldn't it be great to finally have some good news about retirement planning? It's here. **THE LAST CHANCE MILLIONAIRE** turns everything about retirement planning upside down. Douglas R. Andrew, one of the nation's leading financial experts, teaches readers unique methods for gaining financial independence, such as: How a dream vacation home can be a shrewd retirement investment; How to make use of tax-advantage life insurance; and three overlooked marvels of wealth accumulation. Andrew's new approach for securing one's retirement shows why there is no longer a need to just settle for Social Security or an over-taxed 401(k).

- **THE LAST CHANCE MILLIONAIRE** hit both the *New York Times* and *The Wall Street Journal* bestseller lists.
- *Missed Fortune 101* (Business Plus, 1/05), the author's debut hardcover, has sold more than 240,000 copies and is now in its 10th printing.
- At a time when 410(k)s and IRAs are hitting rock bottom, an alternative investment strategy is desperately needed. **THE LAST CHANCE MILLIONAIRE** provides it.
- Douglas R. Andrew is the owner and president of Paramount Financial Services. He's also an award-winning speaker who conducts financial seminars across the country.
- Andrew's *Millionaire by Thirty* will be published in Business Plus trade paperback in 3/10 (see page 108).
- Hardcover ISBN: 978-0-446-58053-3, 6/07

#### PRaise for the Last Chance Millionaire:

**"A refreshing alternative to retirement planning."**

—Robert T. Kiyosaki, bestselling author of the Rich Dad Poor Dad series



DOUGLAS R. ANDREW lives in Salt Lake City, Utah.

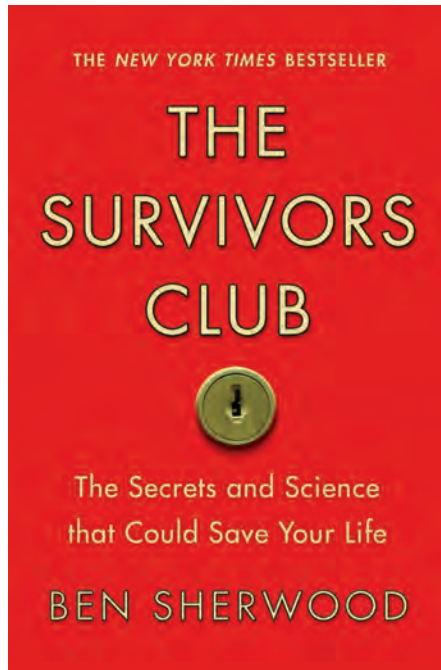
# The Survivors Club

The Secrets and Science that Could Save Your Life

BEN SHERWOOD

“Ben Sherwood has given voice to what we all wonder: Do I have what it takes to survive? The riveting answers are all here.”

—Tom Brokaw



978-0-446-69885-6 • \$14.99 (In Canada: \$17.99)  
400 Pages • 6 x 9 • Nonfiction • Publishing background:  
GCP hardcover • Rights: U.S., Canada, and Open Market

**Hachette Audio:**  
Unabr. CD <replay> edition: 978-1-60024-831-3  
\$19.98 (In Canada: \$24.98)

Each second of the day, someone in America faces a serious crisis. Given the inevitability of adversity, everyone wonders: Who beats the odds and who surrenders? What do survivors know that we don't? The fascinating, hopeful answers to these questions are found in **THE SURVIVORS CLUB**. In the tradition of *Freakonomics* and *The Tipping Point*, this book reveals the hidden side of surviving and thriving by combining astonishing true stories, gripping scientific research, and the author's adventures inside the U.S. military's elite survival schools and the government's airplane crash evacuation course. Readers will also discover their own Survivor IQ through a powerful Internet-based test called the Survivor Profiler, developed exclusively for this book.

- In hardcover, **THE SURVIVORS CLUB** was a *New York Times* bestseller and was featured in *Newsweek*, *Parade*, *O*, *The Oprah Magazine*, and many other publications. The author appeared on ABC's *20/20* and *Good Morning America* and numerous other television and radio programs.
- The History Channel has greenlit a pilot based on **THE SURVIVORS CLUB**, with an option on future episodes for a weekly television show.
- Ben Sherwood is the executive director of [www.TheSurvivorsClub.org](http://www.TheSurvivorsClub.org). An award-winning journalist, he served as the executive producer of ABC's *Good Morning America* and senior broadcast producer of *NBC Nightly News*.
- The author's novel, *The Man Who Ate the 747* (Bantam, 2000), hit the *New York Times* and other bestseller lists. His follow-up novel, *The Death & Life of Charlie St. Cloud* (Bantam, 2004), was a national and international bestseller.
- Hardcover ISBN: 978-0-446-58024-3, 1/09

#### PRaise for the Survivors Club:

**"A must-read."**

—*New York Times Book Review*

**"You probably shouldn't leave your bed without it!"**

—Tim Johnson, MD, ABC News Medical Editor

#### MARKETING

##### ADVERTISING

- Print advertising in the *New York Times*

##### PUBLICITY

- National print and online media campaign

##### WEB MARKETING

- e-newsletters



ELANA SEIBERT

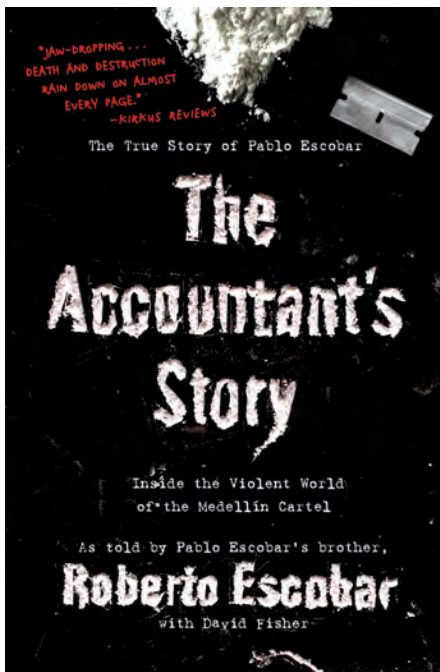
BEN SHERWOOD lives with his wife and son in Los Angeles, California.

# The Accountant's Story

Inside the Violent World of the Medellín Cartel

ROBERTO ESCOBAR WITH DAVID FISHER

The real inside story of the Medellín Drug Cartel and kingpin Pablo Escobar as told by his surviving brother and chief accountant, Roberto.



978-0-446-17894-5 • \$16.99 (In Canada: \$19.99)  
304 Pages • 6 x 9 • Nonfiction • Publishing background:  
GCP hardcover • Rights: U.S., Canada, and Open Market

#### Hachette Audio:

Unabr. CD: 978-1-60024-855-9  
\$19.98 (In Canada: \$24.98)

Arguably the largest and most successful criminal enterprise in history, the Medellín Drug Cartel, run by Pablo Escobar, was at times smuggling into the U.S. 15 tons of cocaine a day—worth more than half a billion dollars. According to his accountant brother, Roberto, the operation spent \$1,000 a week just purchasing rubber bands to wrap the stacks of cash. Since they had more money than they could legally deposit into banks, they stored the bricks of cash in warehouses and other hidden spots, writing off 10% annually as “spoilage” when the rats ate it. This is the first-hand story of this infamous Cartel from the man who did the books. It takes a vivid look into the brutal violence inside their world; the problems going up against the American drug forces, the CIA, and the Colombian mafia—and even Pablo’s moments of kindness and compassion toward the less fortunate. As Roberto points out, although many people view his brother as a monster, thousands revere him as a savior and visit his grave annually to mourn him. Now in his 60s and after spending a decade in jail, Roberto wants to set the record straight once and for all.

- Pablo Escobar and the Medellín Drug Cartel continue to fascinate readers. Mark Bowden's *Killing Pablo* (Penguin Group, 2001) has sold more than 313,000 hardcover and paperback copies combined.
- Veteran bestselling biographer David Fisher coauthored with former mob chief Bill Bonanno and former undercover FBI agent Joe Pistone *The Good Guys* (GCP, 1/05), a fictional thriller about organized crime, which has close to 100,000 hardcover and paperback copies in print combined.
- Hardcover ISBN: 978-0-446-17892-1, 2/09

#### PRAISE FOR THE ACCOUNTANT'S STORY:

**"Pablo Escobar's brother and business partner recalls the Colombian drug lord's outsized life and death....The consequences of his trade were death and destruction, which rain down on almost every page of this memoir. Jaw-dropping events abound.... His exploits will keep readers agog."**  
—Kirkus Reviews

#### MARKETING

##### PUBLICITY

- National print and online media campaign

##### WEB MARKETING

- e-newsletters

ROBERTO ESCOBAR lives in Medellín, Colombia.  
DAVID FISHER lives in New York City.

# Single Husbands

HONEYB

A steamy erotic tale of three men who marry for all the wrong reasons, by *New York Times* best-selling author Mary B. Morrison writing as HoneyB.



978-0-446-58231-5 • \$13.99 (In Canada: \$16.99)  
288 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP hardcover • Rights: World

## PRAISE FOR HONEYB (MARY B. MORRISON):

**"A deep, passionate story that holds readers from beginning to end."**  
—*Black Issues*  
*Book Review on Never Again, Once More*

## MARKETING

### PUBLICITY

- National print and online media campaign

### PROMOTION

- Bound-in Bilingual Reading Group Guide

### WEB MARKETING

- e-newsletters, street lit bloggers giveaways

Herschel Henderson said, "I do," to gain access to his wife's money. Lexington Lewis vowed for his better and her worse, and Brian Flaw declared "until death do we part," but does he really mean it? The one thing these men share is that none of them will give up the sexual freedom they enjoyed as single men to make their marriages work. Herschel has a mistress that he sexes more than his wife and thinks nothing of it. Lexington is making love to as many women as he can, and Brian is bedding women of every ethnicity because he's become bored with his wife. They may be married men carrying on as bachelors, but will their infidelities come back to haunt them in the end?

- In hardcover, SINGLE HUSBANDS was published by Grand Central Publishing in 3/09.
- The author's previous novel, *Sexcapades*, was published in Grand Central Publishing hardcover in 3/08 and trade paperback in 2/09.
- This edition will contain a teaser from HoneyB's next hardcover for GCP, *Married on Mondays*, which will be published in 3/10 (see page 43).
- HoneyB is the pseudonym of *New York Times* and *Essence*® bestselling author Mary B. Morrison, who has more than a quarter of a million copies of her books in print combined. She is the author of *She Ain't the One*, coauthored with Carl Weber (Dafina, 10/06), *When Somebody Loves You Back* (Kensington, 2005), and *Nothing Has Ever Felt Like This* (Kensington, 2005), among other novels.
- Hardcover ISBN: 978-0-446-58230-8, 3/09

Also available in trade paperback:



*Sexcapades*  
978-0-446-58229-2  
\$13.99/\$15.50

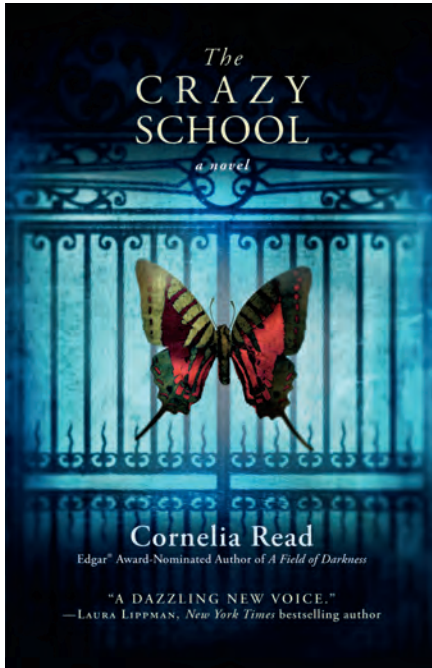


HONEYB lives in Oakland, California.

# The Crazy School

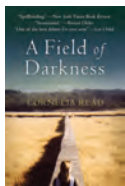
CORNELIA READ

The compelling *San Francisco Chronicle* bestseller, featuring acerbic ex-debutante Madeline Dare, is now in paperback.



978-0-446-19820-2 • \$13.99 (In Canada: \$16.99)  
320 Pages • 5 ¼ x 8 • Fiction • Publishing background:  
GCP hardcover • Rights: World

Also available in trade paperback:



*A Field of Darkness*  
978-0-446-69949-5  
\$12.99/\$16.50

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

Madeline Dare has at last escaped Syracuse, New York, for the lush Berkshire Mountains in Massachusetts. After her husband's job offer falls through, Maddie signs on as a teacher at the Santangelo Academy, a boarding school for disturbed teenagers. Behind the academy's ornate gates, she finds an unsettling world where students and teachers must submit to the founder's bizarre therapeutic regimen. But when Maddie questions his methods, she's appalled to find her fellow teachers more likely to turn on one another than stand up for themselves, much less protect the students in their care. A chilling event confirms Maddie's worst suspicions, leading her to suspect an even darker secret, one that lies at the academy's very heart. Cut off from the outside world, Maddie must join forces with a small band of the school's most rebellious students—kids who, despite their troubled grip on reality, may be Maddie's only chance of survival.

- THE CRAZY SCHOOL hit the *San Francisco Chronicle* bestseller list and received stellar praise from the *New York Times Book Review*, *San Francisco Chronicle*, *Publishers Weekly*, *Booklist* (starred review), *Library Journal* (starred review), and *Kirkus Reviews*, among other publications.
- The author's first novel, *A Field of Darkness* (GCP, 5/06), also received rave reviews from many national publications and has more than 51,000 hardcover and paperback copies in print combined. It was nominated for an Edgar® Award for Best First Novel and nominated for a Macavity Award for Best First Mystery Novel.
- Hardcover ISBN: 978-0-446-58259-9, 1/08

## PRaise FOR THE CRAZY SCHOOL:

**"How nice it is to hear that rebel voice [of Madeline Dare] again."**  
—*New York Times Book Review*

**"Madeline resembles many of the genre's most enduring protagonists. She's a great character, and her creator is a great storyteller."**  
—*Kirkus Reviews*



ROBERT GREER

CORNELIA READ lives in Berkeley, California.

# In the Midst of It All

TIFFANY L. WARREN

*Essence*® bestselling author Tiffany L. Warren returns with a dramatic and heartfelt tale about one woman who, amid her mother's declining mental health, must confront the legitimacy of her church's belief system.



978-0-446-19516-4 • \$13.99 (In Canada: \$16.99)  
384 Pages • 5 ¼ x 8 • Fiction • Publishing background:  
GCP original • Rights: World

All her life, Zenovia has struggled with the burden of caring for her schizophrenic mother, Audrey, alone. Until one day, when God seems to offer support in the form of two members of a church called the Brethren of the Sacrifice, who knock at the women's door preaching an unconventional version of the Gospel. Despite having questions, Zenovia agrees to join the church along with her mother. Soon afterward, Audrey stops taking her medication when fellow churchgoers deem her illness a demonic possession. Unable to watch her mother's mental deterioration, Zenovia flees town, only to receive a fateful phone call several years later telling her of her mother's suicide. Heartbroken, Zenovia must now make a soul-altering choice: accept "God's will," or return home to confront the demons she's worked so hard to leave behind...

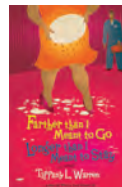
- Tiffany L. Warren's previous novel, *The Bishop's Daughter*, was published as an original trade paperback by Grand Central Publishing in 1/09.
- The author's previous books include the *Essence* bestseller *Farther Than I Meant to Go*, *Longer Than I Meant to Stay* (GCP, 10/06), and her debut novel, *What A Sista Should Do* (GCP, 6/05), which has more than 50,000 trade paperback copies in print.
- IN THE MIDST OF IT ALL is ideal for book clubs, with a Bound-in Reading Group Guide.

#### PRaise for TIFFANY L. WARREN:

**"This is Tiffany L. Warren at her best! *The Bishop's Daughter* is a wonderfully written story that captures your attention from the very first page."**

—ReShonda Tate Billingsley, *Essence* bestselling author

Also available in trade paperback:



*The Bishop's Daughter*  
978-0-446-19514-0  
\$13.99/\$15.50

*Farther Than I Meant to Go,  
Longer Than I Meant to Stay*  
978-0-446-69353-0  
\$12.99/\$16.99

*What a Sista Should Do*  
978-0-446-69354-7  
\$12.95/\$17.95

#### MARKETING

##### ADVERTISING

- Print advertising in *Essence*, *Charisma*

##### PUBLICITY

- National print and online media campaign

##### PROMOTION

- Bound-in Reading Group Guide

##### WEB MARKETING

- e-newsletters, reading group giveaways



MARTHA DEAN

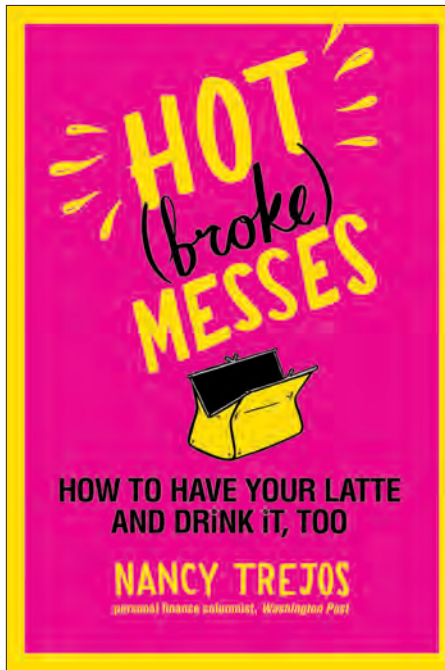
TIFFANY L. WARREN lives in Carrollton, Texas.

# Hot (broke) Messes

How to Have Your Latte and Drink It Too

NANCY TREJOS

Straight from the *Washington Post's* personal finance columnist, the book that shows readers how to go from hot mess to financial success.



978-0-446-55542-5 • \$13.99 (In Canada: \$16.99)  
288 Pages • 5 1/4 x 8 • Business • Publishing back-ground: Business Plus original • Rights: World

Thirty-one-year-old finance columnist Nancy Trejos was supposed to be an expert on handling money, until she found herself horribly in debt. Faced with mountains of bills and no way to pay her rent, she was forced to ask her parents for a loan. Since that shocking wake-up call she vowed to get out of debt and into financial solvency. Trejos explains every step she took to become economically stable and the difficult issues challenging every young person today. She tackles everything from credit card debt, student loans, impulse buying, and emotional spending, to the cost of a social life, and more. As she learns the causes of her own problems and how to fix them this knowledge is translated into advice real people can follow and experiences everyone can relate to.

- In today's economic climate, young people are finding it harder than ever to stay out of debt. As the cost of living skyrockets, HOT BROKE MESSSES shows them how to manage money without sacrificing the rest of their lives.
- Nancy Trejos is the personal finance columnist for the *Washington Post* and is consistently asked to appear as a financial expert on TV shows. She has many connections and friends in the media who will help promote HOT BROKE MESSSES.
- The few financial books geared toward young people, for example Suze Orman's *Young, Fabulous and Broke* (Penguin, 2007), preach deprivation as the only way to financial responsibility. HOT BROKE MESSSES targets this audience with a different approach to money management: young people can still indulge in the small luxuries that make life worth living and be economically successful.

## MARKETING

### ADVERTISING

- Online advertising

### PUBLICITY

- National media campaign
- Local author publicity in Washington, DC
- College events
- Radio satellite tour
- National print and online media campaign

### WEB MARKETING

- e-newsletters, personal finance bloggers giveaways



WILLIAM PHILOTT

NANCY TREJOS lives in Washington, DC.

# Laura Rider's Masterpiece

JANE HAMILTON

"A light-of-heart, kick-of-ass novel." —*Elle*



978-0-446-53894-7 • \$13.99 (In Canada: \$16.99)  
200 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP hardcover • Rights: U.S., Canada, and Open Market

## PRaise for Laura Rider's Masterpiece:

"This book is terrific. I wish I could read it for the first time again!"  
—Patricia Marx,  
author of *Him Her Him Again* *The End of Him*

### MARKETING

#### ADVERTISING

- Print advertising in the *New York Times Book Review*, *San Francisco Chronicle Book Review*, *The New Yorker*

#### PUBLICITY

- Book Club call-ins
- National print and online media campaign

#### PROMOTION

- Bound-in Reading Group Guide

#### WEB MARKETING

- e-newsletters, reading group giveaways

Married for 12 years, Laura and Charlie Rider have come to share almost everything: their nursery business, their love for their animals, and most especially, their zeal for storytelling. And though they no longer share a bed, they are happy enough continuing along in their pleasant, platonic routine. Then Charlie begins an email exchange in earnest with Jenna Faroli, the host of a popular radio show, and, according to Laura, "the single most famous person in town." Seeing her opportunity, Laura cannot resist using Charlie's new connection to promote her writing skills, and together the couple crafts florid, strangely intimate messages that entice Jenna into their game. "The Project," as they come to call it, quickly spins out of control. As the lines between Laura's words and Charlie's feelings become blurred, Jenna finds herself affected in ways most disturbing, while Laura is transformed into an artist of the highest caliber—in her own mind. The end results are hilarious and poignant, and, for Laura Rider, beyond even her wildest imagination.

- The hardcover edition of LAURA RIDER'S MASTERPIECE will be published in 4/09.
- *New York Times* bestselling author Jane Hamilton is one of the most recognizable names in contemporary fiction. The author of five novels, her previous hardcover, *When Madeline Was Young* (Doubleday, 9/06), garnered major critical acclaim, and her preceding novel, *Disobedience* (Doubleday, 2000), has over 335,000 copies in combined print.
- Jane Hamilton has the rare distinction of having had two novels chosen by Oprah's Book Club. In trade paperback, her debut novel *The Book of Ruth* (Houghton Mifflin Company, 1996) sold over 1.5 million copies and won the PEN/Hemingway Award for best first fiction. *A Map of the World* (Doubleday, 1999) was chosen as a *New York Times* Notable Book of the Year and has over 1.5 million copies in trade paperback print.
- *The Book of Ruth* inspired a made-for-TV movie for CBS that starred Christine Lahti. The 1999 film version of *A Map of the World*, starring Sigourney Weaver and Julianne Moore, was named a Critic's Choice by Stephen Holden in the *New York Times*.
- Hardcover ISBN: 978-0-446-53895-4, 4/09

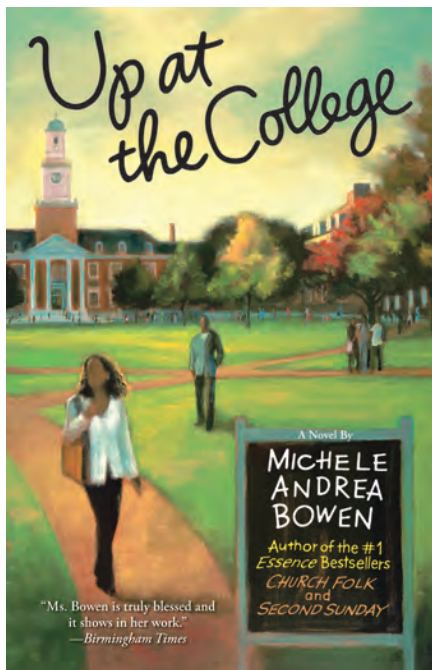


JANE HAMILTON lives in an orchard farmhouse in Rochester, Wisconsin.

# Up at the College

MICHELE ANDREA BOWEN

*Essence*® bestselling author Michele Andrea Bowen returns with her fourth hilarious and inspirational novel about real church folk.



978-0-446-69521-3 • \$13.99 (In Canada: \$16.99)  
384 Pages • 5 ¼ x 8 • Fiction • Publishing background:  
GCP hardcover • Rights: World

Yvonne Fountain Copeland is shattered when her husband of 15 years decides to leave her because their marriage is getting “boring.” Disheartened and confused, Yvonne returns to her hometown of Durham, North Carolina, convinced that a change of scenery will help her draw closer to God and find inner peace. What she doesn’t know is that her journey to peace will lead her straight to sexy, single, and childless basketball coach Curtis Parker. But Yvonne and Curtis soon discover that you can’t find true peace and joy without God’s help. What begins as a series of “why me’s” soon evolves into an extraordinary journey of victory, faith, joy, and love.

- UP AT THE COLLEGE features some of *Holy Ghost Corner*'s favorite characters. It was a main selection of Black Expressions Book Club.
- *Holy Ghost Corner* (GCP, 9/06) hit #2 on the *Essence* bestseller list and has more than 41,000 hardcover and paperback copies in print combined. The trade paperback edition (GCP, 6/08) includes a teaser chapter from UP AT THE COLLEGE.
- Bowen is the author of two #1 *Essence* bestsellers: *Church Folk* (GCP, 6/01) and *Second Sunday* (GCP, 6/03), which together have more than 388,000 hardcover and paperback copies in print combined.
- All three of Bowen's books were Featured Alternate Selections of Black Expressions Book Club, and the author won the Go On Girl! New Author of the Year Award for *Church Folk*.
- UP AT THE COLLEGE will include a teaser chapter from the author's next novel, *More Church Folk* (GCP, 4/10).
- Hardcover ISBN: 978-0-446-57775-5, 4/09

Also available in trade paperback:



## PRaise for Michele Andrea Bowen:

**"A satisfying addition to African American fiction with Christian themes."**

—Publishers Weekly on *Church Folk*

## MARKETING

### PUBLICITY

- National print and online media campaign

### PROMOTION

- Bound-in Reading Group Guide

### WEB MARKETING

- e-newsletters



ROBERT INCE

MICHELE ANDREA BOWEN lives in Durham, North Carolina.

# Throw Out Fifty Things

Clear the Clutter, Find Your Life

GAIL BLANKE

Columnist, executive, life coach, and bestselling author Gail Blanke offers practical and efficient ways to clear out the physical and mental debris of life.



978-0-446-50578-9 • \$13.99 (In Canada: \$16.99)  
192 Pages • 5 x 7 1/2 • Self-help • Publishing background:  
Springboard Press hardcover • Rights: World English

“Our lives are so filled with junk from the past—from dried-up tubes of glue to old grudges—that it’s a wonder we can get up in the morning, never mind to work!” exclaims Gail Blanke. In **THROW OUT FIFTY THINGS** she takes readers through each room in the house—she digs into their kitchen cupboards, their medicine chests, and their attics—to help them throw out 50 “toxic” possessions that serve as paralyzing memories of failed relationships, bad jobs, and messed-up plans. Through poignant and humorous stories, she inspires everyone to get rid of the “life plaque” they’ve allowed to build up. Blanke also offers advice on letting go of regrets, old anger, the fear of failing, and the belief that we’re just plain not good enough.

- **THROW OUT FIFTY THINGS** was published in GCP hardcover in 3/09 with a first printing of 50,000 copies.
- Already a 7.6 billion dollar industry, uncluttering, simplification, and organization have taken on special significance during these tough economic times. Successful titles in this field include *A Perfect Mess* (Little, Brown and Company, 1/07), which has over 75,000 copies in combined print, and *Organizing Plain & Simple* (Storey, 2002), which sold nearly 70,000 copies.
- Gail Blanke is a contributing editor to *Body + Soul*, a regular contributor to *CBS 2 News Sunday Morning*, and was the “Motivator” columnist for *Real Simple*.
- Hardcover ISBN: 978-0-446-50579-6, 3/09

## PRAISE FOR THROW OUT FIFTY THINGS:

**“Everybody needs to throw out fifty things. Just make sure this book isn’t one of them!”**

—Linda Ellerbee, journalist and television producer

**“A rousing call to transformation—one mismatched sock at a time.”**

—Publishers Weekly

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters



MELANIE DUNEVA

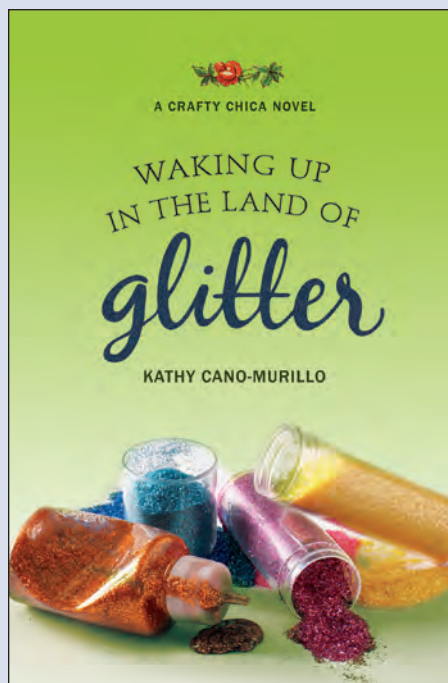
GAIL BLANKE lives in New York City.

# Waking Up in the Land of Glitter

A Crafty Chica Novel

KATHY CANO-MURILLO

If Amy Sedaris decided to rewrite *The Friday Night Knitting Club*, the result would be this hilarious, heartwarming debut novel from “Crafty Chica” Kathy Cano-Murillo.



978-0-446-50924-4 • \$13.99 (In Canada: \$16.99)  
320 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP original • Rights: U.S., Canada, and Open Market

Struggling domestic-goddess-in-training Ofelia is determined to take gold at this year's International CraftCon. To win, she'll need the help of her best friend, Estrella. Considering herself a serious artist, Estrella is hesitant, but finally agrees to help as a way to end her own creative slump. Truthfully she thinks Ofelia is a little loca about the whole craft thing—and about her idol: Local TV personality Crafty Chloe. Estrella doesn't trust the bottle-blonde, even after she becomes part of their crafting team. As the competition heats up, Estrella will learn Chloe's dirty little secret, why crafting means so much to Ofelia, and that beauty, art, and creativity can take many more forms than canvas hanging in a gallery.

- Kathy Cano-Murillo is the award-winning author of seven nonfiction craft books, writes a weekly syndicated *Crafty Chica* column for the *Arizona Republic*, and appears regularly on local Arizona TV stations, the DIY network, SiTV, and HGTV. She has been profiled in magazines and newspapers across the country, including *Latina* and the *New York Times*.
- The author hosts an annual Carnival® Craft Cruise to Mexico and teaches workshops around the world. Her work has been carried in over 300 shops and galleries nationwide. She is the national spokesperson for one of the country's largest craft manufacturers and has a line of Crafty Chica products.
- Her Web site, [craftychica.com](http://craftychica.com), gets more than two million hits per month, and her mailing list reaches over 20,000 crafters. The release of this book is timed perfectly as March is National Craft Month.
- This edition includes a Reading Group Guide in English and Spanish, and lots of crafting tips and projects.

## MARKETING

### ADVERTISING

- Print advertising in *Latina*
- Online advertising

### PUBLICITY

- National media campaign
- Local author publicity
- Tie in to major craft shows
- National print and online media campaign

### PROMOTION

- Bound-in Bilingual Reading Group Guide

### WEB MARKETING

- e-newsletters, Latino bloggers giveaways



MARIA FOWLER

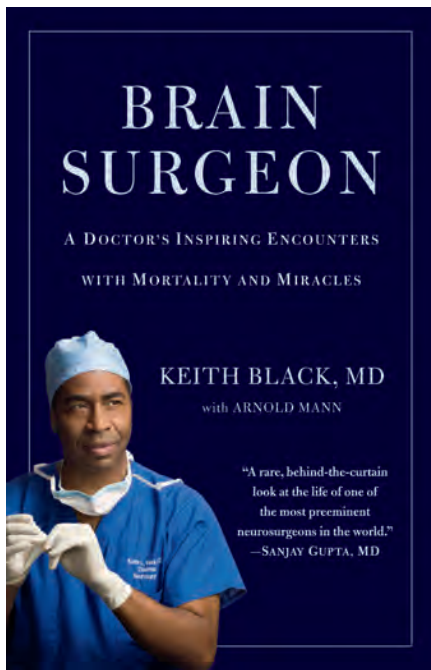
KATHY CANO-MURILLO is the founder of [CraftyChica.com](http://CraftyChica.com) and lives in Arizona.

# Brain Surgeon

A Doctor's Inspiring Encounters with Mortality and Miracles

KEITH BLACK, MD, WITH ARNOLD MANN

Renowned neurosurgeon Dr. Keith Black combines a dramatic narrative with fascinating scientific insights to create a compelling look at one man's journey into the brain.



978-0-446-19814-1 • \$13.99 (In Canada: \$16.99)  
288 Pages • 5 ¼ x 8 • Health • Publishing background:  
Wellness Central hardcover • Rights: World

Welcome to tiger country: the treacherous territory where a single wrong move by a brain surgeon can devastate—or end—a patient's life. This is the terrain world-renowned neurosurgeon Keith Black, MD, enters every day to produce virtual medical miracles. Dr. Black invites readers to shadow his journeys into the brain as he battles some of the deadliest tumors known to medical science. Along the way, he shares his unique insights about the inner workings of the brain, his unwavering optimism for the future of medicine, and the extraordinary stories of his patients—from ministers and rock stars to wealthy entrepreneurs and uninsured students—whom he celebrates as the real heroes. Ultimately, *BRAIN SURGEON* is an inspiring story of the struggle to overcome odds—whether as a man, a doctor, or a patient.

- *BRAIN SURGEON* was published in Wellness Central hardcover in 3/09. The book and author were featured in *Essence*®.
- Dr. Black has appeared on the cover of *Time* magazine as one of America's Heroes of Medicine, was named one of the 21 Most Important People of the 21st Century by *Esquire*, and was nominated as a Medical Marvel in the CNN Heroes special report. He has appeared on the cover of *Newsweek International* and in *Essence*®, *Turning Point*, and *Los Angeles* magazine.
- *BRAIN SURGEON* combines both the clinical and human aspects of medicine—a trait shared by bestselling titles including *How Doctors Think* by Jerome Groopman, MD, (Houghton-Mifflin, 2007), which sold over 110,000 hardcover copies, and *The Man Who Mistook His Wife for a Hat* by Oliver Sacks (Touchstone, 1985), which sold hundreds of thousands of trade paperback copies.
- Hardcover ISBN: 978-0-446-58109-7, 3/09

## PRAISE FOR BRAIN SURGEON:

**"A rare, behind-the-curtain look at one of the most pre-eminent neurosurgeons in the world."**

—Sanjay Gupta, MD, Chief Medical Correspondent, CNN

**"Readers will marvel at Keith Black's achievements...and will be in awe of his patients' courage and will to survive."**

—Denzel Washington

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

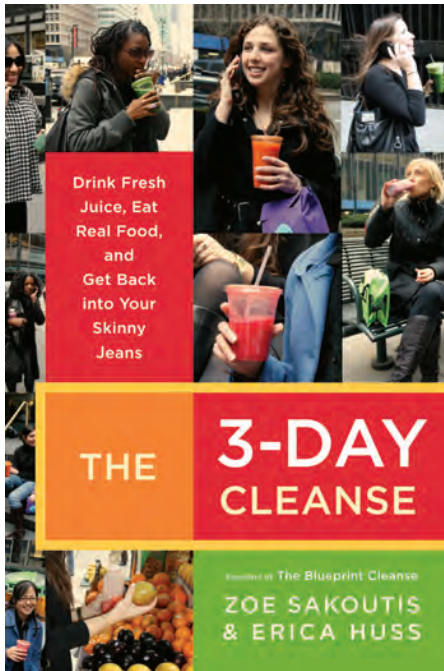
KEITH BLACK, MD, lives in Los Angeles, California.

# The 3-Day Cleanse

Drink Fresh Juice, Eat Real Food, and Get Back into Your Skinny Jeans

ZOË SAKOUTIS AND ERICA HUSS

Finally, the at-home juice detox program based on the hugely popular *Blueprint Cleanse* that promises increased energy, normalized weight, and optimal digestive health.



978-0-446-54571-6 • \$15.99 (In Canada: \$19.99)

242 Pages • 5 1/2 x 8 1/4 • Health • Publishing background: Wellness Central original • Rights: World

Thousands across the U.S. rely on the *Blueprint Cleanse* for relief from the overindulgence and toxins we are all exposed to every day. Now, the founders of the acclaimed juice detox delivery service present **THE 3-DAY CLEANSE**, an at-home juicing program for everyone! There's no cookie cutter approach to this system. Sakoutis and Huss provide customized cleansing programs for beginners and veterans alike, guiding readers step-by-step through 1-day, 3-day, and 6-day cleanses, as well as a long-term maintenance plan. The book includes delicious recipes for juices, raw and cooked foods, and secrets to maximizing the positive results of the cleanse. **THE 3-DAY CLEANSE** is a powerful regimen that will jump-start weight loss, boost the immune system, and help readers get on track to a healthier lifestyle.

- The *Blueprint Cleanse* is the "IT" cleanse of New York, and has been widely featured in major media outlets, including *Oprah & Friends*, *Rachel Ray*, *Good Morning America*, *ABC News*, *CNN*, *Allure*, *Cosmopolitan*, *Fit Yoga*, *Vogue*, *Elle*, *New York*, *Time Out New York*, and *Daily Candy*, among others.
- Unlike other more extreme fasting regimens such as the *Master Cleanse*, **THE 3-DAY CLEANSE** offers readers a customized, more nutritionally balanced approach to detoxing.
- Juice detox is a booming business, as evidenced by the perennial success of *The Master Cleanse* (Stanley Burroughs, 1993), which has sold 180,000 copies, and Cherie Calbom's classic *Juicing for Life* (Avery Press, 1991).
- **THE 3-DAY CLEANSE** will be featured on the authors' popular Web site, [www.blueprintcleanse.com](http://www.blueprintcleanse.com).
- Zoë Sakoutis is a Certified Nutritional Consultant (A.A.N.C.) who studied at the Ann Wigmore Natural Health Institute in Puerto Rico and has worked in New York's nightlife and hospitality industry. Erica Huss is a certified yoga instructor, former model, and public relations professional, who has worked extensively in New York's food and wine industry.

## MARKETING

### PUBLICITY

- National media campaign
- National print and online media campaign

### WEB MARKETING

- e-newsletters, giveaways, Blogtalk radio interviews



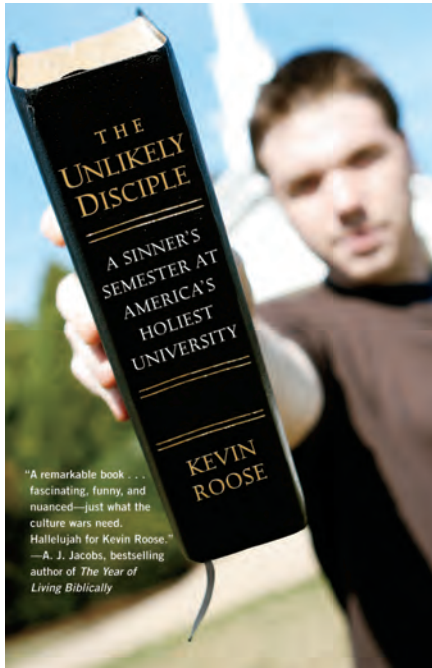
ZOE SAKOUTIS and ERICA HUSS  
live in New York City.

# The Unlikely Disciple

A Sinner's Semester at America's Holiest University

KEVIN ROOSE

In the investigative manner of Neil Strauss and Norah Vincent, Brown University sophomore Kevin Roose takes a semester abroad to Liberty University, Reverend Jerry Falwell's fundamentalist Baptist college.



978-0-446-17843-3 • \$13.99 (In Canada: \$16.99)  
280 Pages • 5 1/4 x 8 • Biography • Publishing background: GCP hardcover • Rights: World

**"This is a brilliant book. Absolutely brilliant. Roose's wisdom, humanity, and love kept me going. And I laughed. A lot."**

—Rob Bell, founding pastor of Mars Hill Bible Church and *New York Times* bestselling author of *Velvet Elvis* and *Sex God*

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

No drinking. No smoking. No cursing. No dancing. No R-rated movies.

As a student at the ultra-liberal campus of Brown University, Kevin Roose wasn't used to rules like these. But when he leaves his Ivy League confines to spend a semester at Liberty University, obedience is no longer optional. Liberty is the late Reverend Jerry Falwell's "Bible Boot Camp" for young evangelicals, his training ground for the next generation of America's Religious Right. Roose enrolls at Liberty as a transfer student, chronicling his adventures in this daring report from the front lines of America's culture war. His journey takes him from an evangelical hip-hop concert to choir practice at Falwell's legendary Thomas Road Baptist Church. He participates in a spring break mission trip to Daytona Beach, pays a visit to an on-campus support group for chronic masturbators, and conducts what would be the last print interview of Reverend Falwell's life. Hilarious and heartwarming, respectful and thought provoking, it will inspire and entertain believers and nonbelievers alike.

- As evidenced by *The Year of Living Biblically* (Simon & Schuster, 10/07), *God Is Not Great* (Twelve, 5/07), and *The God Delusion* (Houghton Mifflin, 9/06), religion is a topic with perennial appeal to book buyers.
- Completely by chance, Kevin Roose got the final interview with the late Reverend Jerry Falwell for the Liberty University school newspaper.
- The author is a senior at Brown University studying English Literature. A veteran humorist for the *Brown Daily Herald*, his work has appeared in *Spin* and *Esquire*. He is also the protégé of bestselling author A. J. Jacobs and is featured in Jacobs' *New York Times* bestseller, *The Year of Living Biblically*.
- Hardcover ISBN: 978-0-446-17842-6, 3/09

## PRAISE FOR THE UNLIKELY DISCIPLE:

**"Remarkable....A fascinating, funny, nuanced journey that doesn't condescend or make glib judgments."**

—A.J. Jacobs, *New York Times* bestselling author of *The Year of Living Biblically* and *The Know-It-All*

**"Insightful and open-minded....Compassionate and revealing."**

—Tom Perrotta, *New York Times* bestselling author of *Election* and *Little Children*



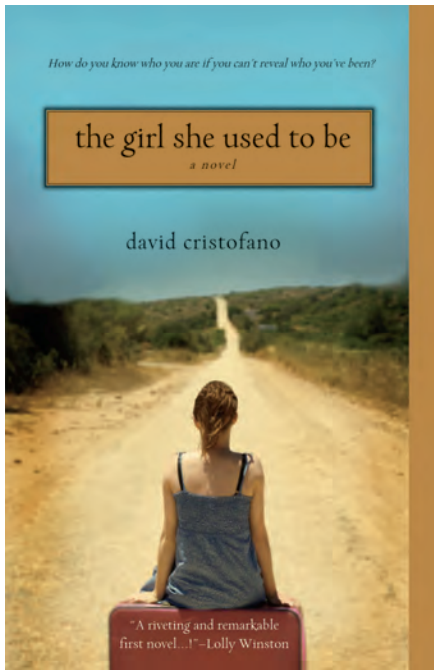
JANINE CHENG

KEVIN ROOSE lives in Providence, Rhode Island.

# The Girl She Used to Be

DAVID CRISTOFANO

The highly acclaimed novel about a woman in the Witness Protection Program and her search for an identity of her own.



(Cover Not Final)

978-0-446-58221-6 • \$13.99 (In Canada: \$16.99)  
284 Pages • 5 1/4 x 8 • Fiction • Publishing background:  
GCP hardcover • Rights: World

## MARKETING

### PUBLICITY

- National print and online media campaign

### PROMOTION

- Bound-in Reading Group Guide

### WEB MARKETING

- e-newsletters, reading group giveaways

When Melody Grace McCartney was six years old, she and her parents witnessed an act of violence so brutal that it changed their lives forever. The federal government lured them into the Witness Protection Program with the promise of safety, and they went gratefully. But the program took Melody's name, her home, her innocence, and ultimately, her family. She's been May Adams, Karen Smith, Anne Johnson, and countless others—everyone but the one person she longs to be: herself. So when the Feds spirit her off to begin yet another new life in another town, she's stunned when a man confronts her and calls her by her real name. Jonathan Bovaro, the legendary Mafioso sent to hunt her down, knows her, the real her, and it's a dangerous thrill that Melody can't resist. He insists that she's just a pawn in the government's war against the Bovaro family—but can she trust her life and her identity to this vicious stranger?

- In hardcover, *THE GIRL SHE USED TO BE* immediately received rave reviews. The trade paperback will be the only edition to include a Reading Group Guide.
- David Cristofano has a starkly original voice and has created endearing, complex characters reminiscent of the novels of Jodi Picoult, *New York Times* bestselling author of *Change of Heart* (Atria hardcover, 2008), and Lolly Winston, *New York Times* bestselling author of *Good Grief* (GCP, 4/04), which sold over 536,000 copies combined.
- *THE GIRL SHE USED TO BE* has an irresistible premise that combines the explosive excitement of *The Sopranos* with a touching and tragic love story à la *Titanic* and *Romeo and Juliet*.
- Hardcover ISBN: 978-0-446-58222-3, 3/09

## PRAISE FOR THE GIRL SHE USED TO BE:

**"Intense, romantic....Cristofano's mad love scenario sizzles like garlic in hot oil."**  
—*Publishers Weekly* (starred review)

**"Riveting and remarkable....I didn't want to leave the wild, wooly, wonderfully frightening world that David Cristofano has created."**  
—Lolly Winston, *New York Times* bestselling author of *Good Grief*



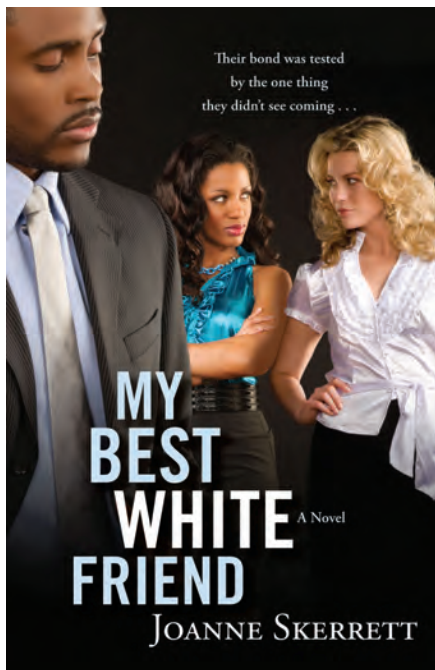
JANA CRISTOFANO

DAVID CRISTOFANO lives in suburban Washington, DC.

# My Best White Friend

JOANNE SKERRETT

In the vein of *New York Times* bestselling authors Kimberla Lawson Roby and Carl Weber comes a gripping and emotional story about the fragile bonds of friendship.



978-0-446-51923-6 • \$13.99 (In Canada: \$16.99)  
288 Pages • 5 ¼ x 8 • Fiction • Publishing background:  
GCP original • Rights: World

Best friends Natalie and Sarah couldn't be more different, but they have one thing in common: their love for each other. After both women graduate from Penn Law School, Natalie leaves her hometown to work in a corporate law firm in New York, while Sarah stays in Philadelphia to work in the non-profit law firm their mothers founded. When Natalie's mother dies, she returns to Philly to take her mother's place at the firm. Natalie and Sarah's friendship seems unbreakable—until Sarah starts dating a black politician who seemingly has nothing in common with her. Tensions flair between the two friends and Natalie is forced to face some difficult truths about her own views on race, love, and relationships. Trying to distract herself from the situation with Sarah and the mourning of her mother's death, Natalie loses herself in a new case, becoming personally—and dangerously—involved with a client, impacting not only her life, but the lives of all those around her.

- Joanne Skerrett is the author of the romantic comedies *Letting Loose* (Kensington, 2007), *Sugar Vs. Spice* (Kensington, 2006), and *She Who Shops* (Kensington, 2005). MY BEST WHITE FRIEND is her first serious women's fiction novel.
- MY BEST WHITE FRIEND touches on the subjects of interracial dating and friendships, political differences, workplace secrets, and mother-daughter tensions, making it a perfect choice for book clubs.
- The author is a former editor for the *Boston Globe* and *Chicago Tribune*.

## MARKETING

### PUBLICITY

- National print and online media campaign

### PROMOTION

- Bound-in Reading Group Guide

### WEB MARKETING

- e-newsletters, reading group giveaways



DEBRY PARKER

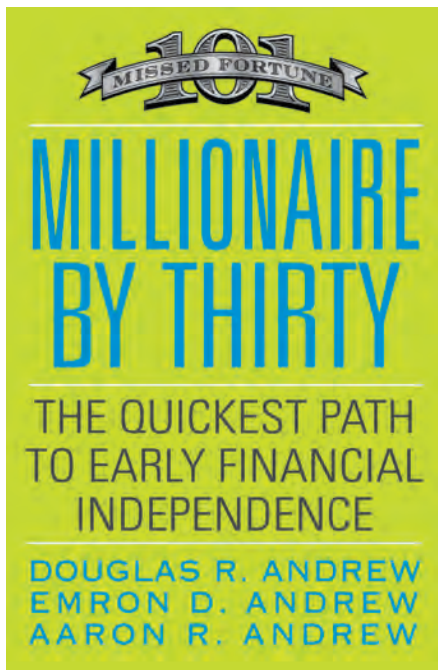
JOANNE SKERRETT lives in Philadelphia, Pennsylvania, and Boston, Massachusetts.

# Millionaire by Thirty

The Quickest Path to Early Financial Independence

DOUGLAS R. ANDREW, EMRON D. ANDREW, AND AARON R. ANDREW

This definitive financial guide teaches young people how to turn their limited first income into a million-dollar fortune by the time they're 30.



978-0-446-55601-9 • \$16.99 (In Canada: \$19.99)  
256 Pages • 6 x 9 • Business • Publishing background:  
Business Plus hardcover • Rights: World

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## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters

With approximately 100 million Americans between the ages of 16 and 30, the demand for a proven method of achieving financial success is greater than ever. Most people are taught that the key to generating wealth is to invest in a 401(k), maintain a diversified portfolio, and buy a home. Unfortunately, many young people feel their salaries are too meager to do even one of the above.

In *MILLIONAIRE BY THIRTY*, Douglas R. Andrew reveals the valuable investing lessons he passed on to his sons Emron and Aaron. Following their dad's advice, they each saw their net worth rocket past one million dollars—while still in their 20s and making \$30,000 a year. Readers will learn: the smartest and easiest way to budget expenses; the secret to buying a home now; and the best place to maximize long-term cash savings. It's never too early to start on the path to becoming a millionaire.

- *MILLIONAIRE BY THIRTY* has sold more than 25,000 hardcover copies, and is one of the continuing books on essential personal financial strategies by bestselling author Douglas R. Andrew.
- *Missed Fortune 101* (Business Plus, 1/05), Douglas R. Andrew's debut hardcover, sold more than 240,000 copies and is in its 10th printing.
- *MILLIONAIRE BY THIRTY* makes a perfect gift for high school and college graduates.
- Douglas R. Andrew is the owner and president of Paramount Financial Services. He's also an award-winning speaker who conducts financial seminars across the country. His sons, Aaron and Emron, have become popular fixtures at these events, and speak to people in their 20s and 30s.
- Andrew's *The Last Chance Millionaire* will be published in Business Plus trade paperback in 2/10 (see page 92).
- Hardcover ISBN: 978-0-446-50184-2, 4/08



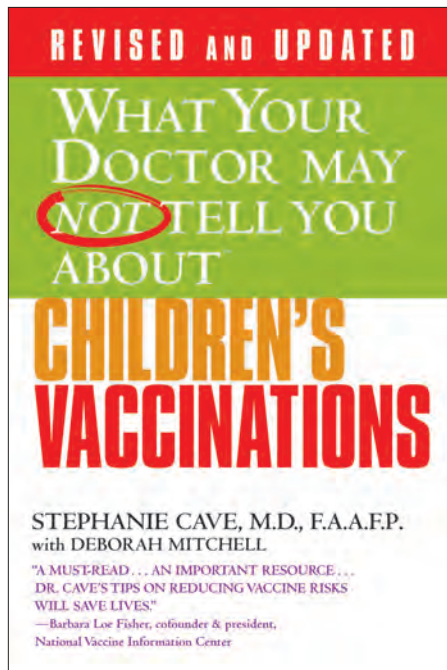
EMRON D. ANDREW, DOUGLAS R. ANDREW, and AARON R. ANDREW live in Salt Lake City, Utah.

# What Your Doctor May *Not* Tell You About™ Children's Vaccinations

(Revised Edition)

STEPHANIE CAVE, MD, FAAFP, WITH DEBORAH MITCHELL

This top-selling guide to children's vaccinations has been revised and updated to include the latest essential advice on keeping kids safe and healthy.



978-0-446-55571-5 • \$14.99 (In Canada: \$17.99)  
368 Pages • 5 1/4 x 8 • Health • Publishing background:  
GCP trade paperback • Rights: World

## MARKETING

### PUBLICITY

- National print and online media campaign

### WEB MARKETING

- e-newsletters, mommy bloggers giveaways

Once considered a godsend, vaccines are now felt by some to be associated with dramatic increases in autism, asthma, diabetes, learning disabilities, and ADHD. Now revised and updated to include all of the latest studies and regulations concerning the risks and safety of children's vaccinations, this vital book offers calm, down-to-earth advice that all parents and caregivers need. Written by an expert, this book provides:

- Up-to-the-minute guidelines on when and how to give children vaccinations
- Vital information on vaccines for hepatitis A, pneumococcal disease, meningococcal disease, influenza, rotavirus, human papillomavirus, and those administered for travel abroad
- Research and safety track records for various shots
- Precautions parents can take when their children get vaccinated, including the use of natural supplements and vitamins
- Advice on how parents can be the best advocate for their children when it comes to vaccinations
- And more.

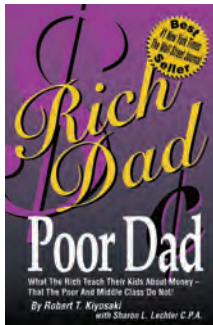
- **WHAT YOUR DOCTOR MAY NOT TELL YOU ABOUT™ CHILDREN'S VACCINATIONS** was originally published in trade paperback (978-0-446-67707-3) in 9/01 and has gone back to press seven times. A mass market edition (978-0-446-61503-7) was published in 9/04 and more than 85,000 combined copies have been sold.
- Since the book's first edition was published, there has been an explosion of controversy over the possible links between vaccinations and autism, autoimmune disorders, and other very serious conditions in children. Parents are more eager than ever for up-to-date information and advice.
- Stephanie Cave, MD, is a family practitioner who specializes in children with autism and related disorders. She has been featured on CNN, has testified in congressional hearings, and frequently speaks around the world on the topic of children's vaccinations.

## PRAISE FOR WHAT YOUR DOCTOR MAY NOT TELL YOU ABOUT™ CHILDREN'S VACCINATIONS:

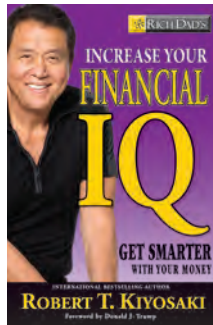
**"A must read....An important resource that respects parents' intelligence and encourages them to be equal partners with doctors in deciding which vaccines their children should get and when they should get them. Dr. Cave's tips on reducing vaccine risks will save lives."** —Barbara Loe Fisher, cofounder and president, National Vaccine Information Center

STEPHANIE CAVE, MD, FAAFP,  
lives in Baton Rouge, Louisiana.

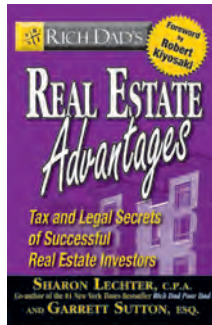
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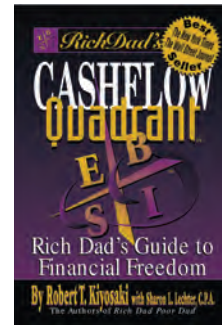
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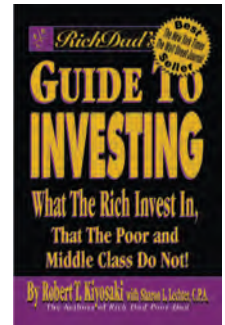
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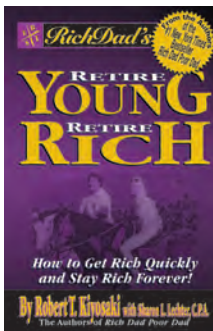
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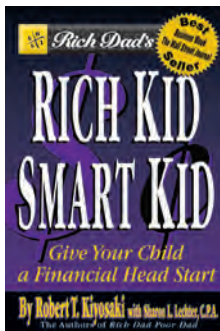
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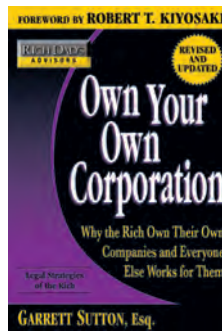
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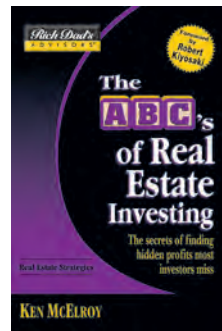
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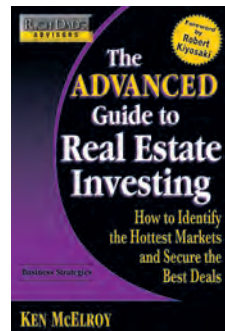
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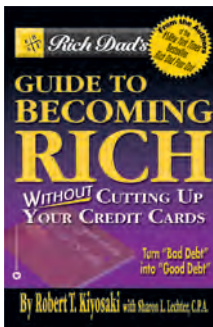
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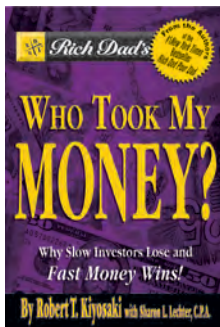
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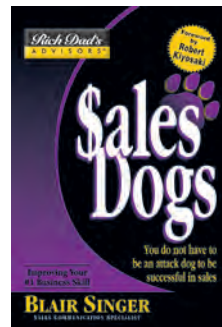
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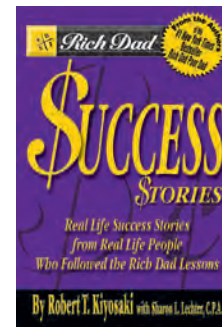
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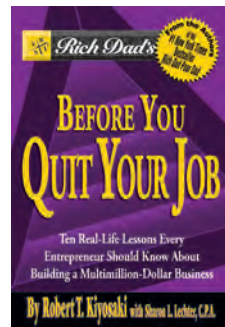
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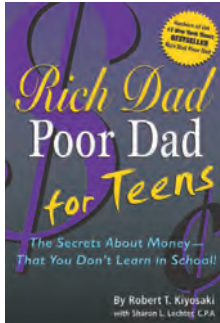
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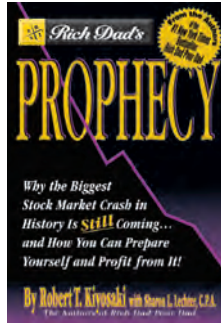
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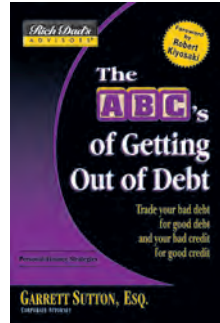
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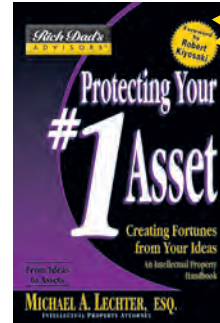
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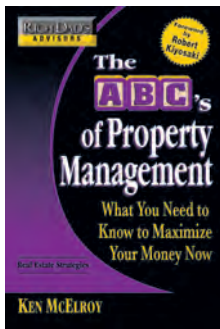
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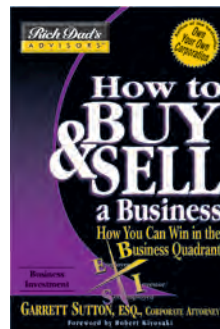
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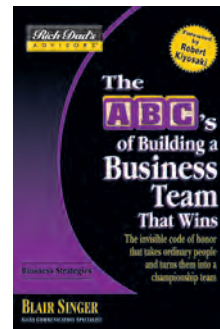
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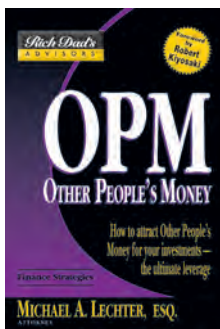
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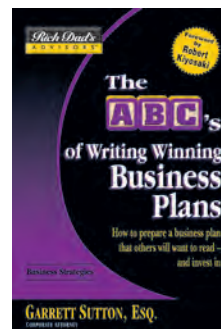
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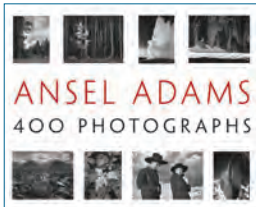
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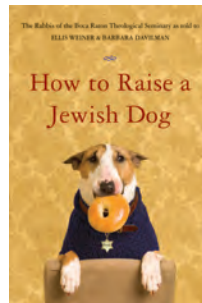
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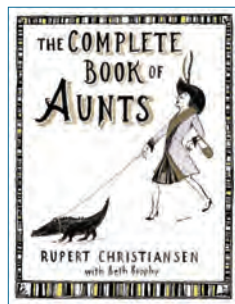
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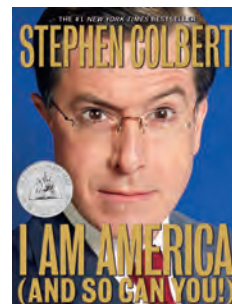
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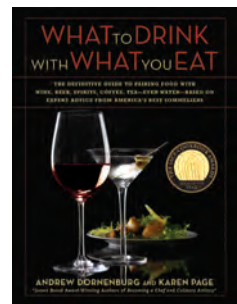
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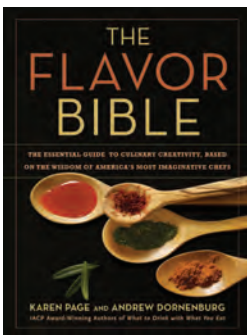
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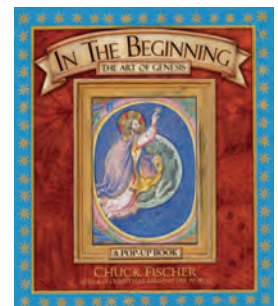
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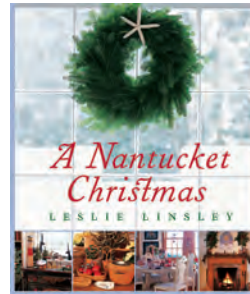
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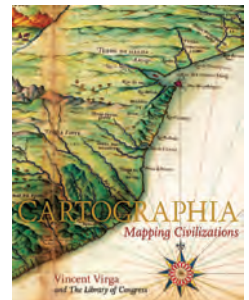
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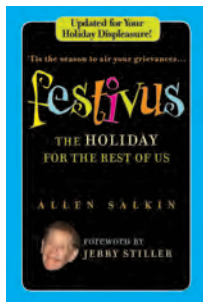
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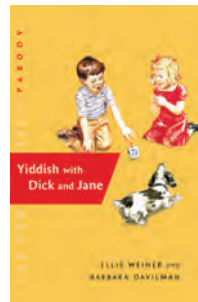
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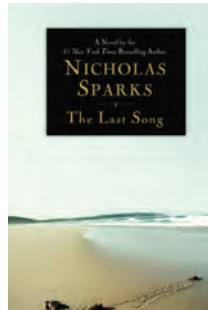
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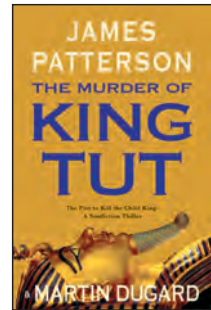
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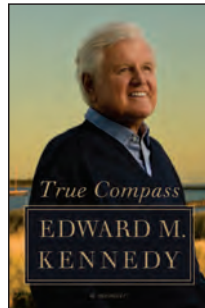
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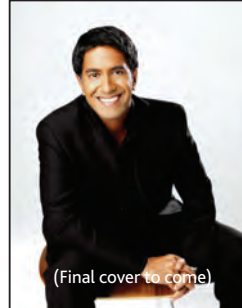
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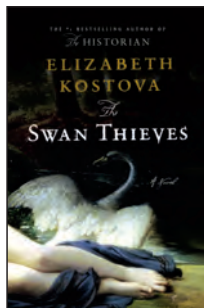
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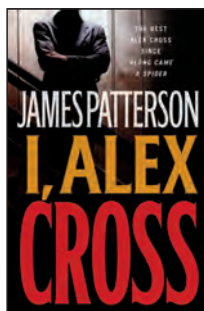
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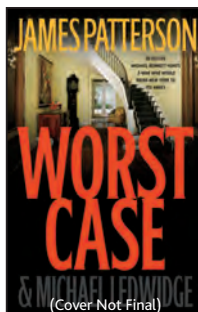
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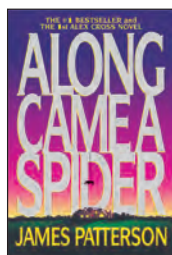


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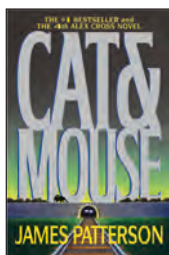


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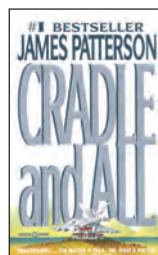
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