

Dear Friend,

At times the publishing seasons don't seem to match up with the seasons of the year. As New York experiences its first snow of winter, we're preparing the riches of our Fall 2007 season. Some of our current bestsellers were originally published as far back as last spring. It is no wonder that one must always have an eye on potential future successes while not losing focus on well-established books that continue to delight readers. That sums up what is happening at the Crown Publishing Group as we come off a year with a record 46 (printed and extended) *New York Times* bestsellers, including 13 that hit the #1 spot.

Many of the authors from this run—such as **Barack Obama**, **Cesar Millan**, **Rachael Ray**, **Martha Stewart**, **Ina Garten**, and **Giada de Laurentiis**—continue to sell and sell, and their books will remain in hardcover for the indefinite future. Our Fall 2007 Three Rivers Press catalog is rich with trade paperback conversions of titles you helped us set up and sell to tremendous success, including **SHARP OBJECTS**, **RULE #1**, **WORLD WAR Z**, and **THUNDERSTRUCK**.

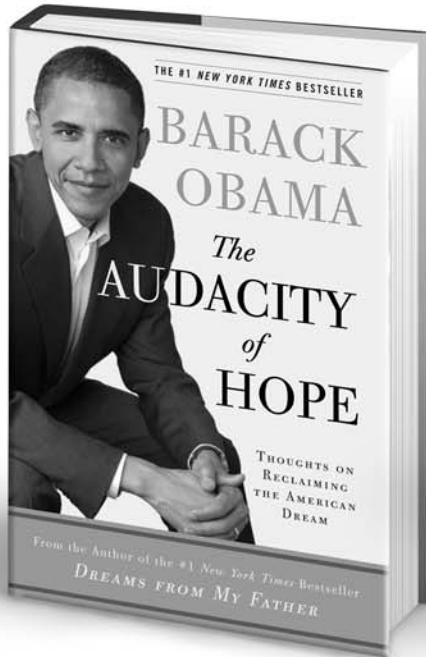
And the hardcover future? There are riches here as well. The catalog you hold includes a host of wonderful new books from bestselling authors **Jorge Cruise**, **Alice Waters**, **Rachael Ray**, **Bobby Flay**, **Ann Coulter**, **Patricia Gaffney**, **Tom Callahan**, **Edward Klein**, **Cesar Millan**, **Kaffe Fassett**, and **Jonathan Kozol**, among others. It has a trio of deeply informative business books from **James M. Kilts** of Gillette, **Cathleen Black** of Hearst, and **David Novak** of Yum! Brands (KFC, Taco Bell, etc.) You also will find several discoveries, including a riveting historical novel (**THE WITCH'S TRINITY**), a collection of voyeuristic delight (**OTHER PEOPLE'S LOVE LETTERS**), a memoir from Augusten Burroughs's brother (**LOOK ME IN THE EYE**), and another from **Pattie Boyd**, who reveals the details of her marriages to Eric Clapton and George Harrison. And finally, the Fall 2007 list includes the recently discovered diary of a doctor who served and died on the Communist side during the Vietnam War (**LAST NIGHT I DREAMED OF PEACE**) and the amazing account of psychiatrist who treated a patient with 17 distinct personalities (**SWITCHING TIME**). I hope you agree that each of these books deserves a special place with the American readership.

So no matter the season, it is both gratifying to reflect on the past and exciting to look to the future. I am pleased to share with you the riches of both just as I thank you for the work you are doing on behalf of our books today and in the months to come.

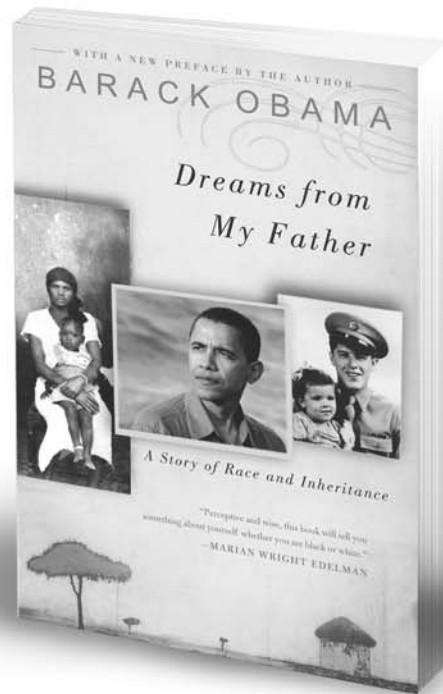
With warm regards,



Jenny Frost, President & Publisher



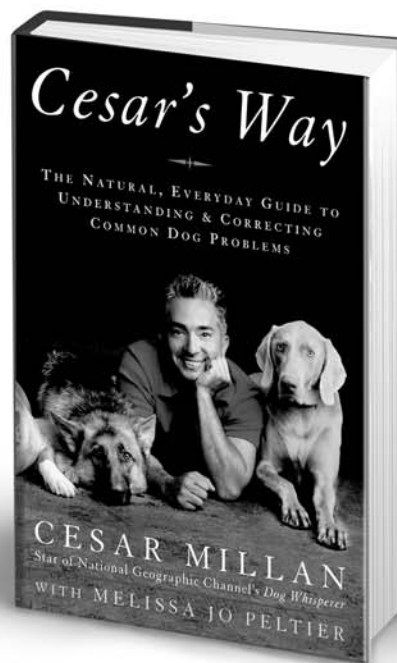
THE AUDACITY OF HOPE
ISBN-10: 0-307-23769-9
ISBN-13: 978-0-307-23769-9
\$25.00 hardcover (Canada: \$33.00)



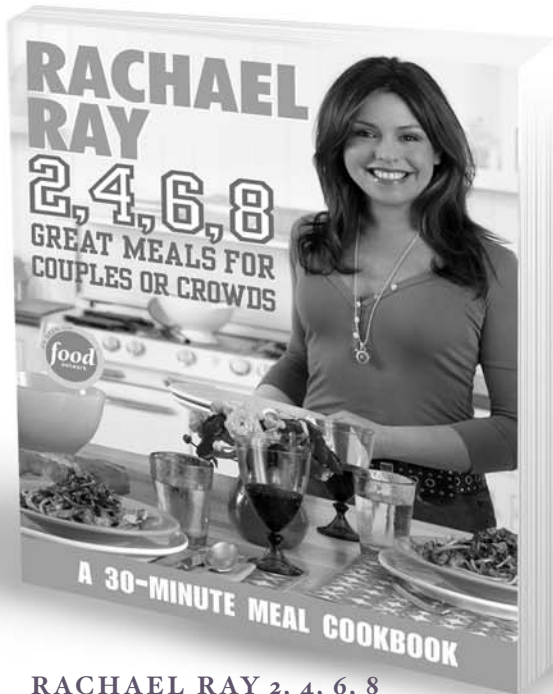
DREAMS FROM MY FATHER
ISBN-10: 1-4000-8277-3
ISBN-13: 978-1-4000-8277-3
\$14.95 paper (Canada: \$21.00)
ISBN-10: 0-307-38341-5
ISBN-13: 978-0-307-38341-9
\$25.95 hardcover (Canada: \$32.00)

CLASSICS

IN THE MAKING



CESAR'S WAY
ISBN-10: 0-307-33733-2
ISBN-13: 978-0-307-33733-7
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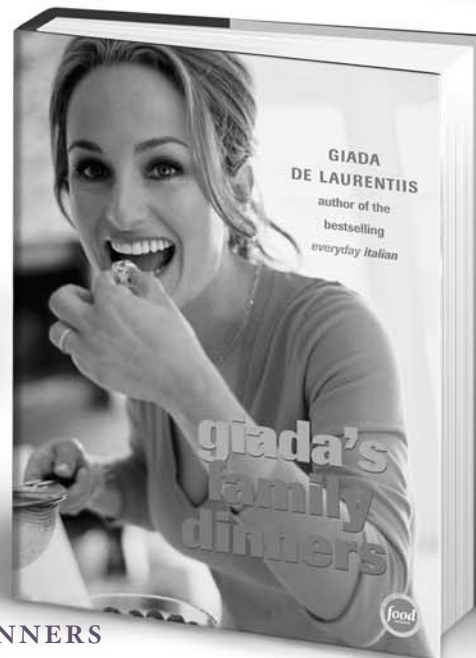
RACHAEL RAY 2, 4, 6, 8
 ISBN-10: 1-4000-8256-0
 ISBN-13: 978-1-4000-8256-8
 \$19.95 paper (Canada: \$26.95)

**MARTHA STEWART'S
 HOMEKEEPING HANDBOOK**

ISBN-10: 0-517-57700-3
 ISBN-13: 978-0-517-57700-4
 \$45.00 hardcover (Canada: \$55.00)



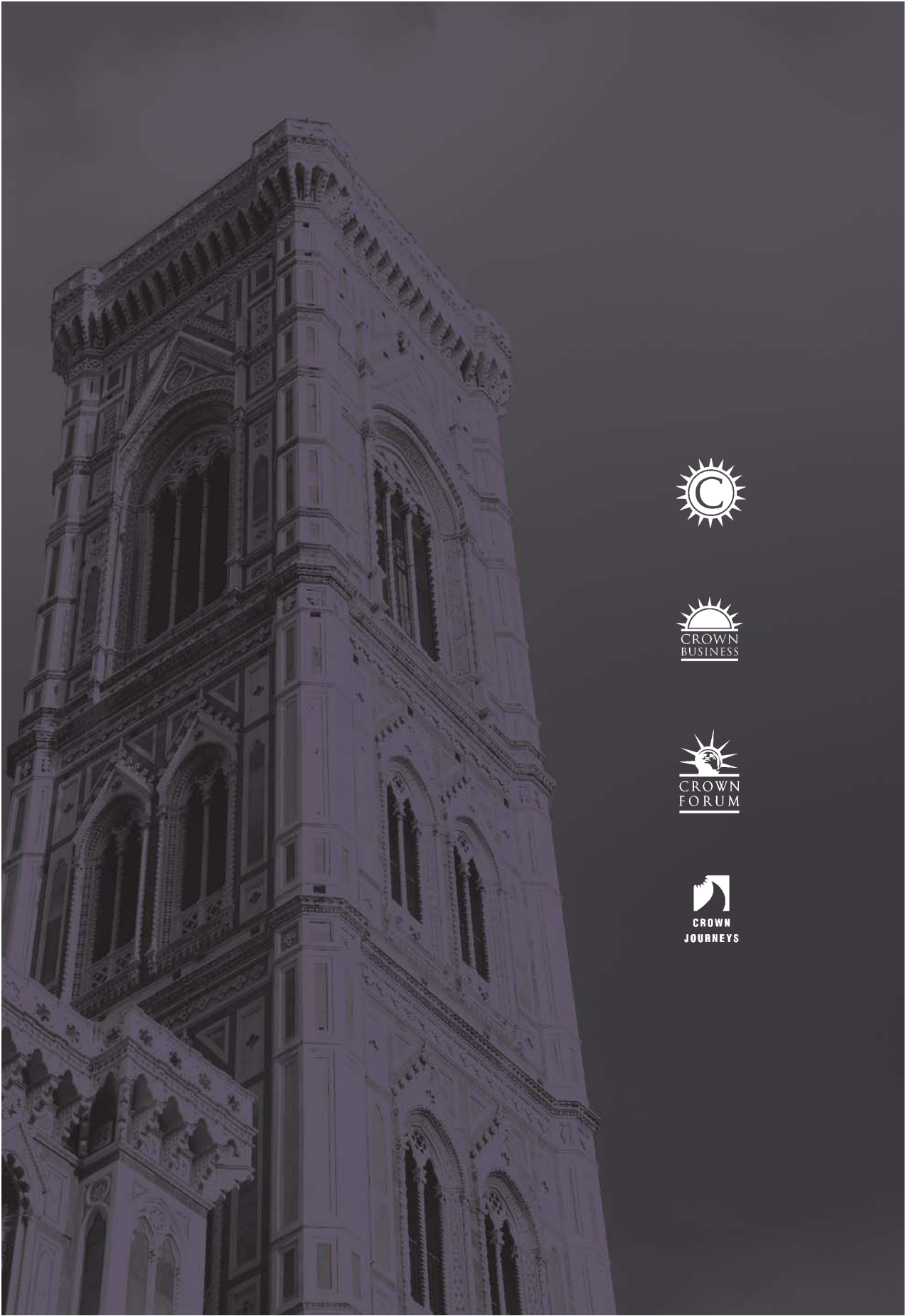
BAREFOOT CONTESSA AT HOME
 ISBN-10: 1-4000-5434-6
 ISBN-13: 978-1-4000-5434-3
 \$35.00 hardcover (Canada: \$45.00)



GIADA'S FAMILY DINNERS
 ISBN-10: 0-307-23827-X
 ISBN-13: 978-0-307-23827-6
 \$32.50 hardcover (Canada: \$43.00)

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JONATHAN
KOZOL

LETTERS TO A
YOUNG TEACHER

THE NATIONAL BOOK AWARD-WINNING
AUTHOR AND EDUCATOR GENTLY LEADS
A FIRST-YEAR TEACHER INTO "THE JOYS
AND CHALLENGES AND PASSIONATE
REWARDS OF A BEAUTIFUL PROFESSION"

JONATHAN KOZOL'S MOST DELIGHTFULLY ENGAGING AND, AT TIMES, POLITICALLY EXPLOSIVE WORK ON EDUCATION TAKES THE FORM OF WARM AND FRIENDLY LETTERS TO FRANCESCA, A YOUNG CLASSROOM TEACHER, OFFERING ADVICE, ENCOURAGEMENT, REMEMBRANCES, AND A LIVELY INDIGNATION AT THE BUREAUCRATIC ABSURDITIES MOST TEACHERS FACE. AN EXHILARATING NEW WORK FROM THE NATIONAL BOOK AWARD-WINNING AUTHOR OF THE BEST-SELLERS *DEATH AT AN EARLY AGE*, *SAVAGE INEQUALITIES*, *THE SHAME OF THE NATION*, AND *AMAZING GRACE*.

National Publicity

4-City Author Tour

Boston
Chicago
New York
Washington, DC

Author Appearance at BEA

Tie-in with Author's Lecture Schedule

Advertising

New York Times

Online Promotion

- Banner advertising on education and teacher websites such as YourHomework.com and Teachers.net
- E-card mailing to list of school teachers

Cross-Promotion with the Nonprofit Education Action

In this collection of his letters to Francesca, a first-year teacher in a Boston elementary school, Jonathan Kozol reflects on what he calls the "beautiful profession" she has chosen while he also tries to guide her through the many unexpected challenges she encounters. Under her shrewd and sometimes irreverent questioning, Kozol reveals his own most personal stories of the 40 years he has spent in public classrooms and offers her compassionate advice on how to do the best job she can for her young students.

Together they confront many of the topics that Kozol has so forcefully addressed in other books, from the disheartening resegregation of our schools to the obsessive testing mania and the robotic teaching methods that are turning many schools that serve our poorest children into little more than test-prep factories. But they also share the happiness of teaching children, celebrating the many moments of sheer jubilation in Francesca's class as her students begin to flourish in the hands of their hardworking teacher.

Letters to a Young Teacher is an enticing invitation to the classroom and bound to become a classic among educators.

JONATHAN KOZOL lives in Massachusetts.



Education (EDU014000)

5½ x 8¼; 288 pages

ISBN-10: 0-307-39371-2. \$19.95 hardcover (Canada: \$25.95)

ISBN-13/EAN: 978-0-307-39371-5

On Sale 8/21/07

British: Janklow & Nesbit Associates

Translation: Janklow & Nesbit Associates

First Serial: Janklow & Nesbit Associates

Audio: Crown

KATIE



The Real
Story

EDWARD KLEIN

A COMPULSIVELY
 READABLE, IMPECCABLY
 RESEARCHED BIOGRAPHY
 OF ONE OF AMERICA'S
 MOST INTRIGUING
 MEDIA CELEBRITIES:
 THE FORMER STAR OF THE
Today SHOW, WHO NOW
 FACES THE DAUNTING
 CHALLENGE OF FILLING
 THE LEGENDARY SHOES
 OF WALTER CRONKITE
 AT CBS.

National Publicity

40-City Radio Satellite Tour

Advertising

New York Times

USA Today

Online Promotion

- Banner advertising on women's interest sites
- Advertising on gossip blogs such as PageSix.com, GoFugYourself.com, and Gothamist.com

In *Katie: The Real Story*, bestselling author Edward Klein delivers a fascinating portrait of a solid-gold media star, laced with penetrating and revealing insights into the scope of her ambition. Among Couric's friends and coworkers, opinions and stories are abundant: "Katie watchers" seem as dazzled by her energy and smarts as they are troubled by her career manipulations.

Klein also delves into Couric's personal life to examine the complicated truths of her past relationships with friends and family, including her marriage to Jay Monahan. What emerges is an intimate look at a woman who has determinedly remade her girl-next-door image into something far more complex and glamorous.

Ultimately, *Katie: The Real Story* is a mesmerizing book about a self-created media icon whose savvy sense of what the public wants seemed, until recently, exquisitely calibrated. But has Couric's reach finally exceeded her grasp? And does her story reveal as much about America's obsession with celebrity as about Katie Couric herself?

EDWARD KLEIN is the author of five consecutive *New York Times* bestselling nonfiction titles, including *The Truth About Hillary*. A former editor in chief of *The New York Times Magazine*, he's currently a contributing editor at *Vanity Fair* and a columnist for *Parade*.



Biography—Rich & Famous (BIO013000)

6 1/8 x 9 1/4; 304 pages; 8-page full-color insert

ISBN-10: 0-307-35350-8. \$25.95 hardcover (Canada: \$34.00)

ISBN-13/EAN: 978-0-307-35350-4

On Sale 8/28/07

All Rights: Crown

a novel fourth
comings

MEGAN
McCAFFERTY

author of the *New York Times* bestseller
Charmed Thirds

From MEGAN McCAFFERTY, author of the *New York Times* bestseller *Charmed Thirds*, as well as *Sloppy Firsts* and *Second Helpings* (300,000 copies combined net), comes the fourth book about her beloved character Jessica Darling.

MEGAN McCAFFERTY is also the editor of the short story collection *Sixteen*. She has written for *Cosmopolitan*, *CosmoGirl!*, *Glamour*, *Seventeen*, and other publications. She lives in New Jersey.





National Publicity

Author Interviews
out of New York City

Author Appearance at BEA

Reading Group Guide Available
Online at CrownReads.com

Advertising

National alternative weekly
campaign

Online Promotion

- Promotion on author's website, MeganMcCafferty.com
- Banner advertising at gossip and pop culture sites such as Defamer.com and PinkIsTheNewBlog.com
- Promotion on MySpace.com book fan site
- E-card mailing to author's mailing list

Buzz Mailings to Book Group
Coordinators

Jessica Darling has graduated from Columbia and joined the masses of over-educated college students who are desperate for work, any work. She's sharing an apartment with three other girls in a brownstone in Park Slope, Brooklyn, and trying to make ends meet by earning next to nothing at a literary publication and taking too much money to babysit her niece. Jessica's world is turned upside down, though, when her on-again, off-again boyfriend, Marcus Flutie, asks her to marry him—and gives her a week to answer.

Fourth Comings is the next outrageously entertaining book in Megan McCafferty's highly successful series of novels about Jessica Darling. This time out, all the action (and suspense) takes place in a single week; Jessica learns new and surprising things about those closest to her, including her best friend Hope (who appears as a character for the first time in the series), her *other* best friend Bridget and, most shockingly, her parents. Through it all, Jessica's sharp wit is more in evidence than ever as she goes, kicking and screaming, into adulthood.



Fiction (FIC000000)

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

ISBN-10: 0-307-34650-1. \$21.00 hardcover (Canada: \$27.00)

ISBN-13/EAN: 978-0-307-34650-6

On Sale 8/14/07

British: Joanna Pulcini Literary Management
Translation: Joanna Pulcini Literary Management
First Serial: Crown
Audio: Crown

Look Me in the Eye

MY LIFE WITH ASPERGER'S

An inspiring, darkly funny memoir for anyone fascinated by the irreducible strangeness of the human mind and the irrepressible strength of the human spirit.

John Robison longed to connect with other people but, by the time he was a teenager, his odd habits—an inclination to blurt out non sequiturs, avoid eye contact, obsessively dismantle radios, or dig five-foot holes (and stick his younger brother in them)—had earned him the label “social deviant.” It didn’t help that his mother conversed with light fixtures and his father spent evenings pickling himself in sherry. Machines, at least, could be counted on.

After fleeing his parents and dropping out of school at sixteen, his unusual abilities landed him a gig with KISS, creating their legendary fire-breathing guitars. Later, he drifted into a “real” job, as an engineer for a major toy company. But the higher Robison rose, the more he had to pretend to be “normal” and do what he was worst at: communicate. It wasn’t worth the paycheck.

It was not until he was forty that an insightful therapist told him he had a high-functioning form of autism called Asperger’s Syndrome. That understanding transformed the way Robison saw himself and the world. In this memoir, he recounts the journey from his world into ours—and his new life as a caring father and husband (even if he calls his wife “Unit 2” because he hates the concept of names). Sometimes harrowing, often slyly funny, the journey is always deeply human.

JOHN ELDER ROBISON

FOREWORD BY

AUGUSTEN BURROUGHS



Photo: Rick Colson

JOHN ELDER ROBISON lives with his wife and son in Amherst, Massachusetts. His company, J E Robison Service, repairs and restores fine European automobiles.

**A NOTE FROM JOHN'S BROTHER,
AUGUSTEN BURROUGHS, AUTHOR
OF *Running with Scissors***

Growing up, my brother was the storyteller in the family. There was something prehistoric to the way he would leave the house for weeks at a time, hunting, foraging, and then return with his beasts, his exotic tales and further evidence that life outside our house was large, indeed. I missed those stories, so I asked him to write a memoir. 'How?' was his reply. 'Just like when we were kids.' Asperger's Syndrome has given my brother an amazing brain and he took this memoir-writing business quite seriously.

When I read the manuscript, I felt a pure sense of awe. There is no book like this one. It's simply amazing, for a thousand different reasons. I'm proud of my brother and his book. And if it's a success, I take full credit, since I'm the one who made him write it. If it fails, that's not my fault, because he has Asperger's Syndrome, so they should have known better than to publish him.

National Publicity

20-City Radio Satellite Tour

5-City Author Tour

Author Appearance at BEA

Advertising

New York Times

New Yorker

Autism/Asperger Digest

Online Promotion

- Banner advertising with EParent.com (Exceptional Parent)
- Newsletter sponsorships with BoldType, GalleyCat, and other literary sites
- Buzz blogger mailing focusing on both literary and Asperger communities

Outreach to Asperger Support Groups and Educators

Also a Random House AudioBook

Abridged, 5 CDs

ISBN-10: 0-7393-5768-9

ISBN-13: 978-0-7393-5768-2

\$29.95 (Canada: \$37.95)



Autobiography—Personal Memoirs; Psychology & Psychiatry (BIO026000)

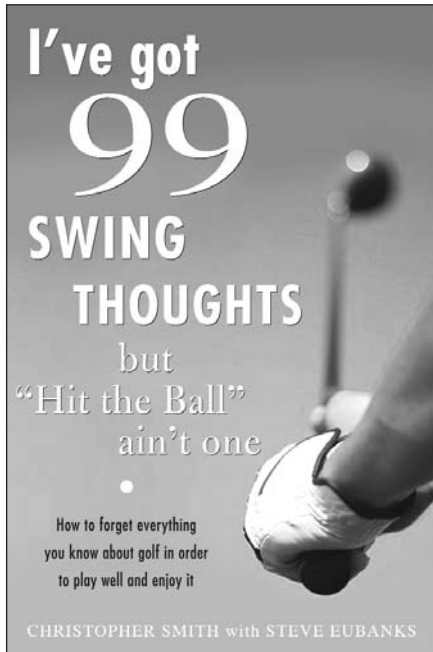
6 1/8 x 9 1/4; 288 pages

ISBN-10: 0-307-39598-7. \$25.95 hardcover (Canada: \$34.00)

ISBN-13/EAN: 978-0-307-39598-6

On Sale 9/25/07

All Rights: Crown



I've Got 99 Swing Thoughts but "Hit the Ball" Ain't One

By Christopher Smith with Steve Eubanks

How's this for a book no golfer will be able to resist: an instructional that doesn't complicate the game but makes it faster, easier, and more fun.

The big-name, high-priced, all-encompassing guides to the arcane mechanics of the golf swing have had their day. Today, real golfers aren't seeking to make themselves clones of Tiger Woods, they're looking for some down-to-earth, commonsense advice on how to play the game in a way that comes naturally to them—only better and faster. And that's where Chris Smith's *I've Got 99 Swing Thoughts but "Hit the Ball" Ain't One* comes in. Chris knows—and will convince you as well—that the key is to stop overthinking, to stop imagining that to hit a stationary ball is the hardest thing since splitting the atom.

Sure, Chris covers all the important bases—grip, setup, swing, course management—but he adds something else that the other guides forget. The trick is to incorporate all that stuff into what Chris calls "unconscious competence," so you can address the ball and then hit the ball, skipping the part where you mentally check off a list of musts and must-nots as long as the fairway. And by the way, this guy recently shot a 66 on a challenging professional course—in 48 minutes—so you know he's really onto something. Sounds like fun, no?

CHRIS SMITH is a regional PGA Teacher of the Year. He currently teaches at Pumpkin Ridge in Oregon.

National Publicity

Advertising

Wall Street Journal

Online Promotion

- Banner advertising at golf-related websites such as TravelGolf.com and Golf.com
- Banner advertising at MensHealth.com

Masthead Mailing to Sports Magazines



Sports & Recreation—Golf (SPO016000)

5½ x 8¼; 192 pages

ISBN-10: 0-307-38114-5. \$21.95 hardcover (Canada: \$27.95)

ISBN-13/EAN: 978-0-307-38114-9

On Sale 9/4/07

British: PFD New York

Translation: PFD New York

First Serial: Crown

Audio: Crown



Whitewash

How the News Media Are Paving Hillary Clinton's Path to the Presidency

By L. Brent Bozell III with Tim Graham

America's leading expert on liberal media bias exposes the real secret of Hillary Clinton's political success: the mainstream media's active cover-up of her scandals, failures, and gaffes, and how conservative leaders respond. Rush Limbaugh, Ann Coulter and dozens of others weigh in through exclusive interviews.

For all the books that have explored the life of Hillary Rodham Clinton, not one has exposed the real key to her political success, the secret weapon that has helped her build her political career and will be crucial to her inevitable run for the presidency. That secret weapon? The news media. Ever since *Time* magazine introduced her as an "amalgam of Betty Crocker, Mother Teresa, and Oliver Wendell Holmes," Hillary Clinton has benefited from a unique form of favoritism.

In *Whitewash*, L. Brent Bozell III shows how the media have covered up Clinton's many personal, political, and financial scandals—and downplayed her significant failures. Citing a wealth of examples and studies compiled by the Media Research Center, of which Bozell is president, *Whitewash* shows how the liberal news media helped build Clinton's career and are now trying to launch her into the White House. Plus, Bozell's dozens of exclusive interviews with leading conservatives show how the Right is countering the pro-Hillary spin.

L. BRENT BOZELL III is the founder and president of the Media Research Center.

TIM GRAHAM is director of media analysis for the Media Research Center.

National Publicity

National Conservative Radio Campaign

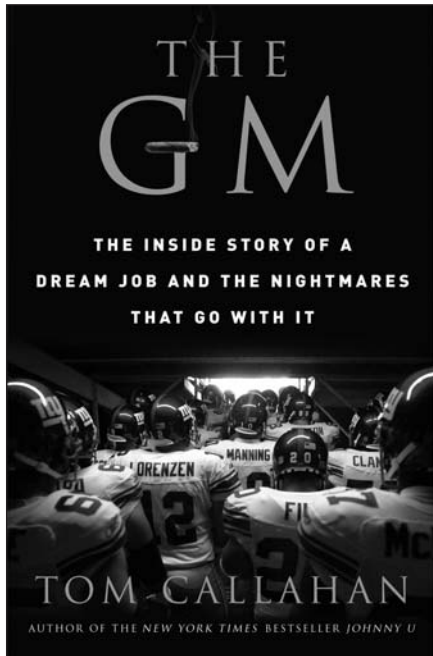
Author Interviews
out of New York and Washington, DC

- Online Promotion**
- Banner advertising on Townhall.com and StopHerNow.com
 - Advertising on conservative blogs such as Little Green Footballs, Captain's Quarters, and PoliPundit
 - Buzz mailing to conservative bloggers

Also By L. Brent Bozell III
Weapons of Mass Distortion
ISBN-10: 1-4000-5411-7
ISBN-13: 978-1-4000-5411-4
\$13.95 paper (Canada: \$21.95)



Current Affairs—American (CUR001000)
6 1/8 x 9 1/4; 272 pages
ISBN-10: 0-307-34020-1. \$25.95 hardcover (Canada: \$34.00)
ISBN-13/EAN: 978-0-307-34020-7
On Sale 9/18/07
All Rights: Crown



The GM

The Inside Story of a Dream Job
and the Nightmares That Go with It

By Tom Callahan

Perhaps the most inside book ever written on the NFL, The GM uses unprecedented access to the league's senior deal maker Ernie Accorsi to deliver the biography of a job—a position that's arguably the game's most critical, and undeniably its most fascinating.

As legendary Giants general manager Ernie Accorsi entered his final season, he invited veteran sports-writer Tom Callahan to be the proverbial fly on the wall and observe what a GM actually does. Callahan would enjoy unprecedented access to practice sessions, locker rooms, and player evaluation meetings. And the intent would be not to tell the story of a season or a specific team, but rather to reveal the joyful/despairing essence of a position that's built around choosing the men you'll go to war with.

In Callahan's masterly telling, Accorsi's high-wire career with the Colts, Browns, and Giants opens a window onto the reality—not the *fantasy*—of picking NFL talent. Through intimate looks at Accorsi's pursuit of players such as John Elway, Bernie Kosar, and Eli Manning, we come to realize the importance of intangibles, as well as the havoc that can result if a GM guesses wrong. A book for every football fan who's ever screamed at a television set, "How could they have picked *that* guy?," *The GM* is destined to be judged a sports classic.

TOM CALLAHAN is the author, most recently, of the *New York Times* bestseller *Johnny U*, hailed by the *Boston Globe* as perhaps "the best football book ever."

National Publicity

National Radio Campaign

Advertising

New York Times

Major Sports Radio Advertising

Online Promotion

- Google sponsorship teaser campaign in August during fantasy football registration at sports sites such as SI.com
- Advertising on sports blogs such as SundayMorningQB.com and CamdenChat.com
- Advertising on local city blogs such as Gothamist.com and DCist.com
- E-card to NFL season ticket holders

Buzz Mailing to NFL GMs, Coaches, and Quarterbacks

Also by Tom Callahan

Johnny U

ISBN-10: 1-4000-8139-4

ISBN-13: 978-1-4000-8139-4

\$25.00 hardcover (Canada: \$33.00)



Sports & Recreation—Football (SPO015000)

6 1/8 x 9 1/4; 336 pages; 8-page full-color insert

ISBN-10: 0-307-39413-1. \$25.95 hardcover (Canada: \$34.00)

ISBN-13/EAN: 978-0-307-39413-2

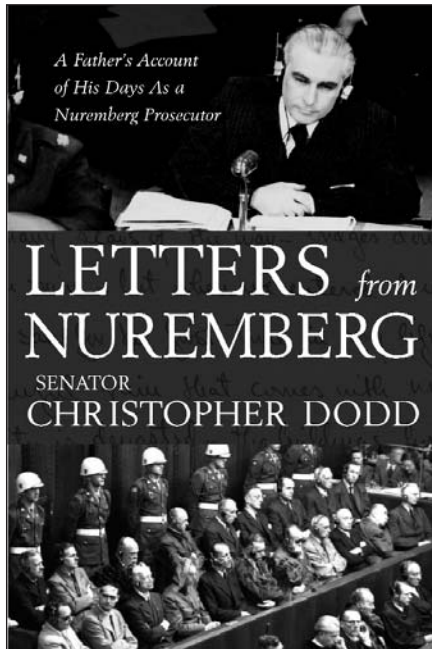
On Sale 9/4/07

British: David Black Literary Agency

Translation: David Black Literary Agency

First Serial: Crown

Audio: Crown



Letters from Nuremberg

By Senator Christopher Dodd
with Larry Bloom

Drawing on his father's long-archived correspondence, Senator Christopher Dodd presents a new account of the most famous trial in history.

As a prosecutor at the Nuremberg trials, Thomas J. Dodd became known for his skill in interrogating some of the most notorious Nazi criminals—Goering, Hess, and von Ribbentrop among them. Over fifteen months, Dodd described his efforts in nightly letters to his wife, Grace. The letters remained in the Dodd family archives, unexamined, for decades. When Christopher Dodd, who followed his father's path to the Senate, sat down to read the letters, he was overwhelmed by their intimacy, the love story they tell, and their insights into the historic trial.

These never-before-seen letters transport us to decimated, postwar Germany and are windows into the profound questions the Nuremberg trials posed. Christopher Dodd's narrative and contextual observations give us the feeling of being in the courtroom during this momentous event. In addition, Senator Dodd identifies the standards of international justice and rules of law articulated so carefully at Nuremberg and argues that our nation has failed to live up to those ideals in the struggle against the threats we face today.

CHRISTOPHER DODD is the senior U.S. senator from Connecticut and is a senior member of the Senate Foreign Relations Committee.

National Publicity

Advertising

New York Times

Local Events and Interviews

out of Connecticut and
Washington, DC

Regional NPR Sponsorship in Connecticut

Online Promotion

- Advertising on liberal blogs such as MyDD.com and PoliticalWire.com
- Advertising on military blogs such as BlogsofWar.com
- E-card mailing to military veterans list

Buzz Mailing to Democratic Big Mouth Mailing List



History—Military—WWII (HIS027100)

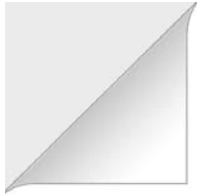
6 1/8 x 9 1/4; 352 pages; 8-page black-and-white insert

ISBN-10: 0-307-38116-1. \$25.95 hardcover (Canada: \$34.00)

ISBN-13/EAN: 978-0-307-38116-3

On Sale 9/11/07

All Rights: Crown



AN EXCERPT FROM

LETTERS FROM NUREMBERG

THOMAS J. DODD ON:

“THE DEAD CITY OF NUREMBERG”

I saw for the first time in my life the awful ruin that comes with war. This city is devastated: streetcars piled up, a mass of burned and twisted steel, rubble everywhere. Countless families—all their belongings in baby carriages or other such conveyances—walk along the roads, to homes they left during the war. Innumerable German soldiers—in uniform and with packs but without weapons—trudge back home. I am told that 30,000 people were killed here in thirty minutes only a few months ago. It is not hard to believe. There is a strange odor everywhere. There are many bodies still in the ruins.

THE INTERROGATION OF RIBBENTROP:

Joachim von Ribbentrop, who was the Nazi foreign minister, wore an old brown overcoat, khaki shirt, no tie, army shoes (no laces), unshaven, seedy looking. He is of light complexion, blue eyes, light graying hair. He speaks some English. He was nervous, worried, despondent, shaken. Here sat the man who paraded all over Europe in fancy dress, with the Nazi might and power as a threat behind his diplomacy. He looked like a Bowery character to me. His answers were of interest



because they revealed something of Hitler's method of doing things and the competition—the jealousies among Nazis.

PROSECUTORIAL CHAOS:

I wonder how we will ever prepare this case. There is terrific jockeying for position—everyone wants to be in the act. A lot of little people in big uniforms....There is not one outstanding man in an important place in this organization—saving [Chief Prosecutor Robert H.] Jackson himself. It is a maelstrom of incompetence.

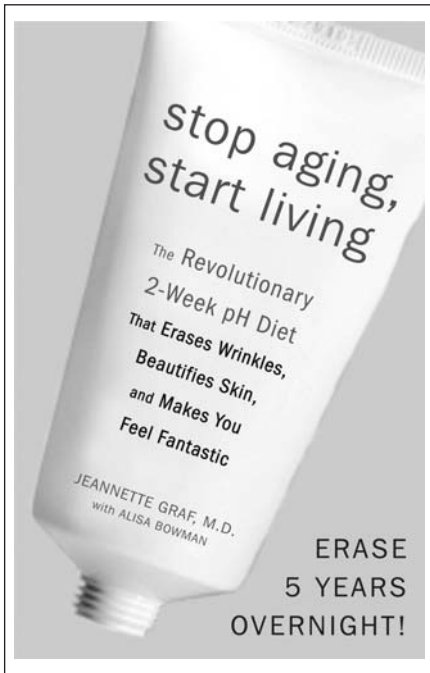
NAZI JUSTIFICATIONS:

I questioned [Field Marshal Wilhelm] Keitel until after 5 p.m. He insisted that Germany feared an attack by Czechoslovakia and France in 1938, and offered this as an explanation for the German occupation of Czechoslovakia. Obviously this is a weak explanation for I confronted him with a letter dated May 10, 1938, which he wrote to Hitler suggesting that it must somehow appear to the world that Germany was provoked into attacking the Czechs—even if the incident had to be framed by the Germans. He was embarrassed and flustered, and he made a stupid answer. I am convinced that these people were really spoiling for a war—and they intended to get their objectives by war.

HITLER'S INFLUENCE IN THE HIGH COMMAND:

The mystery of Hitler grows upon me day by day. I mean simply that I am baffled when I consider that able minds like [Field Marshal] Albert von Kesselring and others were completely under his influence—and they are not weaklings. On the contrary they impress me as men of strong minds and of strong will. Some of them are beyond doubt personally of good character—they are men who fear God. I intend to devote some thinking and some time to this question—for in the answer lies something that we all must know.





Stop Aging, Start Living

The Revolutionary 2-Week pH Diet
That Erases Wrinkles, Beautifies Skin,
and Makes You Feel Fantastic

By Jeannette Graf, M.D.,
with Alisa Bowman

Renowned dermatologist and television personality Jeannette Graf, M.D., presents a transformational, science-based approach to achieving beautiful skin and exceptional overall health.

In just one day on Dr. Graf's regimen, you'll look and feel better than you have in years, erasing five years overnight. In two weeks, your skin will glow, age spots and fine lines will diminish, and your entire body will feel silky soft. You'll also have the energy of a two-year-old. How? The Stop Aging program improves skin health by optimizing the function of its building blocks—the trillions of cells that form the human body.

This integrative approach combines nutrients from fresh plant foods, a prescription for health-giving fun, and the latest skin care technologies to transform your skin from the outside in. *Stop Aging, Start Living* includes:

- The reasons that small changes in acidity (pH) lead to premature aging
- Lists of age-stopping alkalizing and age-accelerating acid-producing foods
- A two-week plan for skin care, exercise, eating, and fun
- The right products for your face and your purse, and where to find them
- A menu plan, meal makeovers, and delicious, healthful recipes designed by a renowned chef who has cooked for the president

JEANNETTE GRAF, M.D., is a former research fellow at the National Institutes of Health (NIH) and is the coauthor of a number of studies published in *Cell Science*, *The Journal of Cell Biology*, and other prestigious journals. She has a broad media platform, appears regularly on HSN, and is often quoted in magazines such as *Allure*, *Self*, *Glamour*, and *Vogue*.



Medical—Dermatology; Health & Fitness—Beauty & Grooming (MED017000)
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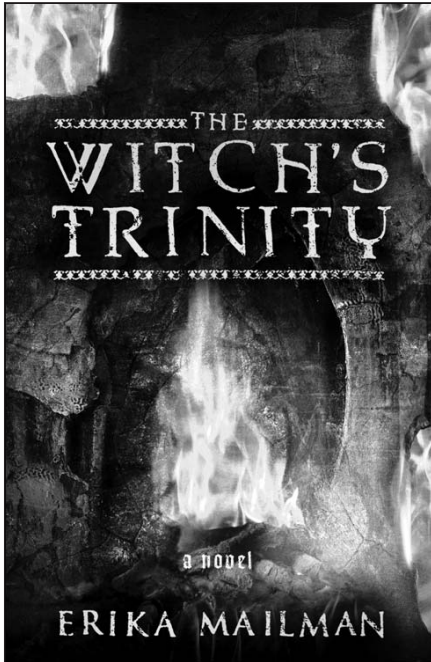
British: Crown
Translation: Zachary Shuster Harmsworth
First Serial: Crown
Audio: Crown

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Cross-Promotion during Salem, MA, Haunted Happenings

Buzz Galley Mailing to Book
Group Coordinators

The Witch's Trinity

A Novel

By Erika Mailman

An elegantly written, haunting debut in the tradition of the national bestselling novel A Year of Wonders, The Witch's Trinity transports readers back to the burning times almost two hundred years before the trials in Salem.

The year is 1507, and a small German village is suffering a severe famine. A friar has arrived claiming he can break the witch's spell that is causing their hunger; he has a book called the *Malleus Maleficarum*, a guide to gaining confessions of witchcraft. At once the village is full of accusations, and an older woman, Güde, is targeted. Güde has been having stark and frightening visions in which her dead husband appears, women fly, and unspeakable things happen in the dark. She believes this is simply her imagination—until her daughter-in-law accuses her of making a pact with the Devil. When the friar's attention is drawn to Güde, other women fall beneath his burning gaze—and must pay an unspeakable price. *The Witch's Trinity* is a frightening and fascinating journey back to a time when the answer to the question "Are you a witch?" meant life or death.

ERIKA MAILMAN traces her roots to a Massachusetts relative who twice stood trial for witchcraft. She lives with her husband in Oakland, California.



Fiction—Historical (FIC014000)

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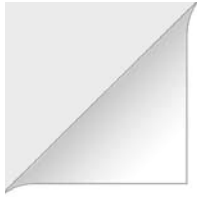
British: Marly Rusoff & Associates

Translation: Marly Rusoff & Associates

First Serial: Crown

Audio: Marly Rusoff & Associates

EXCERPT



AN EXCERPT FROM

THE WITCH'S TRINITY

BY ERIKA MAILMAN

I was at eye level with the pig on the spit. It stared at me wildly. I could sense nothing now but the agonizing aroma of its crackling fat. And then I felt as if I tipped backward, but it wasn't me, it was the pig, spinning on his spit. Both of us rolled our eyes. The forest flickered, completely black for a moment and then lit by the fire again.

In despair, I dipped the spine of the feather in the pool of blood. Hensel pushed a kiss into my mouth. With their wings, the crows stroked me. The pages of the book fluttered impatiently. A drop of blood landed on the page.

"She's as good as signed," said Hensel, and I realized anew who these creatures of the forest were.

"No," I shouted. "I know how to write my name, and I have not signed!"

Yet, as I stared down, the blot lengthened

and thinned. Soon it was a G. And then the ü, and the d. It was spelling out my name.

"No!" I shouted, and slammed the book closed.

Everything vanished. It was pure darkness without the pig's fire. I held my breath and listened but no one moved in the dark. I was profoundly alone. Then I saw a basket in front of me, loaded with meat. I stood up. I was unsure if I had signed or not. "Hensel," I whispered to the forest. I knelt and dipped both my hands and fed myself, gorging as fast as I could. The meat was so succulent, it was as if I could drink it; grease filmed my lips.

I cared not what the book said.

It was not as real as the taste of pig in my mouth.

I had been wrong thinking that my life would end that night. I walked hardly a

IN DESPAIR, I DIPPED THE SPINE OF THE FEATHER IN THE POOL OF BLOOD.

child's tread before I emerged back into the meadow. I climbed again the hill, saw the lights of my village, and descended to my home.

The door was open a crack and Jost ran to me in alarm when I pushed it further.

"Mutter! You're frozen to the core!" He dragged me to the fire and saw for the first time my basket.

"You can eat of it, Jost," I said. "I kept some for you."

His face had the expression I've seen only in the last few years—the one that says I've said something odd, or called Matern by Jost's name or forgotten my own.

"Twill spark the fire a moment only," he said. "But I cannot eat of it."

It was a decayed bit of basketry, splotted with weather and missing several reeds.

There was no meat in it.




After his squad leader was wounded, Corporal Martinez led the assault through a tree line where the ambush originated. As his squad advanced, it received sustained small arms fire from a nearby building. Enduring intense enemy fire and without regard for his own personal safety, Corporal Martinez launched a captured enemy rocket into the building, temporarily silencing the enemy and allowing a wounded Marine to be evacuated. He then single-handedly assaulted the building and killed four enemy soldiers with a grenade and his rifle.

—from the citation awarding
Marco Martinez the Navy Cross

HARD CORPS

From GANG-BANGER to LEATHERNECK HERO



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Hard Corps

One Marine’s Journey
 from Gangbanger to Leatherneck Hero

By Marco Martinez

Hard Corps is a gritty, riveting, ultimately inspiring memoir from a U.S. Marine who is a Navy Cross-winning hero of the Iraq war. With its hoo-rah attitude and promilitary, pro-war perspective, this is the anti-Jarhead.

Hard Corps is filled with teeth-rattling battle scenes and harrowing accounts of life in war-torn Iraq, but this is by no means just another war memoir. Marco Martinez writes movingly of the deep bonds forged among Marines for whom “duty, honor, and country” is more than an empty slogan. He also writes candidly about his earlier years—as a ruthless gang member and “s**thead zero”—and how joining the U.S. Marines turned his life around.

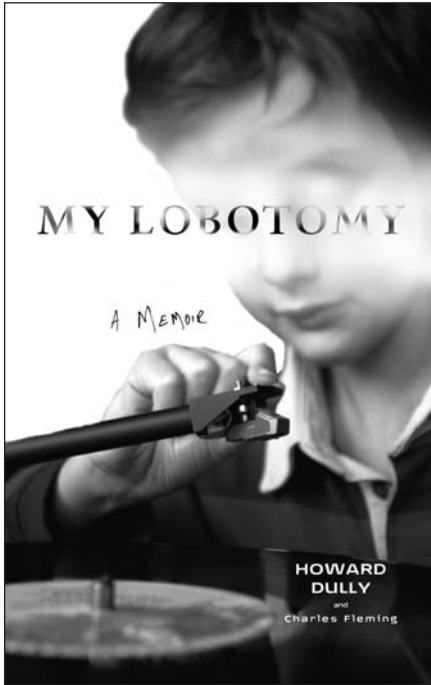
Refreshing for its author’s positive views on the United States military and our nation’s efforts in the Iraq war, which he believes is just and necessary, *Hard Corps* will appeal to the legions of readers who respond to honest, first-person reports of combat with a brutal enemy, as well as the many Americans—soldiers, veterans, and civilians alike—who are looking for an alternative to the relentlessly negative accounts of the struggle in Iraq and the mission of the U.S. military.

SGT. MARCO MARTINEZ, USMC, now attends a community college in Southern California while working full-time guarding nuclear power plants from terrorists. Sgt. Martinez is one of only nine living Navy Cross recipients.



Autobiography—History—Military (BIO000000)
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 ISBN-13/EAN: 978-307-38304-4
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My Lobotomy

By Howard Dully and Charles Fleming

Howard Dully became, at 12, one of the youngest victims of the infamous "ice-pick" lobotomy. This is the story of his courageous journey to understand why this nightmare happened.

In 1960, Howard Dully was forced by his quintessentially wicked stepmother into the hands of Dr. Walter Freeman, the P. T. Barnum-like populizer of the transorbital lobotomy. When the crude brain surgery failed, Howard's family abandoned him to the state. For the next 30 years he was institutionalized, jailed, homeless, and alcoholic.

Then, his stepmother dead and his father in frail health, he began to ask questions: Who had ordered the lobotomy? Why had his stepmother wanted to destroy him? Why had his father abandoned him? Had he done some hideous thing, now lost in a postoperative fog, for which he was being punished?

Howard's courageous quest caught the attention of radio documentarian Dave Isay and became the record-setting NPR radio broadcast "My Lobotomy." This book goes deep inside Howard's story, and the history of lobotomy, to tell one of the most chilling and redemptive true medical tales of all time.

HOWARD DULLY is now a school bus driver who lives happily with his wife in San Jose, California.

CHARLES FLEMING is a journalist and coauthor of several *New York Times* nonfiction bestsellers. He lives in Los Angeles.

National Publicity

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Mailing to Booksellers and Appropriate Special Interest Groups



Autobiography—Personal Memoirs (BIO026000)

5½ x 8¼; 288 pages

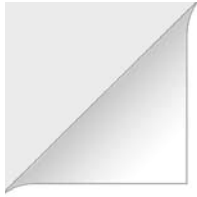
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AN EXCERPT FROM

MY LOBOTOMY

BY HOWARD DULLY AND CHARLES FLEMING

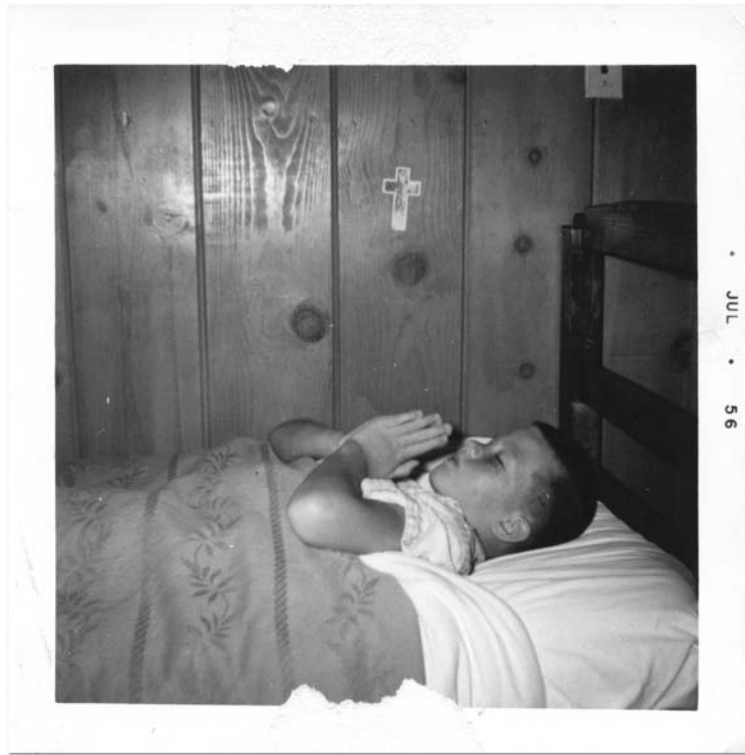
DR. FREEMAN WAS DRESSED NICELY, IN EITHER A SPORTS COAT OR A SUIT—not a doctor’s coat. I’d never seen a psychiatrist or a neurologist before, so I didn’t know whether this was normal, but I liked it. And I liked Freeman. He put me at ease. He had a soft voice and warm eyes. He smiled at me. I thought the goatee was cool, too. It made him look a little like a beatnik—like Dobie Gillis or Maynard G. Krebs.

Freeman wanted me to talk about Lou. He asked me whether I disliked her, and why. He wanted to know if I felt like hurting her. I was very open with him. I said I didn’t want to hurt her, but I did want to get away from her.

He understood, or he acted like he did. Nothing seemed to faze him. He sat back. He listened. He took notes. Later, he gave me some inkblots to look at. I’d never seen any before, and I thought they were weird, and kind of neat. The pictures reminded me of bats and things. I saw women in some of them. I told Freeman that. He just smiled and took notes. I had no idea what he was writing down.

But this is what his notes said about our first visit:

“The first interview today was largely in the matter of getting acquainted. I spoke first of his interest in mechanical things and he began to talk about his bicycle and how the handlebars have been poorly adjusted; he was trying to do something about them. He told about his paper route. We also talked about his interest in science. He’s interested in diagrams and animals but he curled up his nose when it came to describing the dissection of a frog’s stomach. When he had started, he talked fairly freely...”



I was back in his office a few days later.

“Howard is rather evasive about talking about things that go on in the home. Things have to be more or less prodded out of him...”

A week later, I was back. This time Freeman gave me a physical going over. He found everything about me normal—reflexes, “sensitivity,” blood pressure, and so on—but didn’t have much else to say about me. So, one more week after that, I was back again. It’s almost like Freeman couldn’t figure out what to do with me.

I complained to Freeman a little about how I always seemed to get blamed no matter what went wrong. “They come down on him like a ton of bricks,” Freeman wrote. But, he added, “Howard does not dwell on the fact that he is discriminated against...”

This must have been frustrating to Lou. She had found a doctor who seemed to listen to her, and who seemed to take her problems with me seriously. But he had seen me three times, and from his notes it would appear that the more time he spent with me the more normal he found me. He even wanted to take me hiking.

So Lou turned up the gas a little.

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THURBER PRIZE FOR AMERICAN HUMOR

OUR DUMB CENTURY



the ONION

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ularizing the concept of fake news.

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THE ONION is a satirical newspaper and website; its paper edition is now available in New York, Chicago, Madison, Denver, Boulder, and San Francisco. TheOnion.com tops three million visitors per week. Scott Dikkers, the editor in chief at the time of this book’s original publication, is now back at the helm.



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A black and white portrait of Cathleen Black, a woman with short, light-colored hair, smiling. She is wearing a dark, collared jacket with a pearl necklace and a watch on her left wrist. The background is a plain, light color.

Cathleen
Black

Basic Black

MAKE PASSION YOUR STRATEGY
AND OTHER LESSONS FOR WORK AND LIFE

CATHIE BLACK—THE WOMAN AT THE PINNACLE OF THE HEARST MAGAZINE EMPIRE—DRAWS ON A LIFETIME OF EXPERIENCE TO REVEAL THE ESSENTIAL ELEMENTS OF SUCCESS FOR WOMEN ANYWHERE ON THE CORPORATE LADDER.

She was a pioneer in advertising sales when women didn't sell, served as president and publisher of the fledgling *USA Today*, and in her current position as president of Hearst Magazines, persuaded Oprah to launch a magazine. Now, in the exuberant, down-to-earth voice that is her trademark, Cathie Black explains how she achieved "the 360° life"—a blend of professional accomplishment and personal contentment—and how women can seize opportunity in the workplace. *Basic Black* is both practical and motivational. Drawing on her four decades in the media business, Black offers riveting case studies; "black-and-white" tips; and invaluable lessons about ambition, self-confidence, and risk, illustrated by candid, funny personal stories and with insights into media and business giants like Rupert Murdoch, Oprah Winfrey, Gloria Steinem, Francis Ford Coppola, Harvey Weinstein, and Al Neuharth.

What Suze Orman's *The 9 Steps to Financial Freedom* did for people seeking financial advice, *Basic Black* does for women seeking an edge in the business world and a healthy family-work balance. Reading this inspiring book is like having a one-on-one session with your dream mentor.

CATHLEEN BLACK heads Hearst Magazines, a division of the Hearst Corporation. Hearst publishes some of the industry's best-known magazines, including *Cosmopolitan*, *Esquire*, *Good Housekeeping*, *Harper's Bazaar*, and *O, the Oprah Magazine*.



Business (BUS000000)
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“If you listen to Jim analyze a business situation, you get absolutely no baloney and frankly someone like that is a rarity.”
—WARREN BUFFETT

Doing What Matters

THE REVOLUTIONARY OLD-SCHOOL APPROACH
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THANKS TO A LEGENDARY career that has made him a superstar for rescuing failing companies, James M. Kilts enjoys unmatched credibility in the business world. In this first-person recounting of his own experiences, Kilts shows how important it is to cut through the clutter and conventional wisdom and do what matters in business. Whether you're the CEO of a multibillion-dollar company, the brand manager for a start-up product, or the head of design or production, you need to know exactly where to focus your efforts and what distractions you can—indeed,

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JAMES M. KILTS is now a partner at Centerview Partners, a private equity firm.

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- \$32.95 (Canada: \$39.95)

**DOING
WHAT
MATTERS**

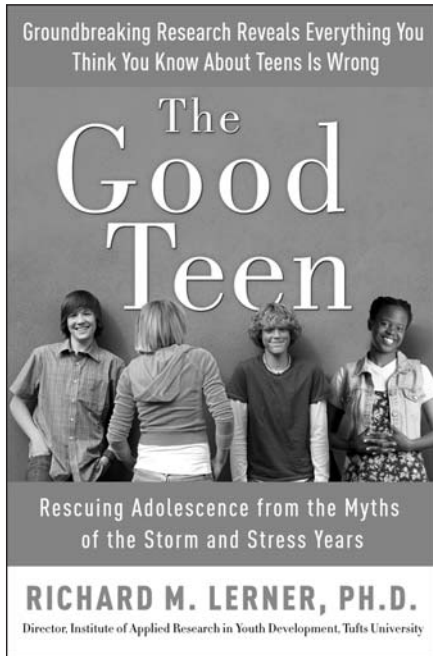
**JAMES
M. KILTS**

Former Chairman and CEO of The Gillette Company
with JOHN F. MANFREDI and ROBERT LORBER



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- Banner advertising on the Family Education Network

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The Good Teen

Rescuing Adolescence from the Myths of the Storm and Stress Years

By Richard M. Lerner, Ph.D.

One of the nation's leading developmental researchers defies societal wisdom to show that teens are not inherently difficult or deficient, nor are they disproportionately troubled emotionally. Teens are not problems to be fixed, but resources to be developed.

For 30 years, Richard Lerner has been researching and teaching Positive Youth Development. PYD is a pioneering theory of behavioral science, which is supported by his landmark, six-year longitudinal study that is following more than 4,000 teenagers and 2,000 parents of teens. His work reveals that today's teens are basically good kids with good family relationships. And that *all* teens, whatever their ability or background, have the same potential for healthy and successful development. Filled with both real-life anecdotes and smart, cutting-edge science, *The Good Teen*:

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- Shows parents how to help their children when things really do go wrong
- Encourages new thinking, public policies, and programs that focus on teens' strengths

RICHARD M. LERNER, Ph.D., is the Bergstrom Chair in Applied Developmental Science and Director of the Institute for Applied Research in Youth Development, Eliot-Pearson Department of Child Development, Tufts University.



Family—Parenting (FAM034000)

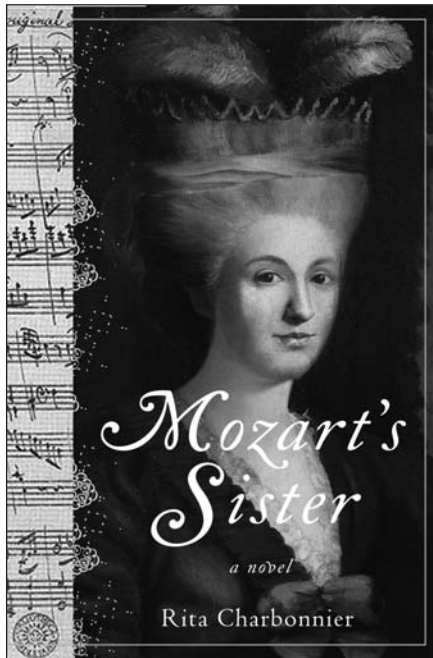
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Mozart's Sister

A Novel

By Rita Charbonnier

Fans of authors like Tracy Chevalier, Susan Vreeland, and Sarah Dunant will flock to this rich novel about Maria Anna Mozart, the older sister of Wolfgang Amadeus Mozart and a musical genius in her own right.

As late as 1765, when Wolfgang Amadeus Mozart and his sister, nicknamed "Nannerl," performed, it was Nannerl who got top billing. In this novel based on historical fact, Nannerl is a gifted musician, possibly a greater talent than her younger brother. From the time Wolfgang is born, he and his sister share a bond, creating fantasy worlds together and eventually playing music the likes of which no one has ever heard. They travel Europe and astonish all whom they meet, including Louis XV (and his infamous mistress) and many of the leading figures of the era.

But as the siblings mature, Nannerl's prodigious talent is brushed aside by her father; he decides she must stop performing and become a piano teacher in order to support his ambitious plans for Wolfgang's career. Then a potential suitor appears—one who supports Nannerl's talents and threatens to upset the balance that has kept the Mozart family in harmony.

Mozart's Sister takes readers on a lush tour of 18th-century Europe and into the fascinating life of a woman who ultimately found a way to express her own genius.

RITA CHARBONNIER lives in Rome, Italy. She is a trained pianist and opera singer, and she also writes television scripts. This is her first novel.

National Publicity

Advertising

BookPage

Reading Group Guide Available
Online at CrownReads.com

Online Promotion

- Banner advertising at the Book Reporter Network
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Buzz Mailing to Book Group
Coordinators



Fiction (FIC000000)

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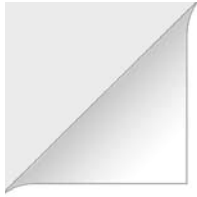
British: Dorie Simmonds Agency

Translation: Dorie Simmonds Agency

First Serial: Crown

Audio: Crown

EXCERPT



AN EXCERPT FROM

MOZART'S SISTER

BY RITA CHARBONNIER

Do you have sisters, dear Armand? I sincerely hope so, for your sake. Everyone should be lucky enough to have a special relationship like the one between my brother and me! My mind and his always were in unison, and we never needed language in order to understand one another. As a child, I liked to think we were a single body that had been divided by mistake. When I was eleven, in fact, an Italian painter made portraits of us, and it was disturbing to look at the paintings next to one another. We had the same features: the same high forehead with prominent temples (which he naturally called “horns”); the same wide distance between blond eyebrows and large pale eyes; the same nose with the slightly down-turned tip; the same full, smiling mouth; the same strong-willed, pointed chin. Yet in character we were very different: he capricious, impertinent, and tirelessly in search of attention;

I reserved, insecure, and fearful of imposing. I could express myself freely only in his company and in solitude—a state that even then I did not avoid.

In our games we were the king and queen of an imaginary land, the Kingdom of Back—it was a reality distinct from the tangible present and yet able to transform it and shatter its boundaries. What nostalgia I feel, dear Armand, for that enchanted land that I no longer enter—a place inhabited only by children, where all the inhabitants make music the whole day long, and all are good and kind, and the bad are not admitted even for a visit. In the Kingdom of Back every pleasure was possible: you had only to utter the magic formula...

“Here, forever, happy are we...”

“And nothing bad will ever be!”

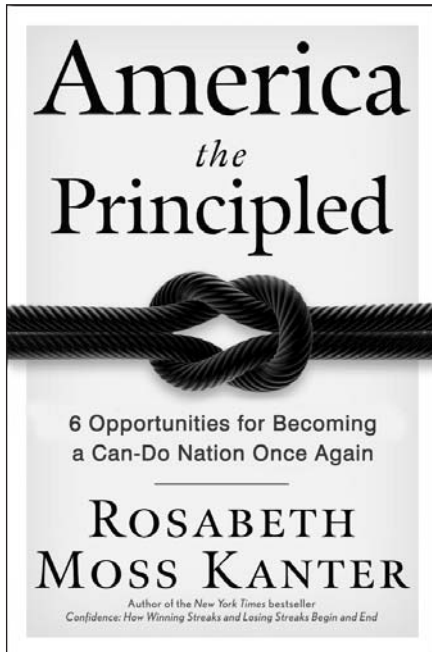
The rhyme echoed between the narrow balconies of the inner courtyard, shooting

EVERY ACTION HAD A SOUND, AND EVERY SOUND HAD A MEANING FOR WOLFGANG AND NANNERL.

upward, until it reached the pentagon-shaped patch of sky and disappeared among the clouds.

Every action had a sound, and every sound had a meaning for Wolfgang and Nannerl. The noise of the traffic on the Getreidegasse, the nasal chatter of two women at a window, the splashing sound of the slops emptied out of a chamber pot, the scuff of feet on grass, the rustling of Nannerl's skirts and petticoats, the suspended silence when she raised them to reveal long legs covered by scratches and bruises. And then the quick rhythm of running, he ahead and she behind, a tomboy, her hair loose, and free to fly out; and the quivering of the mountain of garbage on whose summit rose the king's throne, Wolfgang climbed up, triumphant, a crown of leaves on his head and a sword of reeds in his hand.





National Publicity

National Radio Campaign

Author Events in Boston, New York City, San Francisco

Tie-In with Author's Lecture Schedule

Advertising

New York Times

Online Promotion

Advertising at liberal blogs such as PoliticalWire.com and DailyKos.com

Also by Rosabeth Moss Kanter

Confidence

ISBN-10: 1-4000-5291-2

ISBN-13: 978-1-4000-5291-2

\$14.95 paper (Canada \$21.00)

America the Principled

6 Opportunities for Becoming a Can-Do Nation Once Again

By Rosabeth Moss Kanter

New York Times bestselling author Rosabeth Moss Kanter provides powerful, practical ways for America to lead the world in innovation, expand opportunity for all its people, and be respected in the rest of the world.

Rosabeth Moss Kanter has a sterling reputation not only in the business community but also as an influential analyst on women's issues, politics and government, education, and health care. Like many of us, Dr. Kanter is chagrined about what has happened to our country in recent years. America as the land of opportunity? America as a country based on principles of open minds, open borders, open markets? These ideals are being threatened by globalization, the rise of politically powerful religious ideology, and new technologies. *America the Principled* is Dr. Kanter's call to arms to bring back the American Dream—because our economic survival is at stake. If we are serious about competing, we need to renew our commitment as a society that invests in people and new ideas, rewards talent and hard work, values dialogue, and learns from dissent. In this timely and important book, Dr. Kanter supplies a set of core principles that will keep America innovating and earning the respect of the world again.

ROSABETH MOSS KANTER is the Ernest L. Arbuckle professor at Harvard Business School. She is the author of the *New York Times* bestseller *Confidence* and *Men and Women of the Corporation*, winner of the C. Wright Mills Award for the book that best analyzes a social problem.



Business & Economics (BUS000000)

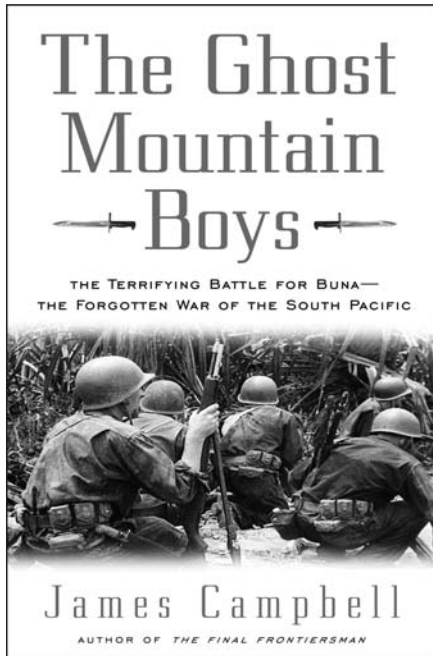
5½ x 9¼; 256 pages

ISBN-10: 0-307-38242-7. \$24.00 hardcover (Canada: \$30.00)

ISBN-13/EAN: 978-0-307-38242-9

On Sale 10/30/07

All Rights: Crown



National Publicity

Advertising

New York Times

Online Promotion

- Promotion on GhostMountainBoys.com
- Advertising on military blogs such as BlogsofWar.com and Rantburg.com
- E-card mailing to military veterans list
- Submission of video trailer to YouTube.com

The Ghost Mountain Boys

The Terrifying Battle for Buna—
The Forgotten War of the South Pacific

By James Campbell,
author of *The Final Frontiersman*

During the battle for New Guinea, a unit of American soldiers was assigned the most grueling mission of the entire Pacific campaign: to march over the 10,000-foot Owen Stanley Mountains and to protect the right flank of the Australian army. This is their story.

With the Japanese Imperial Army at Australia's doorstep, General Douglas MacArthur sent the 32nd Division to New Guinea to bolster the Australian fighting forces there. The 126th Infantry's 2nd Battalion, who came to be known as the "Ghost Mountain Boys," was asked to do the extraordinary: to march from New Guinea's south coast across raw jungle and some of the world's most rugged mountains to the north coast battlefields. The men had no specialized training and were woefully unprepared for the horrifying conditions they found there. Exhausted soldiers, pushed to the brink of human endurance, fell victim to malnutrition and disease. Forty-two days after they set out, the Ghost Mountain Boys arrived at Buna, shattered by the experience. The story of their trek across New Guinea, and their subsequent role in the Battle of Buna, perhaps the South Pacific's most savage campaign, is one of the great untold tales of World War II.

In 2006, **JAMES CAMPBELL** went to New Guinea and followed in the footsteps of the Ghost Mountain Boys. No one had ever attempted to retrace their route. He discovered a wilderness largely unchanged in more than 60 years.



War (HIS027100)

6 1/8 x 9 1/4; 304 pages; 2 maps

ISBN-10: 0-307-33596-8. \$25.95 hardcover (Canada: \$34.00)

ISBN-13/EAN: 978-0-307-33596-8

On Sale 10/2/07

British: Crown

Translation: Collins McCormick Literary Agency

First Serial: Crown

Audio: Crown

The Education of an ACCIDENTAL CEO

My Journey from the Trailer Park to the Corner Office

David Novak started in business as a \$7,200-a-year advertising copywriter, worked his way up to account executive, followed by top marketing positions at PepsiCo, and on to his current job as CEO of Yum Brands, the world's largest restaurant business (including KFC, Taco Bell, Pizza Hut, Long John Silver's, and A&W All-American Food), which employs almost one million people. He never earned an MBA and, in fact, majored in journalism. But he has great stories to tell of his experiences along the way and in reading them, we get the idea that this guy knows some fundamental things about business (and life!) that we all need to hear—about his success as he worked his way up through some of the world's most competitive companies, and about growing up in trailer parks and living in 42 small towns by the time he was in the seventh grade.

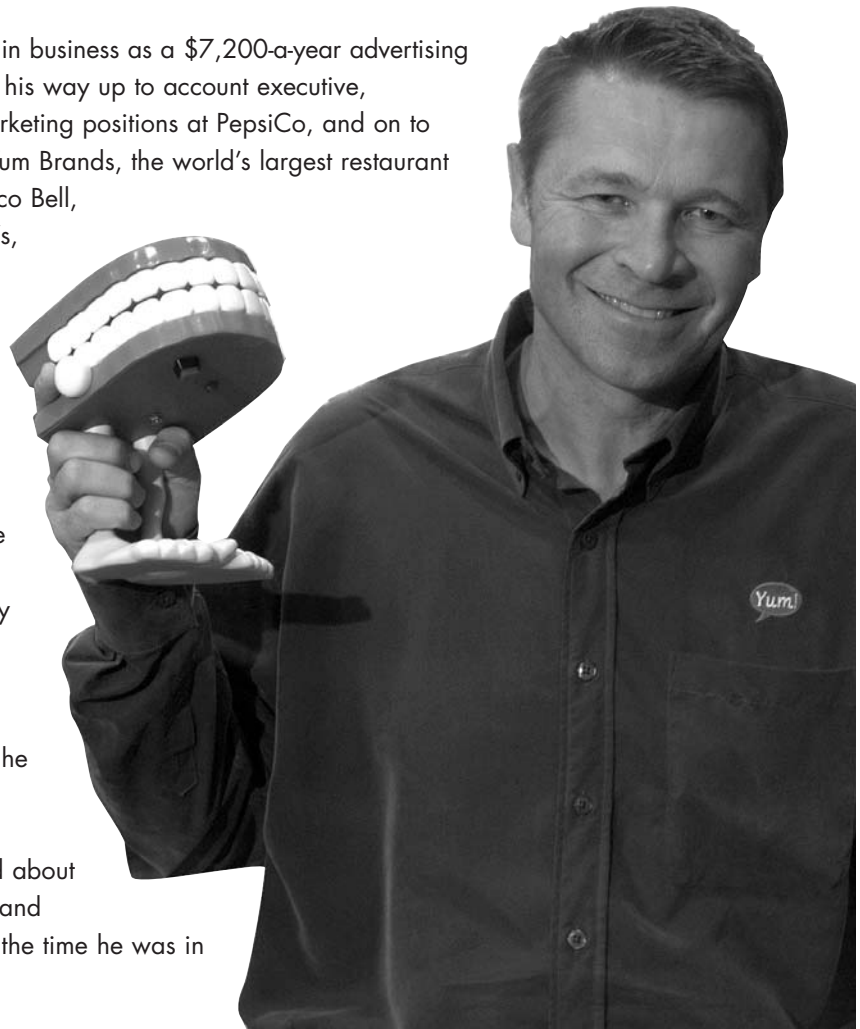
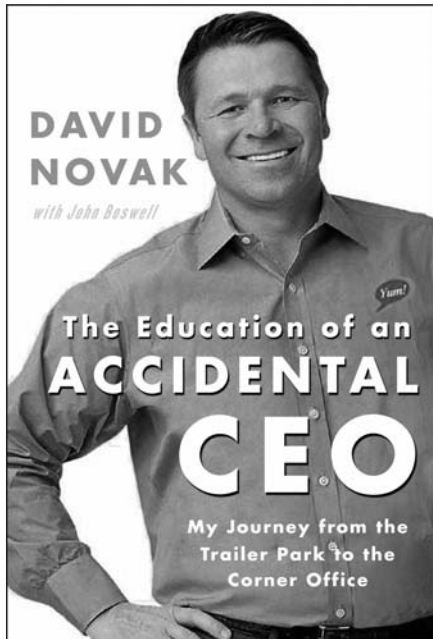


Photo: Chris Lake

By David Novak with John Boswell



From his astonishing ability to connect with people (as typified by the “Yum Award”—a giant plastic set of clattering teeth on feet he hands out to people across the company who are doing a good job “walking the talk” of leadership) to the “Taking People with You” program that he personally teaches up to seven times a year to show how recognition and motivation lead to great performance, David Novak conveys both his savvy and his passion for business success.

All of DAVID NOVAK's proceeds from the book will be donated to a hunger relief program.

National Publicity

National Radio Campaign

Author Interviews
out of New York

Advertising
New York Times
Wall Street Journal

Online Promotion

- Cross promote on YUM brand websites, such as YUM.com, KFC.com, PizzaHut.com, and TacoBell.com
- E-card to 54,000 names on YUM general manager list
- Banner advertising at business and news related websites, such as BusinessWeek.com and MSNBC.com
- E-blast to WSJ.com subscriber list
- Advertising at business blogs

Outreach to Business Schools

Buzz Mailing to Top Companies
Nationally and Leadership Groups

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Abridged, 5 CDs
ISBN-10: 0-7393-5476-0
ISBN-13: 978-0-7393-5476-6
\$29.95 (Canada: \$37.95)

**AN EVERYMAN CEO SPEAKS
ABOUT HIS UNPLANNED JOURNEY
TO THE TOP AND HOW THE
LESSONS HE LEARNED ALONG THE
WAY INSPIRED HIS UNUSUAL—
AND HIGHLY SUCCESSFUL—
MANAGEMENT STYLE AND
APPROACH TO BUSINESS.**



Business & Economics—Management (BUS041000)
6 1/8 x 9 1/4; 304 pages
ISBN-10: 0-307-39369-0. \$25.95 hardcover (Canada: \$34.00)
ISBN-13/EAN: 978-0-307-39369-2
On Sale 10/2/07

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ANN COULTER

Question from UConn student:

“What do you think of premarital sex?”

Coulter:

“Honestly, that’s the worst pickup line I’ve ever heard.”

IF DEMOCRATS HAD ANY BRAINS, THEY'D BE REPUBLICANS

ANN COULTER AT HER BEST, FUNNIEST, AND MOST OUTRAGEOUS

A must-have for anyone who loves (or loves to hate) Ann Coulter, this book of Coulterisms chronicles memorable quotations from the #1 bestselling author and conservative icon.

ANN COULTER is the #1 *New York Times* bestselling author of *Godless*, *How to Talk to a Liberal (If You Must)*, *Treason*, *Slander*, and *High Crimes and Misdemeanors*. She is the legal correspondent for *Human Events* and a syndicated columnist for Universal Press Syndicate.



Ann Coulter has become the brightest star in the conservative firmament thanks to her razor-sharp wit and refreshing candor. Now, with *If Democrats Had Any Brains, They'd Be Republicans*, her fans finally have the definitive collection of Coulterisms—an incisive, often hilarious, and always entertaining compendium of Coulter's best, funniest, most devastating, and, yes, most outrageous quotations. Included here are hundreds of quotations never before published—from her speeches, television and radio appearances, and interviews. Commenting on everything from Democrats to dating, environmentalism to evolution, religion to Reagan, terrorism to television, Ann Coulter is both wicked and wickedly insightful.

"I'm against big federal government, but I would support an emergency federal program that teaches logic to liberals."



Current Events—Quotations (CUR000000)

5½ x 7¼; 224 pages

ISBN-10: 0-307-35345-1. \$19.95 hardcover (Canada: \$25.95)

ISBN-13/EAN: 978-0-307-35345-0

On Sale 10/16/07

British: William Morris Agency

Translation: William Morris Agency

First Serial: Crown

Audio: Crown

National Publicity

National Conservative Radio & Television Campaign

Author Interviews

out of New York and Washington, DC

Advertising

New York Times

American Spectator

Human Events

National Review

NewsMax

Weekly Standard

Online Promotion

- Major Townhall.com campaign
- Advertising on conservative sites and blogs such as Newsmax.com, HughHewitt.com, and PowerlineBlog.com

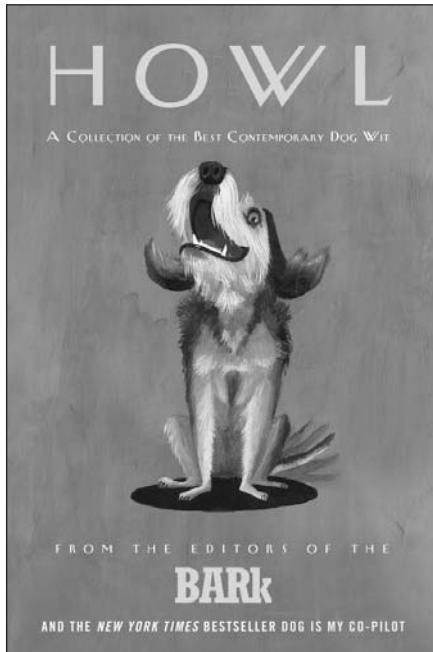
Postcard Mailing to Author's Fan Base

A Random House Large Print Edition

ISBN-10: 0-7393-2738-0

ISBN-13: 978-0-7393-2738-8

\$22.95 hardcover (Canada: \$29.95)



National Publicity

Advertising

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New Yorker

Online Promotion

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- Online advertising on pet-related websites and blogs such as CelebrityDogWatcher.com
- Online advertising on Book Reporter Network
- E-blast to Crown Pet Lovers list

Finished Book Mailing to Dog Lovers Bookseller List

Also By *The Bark* Editors

Dog Is My Co-Pilot
ISBN-10: 1-4000-5053-7
ISBN-13: 978-1-4000-5053-6
\$14.00 paper (Canada: \$21.00)

Howl

A Collection of the Best Contemporary Dog Wit

From the Editors of *The Bark*

The playful side of living with canines, from the editors of the magazine Time called "The New Yorker for dog lovers."

This delightful follow-up to *Dog Is My Co-Pilot*—which won the Best Book of Year award from the Dog Writers Association of America and a place on the *New York Times* paperback nonfiction bestseller list—assembles a spirited pack of dog-centric humor highlighting the droll behavior of dogs and the comical interactions between dog lovers and their four-legged companions.

Howl brings together essays, stories, drawings, and cartoons in a lively mix that includes hilarious reflections (and confessions), rib-tickling tales, and whimsical vignettes from well-known writers, among them Pam Houston, Merrill Markoe, Al Franken, Wanda Sykes, Margaret Cho, Dave Barry, Roy Blount Jr., and Neal Pollack. From playful puppies who wreak havoc to dogs with a whole array of comic shticks and tricks, *Howl* celebrates the sass and the laughs canines offer their people.

A decade ago, **CLAUDIA KAWCZYNSKA AND CAMERON WOO** left the corporate world for the world of dogs when they founded *The Bark*, the Berkeley, California-based independent magazine known for its hip and literary vibe. The award-winning magazine now has an international readership of 250,000.



Pets—Dogs/Humor (PET004000)

6 1/8 x 9 1/4; 304 pages; 20 line drawings

ISBN-10: 0-307-33838-X. \$25.00 hardcover (Canada: \$32.00)

ISBN-13/EAN: 978-0-307-33838-9

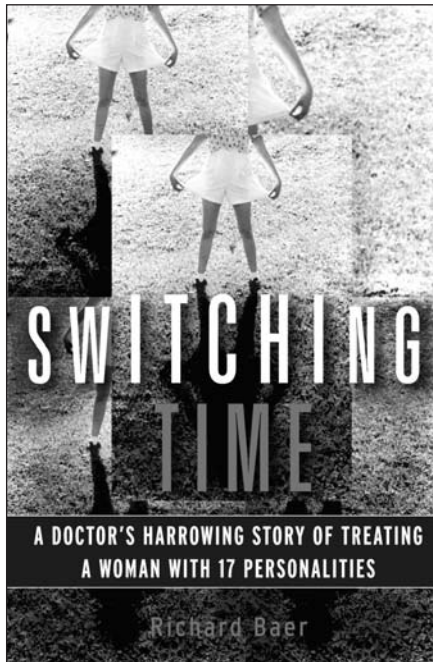
On Sale 10/30/07

British: Crown

Translation: International Creative Management

First Serial: International Creative Management

Audio: Crown



Switching Time

A Doctor's Harrowing Story of Treating
a Woman with 17 Personalities

By Richard Baer

The first story centering on multiple personality disorder to be told by the treating physician, this is the incredible saga of a young woman pitched into an unimaginable darkness who, to survive, created 17 different versions of herself.

In 1989 Karen Overhill came to psychiatrist Richard Baer complaining of depression, even thoughts of suicide. Over weeks and months, Baer struggled to get at what troubled her. Then came a key admission: Karen had been the victim of childhood sexual abuse. As details of that abuse surfaced, the true dimension of what Karen had suffered became clear. It was beyond all imagining, an experience so pain-drenched that it seemed to preclude mental survival. Baer's first breakthrough came when he received a letter from a little girl called Claire. Then more of Karen's "alters"—men, women, and children—showed themselves. For Baer, Karen's nonstop "switching time" among her separate selves presented the challenge of a lifetime. Somehow, to save Karen, he had to sufficiently gain the alters' trust to convince them of the necessity of their own annihilation.

RICHARD BAER, M.D., formerly served as president of the Illinois Psychiatric Society. He lives in Chicago, Illinois.

National Publicity

National Radio Campaign

Reading Group Guide Available
Online at CrownReads.com

Advertising

New York Times

Harper's

Online Promotion

- Promotion on splashpage, SwitchingTime.com, including background information, pictures, and reviews
- Advertising on HarpersOnline.com
- Banner advertising on AJP.PsychiatryOnline.org
- Google Ad Words campaign pointing to splashpage
- E-card blast to psychiatrist list and appropriate mental health organizations

Buzz Mailing to Booksellers and
Special Interest Groups



Autobiography (BIO000000)

6 1/8 x 9 1/4; 304 pages; 20 black-and-white photos

ISBN-10: 0-307-38266-4. \$23.95 hardcover (Canada: \$29.95)

ISBN-13/EAN: 978-0-307-38266-5

On Sale 10/2/07

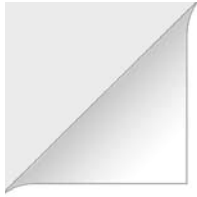
British: Bidnick and Company

Translation: Bidnick and Company

First Serial: Crown

Audio: Crown

EXCERPT



AN EXCERPT FROM

SWITCHING TIME

A DOCTOR'S HARROWING STORY OF TREATING
A WOMAN WITH 17 PERSONALITIES

BY RICHARD BAER

"I WAS JUST WONDERING," KAREN ASKS TENTATIVELY, "WHAT IF THIS TAKES A LONG TIME?" SHE LOOKS AT ME FOR REASSURANCE.

"Do you mean, will I stick it out with you?" I ask.

"Yes, will you be there ...even if..." Her voice trails off again.

"If...?"

"Well, I don't know, if..." She's struggling, but I can't step in to help. "If you don't like what I say," she says finally.

"Are you afraid you could tell me something that would hurt me or make me go away?"

"Yes," she says quietly, revealing in that "yes" the possibility she has terrible secrets to tell.

As we work together, Karen experiences more and more of the thoughts and memo-

ries of the other parts, but her pattern of switching time with her separate parts is driving her crazy. Every day brings a pack of nuisances. She goes to a wedding and knows only a few people, but many more know her and call her by different names. She keeps switching time to accommodate whomever she meets. She leaves the house for the grocery store, but wakes to find herself at the store two hours later, unable to account for the time in between. Later that night, at the "meeting" of her parts, she's told one of the parts has a prearranged luncheon date she wasn't aware of. She finds a pager in her purse she never bought. People get irritated with her for failing to

KAREN IS HAVING A CONVERSATION WITH HERSELF, OR THERE ARE PARTS OF HER ALL TALKING TO ME. SHE ALTERNATELY SHRIEKS, GRUMBLES, WARNS, AND PROPHESES.



keep appointments when other parts have made conflicting plans.

The following session, Karen is ten minutes late and tearful. She rushes to her chair, looks about as if unsure of the surroundings, and says she couldn't find the office. She's very agitated, but can't understand why. I suggest we might find out what's troubling her if we can talk to the other parts inside. She agrees, glad to be bailed out of her present distress. I go through the same relaxation procedure as before, asking her to go deep down inside herself. Once she's fully within her hypnotic trance, her face moves quickly from one frame to the next, and it sounds as if there are several voices speaking in turn.

"Pain!"

"We have to die when he dies."

"The others came about and were born."

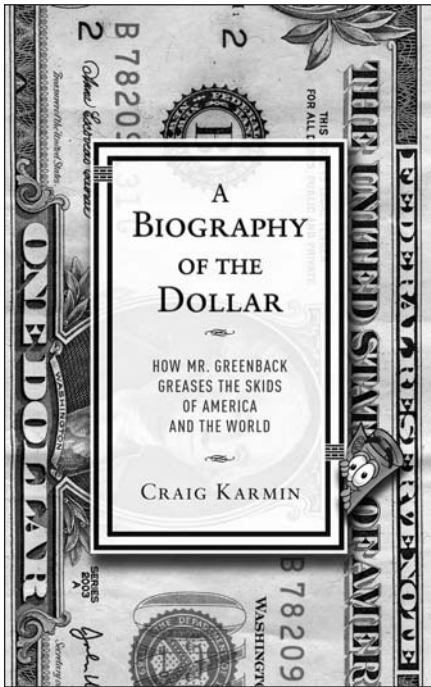
"The pain only goes away when you die."

"He said God said so."

"She wanted him dead all her life; that's why she has to kill herself first."

Karen is having a conversation with herself, or there are parts of her all talking to me. She alternately shrieks, grumbles, warns, and prophesies.

I'm really spooked by all this. I suggest to Karen, who's still under hypnosis, and to whoever else might be listening, that she doesn't have to die. I point out that she can just let her father die and go on living without him. It will give her freedom, and she shouldn't be afraid. She gives no response, but I can see her relax, and when I bring her out of her trance, she's lost all of her initial agitation.



A Biography of the Dollar

How Mr. Greenback Greases the Skids of America and the World

By Craig Karmin

This fascinating "biography" of the dollar bill shows why and how the greenback drives not only the American economy but the world's as well.

The dollar is not only the engine of the world's last superpower, it also holds a unique place in history. No other currency has been as widely accepted without the backing of some form of collateral; nothing stands behind the dollar except the idea of America. Still, it greases the wheel of globalization. As the standard unit of international trade and finance, the dollar accounts for 90 percent of all trades in the \$2.5 trillion foreign exchange market and nearly 70 percent of the world's central bank reserves. Emerging-market nations borrow in dollars. China pegs its currency to the dollar to create monetary stability. Some countries, such as Ecuador, have abandoned their own currencies and use the dollar instead.

In *A Biography of the Dollar*, Craig Karmin uses original research and bulldog-like reporting to show how the dollar attained its exalted status and whether it will be able to maintain it in the future. Through his unique biography, from a dollar's birth at the U.S. Bureau of Printing and Engraving to its shredding and burial 22 months later, Karmin tells the story of all the players and the roles—positive and negative—they play.

CRAIG KARMIN is a reporter for the Money and Investing section of *The Wall Street Journal*.

National Publicity

National Radio Campaign

Author Interviews out of New York

Advertising

Major Cross-Promotion with *The Wall Street Journal* Including:

- Extensive print campaign in *The Wall Street Journal* and *Sunday Journal*
- Radio advertising on *The Wall Street Journal* Network
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Online Promotion

Advertising on business websites and blogs such as *TheStreet.com*



Business & Economics—Economics (BUS069000)

5½ x 8¼; 272 pages; 5 graphs

ISBN-10: 0-307-33986-6. \$25.95 hardcover (Canada: \$34.00)

ISBN-13/EAN: 978-0-307-33986-7

On Sale 11/13/07

All Rights: Crown



Gastroanomalies

By James Lileks

In this follow-up to 2001's The Gallery of Regrettable Food, satirist James Lileks takes on more questionable recipes, restaurant menus, and "delicious dishes" from America's past.

James Lileks is today's premier collector and protector of a bygone era—a time when ketchup was a sauce, not a condiment; Jell-O was a base for all kinds of succulent treats; and the word *roast* was liberally applied to anything from beef to poultry to potted meat product. The '50s and '60s were no time for the gastronomically weak-of-heart.

In this follow-up to his hilarious *The Gallery of Regrettable Food*, Lileks compiles the wildest and weirdest of midcentury culinary offerings, and proves that there was no end to the dishes that made this era famous. This time he'll take on restaurant delicacies, peculiar cocktails, international foods, and old airline menus, lampooning them with his signature brand of biting funny commentary. When Lileks takes on the kitschy, ill-advised dishes of the past, you can trust that he'll give you a whole new perspective on just how far foodie culture has come in the past 50 years.

Bon Appétit!

JAMES LILEKS is the author of seven books, including *Interior Desecrations* and *Mommy Knows Worst*. His website, Lileks.com, is among the most popular humor sites on the Internet.

National Publicity

National Radio Campaign

Online Promotion

- Co-promotion on author's website, Lileks.com
- Advertising at food blogs such as AmateurGourmet.com and 101CookBooks.com
- Advertising at pop culture blogs such as GoFugYourself.com
- E-blast to Potter Recipe Club e-newsletter

Also by James Lileks

The Gallery of Regrettable Food

ISBN-10: 0-609-60782-0

ISBN-13: 978-0-609-60782-4

\$22.95 hardcover (Canada: \$32.95)

Interior Desecrations

ISBN-10: 0-307-23872-5

ISBN-13: 978-0-307-23872-6

\$18.00 paper (Canada: \$26.00)

Mommy Knows Worst

ISBN-10: 1-4000-8228-5

ISBN-13: 978-1-4000-8228-5

\$18.00 paper (Canada: \$26.00)



Humor (HUM000000)

7½ x 8¼; 192 pages; 150 full-color photos

ISBN-10: 0-307-38307-5. \$23.95 hardcover (Canada: \$29.95)

ISBN-13/EAN: 978-0-307-38307-5

On Sale 11/27/07

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RONALD KESSLER

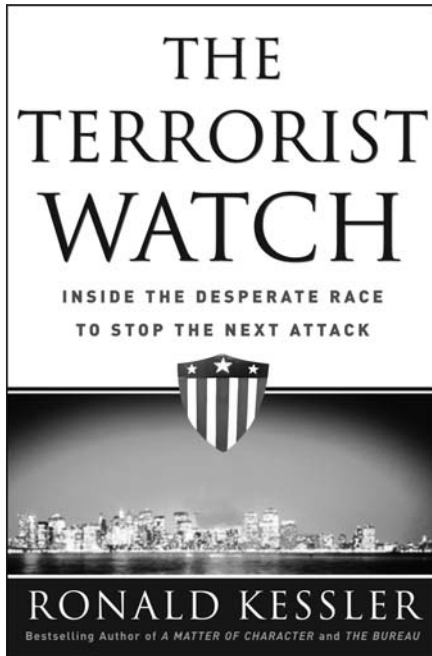
Bestselling Author of *A MATTER OF CHARACTER* and *THE BUREAU*

THE TERRORIST WATCH

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A HEADLINE-MAKING, MYTH-
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National Conservative Radio and Television Campaign

National Public Radio Campaign

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Human Events

National Review

NewsMax

Weekly Standard

Online Promotion

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- Advertising on conservative blogs such as RightWingStuff.com and PoliPundit.com
- Advertising on military websites and blogs such as MilitaryCity.com

Buzz Mailing to Conservative Bloggers

Though it has been five years since the 9/11 attacks, Americans still don't have a clear sense of how our government is waging the War on Terror. Now bestselling author Ronald Kessler takes us behind the scenes to reveal exactly how our leaders are stopping terrorists and who are the ones charged with protecting the American people. Bringing us inside the key war rooms of the War on Terror—from the Oval Office to the Pentagon, from the National Counterterrorism Center to FBI headquarters, from the CIA to the National Security Agency—Kessler tells the unreported stories and destroys the common myths about our government's handling of the terrorist threat.

Never before has a reporter gained such entree to the FBI, the National Counterterrorism Center, and the other agencies that are doing the real, unheralded work in spotting and capturing terrorists. *The Terrorist Watch* is filled with news breaks that bring us up to the minute, focusing not simply on the immediate aftermath of 9/11 but also on the most recent breakthroughs and successes. If you want to know how the 2006 London terrorist plot was thwarted or how terrorist cells in Canada were found and broken up, you'll find the full story only in *The Terrorist Watch*.

New York Times bestselling author **RONALD KESSLER** lives in Potomac, Maryland, with his wife, Pamela.



Politics/Current Affairs (POL037000)

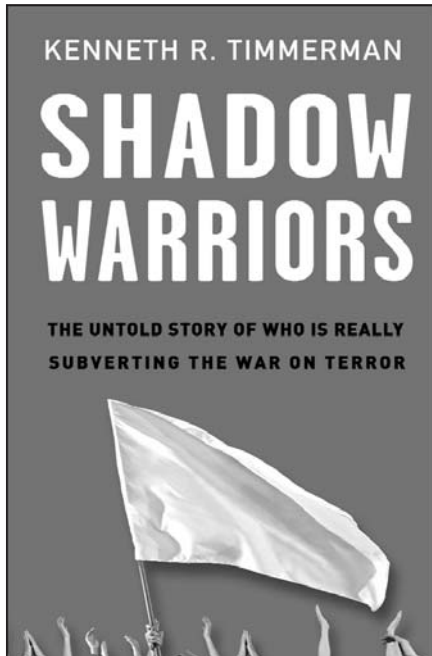
6 1/4 x 9 1/4; 304 pages

ISBN-10: 0-307-38213-3. \$26.95 hardcover (Canada: \$34.95)

ISBN-13/EAN: 978-0-307-38213-9

On Sale 11/13/07

All Rights: Crown



National Publicity

National Conservative Radio Campaign

Author Interviews
out of New York and Washington, DC

Advertising

American Spectator
Human Events
National Review
NewsMax
Weekly Standard

Also by Kenneth R. Timmerman

Countdown to Crisis
ISBN-10: 1-4000-5368-4
ISBN-13: 978-1-4000-5368-1
\$25.95 hardcover (Canada: \$35.95)

The French Betrayal of America
ISBN-10: 1-4000-5366-8
ISBN-13: 978-1-4000-5366-7
\$25.00 hardcover (Canada: \$38.00)

Shadow Warriors

The Untold Story of Who Is Really Subverting America's War on Terror

By Kenneth R. Timmerman

Did the CIA fund the Iraqi insurgency with millions of dollars? Did State Department officials tell foreign leaders not to support the war in Iraq? Who leaked the stories about secret CIA prisons, and why? How did U.S. forces in Iraq become labeled as "occupiers"? FIND OUT HERE!

There is a grave new threat to America's national security: partisan bureaucrats at the State Department, the CIA, and other key agencies, together with Democratic politicians, are actively undermining Bush administration policy at every turn, thus gutting our ability to fight the War on Terror. Drawing on exclusive information from senior government officials, intelligence operatives, and many others, investigative reporter Kenneth Timmerman provides the full, untold story of the sabotage that occurs behind the scenes but profoundly affects how the U.S. confronts (or doesn't confront) our most dangerous enemies. An insider's look at secret White House meetings, political backstabbing, and war-room summits, *Shadow Warriors* is an eye-opening account of the mind-set that is crippling our effectiveness in Iraq and around the world.

Conservatives have long suspected the CIA and the State Department of undercutting the administration's efforts in the War on Terror; in *Shadow Warriors*, Timmerman reveals that the situation is far worse than anyone feared.

New York Times bestselling author **KENNETH R. TIMMERMAN** lives near Washington, DC, with his family.



Current Affairs (CUR000000)

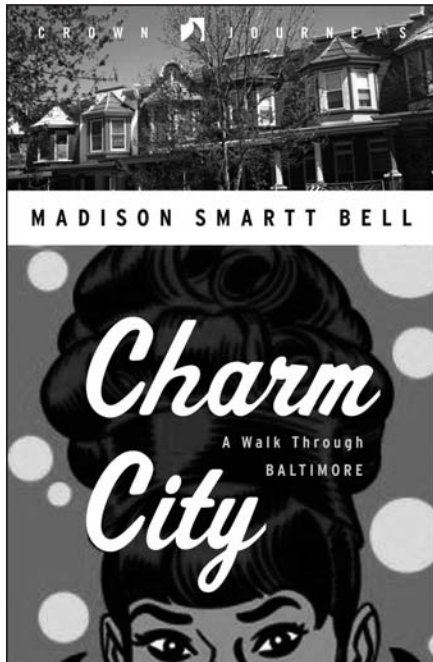
6 1/8 x 9 1/4; 320 pages

ISBN-10: 0-307-35209-9. \$25.95 hardcover (Canada: \$34.00)

ISBN-13/EAN: 978-0-307-35209-5

On Sale 11/6/07

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



National Publicity

Regional NPR Sponsorship in Baltimore

Online Promotion

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A Walk Through Baltimore

By Madison Smartt Bell

A thoughtful look at the history and personalities of Charm City, U.S.A.—Baltimore, Maryland.

With a novelist's eye for the beauty of his adopted city, longtime resident Madison Smartt Bell leads readers through the fascinating history and diverse, palpable present of Baltimore. In *Charm City*, Bell presents what has been forgotten and overlooked about Baltimore, finding the people and stories that evoke the splendor of the town's toniest neighborhoods, the gritty appeal of its hipster and low-income stretches, and the hope in its inner city.

Baltimore, like other U.S. cities, is all about the best and worst of the American dream, and Bell brings that story to life in these pages. Bell also explores Baltimore's role in history: the city where Washington planned the battle of Yorktown, where Francis Scott Key watched the famous bombardment of Ft. McHenry, where teeming thousands of wounded soldiers recovered from wounds suffered at Gettysburg, and more.

From the Inner Harbor, Fells Point, and Federal Hill to neighborhoods that are not on the tourist map, Bell's tour reveals why Baltimore was nicknamed Charm City—and why it stuck.

MADISON SMARTT BELL has lived in Baltimore for about 20 years and teaches at Goucher College, where he directs the Kratz Center for Creative Writing. His most recent books are *Toussaint Louverture: A Biography* and *The Stone That the Builder Refused*.



Travel—United States (TRV000000)

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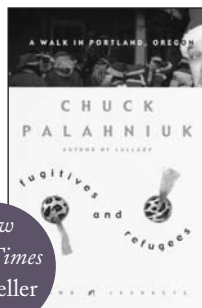
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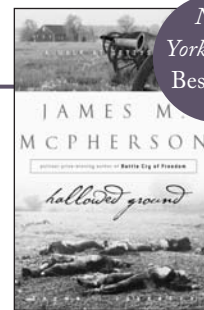
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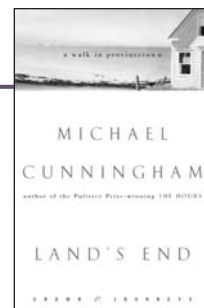
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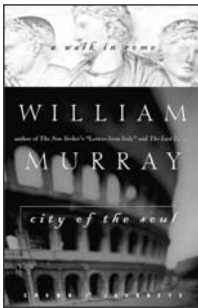
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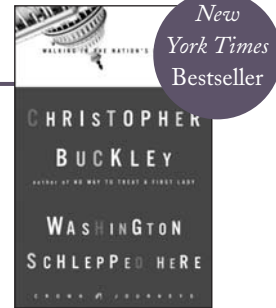
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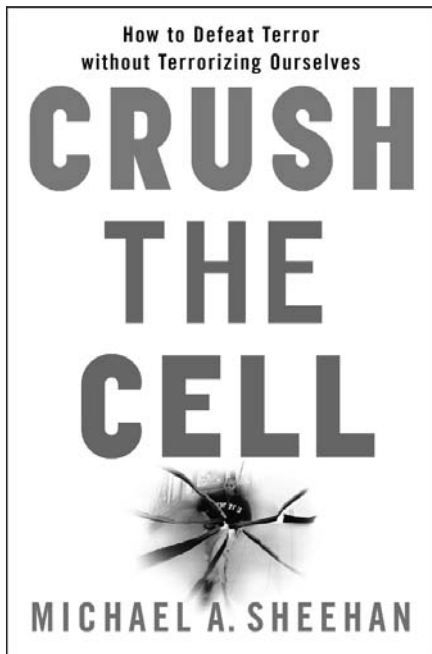
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How to Defeat Terror
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By Michael A. Sheehan

One of the country's top terrorism experts shows Americans why everything they think they know about terrorism is wrong.

In a post-9/11 world, many have an *opinion* on what it will take to keep us safe; few, like Mike Sheehan, *know* what it will take. Sheehan is convinced that in our zeal to act, we've tackled the wrong problems, wasted money on the wrong solutions, and barricaded our front door to threats that won't materialize. In *Crush the Cell*, he offers a bracing reality check, making it clear that the only dollars worth spending are those that help us identify—and *crush*—terrorist cells.

In addition to providing a backstage pass to the world of high-level counterterrorism planning, *Crush the Cell* explodes the logic behind the measures we think are making us safer. As Sheehan shows, such tactics as container inspection, monument buffers, and reservoir security are largely a waste. Not content to just expose cost-inefficient "Maginot lines," Sheehan describes federal agencies that *aren't* "getting it done" and identifies the real perils threatening our safety.

MICHAEL A. SHEEHAN, a former Green Beret, has been a member of the National Security Council, Ambassador-at-Large for Counter Terrorism, and Deputy Commissioner, Counter Terrorism for New York City. He is also an expert commentator for NBC.



Current Affairs (CUR000000)

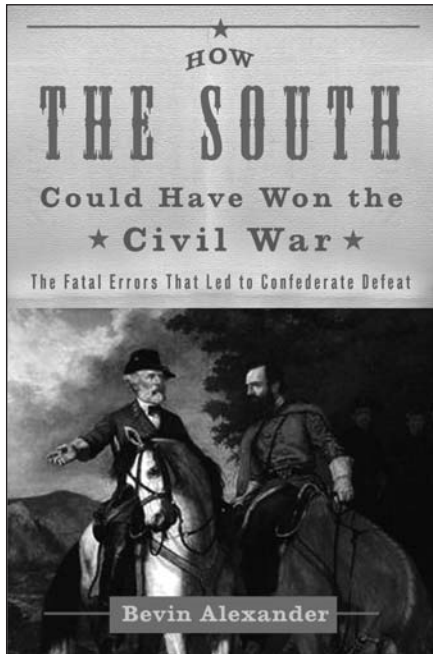
6 1/8 x 9 1/4; 304 pages

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How the South Could Have Won the Civil War

The Fatal Errors That Led
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By Bevin Alexander

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Could the South have won the Civil War? To many observers the very question seems absurd. Given that the Confederacy had a third of the population and an eleventh of the industry of the North, the South's defeat was, according to this view, unavoidable.

But as acclaimed military historian Bevin Alexander reveals, there is nothing inevitable about military victory. The South, he shows, most definitely could have won the war; in fact, he documents exactly how a Confederate victory could have come about.

Wars are won by ingenious plans correctly implemented. The much weaker South produced more inspired military leadership—and the Confederacy's great generals nearly turned the tables in the war. In *How the South Could Have Won the Civil War*, Alexander looks closely at the strategies Confederate generals actually proposed and what approaches were ultimately adopted. He provides a startling account of how a relatively small number of tactical and strategic mistakes cost the South the war—and changed the course of history.

BEVIN ALEXANDER is the author of nine books of military history, including *How Hitler Could Have Won World War II*. He lives in Bremono Bluff, Virginia.



History—United States/Civil War Period (HIS036000/HIS036050)
6 1/8 x 9 1/4; 336 pages; 12 maps
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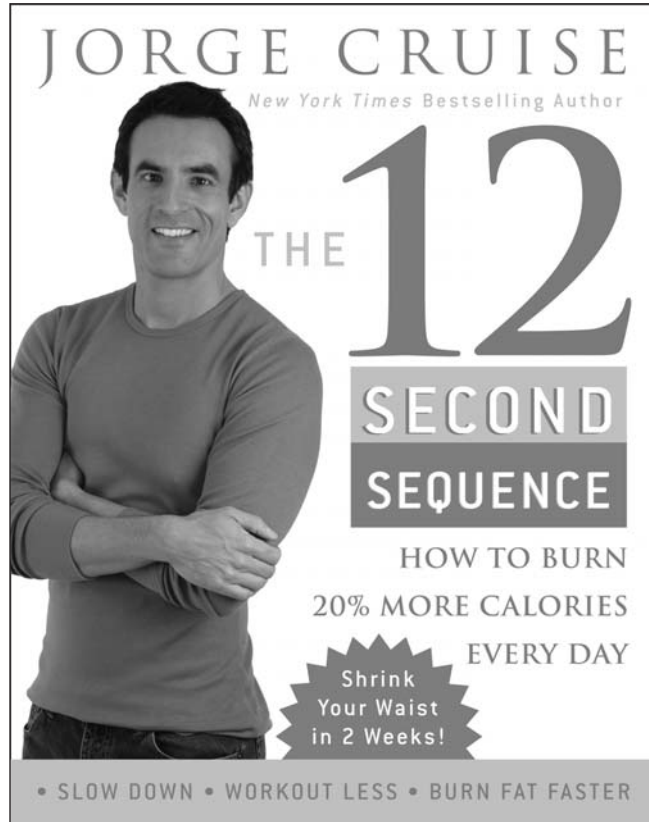
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Health & Fitness (HEA000000)

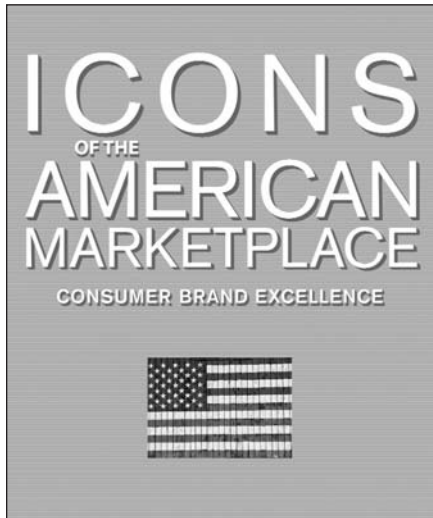
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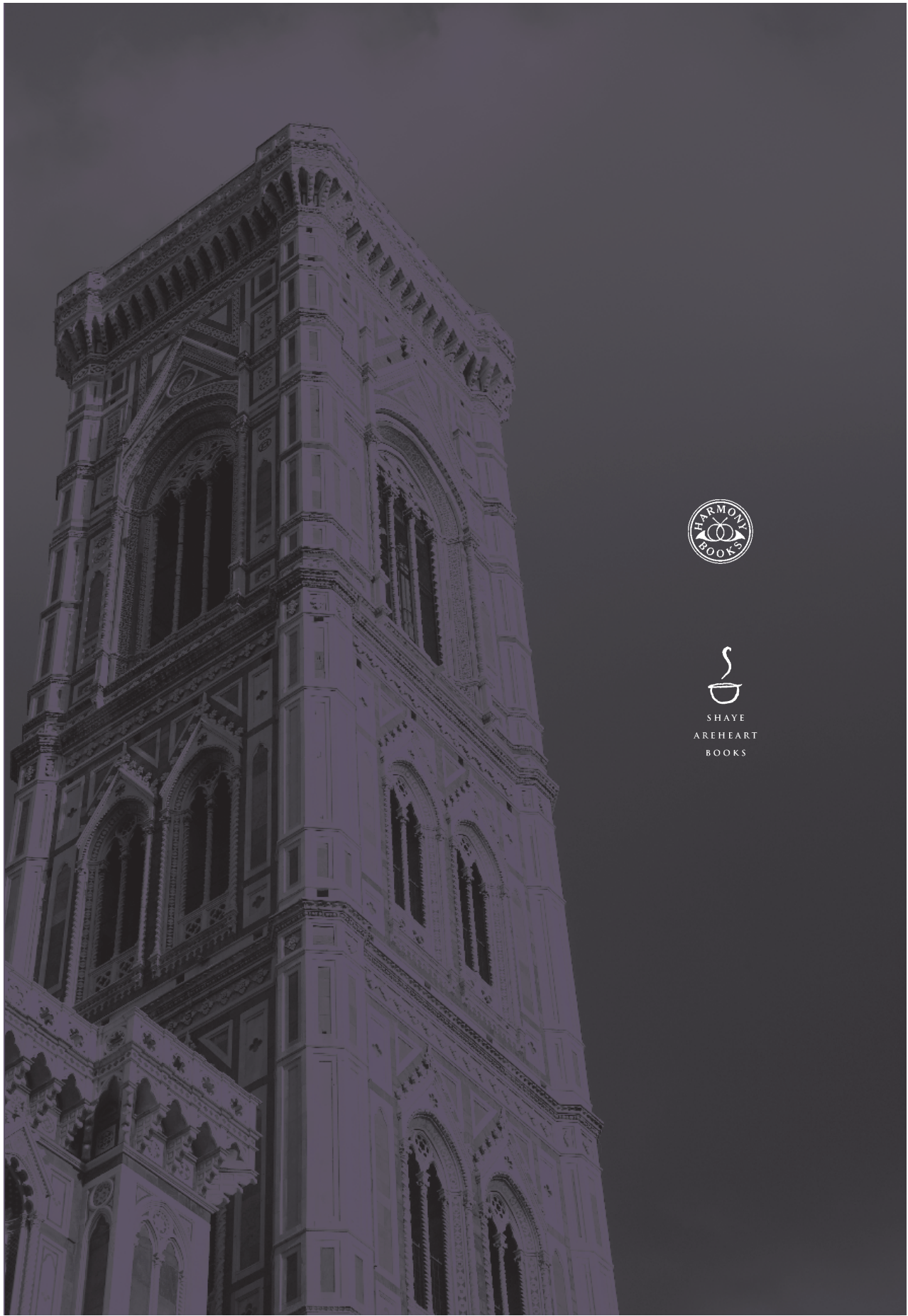
8¾ x 10½; 544 pages

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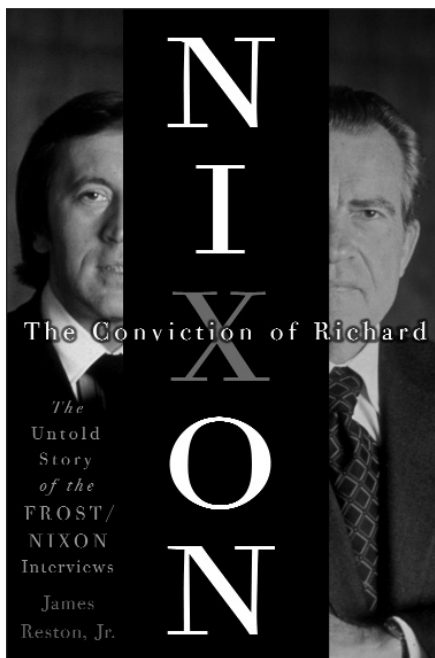


The Conviction of RICHARD NIXON

The Untold Story of the
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BY JAMES RESTON, JR.

The behind-the-scenes account of the landmark
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IN 1977, JAMES RESTON, JR., spearheaded the research team preparing television personality David Frost for a series of interviews with former president Richard Nixon that made media history. The interviews aired on prime time and were watched by more than 50 million people, a milestone in the history of broadcast media. Nixon was confident that this exposure would launch him back into public life. Instead, they sealed his fate as a political pariah when he not only apologized for the crimes of Watergate, but essentially convicted himself on the air.

Focused, driven, and committed to exposing the truth, Reston worked tirelessly to arm Frost with the information and strategy he needed to force Nixon to admit his culpability. His portrait of the ex-president—both on camera in the studio and backstage between interviews—is intimate, disturbing, and unforgettable. A mesmerizing narrative written in real time with the intensity of a political thriller, *The Conviction of Richard Nixon* reminds us of the price a nation pays when its president violates the trust of the people.

JAMES RESTON, JR., is a critically acclaimed writer whose books include *Warriors of God* and *Fragile Innocence*. He lives in Chevy Chase, Maryland, with his family.

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PATTIE BOYD is an acclaimed photographer whose exhibition, *Through the Eyes of a Muse*, recently toured two continents. She lives in West Sussex, England.



Biography/Autobiography (BIO000000)

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AN ICONIC FIGURE OF THE 1960S AND '70S,

Pattie Boyd breaks a 40-year silence in *Wonderful Tonight*, as she tells the story of how she found herself bound to two of the most addictive, promiscuous musical geniuses of the twentieth century and became the most famous muse in the history of rock and roll.

She met the Beatles in 1963 when she was cast as a schoolgirl in *A Hard Day's Night*. Ten days later a smitten George Harrison proposed. For 20-year-old Pattie Boyd, it was the beginning of an unimaginably rich and complex life as she was welcomed into the Beatles inner circle—a circle that included Mick Jagger, Ron Wood, Jeff Beck, and a veritable Who's Who of rock musicians. She describes the dynamics of the group, the friendships, the tensions, the music-making, and the weird and wonderful memories she has of Paul and Linda, Cynthia and John, Ringo and Maureen, and especially the years with her husband, George.

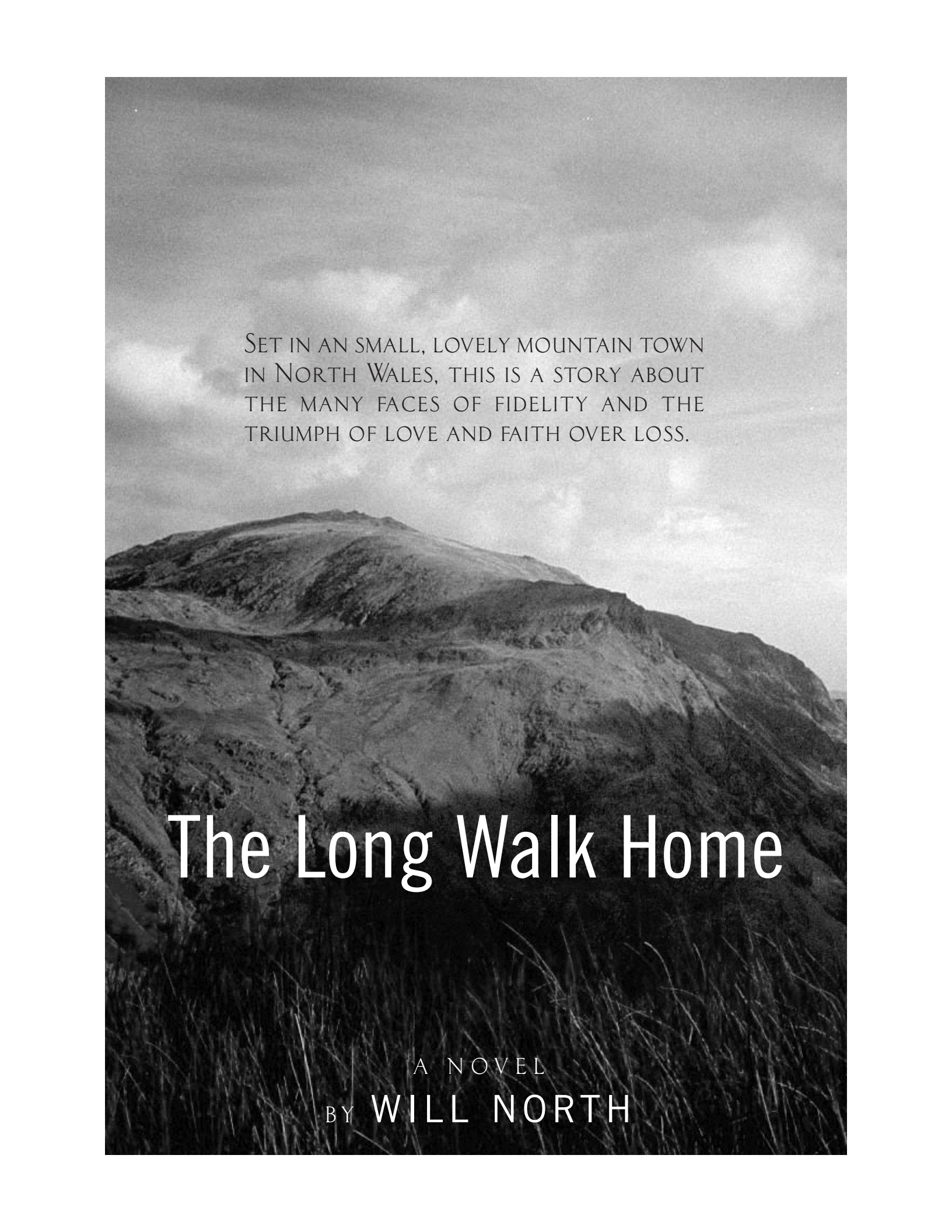
It was a sweet, turbulent life, but a life that was going to take an unexpected turn that started with a simple note.

“One day I got a letter in the mail. It was written on a piece of paper torn out of a copy of the novel *Of Mice and Men*. In tiny, scrawly little handwriting it said,

‘DEAR PATTIE, I HAVE ALWAYS LOVED YOU AND THIS IS BREAKING MY HEART. ALL I WANT IS TO BE WITH YOU.’

So I showed it to George, who just dismissed it. Early that evening the phone rang and it was Eric [Clapton]. He said, ‘Did you get my letter?’ ”

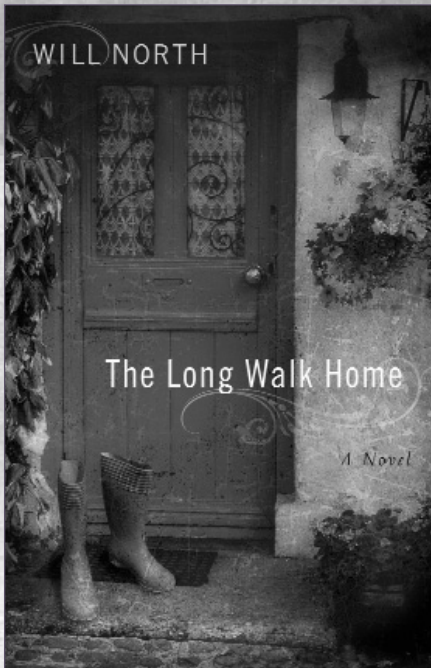
For the first time ever Pattie Boyd, former wife of both George Harrison and Eric Clapton, a high-profile model whose face epitomized the swinging London scene of the 1960s, a woman who inspired Harrison's song “Something” and Clapton's anthem “Layla” has decided to write a book that is rich and raw, funny and heartbreaking—and totally honest and open and breathtaking. Here is the truth, here is what happened, here is the story you've been waiting for.



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IN NORTH WALES, THIS IS A STORY ABOUT
THE MANY FACES OF FIDELITY AND THE
TRIUMPH OF LOVE AND FAITH OVER LOSS.

The Long Walk Home

A NOVEL
BY WILL NORTH



When, after walking for three weeks from London's Heathrow Airport, Alec Hudson strides up the lane to Fiona Edwards's farmhouse bed-and-breakfast in the remote mountains of North Wales, both their lives are forever altered. He is carrying the ashes of his late wife, honoring her last request that he scatter them atop a peak they had climbed years earlier. As Alec waits for the weather to clear, he and Fiona are drawn together by loss, longing, and the miracle of new love at midlife.

On the day he finally reaches the summit, Alec is caught in a vicious storm. As he battles to descend, he stumbles upon the nearly frozen body of a man he recognizes from a photograph: It is Fiona's ailing and reclusive husband, David, and he is close to death. This is the story of a man and a woman struggling with the agonizing complexities of fidelity—to a spouse, to a moral code, to themselves, and to a passionate love neither thought would ever come again.

WILL NORTH is the award-winning author, coauthor, or ghostwriter of a dozen nonfiction books. He divides his time between Seattle, Washington, and Britain. This is his first novel.

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Translation: International Creative Management
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Audio: Crown

EXCERPT



AN EXCERPT FROM

The Long Walk Home

BY WILL NORTH

ALEC HUDSON WAS TIRED. BONE TIRED. SOUL TIRED...

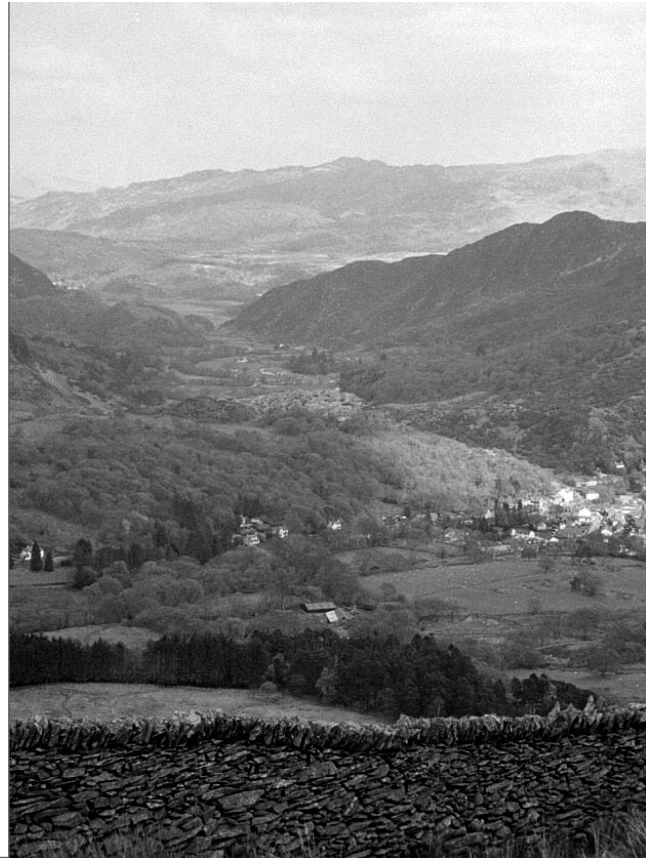
Tired in that way you are when you think you've reached your destination at last but discover there's yet another hill to climb. He'd been walking all day. In fact, he'd been walking for nearly three weeks, all the way from London's Heathrow Airport to this remote valley in North Wales.

He thought of it as a pilgrimage, this walking; each day was like a prayer, each step a kind of incantation. It was as if the horizon toward which he walked, and which kept advancing ahead of him, was an ideal he strove for but could never attain. He was not entirely sure what ideal the horizon represented, but he thought it had something to do with love, with duty, with keeping

faith. Maybe he was doing penance.

From Heathrow, he had walked a few miles south to the river Thames and then followed the footpath along its banks upstream to the west, halfway across England. When the river turned north toward Oxford, he kept his heading, climbing up to the edge of the rolling Berkshire Downs. Here he followed the Ridgeway, a track cut into the brilliantly white chalk soil of the downs by ancient feet more than five thousand years ago—before Rome, before Greece, at the dawn of recorded history. By the end of the first week, he was in the southern Cotswolds, roughly halfway between the once-Roman cities of Cirencester and

HE WAS NOT ENTIRELY SURE WHAT IDEAL THE HORIZON REPRESENTED, BUT HE THOUGHT IT HAD SOMETHING TO DO WITH LOVE, WITH DUTY, WITH KEEPING FAITH.



Bath. At the Tormartin interchange above the M4 Motorway, a truck driver picked him up and carried him across the older of the two bridges spanning the broad mouth of the Severn River. Alec had been standing in the sun with a handmade sign: Just Across the Bridge.

“Not supposed to do it,” the driver said, “but Reg, I says to myself, a bit ’ard for the bloke to fly across the river wot wit that bloody great thing on his back, innit?”

Alec tried to pay the bridge toll but the driver wouldn’t hear of it.



When evening came on, Alec alternated between bed-and-breakfast accommodations and camping out. Often there wasn’t a choice. After ten or more hours of walking,

he stopped wherever he ran out of steam. Sometimes it was a village with a place to stay; sometimes it was in the middle of nowhere and he pitched his tent. During the day, he’d stop in a village to shop so he always had a picnic dinner if he needed it: some salami, a chunk of farmhouse cheddar, a small loaf of chewy brown granary bread, an apple, sometimes even a bottle of red wine.

The people he met asked him where he was going. That was easy: North Wales. They asked him why he was walking, and that was a harder question to answer. “It just felt like the right thing to do, under the circumstances,” is what he usually said, and when he told them the story, people seemed to understand.

THE BOOK OF

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A phenomenon in England comparable to *Eats, Shoots, and Leaves* and *Schott's Miscellany*, *The Book of General Ignorance* reveals the truth behind all the things we think we know—but really don't. The 166 entries draw from history, biography, literature, and science to offer a fascinating collection of facts, figures, and eye-opening discoveries.

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wryly gives the lie to rules of thumb, proverbial knowledge, and conventional wisdom—and will make you wonder why anyone ever bothers to go to school.

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- Human beings have four nostrils.
- French toast is from Rome.
- Camels come from North America.
- George Washington's teeth belonged to a hippopotamus.
- The earth has seven moons.
- Coffee is not made from beans.
- The largest living thing is not a blue whale.
- Bangkok is not the capital of Thailand.
- Lily of the valley drives human sperm wild.
- The animal with the longest _ _ _ _ _ ?

JOHN LLOYD is the producer of the hit British comedy shows *Not the Nine O'Clock News*, *Black Adder*, and *Spitting Image*. He earned a lifetime achievement award from the British Academy of Film and Television Arts (BAFTA).

JOHN MITCHINSON writes for the British television program *QI (Quite Interesting)*, but his main qualification is that he drinks in the same pub as John Lloyd. And that he reads a lot.



Humor (HUM000000)
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National Publicity

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out of New York

20-City Radio Satellite Tour

Online Promotion

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- Banner advertising on men's websites such as MensHealth.com
- Advertising on pop culture blogs such as Gawker.com and Gothamist.com

Targeted Bookseller Mailing

PATRICIA GAFFNEY

New York Times bestselling author of *The Saving Graces*

mad dash

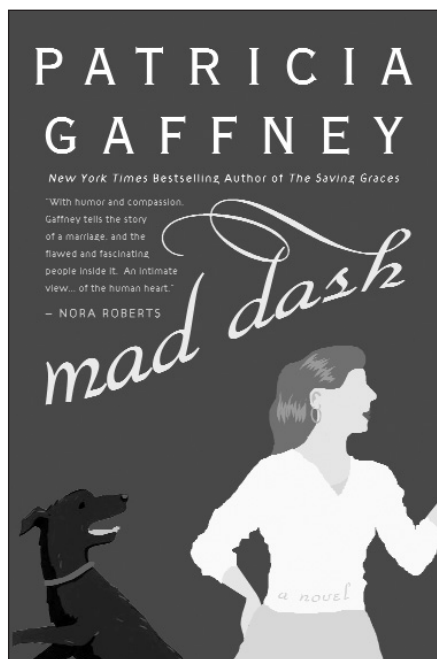
A NOVEL



“With humor and compassion, Patricia Gaffney tells the story of a marriage, and the flawed and fascinating people inside it. Both touching and funny, *Mad Dash* is an intimate view—through the eyes of characters who resonate—of the human heart.”
—NORA ROBERTS

“I loved *Mad Dash*. Patricia Gaffney’s books are always heartfelt and wise—but most of all, laugh-out-loud funny—and this one is my favorite yet!”
—JANET EVANOVICH

“Patricia Gaffney is a powerful, original voice in women’s fiction. Funny, poignant, and true-to-life, *Mad Dash* is an absolute delight from start to finish. From the moment you begin the crazy journey that is Dash’s midlife crisis, you’ll see yourself, your friends, and your own family. Don’t miss this wonderful novel.”
—KRISTIN HANNAH



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- Promotion on PatriciaGaffney.com
- Advertising on literary websites and blogs, including The Book Report Network

Mailings to Book Group Coordinators and Newsletter Editors

PATRICIA GAFFNEY is the *New York Times* bestselling author of *The Saving Graces* and lives in southern Pennsylvania with her husband.

It started with a puppy...

The poor thing was cold and trembling, abandoned on their front doorstep. Dash decides on the spot that they should keep it. But her husband, Andrew, thinks it's the craziest thing he's ever heard. Admittedly, a fight over a puppy hardly seems like grounds for Dash's decision to run out of their twenty-year marriage, but this spat is just the last of many straws. She's tired of the faculty parties at Mason-Dixon College that Andrew insists they attend even though he won't mingle with his colleagues and of the constant fretting over illnesses he doesn't have. Why can't he see that with her mother gone and their daughter off at college, maybe Dash needs something *more*?

Now, living on her own for the first time in years, Dash feels she can do whatever she wants...if only she could figure out what that is. But every time she starts planning for the future, she finds herself reminiscing about the past—and the husband she isn't entirely sure she wants to leave behind.

By turns poignant and hilarious—often on the same page—*Mad Dash* is a novel about the funny ways love has of catching up to us, despite our most irrational efforts to leave it behind.

"Beautiful, witty, and wise; an intensely honest and compelling story...Gaffney's portrait of a marriage is both great storytelling and exquisite writing. *Mad Dash* is dazzling."

—Jennifer Crusie,
author of *Manhunting*



Fiction General (FIC000000)

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

ISBN-10: 0-307-38211-7. \$23.00 hardcover (Canada: \$29.95)

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First Serial: Crown
Audio: Writers House



AN EXCERPT FROM

mad dash

BY PATRICIA GAFFNEY

THE PUPPY AND I TRIP OVER EACH OTHER coming through the door, just as the phone stops ringing. I go down hard, but Andrew's voice on the machine loosens something that was tight inside me, a dry sponge in water.

"Hi, babe," I say, full of relief, as if he can hear me. Sprawled on the plank floor, craning away from the puppy's exuberant tongue kisses, I rub my sore knee and listen to my husband say, "Dash? Hello, are you there?"

I start to get up, but his tone changes. "I know you're there." He's annoyed, so I stay where I am. Andrew is mad at me? I have really whacked my knee, and now I'm seeing it as his fault.

"Dash, answer the phone, please." He sighs. What a martyr. Oh, what he has to put up with.

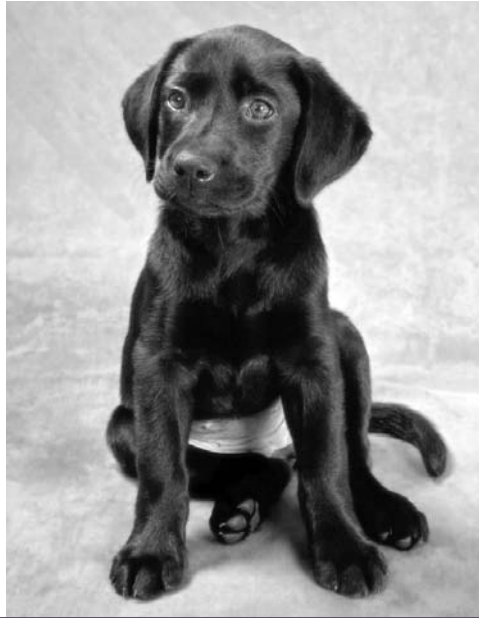
"We said we'd talk this evening," he reminds me. I can hear classical music in the background; I picture him in his big chair in the living room, feet up on the ottoman, enjoying his record collection without interruptions. He must be having a ball without me. "Dash, would you please pick up the phone?"

Again I start to get up, but he heaves another piteous sigh and I change my mind. "Very well," he says. Who says "very well"? No one but Andrew. He says "indeed," too, and "quite right," and "em" instead of "um." You'd think he was English.

"Call me back. That is, if you can find the time." His sarcasm is usually subtler. "But I might go to bed early," he warns; "I didn't sleep at all well last night."

I wait through a small pause, wondering if he misses me. Probably, but he won't say it. Oh, I ought to get off the floor and pick up the phone, talk, resolve things. But I stay where I am, holding the puppy's warm, panting sides. Sometimes prolonging even bad things, painful things, is better than getting them all nice and neat and settled. That's what Andrew would like, us to get this silliness behind us, tidy it up like a messy room. Put everything back exactly where it was before.

"Also," he goes on, "I've got a raging headache, so maybe you shouldn't call. It came on all at once; I didn't take a pill in time." Now I can hear it, that pinch in his



THAT'S WHAT
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WAS BEFORE.

tone that means he's squinting, holding himself stiffly to ward off his migraine. If he even has one. Andrew is a hypochondriac, but I suppose an imagined headache is just as painful as a real one. A raging headache—how dramatic, like a nineteenth-century heroine. If I were there with him I'd be sympathetic, though. I'd rub his neck, make him a cup of tea. Funny how bitchiness comes a lot easier when you're seventy-five miles away.

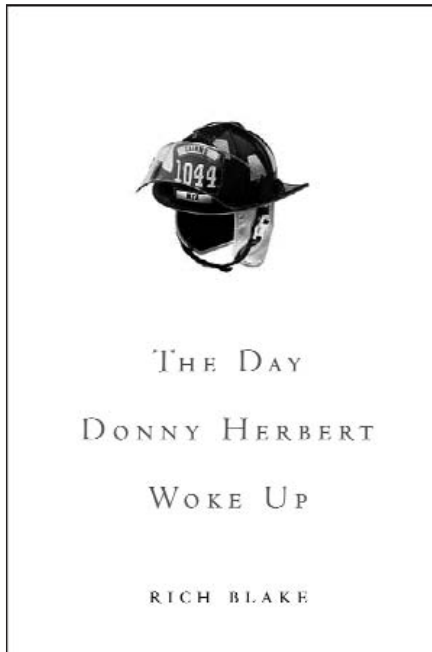
"Mrs. Melman called," he says. "I don't know what you want me to tell her. Tell anybody, so I didn't say anything. Just that you weren't here."

I don't know what to tell anybody either, even Mrs. Melman, who lives next door. Maureen knows, but no one else. If this is a separation, it isn't real yet. I don't know what it is, and I ought to. I started it.

"I'm not going to keep talking to this damn machine. I'm hanging up." Andrew's dignity means everything to him. "They're calling for snow here, so who knows what it'll do down there. So... you be careful," he says gruffly, and hangs up.

Now I'm bereft. There's no pleasing me; I could have eight husbands, or none, and I'd still have this edgy, empty feeling. It's not even depression, which I imagine is at least relaxing. This is more like an illness, one that's not serious enough to warrant any sympathy. Just a long, long stretch of feeling lousy.

It started to snow down here about an hour ago. I'm surprised Andrew didn't know that, since the weather channel is one of the three he watches; the other two are PBS and the History Channel—naturally; he's a history professor. The snow is what made us fall over each other in the doorway, the puppy and me. My hiking boots left wet blotches on the kitchen floor, melting snow seeping into the cracks between the old pine boards. First snow of the season. What if I were snowed in for Christmas, the unspoken date by which Andrew and I are supposed to reconcile? Snowed in at our cabin all by myself; alone at Christmas for the first time in twenty years. The thought makes me shiver. Not with dread. An illicit thrill, like shoplifting must be, or committing a victimless crime.



The Day Donny Herbert Woke Up

By Rich Blake

Donny Herbert lay in a coma, unable to communicate or care for himself for 10 years while his loyal, loving family prayed for a miracle. Then one day, he woke up.

For one incredible day in April 2005, nearly 10 years after the accident that left him in a persistent vegetative state, Donny Herbert, a Buffalo city firefighter injured in the line of duty, could hear, laugh, and talk. Friends and family rushed to be near him; his son Nicholas, a baby at the time of the accident, was able to talk to his father for the very first time; his wife, Linda, believed her prayers had been answered; firefighters across the city excitedly announced Donny's recovery over their radios. Doctors couldn't explain what happened. Linda believed it was the miracle she had been waiting for—her beloved husband finally returned to her.

But after his intense day of connections and catching up, Donny fell into a deep sleep. Although he would awake to talk afterward, he never regained the same degree of clarity. In February 2006, he died from pneumonia. Doctors cannot explain his miraculous, albeit short-lived, recovery, but for Linda, no explanation is needed. Prayer and love brought Donny back to her one last time. *The Day Donny Herbert Woke Up* is the incredible story of one woman's belief against all odds, the struggle to guide her family, and her dedication to the memory of her husband.

RICH BLAKE is a veteran financial journalist and senior editor of *Trader Monthly* magazine.

National Publicity

Author Interviews

out of Buffalo, NY, and New York City

Advertising

National Public Radio sponsorship campaign

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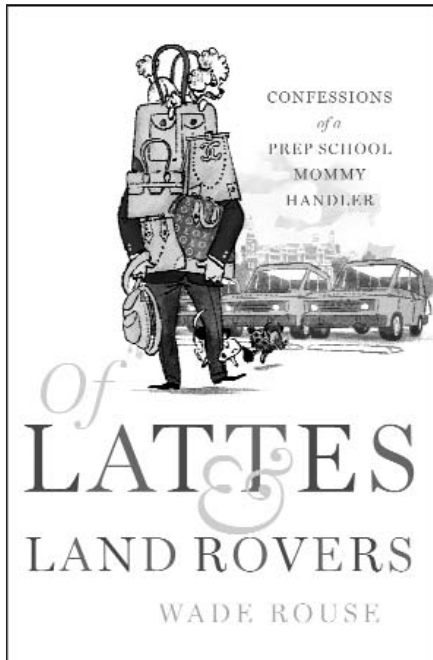
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Of Lattes and Land Rovers

Confessions of a Prep School Mommy Handler

By Wade Rouse

David Sedaris meets The Nanny Diaries in this hilarious chronicle of critically acclaimed author Wade Rouse's tenure as the "Mommy Handler" at one of the country's top prep schools.

When Wade Rouse—a rural, public school graduate who grew up more *Hee-Haw* than *Dynasty*—was hired as the director of publicity at prestigious Tate Academy,* he quickly discovered his real job was to make a few of the very pretty, very rich, very mean mommies of the elite students happy.

Enter former May Queen and Tate legacy Katherine Isabelle Ludington—Kitsy to her friends—who went to an Ivy, married an Ivy, and made a lot of money. Now, she is Wade's VIP volunteer and the bane of his existence. In between designing Louis Vuitton-inspired reunion invitations, dressing as Ronald Regan for Halloween, and surviving surprise Botox parties, Wade tries to tame Kitsy and her pink Lilly Pulitzer-clad posse while reclaiming his self-esteem.

Following a year in the life of the super rich and super spoiled, *Of Lattes and Land Rovers* is hilarious, heartbreaking, and deliciously catty.

Praise for *America's Boy*:

"An original writer and impressive new voice."

—*Washington Post Book World*

"A ribald, wrenching memoir." —*St. Louis Post-Dispatch*

WADE ROUSE is the author of *America's Boy*, and his work has appeared in *Lake Magazine*, *Michigan Blue*, the *Chicago Reader*, and the *St. Louis Riverfront Times*. He lives on the southwestern coast of Michigan.



Biography/Autobiography (BIO000000)

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First Serial: Crown

Audio: Crown

* The name of the school and many of the people in the book are disguised.





AN EXCERPT FROM

Of LATTE & LAND ROVERS

BY WADE ROUSE

I squint into the sunny, shimmery sea of idling, just-washed black Land Rovers, Escalades, Excursions, and Navigators, searching for Mrs. Ludington. Tate's carpool lane looks exactly like a new SUV lot, except for the fact that right here, right now every tinted window is cracked just enough to reveal a pink-clad Stepford army of tiny, tan blondes all riding high and gesturing wildly into Laffy-Taffy-colored cell phones.

And yet I can still easily pick out my speed-dialing mommy.

Mrs. Ludington has the dog who is dressed just like her.

I have seen the duo pictured together numerous times in the society pages. They come as a set—this blonde heiress and her snow-white sidekick.

The famed LulaBelle, Mrs. Ludington's "show dog," is a fluffy, white cockapoo-something-or-other for which I heard she paid \$10,000. LulaBelle, who actually looks like a frayed athletic sock, is riding shotgun and yapping at anything that happens to move.

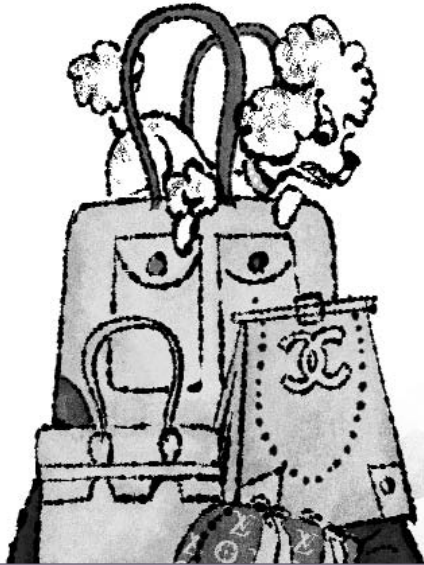
Which is everything in carpool. LulaBelle is wearing pink doggles and a pink gingham bow on her collar, and a little pink tanktop that says "My Dogs Are Barkin'." Even her little nails are painted pink. If she had opposable thumbs, I am quite confident LulaBelle would be on a cell phone barking orders to her maid and sipping a no-fat Starbuck's iced latte just like many of these mothers.

The color pink is a primary color at Tate Academy for many of these mothers and pets. Lilly Pulitzer pink, to be exact. Pink is not an accent color here, a side swatch. It is not simply a pop of pink, like a begonia in a window box. It is the color.

I walk cheerfully up to the Land Rover, waving like a hitchhiking Moonie, and peek in the tiny opening of the passenger window.

"You're tardy," is how she greets me, like I'm a third-grader who forgot to get a bathroom pass.

Mrs. Ludington is ensconced in a shrunken pink Lilly Pulitzer polo and pink flower-and-heart capris. She looks like an animated



“SO... WHAT I WANT YOU TO DO IS TAKE MY LOUIS BAG AND MAKE THE BACKGROUND FOR THE NEW REUNION INVITE MATCH THEIR LOGO.”

begonia, a floral DreamWorks character who has plucked herself from one of our window boxes and taken to the streets to find her long lost mother, the petunia.

I have already held lots of meetings standing outside an SUV—making deals, bartering, begging, schmoozing, pleading, finally, reluctantly agreeing to a situation that makes me wholly uncomfortable.

I am a hooker.

At least, I try to convince myself, I'm a high-class whore.

I can't do this another year. Please, God, not another year.

To grab my attention, Mrs. Ludington proceeds to gun her Land Rover with a pink espadrille, the SUV jolting forward, dragging my body alongside. I look at her, my eyes wild, my nails gripped to the top of the window frame.

“I thought that might do the trick. My God, for a moment I thought you were in a coma.”

She begins dumping the contents of her Louis Vuitton Speedy 30 carryall into the

passenger seat. LulaBelle dances excitedly over lipsticks and perfume bottles and a thank-you note from the car dealership.

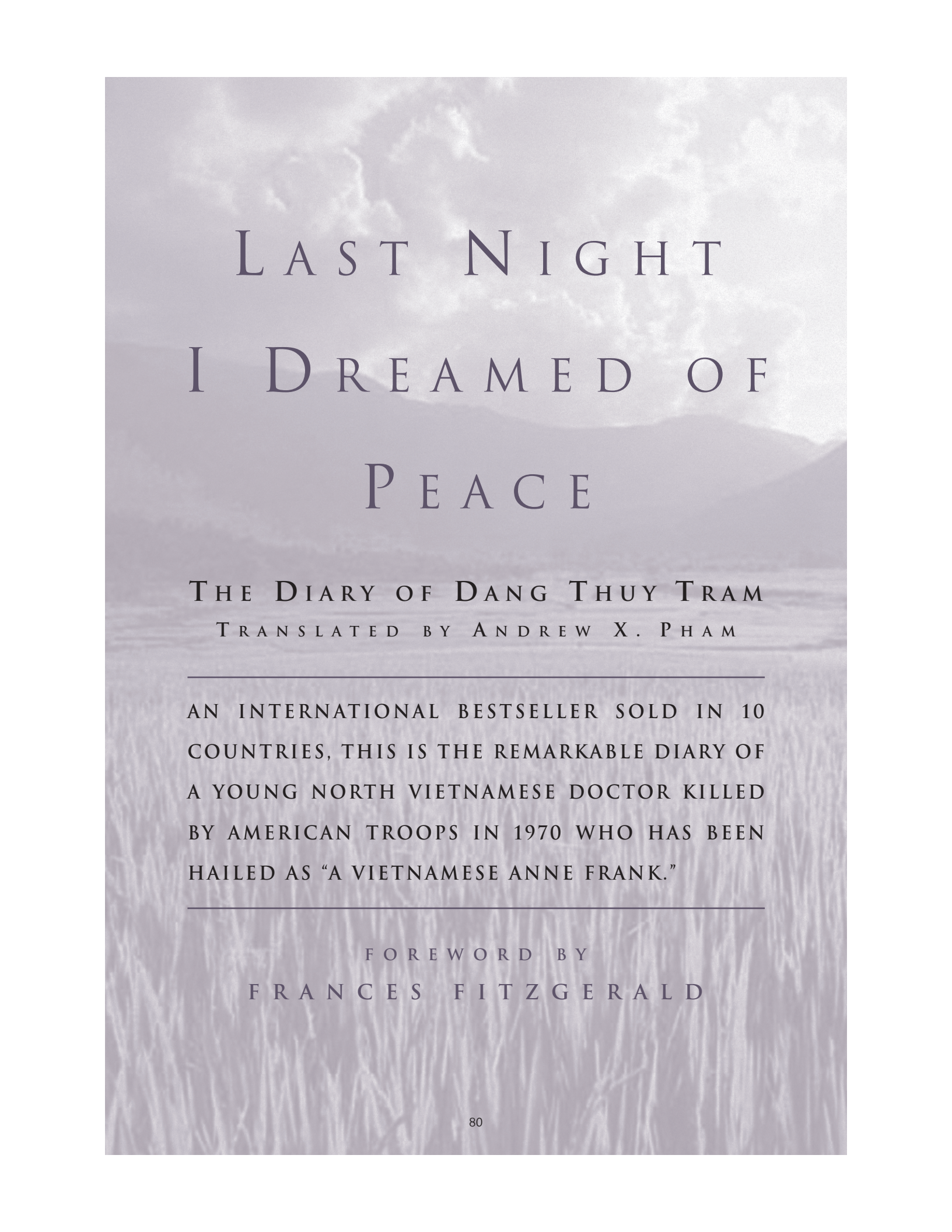
“So... what I want you to do is take my Louis bag and make the background for the new reunion invite match their logo. Isn't it just brilliant?”

Are you kidding me? I don't even get it, except that she's obsessed with Louis Vuitton and wants to show off her new purse.

And, with that, Kitsy screeches off, performing a U-turn in the midst of carpool—no small feat in a Land Rover and a line of SUVs—like a rich, suburban Shirley Muldowney.

I stand in the middle of carpool, a man holding a handbag, SUVs now tooting at me to move. I think of all the new work that is to come: Revamping an invitation that doesn't need revamping, working for weeks on end hand-addressing and stamping invitations, and reorchestrating an entire reunion that doesn't need reorchestrating.

But that's jumping ahead. Right now, it's only day one of the new school year.

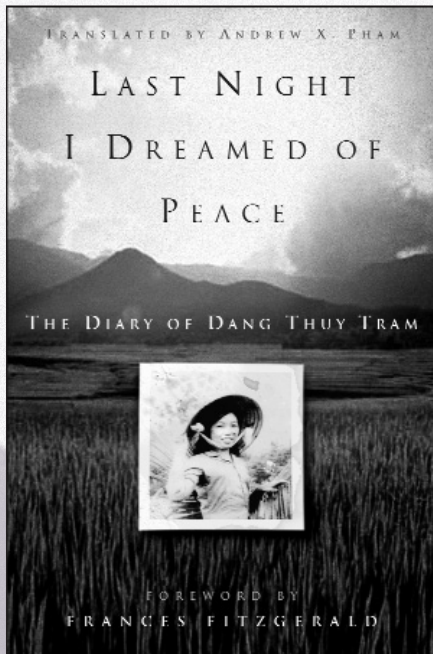


LAST NIGHT
I DREAMED OF
PEACE

THE DIARY OF DANG THUY TRAM
TRANSLATED BY ANDREW X. PHAM

AN INTERNATIONAL BESTSELLER SOLD IN 10
COUNTRIES, THIS IS THE REMARKABLE DIARY OF
A YOUNG NORTH VIETNAMESE DOCTOR KILLED
BY AMERICAN TROOPS IN 1970 WHO HAS BEEN
HAILED AS “A VIETNAMESE ANNE FRANK.”

FOREWORD BY
FRANCES FITZGERALD



There are deaths that tear the heart of the living. What if my dear ones met similar fates?" So writes Dang Thuy Tram, who at the age of 24 volunteered to serve as a doctor in a National Liberation Front (Vietcong) hospital in the Quang Ngai Province. Three years later she was killed by Americans not far from where she worked. Written between 1968 and 1970 and discovered by an American soldier, her diary speaks poignantly of her devotion to family and country, the horrors of war, her yearning for her high school sweetheart, and her struggle to prove herself worthy of Communist Party membership. At times raw, at times lyrical and youthfully sentimental, her voice speaks across cultures of her humanity, of her challenges in the face of adversity, and of her dignity and compassion.

Translated by Andrew X. Pham and with an introduction by Frances FitzGerald, the Pulitzer Prize-winning author of *Fire in the Lake*, this is a story of the struggle for one's ideals, but most of all, it is a story of hope in the most dire of circumstances from the perspective of our historic enemy.

Born in Hanoi, **DANG THUY TRAM** was a Vietnamese doctor who tended civilians as well as Vietcong soldiers. She died in 1970 at the age of 27.

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EXCERPT



AN EXCERPT FROM

LAST NIGHT I DREAMED OF PEACE

BY DANG THUY TRAM

4 JUNE 1968

Rain falls without respite. Rain deepens my sadness, its chill making me yearn for the warmth of a family reunion. If only I had wings to fly back to our beautiful house on Lo Duc Street, to eat with Dad, Mom, and my siblings, one simple meal with watercress and one night's sleep under the old cotton blanket. Last night, I dreamed that Peace was established. I came back and saw everybody. Oh, the dream of Peace and Independence has burned in the hearts of 30 million people for so long. For Peace and Independence, we have sacrificed everything. So many people have volunteered to sacrifice their lives for those two words: Independence and Liberty. I too—I have sacrificed my life for that grandiose fulfillment.

26 NOVEMBER 1969

Another year of living, another year of fire and smoke on this dangerous battlefield of the South.

I wish you steady steps on this victorious road you have chosen, Thuy...

You are not sad when the only celebration music you hear is the sound of the stream gushing down to the lowlands.

And you are not sad in this room where you are writing this page of your life, this tiny, dark underground shelter.

You will not be sad because when you reopen these pages years later, you will be proud of your youth...

Here, you do not have the happiness of strolling side by side with your lover on the empty road as the violet twilight fades behind the sunset. Here, you are



without many things, but you are also self-sufficient.

So smile, Thuy. Be cheerful, Thuy, when the book of your life opens onto a new page full of victories and beauty.

18 JUNE 1970

Dusk falls, the light dying slowly behind the distant range. The roars of jet fighters and scout planes have ceased. The forest in the evening is terrifyingly quiet. Not a single bird chirps. Not a human voice. There are only the murmurs of the stream and the song from a transistor radio. I don't notice the song title. I am caught in the melody, as smooth as a rice field in the evening fog. Suddenly, I forget everything, forget the heavy mood that has

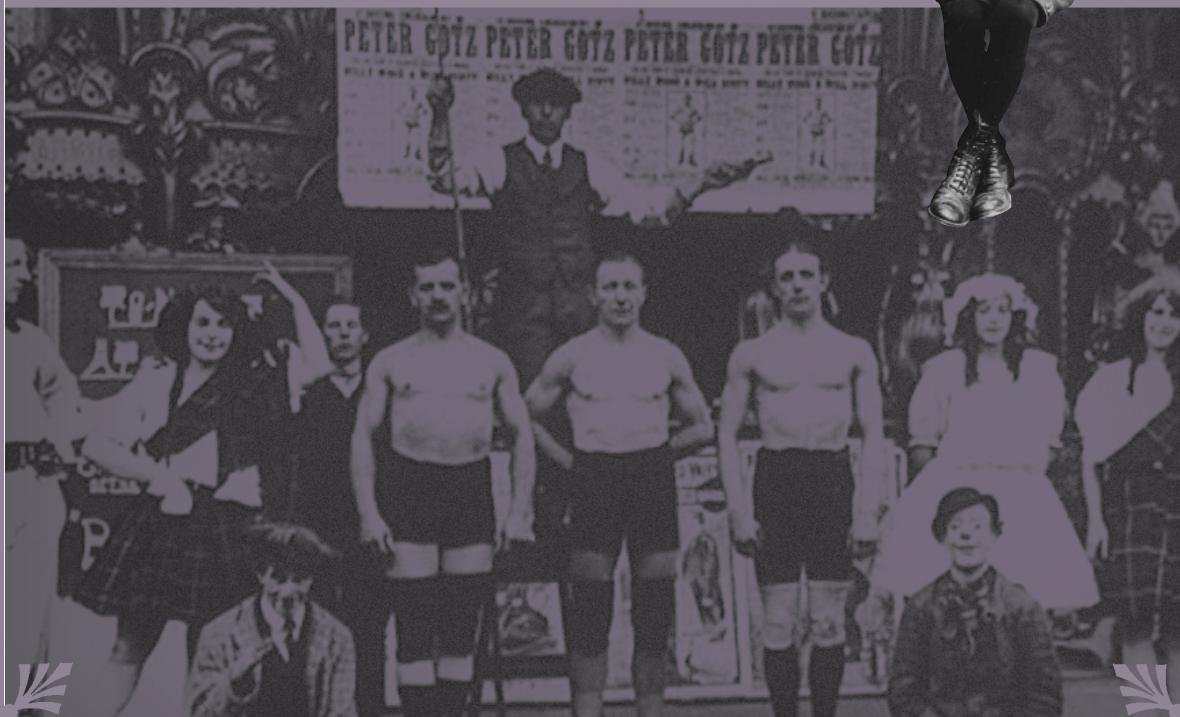
settled on me for the past few days.

Since this morning, except for the meal, the three of us, each sitting in a corner, eyes staring intently toward the forest, searching for the enemy's approach. I never left my observation post, but my mind strayed to the day of reunion. I will come back to take good care of my dear family. I will value each minute, each second of the peace, because only by living here have I learned the value of life. Oh! Life traded with blood and bones, with the youth of so many. So many lives have ended so that other lives can prosper.

THE KINGDOM OF BONES

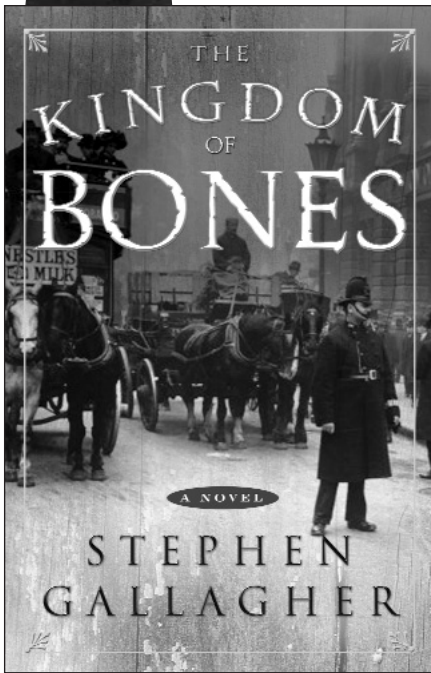
A NOVEL

BY STEPHEN
GALLAGHER





IN THE TWILIGHT WORLD OF MUSIC HALLS, BOXING BOOTHS, AND TRAVELING THEATRICAL SHOWS OF THE 19TH CENTURY, A MAN ACCUSED OF A SERIES OF GRUESOME MURDERS STRUGGLES TO CLEAR HIS NAME—AND SAVE HIS SOUL.



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The serial slayings of pauper children lead Detective Inspector Sebastian Becker to arrest former boxing champion Tom Sayers, whose travels with a touring theater company exactly match the timing and location of each murder. Sayers, innocent of these crimes, manages to escape and disappear. Cast into a world of backstage intrigue and dim alleyways, his only hope is to clear his name by revealing the identity of the real killer.

With Becker close behind, Sayers desperately searches for the link between a dark legend as old as evil itself and the string of murders of which he is accused. The journey takes him from England's provincial playhouses to London's mighty Lyceum Theatre, where he calls on an old friend, Bram Stoker, for help. Stoker's knowledge of the occult sets Sayers on a path that will lead to the revelation of an unthinkable bargain: the exchange of a soul for eternal life. Sayers's pursuit of the truth becomes a desperate mission that covers two continents and touches the lives of everyone he encounters.

STEPHEN GALLAGHER is a novelist, screenwriter, and director. He is the author of 14 novels, including: *Nightmare, with Angel*; *Red, Red Robin*; and *The Spirit Box*. He lives in England.



Fiction—Historical (FIC014000)

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

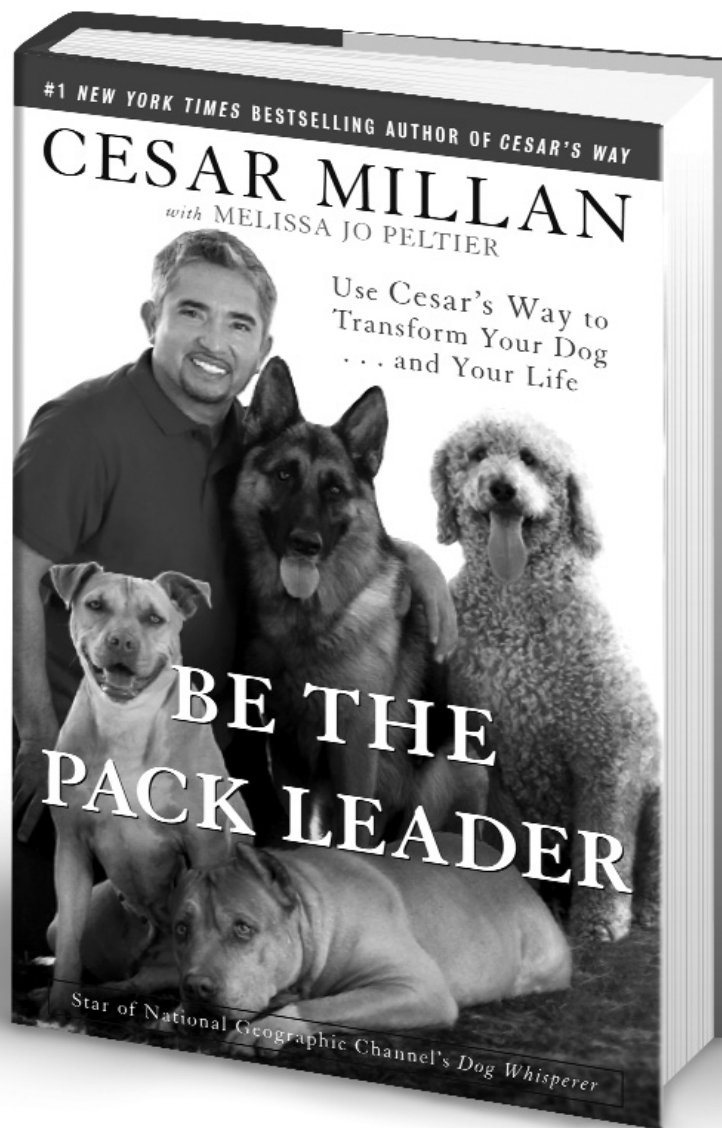
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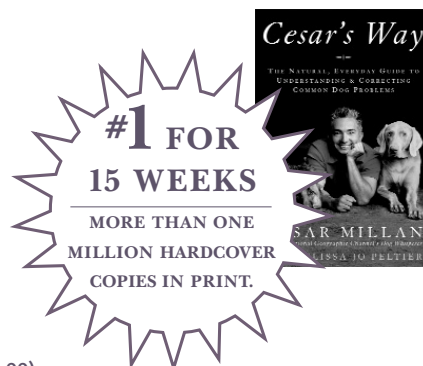
Loaded with practical tips and techniques as well as new real-life success stories, *Be the Pack Leader* shows in great detail how to develop the skills necessary to become the solid pack leader your dog needs to live a balanced, fulfilled life. Cesar shows how these skills will not only transform your dog's behavior, they will change your own life for the better as well.

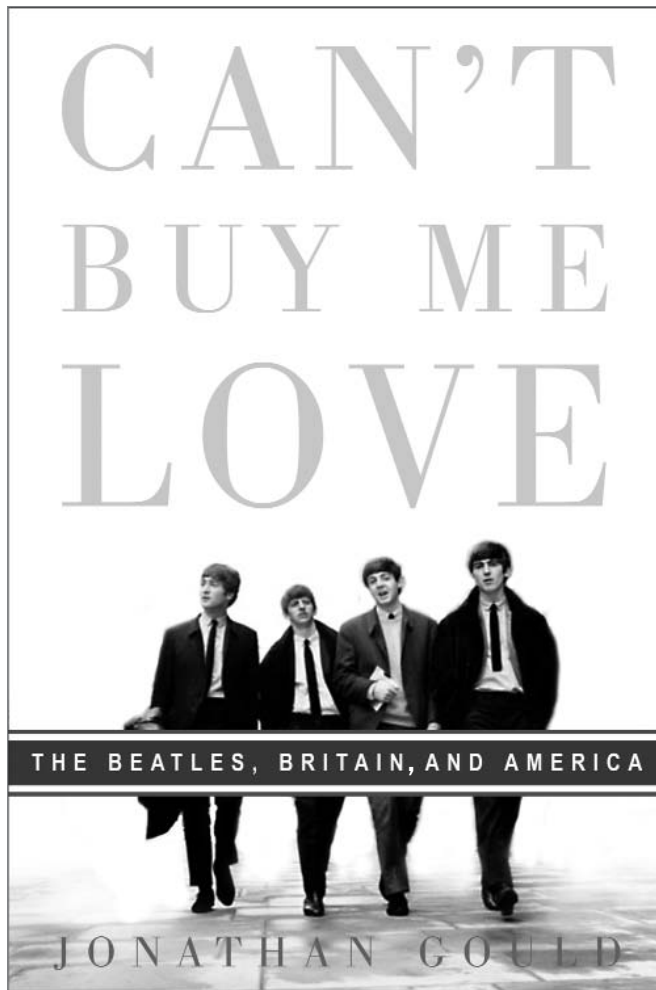
Be the Pack Leader includes:

- Many true-life success stories from Cesar's clients, viewers, and fans
- How to see the many ways dogs teach us to become better humans
- How to read your dog's energy and, through it, to learn how to understand your own energy
- How to tell the difference between your dog's "personality" and his possible "instability"
- A discussion of the difference between punishment and discipline
- The truth about dog behavioral tools, how they came into use, and Cesar's experiences with them
- Tips and techniques for creating balance for your pet—and in your own life
- A quick reference guide of specific, step-by-step procedures to tackling some of the most common dog behavior problems

CESAR MILLAN is the founder of the Dog Psychology Center in Los Angeles and star of *Dog Whisperer with Cesar Millan* on the National Geographic Channel.

MELISSA JO PELTIER is an executive producer and cowriter of *Dog Whisperer with Cesar Millan*.





That the Beatles were a trans-Atlantic phenomenon is a given. Jonathan Gould examines the reasons why, placing the Fab Four against the backdrop of the Beats in America and the Angry Young Men movement in England, in the shadow of the Profumo Affair, and in the wake of JFK's assassination. Gould captures the pulse of the era, the changing tastes, from Teddy Boys to Mods, from folk singers to acid rockers, and the shifting technologies that affected the way albums were made. With a musician's ear, he delves into the Lennon-McCartney collaboration, the influence of manager Brian Epstein, and the career of the brilliant producer George Martin. He shows the Beatles at the height of their collective powers during their *Sgt. Pepper* period and their demise as a group while recording *Abbey Road*, which ironically was the peak of their solo efforts. The result, after 20 years in the making, is a magisterial, highly original interpretation of one of the most astounding phenomena in pop culture in the last 50 years.

THE BEATLES, BRITAIN, AND AMERICA

A DAZZLING WORK OF BIOGRAPHY,
CULTURAL HISTORY, AND MUSICAL
INSIGHT THAT EXPLORES THE '60S IN
ENGLAND AND AMERICA THROUGH THE
PRISM OF THE BEATLES.

JONATHAN GOULD

AN EXCERPT FROM *CAN'T BUY ME LOVE*

February 1964 marked not only the climax of a pop craze, but also the beginning of a remarkable metamorphosis.

Over the next six years, the Beatles would play a leading role in revolutionizing the way that popular records were made, the way that popular records were listened to, the nature of popular songwriting, and the role that popular music itself would play in people's lives. They would preside over the transformation of the music business into the record business, and over the expansion of that business into a branch of the entertainment industry whose international sales and scope would come to rival those of Hollywood.

At the same time, from its frenzied, inchoate beginnings in Britain and the United States, the great upsurge of adolescent fervor that the press called Beatlemania would coalesce into one of the main tributaries of a broad confluence of pop enthusiasm, student activism, and mass bohemianism that would flood the political, social, and cultural landscape of

much of the industrialized world during the second half of the 1960s, spinning off whorls and eddies—the women's movement, the gay liberation movement, the environmental movement—in its wake. In a manner that was inconceivable prior to an era when pop stars, film stars, and sports stars began to achieve the sort of fame and exert the sort of influence that had once been reserved for political, military, and religious leaders, the Beatles would serve as prominent symbols, spokesmen, or, as some would have it, avatars of this great international upheaval. Bridging nationalities, classes, and cultures, they became the common property of a generation of young people who idealized them, and then identified powerfully with that idealization of them—even as the Beatles themselves, in their music and their public lives, struggled to deflate those idealizations in an effort to retain their own grip on reality. Through it all, they would demonstrate an uncanny ability to be all things to all people while remaining true to themselves. —From *Can't Buy Me Love*

National Publicity

Targeted Radio Campaign to Beatles-Interest Stations

Advertising

New Yorker

Online Promotion

- Advertising campaign on fan sites and music blogs
- E-card blast to Beatlemania clubs and music blogs

Mailing to Beatles Fan Clubs and Radio Stations Nationwide

JONATHAN GOULD began playing the drums in high school and became serious about music in college. He lives in New York City.



Music (MUS000000)

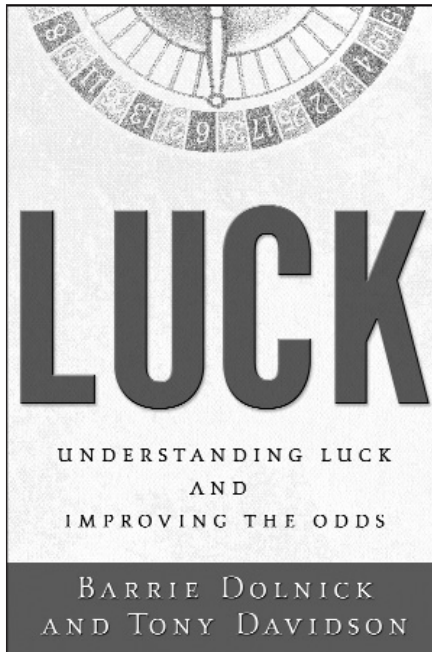
6 1/8 x 9 1/4; 576 pages; 8 black-and-white photos

ISBN-10: 0-307-35337-0. \$27.50 hardcover (Canada: \$35.00)

ISBN-13/EAN: 978-0-307-35337-5

On Sale 10/2/07

British: Crown
Translation: Kenneth Wapner
First Serial: Crown
Audio: Crown



National Publicity

Author Interviews
out of New York

Online Promotion

- Major banner ad campaign on gambling web sites and blogs
- "Are You Lucky?" and "Want to Get Lucky?" viral e-card campaigns

Targeted Bookseller Mailing

Luck

Understanding Luck and Improving the Odds

By Barrie Dolnick and Tony Davidson

An informed, engaging look at luck throughout history, religion, and culture—with tips to help you increase your good luck.

If someone told you that you could decipher how luck works and that you can use it more intelligently in your own life, wouldn't you want to pursue it? That's just what authors Barrie Dolnick and Tony Davidson did, and here they share their findings with you.

Luck is potential, opportunity, and a guiding force that leads to many of life's richest rewards. But where does luck originate? Why do even the most skeptical intellects accept and play with something as indefinable as luck? Even people who don't believe in luck often say "good luck" just as easily as "good-bye." The desire to be lucky runs through us all so why not take steps toward improving your path to fortune? In *Luck*, authors Barrie Dolnick and Tony Davidson show you how to be one of the lucky ones.

BARRIE DOLNICK is the author of 12 books. She works as a consultant and an astrologer and teaches metaphysical concepts to the general public.

TONY DAVIDSON is an attorney and has been studying luck and its effects on risk taking for the past several years.



Body, Mind, Spirit—Witchcraft (OCC026000)

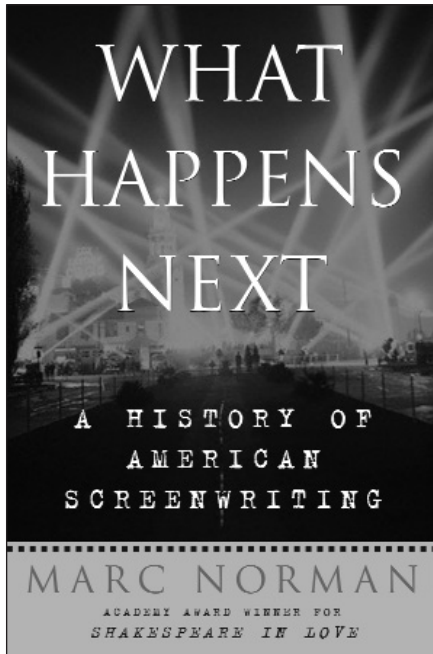
5½ x 8¼; 272 pages

ISBN-10: 0-307-34750-8. \$19.95 hardcover (Canada: \$25.95)

ISBN-13/EAN: 978-0-307-34750-3

On Sale 11/6/07

All Rights: Crown



National Publicity

National Radio Campaign

Author Interviews out of Los Angeles

Online Promotion

Major advertising campaign on Variety.com, MediaBistro.com, and other industry sites

Targeted Mailing to Screenwriters' Groups, Including SAG

What Happens Next

A History of American Screenwriting

By Marc Norman

A wildly entertaining history of Hollywood about the most maligned of players—the screenwriter—by the Oscar-winning co-author of Shakespeare in Love.

Overlooked, derided, and often abused, the writer is usually the low man on Hollywood's creative totem pole. In *What Happens Next* Marc Norman restores dignity to the profession in a sweeping panorama of screenwriters from Anita Loos to Robert Towne, and movies from the silent film era to the multiplex blockbuster.

It's all here, the rise and fall of the studio system, the insidious effects of Hollywood's blacklist, the ascendance of the auteur, and the advent of the writer/director. Along the way, we learn how movies were made—or how close they were to being never made; glean choice bits of hard-won wisdom ("Emotionally involving the audience is easy," quipped George Lucas. "Get a little kitten and have some guy wring its neck."); get to see William Faulkner fail as a screenwriter, Paddy Chayefsky rage, Francis Ford Coppola forge a new paradigm at *Zoetrope*, and young Steven Spielberg receive priceless advice from Margot Kidder. Impeccably researched, erudite, and witty, this is a unique entertainment history.

MARC NORMAN is the Oscar-winning screenwriter of the movie *Shakespeare in Love*, cowritten with Tom Stoppard. *What Happens Next* is his first work of nonfiction.



Performing Arts—Film and TV (PER004050)

6 1/8 x 9 1/4; 464 pages; 16-page black-and-white insert

ISBN-10: 0-307-38339-3. \$27.00 hardcover (Canada: \$35.00)

ISBN-13/EAN: 978-0-307-38339-6

On Sale 10/23/07

British: Crown

Translation: Sterling Lord Literistic

First Serial: Crown

Audio: Crown

EXCERPT



AN EXCERPT FROM

WHAT HAPPENS NEXT

BY MARC NORMAN

ON THE MAKING OF *ALTERED STATES*

SOMEONE ONCE SAID Hollywood is high school with money, and that's what this had come down to, a pissing match, Sharks versus the Jets, who had more clout, who was more popular on the set, Ken Russell and his entire crew or Paddy Chayefsky, whose only friend was producer Howard Gottfried. When Paddy arrived the next morning, he told Gottfried there was only one option: to fire Ken Russell... Instead, Paddy packed his bags and flew to New York the next day.

Paddy tried turning his defeat into a strategic withdrawal. Videotapes of the rushes were Air Expressed to him daily. His approvals remained in place—not one word of the screenplay could be altered. A friend of Paddy's, Eddie White, recalled that they'd watch the tapes together and

Paddy would scream, "Look! Look! What do you think of that shit?" Then he'd place a phone call to Burbank, to Gottfried or to Melnick:

"YOU SON OF A BITCH! THIS IS NOT THE WAY I WROTE IT! THEY'RE USING DIFFERENT DIALOGUE AND BODY LANGUAGE!"

Actually, they weren't—Gottfried held Russell to the agreement. But the director would shoot a dialogue scene at an incomprehensible pace or stage it around a table full of food and tell the actors to fill their mouths and mumble Paddy's dialogue. Eddie White said:

"He would drive himself crazy. I'd tell him, 'Calm down. You've got a bad heart, Paddy. Calm down. Don't call those guys no more.' But he went on and on tearing him-

**“THEY’RE
DESTROYING
MY SCRIPT.
THEY’RE
WRECKING MY
BEAUTIFUL
STORY.”**

**PADDY
CHAYEFSKY**



self up...Eventually I'd get him to lie down on the couch in his office and I'd cover him up but he kept on mumbling to himself, 'They're destroying my script. They're wrecking my beautiful story.'

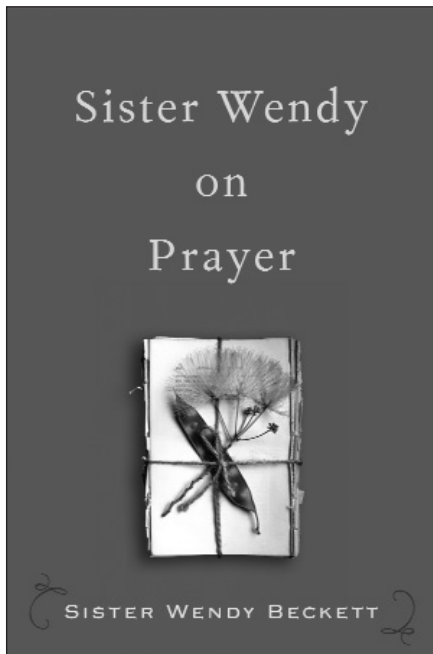
Chayefsky had achieved the screenwriter's dream, complete control of the narrative, and on paper at least, control of the movie—but was it such a good idea?

In the months after Paddy left the movie, having insisted on removing his name from it before he had even seen it, his brothers Bill and Winn noticed he seemed more relaxed, that he smiled more often. His son Dan said:

"He wasn't turned on or off, not hyper as he was before. He became a real pleasure to be around and a lot less self-focused. He no

longer felt he had to regulate everything around him."

A year later, *Altered States* was ready for release. Warners mounted a major press campaign and tried to get Paddy to bury the hatchet, to join the campaign and let them put his well-known name back on the credit list. Gottfried tried talking Paddy into it—so did Dan Melnick, Ted Ashley. Richard Corliss's *Time* review raved—"Laugh at it, scream at it, think about it. You may leave the theater in an altered state"—but that may have been Paddy inertia, fond memories of *The Hospital* and *Network*. When the writing credits appeared on screen, the name the audience read was Sydney Aaron.



National Publicity

Advertising

Regional Catholic newspaper campaign

Online Promotion

Outreach to Catholic sites and e-newsletters, including *Faith Alive*

Targeted Mailing to Catholic Congregations and Organizations Nationwide

Sister Wendy on Prayer

By Sister Wendy Beckett

Acclaimed art historian Sister Wendy reflects on the richness and wonder of prayer.

Through her popular television series and books, Sister Wendy Beckett is well known for her keen ability to bring life and drama to famous works of art with her unique blend of humor, intellect, and awe. This public work, a small part of her relationship with God, often leads to questions about her beliefs and the role of prayer in her life.

In this thoughtful examination of the uniquely private and personal nature of prayer, Sister Wendy outlines what she has learned from her years of silence and contemplation and answers some of the basic questions people have about prayer, touching on issues like the practical problems and expectations of prayer and the implicit connection between prayer and personal growth. By sharing her own thoughts and practices, Sister Wendy also offers an unprecedented window into her personal spiritual life.

No book by Sister Wendy would be complete without art. Complementing her meditations are illustrations of major works of Western art, selected not for their historical significance but rather for Sister Wendy's deep connection to them. Inspiring and practical, *Sister Wendy on Prayer* illuminates the remarkable power of prayer to enrich and fulfill our lives.

A Carmelite nun, **SISTER WENDY BECKETT** spends the majority of her day in prayer, silence, and solitude.



Religion—General (REL000000)

5½ x 8¼; 128 pages; 13 full-color paintings

ISBN-10: 0-307-39381-X. \$21.95 hardcover (Canada: \$27.95)

ISBN-13/EAN: 978-0-307-39381-4

On Sale 11/6/07

British: InkWell Management

Translation: InkWell Management

First Serial: Crown

Audio: InkWell Management



National Publicity

National and Regional NPR Campaign

Advertising
Harper's

Online Promotion

Buzz-building "Who is Agent Zigzag?" campaign at AgentZigZag.com

Galley Mailing to Booksellers and James Bond/007 Fan Clubs

A Random House AudioBook

Abridged, 5 CDs
ISBN-10: 0-7393-5454-X
ISBN-13: 978-0-7393-5454-4
\$29.95 (Canada: \$37.95)

Agent Zigzag

A True Story of Nazi Espionage, Love, and Betrayal

By Ben Macintyre

"Meticulously researched, splendidly told, immensely entertaining, and often very moving" (John le Carré), this is the extraordinary story of Eddie Chapman, the most successful British double agent in World War II.

Eddie Chapman was a charming criminal, a con man, and a philanderer. He was also one of the most remarkable secret agents Britain has ever produced. Inside the traitor was a man of loyalty; inside the villain was a hero. The problem for Chapman, his spymasters, and his lovers was to know where one ended and the other began.

In 1941, after training as a German spy in occupied France, Chapman was parachuted into Britain with a revolver, a wireless, and a cyanide pill, with orders from the Abwehr to blow up an airplane factory. Instead, he contacted MI5, the British Secret Service. For the next four years, Chapman worked as a double agent, a lone British spy at the heart of the German Secret Service, who at one time volunteered to assassinate Hitler for his countrymen. The Nazis feted Chapman as a hero and awarded him the Iron Cross. In Britain, he was pardoned for his crimes, becoming the only wartime agent to be thus rewarded. Sixty years after the end of the war, and ten years after Chapman's death, MI5 has now declassified all of Chapman's files, releasing more than 1,800 pages of top-secret material and allowing the full story of Agent Zigzag to be told for the first time.

A gripping story of loyalty, love, and treachery, *Agent Zigzag* offers a unique glimpse into the psychology of espionage, and the thin and shifting line between fidelity and betrayal, courage and cowardice.

BEN MACINTYRE is an associate editor of the *London Times* and the author of *The Englishman's Daughter* and *The Napoleon of Crime*. He lives in London.



History—Modern—20th Century (HIS037070)

6 1/8 x 9 1/4; 320 pages; 16-page black-and-white photo insert & 1 map

ISBN-10: 0-307-35340-0. \$25.95 hardcover (Canada: \$34.00)

ISBN-13/EAN: 978-0-307-35340-5

On Sale 10/2/07

British: Ed Victor Ltd
Translation: Ed Victor Ltd
First Serial: Crown
Audio: Crown



AN EXCERPT FROM

AGENT ZIGZAG

BY BEN MACINTYRE

AT 2:13 A.M., ON DECEMBER 16, 1942, A GERMAN SPY DROPPED FROM A BLACK FOCKE-WULF RECONNAISSANCE PLANE OVER CAMBRIDGESHIRE. HIS SILK PARACHUTE OPENED WITH A RUSTLE, AND FOR TWELVE MINUTES HE FLOATED SILENTLY DOWN. THE STARS WERE OUT, BUT THE LAND BENEATH HIS FEET, SWADDLED IN WARTIME BLACK-OUT, WAS UTTERLY DARK. HIS NOSE BLED COPIOUSLY.

The spy was well equipped. He wore British-issue army landing boots and a helmet. In his pocket was a wallet taken from a British soldier killed at Dieppe four months earlier; inside were two fake identity cards. His pack contained matches impregnated with quinine for "secret writing", a wireless receiver, a

military map, £990 in used notes, a Colt revolver, an entrenching tool, and some plain-glass spectacles for disguise. In the cuff of his right trouser leg was sewn a small cellophane package containing a single suicide pill of potassium cyanide.

His name was Edward Arnold Chapman. The British police also knew him as Edward Edwards, Edward Simpson, and Arnold Thompson. His German spymasters had given him the codename of Fritz. The British secret services, as yet, had no name for him, although the radio traffic concerning "Fritz" had been intercepted and decoded. The Cambridge police had been instructed to be on the lookout for an individual referred to only as "Agent X".

That night Martha Convine could not sleep. She had been woken by a plane, droning loudly overhead. Her husband, George, was snoring steadily, because George could sleep through the Battle of Britain, and recently had. Martha was finally dropping off when she heard a loud banging on the door.

Martha shook George awake and peered out of the window into the darkness. "Who is it?"

A man's voice replied: "A British airman."

It was 3:30 a.m. For the last hour, Chapman had been stumbling around the wet celery fields in the darkness, dazed and still traumatized from his descent.

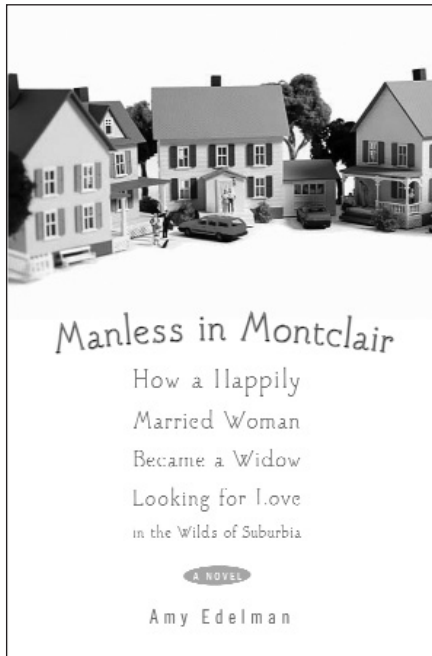
The figure on the doorstep might have emerged from a swamp. You can't be too careful in wartime, so Martha asked him where his plane was. He gestured vaguely at the surrounding countryside.

Chapman really did not start making sense until he was sitting by the range in the kitchen with a cup of tea. He had asked to use the telephone and George, who was a special constable, dialed the police station at Ely for him.

Chapman reached into his pocket as the police walked in and pulled out a pistol, saying, "I expect the first thing you want is this." He unloaded the gun and handed it over.

At police divisional headquarters Chapman was stripped, body-searched, issued with a new set of clothing, and brought before the Deputy Chief Constable. Chapman was wary: He did not like being inside a police station and he was not in the habit of telling the truth to policemen. His answers were cagey.

"I need to speak to the British secret services, when I will have a very interesting story to tell."



National Publicity

Author Interviews
out of New Jersey

Online Promotion

Blog advertising on dating and
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Thoughts Mailings

Manless in Montclair

How a Happily Married Woman
Became a Widow Looking for Love
in the Wilds of Suburbia

By Amy Edelman

A story of love, loss, and finding your place in the world, even when you find yourself in the last place you thought you'd ever be.

Once upon a time, Isabel, a woman of short stature and big dreams, still hadn't found her niche, even as her friends were sprinting down the fast track. That all changes when Isabel meets Michael. Divorced, 15 years her senior, and a father of two eccentric teenagers, he is the last person she thinks she'll end up with. But when Michael proposes to her on their first anniversary over a corned beef and pastrami sandwich in a New York deli, Isabel accepts.

Fifteen happy years later, Isabel returns home from a dentist appointment to find her husband dead on the living room floor, leaving Isabel a widow and a single mom at 41. When a rabbi informs her that the traditional mourning period for a Jewish widow is 30 days, she can't imagine finding the strength to move forward, let alone date. But a year and a half later, when her youngest daughter requests a daddy for Chanukah, Isabel realizes it is time to put on some lipstick and find herself a new man.

In this humorous and heartwarming story of one plucky heroine's determined quest to find a good man in the modern world of online dating, arranged dinner parties, matchmakers, and speed introductions, Isabel suddenly finds herself a headline news item with her photo splashed above the fold in the *New York Daily News*.

AMY EDELMAN lives in New Jersey.



Fiction (FIC000000)

5½ x 8¼; 288 pages

ISBN-10: 0-307-23695-1. \$22.00 hardcover (Canada: \$28.00)

ISBN-13/EAN: 978-0-307-23695-1

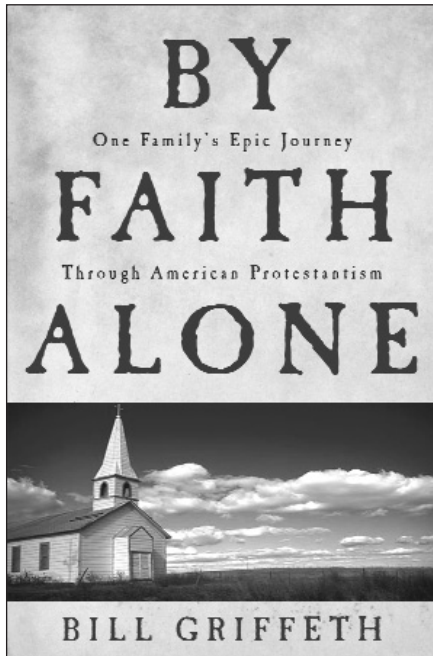
On Sale 11/13/07

British: International Creative Management

Translation: International Creative Management

First Serial: International Creative Management

Audio: Crown



National Publicity

Local Events out of New Jersey

Advertising

Christian Science Monitor
Harper's

Targeted Mailing to Methodist
Congregations Nationwide

By Faith Alone

One Family's Epic Journey Through
American Protestantism

By Bill Griffeth

Combining history, biography, and a personal memoir of discovery, this is the story of American Protestantism told through one man's incredible family history.

With Plymouth Pilgrims, Salem witches, and Methodist circuit riders among his ancestors, Bill Griffeth can trace the history of Protestantism through his family tree. In *By Faith Alone* he examines the movement, from its first stirrings in 16th-century Europe, through the Puritans' Great Migration to the New World in the 1630s, to the rapid expansion of Protestant denominations around the time of the American Revolution and during the move west after the passage of the Homestead Act of 1862 through its present reach today.

But Griffeth's story isn't just a history; it's his own journey of discovery and an exploration of the ways faith has shaped his own life as well as those of his country and family. Griffeth traveled extensively to rediscover the places his family history occurred, including Great Yarmouth, England, his family's original home; Leiden and Rotterdam in the Netherlands, their first refuge after escaping England; and Salem, Massachusetts, where his ancestor Mary Estey was hanged for witchcraft.

By Faith Alone is a rich family memoir that tells the history of an important religious movement through the lens of one family's experience.

BILL GRIFFETH is one of the most respected financial journalists in the country and anchor of CNBC's *Power Lunch*. He lives in Park Ridge, New Jersey.



Religion (REL000000)

6 1/8 x 9 1/4; 288 pages; 35–40 black-and-white illustrations

ISBN-10: 0-307-33728-6. \$24.00 hardcover (Canada: \$30.00)

ISBN-13/EAN: 978-0-307-33728-3

On Sale 12/31/07

British: Trident Media Group

Translation: Trident Media Group

First Serial: Crown

Audio: Crown

YOU DON'T
HAVE TO
BE WRONG

FINDING FAITH WITHOUT FANATICISM

FOR ME TO
BE RIGHT

BRAD HIRSCHFIELD

“One of the freshest and most innovative minds in religious thought today. From the ashes of Ground Zero to summits of global leaders, [Brad Hirschfield] has pioneered a philosophy of using ancient texts to create coalitions of understanding and hope. Anyone committed to religious tolerance today must understand his idea—and must put them to work.”

—BRUCE FEILER, AUTHOR OF *Walking the Bible*

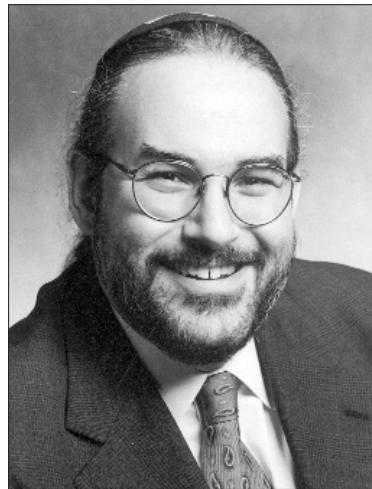
Brad Hirschfield knows what it means to be a fanatic; he was one. A former activist in the West Bank, he was committed to reconstituting the Jewish state within its biblical borders. Now an Orthodox rabbi, he is devoted to teaching inclusiveness, celebrating diversity, and delivering a message of acceptance. Grounded in biblical and Judaic scholarship, interwoven with personal stories, *You Don't Have to Be Wrong for Me to Be Right* provides a pragmatic path to peace, understanding, and hope that appeals to the common wisdom of all religions.

Pointing the way toward faith without fanaticism,

Hirschfield addresses important questions like:

- How can we make room for other cultures and beliefs?
- How can we balance commitment and openness?
- How can we create a world with less violence and division?

RABBI BRAD HIRSCHFIELD is President of the National Jewish Center for Learning and Leadership and a popular commentator on religion and society. Recognized this year as one of the nation's leading preachers and teachers by Beliefnet.com, he lives in Riverdale, New York.



National Publicity

Author Interviews
out of New York

Tie-In with Author Lecture and TV/Radio
Appearance Schedule

Reading Group Guide Available Online
at CrownReads.com

Advertising
New York Times
New Yorker

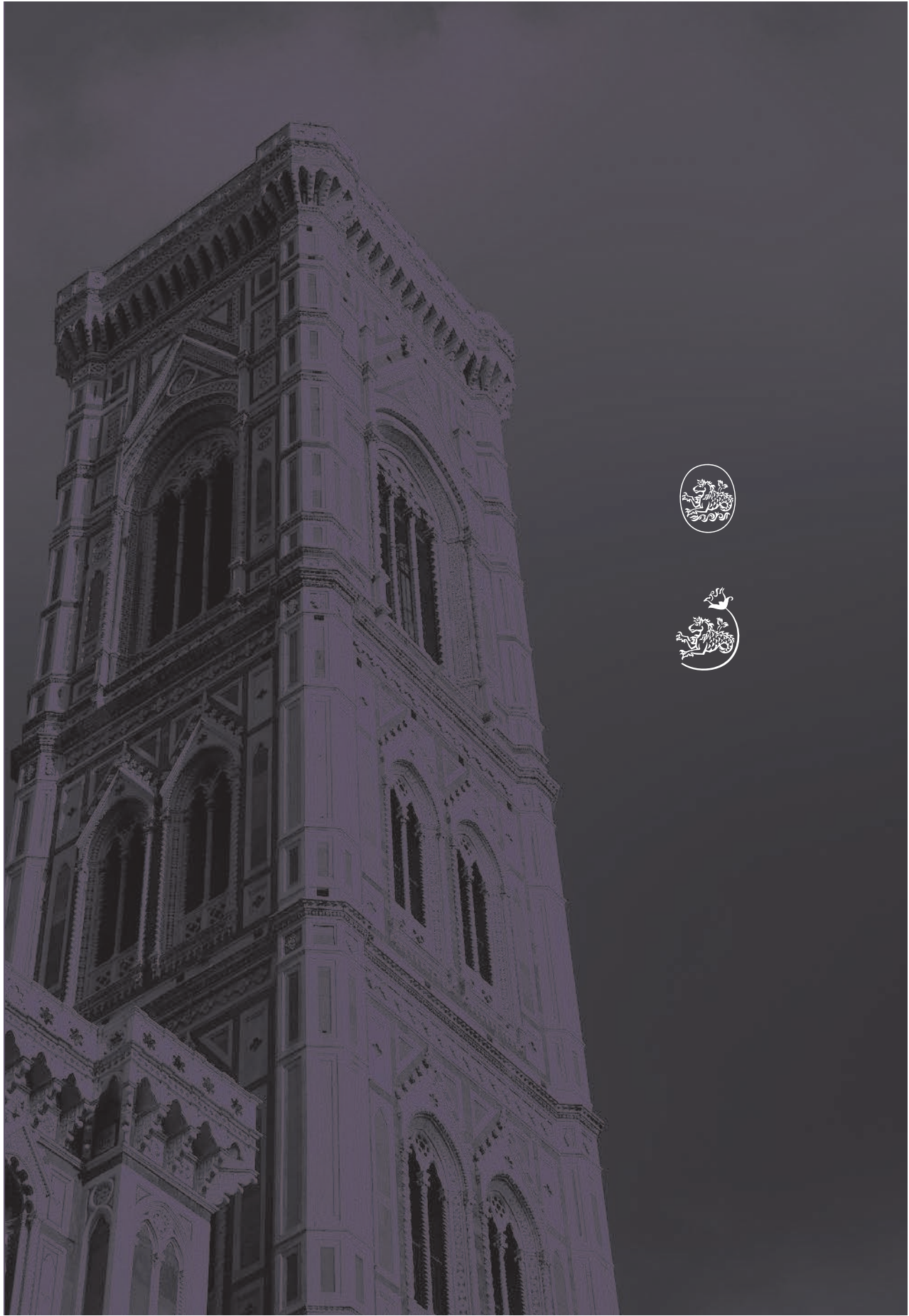
Online Promotion
Blog ad campaign on political
and news sites, directing readers to
discussion guide at CrownReads.com

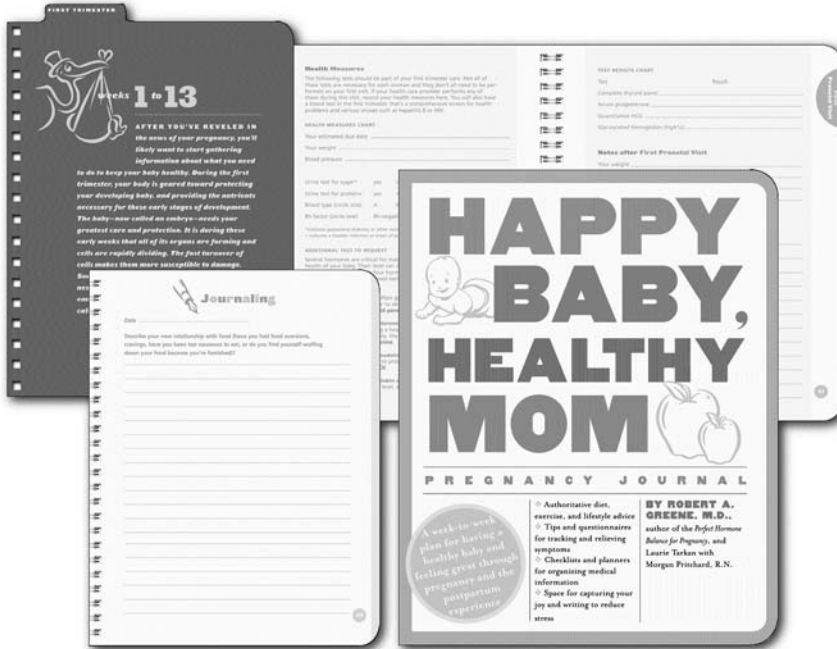
Postcard Mailing to Author Big Mouth
List and to Jewish Organizations and
Congregations Nationwide

P.O.P.
ISBN-13: 978-0-307-39596-2
Reading Group Guide (packs of 10)
(no charge)



Religion (REL000000)
6 1/8 x 9 1/4; 288 pages
ISBN-10: 0-307-38297-4. \$24.95 hardcover (Canada: \$32.00)
ISBN-13/EAN: 978-0-307-38297-9
On Sale 12/31/07
All Rights: Crown





HAPPY BABY, HEALTHY MOM PREGNANCY JOURNAL
 By Robert A. Greene, M.D.
 and Laurie Tarkin

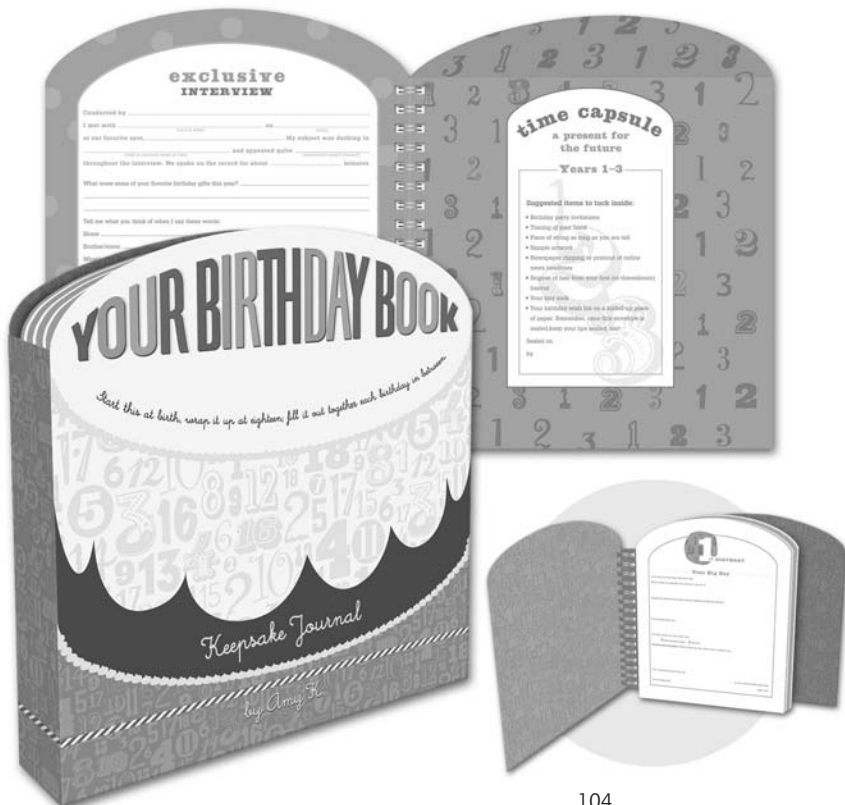
Health and happiness go hand in hand. This unique pregnancy journal offers a week-to-week plan devised by Dr. Robert A. Greene for obtaining optimal health through pregnancy and the postpartum period. Filled with diet, exercise, and lifestyle tips, the journal also contains checklists and planners for organizing medical information and guided pages for recording memories or writing to reduce stress.

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

0-307-38221-4
 978-0-307-38221-4
 \$18.95 (Canada: \$24.95)
 December 2007

for the new mom

handy resources for life just before and right after baby arrives



YOUR BIRTHDAY BOOK: A Keepsake Journal
 By Amy Krouse Rosenthal

Creator of the bestselling *Belly Book* Amy K. offers another unique keepsake for parents and kids alike. *Your Birthday Book* contains fun and easy birthday activities that help parents capture a child's thoughts, imagination, and changing personality as he or she grows. For each birthday until the eighteenth, you'll find interview questions for your child, places to paste in photos, and a bound-in envelope that serves as a personal time capsule for artwork, school papers, and other memorabilia.

104 pages (guided), 16 envelopes,
 16 dividers, 8 x 9 3/4 in.

0-307-34230-1
 978-0-307-34230-0
 \$19.95 (Canada: \$25.95)
 October 2007

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By John Austin

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\$8.95 (Canada: \$11.99)
August 2007



PRANK UNIVERSITY MINI NOTE PADS

By John Austin

Slim enough to slip into a back pocket, these mini note pads are perfect place to jot notes while doing recon on the rival frat house.

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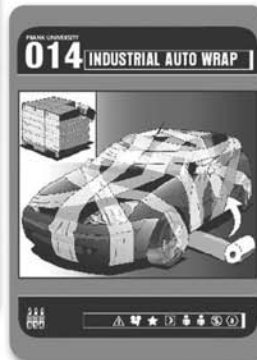
BAD BEHAVIOR 101 DECK: Flashcards for Mastering College's Greatest Tradition

By John Austin

Whether it's a good-natured practical joke between roommates or an elaborate hit against a nosy neighbor, here are 50 essential pranks—from classics to more modern operations. Step-by-step instructions and ingenious diagrams make these diabolical schemes all too easy.

50 cards, 4¹/₈ x 5³/₈

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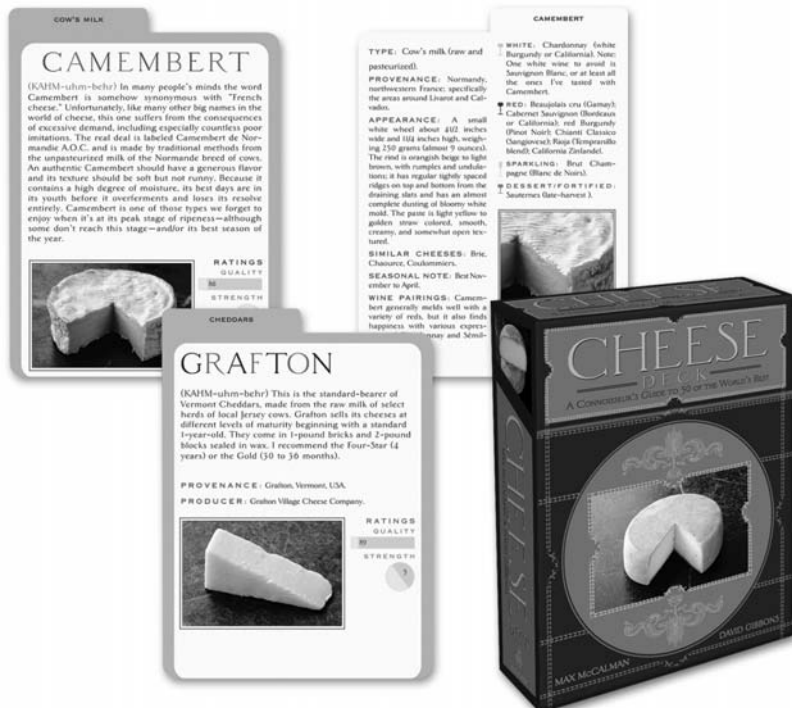


THE CRAFT OF THE COCKTAIL DECK: Artful Tips and Delicious Recipes for Serving Masterful Cocktails
By Dale DeGroff

Take the mystery out of mixology when you use this deck. Brimming with delectable classics and special signature recipes, it also offers perfect behind-the-bar tips for serving seriously good cocktails.

50 recipe cards, 4 1/2 x 6 1/8 in.

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September 2007



CHEESE DECK: A Connoisseur's Guide to 50 of the World's Best
By Max McCalman and David Gibbons

The *Cheese Deck* provides you with all the information you need for choosing, tasting, pairing, and sharing 50 of the world's finest cheeses.

50 cards, 4 1/2 x 6 1/8 in.

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978-0-307-38179-8
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September 2007

Pick a card, any card: You'll find an enticing photograph of something delicious on the front of the card and a simple, step-by-step guide to how to create and serve it yourself on the back. With an impressive collection of tabbed individual recipe cards organized in their own substantial boxes, Potter Style's new deck series makes the information you need easy to find, easy to use, and easy to keep.



TAPAS DECK:
50 Little Dishes that Capture the Essence of Spanish Cooking
 By José Andrés with Richard Wolffe

With just a quick glance at the recipe cards, you can make 50 fabulous different small plates with the explosive flavor combinations of star tapas chef José Andrés.

50 recipe cards, 4 1/2 x 6 1/8 in.

0-307-39361-5

978-0-307-39361-6

\$14.95 (Canada: \$21.00)

September 2007



SHORT & SWEET DESSERT DECK:
50 Mouthwatering Recipes with 8 Ingredients or Less

By Gale Gand

The Food Network's Gale Gand proves that creating impressive treats doesn't require a lot of time, money, or energy. The *Short & Sweet Dessert Deck* is like Gale's personal recipe box, all ready to be opened and used in your kitchen.

50 recipe cards, 4 1/2 x 6 1/8 in.

0-307-38184-6

978-0-307-38184-2

\$14.95 (Canada: \$21.00)

September 2007



HUE ARE U?: A Deck for Discovering Your True Self Based on the Dewey Color System

By Dewey Sadka
66 cards, 4 1/2 x 6 1/8 in.

0-307-35242-0 | 978-0-307-35242-2
\$16.95 (Canada: \$21.95)
September 2007

HUE ARE U?: A Deck for Discovering Your True Self Based on the Dewey Color System
By Dewey Sadka

Discover your motivations, passions, and powers with the Dewey Color System, a groundbreaking, fun, and remarkably accurate personality test, now easier to use than ever in our new deck format. Just choose your favorite and least favorite from a selection of 66 different hues, then flip the card over for valuable insights into your true nature.

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December 2007

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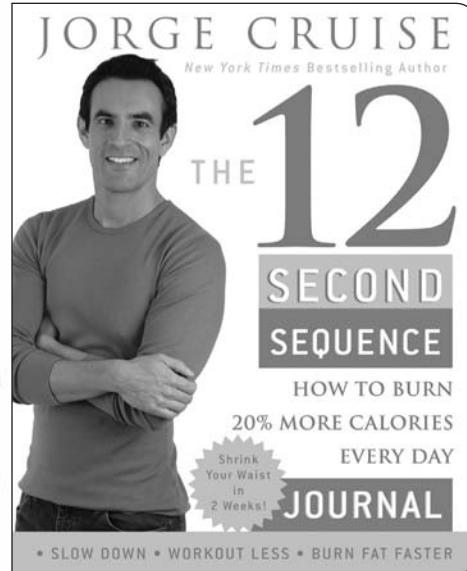
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7 3/8 x 9 1/4; 288 pages;
408 black-and-white photos

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Abridged, 2 CDs
0-7393-5474-4 | 978-0-7393-5474-2
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See pages 58-59 for information about the hardcover publication of *The 12-Second Sequence!*

THE 12-SECOND SEQUENCE JOURNAL: How to Burn 20% More Calories Every Day
By Jorge Cruise

From bestselling author and fitness expert Jorge Cruise comes the 12-Second Sequence, a revolutionary fat-burning exercise method that uniquely combines super-slow training with static-contraction training in a circuit routine for the safest, most efficient strength and cardio workout that will give you extraordinary results in as little as 20 minutes, twice a week. Explicitly designed for this revolutionary program, *The 12-Second Sequence Journal* is an essential companion to Cruise's new book, *The 12-Second Sequence*, with space to keep track of your workouts, eating habits, progress, and success.

potter style—complete fall 2007 frontlist

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Short & Sweet Dessert Deck	0-307-38184-6	978-0-307-38184-2	\$14.95 (Canada: \$21.00)	9/07
The Craft of the Cocktail Deck	0-307-35229-3	978-0-307-35229-3	\$14.95 (Canada: \$21.00)	9/07
Tapas Deck	0-307-39361-5	978-0-307-39361-6	\$14.95 (Canada: \$21.00)	9/07
Cheese Deck	0-307-38179-X	978-0-307-38179-8	\$14.95 (Canada: \$21.00)	9/07
Hue are U? A Deck	0-307-35242-0	978-0-307-35242-2	\$16.95 (Canada: \$21.95)	9/07
Haiku Garden 5x7 Journal	0-307-38186-2	978-0-307-38186-6	\$10.95 (Canada: \$13.95)	9/07
Haiku Garden Note Cards	0-307-38187-0	978-0-307-38187-3	\$12.00 (Canada: \$16.00)	9/07
Haiku Garden Pocket Pads	0-307-38224-9	978-0-307-38224-5	\$9.95 (Canada: \$12.95)	9/07
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Become Mini Journal	0-307-38177-3	978-0-307-38177-4	\$8.00 (Canada: \$11.00)	9/07
Remember Mini Journal	0-307-38188-9	978-0-307-38188-0	\$8.00 (Canada: \$11.00)	9/07
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Aria Gift Enclosures	0-307-38222-2	978-0-307-38222-1	\$12.95 (Canada: \$16.95)	10/07
Aria Pocket Pads	0-307-38191-9	978-0-307-38191-0	\$9.95 (Canada: \$12.95)	10/07
Holiday Motif Box of Boxes	0-307-38189-7	978-0-307-38189-7	\$16.95 (Canada: \$21.95)	10/07
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Cat Yoga Mini Journal	0-307-39540-5	978-0-307-39540-5	\$8.00 (Canada: \$11.00)	10/07
Cat Yoga Postcards	0-307-39542-1	978-0-307-39542-9	\$8.95 (Canada: \$11.99)	10/07
Cat Yoga Mini Note Pads	0-307-39541-3	978-0-307-39541-2	\$6.95 (Canada: \$8.95)	10/07
Your Birthday Book	0-307-34230-1	978-0-307-34230-0	\$19.95 (Canada: \$25.95)	10/07
Happy Baby, Healthy Mom Pregnancy Journal	0-307-38221-4	978-0-307-38221-4	\$18.95 (Canada: \$24.95)	12/07
12-Second Sequence Journal	0-307-39556-1	978-0-307-39556-6	\$14.95 (Canada: \$21.00)	12/07

potter style—the complete catalog



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Photo: Matthew Hranek

MARTHA STEWART LIVING magazine was first published in 1990. Over the years, more than two dozen books have been published by the magazine's editors. *MARTHA STEWART* is the author of dozens of bestselling books on cooking, entertaining, gardening, weddings, and decorating. She is the host of *The Martha Stewart Show*, a daily syndicated television show.

National Publicity

National Television Appearances

Advertising

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Martha Stewart's Weddings
Kirkus Review Cookbook Issue

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RECIPES INCLUDE OLD FAVORITES,
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CLARKSON POTTER

THE *MARTHA STEWART* *LIVING COOKBOOK* THE ORIGINAL CLASSICS

Revised
and
Updated

When *The Martha Stewart Living Cookbook* was first published in 2000, it collected a decade's worth of recipes from Martha Stewart's flagship magazine in one comprehensive collection. Now, this favorite cookbook has been completely revised. It includes new color photography; suggested

menus; updated pantry, equipment, and resource sections; original tips and techniques; and a new introduction from Martha Stewart. From basics, breakfast, and pasta to poultry, fish, meat, and dessert, *The Martha Stewart Living Cookbook: The Original Classics* is a must-have for any cook's collection.



Cooking (CKB000000)
7³/₈ x 9¹/₈; 608 pages; 16-page full-color insert
ISBN-10: 0-307-39382-8. \$35.00 hardcover (Canada: \$44.00)
ISBN-13/EAN: 978-0-307-39382-1
On Sale 9/4/07

British: Crown
Translation: Crown
First Serial: Crown
Audio: Martha Stewart Living Omnimedia

THE *MARTHA STEWART* *LIVING COOKBOOK* THE NEW CLASSICS

The Martha Stewart Living Cookbook: The New Classics, boasts an index for both volumes and collects more than 1,000 of the best-of-the-best recipes that have appeared in the magazine since 2000. From the practical to the inspirational, from quiet suppers for two to dinner parties for ten, *The Martha Stewart Living Cookbook: The New Classics* has options for every meal and every cook. Recipes include old favorites, new fare, and twists on both, such as:

- Individual Cremini and Porcini Quiches
- Roasted-Garlic Turkey Burgers
- Mint and Pistachio Stuffed Leg of Lamb
- Inside-Out German Chocolate Torte

With the same easy-to-follow, comprehensive format as the previous volume, a beautiful 16-page full-color insert, equipment and pantry lists, and scores of tips, techniques, and instructive photos, this reference deserves to join its companion on every cook's shelf.

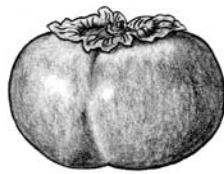


Cooking (CKB000000)
7³/₈ x 9¹/₈; 608 pages; 16-page full-color insert
ISBN-10: 0-307-39383-6. \$35.00 hardcover (Canada: \$44.00)
ISBN-13/EAN: 978-0-307-39383-8
On Sale 10/23/07

British: Crown
Translation: Crown
First Serial: Crown
Audio: Martha Stewart Living Omnimedia

THE ART OF SIMPLE FOOD

Lessons and Recipes from a Delicious Revolution



THE WAY THAT CHEF AND FOOD ACTIVIST Alice Waters thinks about food has been influencing the American palate toward local, sustainable ingredients and simple, artful cooking for more than thirty years. In her new book, she explains the basic techniques of her own cooking at home and, even more important, the culinary philosophy that underlies all the decisions she makes about food.

The Art of Simple Food: Lessons and Recipes from a Delicious Revolution is far more than a cookbook. It's a straightforward handbook for honest cooking at home, by heart; not by memorizing recipes but by knowing how to bring out the best of your ingredients—whether you have a recipe in front of you or not. For mastering the

essential techniques of cooking, it offers nineteen lesson chapters that form a thorough guide to the everyday principles of good eating. These provide an accessible education in, among other things:

- choosing ingredients and stocking a pantry
- making fresh seasonal salads
- mastering four essential and versatile sauces
- understanding the principles of simmering, braising, roasting, etc.

The lessons are followed by a repertoire of well over two hundred simple and reliable recipes, from hors d'oeuvres to desserts, that are meant not just for young cooks learning their way around the kitchen, but for all cooks who want to understand the fundamentals of fresh seasonal cooking.

ALICE WATERS

Photo: Platon



CULINARY INNOVATOR
 ALICE WATERS TAKES A
 FRESH APPROACH TO
 SIMPLE COOKING INSPIRED
 BY HER PHILOSOPHY OF
 CHOOSING FOOD THAT IS
 SEASONAL, LOCAL,
 SUSTAINABLE, AND
 ABOVE ALL, DELICIOUS.

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- Promotion in PotterRecipeClub.com

Cross-Promotion at Chez Pannise

**Postcards for Author to
 Distribute at Appearances Before
 and After Publication**

In search of flavor, **ALICE WATERS** founded Chez Pannise, the acclaimed restaurant and café that stands for fresh, local, and seasonal food. She has been a driving force behind many environmental and humanitarian programs, including the Edible Schoolyard and Slow Food International. This is her eighth book.



Cooking (CKB000000)

7³/₈ x 9¹/₄; 448 pages; 2-color throughout

ISBN-10: 0-307-33679-4. \$35.00 hardcover (Canada: \$44.00)

ISBN-13/EAN: 978-0-307-33679-8

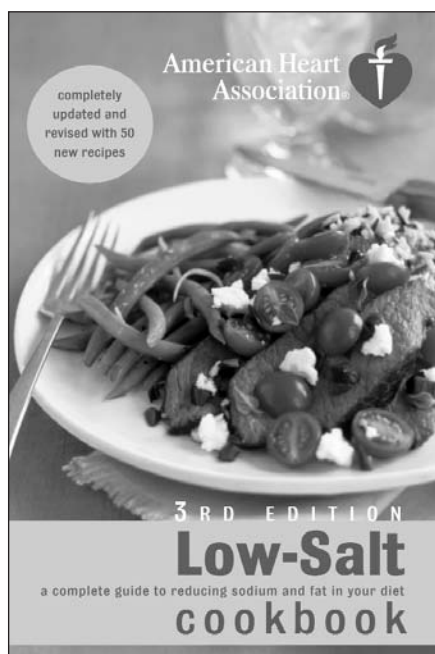
On Sale 10/2/07

British: Collins McCormick Literary Agency

Translation: Collins McCormick Literary Agency

First Serial: Crown

Audio: Crown



Major Cross-Promotion with the AHA, Including:

Homepage features on AmericanHeart.org, ads in AHA publications, and promotional pieces part of all AHA mailing and events

American Heart Association Low-Salt Cookbook, 3rd Edition

A Complete Guide to Reducing Sodium and Fat in Your Diet

By American Heart Association

America's most trusted authority on heart-healthy eating presents the paperback of the revised and expanded third edition of the low-salt classic, with 50 all-new recipes and the latest health information.

The statistics are in—an estimated 72 million adults in the United States have high blood pressure, and more than 5 million suffer from congestive heart failure. Whether you have these health problems now or want to avoid having them in the future, keeping your sodium intake low is one of the best ways to help your heart.

If you think low-sodium food means low flavor, think again! The American Heart Association shows here that a low-salt diet is not only good for you but delicious, too.

Encompassing everything from appetizers and soups to entrées and desserts, the *American Heart Association Low-Salt Cookbook, 3rd Edition*, is a wonderful collection of more than 200 scrumptious low-sodium recipes. Whether you're in the mood for a beloved classic dish or an up-to-the-minute future favorite, you'll find just the thing to please your palate—and you'll learn that shaking the salt habit is easier than ever before.

The *American Heart Association Low-Salt Cookbook, 3rd Edition*, includes the latest dietary information and tips on substituting ingredients, avoiding hidden sodium, and dining out.

THE AMERICAN HEART ASSOCIATION is the nation's most trusted authority on cardiovascular health. For more information, visit AmericanHeart.org or call 1-800-AHA-USA1 (1-800-242-8721).



Cooking—Health (CKB039000)

6 1/8 x 9 1/4; 352 pages; 25 black-and-white line drawings

ISBN-10: 1-4000-9762-2. \$15.95 paper (Canada: \$21.00)

ISBN-13/EAN: 978-1-4000-9762-3

On Sale 9/11/07

British: American Heart Association

Translation: American Heart Association

First Serial: Crown

Audio: Crown



National Publicity

Online Promotion

Big mouth mailing to design websites and hip mommy blogs

The Family at Home

Love. Life. Style.

By Anita Kaushal

For today's design-savvy parents who want to create a home that is stylish and elegant yet also fun-loving and comfortable enough for their young children.

Modern elegant living has never been easy in households with children on the loose. When the kids arrive, most couples accept colorful chaos as their only decorating alternative. But a new generation of home owners wants the best of both worlds: smartly designed and decorated spaces for contemporary living alongside the rich and unpredictable melee of family life.

Showcasing simple, stunning spaces inhabited by real people, *The Family at Home* tells readers how to maintain the chic style they had before children while making a safe and fun environment for the whole family. More than 200 crisp, full-color photographs illustrate how each area of the home can be adapted for a sophisticated grown-up life and family time. From kitchen gatherings to daily getting-out-the-door rituals, *The Family at Home* considers not just what we put into our rooms to make them inviting, but how we actually choose to use the space. The author provides:

- Tips for creating dual-use living areas
- Storage design and decorating solutions
- Essential resources, including shops and Web links

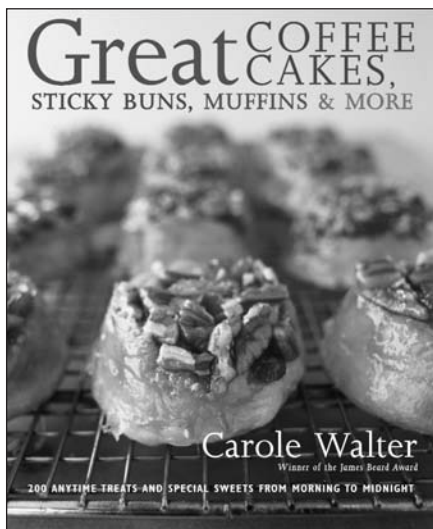
Replete with practical ideas, *The Family at Home* focuses on the needs of both parent and child as a unified whole. No other book does so as elegantly, accessibly, or comprehensively, making this one both inspiring and indispensable.

ANITA KAUSHAL is the creator of a line of home accessories, which she sold through a mail-order catalogue. She lives with her husband and their two children in London's Notting Hill.



House & Home—Decorating (HOM003000)
 7⁷/₈ x 9³/₄; 256 pages; 350 full-color photos
 ISBN-10: 0-307-39445-X. \$45.00 hardcover (NCR)
 ISBN-13/EAN: 978-0-307-39445-3
 On Sale 10/30/07

British: Thames & Hudson
 Translation: Thames & Hudson
 First Serial: Crown
 Audio: Crown



National Publicity

Tie-In with Author's Appearance Schedule

Advertising

Kirkus Review Cookbook Issue

Online Promotion

- Foodie blog and website advertising
- E-card mailing to foodies
- Feature on PotterRecipeClub.com

Also by Carole Walter

Great Cookies

ISBN-10: 0-609-60969-6

ISBN-13: 978-0-609-60969-9

\$35.00 hardcover (Canada: \$53.00)

Great Pies and Tarts

ISBN-10: 0-517-70398-X

ISBN-13: 978-0-517-70398-4

\$35.00 hardcover (Canada: \$45.00)

Great Coffee Cakes, Sticky Buns, Muffins & More

200 Anytime Treats and Special Sweets
for Morning to Midnight

By Carole Walter

A delicious selection of pastries, quick breads, and sweets that turn even the most ordinary day into a treat, from baker extraordinaire Carole Walter.

From pound cakes and other quick breads to danish and strudels, *Great Coffee Cakes, Sticky Buns, Muffins & More* features simple recipes for America's favorite baked goodies. Perfect for any number of occasions, from weekend brunch to coffee with friends or a potluck dinner, they are sure to receive rave reviews. And with Carole's "Secrets to Success" tips and suggestions and trademark "At-a-Glance" boxes, which outline proper pan sizes, oven temperatures, baking times, and special equipment, even beginners can pull these off with ease.

Carole shares general tips for outfitting your kitchen for baking, including explanations of common ingredients, equipment, and techniques, as well as foolproof recipes for indulgences such as:

- Butter Crumb Coffee Cake
- Double-Chocolate Walnut Babka
- Crystallized Ginger Pound Cake
- Raspberry Buttermilk Muffins with Streusel Topping
- Chocolate-Hazelnut Tea Loaf
- Country Cherry-Honey Scones

With Carole's easy-to-follow instructions, expert tips, and irresistible recipes, *Great Coffee Cakes, Sticky Buns, Muffins & More* is a must for every baker.

CAROLE WALTER, a baking instructor for more than 20 years, has studied with famous pastry chefs around the world. This is her fourth book. She lives in New Jersey.



Cooking—Baking (CKB004000)

7³/₈ x 9¹/₈; 416 pages; two 16-page full-color photo inserts

ISBN-10: 0-307-23755-9. \$35.00 hardcover (Canada: \$44.00)

ISBN-13/EAN: 978-0-307-23755-2

On Sale 10/9/07

British: Crown

Translation: Crown

First Serial: Sobel Weber Associates

Audio: Crown



National Publicity

Author Interviews
out of New York

Online Promotion

- Viral buzz campaign including e-card mailing and blog ads
- Create interactive webpage, OtherPeoplesLoveLetters.com

Other People's Love Letters

By Bill Shapiro

For anyone who has ever fallen in and out of love, dumped or been dumped, reveled in or brooded over love, Other People's Love Letters, in the tradition of PostSecret, is a collection of actual letters that provides an uncensored and deliciously voyeuristic look at modern love's most unguarded moments.

"I'm sitting here at my desk grinning like an escaped lunatic, sore in all the right places..."

"P.S. I look forward to your letters too much to call. Also, where do you stand on chains?"

Fevered notes scrawled on napkins after beer-drenched first dates. Pleas delivered on Post-Its. Erotic emails and titillating text messages. The letters, written by an astonishing cross section of people, appear exactly as they were written: not retyped, not sanitized, but scanned as authentic artifacts. Lust, provocation, guilt, vulnerability—they're all here. Modern love bobs and weaves, and in these pages the reader will find the full range of a relationship, with all its sugar, but its edge, too.

Taken together, the letters offer insight into how other people think about love and how we think about love as it pertains to us. Packaged in an intimate, unique format, this is a gem that offers something every reader can relate to, or even become inspired by.

BILL SHAPIRO is the editor of *Life*, the weekly newspaper supplement that reaches over 27 million readers. He lives in Brooklyn, New York.



Family—Love & Romance (FAM029000)

6¾ x 8¼; 192 pages; 175 full-color illustrations

ISBN-10: 0-307-38264-8. \$22.50 hardcover (Canada: \$29.95)

ISBN-13/EAN: 978-0-307-38264-1

On Sale 10/30/07

British: Defiore and Company

Translation: Defiore and Company

First Serial: Crown

Audio: Crown

EXCERPT



I wish I was here.

Love
Paul



National Publicity

10-City Radio Satellite Media
Tour

National Public Radio Campaign

Craft in America

Celebrating Two Centuries of Artists and Objects

By Jo Lauria and Stephen Fenton

Prologue by Jimmy Carter

For the millions of Americans who collect and study craft, Craft in America, the companion book to an upcoming PBS special and traveling exhibit of the same name, explores the significance of craft in the last 200 years.

The only work of its kind, *Craft in America* features the art of America's most original and esteemed craftspeople past and present. Illustrated with 200 stunning photographs and encompassing objects, from furniture, wood, and ceramics to glass, fiber, jewelry, metal, and basketry, this definitive work showcases some of the greatest works of the last two centuries and explores what makes American crafts uniquely American.

With an eye for how craft has contributed to America's vitality, history, and identity, *Craft in America* examines:

- Crafts as communicator
- The evolution of American crafts
- Communities of craftspeople, from religious communities such as the Shakers and the Amish to philosophical and native groups
- And much more

Craft in America chronicles how handmade objects in our culture both unite and define us as Americans.

CRAFT IN AMERICA, INC., is a Los Angeles-based nonprofit organization whose mission is to document and advance handcrafted work in all media. *Craft in America* is part of a three-tiered project that includes a PBS documentary and an art exhibit that will tour nationally through 2009.

JO LAURIA has organized numerous exhibitions, produced and directed documentary films, and written several books on design and decorative arts.

STEPHEN FENTON is a longtime collector and armchair scholar of craft.



Art—Collections, Catalogs & Exhibitions (ART006000)

9 x 11; 304 pages; 200 full-color photos

ISBN-10: 0-307-34647-1. \$60.00 hardcover (Canada: \$77.00)

ISBN-13/EAN: 978-0-307-34647-6

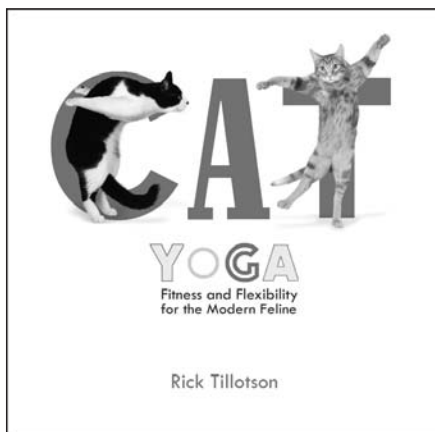
On Sale 10/9/07

British: Crown

Translation: Craft in America, Inc.

First Serial: Crown

Audio: Crown



National Publicity

Online Promotion

- Banner ads in *Yoga Journal* Newsletter
- Viral send to a friend email campaign
- Blog ads on humor sites
- Big mouth mailing to selected pet websites and blogs

Big Mouth Mailing to Yoga Studios

Cat Yoga

Fitness and Flexibility for the Modern Feline

By Rick Tillotson

A hilarious yoga "guidebook" for felines everywhere—and the people who love them—featuring full-color photographs of actual cats in the most advanced, if unlikely, positions.

For centuries, people have practiced yoga as a means of improving the body, clearing the mind, and heightening joy. Now your favorite feline can enjoy the benefits of this ancient discipline with *Cat Yoga*. Regular practice will help your cat feel more energetic—no more three-hour naps in the sun for him! Other benefits include:

- improved balance
- a sleek waistline
- mental clarity
- fuller, more luxurious whiskers

Sixty full-color photographs of cats that have already unlocked the power of yoga will guide your beloved pet on this journey, paving the way to enlightenment with *Cat Yoga*.

Note: No cats pulled a muscle, felt dizzy, or were harmed in any way in the making of this book.

RICK TILLOTSON is a software consultant from Pismo Beach, California, with a background in psychology. He has three cats: Huffer, Poe, and Julian. This is his first book.



Humor—Topic—Animals (HUM009000)

6½ x 6½; 128 pages; 60 full-color photos

ISBN-10: 0-307-35254-4. \$14.95 hardcover (Canada: \$21.00)

ISBN-13/EAN: 978-0-307-35254-5

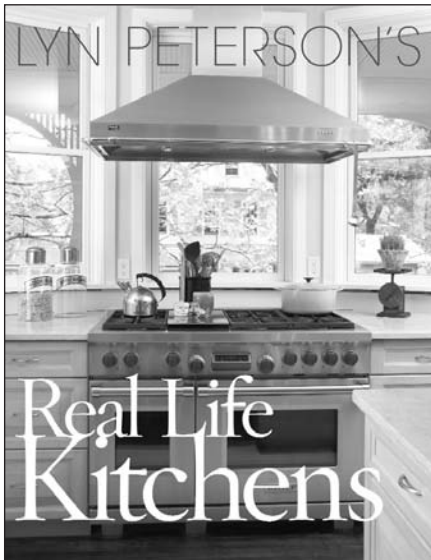
On Sale 10/2/07

British: Crown

Translation: Crown

First Serial: Crown

Audio: Ashley Grayson Literary Agency



National Publicity

Author Interviews
out of New York

Postcard Mailing to Members of
the National Kitchen and Bath
Association

Tie-In with Author's Appearance
Schedule

Also by Lyn Peterson

Lyn Peterson's Real Life Renovating
ISBN-10: 1-4000-5300-5
ISBN-13: 978-1-4000-5300-1
\$37.50 hardcover (Canada: \$55.00)

Lyn Peterson's Real Life Kitchens

By Lyn Peterson

From designer Lyn Peterson, a smart, stylish, and all-encompassing guide to renovating or building a kitchen, with practical advice from architects, designers, contractors, and real-life families.

The kitchen is where life happens: cooking and entertaining, studying and hanging out. No other space endures more wear and tear or provides more comfort and pleasure. Planning a new kitchen means big decisions, a big price tag—and, fortunately, even bigger rewards. Kitchen renovations have increased by 50 percent in the last five years, yet no new book has offered comprehensive guidance on the details. Now *Lyn Peterson's Real Life Kitchens* provides essential nuts-and-bolts advice on:

- Determining the scope of the project, assembling a team, and sketching out a plan
- Selecting appliances (from cookers to chillers), surfaces (from floors to countertops), cabinetry (stock or custom), lighting (task, natural, and ambient), and flooring (from painted to pine, linoleum to limestone)
- Learning from a dozen real families who have taken the plunge

Packed with hundreds of up-to-the-moment insider secrets and inspiring photos, this book gives readers the confidence—and the know-how—to take on their own renovations.

Dubbed "the kitchen girl" by the *New York Times*, **LYN PETERSON** is an acclaimed designer and decorator and the founder of Motif Designs, an interior design, fabric, and wallcovering firm. She lives in Scarsdale, New York, with her husband and four children.



Home (HOM000000)
8½ x 11; 272 pages; 200 full-color photos
ISBN-10: 0-307-35162-9. \$40.00 hardcover (Canada: \$50.00)
ISBN-13/EAN: 978-0-307-35162-3
On Sale 10/30/07

British: Crown
Translation: Crown
First Serial: Crown
Audio: Betsy Nolan Literary Agency



American Masala

125 New Classics from My Home Kitchen

By Suvir Saran with Raquel Pelzel

Chef, restaurant owner, and Indian food go-to guy Suvir Saran presents 125 innovative recipes that bring the classic flavors of America and India to your table.

In *Indian Home Cooking*, Suvir Saran introduced us to the wonders of cumin, coriander, cardamom, and saffron. *American Masala* takes the next step, marrying Indian flavors and techniques with American favorites to create dishes that are exotic yet familiar, full of complex tastes yet easy enough for weeknight suppers.

From snacks and starters and on to the evening meal, the Indian influence brightens the flavors in dishes like:

- Tamarind Glazed Turkey with Jalapeño Cornbread Stuffing
- Sweet Pepper, Onion & Chèvre Bruschetta
- Indian Shrimp Scampi
- Parmesan Spiced Chicken Cutlets
- Pistachio & Cardamom Pound Cake with Lemon Icing

American Masala isn't about traditional Indian food—it's about adding new flavors to the great American melting pot, using spices to liven up the old standbys—from meatloaf to macaroni and cheese—and enjoying dishes that are as exciting and diverse as life in the big city, yet as familiar as your own mom's cooking.

SUVIR SARAN's Manhattan restaurant, Devi, has earned widespread critical acclaim, including a Michelin star. His newest restaurant endeavor, the American Masala fast-food chain, will debut in 2007. He lives between Manhattan and his farm in upstate New York.

National Publicity

Author Interviews
out of New York

5-City Author Tour

Chicago
Los Angeles
Portland, OR
San Francisco
Seattle

Advertising

Kirkus Review Cookbook Issue

Online Promotion

- Foodie website and blog advertising campaign
- Promotion in PotterRecipeClub.com
- Major promotion on author sites:
DeviNYC.com, AmericanMasala.com,
IndianHomeCooking.com

Promotion at Author's Restaurants

Also by Suvir Saran

Indian Home Cooking
ISBN-10: 0-609-61101-1
ISBN-13: 978-0-609-61101-2
\$32.50 hardcover (Canada: \$48.50)



Cooking—Indic (CKB044000)
7⁷/₁₆ x 10; 272 pages; 60 full-color photos
ISBN-10: 0-307-34150-X. \$35.00 hardcover (Canada: \$44.00)
ISBN-13/EAN: 978-0-307-34150-1
On Sale 10/2/07

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

EXCERPT



AN EXCERPT FROM

American Masala

BY SUVIR SARAN WITH RAQUEL PELZEL

In India, we use spices as often as we can, and in as many ways as you can think of: toasted, ground, made into a paste, fried, infused into oil and used whole. Saffron gets warmed in butter to accentuate its flavor and color before using; cumin seeds are toasted and ground in a coffee grinder for a smoky, earthy essence; mustard seeds are fried in hot oil to coax out their mild, sweet and nearly peppery nuances. The use of spice is as essential to Indian cooking as knowing how to make a good stock is essential to French cooking. Cooking with spices comprises the foundation of Indian cuisine, involving layering flavors in simple yet profoundly effective ways. And there is no reason why these techniques can't be applied to chicken wings and meat loaf, a roast turkey or enchiladas. Using spices to their full advantage is the secret to making dishes that are already a part of your repertoire really sing.

To me, American cuisine represents a culture of food that blends spices, techniques and ingredients from different parts of the globe to become something fresh and exciting yet comforting and homey. It is a melting pot of fast-paced and slow-cooked, of convenience and tradition. It is about being free to play with new flavors and ideas. What I hope you discover is that by using commonly found spices and herbs, roots, shoots, grains, beans and lentils, it's possible to take something ordinary, like a common chicken breast and transform it into something amazing. The smart use of spices can work to coax out unbelievable flavors and tenderness from food, most often with the ingredients that you already have in your refrigerator, pantry and freezer.



In his first full-color book in six years, superstar chef Bobby Flay shares 150 recipes for the bold Southwestern cuisine he cooks at his acclaimed flagship restaurant, Mesa Grill.

BOBBY FLAY'S MESA GRILL COOKBOOK

Explosive Flavors from the Southwestern Kitchen

BY BOBBY FLAY

with Stephanie Banyas and Sally Jackson

SMOKY, EARTHY, FRUITY, AND SPICY, the flavors of the Southwest have intrigued Bobby Flay since he was a young chef, eventually serving as the inspiration for his first restaurant, Mesa Grill. Now, Bobby invites you to join him in the kitchen of his famous restaurant to learn the secrets of his signature cuisine. In *Bobby Flay's Mesa Grill Cookbook*, Flay unveils recipes for crowd-pleasing appetizers and drinks, main dishes, sauces, sides, desserts, and brunch dishes, including:

- Smoked Chile Butter–Brushed Shrimp with Tomatillo Salsa
- Tuna Tostado with Black Bean–Mango Relish and Avocado Vinaigrette

National Publicity

National Television Appearances

6-City Author Tour

Boston
Chicago
Las Vegas
Los Angeles
New York
Philadelphia

Advertising

New York Times Potter Recipe Ad
Kirkus Review Cookbook Issue

Online Promotion

Featured on BobbyFlay.com
Feature in PotterRecipeClub.com

Cross-Promotion with Author's Restaurants and FoodNetwork.com

Also by Bobby Flay

Bobby Flay's From My Kitchen to Your Table
ISBN-10: 0-517-70729-2
ISBN-13: 978-0-517-70729-6
\$32.50 hardcover (Canada: \$48.50)

- Grilled Asparagus and Goat Cheese Quesadilla with Tomato Jam and Cilantro Yogurt
- Coffee-Rubbed Filet Mignon with Ancho Mushroom Sauce
- Spicy Coconut Tapioca with Mangoes and Blackberries

Complete with a guide no tequila lover should be without, a list of must-haves for the Southwestern pantry, menu suggestions for festive occasions with friends and family, and Bobby's pointers on basic cooking techniques, *Bobby Flay's Mesa Grill Cookbook* helps you re-create the fun and flavor of the Mesa Grill dining experience right in your own kitchen.

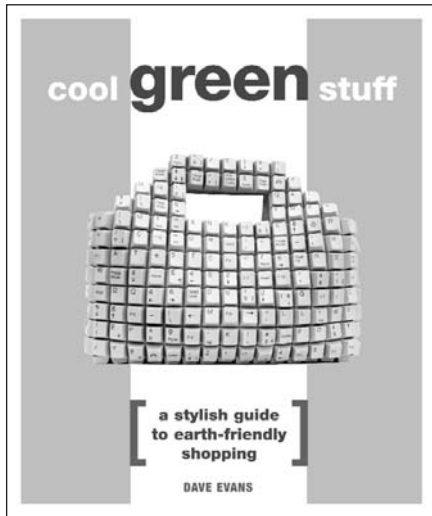


BOBBY FLAY is the chef-owner of six restaurants and the host of numerous shows on Food Network. He lives in New York City. This is his seventh book.



Cooking—American (CKB002000)
8 x 10; 288 pages; 100 full-color photos
ISBN-10: 0-307-35141-6. \$35.00 hardcover (Canada: \$44.00)
ISBN-13/EAN: 978-0-307-35141-8
On Sale 10/16/07

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



National Publicity

Online Promotion

Banner and blog advertising on modern design and green websites and blogs

Mailing to Design, Shopping, and Environmental Publications

Big Mouth Mailing to Web Resources Listed in the Book

Cool Green Stuff

A Stylish Guide to Earth-Friendly Shopping

By Dave Evans

As fun to look at as it is to use, Cool Green Stuff features a gallery of environmentally friendly gadgets, fashions, home decor, and other one-of-a-kind products that were designed and produced to make the world a cooler and greener place.

Living in an environmentally responsible way is one of the most popular trends throughout the world today. In *Cool Green Stuff*, Dave Evans proves that you don't have to sacrifice style for function in order to live green.

Cool Green Stuff is a gorgeous, full-color collection of the latest in environmentally conscious—yet incredibly stylish—products. Inspired by the latest reports of "cool hunters"—a new breed of trend watchers who travel the physical and virtual world in a constant search for cutting-edge design—these products will amaze you. From hanging lamps fashioned from wine bottles to a cork stool composed of the waste of a bottle stopper factory, to a handbag made from a repurposed keyboard, Dave Evans's collection reveals the imagination and innovation of leading designers at work around the world today.

Each product is accompanied by a brief description explaining its environmental significance and the materials used to create it, as well as where you can find it online. The more than 250 great things featured in *Cool Green Stuff* set the stage for a chic green lifestyle.

DAVE EVANS is an award-winning Australian photographer and Internet junkie.



Nature—Environmental Conservation & Protection (NAT011000)

6¼ x 7½; 256 pages; 250 full-color photos

ISBN-10: 0-307-39557-X. \$14.95 paper (Canada: \$21.00)

ISBN-13/EAN: 978-0-307-39557-3

On Sale 10/16/07

British: Sanford J. Greenburger Associates

Translation: Sanford J. Greenburger Associates

First Serial: Crown

Audio: Sanford J. Greenburger Associates



National Publicity

Online Promotion

Feature in PotterRecipeClub.com

Also by Kevin Garvin

Neiman Marcus Cookbook

ISBN-10: 1-4000-4637-8

ISBN-13: 978-1-4000-4637-9

\$45.00 hardcover (Canada: \$68.00)

Neiman Marcus Taste

Timeless American Recipes

By Kevin Garvin with John Harrison

Happy Anniversary! Neiman Marcus celebrates 100 years of style and taste with a collection of recipes for their delicious signature dishes.

From the cherished classic recipes of Helen Corbitt—many of which are still on the menu at Neiman Marcus restaurants across the country—to the innovative dishes served by Executive Chef Kevin Garvin today, Neiman Marcus has a rich culinary history. As part of the company's 100th anniversary celebration and as a follow-up to their successful first cookbook, tastemaker Neiman Marcus opens the door to their acclaimed kitchens in *Neiman Marcus Taste*, beloved recipes for modern American home cooking. This collection will feature signature dishes and other irresistible recipes such as:

- Monkey Bread with Savory Herbs & Roasted Garlic
- Cheese and Ale Soup
- Pickled Shrimp
- Black-Bottom Duck with Pine-Nut-Studded Wild Rice
- Stuffed Rack of Lamb with Oven-Roasted Vegetables
- Pear Galette with Coconut Ice Cream

With Neiman Marcus's trademark touch of elegance and an emphasis on family-style cooking, *Neiman Marcus Taste* is sure to be treasured for years to come.

Founded in 1907 in downtown Dallas, **NEIMAN MARCUS** has grown its empire to more than 36 stores and 50 restaurants nationwide.

KEVIN GARVIN is the Executive Chef and Vice President of Neiman Marcus Restaurants and the author of *Neiman Marcus Cookbook*.



Cooking (CKB000000)

9 7/8 x 9 7/8; 304 pages; 150 full-color photos

ISBN-10: 0-307-39435-2. \$45.00 hardcover (Canada: \$57.00)

ISBN-13/EAN: 978-0-307-39435-4

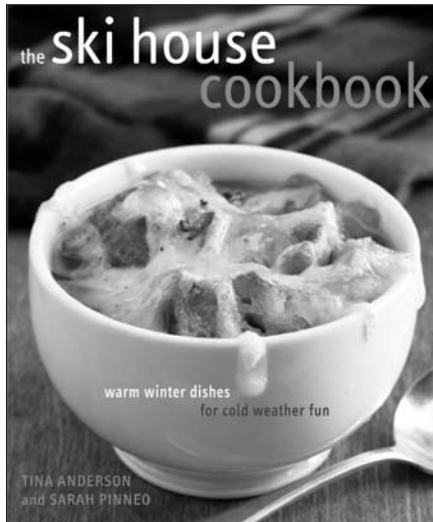
On Sale 10/9/07

British: DHS Literary

Translation: DHS Literary

First Serial: Crown

Audio: DHS Literary



National Publicity

Author Interviews

out of Colorado, New York,
and Vermont

Advertising

Kirkus Review Cookbook Issue

Online Promotion

- E-card mailing to ski lodges, major resorts, equipment retailers
- Big mouth mailing to ski sites and travel blogs
- Feature in PotterRecipeClub.com

Finished Book Mailing to Top Ski Lodges

The Ski House Cookbook

Warm Winter Dishes for Cold Weather Fun

By Tina Anderson and Sarah Pinneo

These 125 hearty, fuss-free recipes are perfect for skiers or anyone who wants to warm up from the inside out during the cold winter months.

The *Ski House Cookbook* celebrates warm winter cooking to keep you going through all sorts of cold-weather fun. Designed with minimum prep times in mind, the comforting and flavorful recipes include:

- 'Twas the Night Before French Toast (assembled in advance and baked in the morning)
- Green Mountain Cheddar Fondue
- "Mogul" Beef Chili (made in the slow cooker)
- Hand-Warmer Hot Buttered Rum

Sarah Pinneo and Tina Anderson understand what winter cooks crave—and what they can accomplish in their limited ski house kitchens. In addition to the irresistible recipes, *The Ski House Cookbook* offers practical information on cooking at high altitudes, a section on getting the most out of your slow cooker, and 50 color photographs of the great dishes and snowy landscapes that skiers love. For the millions of skiing and snowboarding Americans and for cold-weather lovers in general, *The Ski House Cookbook* is the go-to guide for making easy and satisfying meals to complement their active winter lifestyle.

TINA ANDERSON, photo director at *Family Circle*, honed her cooking skills in food contests such as the Pillsbury Bake-Off. She lives in New York City. **SARAH PINNEO**, a former director at Deutsche Bank Securities, is a mother of two who divides her time between New York City and Ludlow, Vermont.



Cooking—Seasonal (CKB077000)

7¹/₁₆ x 9; 192 pages; 50 full-color photos

ISBN-10: 0-307-33998-X. \$30.00 hardcover (Canada: \$38.00)

ISBN-13/EAN: 978-0-307-33998-0

On Sale 11/6/07

All Rights: Crown



National Publicity

Author Interviews

out of Los Angeles and New York

Advertising

Full-page ads in *The Nest* magazine

Online Promotion

Co-promotion with TheNest.com including banner ads, contests, and e-blasts to all their members

Also by The Nest

The Nest Newlywed Handbook

ISBN-10: 0-307-34022-8

ISBN-13: 978-0-307-34022-1

\$22.50 paperback (Canada \$30.00)

The Nest Home Design Handbook

Simple ways to decorate, organize, and personalize your place

By Carley Roney

The Nest—theKnot.com's new website for hip young marrieds—simplifies home decorating room by room with unique tricks and affordable style.

The Nest knows that decorating a first home can be completely overwhelming—particularly when it comes to blending shabby chic and modern frat boy into a cozy home for a couple. Carley Roney, founder of the popular wedding and lifestyle sites, knows better than anyone that there are special considerations when it comes to today's couples and decorating a home. *The Nest Home Design Handbook* offers:

- organizing tips—simple ways to minimize clutter and maximize style
- personalization pointers—ideas to make a space feel uniquely *you*
- tips on merging styles—turning his and hers into "ours"
- 101s—"instant expert" overviews on color, wood, and the basics of good design
- style fixes—doable DIY projects

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

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



Home (HOM000000)

8½ x 9½; 192 pages; 100 full-color photos

ISBN-10: 0-307-34191-7. \$22.95 hardcover (Canada: \$29.95)

ISBN-13/EAN: 978-0-307-34191-4

On Sale 11/27/07

All Rights: Crown

ALL-NEW 30-MINUTES MEALS, PLUS SUPER-FAST 15-MINUTE MEALS AND SLOW IT DOWN 60-MINUTE MEALS



**RACHAEL RAY:
JUST IN TIME**

Rachael's fast and easy 30-minute meals have gotten us out of the kitchen and on to dinner in less time than we ever thought possible. Her all-new collection, *Rachael Ray: Just in Time*, offers recipes you can make no matter how much time you want to spend in the kitchen.

For those busy nights when 15 minutes is all you can spare, *Rachael Ray: Just in Time* offers extra-easy recipes you can serve with pride, knowing they're fresh and wholesome—not to mention cheaper than takeout! For less harried days, Rachael offers a tempting selection of double-duty dinners, recipes that you cook once but, with a few simple additions, enjoy twice. Cooking times may be longer but these recipes rarely need more than 30 minutes

hands-on time, and they yield the bonus of a practically instant dinner down the line. And as always, there's a heaping helping of brand-new 30-minute meals to enjoy.

With all the fun features that Rachael is known for—including make-your-own takeout recipes, kid-friendly favorites, and fancy date-night dinners—*Rachael Ray: Just in Time* shows you how to make the most of every moment in the kitchen.

RACHAEL RAY is the host of her own talk show, *Rachael Ray*, as well as three popular Food Network shows. She is the author of 12 previous books, including the *New York Times* bestsellers *30 Minute Get Real Meals*, *365: No Repeats*, *Express Lane Meals*, and *2, 4, 6, 8*.

National Publicity

National Television Appearances

11-City Author Tour

Atlanta	Philadelphia
Boston	San Francisco
Chicago	San Jose
Los Angeles	Seattle
Minneapolis	Washington, DC
New York	

Advertising

New York Times full-page ad
Clarkson Potter *New York Times* holiday ad

Online Promotion

- Promotion on RachealRayMag.com
- Promotion on PotterRecipeClub.com

Tie-In Promotions with All of Rachael Ray's Media Vehicles: ABC, Food Network, and *Every Day with Rachael Ray Magazine*

P.O.P.

ISBN-13: 978-0-307-39590-0
12-copy single title floor-display
\$239.40 (Canada: \$311.40)

ISBN-13: 978-0-307-39591-7
24-copy mixed title floor-display
\$478.80 (Canada: \$622.80)

**PUT A DELICIOUS,
HEALTHY MEAL ON THE
TABLE EVERY NIGHT—
WHETHER YOU'VE GOT 15,
30, OR 60 MINUTES TO
PREPARE IT—WITH A
BRAND-NEW COLLECTION
OF RECIPES FROM
AMERICA'S NEXT DOOR
NEIGHBOR, RACHAEL RAY.**



Cooking—American (CKB002000)
7⁷/₈ x 9⁷/₈; 256 pages; 30 full-color illustrations
ISBN-10: 0-307-38318-0. \$19.95 paper (Canada: \$25.95)
ISBN-13/EAN: 978-0-307-38318-1
On Sale 11/6/07

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

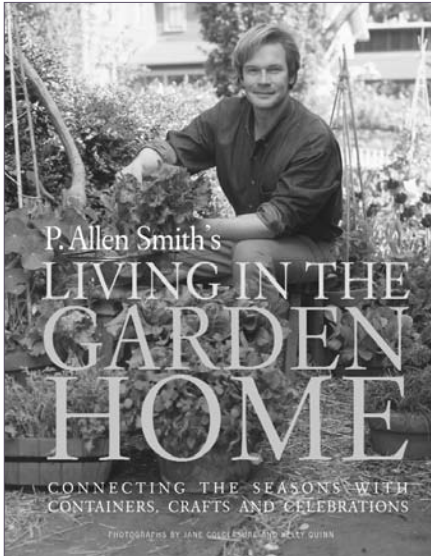


FOLLOW AMERICA'S BESTSELLING GARDENING WRITER, *P. Allen Smith*, INTO HIS GARDEN AS HE SHARES MORE THAN 50 CREATIVE PROJECTS AND INSPIRING IDEAS FOR BRINGING THE GARDEN'S BOUNTY AND NATURAL BEAUTY INTO YOUR LIFE AND HOME ALL YEAR ROUND.



P. Allen Smith's
LIVING IN THE
GARDEN
HOME

CONNECTING THE SEASONS WITH
CONTAINERS, CRAFTS, AND CELEBRATIONS



FROM decorating your garden with handmade, flower-adorned trellises and brightening your home indoors and out with lively containers to hosting seasonal celebrations, *Living in the Garden Home* makes it fun and easy to enjoy the pleasures of the garden throughout the year. Step-by-step instructions and illustrations accompany each seasonal project, including:

- **Winter:** Throw a party to decorate the garden for wildlife, create stylish wreaths, and grow a miniature indoor garden
- **Spring:** Pick your own gourmet salad greens, fashion daffodil bouquets, and give a special Mother's Day gift from the garden
- **Summer:** Construct a simple rose trellis, invite gardeners of all ages to a children's container planting party, and learn easy ways to preserve the season's bounty
- **Fall:** Dress up your home with pumpkins, craft a cornucopia door hanging, and celebrate the harvest with a heritage apple-tasting party

Let America's favorite garden designer show you how to capture the essence of the season inside and out.

National Publicity

National Television Appearances

8-City Author Tour

- Atlanta
- Chicago
- Dallas
- Little Rock
- New York
- Memphis
- Philadelphia
- Portland

Tie-In with Author's Appearance Schedule

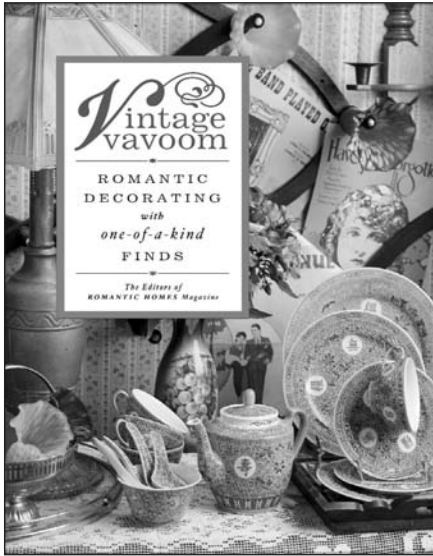
Online Promotion

- Promotion on PAllenSmith.com
- E-blast to PAllenSmith.com newsletter subscribers

P. ALLEN SMITH appears regularly on NBC's *Today* show, hosts two nationally syndicated television shows that broadcast in all major markets, and reaches 76 million homes with his weekend Weather Channel spots.



Gardening—Garden Design (GAR006000)
 8½ x 11; 224 pages; 350 full-color photos
 ISBN-10: 0-307-34723-0. \$32.50 hardcover (Canada: \$39.95)
 ISBN-13/EAN: 978-0-307-34723-7
 On Sale 11/6/07
 All Rights: Crown



National Publicity

Author Interviews
out of Los Angeles

Advertising

Cottages and Bungalows
Romantic Homes
Victorian Homes

Online Promotion

- Promotion on RomanticHomes.com
- Dedicated eblast to subscribers of *Romantic Homes* newsletter

Cross-Promotion with *Romantic Homes* Magazine at Home and Garden Shows Across the Country

Vintage Vavoom

Romantic Decorating with
One-of-a-Kind Finds

By the Editors of *Romantic Homes* Magazine

Arbiters of romantic decorating mix vintage and modern with panache and confidence. Vintage Vavoom takes an inspiring, do-it-yourself tour of this hip yet timeless trend.

Silver teapots garnished with calla lilies. Tea towels piled in a rattan basket. Blue-glazed ceramics punching up a simple cupboard. By mixing vintage and modern, we give our homes a new dimension—a sense of history and originality that reflects our personalities. Learn how to create what the editors of *Romantic Homes* magazine call “Vintage Vavoom”: a one-of-a-kind, always fresh decorating style that combines heirlooms, flea market finds, refurbished antiques, and other enchanting pieces that seamlessly integrate into today’s décor.

In this gorgeously photographed book, the *Romantic Homes* team walks us through the process of bringing Vintage Vavoom home. Chapters include:

- **Bring in the Vavoom:** Combine antique, heirloom pieces with newer, updated looks
- **Shopping:** Train your eye to spot quality and find inspiration in stores, magazines, and antique shops
- **Mix and Match:** Connect diverse pieces through scale, color, and texture
- **Personalize:** Be confident with your style and express personality in your collections

Vintage Vavoom is right on the crest of today’s most influential decorating wave.

ROMANTIC HOMES magazine reaches more than 300,000 readers monthly. For more than 20 years, it has been the go-to resource for those who desire a romantic décor.



Home (HOM000000)

7⁷/₁₆ x 9¹/₂; 224 pages; 200 full-color photos

ISBN-10: 0-307-38274-5. \$35.00 hardcover (Canada: \$44.00)

ISBN-13/EAN: 978-0-307-38274-0

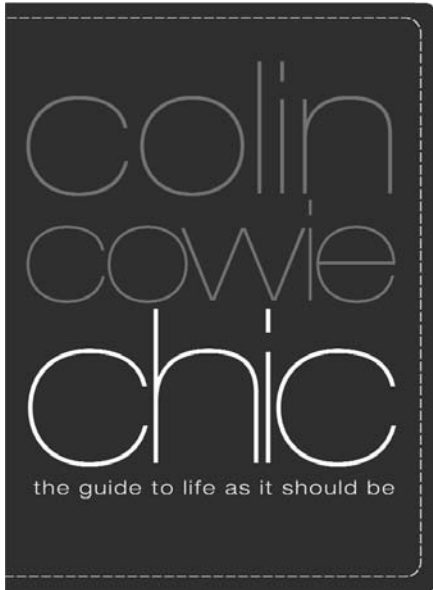
On Sale 12/31/07

British: Crown

Translation: Crown

First Serial: Crown

Audio: InkWell Management



Colin Cowie Chic

The Guide to Life As It Should Be

By Colin Cowie

One of the world's most renowned lifestyle experts presents a gorgeous, practical guide to life as it should be: creating a chic home, inspiring respect and admiration in the workplace, and traveling with ease and comfort.

With invaluable advice on handling many of today's social situations with grace, charm, and confidence, *Colin Cowie Chic* takes the guesswork out of stylish living. From tutorials on the art of lively conversation to a list of essential comforts for every room in your house to step-by-step instructions for transforming your refrigerator into a party, your home office into a Swiss watch, your bathroom into a spa, and your living and dining rooms into showcases no guest will ever forget, this essential handbook to contemporary living also covers everything from workplace etiquette to the art of no-sweat, fuss-free travel.

Packed with stunning photography and invaluable details—including a wine-and-cheese primer, mood-setting playlists, a few unbeatable jet-lag remedies, and even a no-fail hangover cure—this must-have blueprint to stylish living on any budget is the only guidebook you'll ever need to enjoy a beautiful, sensuous, and elegant life (as you should!).

COLIN COWIE appears regularly on *The Oprah Winfrey Show* and the *CBS Early Show*, and is a frequent contributor to *O, the Oprah Magazine*.

National Publicity

National Television Appearances

Author Interviews

out of Los Angeles and New York

Online Promotion

Promotion on ColinCowie.com including e-blast to subscriber list

Also by Colin Cowie

Colin Cowie's Extraordinary Weddings

ISBN-10: 1-4000-4872-9

ISBN-13: 978-1-4000-4872-4

\$75.00 hardcover (Canada: \$100.00)

Dinner After Dark

ISBN-10: 0-609-60975-0

ISBN-13: 978-0-609-60975-0

\$40.00 hardcover (Canada: \$60.00)



Self-Help (SEL000000)

6¼ x 8½; 256 pages; 200 full-color photos

ISBN-10: 0-307-34179-8. \$30.00 hardcover (Canada: \$38.00)

ISBN-13/EAN: 978-0-307-34179-2

On Sale 12/31/07

All Rights: Crown

EXCERPT



An Excerpt from
Colin Cowie Chic
by Colin Cowie

Showstopping Centerpieces

Some of the ideas may look elaborate, but they're highly doable—and a few are even edible!

1 To add a little glitz to your table, spray-paint apples, artichokes or pears (I prefer white paint for the warm summertime months, and gold for the holidays), then place them in a bowl or a vase or simply scatter them down the table.

2 Fill up four martini glasses with water, add a sparkling drop of food coloring and a floating candle to each and place them on the mantel or on your buffet table.

3 What could be more versatile and resourceful than a leafy green artichoke? As well as tasting great, artichokes can be transformed into votive and place card holders. Cut off the bottom of the artichoke so it's able to stand up vertically by itself. Now separate the leaves at the top and insert a candle in the middle. The next day, eat the hearts on their own or make a great-tasting dip or soup.

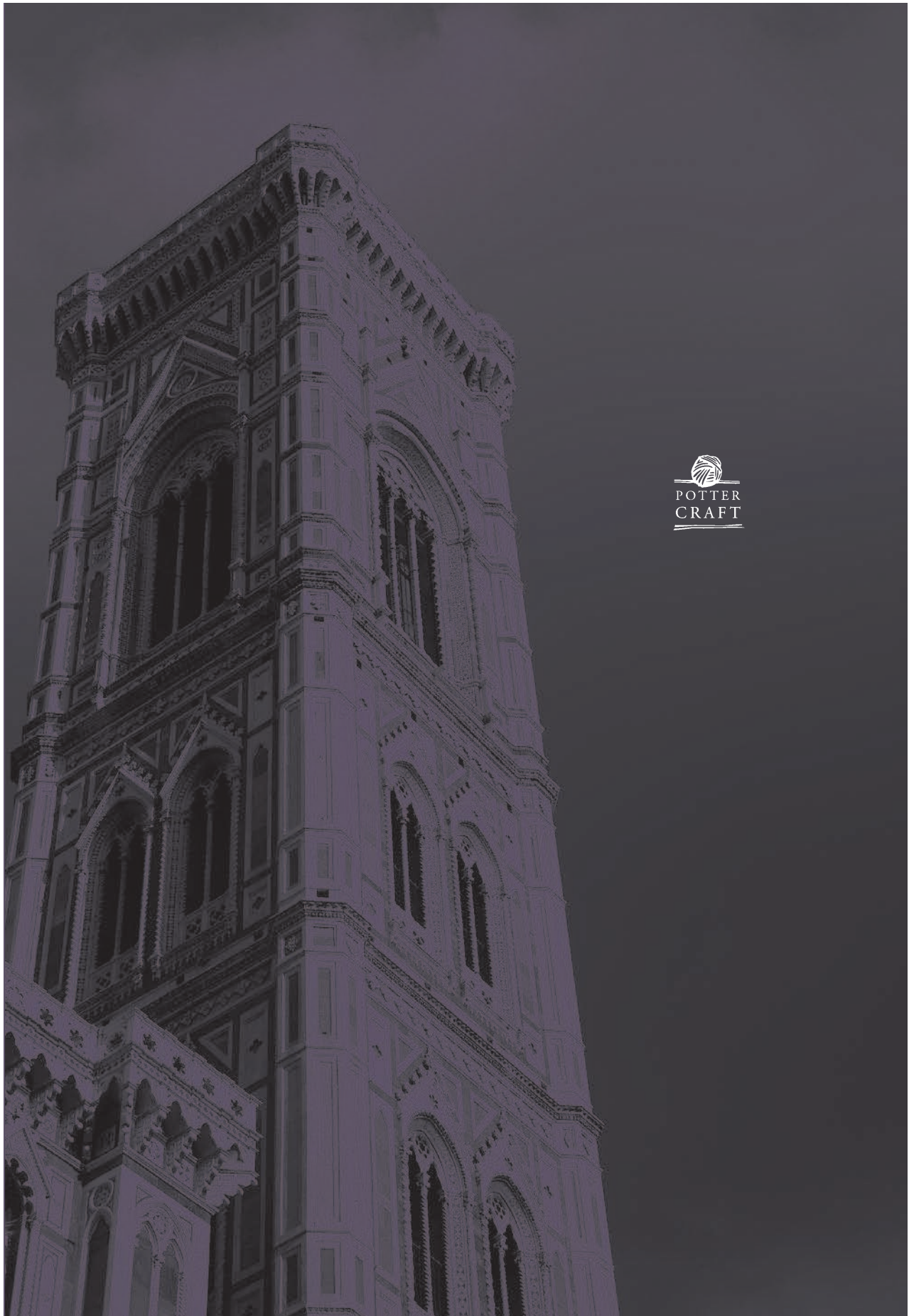
4 I sometimes use food as the centerpiece instead of flowers. Although making these arrangements is time consuming, they have a big WOW effect. Wrap a Styrofoam cone (available from your florist or craft store) in tinfoil. Skewer your food of choice—such as poached or shelled shrimp, ripe strawberries or dates layered with dried apricots—on toothpicks, which you'll insert into the cone pointing upwards. Now, you get to showcase and serve ever so chicly!

5 I adore mixing and matching various shades of the same vivid hue. Group together three or four fruits or vegetables in the same color family by themselves, or combine them with a matching bloom or two. For example, consider assembling a centerpiece of green pears, green apples and green limes with a few sprigs of basil. Try deep purple eggplants, purple plums, blackberries and blood oranges cut in half in a bowl lined with a dark purple leaf. Or what about lemons and limes interspersed with scented geranium leaves?

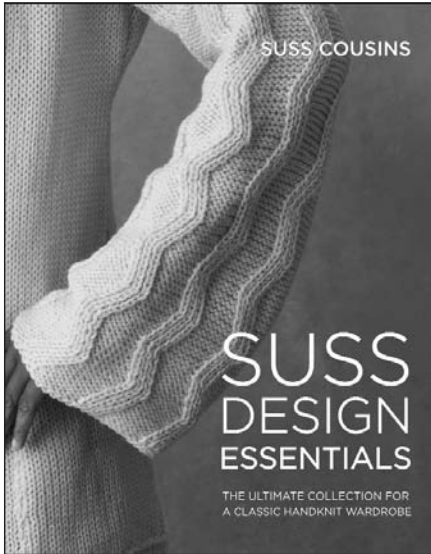
6 Tomatoes—particularly organic ones—are rich in color, and when you set them out on a table, their varying sizes and sometimes grotesque shapes will form a sensual, sculptural still life. Add some pizzazz by mixing in a cluster of cherry or teardrop tomatoes and a few bright red chili peppers. Afterwards, use the tomatoes and chilies to whip up a delicious arrabiata sauce, or a Caprese salad of fresh tomatoes and mozzarella cheese, fresh basil, extra virgin olive oil, balsamic vinaigrette and salt. Now how frugal is that?

7 Try out a modern garden for a centerpiece made from clusters of self-adhesive test tubes stuffed with herbs or with a simple, single bloom. For maximum effect, I recommend showcasing at least a dozen test tubes, which are available from many mail-order catalogues. I fill up each tube with a different fragrant herb, including rosemary, thyme, basil, or a huge bushel of curly parsley packed abundantly.

8 One centerpiece I absolutely adore is a six-inch-wide frosted glass vase filled with tulips. To cover the outside of the vase I take two rubber bands and stretch them around its diameter, then take two dozen asparagus spears and tuck them inside the rubber bands. The end result: the illusion that the vase is created out of asparagus, with flowers growing from within.




POTTER
CRAFT



Suss Design Essentials

The Ultimate Collection for a Classic Handknit Wardrobe

By Suss Cousins

Stylish women have made Suss Cousins's line of knitwear—sold at stores such as Nordstrom and Saks under the Suss Design label—wildly popular. Now, with Suss Design Essentials, Suss shares patterns for 30 of her most popular, fashion-forward designs.

Suss Design Essentials is a fantastic collection of patterns for the hip and modern knitter who has both an eye for style and the ability to produce it with her needles. Suss Cousins has pulled together 30 patterns from her incredible collection—high-fashion designer knits that reflect her impeccable style and knitting-superstar status.

Based on Suss's own brand of unique, luxurious yarns, these are the most popular, the most flattering, and the most wearable fashions produced by Suss Design. From sweaters and vests to dresses, coats, scarves, and purses, you'll find fresh takes on classic pieces, like the Sleeveless Turtle-neck Dress in soft aqua and dark taupe, the Dolman Sleeve Open-Neck Pullover in cantaloupe-and-chili-pepper yarn, the Ruffled Bolero in a lace-knit pattern, and the futuristic and clean Asymmetrical Buttoned Sweater.

Suss Cousins's Hollywood clientele have made her the go-to girl for gorgeous, on-trend knits. Now Suss gives you everything you need to make your own Sweden-meets-SoHo knitwear.

SUSS COUSINS, her clothing, luxury yarns, and boutique have appeared in publications including *Cosmopolitan*, *Lucky*, *InStyle*, *Woman's Day*, and *Vogue Knitting*, among others.

National Publicity

Author Interviews
out of Los Angeles

Advertising

Interweave Knits
Knitter's Magazine
Vogue Knitting
Yarn Market News

Online Promotion

- Advertising and promotions on Crazy Aunt Purl, Knitters Review, and other crafty blogs
- Promotion on PotterCraftNews.com
- E-blast to Suss Design customers

Featured Title at the National Needlework Association Market

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

Postcard Mailing to Stores that Carry Suss Design Yarns and Knitting Guilds



Crafts & Hobbies—Knitting (CRA015000)
8½ x 10⅞; 160 pages; 100 full-color photos & 30 schematics
ISBN-10: 0-307-34641-2. \$30.00 hardcover (Canada: \$38.00)
ISBN-13/EAN: 978-0-307-34641-4
On Sale 9/11/07

All Rights: Crown



John Loecke's Grosgrain Style

Quick and Creative Projects for Accessorizing and Decorating with Grosgrain Ribbon

By John Loecke

Renowned designer John Loecke offers 35 projects that combine the rich color, texture, and shape of grosgrain ribbon to create delightful living spaces and accessories that burst with personality.

Durable, pliable, machine washable, and available in a wide assortment of colors and patterns, grosgrain ribbon is the ultimate embellishment. Award-winning designer John Loecke shows readers how to use this accessible, inexpensive trim to create distinguished accents for the home and wardrobe.

John Loecke's Grosgrain Style offers 35 elegant, quick-to-create projects, including:

- a practical and pretty ribbon rug for the living room
- bedding bedecked with grosgrain trim for a one-of-a-kind look
- grosgrain wall treatments that add whimsy to a child's playroom
- dressed-up dish towels that bring color to the kitchen
- table linens enhanced with stylish accents for the dining room
- cheerful grosgrain-inspired makeovers for canvas sneakers, cotton tote bags, and more

John also shares tips for choosing colors, patterns, and top-notch tools for working with ribbon. *John Loecke's Grosgrain Style* shows you how to use the simple beauty and texture of grosgrain to add color to your life.

Named one of America's Top Young Designers by *House Beautiful*, **JOHN LOECKE** has been working in the design field for 10 years; he opened his own design firm in 2000. He resides in New York. This is his second book.



Crafts & Hobbies—Decorating (CRA005000)
 8½ x 10⅞; 128 pages; 100 full-color photos
 ISBN-10: 0-307-34551-3. \$21.95 paper (Canada: \$27.95)
 ISBN-13/EAN: 978-0-307-34551-6
 On Sale 9/4/07

British: Betsy Nolan Literary Agency
 Translation: Betsy Nolan Literary Agency
 First Serial: Crown
 Audio: Crown

National Publicity

Author Interviews
 out of New York

Online Promotion

- Big-mouth mailing to craft and home-design sites
- Promotion and advertising on Craftster, Craftzine, Shelteriffic, and other crafty sites and blogs



Everyday Crochet

Wearable Designs Just for You

By Doris Chan

Doris Chan, the author of Amazing Crochet Lace, presents 25 patterns for fresh and fashion-forward attire, with a variety of customizable options.

Whether you've been crocheting for years or are just catching up to the trend, *Everyday Crochet* is your new must-have collection of crochet designs. With basic crochet skills, you can crochet tops, dresses, jackets, layering pieces, and accessories—a wardrobe of versatile garments that can be mixed, matched, and layered with the clothes most women already have in the closet.

Also included are techniques for shaping stitches in patterns and a special focus on shells of all kinds. Using a variety of closed and open stitches, yarns, and colorways, you can make wearable ensembles for any season and any mood. Many patterns offer simple fitting tips and options for adjusting length, sleeve, and neckline, as well as a variety of sizing options.

Everyday Crochet is packed full of innovative designs for stylish, up-to-the-minute crochet clothing and accessories.

"Chan's innovative use of patterns and her wry editorial style turn 'grandma's crochet' on its ear, and *Amazing Crochet Lace* will cross generations to captivate traditional artists as well as younger, newer fans."

—*Interweave Knits*, Fall 2006

DORIS CHAN'S crochet garments and accessories have appeared in publications such as *Family Circle*, *Easy Knitting*, and in several books, including the Lion Brand *Just series*.

National Publicity

Advertising

Interweave Knits
Knitter's Magazine
Yarn Market News

Online Promotion

- Advertising and promotions on Crazy Aunt Purl, Knitters Review, and other crafty blogs
- Promotion on PotterCraftNews.com

Featured Title at The National Needlework Association Market

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

Mailing to Crochet Guilds



Crafts & Hobbies—Crocheting (CRA004000)

8½ x 10⅞; 144 pages; 80 full-color photos & 40 illustrations
ISBN-10: 0-307-35373-7. \$21.95 hardcover (Canada: \$27.95)

ISBN-13/EAN: 978-0-307-35373-3

On Sale 9/18/07

All Rights: Crown



Inspired Fair Isle Knits

20 Creative Designs
Inspired by the Elements

By Fiona Ellis

In her all-new collection of innovative knit designs, Fiona Ellis translates the elemental beauty of the earth into 20 beautiful projects in Fair Isle and other colorwork patterning.

In this companion to *Inspired Cable Knits*, Fiona Ellis once again borrows from traditional techniques to deliver a superb collection of gorgeous, wearable garments. Using the basic technique of Fair Isle knitting, she creates an earthy, modern, and timeless collection of designs, divided into chapters entitled Water, Air, Fire, and Earth.

Ellis uses unconventional placement of Fair Isle patterning, such as at the cuff or shoulder, and asymmetrical or striped color placements combined with other knitting techniques such as cables, lace patterning, felting, and even pleats. The results are pieces that appear intricate but require only intermediate skills.

For lovers of traditional patterns with contemporary flair or anyone seeking lush and colorful new patterns to work with, this is the ideal addition to any collection.

"Her designs are modern, varied, doable, and appealing. She is a master at combining colors, textures, and knitting techniques in new and creative ways." —Pam Allen,

Editor in Chief of *Interweave Knits* magazine

FIONA ELLIS'S designs have been published in knitting magazines such as *Vogue Knitting International*, *Interweave Knits*, and *Knitter's Magazine* and sold to major fashion houses in New York, Paris, and London.

National Publicity

Advertising

Interweave Knits
Knitter's Magazine
Vogue Knitting
Yarn Market News

Online Promotion

- Advertising and promotions on Crazy Aunt Purl, Knitters Review, Knitty, and other crafty blogs
- Promotion on PotterCraftNews.com
- Promotion on author's website
- E-blast to author's mailing list

Featured Title at The National Needlework Association Market

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

Mailing to Knitting Guilds

Also by Fiona Ellis

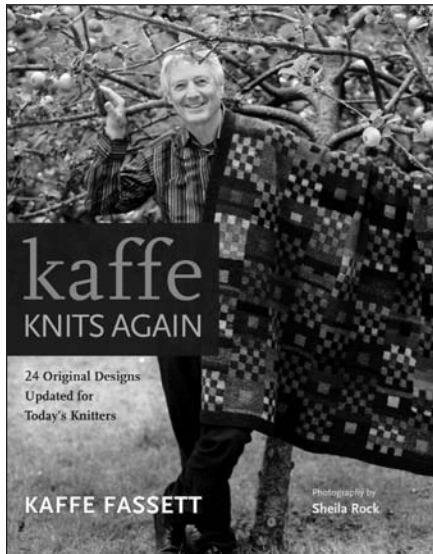
Inspired Cable Knits
ISBN-10: 1-4000-8271-4
ISBN-13: 978-1-4000-8271-1
\$35.00 hardcover (Canada: \$50.00)



Crafts & Hobbies—Knitting (CRA015000)
8½ x 10½"; 144 pages; 50–70 full-color photos & 45–60 illustrations
ISBN-10: 0-307-34686-2. \$35.00 hardcover (Canada: \$44.00)
ISBN-13/EAN: 978-0-307-34686-5

On Sale 10/2/07

All Rights: Crown



Kaffe Knits Again

24 Original Designs Updated for Today's Knitters

By Kaffe Fassett; Photography by Sheila Rock

This collection of 24 original designs updated in all-new Rowan yarns will delight the millions of knitters who love Kaffe Fassett's unique and intricate designs—as well as anyone looking to add warmth, color, and interest to their wardrobe, accessories, and home decor.

From the world's most respected and influential knitwear designer, Kaffe Fassett, comes a book of patterns inspired by the bold, bright colors of exotic textiles, the mellow, saturated hues of nature, and Kaffe's favorite works of art. His first knitting book to be published in more than 10 years, Kaffe now delivers a book of patterns that will challenge and delight colorwork knitters everywhere.

Kaffe was a bona fide knitting superstar long before the crafts trend swept America but is rarely seen in print; his fans are hungry for more. Here he returns to the scene with a collection of inspired designs and lush, full-color photography shot at Vanessa Bell's studio in Charleston. Kaffe offers new takes on the bright geometric patterns for which he is renowned. From a dreamy V-neck sweater reminiscent of a stony beach to a gemstone-colored throw inspired by an ancient carpet, *Kaffe Knits Again* offers fans irresistible patterns to knit and keep forever.

KAFFE FASSETT is the author of numerous books, including *Kaffe Fassett's Family Album* and *Glorious Needlepoint*. His website, KaffeFassett.com, reflects his belief that anyone can enjoy the creative process of knitting and crafting.

National Publicity

10-City Author Tour

Atlanta	Minneapolis
Baltimore	New York
Chapelton, NC	Omaha, NE
Chicago	San Francisco
Houston	Washington, DC

Advertising

Interweave Knits
Knitters Magazine
Vogue
Yarn Market News

Online Promotion

- Promotion and advertising on Knitty, Knitter's Review, Crazy Aunt Purl, and other craft websites and blogs
- Promotion on PotterCraftNews.com

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

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

Mailing to Knitting Guilds

Big Mouth Mailing to Resource Section



Crafts & Hobbies—Knitting (CRA0315000)

8½ x 11; 144 pages

80 full-color photos & 20 black-and-white line drawings

ISBN-10: 0-307-39538-3. \$35.00 hardcover (Canada: \$44.00)

ISBN-13/EAN: 978-0-307-39538-2

On Sale 10/2/07

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



National Publicity

Online Promotion

Advertising on crafty blogs and magazines

Paper Quilts

Turn Traditional Quilt Motifs Into Contemporary Cards and Crafts

By Sandra Lounsbury Foose

In a new twist on an American tradition, Sandra Lounsbury Foose captures the history and creativity of quilting with her gorgeous paper crafts.

Fascinating us with playful complexity and geometric precision, patchwork quilts have an appeal that has endured for centuries. *Paper Quilts* takes a new look at this age-old craft and brings the beauty of traditional American patchwork to papercrafters, with patterns and beloved quilt-block designs adapted for paper cards, gift tags, ornaments, boxes, and garlands.

Creating this collection of miniature quilt motifs requires a craft knife, a straightedge, an assortment of papers, and a little glue—no pins, no needles, no stitches at all! Using only basic cut, fold, and paste techniques, it's easy to transform bits of paper into whimsical works of patchwork art.

Paper Quilts offers:

- patterns for patchwork favorites like Bright Hopes, Wild Goose Chase, and Glittering Star
- more than 50 paper quilt projects to cut and piece
- a paper primer that covers types and sources of paper
- a complete guide to the tools and supplies you'll need for each project

SANDRA LOUNSBURY FOOSE'S card designs have been sold by Hallmark, appeared at the Museum of Modern Art, and have been featured in a number of popular magazines, including *Redbook*, *Better Homes and Gardens*, and *Family Circle*. She is the author of 11 books, 3 of them devoted exclusively to papercrafts.



Crafts & Hobbies—Papercrafts (CRA025000)

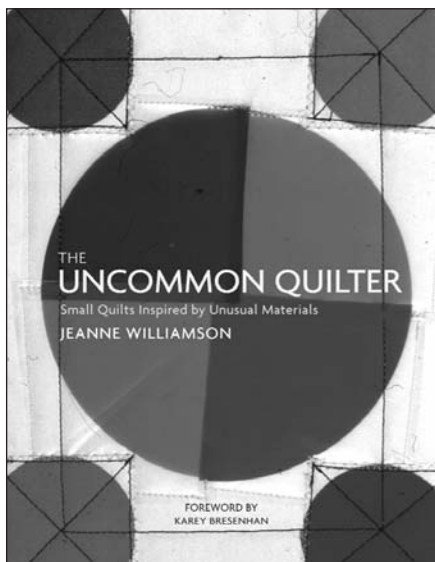
8½ x 10⅞; 128 pages; 60 full-color photos & 200 illustrations

ISBN-10: 0-307-34147-X. \$21.95 hardcover (Canada: \$27.95)

ISBN-13/EAN: 978-0-307-34147-1

On Sale 10/16/07

All Rights: Crown



National Publicity

Author Interviews
out of Boston, MA

Tie-In with Author's Lecture
Schedule

Online Promotion
Advertising on craft blogs
and magazines

The Uncommon Quilter

Small Quilts Inspired by Unusual Materials

By Jeanne Williamson

With her innovative approach to a traditional craft, fiber artist Jeanne Williamson inspires readers to express themselves and expand their artistic horizons by creating unique and beautiful mixed-media art quilts.

Fiber artist Jeanne Williamson decided to expand her creativity as an artist by making one small quilt a week. She placed no limits on what materials she could use—in fact, she crafted the quilts almost exclusively from found objects, incorporating everything from sushi grass and cupcake wrappers to fall leaves and funky yarn. The goal was simply to create.

Now, in *The Uncommon Quilter*, Williamson provides all flock and color of artists—from quilters and sewers to paper crafters and mixed-media mavens—with 52 projects for creating their own unique quilts. The book is organized by type of medium, including Plastic, Paper, Surface Design, and Fiber, and contains surprising ideas for using everyday materials and found objects in each project.

With charming anecdotes and clear step-by-step instructions for quick-to-stitch as well as more complicated quilts, *The Uncommon Quilter* is an inspiring, insightful guide to creating unique quilts for creativity, self-expression, and personal and artistic growth.

JEANNE WILLIAMSON's award-winning works are exhibited in galleries and museums all over the world. She lives in Natick, Massachusetts, with her family.



Crafts & Hobbies—Quilting (CRA031000)
8½ x 10⅞; 160 pages; 150 full-color photos
ISBN-10: 0-307-38122-6. \$25.00 paper (Canada: \$32.00)
ISBN-13/EAN: 978-0-307-38122-4
On Sale 10/9/07

All Rights: Crown



National Publicity

Advertising

Interweave Knits
Knitter's Magazine
Vogue Knitting
Yarn Market News

Online Promotion

- Advertising and promotions on Crazy Aunt Purl, Knitters Review, and other crafty blogs
- Promotion on PotterCraftNews.com

Featured Title at the National Needlework Association Market

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

Mailing to Knitting Guilds

Pretty Knits

30 Designs from Loop in London

By Susan Cropper

With 30 fun and fabulous patterns, intuitive instructions, and lush color photography, Pretty Knits is the new must-have guide to gorgeous, fashionable knit designs for the home and for the wardrobe.

From Susan Cropper, a veteran designer who has worked with numerous luxury home goods and lifestyle companies over the past 20 years, comes a confectionary collection of pretty knitted projects. Using a variety of different stitches, techniques, and embellishments, *Pretty Knits* contains an endless array of fashionable and flirty ideas for garments and home decor.

Pretty Knits is divided into four sections: Flirty Fashionista, which includes super-glam garments like a lacy-knit cardigan and beaded camisole; Divine Accessories, with designs such as a ruffle-edged wrap and a pom-pom scarf; Beautiful Boudoirs, with indulgent furnishings for seductive bedrooms; and Feminine Fripperies, which contains gorgeous accessories for anywhere in the home.

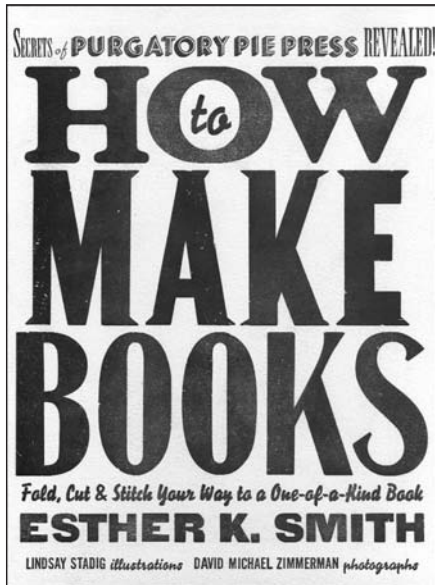
You'll also find a basic instruction section devoted entirely to stitches, perfect for picking up a new knitting technique or solidifying an old skill, as well as ideas for embellishing almost every project with beads, buttons, ribbons, and more.

SUSAN CROPPER'S love of textiles has sent her around the world, from designing for Marks & Spencer in the U.K. to appearing in the monthlies of *Condé Nast* and *Elle Decoration*. She lives with her husband in north London, where she owns the award-winning luxury yarn and goods store, Loop.



Crafts & Hobbies—Knitting (CRA015000)
 9¾ x 9; 144 pages; 200 full-color photos
 ISBN-10: 0-307-38315-6. \$30.00 hardcover (Canada: \$38.00)
 ISBN-13/EAN: 978-0-307-38315-0
 On Sale 10/30/07

British: Jacqui Small, LLP
 Translation: Jacqui Small, LLP
 First Serial: Crown
 Audio: Jacqui Small, LLP



National Publicity

Author Interviews
out of New York

Tie-In with Author's Lecture
Schedule

Online Promotion

- Advertising on Craftster, Craftzine and other design/craft blogs and magazines
- E-card mailing to bookmakers and designers

How to Make Books

Fold, Cut, and Stitch Your Way
to a One-of-a-Kind Book!

By Esther K. Smith

An artful and accessible how-to guide for book lovers and paper crafters intrigued by the simple art of bookmaking.

Books are one of life's great pleasures—from the stories and characters that come alive on their pages to the creamy, smooth feel of the paper and the rich texture of the cover when you hold the volume in your hand. With Esther Smith's hands-on guide *How to Make Books*, you can learn the art of bookmaking. Using techniques as simple as folding, cutting, and stitching, you will learn how to make cloth books for babies or an address book for you; more advanced techniques let you create a leather journal or a sketchbook.

Each chapter begins with Esther's witty and insightful narratives, followed by a basic model and clever variations. Structured as a "crafter's cookbook," the book offers you instant expertise via basic recipes and methods, followed by imaginative variations to try. Like any good recipe, you can embellish or add flourishes of your own design. A stitch can be replaced with a staple and vice versa. Add buttons. Add beads. Make a huge version of a book. Make a tiny one and wear it on a ribbon as a necklace.

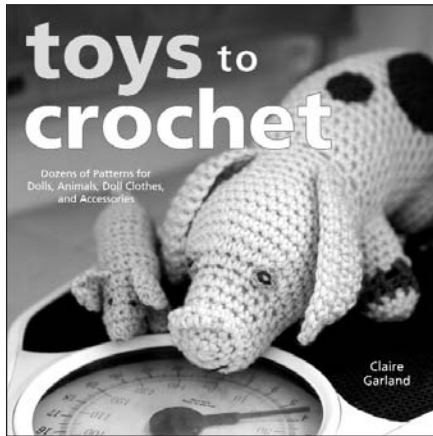
These are the time-tested techniques that work, presented in a thoroughly modern, thoroughly easy-to-understand way.

ESTHER SMITH, along with her partner, Dikko Faust, owns and operates Purgatory Pie Press in New York City.



Crafts & Hobbies—Papercrafts (CRA025000)
7⁷/₁₆ x 10; 128 pages; 110 full-color illustrations
ISBN-10: 0-307-35336-2. \$25.00 hardcover (Canada: \$32.00)
ISBN-13/EAN: 978-0-307-35336-8
On Sale 11/20/07

All Rights: Crown



National Publicity

Advertising

Interweave Knits
Knitter's Magazine
Vogue Knitting
Yarn Market News

Online Promotion

- Advertising and promotions on craft blogs
- Promotion on Pottercraftnews.com
- Big mouth mailing to hipster blogs and Japanese toy sites

Featured Title at the National Needlework Association Market

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

Mailing to Knitting Guilds

Also by Claire Garland

Toys to Sew
 ISBN-10: 0-307-34541-6
 ISBN-13: 978-0-307-34541-7
 \$19.95 paper (Canada: \$26.95)

Toys to Crochet

Dozens of Patterns for Dolls, Animals, Doll Clothes, and Accessories

By Claire Garland

A unique combination of easy-to-crochet dolls and accessories, animals, and toys that you'll love to make and kids will love to cuddle.

Do you remember your favorite childhood toy? He was a best friend you carried everywhere and loved dearly; she was a companion in all your imaginary adventures, from tea with the fairy queen to races around the world. Now you can whip up a little magic for the kids you love with the 25 patterns for soft, durable, personalized projects in *Toys to Crochet*. Made with love and care just for them, these soft toys are sure to become a child's favorite daytime pal and a must-have confidant at bedtime.

Start by crocheting a basic bear or doll, add a few simple outfits, and you'll be hooked—no pun intended—on these delightful toys. From there you can create a toy box full of fun, crocheted characters, including:

- Princess Peony
- Mama Duck and Baby Chick
- Squishy Blocks, Cars, and other Nursery Toys

Toys to Crochet offers not only a variety of projects for children from six months to six years old, but also a spectrum of new stitches and crocheting techniques to learn. With clear instructions, clever projects, and colorful photography, *Toys to Crochet* is sure to be the book you turn to whenever you want to bring a smile to a child's face.

CLAIRE GARLAND is the author of *Toys to Sew* and four other books on knitting and embroidery. She lives in Cardiff, Wales, with her three young children.



Crafts & Hobbies—Crocheting (CRA004000)

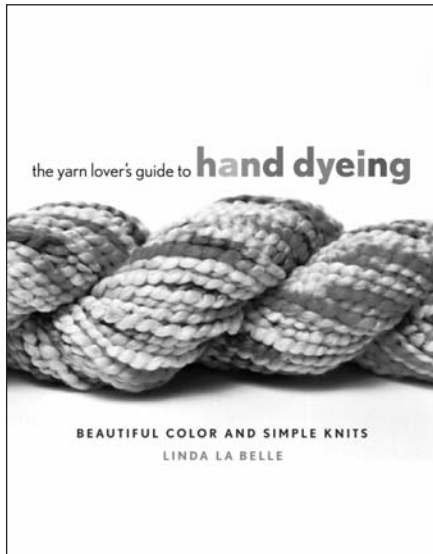
8½ x 8½; 96 pages; 100 full-color photos

ISBN-10: 0-307-38306-7. \$19.95 paper (Canada: \$25.95)

ISBN-13/EAN: 978-0-307-38306-8

On Sale 11/13/07

British: Anova Books
 Translation: Anova Books
 First Serial: Crown
 Audio: Anova Books



The Yarn Lover's Guide to Hand Dyeing

Beautiful Color and Simple Knits

By Linda LaBelle

For all knitters and crocheters who want to take their craft to the next level by creating their own unique, hand-painted yarns comes a practical primer for at-home dyeing, plus patterns and tips from well-known artisans.

Fiber artist, weaver, and teacher Linda LaBelle combines simple techniques for hand dyeing at home with easy yet sophisticated knit and crochet patterns for everything from ponchos to scarves and hats to arm warmers that are designed to show off the rich hues and quirky patterns of hand-dyed yarns. This hands-on guide shows crafters how to use simple techniques and readily available tools to make beautiful and colorful yarns every time.

The Yarn Lover's Guide to Hand Dyeing walks crafters through a variety of hand-dyeing processes, including ikat, used to create a fun tie-dyed effect; a quick stovetop technique that gives lots of color; space dyeing, which uses several colors to create a pattern; a way to dye already knitted pieces; and trouble-free methods for dipping, immersion, and hand painting. In addition, LaBelle talks with knit design and yarn professionals to get their thoughts, advice, and sometimes even their trade secrets!

LINDA LA BELLE offers classes in knitting, crochet, spinning, weaving, felting, and papermaking at her studio and shop, The Yarn Tree. She lives in Brooklyn, New York.

National Publicity

Advertising

Interweave Knits
Knitter's Magazine
Yarn Market News

Online Promotion

- Advertising and promotions on Knitters Review, Crazy Aunt Purl, Craftzine, and other crafty blogs
- Promotion on PotterCraftNews.com
- E-blast to subscribers of the Yarn Tree's newsletter

Featured Title at The National Needlework Association Market

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

Mailing to Knitting Guilds



Crafts & Hobbies—Knitting (CRA015000)

8½ x 10⅞; 160 pages; 90 full-color photos & 20 illustrations

ISBN-10: 0-307-35253-6. \$30.00 hardcover (Canada: \$38.00)

ISBN-13/EAN: 978-0-307-35253-8

On Sale 11/13/07

British: Crown

Translation: Crown

First Serial: Crown

Audio: David Black Literary Agency



Boho Baby Knits

Groovy Patterns for Cool Tots

By Kat Coyle

Photography by Frank Heckers

Cool tots never looked cuter wearing groovy patterns inspired by the words, music, and art of classic counter-culture icons from the 1950s, '60s, and '70s.

Inspired by avant-garde literature, punk-rock lyrics, and psychedelic art—and designed for tots with style and attitude—*Boho Baby Knits* is a fun, smart, and creative guide for bohemian parents to knit up projects with personality. From baby leg warmers that exude mod glamour to a striped vest perfect for the sandbox salon set, *Boho Baby Knits* is on the kid's scene with 25 colorful and offbeat designs to knit and wear any time of year.

Keep kids looking smart at hipster hot spots with designs such as:

- The Art Gallery: Painter's Smock Sweater
- The Café: Long-Sleeve Boatneck Tee
- The Bookstore: Knitted Play Book
- The Concert: Ruffle Pants and Shrug

With projects designed for all levels of knitting experience, you can whip up a present for a party in hours or craft a very special keepsake on a free weekend.

KAT COYLE is a knitwear designer who has been knitting since she was a kid. She is a regular contributor to *Interweave Knits* magazine and Knitty.com. She lives in Los Angeles, California, with her two-year-old son, Felix.

National Publicity

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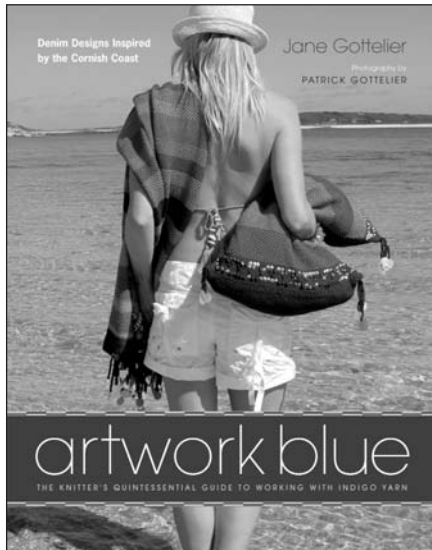
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Artwork Blue

The Knitter's Quintessential Guide to Working with Indigo Yarn

By Jane Gottelier
 Photography by Patrick Gottelier

The true beauty of denim yarn comes to life in this practical and inspirational guide to creating, washing, and wearing indigo-dyed knitwear.

Indigo, one of the world's most unusual and breathtaking dyes, has fascinated and frustrated artisans since its discovery: No two batches are quite alike, and on top of that, it fades. Yet this unpredictability is precisely why millions of people love it! In *Artwork Blue*, Jane Gottelier reveals her trade secrets for working with indigo-dyed yarns and shares the knitwear patterns and techniques that have made the Artwork label famous.

Patrick Gottelier, Jane's husband, shot *Artwork Blue* on location, along the coast and in the picturesque fishing villages of Cornwall, whose seaside hues are mirrored in the garments in the book. The dynamic Gotteliers share the inspiration behind their beautiful designs, including fashion sketches alongside 30 knitwear patterns. A section that covers washing, fading, distressing, and producing unique finishes on knits made with indigo yarn really lets knitters get to know this mercurial yarn.

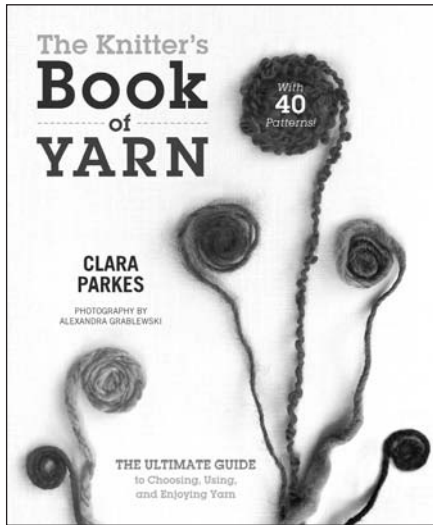
Artwork Blue is the quintessential indigo knitting book from the designers who first developed the fashion potential of this extraordinary type of yarn. A thoroughly inspirational book, it is at once practical, artistic, and original.

JANE GOTTELIER is a graduate of the Central Saint Martins College of Art and Design in London. She lives in Cornwall, England, with her husband, Patrick.



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The Knitter's Book of Yarn

The Ultimate Guide to Choosing, Using, and Enjoying Yarn

By Clara Parkes

For every knitter who has asked the question, "What can I make with this yarn?" here at last is the definitive guide to understanding and pairing yarn with projects.

Have you ever fallen in love with a certain yarn but weren't sure what to make with it? Or found a gorgeous pattern but needed a less expensive alternative to the recommended yarn? Even the most experienced knitters can be stymied when it comes to matching yarns and patterns. Now, Clara Parkes offers a comprehensive guide to yarns and their qualities that will help knitters get the results they want for every project.

Because the world of yarns can be vast and overwhelming, *The Knitter's Book of Yarn* breaks it down into the essentials, focusing on the most common types of fibers and how their qualities impact a yarn's behavior.

Parkes has selected a cross section of widely available yarns, boutique yarns, and yarns from farms across the country to feature in each category. She discusses the qualities of each as well as others of that "type," so knitters can easily find appropriate substitutes.

And because knitters learn best by doing, the book includes patterns by knitting stars, such as Cat Bordhi, Tara Jon Manning, Margaret Klein Wilson, and Teva Durham, designed to highlight the qualities of each type of yarn and ensure readers return to the book again and again.

CLARA PARKES is the publisher of KnittersReview.com, the highly revered, *Consumer Reports*-like Web publication with 50,000 loyal members, and a contributing editor to *Interweave Knits* and *Knitscene*.

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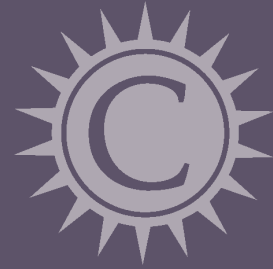
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