

**WINTER 2010/2011**

**SALES KIT**

KYLE BOOKS

# Simply Ming One-Pot Meals

Quick, Healthy & Affordable Recipes

Ming Tsai and Arthur Boehm

December 2010

Chef Ming Tsai believes there are four basic needs in everyday cooking today: taste, healthfulness, simplicity, and affordability. So in this groundbreaking cookbook, he tackles all four. Broken down into seven techniques of one-pot cooking—including braising, wokking, sauteeing, roasting, high-temperature cooking, tossing, and soups—*Simply Ming: One-Pot Asian Meals* offers 85 recipes. Every ingredient can be found at your local market, every recipe will track its salt and fat intakes and allergens, and every meal will cost around \$20 for four.

- ISBN13: 978-1-906868-36-9

- ISBN10: 1-906868-36-0

- Category: Cooking/Asian

- BISAC 1: CKB070000

- BISAC 2: CKB090000

- Price: \$29.95, cl, [ T ]

- Size: 9 x 10

- Page count: 192 pages

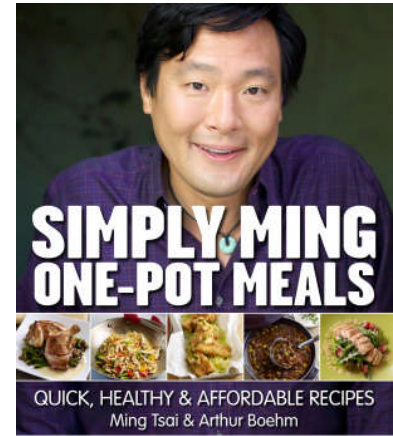
- Color Photo: 100

- Other: 80 recipes

- Carton qty: 18

- Author Residence: Ming Tsai is the Emmy Award-winning television host and producer of "Simply Ming," owner of the James Beard award-winning restaurant Blue Ginger in Wellesley, MA, and the author of three previous cookbooks. He lives in the Boston area.

- ISBNs and titles of author's previous books: *Simply Ming* 9780609610671; *Blue Ginger* 9780609605301; *Ming's Master Recipes* 9780976100409



## Marketing:

- Co-op available
- National Book Launch on the "Today" show
- Cross-promotion with "Simply Ming," the author's PBS show, now in its 8th season
- Author appearances all-year round at Food Network Food Festivals and through his work with the FAAN and the Nutrition Roundtable
- Quotes from Jacques Pepin, Rachael Ray, and Jamie Oliver
- Feature in Food & Wine or Bon Appetit
- Interview with Esquire or Men's Health
- Coverage in newspaper food sections and online food sites
- Giveaways on Ming.com and Kylebooks.com

## Sales Handles:

- TV CHEF: Emmy-Award winning TV host and chef Ming Tsai is currently producing his eighth season of "Simply Ming," his wildly popular public television show. In 2008, Ming traveled to the Beijing Olympics with NBC's "Today" show to provide viewers with insight into food customs and traditions that define his Chinese heritage. He will be launching this book on the "Today" show, on which he's appeared countless times.
- CONNECTED: Not only does Ming travel to most Food Network Food Festivals across the country, but he is the national spokesperson for the Food Allergy and Anaphylaxis Network and a member of the Harvard School of Public Health's Nutrition Roundtable, for which he works closely with White House Chef Sam Kass.

## Endorsements:

- "No one in the country can match Mr. Tsai's virtuosity in this idiom."—R.W. Apple, Jr., New York Times
- "Ming Tsai puts to rest the notion that cross-cultural cooking is merely faddish or contrived. His is food that lingers long in the memory and promises to become an indelible part of American gastronomy."—John Mariani, Esquire

## Audience:

- Fans of "Simply Ming"
- Busy parents looking for quick and easy weeknight meals
- People looking for inspiration to liven up their one-pot cooking
- Beginners or advanced cooks

## Competition:

- So Easy 9780470423547; Tom Valenti's Soups, Stews, and One-Pot Meals 978-0743243759; Glorious One-Pot Meals 978-0767930109

## Extra sales materials to support the book:

- Sales blad
- Press kit
- Electronic galley

Distributed to the trade through National Book Network 1-800-462-6420

## Easy Wedding Planning Notebook

By Elizabeth & Alex Lluch

December 2010



The ultimate companion to an engaged couple's wedding planning book, the *Easy Wedding Planning Notebook* is a beautifully designed flip-top book that can easily and conveniently slip into a purse or bag to bring along when the couple meets with vendors, shops for accessories, or plans their budget.

An 18-month wedding calendar, budget, checklists, to-do lists, questions for vendors, and more make it easy for the bride and groom to jot down notes and ideas, keep track of wedding-planning appointments, organize vendors' information, and manage their guest list. This book includes 12 color dividers with beautiful wedding photos, graph paper, inspirational wedding quotes and an elastic bookmark band. The *Easy Wedding Planning Notebook* is an extremely useful product to help engaged couples stay on top of all the aspects of planning a wedding.

### Format

|             |                         |
|-------------|-------------------------|
| CATEGORY:   | REFERENCE / Weddings    |
| BISAC:      | REF024000               |
| PAGE COUNT: | 162                     |
| TRIM SIZE:  | 5 7/8 x 9               |
| CARTON QTY: | 56                      |
| Photos:     | 12 color photo dividers |
| ISBN-10:    | 1-936-061-13-9          |
| ISBN-13:    | 978-1-936061-13-6       |
| PRICE:      | \$11.95                 |
| FORMAT:     | cl. w/wire-o            |

### Author

Elizabeth & Alex Lluch are the authors of over 70 best-selling books in subjects such as weddings, children, parenting, babies, health, and home. They live in San Diego, California with their three children.

### Several Best-Selling Titles by Elizabeth & Alex Lluch:

- *Ultimate Wedding Planner & Organizer*  
(978-1-887169-24-0)
- *Complete Wedding Planner & Organizer*  
(978-1-887169-66-0)
- *Easy Wedding Planner, Organizer & Keepsake*  
(978-1-887169-77-6)

### Marketing

- Co-op available
- Cross-promoted with related titles from WS Publishing Group

### Sales Materials

- Proof sample

### Sales Handles

- The perfect complement to any wedding planning book, this portable notebook helps engaged couples stay organized while they plan their weddings
- 18-month wedding calendar, budget, checklists, to-do lists, questions for vendors, and more
- Jot down notes and ideas, keep track of wedding-planning appointments, organize vendors' information, and manage the guest list
- Includes 12 color dividers with beautiful wedding photos, graph paper, inspirational wedding quotes and an elastic bookmark band
- Top bound to lay flat, with silk-screened spine

### Audience

- 5 million couples planning a wedding each year
- Perfect for on-the-go planning, meetings with vendors, keeping notes, writing down inspiration and more

### Competition

ISBN: 978-0811856270, *Bride Ideas*, Stella Kim, Chronicle, November 2006, \$12.95

ISBN: 978-0760742310, *The Bride's Book of Lists: Things to Do & Questions to Ask*, Amy Nebens, Hardcover spiral, Sterling, December 2002, \$12.95

ROWMAN & LITTLEFIELD

# Humanity on a Tightrope

Thoughts on Empathy, Family, and Big Changes for a Viable Future

Paul Ehrlich and Robert E. Ornstein

November 2010

As the world finds itself faced with common problems that affect most of the planet's population -climate change, increasing poverty, escalating violence, international conflicts, illness--a growing sense of empathy and connection with those in remote parts of the world has caught hold and is spreading. This book presents a unique approach to what it means to belong to one human family and how it can help us address the problems that affect us all.

- ISBN13: 978-1-4422-0648-9
- ISBN10: 1-4422-0648-9

• Category: Current Events

- BISAC 1: POL029000
- BISAC 2: POL033000

• Price: \$22.95

• Discount: T

• Format: cl.

• Size: 6 x 9

• Page count: 210 pages

• Carton qty: 24

• Author Residence: Paul Ehrlich is Bing Professor of Population studies and President of the Center for Conservation Biology at Stanford University. He is the author of *The Population Bomb*. He lives in San Francisco, California.

Robert E. Ornstein is a psychologist and writer. He has been professor at Stanford University and chairman of the Institute for the Study of Human Knowledge. He lives in Los Angeles, California.

• ISBNs and titles of author's previous books: *Human Natures*, 9780142000533; *The Evolution of Consciousness*, 9780671792244

## Marketing:

- Galley mailing to trade publications and top-tier dailies
- National radio: NPR (Fresh Air, Here and Now, Morning Edition, All Things Considered, Talk of the Nation, On Point), First Light, John Bohannon, Westwood One
- National print reviews: New York Times, Wall Street Journal, Washington Post, the Nation, New York Review of Books, Atlantic, New Republic, Mother Jones.
- Review/ feature push to environment and psychology editors
- Online/ blog campaign to news related and targeted category sites
- Direct mail campaign

## Sales Handles:

- Paul Ehrlich's seminal work, *The Population Bomb*, has sold over 3 million copies and is still mentioned almost daily in the press and blogs. He is widely recognized as the environmentalist who brought the world's attention to the overpopulation problem in the 1960s.
- He is a very active public speaker. He has given thousands of public lectures over the last 40 years and is in constant demand for public appearances. He will be actively promoting this book.
- Authors are well established as big thinkers who bring forth new ways of looking at old and emerging problems and issues. They have published many successful books both as a writing team and otherwise. Their names will open a lot of doors for media coverage.
- Their previous books have been exceptionally well reviewed.

## Endorsements:

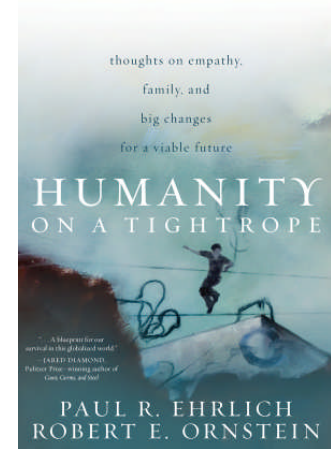
- Praise for Ehrlich's earlier book, *Human Natures*...
- "Ehrlich's book is so well researched and so elegantly presented that it stands as one of the best introductions to human evolution in recent memory. And that, along with his name recognition should help break this out from the usual science audience."

## Competition:

- *The Age of Empathy: Nature's Lessons for a Kinder Society*, 9780307407764;
- *Going to Extremes: How Like Minds Unite and Divide*, 9780195378016

## Extra sales materials to support the book:

- Bound galley



Distributed to the trade through National Book Network 1-800-462-6420

BARRICADE BOOKS

# Terrorist Cop

The NYPD Jewish Cop Who Traveled the World to  
Stop Terrorists

*Mordecai Dzikansky and Robert Slater*

**Available (11/2010)**

Terrorist Cop is a colorful, haunting, and highly graphic tale of New York City homicide detective Morty Dzikansky. Dzikansky's career began with a yarmulke patrolling Brooklyn's streets and going undercover to catch a band of Torah thieves. Post 9/11, the NYPD sent Dzikansky to Israel to monitor suicide bombings as part of Commissioner Ray Kelly's plan to protect New York from further terror which led to him becoming an expert on suicide bombings. The result also led to Dzikansky's own private descent into hell as a post-traumatic stress disorder victim.

- ISBN13: 978-1-56980-445-2
- ISBN10: 1-56980-445-1

• Category: Social  
Science/Criminology and  
Biography/Autobiography

• BISAC 1: SOC004000

• BISAC 2: BIO027000

• Price: \$24.95, Cl., [ T ]

Size: 5 1/2 x 8 1/4

• Page count: 304 pages

• Carton qty: 24

• Author Residence: Mordecai Z. Dzikansky spent his 25-year police career with the New York City Police Department. His gathering and relay of key intelligence information back to New York City from Israel enhanced the Department's ability to recognize, react to, and prevent or recover from terrorist acts. Two of his written works were published in Countering Terrorism, National Academy of Sciences. This is his first book. Robert Slater has worked for UPI and Time Magazine and has authored 30 books, including BusinessWeek bestsellers, Jack Welch and the GE Way, and SOROS: The Life, Times, and Trading Secrets of the World's Greatest Investor. Both authors reside in Israel.

## Marketing:

- Features in academic, law enforcement, and national magazines and newspapers such as New York Times.
- Author speaking engagements to academics and law enforcement officials on global security that will include selling the book and signings.
- In store book signings.
- Promotion to law enforcement and academic institutions.
- Potential sale of rights for film or TV.
- Radio and TV bookings.

## Sales Handles:

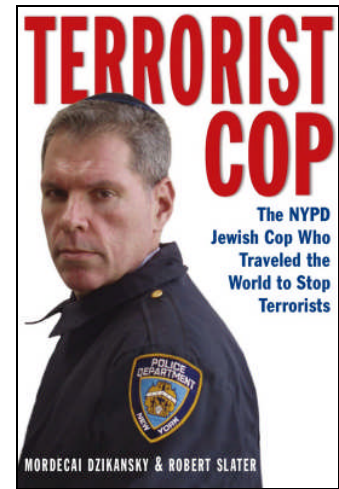
- 2011 marks the 10th anniversary of the 9/11 attacks and the need to know how to prevent future attacks makes this book and the author extremely relevant.
- Book includes information on intelligence techniques helped to enhance the ability to recognize, react to, and prevent or recover from terrorist acts.
- Author was a liaison for NYPD with Israel National Police—a group that deals with the front lines of terror daily.
- Author reveals the stress of this work and toll it took on his personal life which gives an insider's view to the profession.

## Audience:

- Academics and law enforcement interested in studying useful information gathering techniques for preventing terrorist acts.
- Fans of police biographies.
- Readers interested in learning about the front lines of terrorism and the personal afflictions that can result.
- General audience interested in the war on terror and those who work on the front lines to keep us safe.
- National audience appeal but certainly should have massive appeal to NYC / metropolitan area.

## Competition:

- The Police in War: Fighting Insurgency, Terrorism, and Violent Crime, 9781588267054; Terrorism and Homeland Security: An Introduction, 9780534624484



Distributed to the trade through National Book Network 1-800-462-6420

ROWMAN & LITTLEFIELD  
**Zora Neale Hurston**

A Biography of the Spirit  
*Deborah G. Plant*

**December 2010**

Zora Neale Hurston is regarded as one of the pillars of the Harlem Renaissance, as well as one of the most important and influential African American writers of the past century. Here, Plant offers a biography of the literary master that takes her spirituality into account in both her life and her works in order to shape a fuller picture of the woman, the writer, and the philosopher that animated this gifted American author.

- ISBN13: 978-1-4422-0612-0

- ISBN10: 1-4422-0612-8

- Category: Biography/Literature

- BISAC 1: BIO007000

- BISAC 2: BIO022000

- BISAC 3: SOC001000

- Price: \$15.95

- Discount: T

- Format: pb

- Size: 6 x 9

- Page count: 264 pages

- B&W Photo: 13

- Author Residence: Deborah G. Plant teaches at the University of South Florida. She lives in Tampa, Florida.

- Previous ISBN: 978-0-275-98751-0 (Cloth version)

**Marketing:**

- Direct mail campaign
- Internet marketing campaign to African American and literature sites

**Sales Handles:**

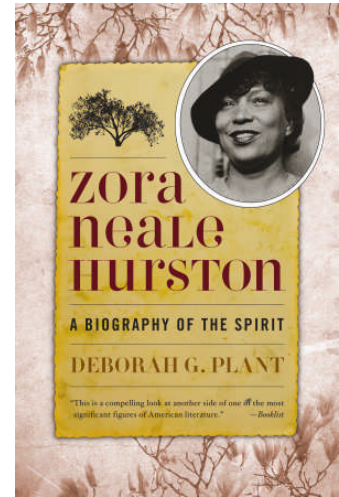
- New to the trade in paper.
- Cloth edition was very well reviewed.
- Authoritative. Author is a leading expert on Hurston and the Harlem Renaissance.

**Endorsements:**

- "A compelling look at one of the most significant literary figures of the Harlem Renaissance and American literature." --Booklist
- "An inspiring read..."--Library Journal

**Competition:**

- *Wrapped in Rainbows: The life of Zora Neale Hurston*, 9780743253291



Distributed to the trade through National Book Network 1-800-462-6420

UNO PRESS

# Writer in Residence

Memoir of a Literary Translator

Mark Spitzer

December 2010

An American translating punk in Paris living at the infamous Bohemian bookstore Shakespeare & Co. hooks up with a bipolar nymphomaniac who puts him through a mental sausage grinder. Enter the cops, hippy chicks, black hash, crazy old men, a major deluge, and a host of whacko international freaks and street people. Then POW!, the ultimate betrayal.

- ISBN13: 978-1-60801-020-2

- ISBN10: 1-60801-020-1

- Category: Fiction

- BISAC 1: BIO026000

- Price: \$14.95

- Discount: T

- Format: Pb.

- Size: 5 1/2 x 8 1/2

- Page count: 180 pages

- Author Residence: Mark Spitzer—novelist, poet, essayist, and literary translator—grew up in Minneapolis, where he earned his Bachelor's degree at the University of Minnesota in 1990. After living on the road for some time, he found himself in Paris for two years, as Writer in Residence at the bohemian bookstore Shakespeare and Company, where he translated French criminals and misanthropes. He lives in Conway, AR

- ISBNs and titles of author's previous books: Season of the Gar, 557289298; CHODE!, 9781926616100; Riding the Unit, 0978296109

## Marketing:

- Co-op Available
- Author will tour in Arkansas and Louisiana
- Excerpt running in Exquisite Corpse Annual

## Sales Handles:

- A Gen-X Moveable Feast
- Chicken Soup for the RX Generation

## Endorsements:

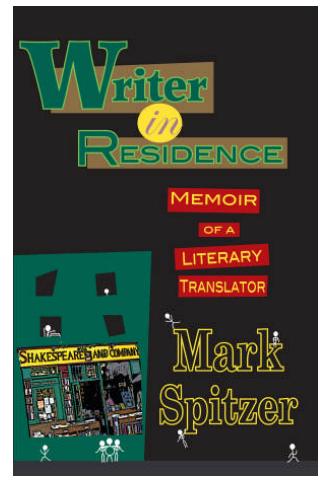
- Andrei Codrescu
- David Gessner
- Nina de Gramont
- Maxine Beach
- Luis Alberto Urrea

## Audience:

- Twenty-somethings, drop-outs, addicts, the poetically inclined, students, thirty-somethings, followers of the Exquisite Corpse, forty-somethings, travelers in Europe...

## Competition:

- Time Was Soft There, 0312347405
- I Hope They Serve Beer in Hell, 0806527285



Distributed to the trade through National Book Network 1-800-462-6420

TRANSIT PUBLISHING

# The Doors

Unhinged

John Densmore

December 2010

Densmore takes the reader through the court room proceedings, as the estranged former band mates battle each other. What emerges is a tale of greed versus idealism, the desire to make money versus the need to protect an artistic vision. Through it all, the reader is captivated by the personality of Morrison, a riveting, flamboyant artist of his time who died too soon (age 27), but whose legacy endures.

- ISBN13: 978-1-926745-73-2
- ISBN10: 1-926745-73-6

• Category: Music/Rock'n Roll,

- BISAC 1: MUS000000
- BISAC 2: MUS004000
- BISAC 3: MUS035000

• Price: \$16.95, Pb., [ T ]

• Size: 6 x 9

• Page count: 320 pages

• Color Photo: 15

• Carton qty: 24

• Author Residence: Densmore wrote a best-selling autobiography, *Riders on the Storm*, in 1990 about his life and the time he spent with Jim Morrison and The Doors. He also produced a 1998 documentary film on an after-care program for ex-criminal offenders called *Road to Return*, directed by his ex-wife Leslie Neale. In 2006, Densmore's new band, Tribaljazz, released their first album of original work. When his schedule allows, Densmore lectures at colleges throughout the United States.

• ISBNs and titles of author's previous books: *Riders on the Storm: My Life with Jim Morrison and The Doors* by John Densmore - ISBN: 978-0385304474

## Marketing:

- TV & Radio Targeting: The Today Show, MTV, CNN Entertainment, Entertainment Tonight, E! News, Fox News (New York & LA), Fox & Friends, The Howard Stern Radio Show, Canada: CBC, CTV eTalk, MuchMusic, MTV Canada, X, Mancow, Pulse & Premiere radio network tours, NPR Radio: Interviews and book reviews
- Print Targeting: Rolling Stone and Life & Style magazine interviews/articles, New York Post, NY Daily News, L.A. Times interviews/articles, Us Weekly & In Touch Weekly interviews/articles
- Social Networking/Web Targeting: MTV.com, People.com, AOL.com/AOL.ca interviews/readings, Facebook, Twitter, YouTube Fan websites dedicated to Jim Morrison and The Doors
- Author John Densmore will tour major U.S. & Canadian cities, including New York, Los Angeles, San Francisco, Toronto and Montreal

## Sales Handles:

- 1. The Doors is one of the iconic bands of its generation. They have sold over 32.5 million albums in the U.S. alone and over 75 million albums worldwide. They were among the 1960s most controversial and sensational rock acts. This was mostly due to Jim Morrison's wild, poetic lyrics and charismatic, but unpredictable stage persona.
- 2. Author John Densmore was the drummer for the legendary Doors. He joined the band in 1965, remaining a member until its dissolution in 1973. This book offers unique and exclusive insights on their legacy.
- 3. *When You're Strange: A Film* about The Doors will be released April 9, 2010. This documentary, narrated by Johnny Depp, is expected to be the definitive chronicle of the band's history and unveils the shocking truth behind the many myths surrounding The Doors and lead singer Jim Morrison.
- 4. Despite breaking up decades ago, the popularity of The Doors endures. This band profoundly changed the rock music world.

## Audience:

- Multiple generations of Doors fans interested in the life of the band and its artistic vision
- The general public interested in the history of rock music industry pioneers and the commercial pressures of the music business



Distributed to the trade through National Book Network 1-800-462-6420

GOOSEBERRY PATCH  
**Our Favorite Comfort Food  
Recipes**

*Gooseberry Patch*  
**December 2010**



The newest book in their best-selling Our Favorite Recipes series, Gooseberry Patch packs over 60 comfort food recipes into this handy little book! Its take-along size makes it ideal for meal-planning on the go...what a great impulse buy at the checkout! With over 20 titles and a low retail price, they'll want to collect 'em all!

- ISBN13: 978-1-936283-08-8

- ISBN10: 1-936283-08-5

- Category: Cooking/American

- BISAC 1: CKB101000

- BISAC 2: CKB070000

- Price: \$7.95, sp. [ P ]

- Abridged / Unabridged:  
Unabridged

- Size: 5 1/2 x 4 1/4

- Page count: 128 pages

- Color Photo: 62

- Carton qty: 84

- Author Residence: This 25 year-old company, headquartered in Delaware, Ohio, the heartland of America, is one of the most consistently successful independent cookbook publishers in the United States and Canada. With nearly 160 titles and over 8 million books sold, Gooseberry Patch has cultivated a passionate following of loyal fans.

- ISBNs and titles of author's previous books: Our Favorite Slow-Cooker Recipes, 978-1-931890-69-4; Our Favorite Ground Beef Recipes, 978-1-933494-15-9

**Marketing:**

- Co-op available
- Email blast to 360,000 Circle of Friends
- Social media promotions and support on Facebook, Twitter and Gooseberry Patch blog

**Sales Handles:**

- The Gooseberry Patch cookbook series has sold more than 8 million copies to date!
- In addition to over 60 recipes like those we remember from childhood, this book contains as many tips featuring shortcuts to making favorite comfort foods quicker & easier...sometimes even healthier!
- With more families than ever enjoying dinner at home, this book offers old-fashioned flavors in an easy take-along size!

**Audience:**

- Fans and collectors of the Gooseberry Patch cookbook series
- Anyone who enjoys cooking (or eating!) comfort food
- Mothers, daughters, sisters & grandmothers looking
- for an inexpensive gift any time of year

**Competition:**

- Fix-It and Forget-It 5-Ingredient Favorites: Comforting Slow-Cooker Recipes, 9781561485291
- A Guide to Happy Family Cooking, 9781561483044

**Extra sales materials to support the book:**

- Cover art: available

Distributed to the trade through National Book Network 1-800-462-6420

GOOSEBERRY PATCH

# Sunday Dinner at Grandma's

Gooseberry Patch  
December 2010

Evoking memories of simpler times, Sunday Dinner at Grandma's is the latest cookbook in Gooseberry Patch's best-selling series. Filled with old-fashioned, handed-down favorites for every meal of the day from breakfast & brunch to main dishes and sides...all the way to Grandma's signature desserts. On every page, readers will also enjoy tips and ideas to preserve & share their own recipes and traditions as well as kitchen helpers to cook up Grandma's down-home flavor in their own homes. Great giftable title for Grandma and Mom...recipes feature year 'round appeal that's welcome in anyone's kitchen.



- ISBN13: 978-1-936283-04-0
- ISBN10: 1-936283-04-2
- Category: Cooking/American
- BISAC 1: CKB101000
- BISAC 2: CKB029000
- Price: \$16.95 cl.w/ comb-binding, [ T ]
- Abridged / Unabridged: Unabridged
- Size: 6-1/2" x 9-1/4
- Page count: 224 pages
- B&W Illustrations: 205
- Carton qty: 12
- Author Residence: This 25 year-old company, headquartered in Delaware, Ohio, the heartland of America, is one of the most consistently successful independent cookbook publishers in the United States and Canada. With nearly 160 titles and over 8 million books sold, Gooseberry Patch has cultivated a passionate following of loyal fans.

• ISBNs and titles of author's previous books: Farmhouse Kitchen, 978-1-933494-82-1; From Grandma's Kitchen, 978-1-931890-17-5

## Marketing:

- Co-op available
- Email blast to 360,000 Circle of Friends
- Social media promotions and support on Facebook, Twitter and Gooseberry Patch blog
- Print campaign to local newspapers nationwide

## Sales Handles:

- The Gooseberry Patch cookbook series has sold more than 8 million copies to date!
- In addition to over 200 recipes handed down from Grandmas across the country, this book contains tips on every page for hosting home-style get-togethers like reunions, potlucks, backyard picnics and BBQ's.
- In complicated times, today's cooks are looking to go back to basics and enjoying dinner at home more often now than in decades. These recipes speak to that family looking for old-fashioned recipes that they remember from childhood.
- Crowd-sourced – recipes submitted by friends, fans and cookbook buyers.

## Audience:

- Fans and collectors of the Gooseberry Patch cookbook series
- Anyone who has warm memories of Grandma's kitchen
- Mothers, daughters, sisters & grandmothers looking for an inexpensive and nostalgic gift any time of year

## Competition:

- Campbell's® Classic Recipes, 9781412724623
- Fix-It and Enjoy-It Cookbook: All-Purpose, Welcome-Home Recipes, 9781561485253

## Extra sales materials to support the book:

- Cover art: available
- Sample chapter: June

Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# The Evolution of Natural Resources Law and Policy

*Edited by Lawrence J. MacDonnell and Sarah F. Bates*

**December 2010**

Natural resources law is a dynamic field of practice, with a rich history that reaches back several centuries. The authors look at current challenges and offer ideas about the future while demonstrating that the federal government's role continues to be a complex one as markets and private actors become more visible participants in the current policy arena. Part I provides foundational analyses of the law, while the second part reviews thematic issues in the area.

- ISBN13: 978-1-60442-430-0
- ISBN10: 1-60442-430-3

• Category: Law/Environmental

- BISAC 1: LAW070000
- BISAC 2: LAW034000
- BISAC 3: LAW018000

• Price: \$109.95

• Discount: T

• Format: pb.

• Size: 6 x 9

• Page count: 451 pages

• Author Residence: Lawrence J. MacDonnell is Professor of Law at the University of Wyoming in Laramie, Wyoming. Sarah F. Bates is a lawyer in Missoula, Montana.

• ISBNs and titles of author's previous books: *Across the Great Divide: Explorations in Collaborative Conservation and the American West*, 978-1-55963-811-1; *Overtapped Oasis: Reform or Revolution for Western Water*, 978-0-93328-075-5; *Searching Out the Headwaters: Change and Rediscovery in Western Water Policy*, 978-1-55963-218-8;

## Marketing:

- Ads in Natural Resources and Environment magazine and friends newsletter
- Direct Mail Campaign
- E-mail promotion
- Co-op available

## Sales Handles:

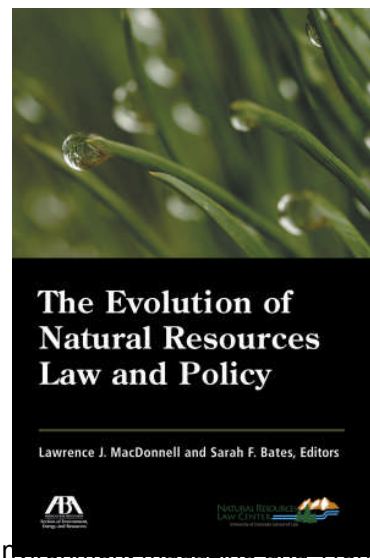
- Contains thoughtful analyses of the most challenging aspects of natural resources law.
- Examines current topics, such as the polar bear and the Endangered Species Act, the removal of the Elwha Dam, and climate change.

## Audience:

- Lawyers, law students, government agency employees, government agencies, community groups, community activists, corporate counsel, public and private land owners, law libraries, law schools, law career counselors, firm librarians, legal assistance office

## Competition:

- Natural Resources Law (American Casebook Series), 978-1-59941-344-0;
- Natural Resources Policy and Law, 978-1-55963-246-1;
- Laitos, Zellmer, Wood and Cole's Natural Resources Law, 978-0-31414-406-5



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# Careers in Administrative Law & Regulatory Practice

James T. O'Reilly

December 2010

This book is an essential resource for law students and lawyers interested in a career in administrative law. In the first half of the book, a national expert describes the field, and outlines your optimal entry strategies. The second half offers individual, personalized examples of the various career paths in administrative law, and details the demands and rewards of each.

• ISBN13: 978-1-60442-797-4

• ISBN10: 1-60442-797-3

• Category: Law/Administrative & Regulatory

• BISAC 1: LAW079000

• Price: \$49.95

• Discount: T

• Format: pb.

• Size: 6 x 9

• Page count: 161 pages

• Carton qty: 30

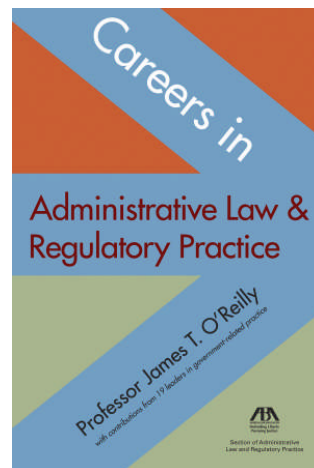
• Author Residence: Professor James O'Reilly of the University of Cincinnati co-chairs the FDA Committee of the ABA Section of Administrative Law & Regulatory Practice. His textbook on FDA law (3d Ed. Thomson West) was quoted by the U.S. Supreme Court with the words, "The experts have written...". He has taught FDA law since 1980 and has authored 40 books and 175 articles. He formerly chaired the programs committee of the Food & Drug Law Institute, and gave the keynote address for FDA's midwestern management convocation on the 100th Anniversary of FDA in 2006. He is a former advisor to the Association of Food & Drug Officials and has lectured internationally on food safety issues. He is a graduate of Boston College and the University of Virginia School of Law. He resides in Cincinnati, OH.

## Marketing:

- Email and direct mail promotions, ads.

## Sales Handles:

- Good book for students and college placement offices.



Distributed to the trade through National Book Network 1-800-462-6420

KYLE BOOKS

# Bite Me

A Stomach-Satisfying, Visually Gratifying, Fresh-Mouthed Cookbook

Julie Albert & Lisa Gnat

December

There's not a single thorny artichoke, scrawny quail, or roasted chestnut to be peeled in this book. What you will find in *Bite Me* are 175 dependably delicious recipes created for the urban and suburban, the aspiring and well-seasoned home cook. You won't need an army of sous chefs, a pantry of guava paste, or a blowtorch in order to turn a bag of groceries into a satisfying meal. We're all about making you confident in the kitchen and relaxed at the table.

- ISBN13: 978-1-906868-44-4

- ISBN10: 1-906868-44-1

- Category: Cooking/General

- BISAC 1: CKB101000

- BISAC 2: CKB029000

- Price: \$24.95 pb w/ flaps [ T ]

- Size: 8 x 10 1/4

- Page count: 272 pages

- B&W Photo: 10

- Color Photo: 70

- Other: 175 recipes

- Carton qty: tbd

- Author Residence: Julie Albert & Lisa Gnat are sisters and mothers, living in Toronto, Canada. They became a self-publishing overnight sensation there, featured on Canada's Food Network, in Elle Canada, Canadian House & Home, Vancouver Sun, Toronto Life, Toronto Sun, and The Globe & Mail, among several other publications.

## Marketing:

- 5-City Author Tour (NY/NJ/CT, Philadelphia, Chicago, San Francisco, and Los Angeles)

- Pitch to National Shows (the sisters self-published in Canada and sold over 15,000 copies) like "The View"

- Magazine coverage in food, lifestyle, home, women's, and humor publications

- Review and feature coverage in daily newspaper food sections

- Targeted online publicity, following the rollout of their own website and blog, [www.bitemecookbook.com](http://www.bitemecookbook.com)

- Cross-promotion with KitchenAid, for whom the sisters are spokespersons in Canada

## Sales Handles:

- Self-published in Canada, the book sold over 15,000 copies

- Winner of the Independent Publishers Book Awards

- 175 quick and easy recipes for the home cook

## Endorsements:

- "Albert and her sister, Lisa Gnat, take the term "culinary art" literally in their witty and whimsical cookbook."—Elle Canada

- "Be warned — this is no Martha Stewart special. And be prepared to laugh out loud while preparing the recipes."—Toronto Sun

- "The pages of Bite Me have sass and attitude. I gather the authors are not geriatric since they have six pre-teen children between them. But the recipes themselves are no laughing matter. They're the answer to 'What's for dinner.'"—Vancouver Sun

## Audience:

- Busy parents who need to feed a family

- Urbanites and suburbanites looking to learn to cook

- Anyone who wants to laugh in the kitchen

## Competition:

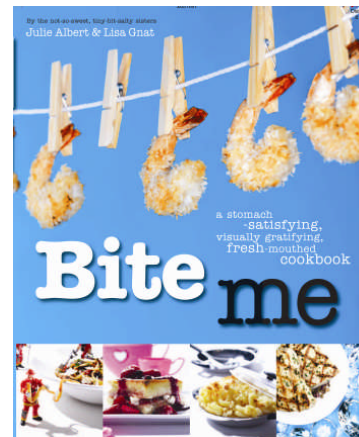
- Hungry Girl: Recipes and Survival Strategies for Guilt-Free Eating in the Real World 978-0312377427; Skinny Bitch in the Kitch: Kick-Ass Recipes for Hungry Girls Who Want to Stop Cooking Crap 978-0762431069; So Easy 978-0470423547

## Extra sales materials to support the book:

- Canadian edition of the book

- Jacket proofs

- Press kit



Distributed to the trade through National Book Network 1-800-462-6420

ASTD PRESS

# 10 Steps to Successful Time Management

10 Steps

Cyndi Maxey and Kevin O'Connor

December 2010

The goal of this book is not to save your time, it is to save your life--the life you want to live while everything else is getting in your way. In 10 easy steps, authors Kevin O'Connor and Cyndi Maxey provide tips, tools, and techniques that will enable you to spend your time wisely, focus efforts on your priorities, and waste less time on busy work.

- ISBN13: 978-1-56286-718-8
- ISBN10: 1-56286-718-0
- Category: Business/Time Management
- BISAC 1: BUS000000
- BISAC 2: BUS066000
- BISAC 3: BUS088000
- Price: \$19.95, pb. [ T ]
- Size: 6 x 9

• Page count: 175 pages  
• Author Residence: **Kevin O'Connor** is a consultant, professional speaker, and author who works with medical and healthcare professionals. He facilitates programs on communication, leadership, and creativity, especially in the medical and pharmaceutical fields as well as in other technical areas. He lives in the suburbs of Chicago, Illinois.

**Cyndi Maxey**, a professional speaker, holds the Certified Speaking Professional designation--National Speakers Association's highest credential. She has owned Maxey Creative since 1989, which specializes in communication that drives profitable performance. She lives in Chicago, Illinois.

• ISBNs and titles of author's previous books: *Speak Up! A Woman's Guide to Presenting Like a Pro* 0312376286; *Present Like a Pro: The Field Guide to Mastering the Art of Business, Professional, and Public Speaking* 0312347731; *It's Your Move: Dealing Yourself the Best Cards in Life and Work* 0131424815

## Marketing:

- Press release sent to appropriate media contacts along with the press release
- Listing and promotion on the ASTD Store
- Online marketing and promotion (email)
- Inclusion in ASTD member benefit publications including ASTD Links Plus
- Targeted email blast to as many as 200,000 names
- Launch of a separate ASTD Book Page designed just for the book
- Inclusion in ASTD Direct Mail Catalog
- Sold at all ASTD Conference Stores
- Special promotional materials prepared for author to use
- International sales and licensing

## Sales Handles:

- Provides useful tips, tools, and techniques that will enable you to get more of what you want out of life.
- Provides insights into real time management coaching scenarios through special coach's corner sidebars.
- Enables readers to get control of their lives by focusing on what's most important in their lives.



Distributed to the trade through National Book Network 1-800-462-6420

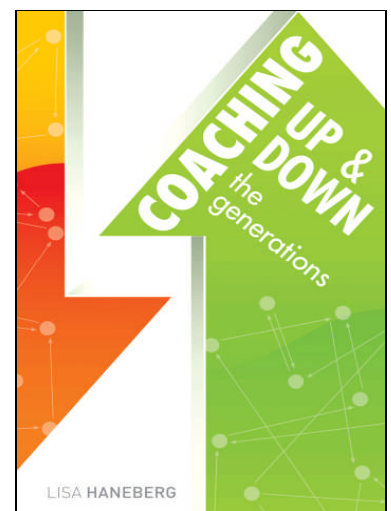
ASTD PRESS

# Coaching Up and Down the Generations

Lisa Haneberg

December 2010

Coaching allows the satisfaction of saying or doing things that enable another person to achieve his or her goals. In *Coaching Up and Down the Generations*, Lisa Haneberg presents in her fun and breezy style the fundamentals of coaching, including topics such as push versus pull coaching, acting as a catalyst, learning how to listen, and providing accountability and structure. Moreover, she provides insight into generational differences that can make communication difficult and coaching impossible.



- ISBN13: 978-1-56286-719-5
- ISBN10: 1-56286-719-9
- Category: Business/Training
- BISAC 1: BUS000000
- BISAC 2: BUS066000
- Price: \$29.95, Pb. [ T ]
- Size: 6 x 9
- Page count: 200 pages
- Author Residence: **Lisa**

**Haneberg** is a nonfiction writer, speaker, and consultant with 25 years of experience in the areas of management, leadership, and personal and organizational success. She is the vice president and OD Practice Lead for MPI Consulting, a boutique consulting firm headquartered in Cincinnati, OH. She consults in the areas of organization development, management and leadership training, and human resources and has worked for and with several Fortune 500 companies including Black & Decker, Intel, Mead Paper, and Amazon.com. She lives in Cincinnati, Ohio.

• ISBNs and titles of author's previous books: *Two Weeks to a Breakthrough: How to Zoom Toward Your Goal in 14 Days or Less* 0787984825; *Developing Great Managers: Power Hour Conversations that Build Skills Fast* 1562865013; *Hip and Sage: Staying Smart, Cool and Competitive in the Workplace* 0891062459

## Marketing:

- Press release sent to appropriate media contacts along with the press release
- Listing and promotion on ASTD Store
- Online marketing and promotion (email)
- Inclusion in ASTD member benefit publications including ASTD Links Plus
- Targeted email blast to as many as 200,000 names
- Launch of a separate ASTD Book Page designed just for the book
- Inclusion in ASTD Direct Mail Catalog
- Sold at all ASTD Conference Stores
- Special promotional materials prepared for author to use
- International sales and licensing

## Sales Handles:

- Highly entertaining and personable author who authors the popular management blog, Management Craft ([www.managementcraft.com](http://www.managementcraft.com)).
- Addresses some of the most important features of coaching that are often overlooked by other authors.
- Presents a novel approach to communicating among different generations, thus enabling more effective coaching across all generations.

Distributed to the trade through National Book Network 1-800-462-6420

TRANSIT  
**The Great Heist**

*Kenneth Del Vecchio*

**December 2010**

While investigating the theft of art and gold from The Vatican, a CIA operative uncovers a decades-old conspiracy surrounding the American moon missions. Were they real or an elaborate fraud? And why?

A rollercoaster of suspense and adventure this novel has everything for the avid thriller fan.

The chase for the thieves moves from Rome to Los Angeles by way of Washington, as their identity confounds everyone until the explosive climax.

- ISBN13: 978-1-926745-71-8
- ISBN10: 1-926745-71-X

- Category: Fiction/Thriller
- BISAC 1: FIC022000
- BISAC 2: FIC022010
- BISAC 3: FIC000000

• Price: \$16.95, pb. [ T ]

• Size: 6 x 9

• Page count: 200 pages

• Carton qty: 24

• Author Residence: Kenneth Del Vecchio is a criminal lawyer. He is credited with being one of the youngest attorneys in New Jersey history to try and win a felony jury trial. He has tried over four hundred cases, serving as both a prosecutor and a defense attorney. Del Vecchio is also the author of legal books and works of adult fiction. He is also a critically acclaimed filmmaker. His movies have won awards and received national and international distribution. Del Vecchio resides in North Haledon, New Jersey.

• ISBNs and titles of author's previous books: New Jersey Code of Criminal Justice ISBN: 9780131122246  
Revelation in the Wilderness ISBN: 9781588200662  
Pride & Loyalty ISBN: 9780759650909

**Marketing:**

- Author Kenneth Del Vecchio will give media interviews with major U.S. and Canadian TV, radio, newspapers, magazines and websites in November and December 2010:
- TV & Radio Targeting: C-SPAN Book TV, CBC TV News (Arts), Bravo! Canada, NPR and Public Radio International (PRI) radio shows, CBC Radio/Podcasts: Writers & Company, The Next Chapter, Between the Covers
- Print Targeting: Book reviews and interviews: The New York Times, L.A. Times, Boston Globe, Washington Post, Guardian, Globe and Mail, National Post, The New Yorker, London Review of Books, Quality Paperback Book Club
- Social Networking/Web Targeting: Facebook, Twitter, YouTube
- Del Vecchio will tour major U.S. and Canadian cities, including New York, L.A., Toronto and Montreal. Advance reading copies/excerpts will be made available.

**Sales Handles:**

- 1. Written in dramatic screenplay style, The Great Heist is an intense and breathtaking mystery/thriller.
- 2. Thanks to multiple parallel stories, the layered plot is complex with twists and turns generating added suspense.
- 3. The novel's unique integration of conspiracy theories about the U.S. manned moon missions with an intricate web of international political intrigue (featuring The Vatican) provides popular appeal.

**Audience:**

- - The general public interested in the best suspense fiction novels available today
- - Dedicated fans of mystery and detective novels, whodunits and thrillers

**Extra sales materials to support the book:**

- Comparable Title:
- Deception Point (2001) by Dan Brown
- ISBN: 9780743497466



Distributed to the trade through National Book Network 1-800-462-6420

C&T PUBLISHING  
**Little Girls, Big Style**

Sew a Boutique Wardrobe from 4 Easy Patterns

Mary Abreu

**December 2010**

With 23 projects in sizes 2-6, you can create a closet full of clothes for any little girl in your life. Everything you need to learn is here, from the basic sewing to the stylish finishing. It's all about handmade!

• ISBN13: 978-1-60705-188-6

• ISBN10: 1-60705-188-5

• Category: Crafts/Sewing & Fiber Arts

• BISAC 1: CRA000000

• Price: \$25.95

• Discount: T

• Format: pb

• Size: 8 x 10

• Page count: 160p, color + 2 pattern pullouts pages

• B&W Illustrations: 61

• Color Photo: 149

• Other: 2 pullouts

• Carton qty: 36

• Author Residence: Mary documents her many crafting adventures on her blog, ConfessionsOfaCraftAddict.com. She teaches apparel sewing classes to support her fabric habit and lives with her family in Georgia.

**Marketing:**

- Print advertising campaign reaching 3.5 to 4 million consumers
- Online sites & other promotion on C&T's website, author's sites and others
- Author's travel itinerary posted on own website
- C&T Products featured consistently on top read craft related websites.
- Authors and products are blogged about by crafters around the world.
- Free projects of C&T products are often posted on website and over a dozen other "free project" related craft sites to promote C&T's titles.

**Sales Handles:**

- Every day is dress-up day—mix and match 4 basic patterns into hundreds of adorable outfits
- Complete instructions on all the basics—finishing seams, gathering, topstitching, hemming, shirring, and more
- Beginner-friendly approach to sewing "boutique" clothing for girls
- Make it your own with your favorite fabrics and embellishments

**Audience:**

- Quilters, Crafters and Sewing Enthusiasts

**Competition:**

- Sewing Clothes Kids Love: Sewing Patterns and Instructions for Boys and Girls Outfits, Rockport publishing in February 2010, 8 x 10, Hardcover, 144 pages for \$24.95. This title has clothes for boys and girls alike sized 18 months through to a kid's size 12.
- Kwik Sew's Sewing for Children 8 x 11, 80 pages in August 1993, \$25.95 Paperback. Includes a 'master pattern' for each size with 9 reviews (ISBN 0913212172).
- Kwik Sew's Sewing for Toddlers 8 x 11, 80 pages in May 1992, \$25.95 Paperback. Includes a 'master pattern' for each size with 7 reviews (ISBN0913212164). Clothes for an entire wardrobe. The instructions are clear but the patterns are complicated—not for a beginning sewer.



**stashBOOKS**  
fabric arts for a handmade lifestyle

Distributed to the trade through National Book Network 1-800-462-6420

C&T PUBLISHING

# Ricky Tims' Kool Kaleidoscope Quilts

Simple Strip-Piecing Technique for Stunning Results

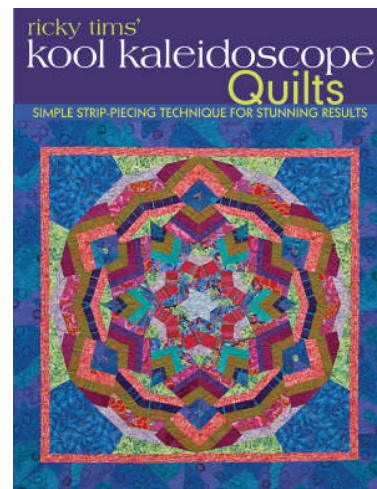
*Ricky Tims*

**December 2010**

Create a spectacular kaleidoscope quilt with Ricky's unique strip-piecing method for making a multi-faceted pattern. You'll see impressive and intricate results from simple sets of strips; it's foolproof with little need for pre-planning. The beauty lies in the unpredictability of how the fabric unfolds – just like a real kaleidoscope!

- ISBN13: 978-1-60705-080-3
- ISBN10: 1-60705-080-3
- Category: Crafts/Quiltmaking
- BISAC 2: CRA026000
- Price: \$19.95, pb. [ T ]
- Size: 8 1/2 x 11
- Page count: 64 pages
- B&W Illustrations: 15
- Color Photo: 149
- Carton qty: 36
- Author Residence: Ricky is known as an enthusiastic and encouraging teacher, an award-winning quilter, and a spellbinding speaker. He is the co-host of [www.TheQuiltShow.com](http://www.TheQuiltShow.com), an internet-based show for quilters and lives in Colorado.

•ISBNs and titles of author's previous books: *Convergence Quilts*, 978-1-57120-217-8; *Rhapsody Quilts*, 978-1-57120-456-1 *Feathers & Urns—Rhapsody Quilts*, 978-1-57120-458-5;



## **Marketing:**

- Print advertising campaign reaching 3.5 to 4 million consumers
- Online sites & other promotion on C&T's website, author's sites and others
- Author's travel itinerary posted on own website
- C&T Products featured consistently on top read craft related websites.
- Authors and products are blogged about by crafters around the world.
- Free projects of C&T products are often posted on website and over a dozen other "free project" related craft sites to promote C&T's titles.

## **Sales Handles:**

- Ricky walks you through his innovative techniques step-by-step to create the project quilt
- An inspirational gallery of 26 student quilts
- Like snowflakes, each quilt you make with this technique will be unique
- Includes easy steps to enlarge or reduce the size of your quilt

## **Audience:**

- Quilters, Crafters and Sewing Enthusiasts

Distributed to the trade through National Book Network 1-800-462-6420

C&T PUBLISHING

# Quilt Blocks Across America

- Appliqué Patterns for 50 States & Washington, DC•  
Mix & Match to Create Lasting Memories

*Debra Gabel*

**December 2010**

50 appliqué patterns for 50 states plus Washington, DC. Quilters can stitch up a travelogue of their adventures across the country! Every state is represented in a composite pictorial landscape that shows off state flowers and animals, national landmarks, and the scenery that make each state special. These appliqué designs are a great way to use fat quarters and other small cuts of favorite fabrics to sew up vacation memories.

- ISBN13: 978-1-60705-349-1

- ISBN10: 1-60705-349-7

- Category: Crafts/Quiltmaking

- BISAC 1: CRA000000

- BISAC 2: CrA026000

- Price: \$21.95

- Discount: T

- Format: pb. w/cd

- Size: 8 1/2 x 11

- Page count: 80 pages

- B&W Illustrations: 168

- Color Photo: 25

Author Residence: Debra Gabel is a graphic designer and quilter who combines her two passions to create bold, representational quilt and appliqué patterns for her design company, Zebra Patterns. Debra's art quilts have been featured in several professional publications and honored at quilt shows. She lives in Clarksville, Maryland, and teaches at guilds and quilt shops across America.

## **Marketing:**

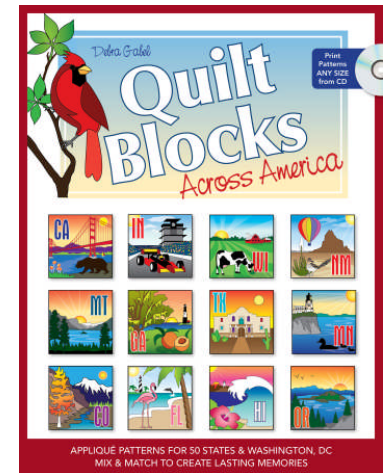
- Print advertising campaign reaching 3.5 to 4 million consumers
- Online sites & other promotion on C&T's website, author's sites and others
- Author's travel itinerary posted on own website
- C&T Products featured consistently on top read craft related websites.
- Authors and products are blogged about by crafters around the world.
- Free projects of C&T products are often posted on website and over a dozen other "free project" related craft sites to promote C&T's titles.

## **Sales Handles:**

- Each postage stamp design reflects the uniqueness of every state, plus the nation's capital
- Raw-edge fusible appliqué makes the layered patterns quick and easy to complete
- 6-inch blocks can be enlarged to any size thanks to the included pattern CD
- Quilters can make a fun souvenir block for their home state and every state they've visited

## **Audience:**

- Quilters, Crafters and Sewing Enthusiasts



Distributed to the trade through National Book Network 1-800-462-6420

C&T PUBLISHING  
**Quilt Remix**

Spin Traditional Favorites into 10 Fresh Projects  
*Emily Cier*

**December 2010**

Here's music for your ears! New settings and colorways for all your favorites—Log Cabin, Nine-Patch, Irish Chain, Flying Geese, Pinwheel, and more. You'll love these quilt designs made with fresh, fun fabrics for any home.

- ISBN13: 978-1-57120-960-3
- ISBN10: 1-57120-960-3
- Category: Crafts/Quiltmaking
- BISAC 1: CrA000000
- BISAC 2: CRA026000
- Price: \$16.95
- Discount: T
- Format: pb
- Size: 8 1/2 x 11
- Page count: 64 pages
- B&W Illustrations: 140
- Color Photo: 59
- Carton qty: 36
- Author Residence: Emily Cier's lifelong passions for fine art, art history, and graphic design found a common ground in quilting. She sells her creative work on Etsy and lives in Raleigh, North Carolina.

**Marketing:**

- Print advertising campaign reaching 3.5 to 4 million consumers
- Online sites & other promotion on C&T's website, author's sites and others
- Author's travel itinerary posted on own website
- C&T Products featured consistently on top read craft related websites.
- Authors and products are blogged about by crafters around the world.
- Free projects of C&T products are often posted on website and over a dozen other "free project" related craft sites to promote C&T's titles.

**Sales Handles:**

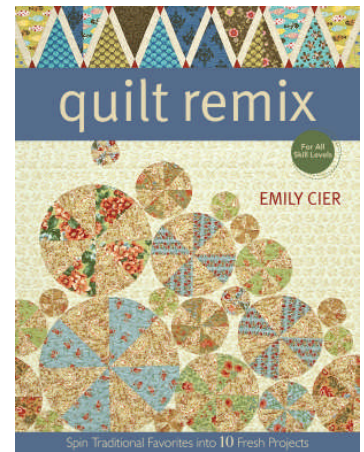
- 10 projects feature traditional quilt patterns with a surprising contemporary twist
- Use basic piecing and appliqué techniques
- Organized into beginner, intermediate, and advanced sections

**Audience:**

- Quilters, Crafters and Sewing Enthusiasts

**Competition:**

- The Thimbleberries Guide for Weekend Quilters: 25 Great-Looking Quilts for the Busy Quiltmaker; Marsha McCloskey's Quick Classic Quilts: Four-Patches to Feathered Stars



Distributed to the trade through National Book Network 1-800-462-6420

C&T PUBLISHING  
**Quilts Made Modern**

10 Projects • Keys for Success with Color & Design •  
From the FunQuilts Studio  
*Weeks Ringle and Bill Kerr*

**December 2010**

You'll love the dramatic results you get with this modern approach to quiltmaking. Popular author/designer team of Weeks Ringle and Bill Kerr present their design and construction methods with 10 projects, then show you how to transform their ideas into quilts that truly express who you are.

- ISBN13: 978-1-60705-015-5

- ISBN10: 1-60705-015-3

- Category: Crafts/Quiltmaking

- BISAC 1: CRA000000

- BISAC 2: CRA026000

- Price: \$29.95

- Discount: T

- Format: pb

- Size: 8" x 10"

- Page count: 160 pages

- B&W Illustrations: 202

- Color Photo: 116

- Carton qty: 36

- Author Residence: Weeks and Bill enjoy writing about quilt design, as well as planning and making quilts together. Bill is the master pattern designer and diagram king, while Weeks enjoys writing the text and demystifying the design process for readers.

- Other titles by the Authors:  
*Modern Quilt Workshop*  
8 1/2 x 11, 128 pages  
\$21.99 pb. Rockport (2005)

**Marketing:**

- Print advertising campaign reaching 3.5 to 4 million consumers
- Online sites & other promotion on C&T's website, author's sites and others
- Author's travel itinerary posted on own website
- C&T Products featured consistently on top read craft related websites.
- Authors and products are blogged about by crafters around the world.
- Free projects of C&T products are often posted on website and over a dozen other "free project" related craft sites to promote C&T's titles.

**Sales Handles:**

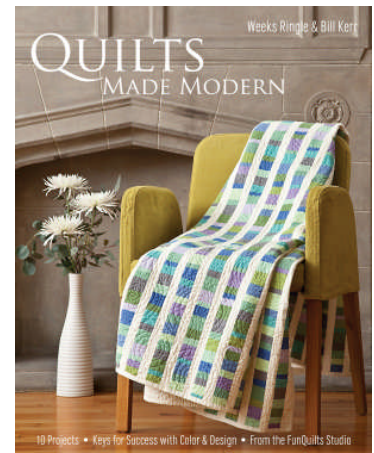
- Multiple sizes, alternative colorways, and design tips are included for all 10 project quilts
- Patterns range from "quick and easy" to "involved but inspiring"
- Learn about color theory, fabric selection, and elements of design
- Build your skills with step-by-step instruction and tips on piecing, hand or machine appliqué and quilting, and finishing
- This is your "go-to" book for contemporary quiltmaking!

**Audience:**

- Quilters, Crafters and Sewing Enthusiasts

**Competition:**

- Denyse Schmidt Quilts by Denyse Schmidt
- 9 x 9, 176 paged pb 2005
- \$24.95 paperback with flaps
- Publisher: Chronicle Books



Distributed to the trade through National Book Network 1-800-462-6420

ONEWORLD PUBLICATIONS

# Volcanoes

A Beginner's Guide

*Rosaly Lopes*

**December 2010**

Whether worshiped, feared, or studied, volcanoes have always been a subject of fascination and awe. This Beginner's Guide explains the importance of volcanoes in shaping worlds, the dangers of volcanic eruptions, and some of the best places to see them. It also examines famous case histories, including the 1980 eruption of Mount St. Helens.

- ISBN13: 978-1-85168-725-1

- ISBN10: 1-85168-725-4

- Category: Popular Science/Natural History

- BISAC 1: SCI082000

- BISAC 2: NAT009000

- Price: \$14.95

- Discount: T

- Format: Pb.

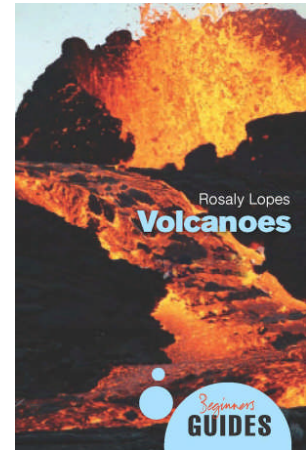
- Size: 5 1/16 x 7 3/4

- Page count: 208 pages

- B&W Photo: 30

- Author Residence: Dr Rosaly Lopes is a Principal Scientist at NASA's Jet Propulsion Laboratory, where she is also Lead Scientist for Geophysics and Planetary Geosciences. She was honoured in the 2006 edition of the Guinness Book of Records as having discovered the most active volcanoes anywhere. She lives in Pasadena, California.

- ISBNs and titles of author's previous books: The Volcano Adventure Guide; 978-0-52155-453-4  
Alien Volcanoes; 978-0-80188-673-7  
Volcanic Worlds; 978-3-54000-431-8



**Marketing:**

- Promotion alongside other BGs, dedicated spinners, presenter, and trade and consumer advertising.

**Sales Handles:**

- No other introductory guide available.
- Core subject in geography and geology at high school and college level.

**Audience:**

- High school and college students interested in geology, natural history, planetary science, and natural disasters. General readers; popular science readers; natural park visitors.

**Competition:**

- Volcanoes; Scarth; Aug/1994; 978-0-89096-636-5
- Savage Earth; Sep/2001; 978-0-00220-135-3

Distributed to the trade through National Book Network 1-800-462-6420

LARSON PUBLICATIONS

# Put the Blame on Eve

What Women Must Overcome To Feel Worthy

Melinda J. Rising, Ph.D.

December 2010

*Put the Blame on Eve* makes a positive contribution to true gender equality by challenging the illogic—and unconscious contemporary momentum—of holding all women accountable for what one supposedly did in a Biblical myth. It reviews historical gendercides based in misogynous Church policies and doctrines (Beguines, Albigensians, Inquisitions, witch hunts, etc.) with a modern sensitivity, and develops a “report card” of modern progress and setbacks for women and girls, with projections for the future.

- ISBN13: 978-1-936012-47-3
- ISBN10: 1-936012-47-2

• Category: Women's Studies / Spirituality

• BISAC 1: SOC028000

• BISAC 2: REL012130

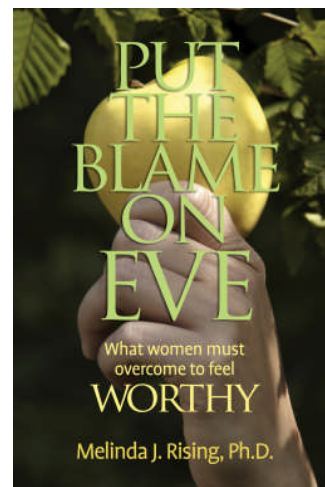
• BISAC 3: REL108020

- Price: \$15.95
- Format: pb. w/French flaps
- Discount: [T]

• Size: 6 x 9

• Page count: 176 pages

• Author Residence: Melinda Rising has served as Women's Issues Chair for the AAUW's Connecticut chapter, as Commissioner for the New England Association for Schools and Colleges, as co-executive director and president of the Miss America organization's CT chapter, and as an academic dean and dean of continuing education for CT public and private institutions. She lives in Wallingford, CT.



## Marketing:

- Targeted review copy mailing
- Conferences, workshops, lectures, webinars, podcasts
- Blogs (NOW, Ms, Womens eNews, etc.)
- Radio/TV/print/online interviews, articles

## Sales Handles:

- Shows a major piece of why public women are often demeaned in ways men rarely are
- Helps women/girls see its role in their feeling unworthy, accepting disempowerment, and trying to fulfill their own goals through men
- Can help men improve relationships with wives, daughters, nieces
- Shows how religious “spin” undermined early Christian gender equality and laid the basis for misogyny in Western culture

## Endorsements:

- Forthcoming from Kathleen McGowan (*The Expected One*), Karen Ralls (*The Templars and the Grail*), Madeleine Kunin (*Pearls, Politics, and Power*) and Kathleen McGrory (President Emerita of Hartford College for Women)

## Audience:

- Christian and Jewish seekers of gender parity, women's rights groups and supporters
- Catholic reform groups, liberal Christians
- Disenfranchised Catholics and other Christians
- Professional women juggling home/work loads
- Fans of Bill Moyers, Bill Maher, Thom Hartmann
- Fans of PBS/NPR, esp. *Fresh Air*, Diane Rehm, *Speaking of Faith*

## Competition:

- *Misquoting Jesus: The Story Behind Who Changed the Bible and Why*, 9780060738174, by Bart D. Ehrman; *Adam, Eve and the Serpent: Sex and Politics in Early Christianity*, 978-0679722328, by Elaine Pagels; *Urgent Message from Mother*, 978-1573242653

## Extra sales materials to support the book:

- Page layouts, endorsements, manuscript, galleys, postcards

Distributed to the trade through National Book Network 1-800-462-6420

PARI PUBLISHING  
**Alice and the Quantum Cat**

*Edited by William Brandon Shanley*  
**December 2010**

Alice in Wonderland leaps into the twenty-first century of quantum paradoxes and chaotic attractors. In a series of engaging stories several of the world's leading science writers speculate on what would happen if the young Alice were to enter the world of quarks, fractals, chaos theory, Heisenberg's uncertainty, the very center of the universe and theories of everything. The book also contains a glossary, very accessible to the lay reader, of definitions and explanations of the curious quantum world.

- ISBN13: 978-88-95604-10-7

- ISBN10: 88-95604-10-5

- Category: Science/Popular Science

- BISAC 1: SCI057000

- BISAC 2: FIC009010

- BISAC 3: FIC028000

- Price: \$16.95

- Discount: T

- Format: pb

- Size: 5 1/2 x 8 1/2

- Page count: 192 pages

- Author Residence: New Haven, Connecticut. William Brandon Shanley is a documentary filmmaker and social entrepreneur. Each chapter of this captivating adventure has been written by a leading science popularizer including Fred Alan Wolf, Amit Goswami, F. David Peat, Brian Swimme, Nick Herbert, Danah Zohar, Beverly Rubik, and Peter Russell.

**Marketing:**

- The various contributors will help promote the books. They are all well known in the field of popular science with websites, speaking tours and blogs.
- The book will also gain from the various blogs, websites, etc spinning off from Tim Burton's "Alice in Wonderland".
- Accompanying the book will be a website and blog.
- The book's editor is a documentary film maker and will explore a documentary related to the book.
- Electronic newsletter to our extensive mailing list.

**Sales Handles:**

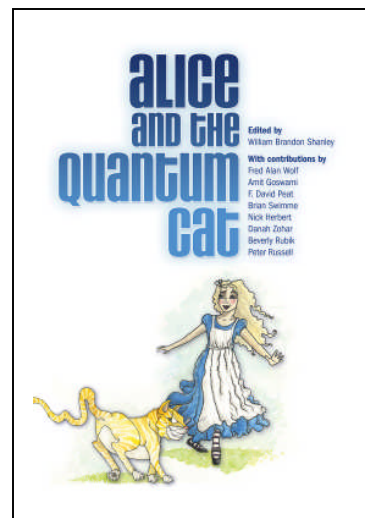
- Alice is a hot topic since the release of Tim Burton's "Alice in Wonderland".
- Christmas release to coincide with the DVD release of Tim Burton's film.
- Books contributors have a large following.
- Entertaining, fun, whitty approach to physics.
- Everyone loves Alice.

**Audience:**

- Anyone interested in popular science.
- Anyone interested in puzzles based on logic and language.
- Anyone who enjoyed the "Alice" books as a child and would like to revisit that sense of wonder.
- Anyone fascinated by the Tim Burton movie and would like to explore the story in greater depth.

**Competition:**

- "How to Teach Physics to Your Dog", Chad Orzel (Scribner, 2009) 978-1416572282 hb
- "The Housekeeper and the Professor, Yoko Ogawa" (Picador, 2009) 978-0312427801 pb.
- "Pythagoras' Revenge: A Mathematical Mystery", Arturo Sangalli (Princeton University Press, 2009) 978-0691049557 hb.



Distributed to the trade through National Book Network 1-800-462-6420

SAFARI PRESS  
**Safari Guide II**

Detailed, up-to-date information on big-game hunting in Benin, Botswana, Cameroon, Central African Republic, Ethiopia, Mozambique, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe  
*edited by Peter Flack and Dr. Jacqueline Neufeld*

**December 2010**

Safari Guide II is a completely updated work that gives detailed information on all aspects of hunting in the hunting countries of Africa. Whether you are planning your first trip to South Africa or Namibia and want to get insightful information on the who, what, when, or where, or whether you are planning a trip to Ethiopia for an animal such as the mountain nyala, Safari Guide II will clearly show you what to expect—from the preplanning paperwork to the point when you actually start hunting.

- ISBN13: 978-1-57157-348-3

- ISBN10: 1-57157-348-8

- Category: Sports/Hunting

- BISAC 1: SPO022000

- Price: \$60.00

- Discount: T

- Format: pb.

- Size: 8 1/2 x 11

- Page count: 329 pages

- Color Photo: 372

- Color Illustrations: 35

- Cart qty: 12

- Author Residence: Peter Flack and family split their time in Johannesburg, Cape Town, and the Karoo, South Africa. Dr. Jacqueline Neufeld resides in Long Beach, CA.

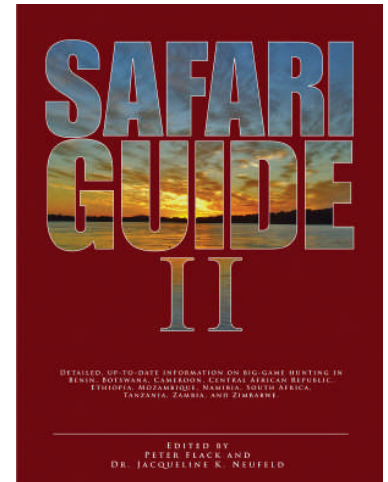
- Previous ISBN: 1-57157-208-2

**Marketing:**

- This is a great guide for all the 14.4 million hunters in the US according to the NSSF latest figures.

**Sales Handles:**

- The hard-hitting, useful information found in this guide will help you, the hunter, understand the bewildering number of rules, regulations, and customs of each country so that you can properly plan and enjoy your safari to the fullest. Be an informed Dark Continent hunter and purchase Safari Guide II BEFORE you purchase your next safari. It will save you thousands of dollars and make your next big-game hunting safari in Africa your most enjoyable adventure yet.



Distributed to the trade through National Book Network 1-800-462-6420

TUGHRA BOOKS  
**Prayer and Healing in Islam**

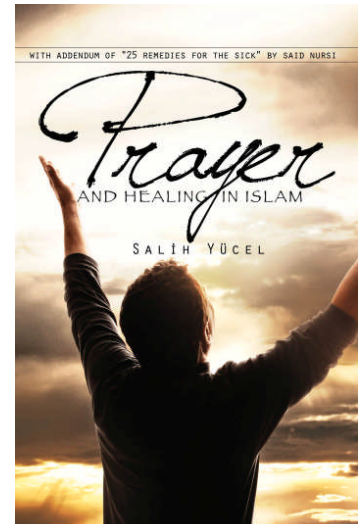
*Salih Yucel*

**December 2010**

Praying for health is a significant Islamic custom alongside seeking medical treatment, and has become a vital part of Muslim culture. There are two areas of focus in this book: the methodology and criteria of praying for health, and the results of a study on the effect of prayer on Muslim patients' well-being. This study was conducted at Brigham and Women's Hospital, a Harvard Medical School teaching affiliate in Boston, MA. Twenty-Five Remedies, a work by prominent contemporary Muslim scholar Said Nursi, included in this book, further enriches the scope of the subject of prayer and healing.

- ISBN13: 978-1-59784-242-6
- ISBN10: 1-59784-242-7
- Category: Religion/Body Mind Spirit
- BISAC 1: REL087000
- BISAC 2: REL037030
- Price: \$15.95
- Discount: T
- Format: pb
- Size: 6 x 9
- Page count: 185 pages

• Author Residence: Dr. Salih Yucel is a Lecturer in Islamic Studies, Monash University, Australia. He has worked for more than ten years as a chaplain in various institutions.



**Marketing:**

- Advertising in trade publications and academic journals
- Advertising in Islamic magazines and newspapers
- Mail-outs to chaplaincies and related organizations.
- Mailings to bookstores
- Co-op available

**Sales Handles:**

- Islam as a religion has attracted great deal attention and continues to be a source of interest for many.
- Prayer in Islam is one of the less understood and studied aspects of the religion.

**Competition:**

- Moral Healer's Handbook: The Psychology of Spiritual Chivalry, 1871031397; Healing Power of Faith, 0684852977

**Extra sales materials to support the book:**

- flyers and postcards

Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# Annual Review of Intellectual Property Law Developments

*American Bar Association Section of Intellectual Property Law*  
**December 2010**

This book provides a thoughtful and balanced treatment of key legal developments in the courts, agencies, and legislatures in every area of IP law. The 2009 edition reports on nearly 200 top IP legal developments, including: *In re Volkswagen of America, Inc.*; *In re TS Tech USA Corp.*; *Tafas v. Doll*; *Broadcom v. Qualcomm*; *In re Bose Corp.*; *Elsevier v. Muchnick*; and *Salinger v. Colting*.

- ISBN13: 978-1-60442-792-9

- ISBN10: 1-60442-792-2

- Category: Law-Intellectual Property

- Price: \$149.95

- Discount: T

- Format: cl.

- Size: 7 x 10

- Page count: 416 pages

- Carton qty: 10

- Author Residence: American Bar Association Section of Intellectual Property Law, Chicago, IL.

- Previous ISBN: 9781604423198 (Previous version)

**Marketing:**

- Electronic marketing (e-mails, electronic newsletters); direct mail; ads in *Landslide* magazine.

**Sales Handles:**

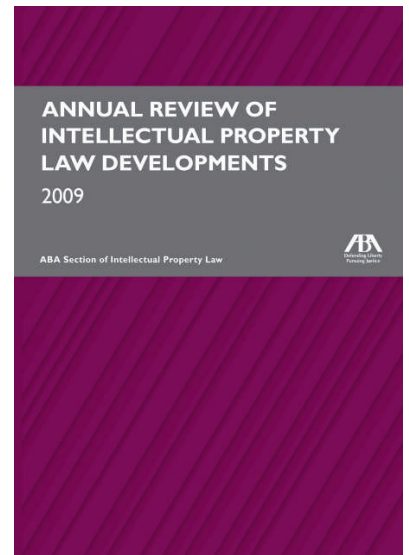
- An essential resource for anyone who handles, or is interested in, intellectual property law matters. Organized into six parts (patents, trademarks, unfair competition, copyright, trade secrets, other IP), this book provides comprehensive coverage of significant intellectual property law developments from 2009.

**Audience:**

- Lawyers, academics.

**Competition:**

- There are no competitive titles for this book.



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# IP Attorney's Handbook for Insurance Coverage in Intellectual Property Law Disputes

David A. Gauntlett

December 2010

This book addresses clients' questions regarding intellectual property insurance coverage and contains information vital to litigators who wish to use insurance to reimburse the cost of defending IP lawsuits, or obtain moneys for their settlement and/or indemnification of damage awards. The book focuses on the policy language carriers have used, how courts have interpreted these, and issues IP practitioners need to be sensitive to in litigating insurance cases.

• ISBN13: 978-1-60442-509-3

• ISBN10: 1-60442-509-1

• Category: Law/Intellectual Property

• Price: \$129.95

• Discount: T

• Format: Pb.

• Size: 7 x 10

• Page count: 339 pages

• Carton qty: 10

• Author Residence: David A. Gauntlett is the principal of Gauntlett & Associates in Irvine, CA. Mr. Gauntlett is lead counsel in intellectual property antitrust coverage disputes pending in over 30 states throughout the United States and is also responsible for many precedent-making insurance coverage cases involving patent, trademark, and copyright infringement, as well as trade secret misappropriation and unfair competition claims.

**Marketing:**

• Electronic marketing (e-mail, newsletters); direct mail; ads in Landslide magazine.

**Sales Handles:**

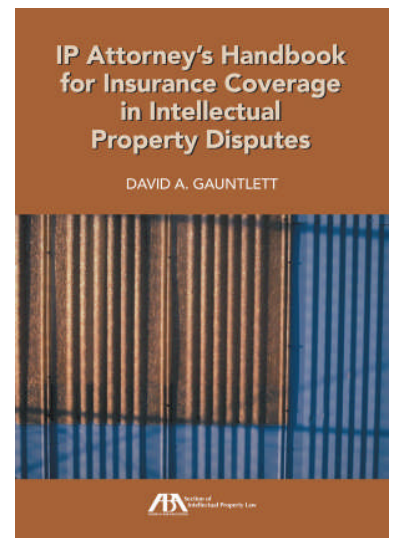
• This easy-to-use guide includes a valuable checklist that highlights the types of intellectual property claims most likely to trigger coverage under pertinent commercial liability policies; identifies the broad number of participants involved in a dispute whose insurance may be implicated; evaluates other forms of insurance responsive to intellectual property risks; and more. Numerous "fact scenarios" with applicable case citations, as well as checklists for choosing cyberspace policies and policies covering errors and omissions, directors and officers, commercial general liability, and intellectual property risks complete the book.

**Audience:**

• Lawyers, academics.

**Competition:**

• There are non competitive titles for this book.



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION  
**IP Valuation and  
Management**

*Weston Anson*  
**December 2010**

In a time of great economic, social and political change in the world, intellectual property is more important than ever. Given the current trouble surrounding businesses and portfolios, clients are actively seeking legal guidance and advisement to make wise decisions about intellectual property. IP Valuation and Management is an easy-to-use, concisely thorough reference. This book delves into how intellectual property is defined, grouped, valued, managed and monetized.

- ISBN13: 978-1-60442-780-6
- ISBN10: 1-60442-780-9
- Category: Law/Intellectual Property
- BISAC 1: LAW000000
- Price: \$79.95
- Discount: T
- Format: pb.
- Size: 6 x 9
- Page count: 320 pages
- Carton qty: 20
- Author Residence: Weston Anson is Chairman of CONSOR®, the leading intellectual asset consulting firm specializing in trademark, technology and copyright licensing, valuation, and expert testimony.
- ISBNs and titles of author's previous books: None

**Marketing:**

- web email print

**Sales Handles:**

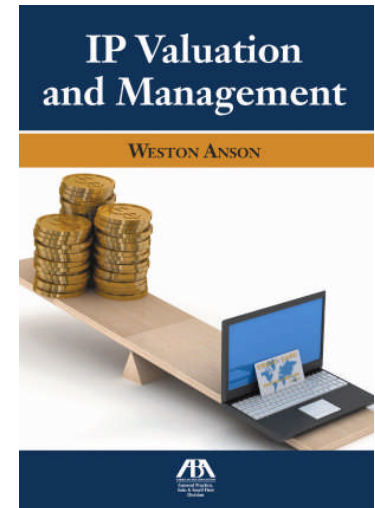
- Harvard-educated Wes Anson is a top-notch consultant, who specializes in IP Valuation

**Audience:**

- IP Attorneys, M&A attorneys, Venture capital professionals

**Competition:**

- Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools;978-0470193334



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# Nanotechnology

Environmental Law, Policy, and Business  
Considerations

*Edited by Lynn L. Bergeson*

**December 2010**

The rapid commercialization of nanotechnology is one of the most intriguing industrial phenomena of our time. But as the universe of applied nanotechnology is burgeoning, so are questions raised about the possible impact of exposure to nanoscale materials on human health and the environment. This book offers the most current and authoritative look at the regulatory, governance, and business issues of a technology that is as fascinating as it is challenging.

- ISBN13: 978-1-60442-582-6

- ISBN10: 1-60442-582-2

- Category: Law/Environmental

- BISAC 1: LAW034000

- BISAC 2: LAW099000

- BISAC 3: LAW009000

- Price: \$89.95

- Discount: T

- Format: pb.

- Size: 6 x 9

- Page count: 308 pages

- Author Residence: Lynn L. Bergeson is an attorney in Washington, DC.

- ISBNs and titles of author's previous books: Nanotechnology and the Environment, 978-1-42006-019-5; Nanotechnology Deskbook, 978-1-58576-123-4; International Chemical Testing Regulatory Requirements Handbook, 978-1-56670-579-0

## **Marketing:**

- Ads in Natural Resources and Environment magazine and Trends newsletter
- Direct Mail Campaign
- E-mail promotion
- Co-op available

## **Sales Handles:**

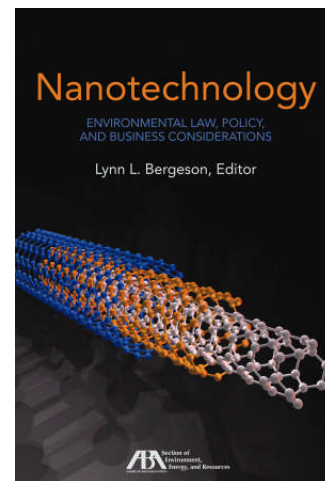
- Timely and oritative resource to a rapidly changing field
- Chapters written by legal experts in each area of the law
- Combines the perspectives of environmental and business law practitioners

## **Audience:**

- Lawyers, law students, government agency employees, government agencies, corporate lawyers, in-house counsel, law libraries, law schools, law career counselors, firm librarians, legal assistance offices

## **Competition:**

- Nanotechnology: A Gentle Guide to the Next Big Idea, 978-0-13101-400-8;
- Nanotechnology Law, 978-0-31499-046-4;
- Nanotechnology: Legal Aspects, 978-1-42005-347-0



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# A State-by-State Guide to Construction and Design Law

Current Statutes and Practices  
*Edited by Carl J. Circo and Christopher H. Little*  
**December 2010**

This is THE book you need if you're involved in multi-state construction and design projects. It outlines essential information about design and construction law and contracting in all 50 states plus DC and Puerto Rico. Information follows a standard format, offering quick comparisons of how different jurisdictions treat the same issue. Topics include licensing and regulation; mechanic's liens; financing; consumer protection; ADR; environmental matters; and statutory and case law governing contracting practices.

- ISBN13: 978-1-60442-554-3

- ISBN10: 1-60442-554-7

- Category: Law/Reference

- BISAC 1: LAW019000

- BISAC 2: LAW078000

- BISAC 3: LAW074000

- Price: \$179.95

- Discount: T

- Format: pb

- Size: 8 1/2 x 11

- Page count: 1,169 pages

- Author Residence: • Carl J. Circo is on the faculty of the University of Arkansas School of Law in Fayetteville, Arkansas. Christopher H. Little is an attorney in Providence, Rhode Island.

- Previous ISBN: 1-57073-618-9 (Previous version)

#### **Marketing:**

- Ads in Probate and Property and RPTE Journal
- Direct Mail Campaign
- E-mail promotion
- Brochures at conferences
- Co-op available

#### **Sales Handles:**

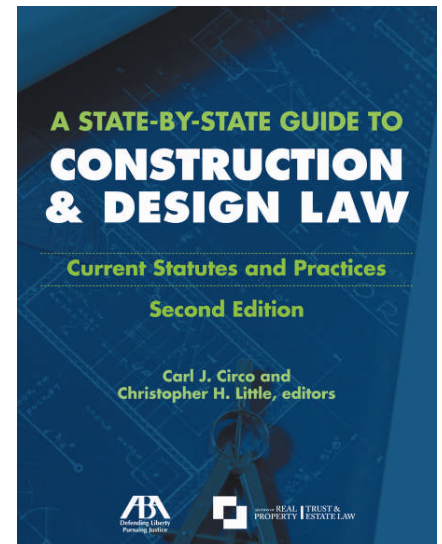
- Multi-jurisdictional presentation offers a unique, cost-effective, and time-saving resource for lawyers, contractors, architects and real estate professionals.
- Current statutes and practices for all 50 states plus the District of Columbia and Puerto Rico.
- Concise and quick legal resource.
- Covers emerging issues such as alternative dispute resolution, consumer protection, and environmental concerns.

#### **Audience:**

- Lawyers, law students, real estate developers, construction professionals, general contractors, architects, surveyors, title insurance companies, accountants, law libraries, law schools, law firm and corporate librarians

#### **Competition:**

- State-by-State Guide to Construction Contracts and Claims, 978-0-73555-877-9; Principles and Practices of Construction Law, 978-0-13032-576-1; Smith, Currie & Hancock's Common Sense Construction Law: A Practical Guide for the Construction Professional, 978-0-47023-136-4



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# Takings International

## A Comparative Perspective on Land Use Regulations and Compensation Rights

*Rachelle Alterman*

**December 2010**

This book is the first large-scale effort devoted to this controversial issue, providing a vast platform of comparative knowledge on direct, indirect, categorical, and partial takings. Written for legal professionals, academics, urban and regional planners, real estate developers, and civil-society groups, the book analyzes thirteen advanced economy countries representing a variety of legal regimes, institutional structures, cultures, geographic sizes, and population densities.

• ISBN13: 978-1-60442-550-5

• ISBN10: 1-60442-550-4

• Category: Law/Land Use

• Price: \$94.95

• Discount: T

• Format: pb.

• Size: 7 x 10

• Page count: 390 pages

• Carton qty: 10

• Author Residence: Professor Rachelle Alterman leading authority on land use law and urban planning in Israel, comparative land use and planning law, property rights, urban and regional planning. She resides in Israel.

**Marketing:**

• Direct mail; electronic marketing (emails, newsletters), advertising in State and Local Government magazine.

**Sales Handles:**

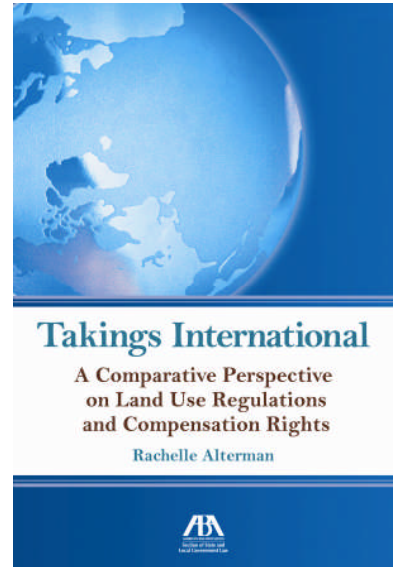
• Lawyers and anyone involved, or interested, in property rights and the role of public agencies, will find that this book takes a comprehensive look at this debate and provides a sense of scale by which to evaluate current state practices and propose alternatives.

**Audience:**

• Lawyers, academics, urban & regional planners, real estate developers, civil society groups.

**Competition:**

• There are no competitive titles for this book.



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION  
**The Amicus Brief**

How to Write it and Use it Effectively, Third Edition  
*Reagan Wm. Simpson, Mary R. Vasaly*

**December 2010**

The amicus brief submission precedes even the common law, and has its roots in ancient Rome. But over the last 50 years, the role of the amicus brief has evolved, with the amicus brief even being cited by the Supreme Court more and more often. This helpful publication provides complete information on writing and understanding amicus briefs.

• ISBN13: 978-1-60442-764-6

• ISBN10: 1-60442-764-7

• Category: Law/Reference

• BISAC 1: LAW000000

• Price: \$129.99

• Discount: T

• Format: pb.

• Size: 6 x 9

• Page count: 276 pages

• Carton qty: 20

• Author Residence: Reagan Simpson is a partner in King & Spalding's Austin office and a member of the firm's Litigation Practice Group. Mary Vasaly has practiced in the areas of appeals, probate/trust litigation and commercial litigation.

• ISBNs and titles of author's previous books: *The Amicus Brief: How to Be a Good Friend of the Court*, Second Edition; 9781570735738

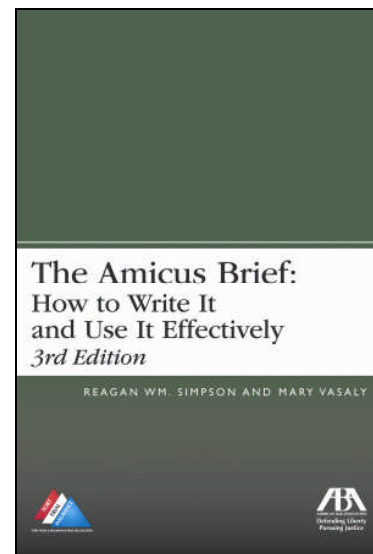
**Marketing:**

• Email, Print, Web

**Sales Handles:**

• Third Edition of an ABA Bestseller

• Well respected authors who are experts in the field of Amicus Briefs



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# The Foreign Corrupt Practices Act and the New International Norms, Second Edition

Stuart H. Deming  
December 2010

This book provides an in-depth analysis of the FCPA and significantly expands upon the first with critical updates reflecting the latest developments of the Act; a broader and more expansive analysis of the FCPA, including those aspects that relate directly to Sarbanes-Oxley; and a detailed analysis of the debarment practices associated with the anti-corruption policies of the World Bank Group.

- ISBN13: 978-1-60442-604-5

- ISBN10: 1-60442-604-7

- Category: Law/Reference

- Price: \$144.95

- Discount: T

- Format: pb.

- Size: 7 x 10

- Page count: 425 pages

- Carton qty: 10

- Author Residence: Stuart H. Deming, founder of Deming PLLC in Washington, D.C. represents domestic and foreign entities and individuals in a range of business and investigatory matters. He provides advice on international transactions, develops and assists in the implementation of compliance programs, conducts internal investigations, and represents clients before federal and state agencies. His regulatory practice focuses on the Foreign Corrupt Practices Act, economic sanctions, and a range of issues associated with the conduct of international business, including Sarbanes-Oxley and various employment issues.

- Previous ISBN: 1590313267 (Previous version)

#### Marketing:

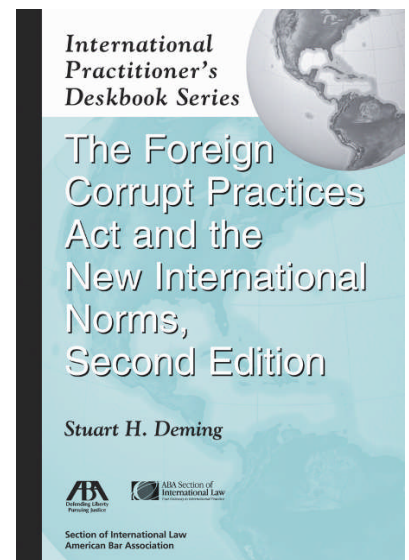
- Electronic marketing (e-mails, newsletters); direct mail; advertising in International Law News.

#### Sales Handles:

- The book includes an extensive variety of sample forms and checklists, including: anti-bribery policies, accounting and record-keeping policies; compliance certifications; contract compliance and termination language, and much more. Key source materials, including opinion releases and a useful annotated index to the opinion procedure releases, is also included. The book includes over 1,000 endnotes citing source materials and providing useful insights for practitioners.

#### Competition:

- The Foreign Corrupt Practices Act Handbook: A Practical Guide for Multinational General Counsel, Transactional Lawyers, and White Collar Crime Practitioners (9781604429150)



Distributed to the trade through National Book Network 1-800-462-6420

AMERICAN BAR ASSOCIATION

# The Lawyer's Guide to Negotiation

Second Edition

*X.M. Frascogna, Jr., H. Lee Hetherington*

**December 2010**

Negotiation is by far the most frequently used device to resolve conflicts and claims. This book combines a lawyer's legal training and experience with keen interpersonal skills that achieve tangible results. The Lawyer's Guide to Negotiation dispels some long-held negotiation myths while offering lawyers a consistent and effective approach to establish a framework for any bargaining challenge.

- ISBN13: 978-1-60442-578-9

- ISBN10: 1-60442-578-4

- Category: Law/Reference

- BISAC 1: LAW000000

- Price: \$89.95

- Discount: T

- Format: pb.

- Size: 6 x 9

- Page count: 239 pages

- Carton qty: 20

- Author Residence: X.M. Frascogna, Jr. is the senior partner in the law firm of FRASCOGNA COURTNEY, PLLC which was established in 1972 in Jackson, Mississippi. Lee Hetherington is a Professor of Law, (with tenure) at the Mississippi College School of Law.

- ISBNs and titles of author's previous books: Lawyer's Guide to Negotiation;97815070738913

**Marketing:**

- Email, Print, Web

**Sales Handles:**

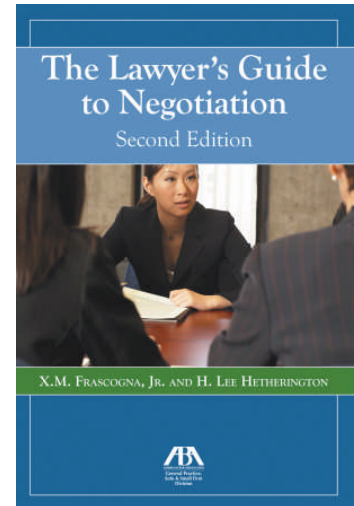
- Second edition of an ABA Bestseller that helps any/all lawyers develop negotiation tactics. As many cases never make it to trial, often negotiation plays an enormous role in winning outside the courtroom. This book helps attorneys make every word count.

**Audience:**

- Trial Lawyers, Mediation, Corporate Lawyers, Labor and Employment, M&A, Dispute Resolution

**Competition:**

- Lawyer Negotiation: Theory, Practice and Law;978-0735540187;Bare-Knuckle Negotiation: Savvy Tips and True Stories from the Master of Give-and-Take;978-0471463337



Distributed to the trade through National Book Network 1-800-462-6420