

C&T PUBLISHING

Carol Doak's Keepsake Frame Cards

Display and Gift Your Art in Style • Free quilt block
pattern included

Carol Doak

October 2010



- 4 premium blank 5" x 7" cards and envelopes
- Beautifully textured handmade paper
- Heavyweight, archival stock protects your creative work
- Frame small quilt blocks, fiber art, paintings, or drawings inside a debossed 3" square window
- Free quilt block pattern inside package

- ISBN13: 978-1-60705-275-3

- ISBN10: 1-60705-275-X

- Category: Crafts

- Price: \$9.95

- Discount: T

- Format: nov

- Size: 5 x 6 7/8

- Page count: 4 cards

- Author Residence: Carol Doak is a pioneer in the area of paper foundation piecing. She has published more than a dozen successful books and has earned many honors in the quilting industry. Carol lives in Windham, New Hampshire.

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:

- Showcase your creative work - vertically or horizontally - inside a debossed 3" square window
- Beautifully textured, handmade paper is bright white, archival, and extra heavy weight *
- Adhesive strips inside make it easy to assemble
- - Free instructions for the above block designs and more are available at www.ctpubblog.com
- Perfect for framing and personalizing all your favorite miniature works of art!
- Quilt blocks - Fiber art
- Paintings - Drawings
- Photos - Collage
- (include standard ancillary copyright and contact info)
- Your purchase supports fair trade in India
- Mailing requires additional postage

Audience:

- Quilters, Crafters and Sewing Enthusiasts

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

C&T PUBLISHING
Ultra-Light Lutradur®

For Fiber Arts, Mixed Media & More! 20" x 2 yds. • 25
gram

C&T Publishing
August 2010

- Revolutionary new material for sewing, crafting, and mixed media arts
- Spun polyester fibers add beautifully sheer texture to your work
- Flexible two-yard length is perfect for large or dimensional projects

- ISBN13: 978-1-60705-259-3

- ISBN10: 1-60705-259-8

- Category: Crafts

- Price: \$11.95

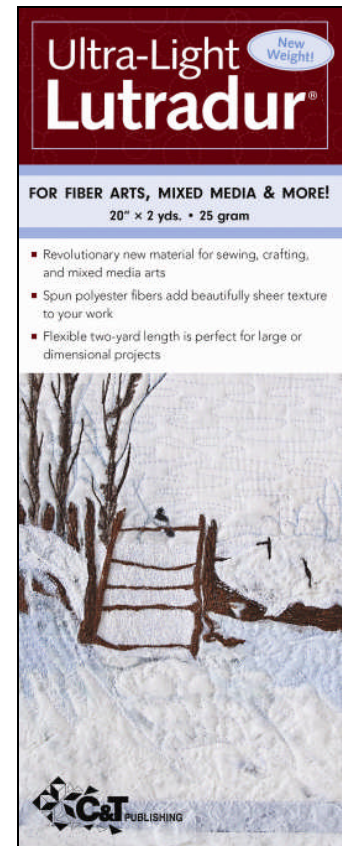
- Discount: T

- Format: 1 sheet

- Size: 20 x 72 yds

- Page count: 1 sheet

- Carton qty: 72



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
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- 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:

- So many ways to play with Lutradur® — try them all!
- Cut • Sew • Paint • Stamp • Dye • Distress • Collage • Sculpt
- TIP – Ultra-Light Lutradur® is inkjet-printable!
 1. Coat lightly with a clear medium*, allow to dry
 2. Secure Lutradur to a sheet of plain paper
 3. Run through inkjet printer from manual-feed tray

Audience:

- Quilters, Crafters and Sewing Enthusiasts

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

C&T PUBLISHING
Sari Quilt Journal

C&T Publishing
September 2010



- Collaged covers are made by hand with recycled fabric from saris — each one is unique
- Roomy 6"x9" book contains 160 pages total—96 blank plus 64 graph
- High-quality bright white sheets in front are perfect for journaling, sketching, notetaking, and even painting with pastels or light watercolors
- Blue-lined graph paper (8/10 inch) in the back is handy for drafting quilt blocks or any other design work
- Handy pocket inside the back cover holds fabric swatches, notes, coupons, etc.
- Your purchase supports fair trade and provides valuable employment to villagers in India who are learning the papermaking trade

- ISBN13: 978-1-60705-272-2

- ISBN10: 1-60705-272-5

- Category: Crafts

- Price: \$19.95

- Discount: T

- Format: pb

- Size: 6 x 9

- Page count: 160 pages

- Carton qty: 36

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:

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- Blue-lined graph paper (8/10 inch) in the back is handy for drafting quilt blocks or any other design work
- Handy pocket inside the back cover holds fabric swatches, notes, coupons, etc.
- Your purchase supports fair trade and provides valuable employment to villagers in India who are learning the papermaking trade

Audience:

- Quilters, Crafters and Sewing Enthusiasts

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

CRYSTAL CLARITY PUBLISHERS

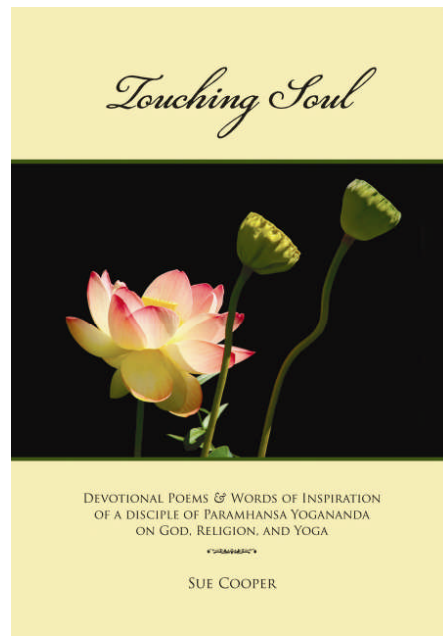
Touching Soul

Devotional Poems & Words of Inspiration on God,
Religion, and Yoga

Sue Cooper

July 2010

Touching Soul offers devotional, non-sectarian poetry that inspires truth seekers of all backgrounds.



• ISBN13: 978-1-56589-255-2

• ISBN10: 1-56589-255-0

• Category: Poetry

• BISAC 1: POE003000

• Price: \$14.95

• Discount: T

• Format: pb

• Size: 5 x 8

• Page count: 208 pages

Marketing:

- Word of mouth marketing
- Email blasts

Sales Handles:

- Inspirational works related to Yogananda have been best-sellers

Extra sales materials to support the book:

- Please send "data to accounts" only for this title.

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

CRYSTAL CLARITY PUBLISHERS

A Renunciate Order for a New Age

Swami Kriyananda

June, 2010

The Nayaswami Order is a new movement in renunciation launched in late 2009 by Nayaswami Kriyananda, a direct disciple for over 60 years of the great yoga Master, Paramhansa Yogananda.

He describes a new model based on positive aspects of renunciation — rather than the traditional world-negating approach. It is intended for people from all walks of life, married or single, who are committed to finding God, and is open to people of every religious affiliation.

• ISBN13: 978-1-56589-252-1

Marketing:

• Word of Mouth campaign--15,000 emails to individuals,

• ISBN10: 1-56589-252-6

Sales Handles:

• People are desperately looking for practical ways to uplift their lives given the world economic crisis and negative media campaigns

• Category: Spirituality/New Age

• All of the advice is from an authentic credible source: one of the most respected spiritual teachers of modern times

• BISAC 1: OCC019000

• Titles directly relating to Kriyananda have consistently been Crystal Clarity's top-selling books.

• BISAC 2: REL062000

• BISAC 3: SEL032000

• Price: \$11.95

Audience:

• Followers and admirers of Swami Kriyananda & Paramhansa Yogananda

• Discount: T

• Yoga and eastern religion practitioners; Christian "New Thought" churchgoers (Unity, Religious Science, etc.)

• Format: pb

• Self-help, personal growth enthusiasts

• Size: 5 1/2 x 8 1/4

• Page count: 148 pages

• Author Residence: A disciple of Yogananda—author of Autobiography of a Yogi—Swami Kriyananda has lectured, taught, and written almost 100 books based on Yogananda's teachings that have sold over 3 million copies worldwide.

• ISBNs and titles of author's previous books: Revelations of Christ, 978-156589-222-4; Essence of the Bhagavad Gita, 978-1-56589-226-2; Meditation for Starters, 978-1-56589-229-3

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

CLASSICAL AMERICAN HOMES PRESERVATION TRUST

More Adventures With Old Houses

The Edgewater Experience

Richard H. Jenrette

February 2010

In Dick Jenrette's newest book, *More Adventures With Old Houses*, he writes about his odyssey of finding and returning the antiques and fine arts that belonged to the early 19th century owners of Edgewater, his classical revival home, built in the 1820s on the Hudson river. The story of how these furnishings came "home again" is nothing short of miraculous. This book is a sequel to *Adventure With Old Houses*.



• ISBN13: 978-0-9825737-0-9

Marketing:

• ??

• ISBN10: 0-9825737-0-7

Sales Handles:

• ??

• Category: Architecture

• BISAC 1: ARC014000

• BISAC 2: ANT017000

• BISAC 3: ARC005000

• Price: \$25.00

• Discount: T

• Format: pb

• Size: 9 3/4 x 10 3/4

• Page count: 66 pages

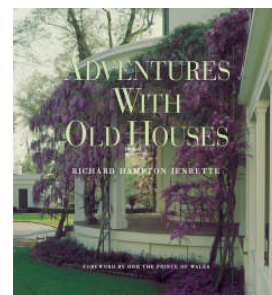
• Carton qty: 32

• Author Residence: Richard Hampton Jenrette was born in Raleigh, North Carolina on April 5, 1929, and is a graduate of the University of North Carolina and received an MBA from the Harvard University Graduate School of Business. He served as Chairman of the Board of Donaldson, Lufkin & Jenrette, Inc. from 1974 to 1996, having been a founder of the firm in 1959. He is also the former Chairman of the Board and Chief Executive Officer of The Equitable Life Assurance Society of the United States. Mr. Jenrette has received various awards for his historic preservation activities, including the Louise duPont Crowninshield Award, presented by the National Trust for Historic Preservation, and the Hadrian Award, presented by the World Monuments Fund. In his Foreword to Mr. Jenrette's book, *Adventures With Old Houses*, HRH The Prince of Wales wrote, "No wonder some of his admirers have described Dick as a one-person National Trust for Historic Preservation."

• ISBNs and titles of author's previous books: *Adventures With Old Houses* 0941711765; *Jenrette, The Contrarian Manager* 0070329354

ALSO AVAILABLE:

Adventures With Old Houses
223 pages / 9 3/4 x 10 3/4
9780941711760 \$24.95 pb. [T]

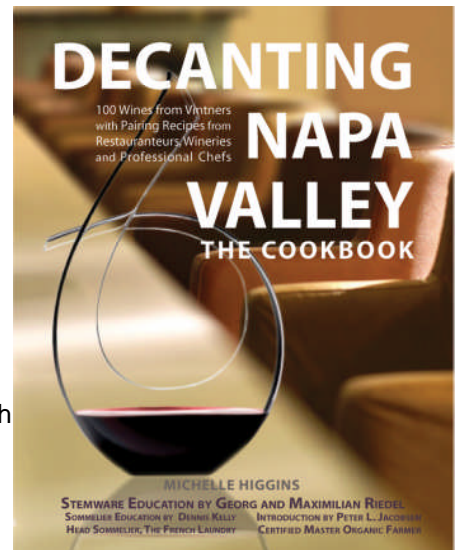


Distributed to the trade through National Book Network 1-800-462-6420

DECANTING WINE COUNTRY, LCC
Decanting Napa Valley
The Cookbook

Michelle Higgins
May 2010

Decanting Napa Valley: The Cookbook, unifies hundreds of talented and enthusiastic people within the Napa Valley: the winemakers, vintners, restaurateurs, and winery chefs who, in collaboration, shape America's premier viticultural region. The cookbook is an ensemble of 100 wines with 180 specific pairing recipes. It also includes wine statistics, tasting notes and artisan bottle images for wine enthusiasts and 16 expert writers including stemware education by Georg Riedel.



- ISBN13: 978-0-615-31455-6

- ISBN10: 0-615-31455-4

- Category: Cooking, Wine & Spirits

- Price: \$45.00 cl. [T]

- Size: 8 x 10
- Page count: 388 pages
- Color Photo: 300
- Other: 180 recipes

- Author Residence: Michelle Higgins is a professional graphic designer, innovative marketer, and founder of the prestigious Decanting Wine Country™ Association. DWC is the preeminent provider of exclusive Wine Country publications and produces a series of luxury, by-invitation-only guidebooks including Decanting Napa Valley, Decanting Sonoma County and Decanting Monterey County (currently in production). Decanting Wine Country is currently expanding the cookbook series, with Sonoma and Monterey editions to be released in 2010 and 2011, respectively. Michelle resides in Yountville, California.
- ISBNs and titles of author's previous books: Decanting Sonoma : The Guidebook

Marketing:

- Cross-pollination of food, wine and travel interests. 4.5 million wine enthusiasts visit Napa Valley each year. Estimated 400 million wine enthusiasts enjoy American wines nationally and internationally. Riedel Crystal is the largest stemware producer globally.

Sales Handles:

- Riedel Crystal reps will exposure the wholesale potential book to all their hundreds of retailers to sell as a stemware companion/gift. The wineries in the book also use it as a sales tool to sell wine and will be promoting the book in tasting rooms, web sites and wine clubs. Both will also be referring customers to fine booksellers everywhere. Iphone app free via ITUNES. Book signings by panel of contributors at bookstores, charity events and food and wine events.

Endorsements:

- "The cookbook tantalizes the senses and invites the reader to retreat to the kitchen and begin a hands-on investigation of its contents. It's all about the rich genre of hospitality – the food, the wine with its intricacies, the stemware, and the mystique."
- Robin Daniel Lail, Lail Vineyards

Audience:

- 4.5 million visitors to Napa Valley each year

Competition:

- There has never been a food and wine book that is a collaboration of vintners and chefs (including regional restaurateurs)

Extra sales materials to support the book:

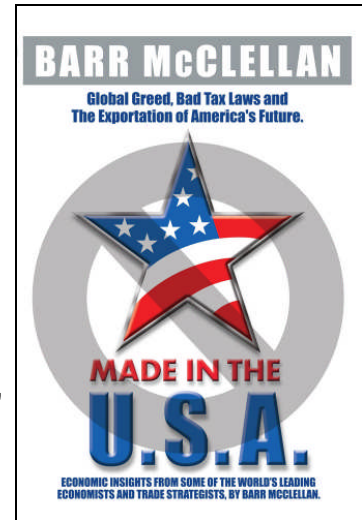
- Mailed brochures

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

HANNOVER HOUSE
Made in the USA
Global Greed, Bad Tax Laws and the
Exportation of America's Future
Barr McClellan
May 2010

Attorney and economist Barr McClellan (author of the #1 Best Seller *Blood, Money & Power*) presents a simple but compelling analysis of a complex economic problem – *where do we go from here?*. American consumers hold the power to restore our economy and our nation's world leadership by simply choosing to buy products that are "Made in the USA." McClellan claws his way through Wall Street ideology and political preference to show that, yes, it's as simple as that.

Another populist triumph from the author of *Blood, Money & Power*.



• ISBN13: 978-0-9637846-8-1

• ISBN10: 0-9637846-8-4

• Category: Economics

• Price: \$24.95 cl. [T]

• Size: 6 x 9

• Page count: 351 pages

• B&W Photo: 12

• B&W Illustrations: 8

• Carton qty: 20

• **Author Residence:** McClellan is a bestselling author, attorney, businessman and economist. While a partner in an Austin law firm, McClellan handled many of the personal business dealings of former President Lyndon Johnson. Now living in New York, he consults for a number of multinationals. He is the father of Scott McClellan, former White House Press Secretary.

• **Author's previous books:** *Blood, Money & Power* #9780963784629 (over 100,000 hardcover copies sold).

Marketing:

• Major national News and Television Talk Show junket during the week of May 3 - 7, including appearances on CNN, MSNBC, Fox News, ABC, CBS and C-SPAN.

• A ten-inch ad will be run in the NYTBR on Sunday, April 25th.

• The author will appear on live, national television on Friday, May 7th at 3pm EDT on the US Capitol Steps with four U.S. Senators to announce legislation that will give tax breaks and tax credits to companies manufacturing certified "Made in the USA" products.

Sales Handles:

• National News Coverage and Major Television Talk Shows will elevate this title into a non-fiction bestseller.

Audience:

• Business readers and mainstream consumers who are worried about the economy – but searching for hope.

Competition:

• *The Big Short: Inside the Doomsday Machine* (Norton #9780393072235);

• *Freefall: America, Free Markets and the Sinking of the World Economy* (Norton #9780393075960);

• *This Time Is Different: Eight Centuries of Financial Folly* (Princeton University Press #9780691142166).

Extra sales materials to support the book:

• A special "Made in the USA" website is currently under construction. It will feature teasers and elements from the book and will drive sales to brick-and-mortar stores as well as retailers.

Distributed to the trade by NBN.

HARVARD COMMON PRESS

El libro esencial para madres lactantes

Edición conmemorativa por el 25th aniversario

Kathleen Huggins

Septiembre 2010

Esta guía sobre lactancia es una obra accesible y confiable, preferida por los nuevos padres y recomendada por los profesionales del área desde hace más de dos décadas. Kathleen Huggins revisó y actualizó exhaustivamente esta edición para el 25th aniversario con el fin de dotar a las madres lactantes de toda la información necesaria para superar las dificultades y amamantar exitosamente al bebé, empezando desde la primera semana hasta los años de párvulo o en algún punto intermedio. Hoy más que nunca, El libro esencial para madres lactantes es una obra de referencia obligada para todas las madres primerizas.

- ISBN13: 978-1-55832-736-8
- ISBN10: 1-55832-736-3
- Category: Familia/Lactancia
- BISAC 1: FAM009000
- BISAC 2: FAM036000
- Price: \$14.95
- Discount: Revendedores
- Format: tapa blanda
- Size: 6 x 9
- Page count: 368 pages
- Other: Diseño a 2 colores
- Carton qty: 32
- Author Residence: Lugar de residencia de la autora: San Luis Obispo, California • Es una enfermera graduada y especialista en lactancia, certificada por el colegio profesional • Ha asesorado a madres lactantes durante más de 25 años
- **ISBNs and titles of author's previous books:** 25 Things Every Nursing Mother Needs to Know (25 cosas que toda madre lactante necesita saber), 978-1-55832-383-4; The Nursing Mother's Guide to Weaning (Guía sobre el destete para madres lactantes), 978-1-55832-352-0; Nursing Mother, Working Mother (Madre lactante, madre trabajadora), 978-1-55832-331-5; The Expectant Parents' Companion (Manual para padres que esperan bebé), 978-1-55832-334-6
- Previous ISBN: 978-1-55832-304-9

Marketing:

- Campaña publicitaria nacional de prensa, radio e Internet dirigida a medios hispanohablantes como las revistas Buena Vida y Ser Padres, el sitio Web todobebé.com y los programas de radio Viva la Familia y Nuestros Niños. Se dirigirá especialmente a mercados donde predomina el español, como los estados de Texas, Florida y California
- Promoción en el sitio Web de la serie, NursingMothersCompanion.com
- Publicidad en ferias comerciales de productos para el embarazo y la lactancia

Sales Handles:

- Se han vendido más de un millón de ejemplares de la edición en inglés de El libro esencial para madres lactantes.
- Otras obras sobre lactancia publicadas en español llevan varios años sin ser reeditadas. Esto convierte a El libro esencial para madres lactantes en el texto más actualizado sobre el tema disponible en el mercado.
- Según los Centros para el Control y la Prevención de Enfermedades (CDC), un estudio reciente demuestra que aunque los índices de lactancia superaron la meta del 75% del proyecto Healthy People 2010 (Gente saludable 2010), por otra parte, los índices de lactancia en bebés de 6 meses no alcanzaron la meta del 50%. Esto hace patente la necesidad de "continuar realizando actividades de promoción e intervención sobre lactancia que se dirijan a distintos sectores del público".

Audience:

- Nuevos padres o padres que esperan un bebé
- Cualquier persona que busque un regalo para una madre primeriza
- Especialistas en lactancia y otros profesionales que trabajan atendiendo a madres lactantes

Competition:

- Amamantar, 978-1890772574
- Nueva guía de lactancia materna, 978-1581101263
- El primer año de su bebé, 978-1581101089



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

IMPACT PUBLICATIONS

The Military-to-Civilian Transition Guide

A Career Transition Guide for Army, Navy, Air
Force, Marine, Coast Guard Personnel, and
Veterans

Carl S. Savino, Major, USAR (Ret.) and Ronald L. Krannich,
PhD.

September 2010

With more than 3 million copies of previous editions in print, this book has set the gold standard for military-to-civilian career transition. It covers everything from organizing an effective job search, obtaining transition assistance, identifying transferable skills, developing employer-centered objectives, and conducting research to writing resumes and letters, networking, interviewing, negotiating salary, finding a government job, and starting a business. Used extensively by military transition programs and families for 13 consecutive years.

- ISBN13: 978-1-57023-315-9

- ISBN10: 1-57023-315-2

- Category: Business

- Price: \$9.95

- Discount: T

- Format: pb

- Size: 6 x 9

- Page count: 160 pages

- Author Residence: Carl and Ron are two leading military career transition experts. They reside in the Fairfax Station and Woodbridge, Virginia.

- ISBNs and titles of author's previous books: Authors of more than 80 books.

Marketing:

- Recommended in Joyce Lain Kennedy's syndicated career column (Tribune Media Services), which is carried in over 200 newspapers (20 million potential readers) and through several other newspapers and magazines.
- Reviewed or featured in major magazines, newspapers, and websites.
- Excerpted on several military transition websites, including the authors' www.veteransworld.com and <http://corporategray.com>.
- Supported by direct mail campaign

Sales Handles:

- Over 3 million copies of previous non-trade editions in print.
- Used extensively by all career transition programs throughout the military (250,000 copies per year).
- Great word-of-mouth recognition and demand for latest annual edition.

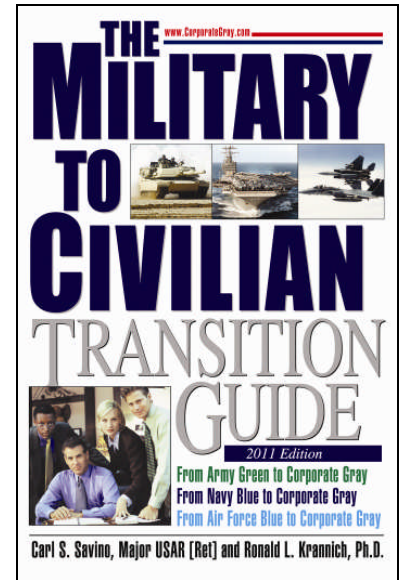
Audience:

- Millions of transitioning servicemembers and veterans, including members of the National Guard and Reserves.
- Career professionals who assist veterans in finding jobs.

Competition:

- What Color Is Your Parachute, Richard Nelson Bolles, ISBN 9781580082709
- Knock 'Em Dead, Martin Yates, ISBN 9781598697810

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



HAYNES MANUALS, INC.

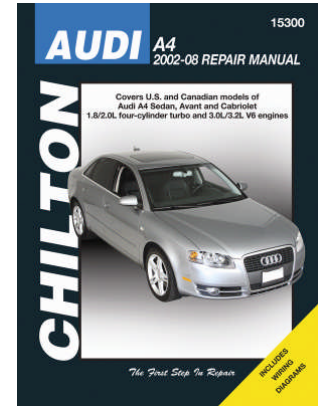
Audi A4

2002 thru 2008

Jeff Killingsworth

July 2010

Covers U.S. and Canadian models of Audi A4 Sedan, Avant and Cabriolet
1.8/2.0L four-cylinder turbo and 3.0L/3.2L V6 engines



• ISBN13: 978-1-56392-846-8

• ISBN10: 1-56392-846-9

• Category:
Transportation/Automotive

• BISAC 1: TRA001140

• Price: \$29.95

• Discount: T

• Format: pb

• Size: 8-1/2 x 10-7/8

• Page count: 416 pages

• B&W Photo: 700

• B&W Illustrations: 100

• Carton qty: 24

• Author Residence: Jeff
Killingsworth resides in Newbury
Park, CA.

Marketing:

- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

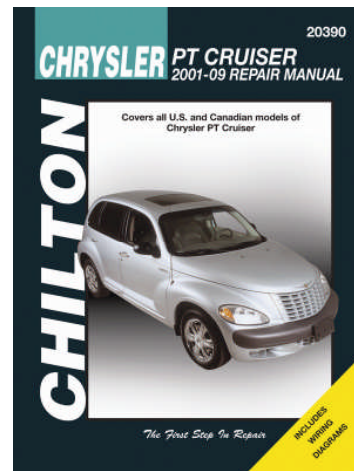
Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.

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

HAYNES MANUALS, INC.
Chrysler PT Cruiser
2001 thru 2009
Robert Maddox
September 2010

Covers all U.S. and Canadian models of Chrysler PT Cruiser



• ISBN13: 978-1-56392-799-7

• ISBN10: 1-56392-799-3

• Category:
Transportation/Automotive

• BISAC 1: TRA001140

• Price: \$29.95

• Discount: T

• Format: pb

• Size: 8 1/2 x 10 7/8

• Page count: 400 pages

• B&W Photo: 700

• B&W Illustrations: 100

• Carton qty: 24

• Author Residence: Robert
Maddox resides in Newbury Park,
CA

Marketing:

- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

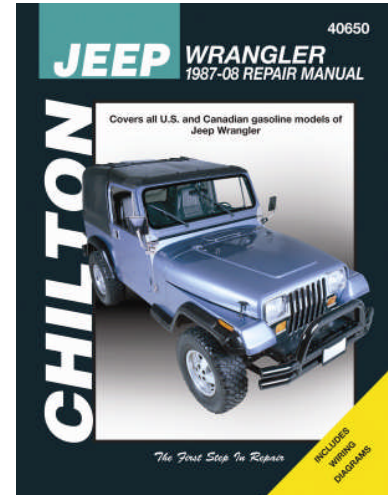
Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.

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

HAYNES MANUALS, INC.
Jeep Wrangler
1987 thru 2008
Mike Stubblefield
September 2010

Covers all U.S. and Canadian gasoline models of Jeep Wrangler



- ISBN13: 978-1-56392-843-7

- ISBN10: 1-56392-843-4

- Category:
Transportation/Automotive

- BISAC 1: TRA001140

- Price: \$29.95

- Discount: T

- Format: pb

- Size: 8 1/2 x 10 7/8

- Page count: 496 pages

- B&W Photo: 700

- B&W Illustrations: 100

- Carton qty: 24

- Author Residence: Mike
Stubblefield resides in Newbury
Park, CA.

Marketing:

- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.

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

HAYNES MANUALS, INC.

Ford Explorer and Mercury Mountaineer

2002 thru 2010

Robert Maddox

August 2010

Covers U.S. and Canadian models of Ford Explorer and Mercury Mountaineer

• ISBN13: 978-1-56392-836-9

• ISBN10: 1-56392-836-1

• Category:
Transportation/Automotive

• BISAC 1: TRA001140

• Price: \$29.95

• Discount: T

• Format: Pb.

• Size: 8 1/2 x 10 7/8

• Page count: 432 pages

• B&W Photo: 700

• B&W Illustrations: 100

• Carton qty: 24

• Author Residence: Robert Maddox resides in Newbury Park, CA.

Marketing:

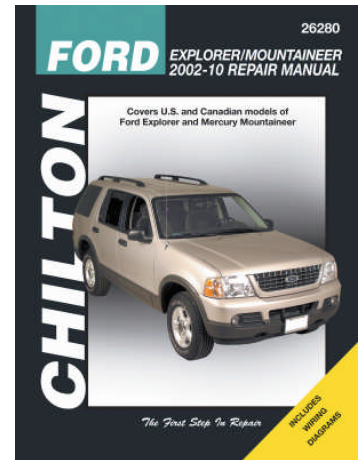
- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.



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

HAYNES MANUALS, INC.

General Motors Colorado and Canyon

2004 thru 2008

Jay Storer

July 2010

Covers all U.S. and Canadian models of Chevrolet Colorado and GMC Canyon

• ISBN13: 978-1-56392-798-0

• ISBN10: 1-56392-798-5

• Category:
Transportation/Automotive

• BISAC 1: TRA001140

• Price: \$29.95

• Discount: T

• Format: pb.

• Size: 8 1/2 x 10 7/8

• Page count: 304 pages

• B&W Photo: 700

• B&W Illustrations: 100

• Carton qty: 24

• Author Residence: Jay Storer
resides in Newbury Park, CA

Marketing:

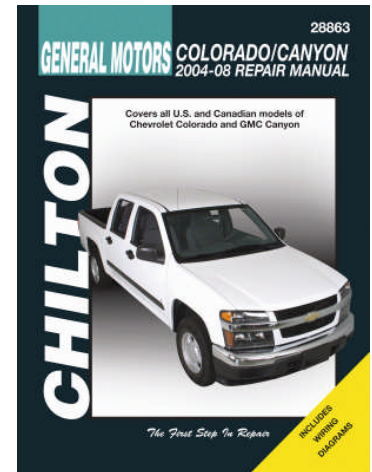
- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.



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

HAYNES MANUALS, INC.
General Motors Trailblazer

2002 thru 2009
Alan Ahlstrand and Ralph Rendina

August 2010

Covers U.S. and Canadian models of Chevrolet Trailblazer and Trailblazer EXT, GMC Envoy and Envoy XL, and Oldsmobile Bravada; 2 and 4 wheel drive models with a 4.2L inline six-cylinder, 5.3L V8 or 6.0L V8 engine.

• ISBN13: 978-1-56392-803-1

• ISBN10: 1-56392-803-5

• Category:
Transportation/Automotive

• BISAC 1: TRA001140

• Price: \$29.95

• Discount: T

• Format: pb.

• Size: 8 1/2 x 10 7/8

• Page count: 384 pages

• B&W Photo: 700

• B&W Illustrations: 100

• Carton qty: 24

• Author Residence: Alan Ahlstrand
and Ralph Rendina reside in
Newbury Park, CA.

Marketing:

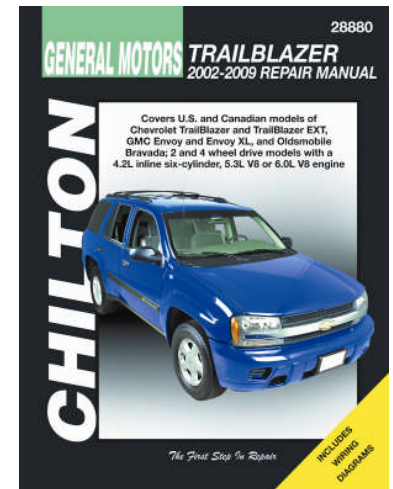
- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.



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

HAYNES MANUALS, INC
Jeep Grand Cherokee

2005 thru 2009
Ed McCahill and Jesus Chaidez

June 2010

Covers U.S. and Canadian models of Jeep Grand Cherokee

• ISBN13: 978-1-56392-834-5

• ISBN10: 1-56392-834-5

• Category:
Transportation/Automotive

• BISAC 1: TRA001140

• Price: \$29.95

• Discount: T

• Format: pb

• Size: 8 1/2 x 10 7/8

• Page count: 336 pages

• B&W Photo: 700

• B&W Illustrations: 100

• Carton qty: 24

• Author Residence: Ed McCahill
and Jesus Chaidez reside in
Newbury Park, CA.

Marketing:

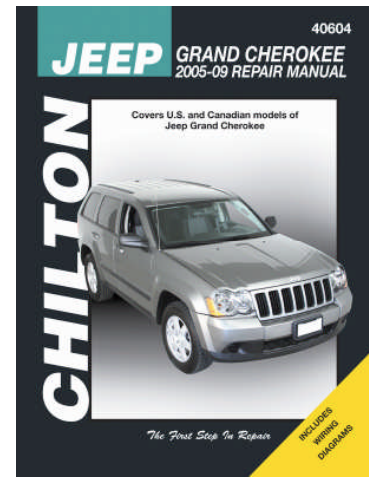
- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.



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

HAYNES MANUALS, INC.
Kia Sephia and Spectra

1994 thru 2009

Joe L. Hamilton

July 2010

Covers all U.S. and Canadian models for Kia Sephia (1994 thru 2001) and Spectra (2000 thru 2009)

• ISBN13: 978-1-56392-839-0

• ISBN10: 1-56392-839-6

• Category:
Transportation/Automotive

• BISAC 1: TRA001140

• Price: \$29.95

• Discount: T

• Format: pb

• Carton qty: 24

• Size: 8 1/2 x 10 7/8

• Page count: 384 pages

• B&W Photo: 700

• B&W Illustrations: 100

• Author Residence: Joe L.
Hamilton resides in Newbury Park,
CA.

Marketing:

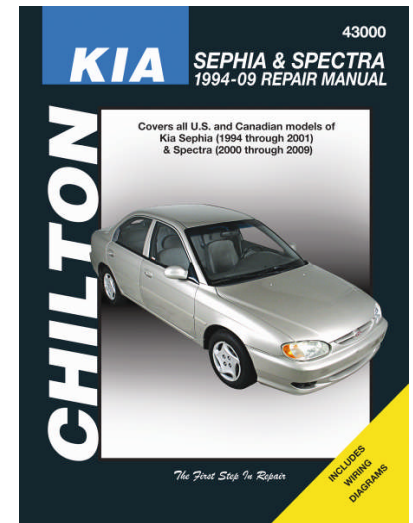
- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.



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

HAYNES MANUALS, INC.
Nissan Titan and Armada

2004 thru 2010

Jay Storer

July 2010

Covers all U.S. and Canadian models of Titan (2004 thru 2009) and Armada (2005 thru 2010), Two and four-wheel drive

• ISBN13: 978-1-56392-841-3

• ISBN10: 1-56392-841-8

• Category: Automotive

• BISAC 1: TRA001140

• Price: \$29.95

• Discount: T

• Format: pb.

• Size: 8 1/2 x 10 7/8

• Page count: 336 pages

• B&W Photo: 700

• B&W Illustrations: 100

• Carton qty: 24

• Author Residence: Jay Storer
resides in Newbury Park, CA

Marketing:

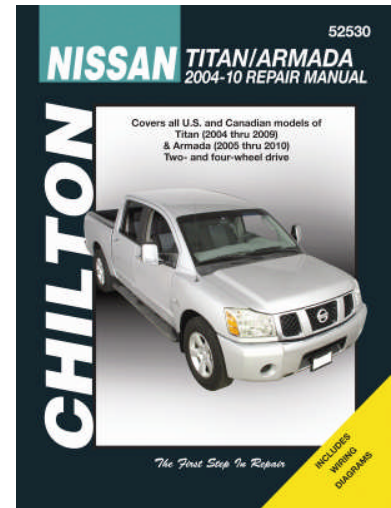
- None

Sales Handles:

- Easy-to-use format including photos and exploded-view illustrations. Trouble codes, wiring diagrams, factory maintenance schedules and glossary included.

Extra sales materials to support the book:

- Chilton Total Car Care Repair Manuals offer do-it-yourselfers of all levels TOTAL maintenance, service and repair information in an easy-to-use format including photos and exploded-view illustrations.
- Each Manual contains hundreds of photographs and illustrations of repair procedures. Trouble code, wiring diagrams, factory maintenance schedules and glossary are also included in each manual.



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

MICHELIN
MICHELIN Guide New York City
2011

Restaurants & Hotels
6th Edition
Michelin
October 2010

MICHELIN Guide New York City 2011 helps both locals and travelers find great places to eat and stay, with obsessively-researched recommendations to more than 55 hotels and 650 restaurants. This guide, updated annually, appeals to all tastes and budgets. Local, anonymous, professional inspectors carefully select restaurants, using the celebrated Michelin food star-rating system. The MICHELIN Guide is not a directory—only the best make the cut, so readers can feel confident in their choices.

- ISBN13: 978-2-06-715334-9
- ISBN10: 2-06-715334-X
- Category: Travel
- BISAC 1: TRV025054
- BISAC 2: TRV022000
- BISAC 3: TRV013000
- Price: \$18.99
- Discount: [T]
- Format: pb
- Size: 4 1/2 x 7 1/2
- Page count: 552 pages
- Carton qty: 24
- Previous ISBN: 978-2-06-714514-6 (Previous version)

Marketing:

- In-depth media coverage following release of MICHELIN Guide New York 2010. Last year's coverage resulted in ad equivalency value of \$2M .
- Intensive public relations outreach in New York metro area, including print, radio & TV, and online media.
- Famously Anonymous campaign launched in 2009 will continue through 2010.
- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.
- Social media campaign increasing messaging and awareness with thousands of active followers on Twitter, and other travel blogs.

Sales Handles:

- 6th edition
- Reviews of more than 55 hotels and 650 restaurants for every budget
- Time-tested Michelin symbols for easy reference:
- Michelin stars indicate culinary excellence
- Bib Gourmand designations highlight good value
- Red Pavilion icons highlight charming hotels
- Grouped by neighborhood for easy spur-of-the-moment decision-making
- Multiple, user-friendly indexes: A to Z; starred, Bib Gourmand (inspector favorites for good value) and Under \$25 restaurants; type of cuisine; brunch; and late night dining
- Colorful city and neighborhood maps quickly locate hotels & restaurants
- All establishments are recommended, so readers can feel confident in their choices

Audience:

- Locals and travelers seeking great places to eat and stay in New York City

Competition:

- 2010 Zagat New York Restaurants, Zagat Survey, LLC, 978-1604781786 , \$15.95, 06/09; Mike Colameco's Food Lover's Guide to NYC, Wiley, 978-0470044438 , \$19.95, 08/09; Time Out New York Eating and Drinking 2009, Time Out Guides, 978-0979398452 , \$11.99, 11/08



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

MICHELIN
**MICHELIN Guide San
 Francisco 2011**
 Restaurants & Hotels
 5th Edition
 Michelin
 October 2010

MICHELIN Guide San Francisco 2011 helps both locals and travelers find great places to eat and stay, with obsessively-researched recommendations to more than 65 hotels and 400 restaurants. This guide, updated annually, appeals to all tastes and budgets. Local, anonymous, professional inspectors carefully select restaurants, using the celebrated Michelin food star-rating system. The MICHELIN Guide is not a directory—only the best make the cut, so readers can feel confident in their choices.



- ISBN13: 978-2-06-715336-3
- ISBN10: 2-06-715336-6
- Category: Travel
- BISAC 1: TRV025138
- BISAC 2: TRV022000
- BISAC 3: TRV013000
- Price: \$18.99
- Discount: [T]
- Format: pb
- Size: 4 1/2 x 7 1/2
- Page count: 432 pages
- Color Photo: over 100
- Color Illustrations: 16 color maps
- Carton qty: 24
- Previous ISBN: 9-78-2-06714515-3 (version)

Marketing:

- In-depth media coverage following release of MICHELIN Guide San Francisco 2010. Last year's coverage resulted in ad equivalency value of \$575K.
- Intensive public relations outreach in Bay Area including print, radio & TV, and online media.
- Famously Anonymous campaign launched in 2009 will continue through 2010.
- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.
- Social media campaign increasing messaging and awareness with thousands of active followers on Twitter, and other travel blogs

Sales Handles:

- 5th edition
- Reviews of more than 65 hotels and 400 restaurants for every budget
- Time-tested Michelin symbols for easy reference:
- Michelin stars indicate culinary excellence
- Bib Gourmand designations highlight good value
- Red Pavilion icons highlight charming hotels
- Grouped by neighborhood for easy spur-of-the-moment decision-making
- Multiple, user-friendly indexes: A to Z; starred, Bib Gourmand (inspector favorites for good value) and Under \$25 restaurants; type of cuisine; brunch; and late night dining
- Colorful city and neighborhood maps quickly locate hotels & restaurants
- All establishments are recommended, so readers can feel confident in their choices

Audience:

- Locals and travelers seeking great places to eat and stay in San Francisco Bay Area and Wine Country

Competition:

- 2010 Zagat San Francisco Bay Area Restaurants, Zagat Survey, LLC, 978-1604781748; \$14.95, 09/09; San Francisco Food Lover's Pocket Guide 2009, Random House, 978-1580089623, \$12.95, 05/09

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

MICHELIN
**Michelin Must Sees
Barcelona**

Michelin Must Sees
Michelin
October 2010

MustSees Barcelona, a new addition to the *MustSees* series, hits the city's highlights for a 24-hour visit, a weekend or longer. Explore the Barri Gòtic. See Gaudi's masterpieces Sagrada Familia and Parc Güell. Take in the Picasso Museum, an FC Barcelona match, the colorful Boqueria market, the funicular to the Miro Foundation, and old town for Catalan seafood. This pocket-size guide helps you do it all with its detailed maps, recommended hotels and *MustSees* star-rating system.

- ISBN13: 978-1-907099-00-7

- ISBN10: 1-907099-00-X

- Category: Travel

- BISAC 1: TRV009130

- Price: \$12.99

- Discount: [T]

- Format: pb

- Size: 4 1/8 x 7

- Page count: 160 pages

- Color Photo: Approx 90

- Color Illustrations: Approx 3

- Other: Approx 7 color maps

Marketing:

- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.

Sales Handles:

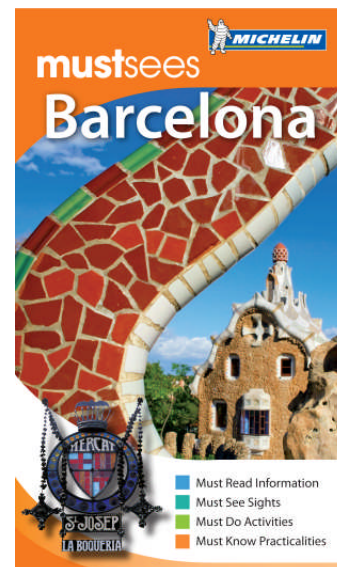
- New addition to the *Must Sees* series includes full-color photographs and maps throughout.
- All attractions reviewed and rated using the celebrated Michelin star-rating system to help make the most of time and travel funds.
- Easy-to-use 3-section organization
 - 1) 'Must Sees' for Barcelona's highlights, grouped in fun, useful themes
 - 2) 'Must Do' for top activities. Includes shopping, hotels, restaurants, bars, clubs, performing arts and kids' activities for every budget.
 - 3) 'Must Know' for practical information from passports to picking up a local newspaper.
- Michelin Man symbol highlights the editors' top activities in Barcelona.

Audience:

- Tourists and travelers to Barcelona, making a quick trip, or with limited time for sightseeing
- Travelers wanting to see the highlights of Barcelona

Competition:

- *Top 10 Barcelona-2008* (DK Eyewitness), 978-0756623906
- *Frommers Barcelona Day by Day*, 978-0470165409
- *Fodor's Barcelona's 25 Best*, 978-1400007981



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

MICHELIN
Michelin Must Sees London

Michelin Must Sees
Michelin

October 2010

MustSees London, a new addition to the *MustSees* series, hits the city's highlights for a 24-hour visit, a weekend or longer. Visit the sights: Buckingham Palace, Big Ben, Tower Bridge. Hit the highlights of the British Museum, National Gallery, Science Museum and more. Shopping awaits in Soho, Covent Garden and Oxford Street. Dine at restaurants for any budget. This pocket-size guide helps you do it all with its detailed maps, recommended hotels and *MustSees* star-rating system.

- ISBN13: 978-1-907099-01-4
- ISBN10: 1-907099-01-8
- Category: Travel
- BISAC 1: TRV009070
- Price: \$12.99
- Discount: [T]
- Format: pb
- Size: 4 1/8 x 7
- Page count: 160 pages
- Color Photo: Approx 80
- Color Illustrations: Approx 2
- Other: Approx 14 color maps

Marketing:

- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.

Sales Handles:

- New addition to the *Must Sees* series includes full-color photographs and maps throughout.
- All attractions reviewed and rated using the celebrated Michelin star-rating system to help make the most of time and travel funds.
- Easy-to-use 3-section organization.
 - 1) 'Must Sees' for London's highlights, grouped in fun, useful themes.
 - 2) 'Must Do' for top activities. Includes shopping, hotels, restaurants, bars, clubs, performing arts and kids' activities for every budget.
 - 3) 'Must Know' for practical information from passports to picking up a local newspaper.
- Michelin Man symbol highlights the editors' top activities in London.

Audience:

- Tourists and travelers to London, making a quick trip, or with limited time for sightseeing.
- Travelers wanting to see the highlights of London.

Competition:

- *Frommer's London Day by Day*, 978-0470382264, Feb 2009
- *AAA Spiral Guide London*, 978-1595082404, Feb 2008
- *National Geographic Traveler: London-2007*, 978-1426200236, Feb 2007



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

MICHELIN
Michelin Must Sees Paris

Michelin Must Sees
Michelin

October 2010

MustSees Paris, a new addition to the *MustSees* series, hits the city's highlights for a 24-hour visit, a weekend or longer. Visit iconic sights like the Eiffel Tower, Sacré Coeur and Notre Dame. Dive into art at the Louvre, Pompidou Centre, Musée d'Orsay and the new Centquatre. Stroll the Champs-Élysées or Île St-Louis, and then have dinner in the Marais. This pocket-size guide helps you do it all with detailed maps, recommended hotels and *MustSees* star-rating system.



- ISBN13: 978-1-907099-02-1

- ISBN10: 1-907099-02-6

- Category: Travel

- BISAC 1: TRV009050

- Price: \$12.99

- Discount: [T]

- Format: pb

- Size: 4 1/8 x 7

- Page count: 160 pages

- Color Photo: Approx 85

- Color Illustrations: Approx 2

- Other: Approx 10 color maps

Marketing:

- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.

Sales Handles:

- New addition to the Must Sees series includes full-color photographs and maps throughout.
- All attractions reviewed and rated using the celebrated Michelin star-rating system to help make the most of time and travel funds.
- Easy-to-use 3-section organization.
 - 1) 'Must Sees' for Paris's highlights, grouped in fun, useful themes.
 - 2) 'Must Do' for top activities. Includes shopping, hotels, restaurants, bars, clubs, performing arts and kids' activities for every budget.
 - 3) 'Must Know' for practical information from passports to picking up a local newspaper.
- Michelin Man symbol highlights the editors' top activities in Paris.

Audience:

- Tourists and travelers to Paris, making a quick trip, or with limited time for sightseeing.
- Travelers wanting to see the highlights of Paris.

Competition:

- *Frommer's Paris Day by Day*, 978-0470384350, Feb 2009
- *Top 10 Paris* (DK Travel), 978-0756660628, Feb 2010
- *Time Out Shortlist Paris 2010*, 978-1846701320, Oct 2009

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

.MICHELIN
Michelin Must Sees Rome

Michelin Must Sees
Michelin

October 2010

MustSees Rome, a new addition to the *MustSees* series, hits the city's highlights for a 24-hour visit, a weekend or longer. Visit the mighty Colosseum of ancient Rome. Explore St Peter's Square and the Sistine Chapel. Shopping awaits on the Via dei Condotti. Share a quiet meal behind Piazza Navona, and dip your hand in the Trevi Fountain. This pocket-size guide helps you do it all with detailed maps, recommended hotels and *MustSees* star-rating system.

• ISBN13: 978-1-907099-03-8

• ISBN10: 1-907099-03-4

• Category: Travel

• BISAC 1: TRV009110

• Price: \$12.99

• Discount: [T]

• Format: pb

• Size: 4 1/8 x 7

• Page count: 160 pages

• Color Photo: Approx 90

• Color Illustrations: Approx 2

• Other: Approx 7 color maps

Marketing:

- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.

Sales Handles:

- New addition to the Must Sees series includes full-color photographs and maps throughout.
- All attractions reviewed and rated using the celebrated Michelin star-rating system to help make the most of time and travel funds.
- Easy-to-use 3-section organization.
- 1) 'Must Sees' for Rome's highlights, grouped in fun, useful themes.
- 2) 'Must Do' for top activities. Includes shopping, hotels, restaurants, bars, clubs, performing arts and kids' activities for every budget.
- 3) 'Must Know' for practical information from passports to picking up a local newspaper.
- Michelin Man symbol highlights the editors' top activities in Rome.

Audience:

- Tourists and travelers to Rome, making a quick trip, or with limited time for sightseeing.
- Travelers wanting to see the highlights of Rome.

Competition:

- *Top 10 Rome-2008* (DK Travel), 978-0756623982, Feb 2008
- *Frommer's Rome Day by Day*, 978-0470381724, Feb 2009
- *AAA Spiral Guide Rome*, 978-1595082435, Feb 2008



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

MICHELIN
**Michelin Must Sees
Shanghai**

Michelin Must Sees
Michelin
July 2010

MustSees Shanghai, a new addition to the *MustSees* series, hits the city's highlights for a 24-hour visit, a weekend or longer. Travelers can visit the Jade Buddha temple and Shanghai Museum, shop on Nanjing Road, explore the pearl market and cruise the Yangtze River. Tea at Huxingting or a late rooftop meal on the Bund rounds out the trip. This pocket-size guide helps you do it all, with its detailed maps, recommended hotels and *MustSees* star-rating system.

- ISBN13: 978-1-906261-99-3
- ISBN10: 1-906261-99-7
- Category: Travel
- BISAC 1: TRV003020
- Price: \$11.99
- Discount: [T]
- Format: pb
- Size: 4 1/8 x 7
- Page count: 160 pages

Marketing:

- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.

Sales Handles:

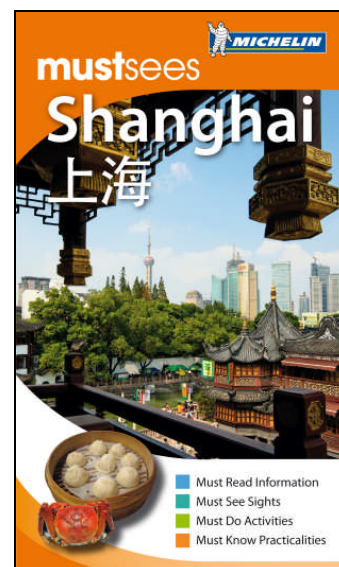
- New addition to the Must Sees series includes full-color photographs and maps throughout.
- All attractions reviewed and rated using the celebrated Michelin star-rating system to help make the most of time and travel funds.
- Easy-to-use 3-section organization.
 - 1) 'Must Sees' for Shanghai's highlights, grouped in fun, useful themes.
 - 2) 'Must Do' for top activities. Includes shopping, hotels, restaurants, bars, clubs, performing arts and kids' activities for every budget.
 - 3) 'Must Know' for practical information from passports to visiting during the Grand Prix.
- Michelin Man symbol highlights the editors' top activities in Shanghai.

Audience:

- Tourists and travelers to Shanghai, making a quick trip, or with limited time for sightseeing.
- Travelers wanting to see the highlights of Shanghai.

Competition:

- *Fodor's Shanghai's 25 Best*, 978-0676905014, Random House, Feb 2008
- *Berlitz Pocket Guide Shanghai*, 978-9812467812, Langenscheidt, May 2006
- *Frommer's Shanghai Day by Day*, 978-0470721131, Frommer's, Jun 2009



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

MICHELIN
**Michelin Must Sees
Singapore**

Michelin Must Sees
Michelin
July 2010

MustSees Singapore, a new addition to the *MustSees* series, hits the city's highlights for a 24-hour visit, a weekend or longer. Take in the F1 Singapore Grand Prix, a Sentosa resort beach and birds in Jurong. Shop Orchard Road or Bugis. Visit Little India or Chinatown, party in the city's best bars before a meal in bohemian Holland Village. This pocket-size guide helps you do it all, with its detailed maps, recommended hotels and *MustSees* star-rating system.

- ISBN13: 978-1-906261-97-9
- ISBN10: 1-906261-97-0
- Category: Travel
- BISAC 1: TRV003060
- Price: \$11.99
- Discount: [T]
- Format: pb
- Size: 4 1/8 x 7
- Page count: 160 pages

Marketing:

- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.

Sales Handles:

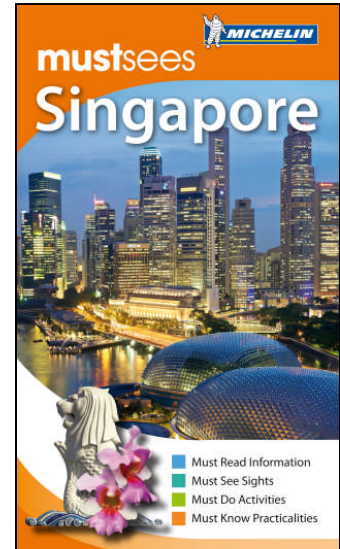
- New addition to the *Must Sees* series includes full-color photographs and maps throughout.
 - All attractions reviewed and rated using the celebrated Michelin star-rating system to help make the most of time and travel funds.
 - Easy-to-use 3-section organization.
 - 1) 'Must Sees' for Singapore's highlights, grouped in fun, useful themes.
 - 2) 'Must Do' for top activities. Includes shopping, hotels, restaurants, bars, clubs, performing arts and kids' activities for every budget.
 - 3) 'Must Know' for practical information from passports to Singapore's road toll system.
- Michelin Man symbol highlights the editors' top activities in Singapore.

Audience:

- Tourists and travelers to Singapore, making a quick trip, or with limited time for sightseeing.
- Travelers wanting to see the highlights of Singapore.

Competition:

- *Fodor's Singapore's 25 Best-2007*, 978-1400018314, Random House, Sep 2007
- *Top 10 Singapore*, 978-0756645663, DK Eyewitness, Jul 2009
- *Fodor's Singapore's 25 Best-2009*, 978-1400003846, Random House, Aug 2009

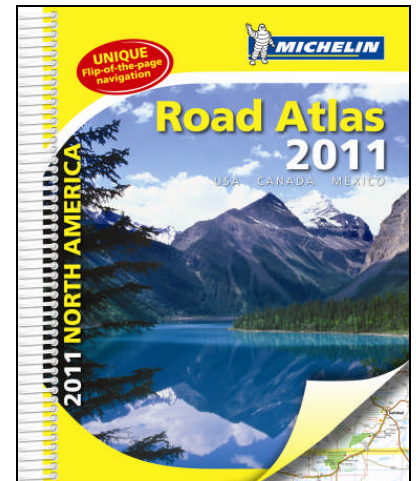


Distributed to the trade through National Book Network 1-800-462-6420

MICHELIN

Michelin North America Road Atlas 2011

9th Edition
Michelin
June 2010



Michelin's spiral-bound, North American road atlas offers a unique tiled format, with mapping arranged geographically instead of state-by-state, providing context & continuity. This organization neatly complements GPS systems and online driving directions and makes the atlas an ideal GPS companion. Bonus index includes 2000+ national, state and provincial parks with GPS and map page coordinates, while over 1000 travel center locations are pinpointed for convenience during the journey. Take to the road with confidence with Michelin's deluxe atlas.

- ISBN13: 978-2-06-715020-1
- ISBN10: 2-06-715020-0
- Category: Travel
- BISAC 1: TRV027000
- BISAC 2: TRV025000
- BISAC 3: TRV006000
- Price: \$19.99
- Discount: [T]
- Format: sp
- Size: 9 x 10 7/8
- Page count: 304 pages
- Carton qty: 12
- Previous ISBN: 978-2-06-714313-5 (Previous version)

Marketing:

- On-going, year-round outreach to travel and lifestyle print, broadcast and on-line media through Michelin's PR department.

Sales Handles:

- Of 131 million adult leisure travelers in the US, 76% took a road trip in 2009, per North American Technographics®.
- Covers USA, Canada and Mexico. Scale 1/625,000 – 1/9,018,000
- Unique tiled format mirrors GPS mapping flow
- Easy flip-of-the page navigation
- Extensive 96-page index for rapid look-up
- More than 240 large-scale city maps for navigating urban areas
- Index with 2,000 GPS & page coordinates for national, state & provincial parks
- More than 1,000 Travel Center locations for easier road trips
- Michelin-rated scenic drives
- Bonus Northeast Corridor maps provide extra detail between Boston & Washington DC
- Spiral bound for lay-flat convenience
- Published by Michelin, now celebrating 100 years of mapmaking – known for accuracy, clarity & unique user-friendly features

Audience:

- Leisure and business travelers, making or planning road trips in North America
- Drivers wanting the peace of mind that a road atlas in the car provides for those just-in-case situations

Competition:

- Rand McNally 2010 The Road Atlas Large Scale, Rand McNally & Co., 978-0528942563, Spiral, \$19.95, 04/09; American Map Road Atlas Large Scale 2010, Langenscheidt, 978-0841609860, Spiral, \$21.99, 06/09; American Map Road Atlas Standard 2010, Langenscheidt, 978-0841609891, Spiral, \$14.99, 05/09

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

PEAK PERFORMANCE PRESS

Turbulent Times Leadership for Sales Managers

How the Very Best Boost Sales

Tom Connellan

August 2010

Research-based and tested in the crucible of the marketplace Turbulent Times Leadership for Sales Managers shows the reader how to boost sales in any economic condition. Connellan's research uncovered skill sets in which leaders of high performing sales reps are 22% more effective than leaders of low performing reps. This book lays out in a step-by-step fashion how to put those three skill sets to work.

- ISBN13: 978-0-9769506-3-9

- ISBN10: 0-9769506-3-4

- Category: Business

- Price: \$17.95

- Discount: [T]

- Format: pb

- Size: 7 x 10

- Page count: 135 pages

- Carton qty: 30

- Author Residence: Tom Connellan is a keynote speaker whose clients includes Home Depot, FedEx, Neiman Marcus, Target, the National Restaurant Association, and Chain Store Age., Selling Power Magazine recently named him one of seven "tough-talking and truth-telling keynote speakers. He resides in Orlando, FL.

- ISBNs and titles of author's previous books: Inside the Magic Kingdom 978-1-885167-23-1; Bringing Out the Best in Others 978-1-885167-58-3

Marketing:

- 6x11 postcard mailed by name to the VP of Sales for the 500 largest sales forces in the United States. Postcards are spaced mailings on May 20, June 20, July 20, and August 15.
- Magazines read by traditional sales managers such as Selling Power, Sales Force XP, and Sales and Marketing Management are targeted for articles and interviews.
- Magazines such as Chain Store Age read by non-traditional sales managers are targeted for articles and interviews.
- Online tour of blogs related to sales management.
- Articles and press releases about Sales Management 3.0, a phrase coined by Connellan

Sales Handles:

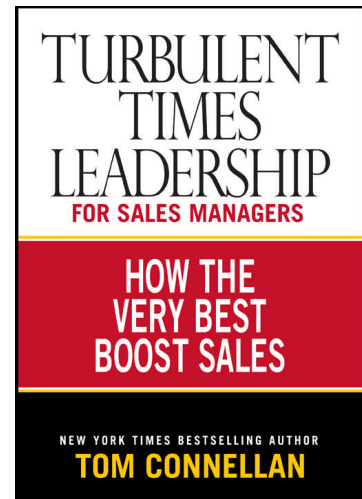
- Retailers are just beginning to realize that store and department managers are actually sales managers. In June 2010, JC Penny held a Sales Management Conference for its ~1100 store managers. HBC (Hudson's Bay Company) calls the individuals who run stores and departments sales managers.
- Other firms in the restaurant, financial services, and wholesale distribution are realizing that many employees are sales managers even though that's not the nominal title associated with that position.
- Connellan coined the phrase "Sales Management 3.0 which he defines as "having a direct line of sight to individuals who generate or influence revenue." While new and somewhat controversial, the phrase and definition are sure to generate discussion.

Audience:

- Field sales managers.
- Branch managers in the financial services field.
- Individuals who run call centers.
- Managers of casual or quick service restaurants such as Applebee's, McDonalds, or Tim Hortons.
- Branch managers for wholesalers (100,000 plus).
- Store and department heads in retailing.

Competition:

- Proactive Sales Management
- 978-0814414569;
- Coaching Salespeople into Champions
- 978-0470142516;
- The Sales Manager's Success Manual
- 978-0814480502



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

ONEWORLD PUBLICATIONS

On Wings of Diesel

Trucks, Identity and Culture in Pakistan

Jamal J. Elias

November 2010

Illustrated with beautiful colour photos throughout, *On Wings of Diesel* takes us on a journey through the fascinating world of Pakistani truck decoration. Considered as “moving art”, these trucks—veritable roving exhibitions—depict all aspects of life and support a highly developed artisanal industry. Exploring the cultural significance of the practice, Jamal J. Elias provides a unique window on Pakistan, and addresses complex questions of culture, society, and religion in an accessible and entertaining way.

- ISBN13: 978-1-85168-811-1
- ISBN10: 1-85168-811-0

• Category: Art

- BISAC 1: ART019000
- BISAC 2: SOC002000
- BISAC 3: REL037000

• Price: \$45.00

• Discount: T

• Format: pb

• Size: 7 7/16 x 9 10/16

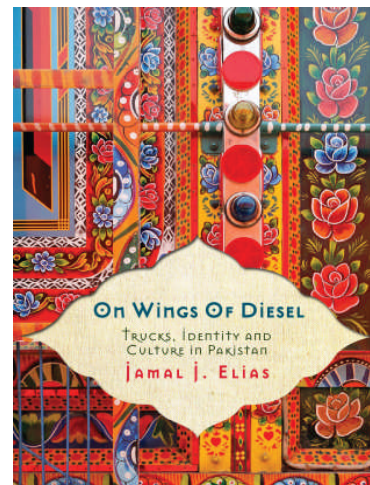
• Page count: 336 pages

• B&W Illustrations: 1

• Color Photo: 106

• Author Residence: Jamal J. Elias is Professor of Islamic Studies and Chair of the Department of Religious Studies, University of Pennsylvania, and the author of *Key Themes for the Study of Islam* (Oneworld 2010). The world's foremost expert on Pakistani truck art, he lives in Philadelphia, PA.

• ISBNs and titles of author's previous books: *Key Themes for the Study of Islam* 9781851687107



Marketing:

- Available for promotions, email campaign to art and design community, advertising in specialist press. Finished copies to be sent to targeted list of subject specific print publications and journals that cover Pakistani culture and art.

Sales Handles:

- Only book on the fascinating practice of Pakistani truck decoration and its cultural significance
- Written by the world's foremost expert on the subject
- Beautifully illustrated with over 100 stunning original colour photographs
- Author's proceeds to go to relief funds for victims of the 2005 earthquake in northern Pakistan

Endorsements:

- "In a brilliant, solidly constructed study, Jamal Elias offers a deeply insightful account of vernacular religion. *On Wings of Diesel* takes us far beyond the study of religion as “symbols” and “meanings” and “beliefs” to show the constructive power of material practice." David Morgan, Professor of Religion, Duke University
- "Highly recommended not only for anthropologists, but also for students of Islamic art as well as of religious and visual studies." Dr Juergen Wasim Frembgen, Museum of Ethnology, Munich, Germany

Audience:

- General readers interested in Pakistani culture and art. Transport enthusiasts. Students of cultural anthropology.

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

ONEWORLD PUBLICATIONS
The Moneyless Man

A Year of Freeeconomic Living

Mark Boyle

September 2010

Imagine a year without spending even a dime. Former businessman Mark Boyle did just that. Following his own strict rules, Mark learned ingenious ways to eliminate his bills and flourish for free. Encountering seasonal foods, solar panels, skill-swapping schemes, cuttlefish toothpaste, and a cash-free Christmas, Boyle puts the fun into frugality and offers some great tips for economical (and environmentally friendly) living. A compelling story, you'll never look at money in the same way again.

- ISBN13: 978-1-85168-781-7

- ISBN10: 1-85168-781-5

- Category: Business/Personal Finance

- BISAC 1: BUS069000

- BISAC 2: SCIO26000

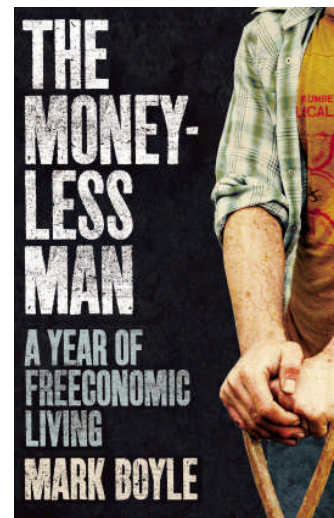
- Price: \$22.95, cl., [T]

- Size: 6 1/8 x 9 3/16

- Page count: 232 pages

- B&W Illustrations: 3

- Author Residence: **Mark Boyle** founded the worldwide 'freeeconomic' movement. An economics graduate and former business director, he is Irish and lives in Bristol in the UK. His website (justfortheLoveofit.org) receives up to 30,000 hits a day and has become a hub for community sharing with over 17,000 members worldwide (many in the US). His story has been reported worldwide and he is an excellent self-publicist. He has been covered by media including: Wall Street Journal, CNN, Huffington Post, New York Metro, BBC World Service, Guardian of London, Sky News, The Times of London, The Star of Canada, La Presse of Canada.



Marketing:

- Extensive publicity plan to include US author tour
- Major dailies such as USA Today, Associated Press, The New York Times, Chicago Tribune, LA Times, Boston Globe and the SF Chronicle and major political and current affairs magazines such as Time, Newsweek, The American Prospect and Washington Monthly
- National Radio Tour
- Pitched to national TV programs that may cover this as a human interest story such as 60 Minutes, The View, Good Morning America, The Today Show, The Ellen Degeneres Show; TV outlets that do book coverage such as The Charlie Rose Show, and Tavis Smiley, and alternative TV news shows such as the Daily Show, Grit TV, The Colbert Report and the Rachel Maddow Show
- Facebook campaign
- Google Adwords campaign

Sales Handles:

- Following the credit crisis, this is a hugely relevant topic.
- Books detailing challenges/stnths have sold many copies (e.g. The Year of Living Biblically by AJ Jacobs has sold 250,000 copies)
- The alternative economics and localism movement are currently huge (e.g. Deep Economy by Bill McKibben has sold 60,000 copies)
- Gives handy tips in textboxes for how to live "moneyless"
- Not a "hippy" book – author was a businessman and is very articulate and media-friendly
- Author has a rapidly growing US profile and will shortly appear on CNN

Audience:

- General readers; people interested in the environment; alternative economics

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

RICHARD VIGILANTE BOOKS

Deuce Four

Michael Yon

November 2010

From the darkest days of the Iraq war stepped forth a leader of heroes, commander of the legendary Deuce Four battalion, Lt. Col. Eric Kurilla. "Fearless, brilliant, wounded repeatedly, returning to battle again and again like some immortal warrior god" Kurilla became, as Yon writes, "the leader of a warrior cult terrifying terrorists and inspiring love, loyalty, and often the ultimate sacrifice from ordinary Iraqis trapped in a sea of violence and despair."

• ISBN13: 978-0-9827163-3-5

• ISBN10: 0-9827163-3-8

• Category: Current Issues

• Price: \$27.95 cl. [T]

• Size: 6 x 9

• Page count: 320 pages

• Color Photo: 16 pages

• Author Residence: Former Green Beret Michael Yon is hands down the best, bravest, and most exciting battlefield reporter alive, internationally renowned for his dispatches and photos seen by millions around the world. Yon, who has spent more time embedded with U.S. combat forces in Iraq and Afghanistan than any journalist in the world, is totally independent and has never been co-opted by left or right, military or media.

• ISBNs and titles of author's previous books: Moment of Truth in Iraq, 2008, ISBN 10: 0980076323

Art
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Come

Marketing:

- National Media Tour conducted live from the battlefields of Iraq and Afghanistan.
- \$50,000 promotional budget.
- PR by Creative Response Concepts.
- Co-op available

Sales Handles:

- Another Black-Hawk down, a thrilling tale of brilliant American warriors under fire.
- As the longest-running embedded reporter in Iraq/Afghanistan, Yon commands instant media attention. The Networks, Fox, CNN, NPR, and top talk radio all clamor to get Yon on the air from the field whenever he is available.
- Yon's Moment of Truth in Iraq sold 25,000 in the trade (including international) despite limited distribution.
- Deuce Four is more of a straight adventure tale than Yon's policy-oriented Moment of Truth in Iraq and should have a wider audience.
- Yon's web site and Facebook fan pages have a huge following that will race to buy this book.
- Yon's huge popularity with military and their families makes this a must for the PX market here and overseas.
- 16 pp, four-color photo-essay section

Endorsements:

- Praise for Michael Yon's battlefield reporting:
- "He's fearless" – General DAVID H. PETRAEUS
- "Michael Yon's voice is the voice of the soldier" – BRIAN WILLIAMS, NBC Nightly News
- "Cuts through the fog of war.... vivid ... shocking and mesmerizing" – THE BOSTON HERALD
- "Yon covers soldiers...the old-fashioned way: He goes down the back alleys and the bad roads" – JOE GALLOWAY, author of We Were Soldiers Once...And Young
- "Rack[ed] up more time embedded with combat units than any other journalist" – THE NEW YORK TIMES
- "Michael Yon brings it. . . . If you want to know what is going on in this war, read him." – THOMAS E. RICKS, author of Fiasco, and military correspondent, THE WASHINGTON POST

Audience:

- Action/Adventure readers, military history buffs, military and their families, politically conservative readers.

Competition:

- Black Hawk Down, Mark Bowden; Lone Survivor, Marcus Luttrell; In the Company of Heroes, Michael J. Durant

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

RICHARD VIGILANTE BOOKS

Grumby

Andy Kessler

August 2010

In this comic novel a band of hacker-geeks load state-of-the-art artificial intelligence, including working eyes, ears, spy software, and a smart mouth, into a bunch of old "Furby" dolls, re-christened "Grumbies", network them together, sell millions, become rich and famous and make enemies/allies of Mossad, the CIA, Google, Microsoft, IRS, Goldman Sachs, the guys from Google, and Steve Jobs.

• ISBN13: 978-0-9827163-2-8

• ISBN10: 0-9827163-2-X

• Category: Fiction

• BISAC 1: FIC016000

• Price: \$24.95 cl. [T]

• Size: 6 x 9

• Page count: 384 pages

• Carton qty: 24

• Author Residence: Legendary multi-millionaire hedge fund manager, who famously bailed out of the tech market moments before the crash of 2000, Andy Kessler went on to become the highly successful author of *Wall Street Meat* and *Running Money*, frequent contributor to the *Wall Street Journal*, *Forbes* etc, frequent guest on *CNBC* and *Fox Business*, and an outstanding and highly demanded speaker at tech and financial industry conferences and events. Kessler has awesome connections in the tech world and commands the instant attention of the geek blogosphere.

• ISBNs and titles of author's previous books: *Wall Street Meat*, 2003, ISBN-10: 0060592141; *Running Money*, 2003, ISBN-10: 0060740655

Marketing:

• Co-op available.

Sales Handles:

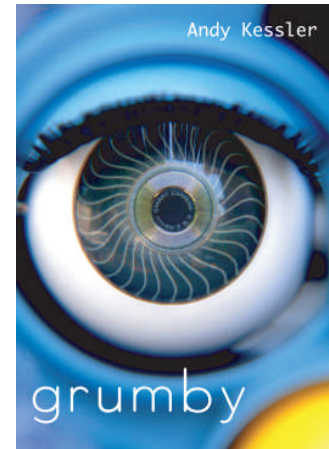
- Kessler has a huge reputation in the target audience.
- Kessler's previous memoirs, *Wall Street Meat* and *Running Money* got great reviews and sales. *Running Money* named best book of 2004 by *Barron's*.
- Regular contributor to *Wall Street Journal*, *Forbes*, and *Forbes.com*.
- Regularly appears on *NPR* and *CNBC*. A great guest, funny and animated.
- In huge demand as a speaker at tech and finance conferences.
- The book is hilariously tied to current events (the financial crisis) and headline making geeks from Apple's Steve Jobs and Google's Eric Schmidt to famous Silicon Valley venture capitalist John Doerr.
- Kessler's connections in the tech and finance blogosphere guarantee instant attention.
- Huge fad potential. Every geek alive will want this book and then they will want to be the first to actually build a Grumby.
- Websites: Grumby.com and BuildGrumby.com

Endorsements:

- Praise For Kessler's *Wall Street Meat*:
- "A scathing critique of everything wrong with Wall Street" – Adam Lashinsky, *Fortune*
- "A deliciously naughty new book... I finished it in a gulp, perfectly astonished." – Michael Lewis, author of *Liar's Poker*
- "This book is a hoot." – *CNBC*, Jim Cramer
- "gripping, like watching the Zapruder film versus reading the Warren report, I couldn't put it down." – Rich Karlgaard, Publisher, *Forbes*
- Praise For *Running Money*:
- "(One of) the best books you'll find on technology, opportunity and entrepreneurship [to] hit bookstores." – Rich Karlgaard, *Forbes*
- "Will become required reading in the financial community." – *Financial Times*
- "One of the best books of 2004" – *Barron's*
- "Right place, right time, right questions." – *Wired*
- "[One of] the best books you'll find on technology, opportunity and entrepreneurship." – Rich Karlgaard, *Forbes*

Audience:

• Geeks, techies, Silicon Valley gossips



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

RICHARD VIGILANTE BOOKS

In the Red Zone

Stories and Pictures of the War on Terror, 2004-2008

Michael Yon

November 2010

In addition to being America's best and bravest living battlefield reporter, Michael Yon is an award-winning photographer whose pictures have graced the front pages of nearly every major newspaper in the United States. This pictorial memoir of Yon's years in Iraq, from 2004 through 2008 is no coffee table book, but an action-packed, non-fiction, graphic 'novel' with a powerful narrative.

- ISBN13: 978-0-9827163-5-9
- ISBN10: 0-9827163-5-4
- Category: History
- BISAC 1: HIS027050
- Price: \$34.95 cl. [T]
- Size: 8 x 10
- Page count: 192 pages
- Color Photo: 200
- Author Residence: Former Green Beret Michael Yon is hands down the best, bravest, and most exciting battlefield reporter alive, internationally renowned for his dispatches and photos seen by millions around the world. Yon, who has spent more time embedded with U.S. combat forces in Iraq and Afghanistan than any journalist in the world, is totally independent and has never been co-opted by left or right, military or media.
- ISBNs and titles of author's previous books: Moment of Truth in Iraq, 2008, ISBN 10: 0980076323

Marketing:

- Email and web-based promotion based on the author's huge presence in the blogosphere and his own devoted email following.
- Traditional media will piggy-back on the national media tour for Deuce Four, by the same author, to be released simultaneously.

Sales Handles:

- This is not a coffee table book: It is inspired by the emergence of the graphic novel, except that both the pictures and the words are real.
- Yon became famous as a war photographer before he was known as a writer.
- As a former Green Beret and the most experienced battlefield journalist alive, Yon gets pictures no other photographer gets close to.
- Yon's patriotic spirit and his deep bond with our soldiers make him the Ernie Pyle of our time, beloved by the men in arms and their families.

Endorsements:

- Praise for Michael Yon's battlefield reporting:
- "He's fearless" – General DAVID H. PETRAEUS
- "Michael Yon's voice is the voice of the soldier" – BRIAN WILLIAMS, NBC Nightly News
- "Cuts through the fog of war.... vivid ... shocking and mesmerizing" – THE BOSTON HERALD
- "Yon covers soldiers...the old-fashioned way: He goes down the back alleys and the bad roads" – JOE GALLOWAY, author of *We Were Soldiers Once...And Young*
- "Rack[ed] up more time embedded with combat units than any other journalist" – THE NEW YORK TIMES
- "Michael Yon brings it. . . . If you want to know what is going on in this war, read him." – THOMAS E. RICKS, author of *Fiasco*, and military correspondent, THE WASHINGTON POST

Audience:

- Action/adventure readers, military history buffs, military and their families, politically conservative readers.

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

RICHARD VIGILANTE BOOKS

The Israel Test

George Gilder
October 2010

World famous economist and tech guru George Gilder reveals Israel as an emerging technology powerhouse, second only to the U.S. and far surpassing all European rivals in launching new industry-leading hi-tech firms. Gilder calls Israel the leading battleground for capitalism and freedom today, hated by the Left for the same reasons as the U.S.: because Israel's freedom and success inspires envy from the failed states that surround her.

• ISBN13: 978-0-9827163-6-6

• ISBN: 0-9827163-6-2

• Category: Business

• Price: \$17.95

• Format: pb

• Discount: T

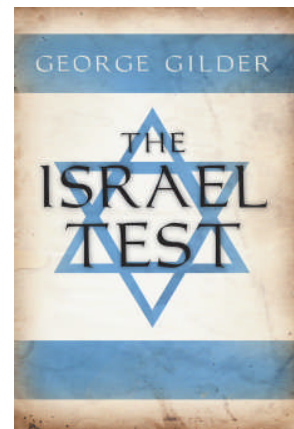
• Size: 6 x 9

• Page count: 296 pages

• Carton qty: 24

• Author Residence: George Gilder is author of fifteen books, including the international best seller *Wealth & Poverty*, voted by *National Review* as one of the most important works of the twentieth century, and *Microcosm*, selected by *Wired* as the second most important technology book of the era. Gilder's books have sold more than two million copies world-wide.

Gilder is contributing writer for *Forbes* and *Wired*, director of the Discovery Institute's Technology Program, and a practicing venture capitalist. George lives in Tyngham, Massachusetts, with his wife Nini.



Marketing:

- The hardcover has had tremendous print and online reviews, and we expect more to come. Gilder is doing a radio tour that will ultimately total more than 100 shows in including Michael Medved, Gordon Liddy, Dennis Prager more. His frequent speaking events attract large crowds.

Sales Handles:

- The hardcover has been number 1 or 2 in it's Amazon category History>Middle East>Israel since its release.
- Great reviews and media already!
- George Gilder has a devoted following and had sold more than 2 million books in his career.
- Supporters of Israel will swell with pride at Gilder's stories of Israeli achievement and be eager to tell their friends, which is why the book has had great word of mouth.
- Gilder, who is not Jewish, is an objective voice praising the enormous accomplishments of Israel

Endorsements:

- "Nothing less than thrilling to read." – Norman Podhoretz, author of "Why Are Jews Liberals"
- "My friends, it would behoove you to study everything you can get your hands on by George Gilder, a true American genius." – Rush Limbaugh
- "The Israel Test spoke to me with unexpected power" – David Klinghoffer, *The Jerusalem Post*
- "Gilder demonstrates that Israel is an indispensable motor for the U.S. economy . . . Much of Silicon Valley's economic prowess is founded on technologies made in Israel." – Caroline Glick, *Jewish World Review*
- "George Gilder is a phenomenon. . . The Israel Test is . . . downright exciting" – Jay Nordlinger, *National Review*

Audience:

- Supporters of Israel, free-market conservatives, investors, the hi-tech community, George Gilder's large personal following.

Competition:

- Start Up Nation, Dan Senor

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