

Publishers Group West Client Publisher Publicity Report for March 5, 2010

National Publicity

Blast Books

- *Another Science Fiction: Advertising the Space Race 1957-1962*
- Megan Prelinger
 - ISBN-13 9780922233359, \$29.95, Spring 2010
 - ◆ Feature—New York Times, Date TBD

Channel Photographics

- *Exposed*
- Mark Liddell
 - ISBN-13 9780977339938, \$30.00, Fall 2009
 - ◆ Feature—Cosmo Magazine (UK), March 2010

Counterpoint

- *Leavings: Poems*
- Wendell Berry
 - ISBN-13 9781582435343, \$23.00, Fall 2009
 - ◆ Appearing— Indie Next List 2010 Poetry Top Ten, March 11, 2010

Counterpoint

- *Life with Sudden Death: A Tale of Moral Hazard and Medical Misadventure*
- Michael Downing
 - ISBN-13 9781582435220, \$25.00, Fall 2009
 - ◆ Top Shelf Picks—San Francisco Chronicle, March 7, 2010

Counterpoint

- *Ripe: The Search for the Perfect Tomato*
- Arthur Allen
 - ISBN-13 9781582434261, \$26.00, Winter 2010
 - ◆ Review—Boston Globe, March 3, 2010, http://www.boston.com/ae/books/articles/2010/03/03/ripe_explores_creating_the_perfect_mass_produced_tomato/
 - ◆ Interview—NPR's Marketplace, March 24, 2010
 - ◆ Review—Mother Jones Magazine, May/June 2010

Counterpoint

Slow Death By Rubber Duck: The Secret Danger of Everyday Things

Rick Smith and Bruce Lourie

ISBN-13 9781582435671, \$25.00, Winter 2010

- ◆ Interview—WHYY's Radio Time (NPR affiliate in Philadelphia):
<http://whyy.org/cms/radiotimes/2010/03/01/slow-death-by-rubber-duck/>
- ◆ Interview—Leonard Lopate Show, March 8, 2010
- ◆ Interview—Fox and Friends, March 9, 2010 at 7:20 am
- ◆ Interview—Dr. Oz Radio Interview, March 4, 2010,
<http://www.oprah.com/oprahradio/Toxins-in-Everyday-Items-Audio>
- ◆ Interview—AARP Bulletin, the week of March 8-12, 2010
- ◆ Interview—AOL Asylum, the week of March 8-12, 2010
- ◆ Feature—Time Magazine, March 2010

Counterpoint

- ***The Uncrowned King: The Sensational Rise of William Randolph Hearst***
- **Kenneth Whyte**
 - **ISBN-13 9781582435541, \$17.95, Winter 2010**
 - ◆ Nominated—Sperber Prize (Best Biography and Journalist), Fordham University

Demos Health

- ***The Illustrated Guide to Assistive Technology and Devices***
- **Suzanne Robitaille**
 - **ISBN-13 9781932603804, \$19.95, Fall 2009**
 - ◆ Interview—ABC News,
<http://abcnews.go.com/Technology/video/assistive-technology-9959004>

Frances Lincoln

- **Laura Ashley**
- **Martin Wood**
 - **ISBN-13 9780711228979, \$60.00, Fall 2009**
 - ◆ Feature—New Yorker Magazine, "Talk of the Town", March 8, 2010,
http://www.newyorker.com/talk/2010/03/08/100308ta_talk_collins

Groundwood Books

- ***A Gift From Childhood: Memories of an African Boyhood***
- **Baba Wague Diakite**
 - **ISBN-13 9780888999313, \$18.95, Spring 2010**
 - ◆ Feature—New York Times Book Review, Bookshelf section, March 14, 2010

Groundwood Books

- ***Petit, The Monster***
- **Isol**
 - **ISBN-13 9780888999474, \$16.95, Spring 2010**

- ◆ “At first glance, the opening spread is idyllic: Petit, a smiling boy, is tossing a twig to his ecstatic dog. But the way the colors don’t quite fit inside the lines—not to mention the book’s title—hints that all is not well. Indeed, Petit is as much Hyde as Jekyll: ‘Petit can be very nice to Grandfather Paco / and very mean to pigeons.’ This duality, for which he is duly punished by Mother, torments Petit. It’s an existential crunching of numbers that just don’t add up—how can he be both bad and good? There is a glimpse of understanding—despite how much Petit dislikes the class bad boy, he feels sorry for him when he is scolded—but, thankfully, it’s just a glimpse. Isol resists serving a lesson on a platter, choosing instead to let readers agonize along with the tortured antihero. The pencil-and-oil pastels run a fine line between cheery and nervy, leading to an unusually ruminative ending, in which Petit ponders if goodness/badness is more far-reaching than he thought: ‘Could it be that it runs in the family?’ ”—Booklist, March 15, 2010

Jawbone Press

- ***Jack Bruce Composing Himself: The Authorized Biography***
- **Henry Shapiro, Foreword by Eric Clapton**
 - **ISBN-13 9781906002268, \$19.95, Fall 2009**
 - ◆ “A rollicking read!”—Q Magazine, March 2010
 - ◆ “Every page in Jack’s blistering biography *Jack Bruce: Composing Himself* seems to crackle with barely suppressed violence.”—Word Magazine, March 2010
 - ◆ “With crucial access to Bruce himself and a generous cast of associates and collaborators – not least Eric Clapton, who provides an affectionately glowing foreword – *Composing Himself* is ultimately a warm and celebratory portrait of, let’s face it, the only singer/songwriter/bassist truly capable of elbowing Paul McCartney and Brian Wilson off the podium.”—Shindig! Magazine, March/April 2010
 - ◆ “[Jack] speaks frankly in this new book, telling a story that is sometimes funny, sometimes bleak, and always honest.”—Bass Guitar Magazine, March 2010
 - ◆ “fans will find this fascinating reading. In *Composing Himself*, Jack Bruce successfully bares himself as well.”—Blurt Magazine, March 2010

McSweeney’s

- ***Zeitoun***
- **Dave Eggers**
 - **ISBN-13 9781934781630, \$24.00, Winter 2010**
 - ◆ Award— MPAC (Muslim Public Affairs Council)’s Media Award, February 2010, <http://www.mpac.org/article.php?id=1042>

Parallax Press

- ***Call Me by My True Names: The Collected Poems***
- **Thich Nhat Hanh**
 - **ISBN-13 9781888375169, \$16.95, Backlist**
 - ◆ Interview with Oprah—O Magazine, March 2010, Audio Link: <http://www.oprah.com/oprahradio/Celebrate-Happiness-Audio>

Pomegranate Press

- *The Bunny Years, The Surprising Inside Story of the Playboy Clubs: The Women Who Worked as Bunnies and Where They Are Now*
- Kathryn Leigh Scott
 - ISBN-13 9780938817178, \$16.95, Fall 1999
 - ◆ Interview (50th Birthday of the Playboy Bunny)—WGN Chicago, Don Norton, March 1, 2010

Publishing Works

- *Alice's Adventures in Wonderland*
- Jamison Odone
 - ISBN-13 9781935557616, \$14.95, Backlist
 - ◆ “Odone's retelling of *Alice's Adventures in Wonderland* reinvents the world not as dark and dangerous—as many modern interpretations have done—but with all the whimsy and wonder of a child chasing a mysterious white rabbit. Mixing text with stick figure illustrations, Odone follows an Alice who is now somewhat pluckier than in her original incarnation as she meets the iconic Wonderland residents. What is thankfully lost in the translation are the political subtexts that made Carroll's original work less like a fairy tale and more like a story of caution. Alice is simply a girl who outwits the bumbling and the bad rulers of Wonderland. The Red Queen is a villain and not a political allegory...Odone's lighthearted take on the characters is refreshing; it allows the story to breathe and see itself in a new and magical way.”—Publishers Weekly, March 1, 2010

Sierra Club/Counterpoint

- *Shooting in the Wild: An Insider's Account of Making Movies in the Animal Kingdom*
- Chris Palmer
 - ISBN-13 9781578051489, \$24.95, Spring 2010
 - ◆ Feature—Christian Science Monitor, February 24, 2010, <http://www.csmonitor.com/USA/2010/0224/Death-of-Sea-World-trainer-Do-killer-whales-belong-in-theme-parks>
 - ◆ Feature—CNN.com, February 25, 2010, <http://www.cnn.com/2010/OPINION/02/25/palmer.killer.whales.captivity/index.html>

Soft Skull Press

- *Confessions of a Teenage Jesus Jerk*
- Tony DuShane
 - ISBN-13 9781593762636, \$14.95, Winter 2010
 - ◆ Feature—San Francisco Chronicle, March 2, 2010, <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/03/02/DDOM1C7CBU.DTL&type=music#ixzz0h38kRQJ6>

The Experiment

- ***One Magic Square: The Easy, Organic Way to Grow Your Own Food on a 3-Food Square***
- **Lolo Houbein**
 - **ISBN-13 9781615190126, \$18.95, Winter 2010**
 - ◆ “Despite the lack of diversity in the world's food crops, there is one place we can encourage biodiversity on a small scale: the yard. Houbein takes that literally. Starting with a 3-by-3-foot plot, she says, allows those of us who are new to food gardening to decide how far we want to go. A 1-yard plot requires minimal effort while still being productive and fun to tend. Houbein starts from the ground up, with information on how to prepare soil, compost, mulch, start and save seeds, and rotate crops. The 30 "Magic Square" garden plots offer plenty of ideas, from a simple salad garden with a variety of lettuces to gardens for soup, stir fry, root crops and more.”—San Francisco Chronicle, February 28, 2010, http://articles.sfgate.com/2010-02-28/home-and-garden/17958757_1_organic-gardening-easy-care-plants-low-maintenance

Regional Publicity

CA

Seal Press

- ***Girldrive***
- **Nona Willis Aronowitz, and Emma Bee Bernstein**
 - **ISBN-13 9781580052733, \$19.95, Fall 2009**
 - ◆ Author Event—Moe’s Bookstore, Berkeley, CA, March 4, 2010
 - ◆ Author Event—Modern Times Bookstore, San Francisco, CA, March 5, 2010