

BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS

Return completed form - by email - by April 27, 2010

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Please submit only those titles that will be available by November 15, 2010, and for which you can have cover art by July 6, 2010. **By submitting titles publisher agrees to advertise any titles that are selected.**

Publisher: McGraw-Hill Ryerson

Address: 300 Water Street, Whitby ON L1N 9B6

Contact Person: Stephanie Cockburn

Telephone: 905-430-5136

Fax: 905-430-5044

Email: stephaniec@mcgrawhill.ca

Date: April 27, 2010

Title & Subtitle: The Drucker Lectures: Essential Lessons on Management, Society and Economy

Author(s)/Editor(s): Peter F. Drucker, Rick Wartzman

of pp.: 336

Dimensions (inches): 6 x 9

Hardcover Price: \$34.95

13-digit ISBN: 9780071700450

Is the book Canadian authored? No

Month & Year of Publication: July 2010

Original Publisher: McGraw Hill

Canadian Ordering Source: McGraw-Hill Ryerson

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Business & Finance

DESCRIPTION:

Previously unpublished talks from the Father of Modern Management

Throughout his professional life, Peter F. Drucker inspired millions of business leaders not only through his famous writings but also through his lectures and keynotes. These speeches contained some of his most valuable insights, but had never been published in book form—until now.

The Drucker Lectures features more than 30 talks from one of management's most important figures. Drawn from the Drucker Archives at the Drucker Institute at Claremont Graduate University, the lectures showcase Drucker's wisdom, wit, profundity, and prescience on such topics as:

- Politics and economics of the environment
- Knowledge workers and the Knowledge Society
- Computer and information literacy
- Managing nonprofit organizations

- Globalization

During his life, Drucker well understood that over the last 150 years the world had become a society of large institutions—and that they would only become larger and more powerful. He contended that unless these institutions were effectively managed and ethically led, the good health of society as a whole would be in peril. His prediction is unfolding before our eyes.

The Drucker Lectures is a timely, instructive book proving that responsible behavior and good business can, in fact, exist hand in hand.

OTHER CONSUMER PROMOTION PLANS:

- **National Print, Radio and online Publicity Campaign, Co-op Support**
-

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Address: 300 Water Street, Whitby ON L1N 9B6

Contact Person: Stephanie Cockburn

Telephone: 905-430-5136

Fax: 905-430-5044

Email: stephaniec@mcgrawhill.ca

Date: April 27, 2010

**Title & Subtitle: The Innovation Secrets of Steve Jobs: Insanely Different Principles for
Breakthrough Success © 2011**

Author(s)/Editor(s): Carmine Gallo

of pp.: 256

Dimensions (inches): 6 x 9

of illus. (please specify colour or b&w): 10 b&w

Hardcover Price: \$28.95

13-digit ISBN: 9780071748759

Is the book Canadian authored? No

Month & Year of Publication: October 2010

Original Publisher: McGraw-Hill

Canadian Ordering Source: McGraw-Hill Ryerson

BOOKS FOR EVERYBODY

Business & Finance

DESCRIPTION:

Learn the seven principles needed to innovate like Steve Jobs

In *The Innovation Secrets of Steve Jobs*, bestselling author Carmine Gallo reveals the qualities that make the Apple co-founder the most innovative leader in business today. Each principle is backed with research, quotes, and first-person interviews with experts and business leaders, as well as specific ideas for applying those principles to every business, large or small.

- Principle 1: Do What You Love
- Principle 2: See Genius in Their Crazy
- Principle 3: Sell Dreams, Not Products
- Principle 4: Offer New
- Principle 5: Say No to 1,000 Things

- Principle 6: Master the Message
- Principle 7: Inspire Evangelists
- One More Thing . . . Expect Excellence from Yourself and Others
- The bestselling *The Presentation Secrets of Steve Jobs* was the number-one presentation book on Amazon
- There is a strong link between Steve Jobs and innovation; it is nearly impossible to find one individual who is more closely associated with innovation than Steve Jobs
- Carmine Gallo speaks to over 120 companies every year

OTHER CONSUMER PROMOTION PLANS:

- National Print, Radio and online Publicity Campaign, Co-op Support
-

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Please submit only those titles that will be available by November 15, 2010, and for which you can have cover art by July 6, 2010. **By submitting titles publisher agrees to advertise any titles that are selected.**

Publisher: John Wiley & Sons
Address: 5353 Dundas St. W., Suite 400
Contact Person: Katie Keane
Telephone: (416) 236 4433 x56201
Fax: (416) 236 4448
Email: kkeane@wiley.com
Date: Apr. 27/10

Title & Subtitle: The Little Book that Still Beats the Market: Your Safe Haven in Good Times or Bad, 2nd Edition

Author(s)/Editor(s): Joel Greenblatt

of pp.: 208

Dimensions (inches): 5 x 7

Hardcover Price: \$23.95

13-digit ISBN: 978-0-470-62415-9

Is the book Canadian authored? No

Month & Year of Publication: August 2010

Original Publisher: John Wiley & Sons

Canadian Ordering Source: John Wiley & Sons Canada

SUGGESTED CATEGORIES

Business & Finance

DESCRIPTION:

Joel Greenblatt shows you how to make the most of his "magical formula" investing strategy

In *The Little Book that Still Beats the Market*, Joel Greenblatt expands upon the successful strategy from his original bestseller to show you how to profit in any market. Through entertaining anecdotes and practical pearls of wisdom, this book explores the basic principles of successful stock market investing and then reveals a "magic formula" that makes buying good companies at bargain prices automatic.

It also ties into Greenblatt's latest effort (formulainvesting.com) that allows you to either manage your own account or have you account professionally managed by someone on Greenblatt's team. Either way, the magic formula still holds, and the new Web site just makes it that much easier to implement.

- The formula detailed here has been tested over hundreds of different periods, and thousands of stock picks, and has been proven extremely profitable
- Greenblatt guides you down the path of investment success and explains why his approach will continue to work-even after everyone "knows" it
- Reveals how you can achieve extraordinary long-term investment results with a very low level of risk

With *The Little Book That Still Beats the Market* as your guide, you'll discover how to invest for success, and it won't even take much time, just a little effort.

Joel Greenblatt (New York, NY) is the founder of Gotham Capital, an investment partnership. Including the 2008 market crash, Greenblatt's magic investing formula has an average 10-year annual return of 11%. He is an Adjunct Professor at Columbia Business School and the former Chairman of the Board of a Fortune 500 company. He is the author of *The Little Book that Beats the Market* and holds a BS and an MBA from the Wharton School.

Sales handles:

- **MAGIC FORMULA A WINNING STRATEGY IN GOOD AND BAD TIMES:** Greenblatt's magic formula has an average annual return of +11% over the 10-year period ending June 2009, which includes the 2008 crash. This performance compares to a -2.2% average annual return for the S&P 500.
- **EXCELLENT AUTHOR WITH AN EXTRAORDINARY TRACK RECORD:** The first edition of *The Little Book that Beats the Market* sold more than 285,000 copies.
- **NEW WEB SITE FOR PROMOTION AND SUPPORT:** Greenblatt has taken his legendary magic formula one step further with a new web site (formulainvesting.com) that gives investors two options: a self-managed account and a professionally-managed account. Both utilize the magic formula strategy. The web site/book tie-in is very complementary, and the original little book is already being heavily promoted on formulainvesting.com.
- **CONNECTIONS, AND SUPPORT:** Support includes newsletter promotion (200K subscribers), radio and web interviews. His original website (www.valueinvestorsclub.com) has 230 select members--each managing \$100 million to \$1 billion in assets--who with their firms will support the book.
- **SIMPLE TECHNIQUE PROVEN TO BEAT ANY MARKET:** In *The Little Book That Still Beats the Market*, Greenblatt describes a simple, two factor model that can easily be used by any investor in any market.

OTHER CONSUMER PROMOTION PLANS:

- International publicity campaign
 - Online campaign
 - Advertising in *Investor's Digest of Canada*
-

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Publisher: John Wiley & Sons
Address: 5353 Dundas St. W., Suite 400
Contact Person: Katie Keane
Telephone: (416) 236 4433 x56201
Fax: (416) 236 4448
Email: kkeane@wiley.com
Date: Apr. 27/10

Title & Subtitle: Pensionize Your Nest Egg:

How to Use Product Allocation to Create a Guaranteed Income for Life

Author(s)/Editor(s): Moshe Milevsky, Alexandra Macqueen

of pp.: 256

Dimensions (inches): 6 x 9

Paperback Price: \$26.95

13-digit ISBN: 978-0-470-68099-5

Is the book Canadian authored? Yes

Month & Year of Publication: August 2010

Original Publisher: John Wiley & Sons Canada

Canadian Ordering Source: John Wiley & Sons Canada

SUGGESTED CATEGORIES

Business & Finance

DESCRIPTION:

Between the subpar performance of mutual funds, recent disasters in the economy, and the shockingly low savings rates of Canadians, it's become clear that many of the record number of Canadians retiring in the next decade simply don't have the funds they need for their retirement. Even those 30% of Canadians lucky enough to be part of a Defined Benefits Pension Plan are facing having them cut or eliminated by the companies they worked for. Going forward, it's expected that Canadians will be living much longer on far less money than ever before.

For Canadians who no longer have the time to wait for their traditional investments to (hopefully) pay off, the answer is to "pensionize your nest egg" using the new technique of product allocation. This book demonstrates that it isn't the investor with the most money who necessarily has the best retirement nest egg - it's the investor who owns the right type of investment and insurance products in retirement and properly allocates savings to these products.

Pensionize Your Nest Egg explains how to:

- Recognize if you really have a pension, or just a tax-sheltered savings plan
- Measure your retirement sustainability quotient (RSQ) - then maximize it

- Make sense of the bewildering array of "FinSurance" products, like Guaranteed Minimum Withdrawal Benefits (GMWBs)
- Pensionize your nest egg using the new approach of product allocation instead of the traditionally accepted technique of asset allocation
- Monitor your retirement income plan using the novel SORDEX (Sequence of Returns Downside Exposure) Ratio

Pensionize Your Nest Egg provides Canadians a comprehensive, accessible "user manual" to product allocation and how you can use it to ensure that you maximize your income in retirement and don't outlive your money. It includes everything you need to know to create your own pension plan. Whether you do it yourself or work with a financial advisor, *Pensionize Your Nest Egg* gives you a step-by-step plan to create a guaranteed retirement income - for life.

Moshe A. Milevsky, Ph.D., is a tenured Finance Professor at the Schulich School of Business at York University in Toronto, Canada, and the Executive Director of the non-profit Individual Finance and Insurance Decisions Centre (www.ifid.ca). He is also the president and CEO of The QWeMA Group (www.qwema.ca), a software company that develops intellectual property and software algorithms that power many online calculators for financial services companies, such as Manulife. Moshe is the founding co-editor of the *Journal of Pension Economics and Finance* (Cambridge University Press) and a bestselling author. His work also appears in peer-reviewed journals and personal finance publications.

Alexandra Macqueen holds the Certified Financial Planner designation, has worked as a licensed investment advisor at several branches of one of the largest investment firms in Canada, and has nearly two decades of published writing experience. She blogs at TheWealthyBaker.ca and is a regular contributor to *Canadian MoneySaver* magazine and *Advisor's Edge*. Alexandra is a special project manager at the QWeMA Group and will have access to the resources and intellectual property of The QWeMA Group.

OTHER CONSUMER PROMOTION PLANS:

National review mailing to include the following:

- mailing to print, radio and regional tv
- Milevsky frequently appears in the media - just did a taping with TVO's The Agenda, and hits to date include Canadian Business, Global TV, Globe and Mail, Financial Post, Toronto Star and even the NY Times. He is well known in the business media.

Marketing:

- Coop eligible
 - Facebook and YouTube campaigns.
 - Direct email blast to finance professionals in Canada.
 - Promotion through author's website.
 - Author will be launching a seminar based on the concept of the book. The phrase 'Pensionize Your Nest Egg' has been trademarked.
 - Online campaign
 - Advertising in Investor's Digest of Canada
-

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Publisher: John Wiley and Sons Canada
Address: 5353 Dundas Street West, Suite 400
Contact Person: Anam Ahmed
Telephone: 416 236 4433 x 53047 Fax: 416 236 4448
Email: ahmed@wiley.com Date: April 2010

Title & Subtitle: Real Estate Investing For Canadians For Dummies, 2nd Edition

Author(s)/Editor(s): Douglas Gray, Peter Mitham

of pp.: 384

Dimensions (inches): 7-3/8 x 9-1/4 in

Paperback Price: \$29.99

13-digit ISBN: 978-0-470-67928-9

Is the book Canadian authored? Yes

Month & Year of Publication: September 2010

Original Publisher: John Wiley and Sons Canada

Canadian Ordering Source: John Wiley and Sons Canada

BOOKS FOR EVERYBODY

Business

Real Estate

DESCRIPTION:

Real estate remains one of the most stable investments available in Canada, offering a higher return than GICs and more security than stocks. *Real Estate Investing For Canadians For Dummies, 2nd Edition* offers a clear, comprehensive, and Canadian look at investing in real estate, from investigating properties (and other investment options, such as REITs), to securing financing, to managing properties, to knowing when to sell. Real-life anecdotes, useful web resources, and a balanced perspective will make this the ideal book for people looking to explore this lucrative field.

This revised edition covers the new opportunities available (such as fore-closures), the significant changes to financing, and changes to property management laws that every investor must know. Gray and Mitham also explore how investors can manage risk and survive (and thrive) in a volatile market and offer new advice on how to manage maintenance costs.

OTHER CONSUMER PROMOTION PLANS:

- National radio tour
- National advertising
- Radio giveaways
- National review mailing

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Publisher: McGraw-Hill Ryerson
Address: 300 Water Street, Whitby ON L1N 9B6
Contact Person: Stephanie Cockburn
Telephone: 905-430-5136 Fax: 905-430-5044
Email: stephaniec@mcgrawhill.ca
Date: April 27, 2010

Title & Subtitle: **Winning Body Language**

Author(s): **Mark Bowden**

of pp.: 256

of illus. (please specify colour or b&w): 25 b&w

Dimensions (inches): 6x9

PAPERBACK:

Price: \$21.95

ISBN (13-digit): 9780071700573

Is the book Canadian authored? No

Month & Year of Publication: April 2010

Original Publisher: McGraw-Hill

Canadian Ordering Source (if different from Original Publisher): McGraw-Hill Ryerson

SUGGESTED CATEGORIES:

Business & Finance

ADDITIONAL CONSUMER PROMOTION PLANS:

National Print, Radio and online Publicity Campaign, Co-op Support

DESCRIPTION:

From the elite presentation consultants to Fortune 500 CEOs and G8 world leaders

Body language can be a powerful influence in how people see you and more importantly, how they react to you. Body language expert Mark Bowden brings TruthPlane, a unique model of non-verbal communication that professionals can master to give effective, dynamic presentations or memorable one-on-one meetings to their staff, colleagues, management and clients.

Professionals can move up in the business world with the strategic tips and techniques employed by one of the world's most skilled communicators. *Winning Body Language* shows how to move to make people believe what you are saying, make them trust you, how to use the area where you are standing, and how to imitate hand motions of influential personalities to inspire confidence, and much more.

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Publisher: Polestar Calendars Ltd.

Address: G.12 C.9, RR#1 Winlaw BC V0G 2J0

Contact Person: Ruth Porter

Telephone: 250-226-7670

Fax: 250-226-7670

Email: info@polestarcalendars.com

Date: April 29/10

Title & Subtitle: Inner Reflections 2011

Author(s)/Editor(s): Self-Realization Fellowship, editors

of pp.: 130

Dimensions (inches): 7 x 9

of photos (please specify colour or b&w): 55 colour

Paperback Price: \$15.50

13-digit ISBN: 978-0-87612-296-9

Is the book Canadian authored? No

Month & Year of Publication: June 2010

Original Publisher: Self-Realization Publishers

Canadian Ordering Source: Polestar Calendars, Book Express

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Calendar / Spirituality

DESCRIPTION:

Breathtaking imagery from the world's top nature photographers and inspirational quotations by Paramahansa Yogananda, author of *Autobiography of a Yogi* – this magical blending has made the award-winning *Inner Reflections* calendar a perennial best-seller in bookstores around the world. The week-at-a-glance format includes ample space for writing and now includes a 24-page month-at-a-glance section.

Inner Reflections, with over 90,000 copies sold world-wide annually, is one of the best-selling engagement calendars in the world. It has broad appeal to the inspirational, nature and art markets. Printed on FSC-Certified interior paper.

BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS

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Publisher: Polestar Calendars Ltd.

Address: G.12 C.9, RR#1 Winlaw BC V0G 2J0

Contact Person: Ruth Porter

Telephone: 250-226-7670

Fax: 250-226-7670

Email: info@polestarcalendars.com

Date: April 29/10

Title & Subtitle: Polestar Business Calendar 2011

Author(s)/Editor(s): Julian Ross, ed

of pp.: 176

Dimensions (inches): 8 x 10

Paperback Price: \$19.95

13-digit ISBN: 978-1-55186-069-5

Is the book Canadian authored? Yes

Month & Year of Publication: June 2010

Original Publisher: Polestar

Canadian Ordering Source: Polestar Calendars, Book Express

SUGGESTED CATEGORIES BOOKS FOR EVERYBODY

Calendar / Business

DESCRIPTION:

Our fastest-growing calendar, the *Polestar Business Calendar* provides creative time-management for our working lives. Printed on FSC-certified 100% post-consumer recycled text stock, it features an open uncluttered format, weekly page spreads, expense pages and two interior pockets. According to one of our customers, "*This calendar is incredible and allows me not only to plan my business and personal schedule but encourages goal setting and so much more.*" Another said, "*I was so pleased to find the Polestar Business Calendar--finally a product that allows for all aspects of my life to be organized, planned out and all in one place.*"

The *Polestar Business Calendar* can help to create an optimum work-life balance by allowing the user to incorporate all aspects of their lives. Recommended by *Chatelaine Magazine*.

Features include:

- weekly page spreads with lots of room to write in;
- unique three-part time-management system;
 - perforated corners;
 - interior pockets for notes, etc.
 - reference and note pages;
 - 2011 and 2012 Planning Calendars;
 - great weekly quotes.

OTHER CONSUMER PROMOTION PLANS:

- Mail-outs with a focus on the calendar's green qualities and work-life balance features to lifestyle and business magazines.

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Publisher: Polestar Calendars Ltd.

Address: G.12 C.9, RR#1 Winlaw BC V0G 2J0

Contact Person: Ruth Porter

Telephone: 250-226-7670

Fax: 250-226-7670

Email: info@polestarcalendars.com

Date: April 29/10

Title & Subtitle: Polestar Family Calendar 2011

Author(s)/Editor(s): Ruth Porter, ed

of pp.: 168

Dimensions (inches): 8 x 10

Paperback Price: \$16.95

13-digit ISBN: 978-1-55186-067-1

Is the book Canadian authored? Yes

Month & Year of Publication: June 2010

Original Publisher: Polestar

Canadian Ordering Source: Polestar Calendars, Book Express, North 49

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Calendar / Parenting

***Yes XX (Please check to indicate interest.) We are interested in including this title, if selected, in the *Canadian Family* promotion at the combo rate cost.**

DESCRIPTION:

The *Polestar Family Calendar* is the calendar customers ask for by name. This calendar started the whole family time-management category more than 20 years ago, and it has become an essential daily part of more than 35,000 Canadian families, helping to organize, coordinate and simplify their lives. It provides a flexible and spacious format for recording the entire family's daily activities and it's printed on FSC-certified 100% post-consumer recycled interior paper stock.

Recommended by *Canadian Living* magazine.

Features include:

*three-part daily planning guide;

*monthly double-spread planning pages;

*weekly To Do and To Buy lists plus a large Message section

*great weekly quotes and illustrations

*current and following year planning calendars;

*a 26-page reference section including 'Items Loaned and Borrowed', Storage Items, Family Profiles; Address pages, and room for notes;

*tear-out shopping lists; perforated page corners, and a sturdy inside-back-cover pocket;

*cover art by Quebec artist Madeleine Lemire

OTHER CONSUMER PROMOTION PLANS:

- BC Bookworld, Web advertising on parenting and family-oriented sites and blogs
-

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Publisher: Polestar Calendars Ltd.

Address: G.12 C.9, RR#1 Winlaw BC V0G 2J0

Contact Person: Ruth Porter

Telephone: 250-226-7670 Fax: 250-226-7670

Email: info@polestarcalendars.com

Date: April 29/10

Title & Subtitle: Polestar Planner 2011

Author(s)/Editor(s): Ruth Porter, ed

of pp.: 160

Dimensions (inches): 6 x 9

Paperback Price: \$12.95

13-digit ISBN: 978-1-55186-070-1

Is the book Canadian authored? Yes

Month & Year of Publication: June 2010

Original Publisher: Polestar

Canadian Ordering Source: Polestar Calendars, Book Express

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Calendar

DESCRIPTION:

The *Polestar Planner* is a gorgeous enviro-friendly calendar that organizes your life at a great price! Again this year the cover features Ottawa artist Amy Thompson's beautiful original artwork. Sales of this calendar have increased by 60% in the last two years! Printed on FSC-certified 100% post-consumer recycled text paper, it's printed on vegetable-based ink on paper produced chlorine-free.

The *Polestar Planner* is a general-interest engagement calendar for those wanting something portable, but with many of the same great time-management features as our popular *Family* and *Business* calendars.

Features include:

- weekly page spreads with an open flexible format;
- monthly double-spread planning pages;
- weekly quotes;
- large Note section;
- 2011 and 2012 Planning Calendars;
- perforated corners;

OTHER CONSUMER PROMOTION PLANS:- BC Bookworld ad and web marketing.

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Publisher: Fitzhenry & Whiteside

Address: 195 Allstate Parkway, Markham, ON L3R 4T8

Contact Person: Sonya Gilles

Telephone: 905-477-9700. Ext. 250

Email: sonya.gilliss@fitzhenry.ca

Date: Apr. 27, 2010

Weather Trivia Calendar 2011

David Phillips

28 pages

12X12

English ISBN 9781897252727

French ISBN 9781897252710

Price: \$17.95

Canadian Author: YES

Pub Date: August 2010

Original Publ: Fifth House Publishers

Cdn Source: Fitzhenry & Whiteside

Category: Calendar

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Publisher: Fitzhenry & Whiteside

Address: 195 Allstate Parkway, Markham, ON L3R 4T8

Contact Person: Sonya Gilles

Telephone: 905-477-9700. Ext. 250

Email: sonya.gilliss@fitzhenry.ca

Date: Apr. 27, 2010

Weather Trivia Desk Calendar 2011

David Phillips

129 pages

9.5X9

ISBN 9781897252765

Price \$17.95

Canadian Author: YES

Pub Date: August 2010

Original Publ: Fifth House Publishers

Cdn Source: Fitzhenry & Whiteside

Category: Calendar

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Publisher: John Wiley and Sons Canada
Address: 5353 Dundas Street West, Suite 400
Contact Person: Anam Ahmed
Telephone: 416 236 4433 x 53047
Fax: 416 236 4448
Email: aahmed@wiley.com
Date: April 2010

**Title & Subtitle: Bad Seeds: The True Story of Toronto's
Galloway Boys Street Gang**

Author(s)/Editor(s): Betsy Powell

of pp.: 265

Dimensions (inches): 5-1/2 x 8-1/2 in.

Paperback Price: \$26.95

13-digit ISBN: 978-0-470-84060-3

Is the book Canadian authored? Yes

Month & Year of Publication: August 2010

Original Publisher: John Wiley and Sons Canada

Canadian Ordering Source: John Wiley and Sons Canada

BOOKS FOR EVERYBODY

Current Issues

People/Biography

DESCRIPTION:

This book tells the story of the Galloway Boys, who as young teens banded together in an urban-blighted area of Toronto's east end to sell drugs and run guns. They were led by Tyshan Riley, born into one of the toughest neighborhoods in Canada and raised by an often absent and erratic mother. He learned his lessons on the streets--how to sell drugs, how to steal--and used violence to get the money, sex and respect that he lived for.

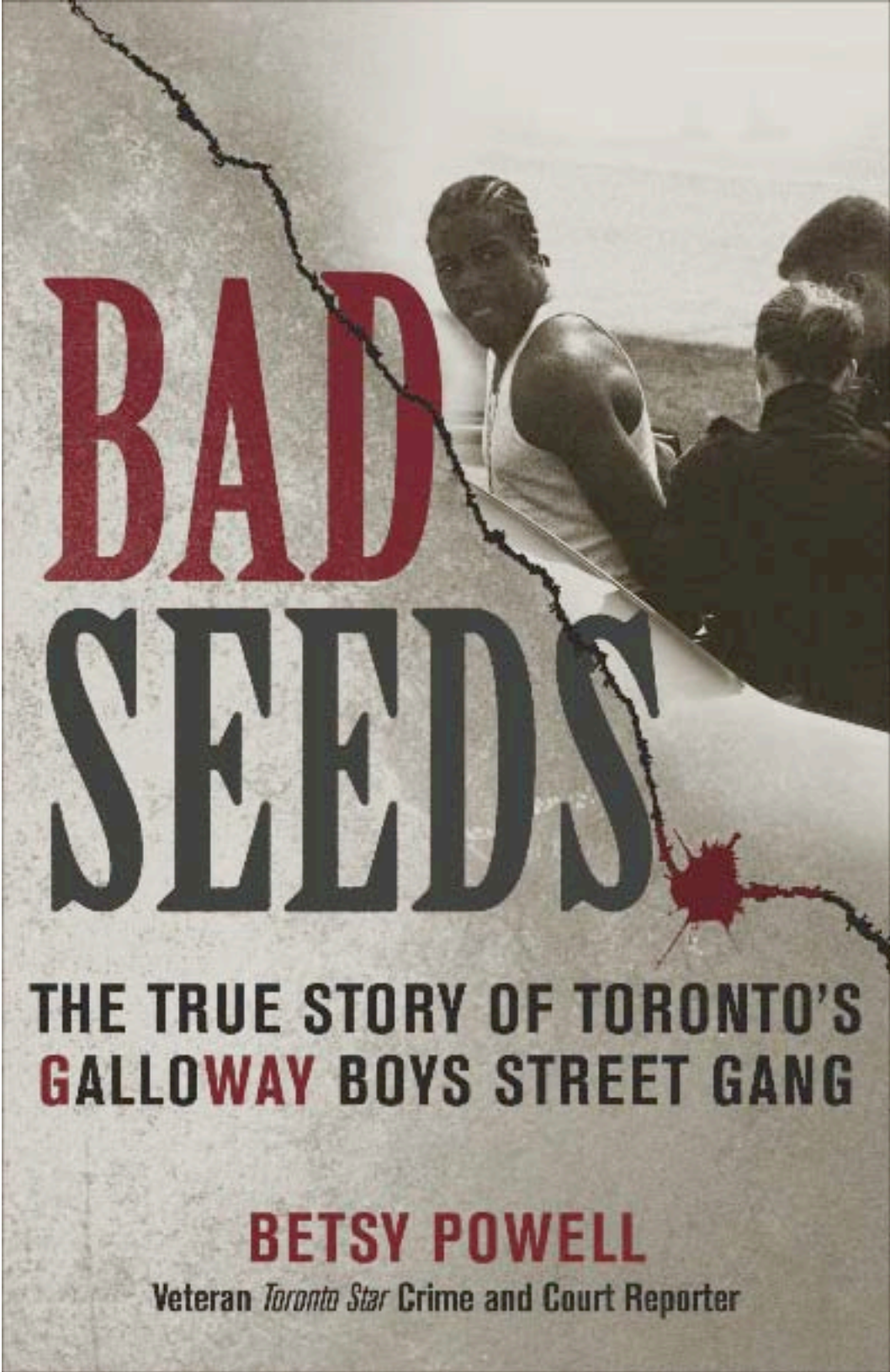
The area known as Galloway is home to 186 hectares of public housing. Crossing bridges is the only route into the area. It created a sense of isolation and for those who lived there a sense of mistrust of anyone from the outside. The area was a fertile ground for the growth of gangs--and as well for the drug dealers, prostitutes and crackheads who survived along a major east-west thoroughfare leading in and out of Toronto's downtown core. And while the Galloway Boys lay claim to their turf, farther to the north the Malvern Crew was laying claim to theirs. The war was inevitable and it would claim ten casualties, including the innocent.

For three Galloway Boys - Tyshan Riley, Philip Atkins and Jason Wisdom - their days in the street were numbered. With the cold-blooded murder of Brenton Charlton and the near fatal shooting of his friend Leonard Bell at a busy Toronto intersection on March 3, 2004, the police investigation would lead to the arrest of Riley, Atkins and Wisdom, and with the testimony of a former Galloway Boys gang member, Roland Ellis, the three would be convicted of the first-degree murder of a man who was just in the wrong place at the wrong time.

Through the testimony of Ellis and that of other witnesses, the wiretap evidence, Crown attorney and defense arguments, a portrait of a gang emerges, one that lives on our streets yet is hidden to our eyes. *Bad Seeds* compels us to take our blinders off and face a reality of modern urban life that no one professes to care about very much. There is peril in willing blindness.

OTHER CONSUMER PROMOTION PLANS:

- National media from Toronto
 - National radio tour
 - National review mailing
-



BAD SEEDS

**THE TRUE STORY OF TORONTO'S
GALLOWAY BOYS STREET GANG**

BETSY POWELL

Veteran Toronto Star Crime and Court Reporter

BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS

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Publisher: John Wiley and Sons Canada
Address: 5353 Dundas Street West, Suite 400
Contact Person: Anam Ahmed
Telephone: 416 236 4433 x 53047
Fax: 416 236 4448
Email: aahmed@wiley.com
Date: April 2010

Title & Subtitle: **Showdown: How the Outlaws, Hells Angels and Cops Fought
for Control of the Streets**

Author(s)/Editor(s): **Jerry Langton**

of pp.: 272

Dimensions (inches): 6 x 9 in

Paperback Price: \$26.95

13-digit ISBN: 978-0-470-67763-6

Is the book Canadian authored? Yes

Month & Year of Publication: August 2010

Original Publisher: John Wiley and Sons Canada

Canadian Ordering Source: John Wiley and Sons Canada

BOOKS FOR EVERYBODY

Current Issues

People/Biography

DESCRIPTION:

The 1970s. Two ambitious bikers come out of the same tough neighborhood of Hamilton, Ontario. Two biker gangs want to exploit the lucrative drug, prostitution, and vice rackets in Ontario's Golden Horseshoe. This is the improbable story of Mario "the Wop" Parente and Walter Stadnick who respectively become the national presidents of the Outlaws and Hells Angels – and sworn enemies.

The Outlaws are an American biker gang who assume power when Satan's Choice falls into disarray. They take a headlock on the distribution of drugs, the supply of prostitutes to strip clubs, and extortion and graft. Their leader is a big, violent man named Mario Parente.

Hells Angels have expanded into Quebec and are rapidly exterminating rival biker gangs. They wage a war against the Rock Machine and open up another front in Ontario against the Outlaws. The incursion is the work of 5-foot 4-inch Walter Stadnick, the Angels strategist, who envisions the Hells Angels doing business across Canada. Stadnick will

have his hands full with a biker from his hometown, Mario Parente, who is gearing up to protect the Southwest Ontario turf he has fought so hard to acquire by rebuilding Satan's Choice and a partnership with the Para-dice Riders, and be establishing a puppet club, the Black Pistons.

The police and the public have no stomach for an all-out biker war. The Hamilton cops, OPP and Surete de Quebec combine forces to launch Project Retire and bring down the Outlaws, a sweep that has unintended outcomes for the balance of biker power in Ontario.

OTHER CONSUMER PROMOTION PLANS:

- Media from Toronto and Montreal
 - National radio tour
 - Radio giveaways
 - National review mailing
-



SHOWDOWN

How The Outlaws, Hells Angels, and Cops
Fought for Control of the Streets

JERRY LANGTON

*Author of the bestsellers **Biker** and **Fallen Angel***

BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS

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Publisher: Novalis

Address: 10 Lower Spadina Avenue, Suite 400

Contact Person: Dayle Furlong, Publicist

Telephone: 416-363-3303 x 252

Fax: 416-363-9409

Email: dayle.furlong@novalis.ca

Date: Monday, April 12, 2010

Title & Subtitle: Suffer the Children Unto Me: An Inquiry into Canada's Clerical Abuse Scandal

Author(s): Michael W. Higgins & Peter Kavanagh

of pp.: 160

Dimensions (inches): 5.25" x 8.25"

Paperback Price: \$18.95

13-digit ISBN: 978-2-89646-233-9

Is the book Canadian authored? Yes

Month & Year of Publication: October, 2010

Original Publisher: Novalis

Canadian Ordering Source: Novalis 1-800-387-7164 www.novalis.ca

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Current Issues

History

Politics

DESCRIPTION:

Timely and thought-provoking, *Suffer the Children* is a response by two well-known Canadian Catholic commentators to the flurry of recent international media attention on this controversial issue. Authors Michael W. Higgins and Peter Kavanagh — respected for their impeccable research as well as their knowledge of all things Catholic — have produced the definitive critical look at how clerical abuse has wreaked havoc on the credibility of the Catholic Church in Canada.

The book goes well beyond simply chronicling the issue and its players. Higgins and Kavanagh ask tough questions about what the church has and hasn't done. They also carefully scrutinize how the media have both reported on and influenced the crisis. Yet they do so with compassion and deep respect and love for the institution of the Church, seeking always to learn how it can truly serve humanity.

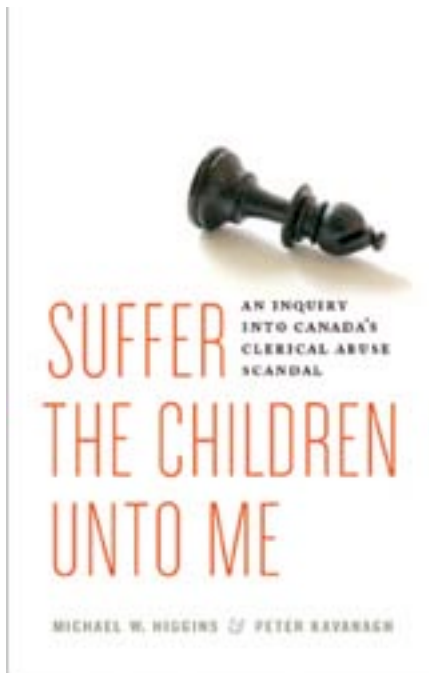
About the Authors: **Michael W. Higgins** is the past president of two Catholic universities. He has written over a dozen books and over fifty scripts for CBC Radio. He is a regular contributor to the *Globe and Mail*, *The Tablet* and *Commonweal* and appears regularly on CBC and CTV television as a commentator on the Catholic Church. **Peter Kavanagh** is a Senior Producer for CBC Radio's Sunday Morning program. He is a regular writer for *The Tablet* and *The Catholic Register*.

Key Features:

- Thorough analysis by internationally acclaimed Canadian journalists and commentators
- Historical and international perspective
- Up-to-the minute and current

OTHER CONSUMER PROMOTION PLANS:

- Ads in Quill & Quire, The Walrus, National & Regional newspapers. E-marketing: newsletter, website & announcements on all social media. National campaign review copy mail-out to print, radio, & television.
-



have his hands full with a biker from his hometown, Mario Parente, who is gearing up to protect the Southwest Ontario turf he has fought so hard to acquire by rebuilding Satan's Choice and a partnership with the Para-dice Riders, and be establishing a puppet club, the Black Pistons.

The police and the public have no stomach for an all-out biker war. The Hamilton cops, OPP and Surete de Quebec combine forces to launch Project Retire and bring down the Outlaws, a sweep that has unintended outcomes for the balance of biker power in Ontario.

OTHER CONSUMER PROMOTION PLANS:

- Media from Toronto and Montreal
 - National radio tour
 - Radio giveaways
 - National review mailing
-

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Publisher: The Dundurn Group
Address: 3 Church Street, Ste. 500, Toronto, Ontario, M5E 1M2
Contact Person: Margaret Bryant
Telephone: 416.214.5544, ext. 224 Fax: 416.214.5556
Email: mbryant@dundurn.com
Date: April 23, 2010

Title & Subtitle: The Big Book Of UFOs
Author: Chris A. Rutkowski
of pp.: 384
Dimensions (inches): 10 X 7
of photos (please specify colour or b&w): 40 b&w
Paperback Price: \$19.99
13-digit ISBN: 9781554887606
Is the book Canadian authored? Yes
Month & Year of Publication: September 2010
Original Publisher: Dundurn
Canadian Ordering Source: University of Toronto Press

BOOKS FOR EVERYBODY

Entertainment
Science

DESCRIPTION:

Key Selling Points:

1. The Big Book design allows for incorporating interesting facts in sidebars
2. Most up to date UFO sightings
3. A new revised website and blog

Chris Rutkowski's name is synonymous with UFO research the world over, and this book captures his most breath taking research, along with new and exciting accounts, that will have you questioning "are we alone in the universe?"

The Big Book of UFOs is a compendium of his best and most disturbing UFO stories for enthusiastic fans everywhere, with startling evidence to make even the biggest skeptics believe. The renowned ufologist takes us on a tour of UFOs in Canada and around the world. He has studied UFOs, aliens, abductions, and even encounters reported by kids.

The Big Book of UFOs offers many famous reports, such as the "ghost airplanes" seen over the Parliamentary Buildings in 1915, but has many exciting new cases, secret files, and statistics, as well as lots of tidbits and trivia to keep everyone excited.

Table of Contents:

Introduction

UFOs by the Numbers

What are UFOs?

What do the People Say?

Life in the Universe

- A Model of the Nearby Stars
- The Star Factor
- Our Nearest Neighbours
- The Nearby Stars
- Other Planets
- Suppose...
- SETI

UFOs and Aliens in Popular Culture

- UFOs and Aliens in Literature
- UFOs and Aliens in Movies
- UFOs and Aliens on TV

Historical UFO Sightings

Ancient Astronauts

UFOS before 1900

- The Great Airship Wave

1900-1947

- The 1915 Invasion of Canada
- The Battle for Los Angeles
- A Crash before Roswell?
- Kenneth Arnold: The Man Who

Started It All

- The Roswell UFO Crash

The Beginning of the Flying Saucer

Era

1950s

- Goose Bay Redux
- The Lakenheath Incident
- The Saturn-Shaped Saucers
- Waving at the Aliens

1960s

- Case Study: The Falcon Lake Incident
- A Shaggy UFO Story?

1970s

- Zapped!
- Falconbridge
- Tehran

- Val Johnson's UFO Encounter

1980s

- Rendlesham

1990s

- The Phoenix Lights

2000s

And Beyond

Astronauts and UFOs

Contactees

Abductees

- Some Notable Abduction Cases
- Betty and Barney Hill
- Pascagoula
- Villas-Boas
- The Manhattan Abduction
- The Psychology of Abductions
- Other Theories About Abductions

Hypnosis

Sleep Paralysis

Implants

Get the Scoop

Government and UFOs

- Can Secrets be Kept?
- Project Sign
- Project Grudge
- Project Blue Book
- The Condon Report
- Wilbert B. Smith
- Other Governments and UFOs
- CIRVIS Reports

Cover-Up?

- Majestic-12

People in Ufology

- J. Allen Hynek
- J. Allen Hynek: A Personal Reflection
- Philip J. Klass
- Donald Menzel
- Carl Sagan
- Stanton Friedman

UFO Organizations and Groups

- Coast to Coast

Skeptics and Debunkers

- Debunking

Aliens and Creatures from UFOs

- Venusians and Reptilians
- Nordic Aliens: the Blondes
- Greys
- Hybrids
- Little Green Men

Men in Black

Hoaxes

Other Topics

- Crop Circles
- British Crop Formations
- Are Crop Circles Real?
- The Face on Mars
- Cattle Mutilations
- 2012
- Religion and Cults
- Heaven's Gate
- Alternate Dimensions

Bibliography

How to Report a UFO

About the Author

OTHER CONSUMER PROMOTION PLANS:

- UFO Sighting Map
-

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Publisher: [Login Canada](#)

Address: 300 Saulteaux Crescent, Winnipeg MB, R3J 3T2

Contact Person: [Wyatt Mueller](#)

Telephone: 204-837-2987 x220

Fax: 204-837-3116

Email: wyattm@lb.ca

Date: [April.21, 2010](#)

Title & Subtitle: Fade to Black: A Book of Movie Obituaries

Author(s)/Editor(s): Paul Donnelley

of pp.: 1248

Dimensions (inches): 9x6

Paperback Price: \$29.95

13-digit ISBN: 978-1-84938-246-5

Is the book Canadian authored? (delete all but the relevant category)

No

Month & Year of Publication: [September 2010](#)

Original Publisher: [Omnibus Press](#)

Canadian Ordering Source: [Login Canada](#)

BOOKS FOR EVERYBODY

Entertainment

History

People/Biography

DESCRIPTION:

Paul Donnelley has chronicled the lives and deaths of more than 1,000 movie personalities.

Included are not just the big stars but also a wealth of producers, directors and supporting players. Some achieved world fame or great power. Some were consigned to obscurity after one scandal too many. And quite a few hid dark secrets that would only emerge after their deaths.

The big names featured run from Bogart and Cagney to Sinatra and Valentino. But it is often the starlets and small-time showbiz hustlers who suffered the most tragic fates, burned out before achieving the fame and fortune they craved.

Amongst the names featured in this updated, enlarged edition are Marlon Brando, Bob Hope, President Ronald Reagan, Gregory Peck, Janet Leigh, Christopher Reeve plus a host of stars from the golden age of Hollywood whose work is being rediscovered on satellite television and DVDs.

For better or worse they are all here, the villains and heroes side by side, all made equal at last by the final Fade to Black.

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Address: 300 Saulteaux Crescent, Winnipeg MB, R3J 3T2

Contact Person: [Wyatt Mueller](#)

Telephone: 204-837-2987 x220

Fax: 204-837-3116

Email: wyattm@lb.ca

Date: April.21, 2010

Title & Subtitle: [Lady Gaga: Looking For Fame](#)

Author(s)/Editor(s): [Paul Lester](#)

of pp.: 192

Dimensions (inches): 9x6

of photos (please specify colour or b&w): [B/W Photos](#)

Paperback Price: \$19.95

13-digit ISBN: 978-184938-405-6

Is the book Canadian authored? No

Month & Year of Publication: [September 2010](#)

Original Publisher: [Omnibus Press](#)

Canadian Ordering Source: [Login Canada](#)

BOOKS FOR EVERYBODY

Entertainment

People/Biography

DESCRIPTION:

Paul Lester traces Lady Gaga's rapid rise from David Bowie and Queen-loving teenager to bona fide pop culture phenomenon and first superstar of the digital era with 20 million downloads of her singles to her credit and more than four million sales worldwide of her albums: the deconstruction of celebrity that is *The Fame* and its enhanced version *The Fame Monster*. There are also full accounts, of her original approach to performance artistry and her outspoken views that have made her a new gay icon.

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Address: 5353 Dundas Street West, Suite 400
Contact Person: Anam Ahmed
Telephone: 416 236 4433 x 53047
Fax: 416 236 4448
Email: aahmed@wiley.com
Date: April 2010

**Title & Subtitle: The Making of Slap Shot: Behind the Scenes of Very Hockey Fan's
Favorite Sports Movie**

Author(s)/Editor(s): Jonathon Jackson

of pp.: 288
Dimensions (inches): 6 x 9 in.
Hardcover Price: \$29.95
13-digit ISBN: 978-0-470-15941-5
Is the book Canadian authored? Yes
Month & Year of Publication: September 2010
Original Publisher: John Wiley and Sons Canada
Canadian Ordering Source: John Wiley and Sons Canada

BOOKS FOR EVERYBODY

Entertainment

Sports

DESCRIPTION:

A true cult classic, hockey players and fans who weren't even alive in 1977 when *Slap Shot* was released by Universal Pictures, are able to recite entire scenes of dialogue by heart. Lines like "old time hockey," "Dave's a mess," and "putting on the foil," have become treasured inside jokes to millions who love the sport. Even NHL coaches like Paul Maurice and Mike Babcock have acknowledged using lines from the film to inspire their players—Maurice once even quoted a line during a televised news conference.

Directed by Academy Award winner George Roy Hill, this beloved sports movie lives on thanks to unforgettable characters, hilarious moments, and a script faithful to the world of minor-league hockey and the lives of the people in it. Up until now, there has never been a book to take us behind the scenes and into the zany world of one of the best sports movies of all time.

Despite its undying popularity and devoted cult following, many of the facts behind the film's genesis and production are not generally known to the public. For example, *Slap Shot* fans may be surprised to learn that:

- Al Pacino was a willing first choice to play the role of Charlestown player-coach Reggie Dunlop;
- almost every scene in the movie, including many of the more absurd and unbelievable ones, depicted real-life events;
- the primary villain, a self-professed pacifist, needed expert coaching in order to appear sufficiently intimidating;
- the actor who played a sex-obsessed lecher almost didn't take the part because of his religious convictions;

The Making of Slap Shot is the crazy story behind the crazy film—both too real and too good not to be true. Featuring personal interviews with over 50 cast members, production staff and others involved in the making of the film—many of whom have never before gone on the record about their participation in the film—the book relives the making of *Slap Shot* and brings to life all our favorite characters and scenes, and the Charlestown Chiefs, one of the best known and most popular fictional sports teams in history.

OTHER CONSUMER PROMOTION PLANS:

- National media from Toronto
 - National radio tour
 - Radio giveaways
 - National review mailing
-

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Publisher: **Goose Lane Editions**

Address: **500 Beaverbrook Court, Suite 330, Fredericton, NB, E3B 5X4**

Contact Person: **Susan Baker**

Telephone: **(888) 926-8377**

Fax: **(506) 459-4991**

Email: sbaker@gooselane.com

Date: **16 April 2010**

Title & Subtitle: *The Top 100 Canadian Singles*

Author: **Bob Mersereau**

of pp.: **200 pages**

Dimensions (inches): **9 x 9**

of illus. (please specify colour or b&w): **YES, approx. 100**

of photos (please specify colour or b&w): **YES, approx. 150**

Hardcover Price: **\$35.00**

13-digit ISBN: **978-0-86492-537-4**

Is the book Canadian authored? **Yes**

Month & Year of Publication: **October 2010**

Original Publisher: **Goose Lane Editions**

Canadian Ordering Source: **University of Toronto Press Distribution (UTP Press)**

SUGGESTED CATEGORIES Music / Pop Culture

BOOKS FOR EVERYBODY Entertainment

DESCRIPTION:

Bob Mersereau's *The Top 100 Canadian Albums* (Goose Lane 2007) ignited a passionate national debate about the best Canadian music and bands that continues amongst Canadians to this day. Shortlisted for the Margaret and John Savage Best First Book Award and called "A must-have book" by *The Hamilton Spectator*, the seeds were sown for a quintessential, explosive conclusion. Complete with an improved vote system and accuracy, *The Top 100 Canadian Singles* by Bob Mersereau will inflame opinion and provoke debate about Canada's musical heritage.

Bob Mersereau is the long-time Arts reporter for CBC Television in New Brunswick. Since 1982, he's been reporting on the emerging and now vibrant music world of the East Coast. In addition to countless television features and interviews, he's been a weekly columnist on CBC Radio One since 1986. His newspaper column, *Backbeat*, began in 1994 in *The Coast Magazine* in Halifax and then moved to *The*

Telegraph-Journal in Saint John. He's written thousands of music reviews and interviewed just as many Canadian musicians along the way. Bob has been the expert on New Brunswick music news on National CBC programs like *Morningside* and *Sounds Like Canada* with Sheila Rogers. Peter Gzowski gave him his still-in-use nickname, Rockin' Bob Mersereau.

OTHER CONSUMER PROMOTION PLANS:

- Author tour (Central & southern Ontario, NB, NS)
- National review mailing to all major national media and specialty media and major magazines
- National print advertising (*Globe and Mail*, *Scene Magazine*, *Telegraph-Journal*)
- National media relations campaign with a focus on national print and broadcast media (especially radio), including major magazines, national review and feature coverage, specialty review
- Online and website publicity campaign, Facebook, Branta Blog, author's website
- Possible tie-in with the Hamilton Music Awards
- Co-op available