

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

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 and Sons Canada
Address: 5353 Dundas Street West, Suite 400
Contact Person: Anam Ahmed
Telephone: 416 236 4433 x 53047
Email: ahmed@wiley.com

Fax: 416 236 4448
Date: April 2010

Title & Subtitle: Ain't Misbehavin': Tactics for Tantrums, Meltdowns, Bedtime Blues and Other Perfectly Normal Kid Behaviors

Author(s)/Editor(s): Alyson Schafer

of pp.: 256

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

Paperback Price: \$17.95

13-digit ISBN: 978-0-470-67909-8

Is the book Canadian authored? Yes

Month & Year of Publication:

Original Publisher: John Wiley and Sons Canada

Canadian Ordering Source: John Wiley and Sons Canada

BOOKS FOR EVERYBODY

Reference

Self-Help

DESCRIPTION:

Building on the phenomenal success of *Honey, I Wrecked the Kids*, parenting guru Alyson Schäfer now shares even more practical parenting tips and real life examples for every imaginable sticky parenting situation.

Ain't Misbehavin' is a step-by-step guide (complete with the perfect things to say and do in even the toughest parenting situations). It gives as much detailed "how to do it" advice as possible in as many situations as can be squeezed into the allotted pages. Wish you had an index so you could look up what to do by misbehavior? Ta da! Here it is: *Ain't Misbehavin'* walks you through first-person accounts of literally hundreds of parenting conundrums that foil our best laid plans, and shows you how to handle everything the democratic way.

OTHER CONSUMER PROMOTION PLANS:

- Online advertising
- Blog campaign
- National media tour
- National radio tour
- Radio giveaways
- National review mailing

BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM

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: **Anatomy for Yoga: An Illustrated Guide to Your Muscles in Action**

Author(s): **Leigh Brandon and Nicky Jenkins**

of pp.: 144

of photos (please specify colour or b&w): 180 colour

Dimensions (inches): 8 ¼ x 10 ½

PAPERBACK:

Price: \$23.95

ISBN (13-digit): 9780071633628

Is the book Canadian authored? No

Month & Year of Publication: May 2010

Original Publisher: McGraw-Hill

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

SUGGESTED CATEGORIES: Health/Self-Help

ADDITIONAL CONSUMER PROMOTION PLANS:

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

DESCRIPTION:

Get an inside look at the body's muscles at work during yoga

Anatomy for Yoga provides an in-depth tour of muscles as you progress through yoga exercises. The detailed four-color anatomical illustrations depict exactly what happens to the body's muscles and skeletal system while performing these incredibly spine-intensive movements. This book is divided into sequences, 10 to 20 poses each, and involve specific stretches/mobilizing for that particular postural imbalance as well as strengthening. The sequences cover an entire routine, which could last from 30 minutes to an hour or longer.

In addition, there is a breathing practice and a related meditation practice. You will be able to use the basic skills in the early chapters and, as your abilities develop, apply them to more advanced techniques featured later in the book.

- Full-color anatomical illustrations that detail the muscles engaged.
- Gives you the information you need, and shows you exactly what's going on with their body as they exercise.
- Build a routine custom to their abilities

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

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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 28, 2010

Title & Subtitle: Beef Up Your Brain:

The Big Book of 301 Brain-Building Exercises, Puzzles and Games!

Author(s)/Editor(s): Michel Noir

of pp.: 336

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

of illus. (please specify colour or b&w): 300 b&w

Paperback Price: \$23.95

13-digit ISBN: 9780071700580

Is the book Canadian authored? No

Month & Year of Publication: October 2009

Original Publisher: McGraw

Canadian Ordering Source: McGraw-Hill Ryerson

BOOKS FOR EVERYBODY

Self-Help

DESCRIPTION:

Bodybuilding for the Brain: Flex the biggest muscle in your body and keep it running at optimum level.

Scientists all over the world agree that leading a mentally stimulating life can increase brain power and the authors of this popular series have come up with another brain-boosting title that is sure to get your mental wheels churning while you enjoy hours of fun. Develop a six-pack brain with more than 301 games, puzzles, and exercises that provide the ultimate mind-blowing workout and keep your brain sharp and alert for life.

BENCHPRESS YOUR BRAIN INTO SHAPE AND:

Stretch and warm up your concentration

Perform brain curls for increased attention span and sharper focus

Bulk up on memory power

Increase your mental reps and ward off diseases like dementia and Alzheimers

Every time you do some of the puzzles in this fun guide, it's like taking your brain to the gym!

OTHER CONSUMER PROMOTION PLANS:

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

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

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

111 Queen Street E., Ste 320 Toronto, ON M5C 1S2

Email: aberki@booksforeverybody.com Tel. (416) 364-3333 ext. 3160 • Fax: (416) 595-5415

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: [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: [Fitness Illustrated](#)

Author(s)/Editor(s): [Brian Sharkey](#)

of pp.: [328](#)

Dimensions (inches): [7" x 10"](#)

of illus. (please specify colour or b&w): [Approx. 328](#)

Hardcover Price:

13-digit ISBN:

Paperback Price: [\\$24.95](#)

13-digit ISBN: [9780736081580](#)

Is the book Canadian authored? Yes No

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

Original Publisher: [Human Kinetics](#)

Canadian Ordering Source: [Login Canada](#)

BOOKS FOR EVERYBODY

Health/ Self-Help

Science

Sports

DESCRIPTION:

Fitness Illustrated is a visual, straightforward approach to core fitness concepts, exercise programming, nutrition, and weight management. Photos, illustrations, and explanations depict how a body changes through aerobic and strength training so you can customize routines to maximize benefits and address specific needs and goals.

Fitness Illustrated allows you to see exercise and activity from a whole new perspective. In this one-of-a-kind guide, author Brian Sharkey takes you inside each type of activity to show you what works, what doesn't, and why! You'll go beyond the basics to see how your body changes with increased activity. From how muscles gain size and strength to the effect of aerobic activity on heart and lung function, this is fitness as you have never seen it before.

Straightforward explanations, expert advice, and hundreds of full-color illustrations and photographs make *Fitness Illustrated* your guide to these matters:

- Improving aerobic fitness, strength, muscular endurance, and flexibility
- Shaping and toning your body, including your core
- Coping with various health issues such as arthritis and preventing heart disease
- Managing weight with nutrition and activity
- Preventing and treating injuries, muscle cramps, and joint pain

You'll also learn to separate fitness fact from fiction, design fitness programs around the activities that you enjoy, and reduce stress and add life to your years.

Whether you want to complete a 5K run, manage your weight, or improve muscle tone and definition, *Fitness Illustrated* is your personalized map for reaching your fitness goals!

OTHER CONSUMER PROMOTION PLANS:

- there will be a Cdn direct mailout done along with a press release mailing.
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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: [Golf Anatomy](#)

Author(s)/Editor(s): [Craig Davies](#), [Vince DiSaia](#)

of pp.: [224](#)

Dimensions (inches):

of illus. (please specify colour or b&w): [more than 175 full-color anatomical illustrations](#)

Hardcover Price:

13-digit ISBN:

Paperback Price: [\\$22.95](#)

13-digit ISBN: [978-07360-8434-5](#)

Is the book Canadian authored? Yes

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

Original Publisher: [Human Kinetics](#)

Canadian Ordering Source: [Login Canada](#)

BOOKS FOR EVERYBODY

Health/ Self-Help

Science

Sports

DESCRIPTION:

With more than 175 full-color anatomical illustrations, *Golf Anatomy* brings your swing to life by linking physical conditioning to perfect strokes. Chapters progressively develop key components of a good swing—mobility, stability, balance, body awareness, strength, and power—with step-by-step instructions that convey proper form for 72 exercises.

Golf Anatomy goes beyond exercises by placing you at the tee, on the fairways, and on the greens. You'll see how to improve mobility, stability, body awareness, and muscle strength to add distance to drives, consistency to your short game, and accuracy to your putts.

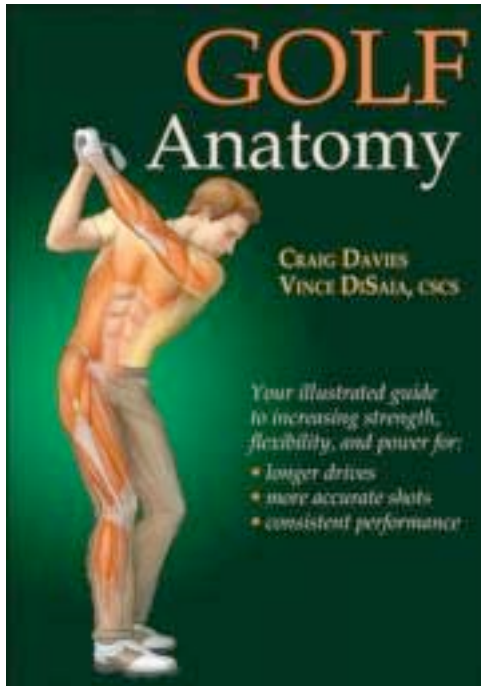
From sand traps to awkward lies, *Golf Anatomy* will prepare you for even the most challenging of

shots. Plus, you'll learn how to stay at the top of your game with targeted injury-prevention exercises for the lower back, elbows, wrists, shoulders, and hips.

Combining expert instruction with beautiful, full-color illustrations, *Golf Anatomy* is truly an inside look into the game. Whether you're a scratch golfer or simply a fan of the game, this book is a hole-in-one.

OTHER CONSUMER PROMOTION PLANS:

- press release mailing
-



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Publisher: Monarch Books of Canada Limited
Address: 5000 Dufferin, Toronto, Ontario, M3H 5T5 Canada
Contact Person: Adam Gurfinkel
Telephone: 416-663-8231
Fax: 416-736-1702
Email: adam@monarchbooks.ca
Date: April 12, 2010

Delete categories not applicable to your submission.

Title & Subtitle: The Official Lamaze Guide

Author(s)/Editor(s): Judith Lothian & DeVries

(Editors only for anthologies)

of pp.: 208

Dimensions (inches): 6" x 9"

of photos (please specify colour or b&w): 35 b & w

Paperback Price: \$14.95

13-digit ISBN: 978-0-88166-474-4

Is the book Canadian authored? No

Month & Year of Publication: September 2010

Original Publisher: Meadowbrook Press

Canadian Ordering Source: Monarch Books of Canada Limited

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Health

*** X (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: (This information is for the submission process only.)

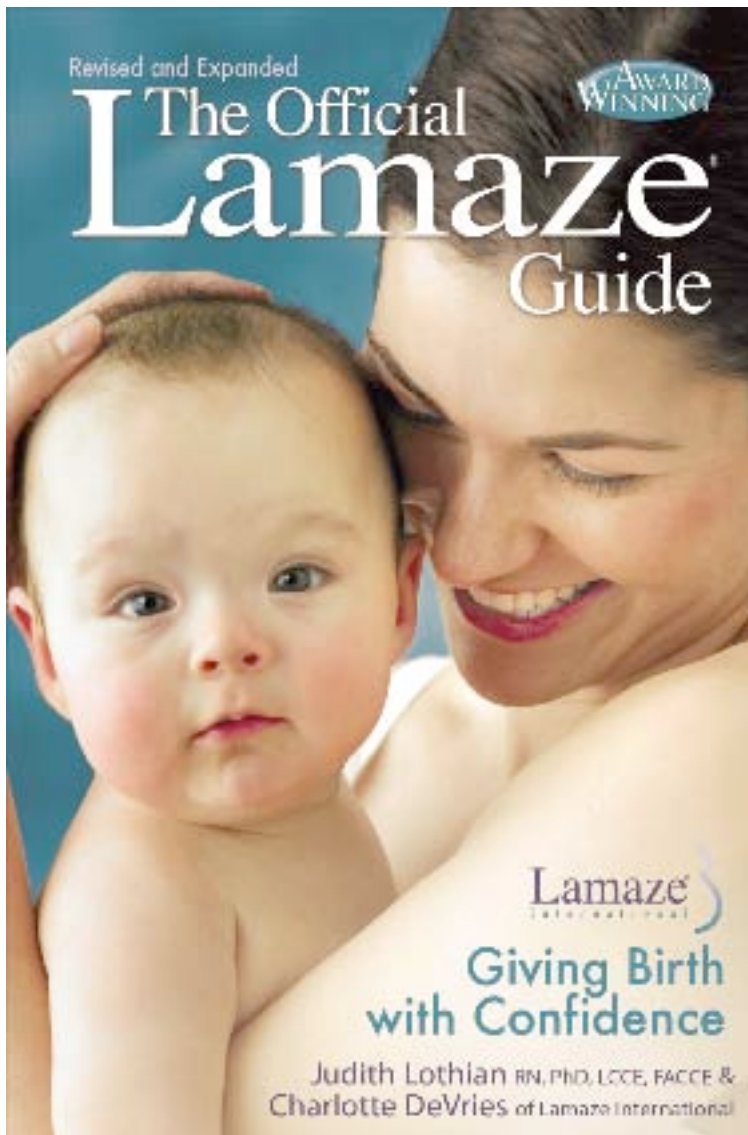
The Official Lamaze Guide is the first and only pregnancy and childbirth guide endorsed by Lamaze International, the leading childbirth education organization in North America. Childbirth educators Lothian and DeVries show pregnant women how to trust in their bodies' ability to give birth, reduce the use of unnecessary interventions, and increase their chances of having a happy, healthy birth experience. Written in plain English with a respectful, positive tone, this book presents:

- How simply pregnancy and birth unfold when allowed to progress naturally
- What can disrupt the natural course of birth
- Information on maternity care to help readers choose a caregiver and birth site that's best for them
- Research evidence to help women distinguish fact from fiction in obstetrics

This Book encourages women to trust their ability to give birth without needless medical intervention. It's an excellent resource not only for Lamaze students, but also expectant parents who want their childbirth experience to reflect their informed choices and result in a healthy, happy and fulfilling birth.

OTHER CONSUMER PROMOTION PLANS:

Promo Parenting and Children's Media



precautions to help you exercise safely.

Author and illustrator Frédéric Delavier is the former editor in chief of the French publication *PowerMag*. He is a journalist for *Le Monde du Muscle* and a contributor to *Men's Health Germany* and several other strength training publications.

OTHER CONSUMER PROMOTION PLANS:

- [press release mailing](#).
-

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Publisher: J. Gordon Shillingford Publishing
Address: P.O. Box 86, RPO Corydon Avenue, Winnipeg, MB R3M 3S3
Contact Person: Gordon Shillingford
Telephone: 204-779-6967
Fax: 204-779-6970
Email: jgshill@allstream.net
Date: May 1, 2010

Title & Subtitle: Eugenics and the Firewall:

Why Alberta's UPA/Social Credit Legacy Matters to 21st Century Canadians

Author(s)/Editor(s): Jane Harris-Zsovan

of pp.: 208

Dimensions (inches): 6 x 9

of photos (please specify colour or b&w): 12 b/w

Paperback Price: \$22.95

13-digit ISBN: 978-1-897289-51-8

Is the book Canadian authored? Yes

Month & Year of Publication: September, 2010

Original Publisher: J. Gordon Shillingford Publishing

Canadian Ordering Source: University of Toronto Press

BOOKS FOR EVERYBODY

History

Politics

DESCRIPTION:

It's a dirty little secret the heirs to Alberta's populist legacy don't want Canadians to talk about.

In Alberta, the non-partisan United Farmers of Alberta passed the first Sexual Sterilization Act in the British Empire in 1928. The UFA's successor, Social Credit governments led by a radio-evangelist, William Aberhart and then his protégé Ernest Manning, removed the need for obtain consent to sterilize mental defectives or Huntington's Chorea patients with dementia. If that wasn't shocking enough, patients were abused, lied to, and used as human guinea pigs.

British Columbia, the only other place in the British Empire to set up a Eugenics Board, passed its Sexual Sterilization Act in 1933. Like Alberta, B.C. dealt with a rash of wrongful sterilization lawsuits by former patients in the mid-1990s. Still, the British Columbia Eugenics Board, which authorized sterilization of a few hundred patients, was a pale shadow of its counterpart on the Eastern slopes of the Rockies.

In Alberta, where nearly three thousand citizens were sterilized, lied to, experimented on; and subjected to daily abuse at hands of provincial staff, the politicians and the pundits have shown little empathy for the victims. Conservative bloggers and columnists in Canada continue to blame the Liberals and CCF for Alberta's eugenics horror story. It's time to set the record straight. Most Albertans have forgotten the victims whose names made headlines in the 1990s. The tar sands, oil royalties, health care budgets; environmental policies, and making sure the province's interests remain high on the federal agenda top the provincial headlines. Canada's Eugenics Board horror story has largely been buried in Canada's mainstream national media. And the politicians don't want you to talk about it.

But the questions must be answered:

How did a province that claims that 'strong and free' as its motto deny basic freedoms to so many of its own citizens? Why does the extent of Alberta's eugenics past and its link to the UFA/Social Credit legacy remain the unacknowledged moral blind spots in Canadian politics?

Do dwindling voter turnouts, low citizen involvement, and the pack mentality of Alberta politics make put vulnerable Albertans at risk? And, as Alberta becomes the political and economic powerhouse in our Confederation, what does that mean for Canada?

More than a replay of history, *Eugenics and the Firewall* looks at the relationship between Alberta's Eugenics Policies and Alberta's 21st century political establishment. The book links 20th Century populism to 21st Century Canadian political ideology. It asks why Eugenics remains the unacknowledged moral blind spot in Alberta politics.

Author Jane Harris-Zsovan asks:

"Who wins when ideologically driven reformers win power?"

"What remains of the ideology that sought to get rid of 'defectives' for the public good?"

"Could it happen, again?"

OTHER CONSUMER PROMOTION PLANS:

- **Canada's History (formerly The Beaver)**
 - **Prairie Books Now**
 - **Best of the West**
-

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111 Queen Street E., Ste 320 Toronto, ON M5C 1S2

Email: aberki@booksforeverybody.com Tel. (416) 364-3333 ext. 3160 • Fax: (416) 595-5415

Title & Subtitle: Henry Kissinger on China

Author(s)/Editor(s): Henry Kissinger

NOVEMBER

Allen Lane Canada • Memoir/History

6 x 9 • 352 pages • \$35.00

ISBN: 978 -0-670 -06465-6

Hardcover

Is the book Canadian authored? No

Original Publisher: Allen Lane Canada

Canadian Ordering Source:

Pearson Canada Inc. Operations Centre 1.800.399.6858

DESCRIPTION:

In his new book on China, Henry Kissinger turns for the first time at book-length to the country he has known intimately for decades, and whose modern relations with the West he helped shape. Drawing on historical records as well as his conversations with Chinese leaders over the past forty years, Kissinger examines how China has approached diplomacy, strategy, and negotiation throughout its history, and reflects on the consequences for the 21st-century world.

As Kissinger underscores, the unique conditions under which China developed continue to shape its policies and attitudes toward the outside world. For millennia, China rarely encountered other societies of comparable size and sophistication. China was the “Middle Kingdom,” treating the peoples on its periphery as vassal states. At the same time, Chinese statesmen—facing threats of invasion from without, and the contests of competing factions within—developed a canon of strategic thought that emphasized long-term structural advantage rather than zero-sum absolute victory, and that prized the virtues of subtlety, patience, and indirection over feats of martial prowess.

With the enduring institutions of Chinese statecraft and civilization clearly in mind, Kissinger's book on China examines key episodes in Chinese foreign policy from the earliest days through the 20th century, with a particular emphasis on the modern era. Kissinger illuminates the inner workings of Chinese diplomacy during such events as the initial encounters between China and modern European powers, the formation and breakdown of the Sino-Soviet alliance, the Korean War, the opening of relations with the United States, the Tiananmen Square crackdown, and China's accession to the World Trade Organization.

Drawing on both historical records and personal experience, Kissinger traces the evolution of Sino-American relations in the past sixty years, following their course from estrangement, to strategic partnership, and toward an uncertain future. He analyzes the two towering figures of the People's Republic of China, Mao Zedong and Deng Xiaoping, and their divergent visions of China's modern destiny. With a final chapter on the future of Sino-American relations and China's 21st-century world role, Kissinger's book on China provides a sweeping historical perspective on Chinese foreign policy from one of the premier statesmen of the 20th century.

ADDITIONAL CONSUMER PROMOTION PLANS:

One-day laydown: November 16, 2010
First and second serial excerpts
National review mailing
National advertising and publicity campaign
Toronto tour
Gift book promotions
Online marketing and promotion at penguin.ca

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Publisher: Harbour Publishing
Address: PO Box 219, Madeira Park, BC, V0N 2H0
Contact Person: Marisa Alps
Telephone: (604) 883-2730
Fax: (604) 883-9451
Email: marisa@harbourpublishing.com
Date: May 5, 2010

Title & Subtitle: Lost and Found in Desolation Sound

Author: Grant Lawrence

of pp.: 288

Dimensions (inches): 6" x 9"

of photos (please specify colour or b&w): 20 b&w

Paperback Price: \$26.95

13-digit ISBN: 978-1-55017-514-1

Is the book Canadian authored? Yes

Month & Year of Publication: September 2010

Canadian Ordering Source: Harbour Publishing

BOOKS FOR EVERYBODY

History

Humour

Nature/Environment

* Yes (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:

From Captain George Vancouver to Muriel “*Curve of Time*” Blanchet to Jim “*Spilsbury’s Coast*” Spilsbury, visitors to Desolation Sound have left behind a trail of books endowing the area with a romantic aura that helps to make it British Columbia’s most popular marine park. In this hilarious and captivating book rock musician-turned-CBC personality Grant Lawrence adds a whole new chapter to the saga of this storied piece of BC coastline, carrying the narrative into the twenty-first century.

Young Grant's father bought a piece of land just outside the park in the 1970s, just in time to encounter the gun-toting cougar lady, "leftover hippies," outlaw bikers, and an assortment of characters who came and went from the secluded sound. In those years Desolation Sound was a place where going to the neighbours' potluck meant being met with hugs from portly naked hippies (in marked contrast to Grant's mother in her pink pedal-pushers), and where Russell the hermit's school of life (boating, fishing, and rock 'n' roll) was Grant's personal Enlightenment—the influence that would take him away from the coast to a life of music and journalism and eventually, back again.

With rock band buddies and a few cases of beer in tow, an older, cooler Grant returns to regale us with tales of "going bush" (who did and who didn't), the tempting dilemma of finding an unguarded grow-op, and his awkward struggle to convince a couple of visiting kayakers that he's a legit CBC radio host while he's sporting a wild beard, bodily wounds, and gesticulating with a machete.

With plenty of laugh-out-loud humour and inspired reverence, *Lost and Found in Desolation Sound* delights us with the unique history of a place and the growth of a young man amidst the magic of Desolation Sound.

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Title & Subtitle: The Madman and the Butcher:

The Sensational Wars of Sam Hughes and General Arthur Currie

Author(s): Tim Cook

SEPTEMBER

Allen Lane Canada • History

6 x 9 • 400 pages • \$34.00

16-page photo insert

ISBN: 978-0-670-06403-8

Hardcover

Is the book Canadian authored? Yes

Original Publisher: Allen Lane Canada

Canadian Ordering Source: Pearson Canada Inc. Operations Centre 1.800.399.6858

DESCRIPTION:

Based on newly uncovered sources, *The Madman and the Butcher* is a powerful double biography of Sam Hughes and Arthur Currie and the story of one of the most shocking and highly publicized libel trials in Canadian history.

Sir Arthur Currie achieved international fame as Canadian Corps commander during the Great War. He was recognized as a brilliant general, morally brave, and with a keen eye for solving the challenges of trench warfare. But wars were not won without lives lost. Who was to blame for Canada's 60,000 dead?

Sir Sam Hughes, Canada's war minister during the first two and a half years of the conflict, was erratic, outspoken, and regarded by many as insane. Yet he was an expert on the war. He attacked Currie's reputation in the war's aftermath, accusing him of being a butcher, a callous murderer of his own men.

Set against the backdrop of Canadians fighting in the Great War, this engaging narrative explores questions of Canada's role in the war, the need to place blame for the terrible blood loss, the nation's discomfort with heroes, and the very public war of reputations that raged on after the guns fell silent.

ADDITIONAL CONSUMER PROMOTION PLANS:

National review mailing

National advertising and publicity campaign

Toronto and Ottawa launch events

3-city author tour

Literary festival pitches

Gift book promotions

Cross-promotions with the Canadian War Museum

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Publisher: Arsenal Pulp Press
Address: 200-341 Water Street, Vancouver, BC V6B 1B8
Contact Person: Janice Beley, Marketing Director
Telephone: 604.687.4233
Fax: 604.687.4283
Email: Janice@arsenalpulp.com
Date: April 21, 2010

**Title & Subtitle: Seeing Reds: The Red Scare of 1918-1919,
 Canada's First War on Terror**

Author(s)/Editor(s): Daniel Francis

of pp.: 220

Dimensions (inches): 6 x 9

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

Hardcover Price: \$27.95

13-digit ISBN: 978-1-55152-373-6

Is the book Canadian authored? Yes

Month & Year of Publication: October 2010

Original Publisher: Arsenal Pulp Press

Canadian Ordering Source: University of Toronto Press Distribution

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY History

DESCRIPTION:

A fascinating history of Canada's Red Scare of 1918-1919, building toward the violent suppression of the Winnipeg General Strike: a vivid and startling reminder of how hysteria and political will can transform our nation, then and now.

At the end of World War I, Canada was poised on the brink of social revolution. At least that is what many Canadians, inspired by the success of the Russian Revolution in 1917, hoped and others dreaded. Seeing Reds tells the story of this turbulent period in Canadian history during the winter of 1918–19, when a fearful government led by Prime Minister Robert Borden tried to suppress radical political activity by branding legitimate labour leaders as "Bolsheviks" and "Reds." Canada was in the grip of a widespread Red Scare promoted by the government and the media in order to discredit radical ideas and to rally public support behind mainstream political and economic policies. The story

builds toward the events of the Winnipeg General Strike in May–June 1919 when the authorities, believing that the expected revolution had begun, sent soldiers into the streets to put down with force a legitimate labour dispute.

Author Daniel Francis examines Canada's Red Scare in a global context, including government responses to similar activities in the United States and western Europe, as well as its ramifications for the contemporary war on terror, in which issues of free speech and political dissent are similarly compromised in the name of national security. Based on government documents and first-hand accounts by the participants themselves, *Seeing Reds* is a gripping account of a little known episode in Canadian history.

Daniel Francis is a well-known historian and the author of more than 20 books. Daniel was honoured with an Award of Merit from the Vancouver Historical Society in April 2010 for his longstanding contribution to documenting Vancouver history. Previous books for Arsenal are *The Imaginary Indian* (history of the Native image in Canada, now in its seventh printing), *National Dreams* (history of Canadian icons, now in its fourth printing) and *LD*, the biography of Vancouver mayor Louis D. Taylor (winner of the City of Vancouver Book Prize).

OTHER CONSUMER PROMOTION PLANS:

Excerpt confirmed in Geist magazine

Advertising in/on cultural, historical, political magazines, websites and blogs

National author interviews based out of Vancouver, Calgary and Toronto



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Email: aberki@booksforeverybody.com Tel. (416) 364-3333 ext. 3160 • Fax: (416) 595-5415

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: **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 Travel Journals of Tappan Adney: New Brunswick and Nova Scotia, 1887-1890*

Edited by TED BEHNE

of pp.: **120 pages**

Dimensions (inches):

of illus. (please specify colour or b&w): **YES, approx. 40**

of photos (please specify colour or b&w): **NO**

Paperback Price: **\$17.95 pb**

13-digit ISBN: **978-0-86492-628-9**

Is the book Canadian authored? **Yes**

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

Original Publisher: **Goose Lane Editions**

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

SUGGESTED CATEGORIES History / Travel

BOOKS FOR EVERYBODY History, Nature/Environment, Travel

DESCRIPTION:

In 1887, at the age of just 18, the intellectually and artistically gifted American Tappan Adney embarked on his first trip to New Brunswick. He had plans to enrol at Columbia University in the fall, primed for a meteoric rise in academia — but fate intervened. He fell under the spell of the New Brunswick wilderness and the local Maliseet people. He met Canadian literary figures — Montague Chamberlain, Bliss Carman, Edmund Collins, Charles G. D. Roberts, and his younger brother, Goodridge Roberts.

Nothing escaped his curiosity. Adney embarked on hunting, fishing, and camping trips with Humboldt (Hum) Sharp, his future brother-in-law; Peter Joseph, who would become his Maliseet mentor; and Purps, Hum's hunting dog. Adney recorded his wilderness adventures in his journals through evocative

sketches and memorable prose, including the details of a caribou hunt decades before their extinction in this area of the country.

Tappan Adney's writings, illustrations, and photographs were published in *Harper's Magazine*. His models of aboriginal canoes, now in many museum collections, helped save the birchbark canoe from oblivion.

TED BEHNE's interest in Tappan Adney began when he attended a birchbark canoe-building class. Now retired, Behne worked for nearly 30 years as a writer and editor. His articles on the birchbark canoe and Tappan Adney have appeared in *Native Peoples Magazine*, *Prairies North*, and *Wooden Boat Magazine*. He is now working on a biography of Tappan Adney.

OTHER CONSUMER PROMOTION PLANS:

- Electronic ARCs
 - National/Regional review mailing to all major national media and specialty media
 - National/regional print advertising (*The Telegraph-Journal*, *Atlantic Books Today*, submitting to *Canadian Bookseller*)
 - National media relations campaign with a focus on regional media, major magazines, specialty review
 - Special events
 - Online and website publicity campaign, Facebook, Branta Blog, author's website
 - Co-op available
-

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

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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

The Canadian Shield
A Photographic Portrait
Nick Eyles
Photographs by Arnold Zageris, Tessa MacIntosh & Ed Bartram
129 pages
ISBN 9781554551408
Canadian Author: yes
Pub Date: Oct 2010
Original Publ: Fifth House Publishers
Cdn Source: Fitzhenry & Whiteside
Category: Nature/Environment

This book traces the geologic evolution of the Shield, its first tentative exploration by humans starting 11,000 years ago as the last great ice sheets withdrew, its changing economic fortunes as Europeans penetrated its remote rocky vastnesses for furs and metals, and its transformation in the twentieth century into a national icon to Canadians.



**BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM
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**Title & Subtitle: Daily Planet:
The Ultimate Book of Everyday Science**

Author(s)/Editor(s): Jay Ingram

OCTOBER 2010

Penguin • Popular Science

7 1/2 x 9 • 288 pages • \$34.00

ISBN: 978-0-14-317786-9

Original Trade Paperback

Is the book Canadian authored? Yes

Original Publisher: Penguin Canada

Canadian Ordering Source: Pearson Canada Inc. Operations Centre

1.800.399.6858

DESCRIPTION:

Daily Planet: The Ultimate Book of Everyday Science captures everything that has made the enormously popular TV show *Daily Planet* great for the past 15 years: unusual, innovative people; technologies and inventions that you couldn't have imagined before you saw them; the extravagance of nature; the incomprehensibility of the universe; and even glimpses of the future.

Full-colour throughout, the book combines vivid images with the actual thoughts and words of scientists, adventurers, and inventors. The diversity of subjects is striking, but while some stories stand alone, most have subplots and spinoffs, and the reader is carried along from one to the other, sometimes in totally unpredictable ways. For instance, Jay Ingram seamlessly connects the dots between climate change, revealed mummies, ancient Egypt, and homebuilt pyramids, both stationary and mobile!

The book moves from the serious to the satirical, from planetary crises to Mars missions, from bartending robots to dolphins with prosthetic tails. In what other single volume could you read about robot female bower birds driving (real) males crazy or a one-man reconstruction of Stonehenge?

Daily Planet: The Ultimate Book of Everyday Science is all about ingenuity and the desire to know.

ADDITIONAL CONSUMER PROMOTION PLANS:

National review mailing

National marketing and publicity campaign

Cross-promotion with CTV's *Discovery* and *Daily Planet*

Four-city author tour

Gift book promotion

Online marketing and promotion at discovery.ca and penguin.ca

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: Firefly Books
Address: 66 Leek Crescent, Richmond Hill, ON
Contact Person: Mark Veldhuizen
Telephone: 416-499-8412 x127
Fax: 416-499-1142
Email: markv@fireflybooks.com
Date: 19 April 2010

Delete categories not applicable to your submission.

Title & Subtitle: Dog: The Definitive Guide for Dog Owners

Author(s)/Editor(s): Dr. Bruce Fogle

of pp.: 384
Dimensions (inches): 7 x 10 1/4
of photos (please specify colour or b&w): 600+ colour
Hardcover Price: \$39.95
13-digit ISBN: 978-1-55407-779-3
Paperback Price: \$29.95
13-digit ISBN: 978-1-55407-700-
Is the book Canadian authored? No
Month & Year of Publication: Sept.
Original Publisher: Firefly Books
Canadian Ordering Source: Firefly Books

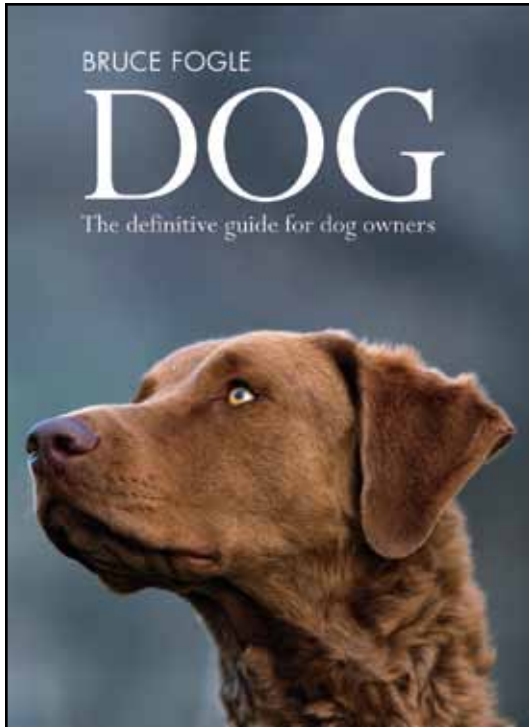
SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Nature/Environment

DESCRIPTION:

See attached



DOG

The Definitive Guide for Dog Owners

Dr. Bruce Fogle

A famous vet's complete guide to dogs and their behavior.

This handsome book celebrates the close and complex relationship between humans and dogs, and it examines dogs in the contexts of behavior, anthropology, history, literature and genetics. **Dog** reveals the essential nature of the human-dog relationship and gives insight into how that relationship has changed and what its future holds.

Topics include:

- The ancestry of the modern dog
- Dog breed classifications
- The modern dog owner
- The modern dog
- The development of a dog from puppyhood into old age
- Living with dogs
- Feeding, training and caring for a dog
- Health and welfare
- Coping with the loss of a beloved pet

Dr. Bruce Fogle provides expert advice and thoughtful essays based on his years of experience as a veterinarian, highlighted with personal anecdotes and more than 600 beautiful color photographs. Illustrated how-to spreads focus on practical topics related to dog care and training.

Beautifully presented, compassionate and full of useful information, **Dog** can be the book that dog owners will turn to throughout their pets' lives.

Bruce Fogle, DVM (University of Guelph, Ontario), MRCVS, is internationally renowned for his expertise in animal health and behavior. He is the world's leading author of pet care books, which include *New Dog*.

FIREFLY BOOKS

978-1-55407-700-7
paperback with flaps
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Ctn qty:

978-1-55407-779-3
hardcover \$39.95
Ctn qty:

384 pages
7 × 10¼
more than 600 color
photographs, glossary,
index

SEPTEMBER



SPACE REQUEST Books for Everybody - 1/8 page - \$820
TITLE *The Legacy*
SUBTITLE *An Elder's Vision for Our Sustainable Future*
AUTHOR David Suzuki, foreword by Margaret Atwood
DESCRIPTION The culmination of David Suzuki's knowledge and wisdom and his legacy for generations to come.
OF PP. 128
DIMENSIONS (INCHES) 5.25 x 7.5
OF ILLUSTRATIONS 6 b&w photographs, line drawings
HARDCOVER/PAPERBACK Hardcover
PRICE \$25.00
13-DIGIT ISBN 978-1-55365-570-1
CANADIAN AUTHORED? Yes
DATE OF PUBLICATION September 2010
ORIGINAL PUBLISHER Greystone Books
CDN ORDERING SOURCE HarperCollins Canada Ltd.
SUGGESTED CATEGORY Science, Nature, Environment
PUBLISHER D&M Publishers Inc.
ADDRESS #201-2323 Quebec St, Vancouver, BC, V5T 4S7
#500-720 Bathurst St, Toronto, ON, M5S 2R4
CONTACT PERSON Katie Virtue **EMAIL** katiev@dmpibooks.com
TELEPHONE 416-537-2501 x221 **FAX** 416-537-4647
DATE 20 April 2010

Authorized Signature _____

This signature indicates that the publisher agrees to advertise any (and only) titles that are selected.

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

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Publisher: Firefly Books

Address: 66 Leek Crescent, Richmond Hill, ON

Contact Person: Mark Veldhuizen

Telephone: 416-499-8412 x127

Fax: 416-499-1142

Email: markv@fireflybooks.com

Date: 19 April 2010

Delete categories not applicable to your submission.

Title & Subtitle: Planet Arctic: Life at the Top of the World

Author(s)/Editor(s): Wayne Lynch

of pp.: 240

Dimensions (inches): 9 x 11

of photos (please specify colour or b&w): full-colour throughout

Hardcover Price: \$40.00

13-digit ISBN: 978-1-55407-632-1

Is the book Canadian authored? Yes

Month & Year of Publication: September

Original Publisher: Firefly Books

Canadian Ordering Source: Firefly Books

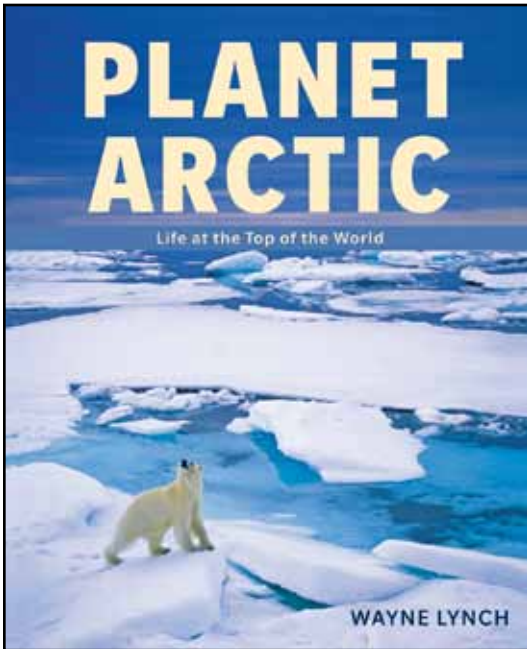
SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Nature/Environment

DESCRIPTION: (This information is for the submission process only.)

See attached.



PLANET ARCTIC

Life at the Top of the World

Wayne Lynch

A celebration of the magnificent and unexpected world of the Arctic.

The Arctic, the mystical lands north of 60 degrees, is a cold and forbidding place that is covered in ice and snow for most of the year. Yet each spring the Arctic becomes a land of unforgettable beauty, when a profusion of life explodes across the entire landscape.

The Arctic is so different from the more temperate regions of Earth that author and photographer Wayne Lynch presents this region as though it were a different planet. In **Planet Arctic**, the reader can experience this land through the lens of a master photographer who has spent 30 years exploring and photographing this vast region. Lynch fully understands and appreciates Arctic birds, plants and animals in all their mystery. Here is the world of the polar bear, the arctic fox, the seal, the walrus and the musk ox, as well as a vast array of seabirds and exquisite, hardy wildflowers and ancient lichens.

Lynch's enthusiasm is contagious, and the photos, testament to his unerring eye for beauty, will captivate readers. Complex natural history concepts are decoded as Lynch describes the magnificent life-forms that inhabit this distant and frigid yet spectacular world — one that is under increasing stress from global warming and climate change.

Dr. **Wayne Lynch** is a widely published natural history writer and wildlife photographer. He is the author of 12 natural history books for adults and nearly 40 books for children and young adults, including *Penguins of the World*. He lives in Edmonton.

FIREFLY BOOKS

978-1-55407-632-1

plastic-laminated
hardcover with jacket
\$40.00

Ctn qty:

240 pages

9 × 11

full-color photographs
throughout, index, further
reading

SEPTEMBER



Two musk oxen are shown in a natural setting. The text below the image provides information about these animals, including their habitat and characteristics.



A walrus is shown in a natural setting. The text below the image provides information about walrus behavior and their role in the Arctic ecosystem.

