

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

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

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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: 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: **Canucks at 40: Our Game, Our Stories, Our Passion**

Author(s)/Editor(s): **Greg Douglas, Grant Kerr**

of pp.: 224

Dimensions (inches): 8-3/8 x 10-7/8 in

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

Hardcover Price: \$39.95

13-digit ISBN: 978-0-470-67916-6

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

Sports

DESCRIPTION:

From the inaugural Canucks goal in 1970 and their unexpected first Stanley Cup appearance in 1982 to glory days of the West Coast Express and the captaincy of Roberto Luongo, the fans have been there all the way. Now in their 40th year, the Vancouver Canucks are celebrating the greatest moments in their history and giving fans an inside look at their team.

Filled with brilliant photographs from the team archives, *Canucks at 40* features the many intriguing characters and special moments that contributed to Vancouver's first four decades in the National Hockey League. Accompanying text by veteran sports journalists Greg Douglas and Grant Kerr—as well as contributions from hockey insiders such as Jim Hughson, Ben Kuzma, Don Taylor, Iain MacIntyre, Garry Raible, and Norm Jewison—documents much of the rich history of the team, including magic moments from the past, star players and coaches, as well as Canucks goalies, legends, colourful characters, big goals and playoff runs. This epic collection of photographs and commentary from the last four decades, featuring many never-before-seen shots, will be sure to bring back memories for every Canucks fan.

Stories range from Orland Kurtenbach's early leadership to the goaltending of another captain, Roberto Luongo, plus a look at the great goal scorers in team history, from Stan Smyl to Pavel Bure to Markus Naslund, along with playoff memories from two trips to the Stanley Cup final. The franchise history unfolds magnificently, including a look at the face of the team for many years, Trevor Linden. There's much more, including the manipulating that secured the talented Sedin twins, Daniel and Henrik, the birth of "Towel Power" under Roger Neilson, and colourful characters like Dave "Tiger" Williams, Gino Odjick, and Jim Robson, the Foster Hewitt of the Vancouver Canucks.

Canucks at 40 leads readers through the ages with unprecedented access to the organization, and first-hand comments and quotes from players, coaches, and others who were there. This is a real treasure for fans of the Canucks and of NHL hockey.

OTHER CONSUMER PROMOTION PLANS:

- Local and national media from Vancouver
 - Television promotion
 - National radio tour
 - In-arena promotion
 - Online campaign at canucks.nhl.com
-

GREG DOUGLAS & GRANT KERR

CANUCKS



AT FORTY

OUR GAME, OUR STORIES, OUR PASSION



FOREWORD BY JIM ROBSON

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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: The Day I (Almost) Killed Two Gretzkys...And Other Hits, Near Misses, and Off-the-Wall Stories About Sports, and Life

Author(s)/Editor(s): James Duthie

of pp.: 288

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

Hardcover Price: \$29.95

13-digit ISBN: 978-0-470-67778-0

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

Sports

DESCRIPTION:

James Duthie is one of North America's most recognized hockey media personalities, as well as one of the most respected and personable commentators on the game, and one of the most prolific. Best known as the host of all TSN's NHL hockey broadcasts on *The NHL on TSN* and for his coverage of the World Junior Championships, James also has a strong following for his work in print, on TSN.ca and in the *Ottawa Citizen*. He has been writing columns about hockey, sport in general, and his own twisted view of the world for over a decade. This book is the first and only collection of some of his most popular and most controversial columns, as well as several brand new pieces never previously published.

James Duthie is the most-read feature columnist on TSN.ca and is known for his off-the-wall, often humorous, take on the people and issues that dominate Canada's game. In *The Day I (Almost) Killed Two Gretzkys*, he brings his famous sense of humour, deep

hockey knowledge, and his passion for the game to hockey fans and readers everywhere- no matter what team you cheer for.

The subject matter is all over the hockey map. Some chapters are about the NHL, some are about being a hockey parent, some are about hockey as it relates to life. Many are snapshots of a moment in time-Sidney Crosby's first Stanley Cup final, Canada's gold medal win at the Olympics in 2002, September 11th, a son's first game as goalie. Others roam elsewhere around the sports world, musing on basketball, tennis, golf, baseball, football, and more.

Each story is unique. Many will make you laugh. Some will make you cry. All of them will remind you of why you're a fan of the best game you can name.

OTHER CONSUMER PROMOTION PLANS:

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

SPACE REQUEST Books for Everybody - 1/8 page - \$820
TITLE *Gold Medal Diary*
SUBTITLE *Inside the World's Greatest Sports Event*
AUTHOR Hayley Wickenheiser
DESCRIPTION A behind-the-scenes view of the world's most exciting sporting spectacle, from a multiple medal winner and Olympic veteran.
OF PP. 256
DIMENSIONS (INCHES) 6 x 9
OF ILLUSTRATIONS 25 b&w photographs
HARDCOVER/PAPERBACK Hardcover
PRICE \$29.95
13-DIGIT ISBN 978-1-55365-580-0
CANADIAN AUTHORED? Yes
DATE OF PUBLICATION October 2010
ORIGINAL PUBLISHER Greystone Books
CDN ORDERING SOURCE HarperCollins Canada Ltd.
SUGGESTED CATEGORY Sports
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.

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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

Title & Subtitle: The Golden Jet: Bobby Hull

Author(s)/Editor(s): Bobby Hull with Bob Verdi

(Editors only for anthologies)

of pp.: 192 with DVD

Dimensions (inches): 9" x 10"

of photos (please specify colour or b&w): 192 full colour

Hardcover Price: \$34.95

13-digit ISBN: 978-1-60078-405-7

Is the book Canadian authored? Yes

Month & Year of Publication: October 2010

Original Publisher: Triumph Books

Canadian Ordering Source: Monarch Books of Canada Limited

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Sports

DESCRIPTION:

When Bobby Hull gathered the puck to begin one of his electrifying sprints toward the opposing goalie, those lucky enough to secure seats jumped out of them in a frenzy of excitement, joining thousands of others in standing-room-only that flocked to watch one of the most charismatic athletes in history. "The Golden Jet" as Hull was affectionately known, was among the most popular superstars ever to perform in the world's fastest sport, and his winning smile continues to make him an enduring figure.

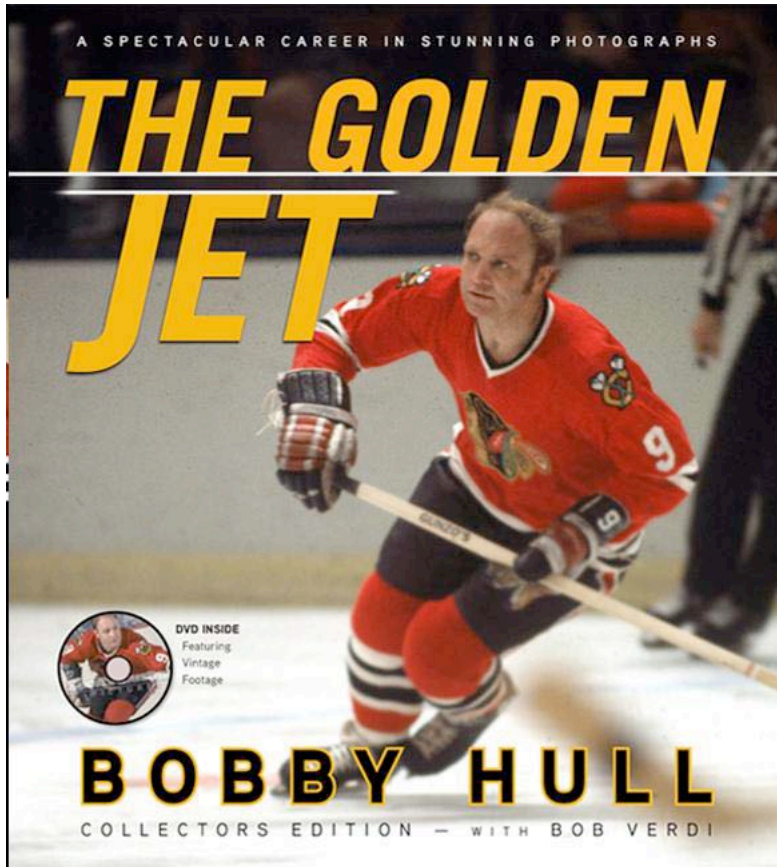
Now, in *The Golden Jet*, Bobby Hull unveils dozens of personal, previously unpublished photographs from his Hall of Fame career with the Chicago Blackhawks, for whom he collected 604 goals, still a franchise record. With these images- and with supporting text expertly crafted with the help of veteran sports writer Bob Verdi – Hull shares his fascinating life story. It's a tale directed at the thousands who cheered for him at Chicago Stadium. **DVD INCLUDED.**

OTHER CONSUMER PROMOTION PLANS:

Author (Bobby Hull) – multi-city tour

National Media – Radio & Television Interviews

National & Local Print Media Reviews



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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: Hockey Hall of Fame Book of Goalies: Profiles, Memorabilia, Essays and Stats

Author(s)/Editor(s): Steve Cameron

of pp.: 216
Dimensions (inches): 9 x 11
of photos (please specify colour or b&w): throughout
Hardcover Price: \$35.00
13-digit ISBN: 978-1-55407-662-8
Is the book Canadian authored? Yes
Month & Year of Publication: Oct.
Original Publisher: Firefly Books
Canadian Ordering Source: Firefly Books

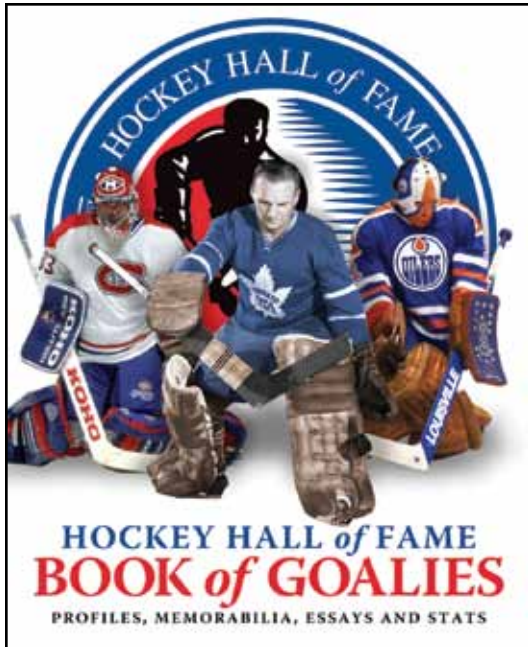
SUGGESTED CATEGORIES (delete all but the relevant category)

BOOKS FOR EVERYBODY

Sports

DESCRIPTION:

See attached



FIREFLY BOOKS

978-1-55407-644-4

plastic-laminated
hardcover with jacket

\$35.00

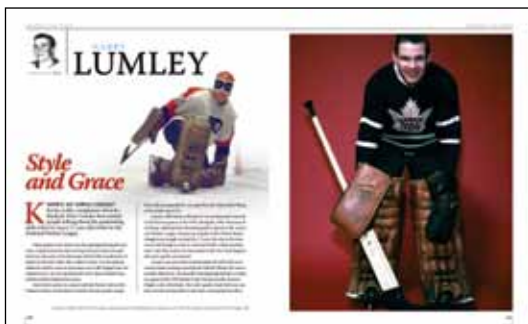
Ctn qty:

OCTOBER

216 pages

9 x 11

photographs throughout,
index



HOCKEY HALL OF FAME BOOK OF GOALIES

Profiles, Memorabilia, Essays and Stats

Edited by Steve Cameron

Introduction by Michael Farber

A celebration of the players who have excelled in the most demanding position in all of sports.

Hockey Hall of Fame Book of Goalies features the most distinguished and influential men and women who ever patrolled the crease, exploring the careers of such stars as George Hainsworth, Georges Vezina, Johnny Bower, Jacques Plante, Ken Dryden, Tony Esposito and Patrick Roy.

In this comprehensive illustrated reference:

- Chris McDonnell profiles all 33 goaltenders enshrined in the Hockey Hall of Fame.
- Bob Duff explores the pioneers and trailblazers of goaltending, including the stars of international and women's hockey.
- Michael Farber of *Sports Illustrated* analyzes the goaltender from the other players' perspective.
- Brian Costello of *The Hockey News* chronicles the history of the NHL's two goaltending-specific trophies (the Vezina and William Jennings), as well as the goaltenders who have taken home other significant NHL awards.
- The Hockey Hall of Fame's impressive goaltending artifacts are presented in a photo collection of stunning memorabilia.
- Bob Duff uncovers the history, lore and evolution of goalie equipment, including gloves, chest protectors, pads and, most significantly, the mask.
- Former NHL goaltender Brian Hayward opines on what makes hockey goaltenders so unique.

The Hockey Hall of Fame Book of Goalies is the official Hockey Hall of Fame book on goalies and will be the definitive book on the topic.

The Hockey Hall of Fame and Museum in Toronto, Ontario, honors and preserves the history of ice hockey and those who have made outstanding contributions and achievements in the development of the game.

Steve Cameron is an editor, hockey player and fan who has created over 15 sports titles. He also wrote the *Canadian Book of Beer*. He lives in Toronto, Ontario.

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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: Hockey Now!
Author(s)/Editor(s): Mike Leonetti
of pp.: 176
Dimensions (inches): 8 ½ x 11
of photos (please specify colour or b&w): 140 colour
Paperback Price: \$24.95
13-digit ISBN: 978-1-55407-639-0
Is the book Canadian authored? Yes
Month & Year of Publication: Sept.
Original Publisher: Firefly Books
Canadian Ordering Source: Firefly Books

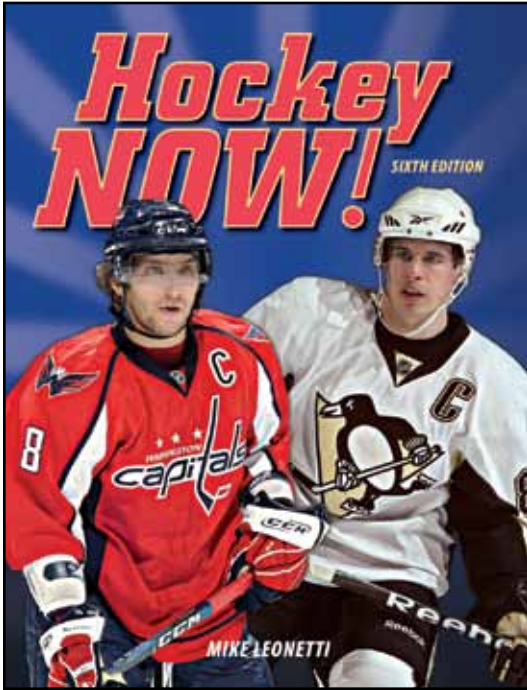
SUGGESTED CATEGORIES (delete all but the relevant category)

BOOKS FOR EVERYBODY

Sports

DESCRIPTION:

See attached.



6th EDITION

HOCKEY NOW!

Mike Leonetti

All the stats and stories on the star players that make NHL hockey the great game it is.

Hockey Now! provides hockey fans with the most up-to-date insider information on key players, every team and all the latest trades.

Like the previous editions, the sixth is jam-packed with 140 colorful action photos of star players in the heat of game competition. There are profiles of the top 70 players, including such stars as:

- Sidney Crosby
- Alex Ovechkin
- Chris Pronger
- Martin Brodeur
- Miikka Kiprusoff
- Jarome Iginla
- Jonathan Toews
- Patrick Kane
- Danny Heatly
- Joe Thornton
- Mike Green

Many of these players are also regular members of their national teams, where so many up-and-coming stars make their names.

Hockey Now! features stars from both Eastern Conference and Western Conference teams: the game breakers, the impact players and all the hot, new talent that keeps the NHL in the top ranks of professional sports.

Fast-paced, totally up-to-date and strikingly illustrated, **Hockey Now!** is the ultimate fan's book on the superstars playing the "world's fastest game."

Mike Leonetti is a sports journalist and the author of dozens of hockey books. He lives in Mississauga, Ontario.

FIREFLY BOOKS

978-1-55407-639-0

paperback \$24.95

Ctn qty:

176 pages

8½ × 11

140 full-color

photographs, index

SEPTEMBER

Previous Edition: 978-1-55407-339-9



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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: Official Guide to the Players of the Hockey Hall of Fame

Author(s)/Editor(s): Hockey Hall of Fame

# of pp.:	544
Dimensions (inches):	5 x 6 3/4
# of photos (please specify colour or b&w):	400+ colour
Hardcover Price:	
13-digit ISBN:	
Paperback Price:	\$19.95
13-digit ISBN:	978-1-55407-662-8
Is the book Canadian authored?	Yes
Month & Year of Publication:	September
Original Publisher:	Firefly Books
Canadian Ordering Source:	Firefly Books

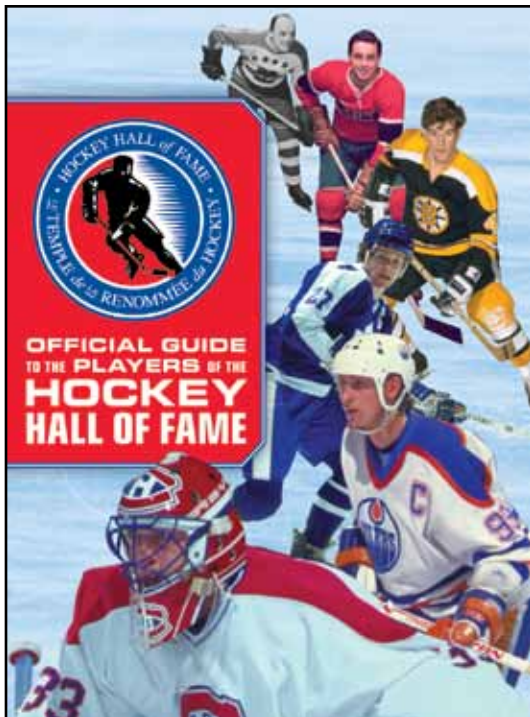
SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Sports

DESCRIPTION:

SEE ATTACHED



OFFICIAL GUIDE TO THE PLAYERS OF THE HOCKEY HALL OF FAME

Hockey Hall of Fame

Forewords by Andy Bathgate, Pat LaFontaine, Bryan Trottier and Luc Robitaille

Detailed profiles of every player in the Hockey Hall of Fame.

Induction into the Hockey Hall of Fame is the greatest individual honor that can be bestowed upon a professional hockey player. Since the first class in 1945, the Hockey Hall of Fame has inducted 244 players to its hallowed halls — recent inductees include Brett Hull, Brian Leetch, Luc Robitaille and Steve Yzerman.

Here are just a few of the Hockey Hall of Fame's most famous inductees:

- Wayne Gretzky
- Bobby Orr
- Maurice Richard
- Guy Lafleur
- Patrick Roy
- Tim Horton
- Johnny Bower
- Ken Dryden
- Mark Messier
- Frank Mahovlich

FIREFLY BOOKS

978-1-55407-662-8
paperback \$19.95
Ctn qty:

544 pages
5 × 6¾
more than 400 color
photographs, tables,
illustrations

SEPTEMBER

Official Guide to the Players of the Hockey Hall of Fame features every player that has been honored with induction into the hall. The book profiles each Hall of Famer in a two-page hockey card-style spread, complete with stats, facts, quotes and other interesting snapshots from the star's career.

The book also includes first-person accounts of what it means to be a member of the Hall, as well as artifacts and memorabilia from the Hockey Hall of Fame's extensive archive. Complete with more than 400 photos and illustrations, *Official Guide to the Players of the Hockey Hall of Fame* is an essential reference for any hockey fan.

The Hockey Hall of Fame and Museum in Toronto, Ontario, honors and preserves the history of ice hockey and those who have made outstanding contributions and achievements in the development of the game.



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Email: aahmed@wiley.com
Date: April 2010

**Title & Subtitle: The Ovechkin Project: A Behind-the-Scenes Look at Hockey's
Most Dangerous Player**

Author(s)/Editor(s): Damien Cox, Gare Joyce

of pp.: 320

Dimensions (inches): 6 x 9 in

Hardcover Price: \$32.95

13-digit ISBN: 978-0-470-67914-2

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

Sports

DESCRIPTION:

Alexander Ovechkin possesses something more than talent for the game of hockey. He is a nonpareil. He stands utterly apart on the ice – and off. The culture of hockey favors the soft-spoken and the modest-bland is better than bold. And the culture of the game is founded on the collective rather than the individual-no one is bigger than the team or the game. Ovechkin, however, is an iconoclast who has never come across a convention that he believes should limit him nor held an opinion that he hasn't seen fit to announce.

In *The Ovechkin Project*, two of North America's best-known hockey writers, Gare Joyce and Damien Cox, tackle the tale of the world's most mercurial hockey talent today. Ovechkin has, since the day he entered the NHL, taken the league and the hockey world by storm, brought a new era of commercial success to the U.S. capital and generated a remarkable rivalry with Canada's golden boy, Sidney Crosby. He is the most compelling figure in the game, and Joyce and Cox will show how Ovechkin came to be the star he is today, one of the few hockey players in history to truly transcend the sport.

Together, Joyce and Cox probe Ovechkin's impact on the sport and offer a behind-the-scenes look at the NHL's most prolific goal-scorer:

- His elite sports pedigree, growing up in the Russian minor and junior systems and representing Russia in the World Juniors.
- Why he negotiates his own contracts, and how he did the deal for his 13-year, \$124 million extension in 2008
- What it was like to score what some say is the greatest goal ever
- What it's like to be such a young leader, taking his hockey team from worst to first in their division in just three short years.

OTHER CONSUMER PROMOTION PLANS:

- National media from Toronto
 - National radio tour
 - Radio giveaways
 - National review mailing
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Email: markv@fireflybooks.com
Date: 19 April 2010

Title & Subtitle: Play Better Hockey: 50 Essential Skills for Player Development

Author(s)/Editor(s): Ron Davidson

of pp.: 144

Dimensions (inches): 7 ½ x 9 ¾

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

Paperback Price: \$19.95

13-digit ISBN: 978-1-55407-638-3

Is the book Canadian authored? Yes

Month & Year of Publication: October

Original Publisher: Firefly Books

Canadian Ordering Source: Firefly Books

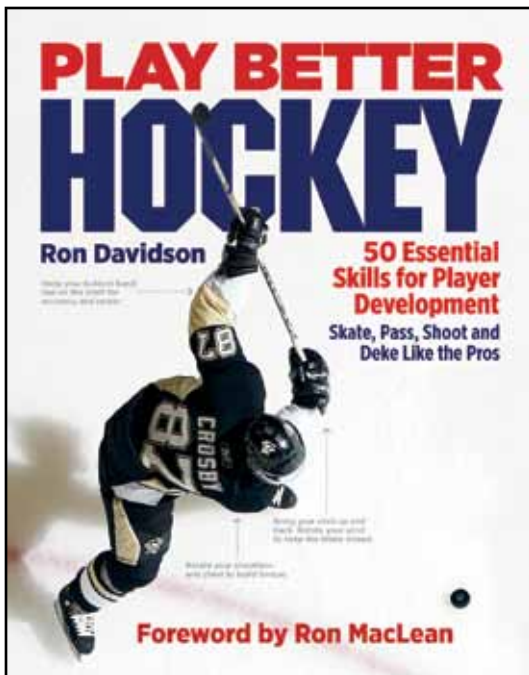
SUGGESTED CATEGORIES (delete all but the relevant category)

BOOKS FOR EVERYBODY

Sports

DESCRIPTION:

SEE ATTACHED



PLAY BETTER HOCKEY

50 Essential Skills for Player Development

Ron Davidson

Foreword by Ron MacLean

Ron Davidson's 50 fundamental hockey skills and tactics will empower players to excel individually at this team game.

At last! A book that focuses on the development of individual hockey skills and promotes a mastery of body positioning, skating and stick work. Learning these skills gives players a strong fundamental understanding of how to move effectively on the ice in any game-play situation.

The skills are organized in four sections: Fundamentals, Skating Techniques, Stick Work, and Dekeing and Deception. As the reader progresses through a chapter, the level of difficulty of each skill increases, ultimately covering every fundamental move and technique needed for an outstanding and total comprehension of the play. Davidson's progressive-learning approach teaches beginners the proper techniques, hones the skills of intermediate-level players and challenges elite players with the additional skills they need.

Among the 50 critical skills presented in this eye-opening collection are:

- Forward stride
- Backward crossunder
- Drive and delay
- Heel-to-heel turns
- Tight turns
- Extending your reach
- Receiving off-target passes
- Same-foot shooting
- The Forsberg deke
- The Datsyuk deke

Ron Davidson played on Canada's national team at the Lake Placid Olympics in 1980. He has directed hockey camps, schools and clinics in Canada, the U.S. and throughout Europe, and he has directed schools and clinics for the NHL's Phoenix Coyotes and Ottawa Senators. His hockey-skill philosophies and teachings are seen on CBC's *Hockey Night in Canada* in a segment called "Think Hockey." He lives in Oshawa, Ontario.

Ron MacLean is the host of the iconic *Hockey Night in Canada* and co-host of "Coach's Corner." One of Canada's most beloved sportscasters, MacLean has hosted events such as the Olympics and has won eight Gemini Awards, which honour the best in Canadian television.

FIREFLY BOOKS

978-1-55407-638-3

paperback \$19.95

Ctn qty:

978-1-55407-568-3

plastic-laminated

hardcover \$29.95

Ctn qty:

OCTOBER

144 pages

7¼ × 9¼

drawings and full-color photographs throughout



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Contact Person: Adam Gurfinkel
Telephone: 416-663-8231
Fax: 416-736-1702
Email: adam@monarchbooks.ca
Date: April 12, 2010

Title & Subtitle: Raising Stanley: What it Takes to Claim Hockey's Ultimate Prize

Author(s)/Editor(s): Ross Bernstein

of pp.: 252

Dimensions (inches): 5 ½ " x 8 ½ "

of photos (please specify colour or b&w): 40 full colour

Hardcover Price: 28.95

13-digit ISBN: 978-1-60078-393-7

Is the book Canadian authored? No

Month & Year of Publication: October 2010

Original Publisher: Triumph Books

Canadian Ordering Source: Monarch Books of Canada Limited

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Sports

DESCRIPTION:

Steeped in a tradition that spans three centuries, the Stanley Cup is the most storied trophy in all of professional sports. To raise it means you've won it, and to win it means you've survived an epic journey fraught with untold difficulties. Ross Bernstein, the best selling author of more than 40 sports books, including *The Code* and *Slap Shot Original*, interviewed more than 100 current and former NHL players and coaches who have had the privilege of raising Lord Stanley's holy grail above their heads after winning hockey's ultimate prize.

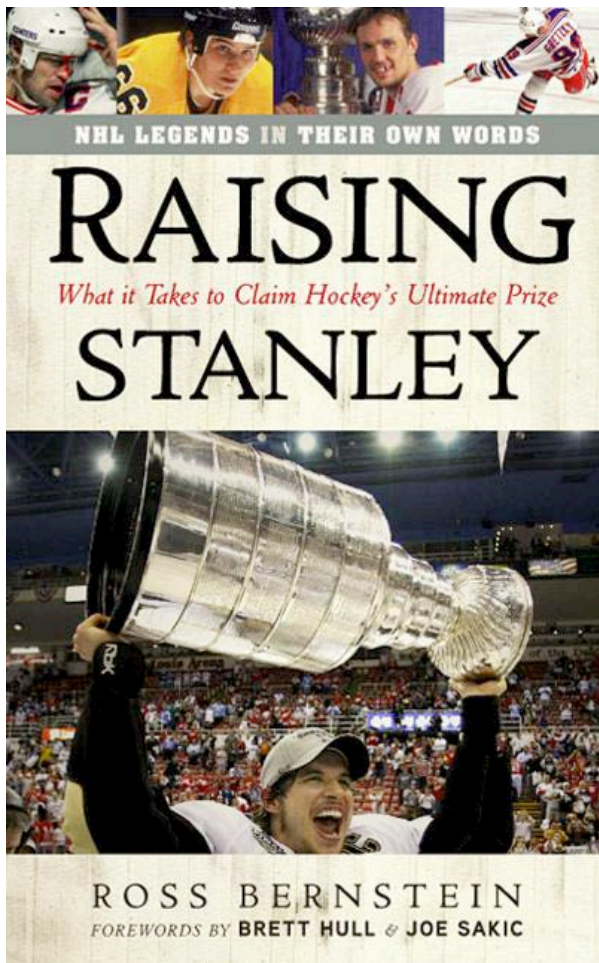
Raising Stanley features in-depth interviews, rich history, and inspirational stories of determination and perseverance from players of all eras- Gordie Howe, Wayne Gretzky, Steve Yzerman, and Sidney Crosby, among others. Professional hockey players are extremely superstitious when it comes to the cup. No player will ever touch it unless he has won it. Never. So, when he actually gets to raise it above his head for the first time, it is undoubtedly one of the proudest and most profound moments of his life.

It's not just about winning, however; it's about the honor, courage, and sacrifice shared with teammates. The playoff beard, the dramatic Game-Sevens, the closed door captain's practices, the

coaching wisdom – it's all part of the saga. Sidebar chapters include behind the scenes stories recalling bench clearing brawls, rookie hazing pranks, and hilarious tales of where players have taken the cup on the traditional day of celebration with the trophy. The book will appeal to both sports fans and anybody looking for valuable lessons in leadership, motivation, team building and what it takes to be a winner, on and off the ice.

OTHER CONSUMER PROMOTION PLANS:

Canadian sports media interviews and reviews



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Publisher: Nimbus Publishing
Address: 3731 Mackintosh St
Contact Person: Diane Faulkner
Telephone: 902-455-5251
Fax: 902-455-5440
Email: dfaulkner@nimbus.ca
Date: April 22, 2010

Title & Subtitle: Sidney Crosby: The Story of a Champion

Author(s): Paul Hollingsworth

of pp.: 80

Dimensions (inches): 7.5 x 9

of photos: 50 colour photographs

Paperback Price: \$17.95

13-digit ISBN: 978-155109-791-6

Is the book Canadian authored? Yes

Month & Year of Publication: October 2010

Original Publisher: Nimbus Publishing

Canadian Ordering Source: Nimbus

SUGGESTED CATEGORIES

BOOKS FOR EVERYBODY

Sports

DESCRIPTION:

A new biography of Canada's Olympic hero including photos from Sidney's childhood up until 2010

A native of Cole Harbour, Nova Scotia, Sidney Crosby gave his first newspaper interview at the age of seven and hasn't looked back. Now one of the biggest sports stars on the planet, Crosby has already won an NHL scoring title, NHL MVP award, and Stanley Cup title. His legend only grew at the 2010 Vancouver Olympics when he scored the gold-medal-winning goal in overtime against the United States. And he is only twenty-three years old.

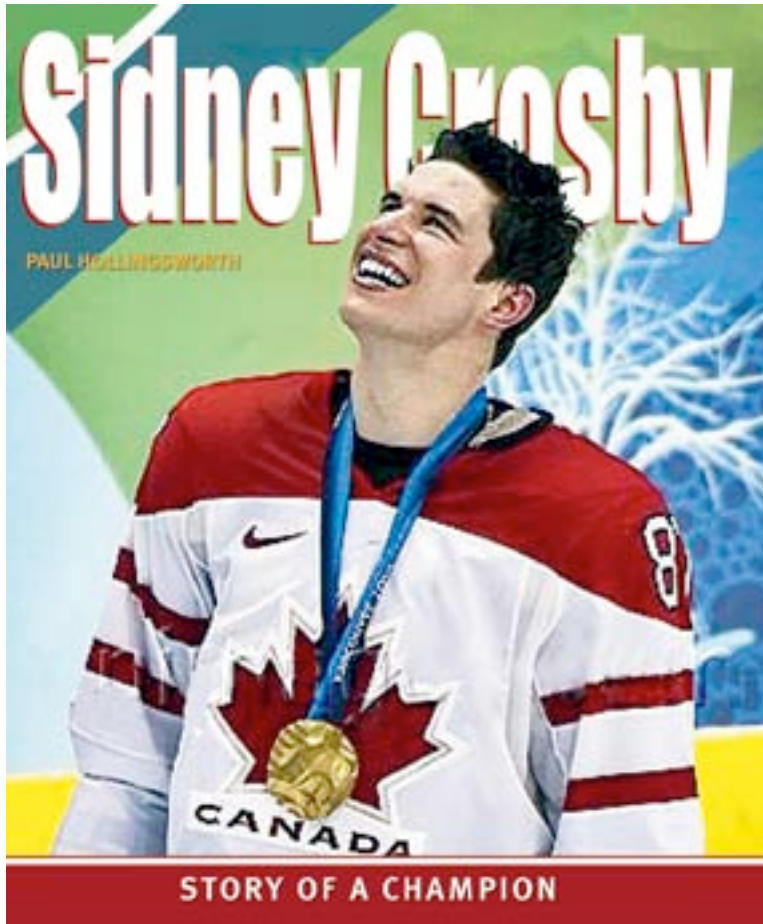
Sidney Crosby: The Story of a Champion follows the young phenom through his early years in minor hockey, his dominating run through the Quebec Major Junior Hockey League, his record-breaking play with the Pittsburgh Penguins, and his spectacular contributions to Team Canada at international competitions.

Filled with over 40 colour photographs and featuring interviews and commentary from coaches, teammates, and hockey insiders like Pierre McGuire, *Sidney Crosby: The Story of a Champion* is the account of a once-in-a-generation hockey talent and his path to greatness.

Paul Hollingsworth is CTV Atlantic's recognized sports authority and the Atlantic correspondent for TSN. He won a Gemini Award in 2003 for sports reporting and is the author of *Brad Richards*, and co-author of *All Sorts of Sports Trivia*. He lives in Dartmouth, Nova Scotia.

OTHER CONSUMER PROMOTION PLANS:

- BFE submission
 - APMA holiday flyer
 - CTV co-promotion
 - Print ads: *Chronicle Herald*, *ABT*
 - Review mailing—national media
-



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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: Sports Psychology For Dummies

Author(s)/Editor(s): Leif H. Smith, Todd M. Kays

of pp.: 384pp

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

Paperback Price: \$23.99

13-digit ISBN: 978-0-470-67659-2

Is the book Canadian authored? No

Month & Year of Publication: August 2010

Original Publisher: John Wiley and Sons Canada

Canadian Ordering Source: John Wiley and Sons Canada

BOOKS FOR EVERYBODY

- Self-Help
- Sports

DESCRIPTION:

Mental conditioning is now seen by many to be as critical as physical conditioning to sports success. *Sports Psychology For Dummies* offers readers a comprehensive program to gain the winning edge, providing training tips and techniques along with helpful advice to keep in mind while competing. Coverage includes how to strengthen concentration (and when you *shouldn't* concentrate); how to talk yourself into winning; how to develop routines that will lead to consistent improvement; how to regulate your energy to avoid exhaustion; and how you can enhance your team's chemistry through sports psychology. Loaded with real-world examples from amateur and professional sports of all kinds, *Sports Psychology For Dummies* is essential reading for every athlete, regardless of the reader's sport or competitive level.

OTHER CONSUMER PROMOTION PLANS:

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

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Contact Person: Anam Ahmed

Telephone: 416 236 4433 x 53047

Fax: 416 236 4448

Email: aahmed@wiley.com

Date: April 2010

**Title & Subtitle: They Call Me KILLER: Tales from Junior Hockey's
Legendary Hall-of-Fame Coach**

Author(s)/Editor(s): Brian Kilrea, James Duthie

of pp.: 288

Dimensions (inches): 6 x 9 in

Hardcover Price: \$29.95

13-digit ISBN: 978-0-470-67742-1

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

Sports

DESCRIPTION:

Brian Kilrea - also known as "Killer" - is one of the most famous coaching personalities in hockey. Inducted into the Hockey Hall of Fame in 2003, Killer is known as the winningest coach in junior hockey history, a two-time winner of the Memorial Cup, and winner of countless other divisional championships. Even the Canadian Hockey League's Coach of the Year award (which he has won four times) is now named after him! With his years as a player, 29 years as coach and now General Manager of the Ottawa 67's and two years spent with the New York Islanders, Killer has a lot of stories to tell. Stories about life in the juniors, about being a coach, about the young stars he molds for their futures, and stories from his players and colleagues about what it's like to work and live with Killer.

Prone to yelling, cutting comments and colourful language, he is nevertheless adored by his players, beloved by his fans, and respected by the hockey establishment for his knowledge, motivation and dedication to the game.

Brian Kilrea, with veteran hockey journalist James Duthie, delves into the very best of Killer's 60 years in hockey, stories that are hilarious, moving, and simply unforgettable.

OTHER CONSUMER PROMOTION PLANS:

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

A black and white close-up photograph of a man, Brian Kilrea, smiling broadly. He has dark, wavy hair and is wearing a dark jacket. A cigar is held in his mouth, and he is looking slightly to the right of the camera. The background is plain white.

they call me
KILLER

**TALES FROM
JUNIOR HOCKEY'S
LEGENDARY
HALL-OF-FAME
COACH**

BRIAN KILREA

& JAMES DUTHIE

FOREWORD BY DON CHERRY

A decorative border at the bottom of the page consisting of a series of vertical red and white stripes.

SPACE REQUEST Books for Everybody - 1/8 page - \$820
TITLE *Triumph on Ice*
SUBTITLE *The New World of Figure Skating*
AUTHOR Jean Riley Senft, photography by Gérard Châteaigneau
DESCRIPTION A gorgeous celebration of figure skating and its stars and a look at how the sport has changed in recent years.
OF PP. 144
DIMENSIONS (INCHES) 9 x 11
OF ILLUSTRATIONS 100 colour photographs
HARDCOVER/PAPERBACK Hardcover
PRICE \$45.00
13-DIGIT ISBN 978-1-55365-657-9
CANADIAN AUTHORED? Yes
DATE OF PUBLICATION October 2010
ORIGINAL PUBLISHER Greystone Books
CDN ORDERING SOURCE HarperCollins Canada Ltd.
SUGGESTED CATEGORY Sports
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 _____

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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: Twenty Greatest Hockey Goals

Author: Eric Zweig

of pp.: 224

Dimensions (inches): 10.7 X 8.2

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

Paperback Price: \$24.99

13-digit ISBN: 9781554887897

Is the book Canadian authored? Yes

Month & Year of Publication: October 2010

Original Publisher: Dundurn

Canadian Ordering Source: University of Toronto Press

BOOKS FOR EVERYBODY

Sports

DESCRIPTION:

Key Selling Points

- Eric Zweig is a bestselling author, compiler, and editor of numerous sports books for adults and children.
- There are a lot of hockey books on the market, but there's nothing quite like this one that focuses on the greatest goals ever scored, including the 2010 Olympic goal scored by Crosby.
- Book covers a lot of ground, starting in 1896 and going all the way into the 21st century.

Every hockey fan remembers certain goals scored that stand out from all others. But if one had to name just 20 as the greatest ever accomplished, what would they be?

There's Paul Henderson's third game-winning goal in 1972, the one that clinched the Summit Series for Canada against the Soviet Union. Also Mike Eruzione's upset "Miracle on Ice" winner for the United States against the Soviets at Lake Placid in 1980. And don't forget the famous Stanley Cup winners by the Toronto Maple Leafs' Bill Barilko in 1951 and the Boston Bruins' Bobby Orr in 1970.

From the goal by the Montreal Victorias against the Winnipeg Victorias in the 1896 Stanley Cup rematch that truly made hockey's most famous hardware a national event, to Wayne Gretzky's 77th goal in 1982 that beat Phil Esposito's single-season record for goals, to Sidney Crosby's "golden goal" in the 2010 Vancouver Winter Olympics, Zweig serves up a slice of exceptional hockey moments that's sure to provoke heated discussion.

Eric Zweig is a managing editor with Dan Diamond & Associates, consulting publisher to the National Hockey League. His books include *Fever Season*, *Tough Guys: Hockey Rivals in Times of War and Disaster*, *Crazy Canucks: The Uphill Battle of Canada's Downhill Ski Team*, and *Star Power: The Legend and Lore of Cyclone Taylor*. He lives in Owen Sound, Ontario.

1 VICS vs. VICS
The Rematch That Made the
Stanley Cup
December 30, 1896

2 ONE-EYED WONDER
"Silver Seven" Win Their Greatest
Battle
March 11, 1905

3 DORATY DOES IT
Littlest Leaf Ends the Team's
Longest Game
April 3-4, 1933

4 BASHIN' BILL
The Last Goal He Ever Scored
April 21, 1951

5 FAST TRICK
Mosienko Makes His Mark
March 23, 1952

6 BAD BOUNCE
Fluky Goal Ends Fiery Final
April 16, 1954

7 ROCKET'S RECORDS
First to Reach 50 and Then 500
October 19, 1957

8 PLAYING WITH PAIN
Bob Baun and His Fractured
Fibula
April 23, 1964

9 FINALLY 51
Bobby Hull Breaks the Single-
Season Record
March 12, 1966

10 BOSTON'S BEST
Bobby Orr Scores and Soars
May 10, 1970

11 Paul Henderson
Game 8 vs Soviets
September 28, 1972

12 Darryl Sittler
Canada Cup Winner
September 15, 1976

13 Guy Lafleur
Scores to Tie Game 7
May 10, 1979

14 Mike Eruzione
Miracle on Ice
February 22, 1980

15 Mike Bossy
50 Goals in 50 Games
January 24, 1981

16 Wayne Gretzky
77th Goal Sets New Record
February 24, 1982

17 Mario Lemieux
Canada Cup Winner
September 11, 1987

18 Wayne Gretzky
OT Goal to Beat Calgary
April 21, 1988

19 Peter Forsberg
Shootout Gold for Sweden
February 29, 1994

20 Sidney Crosby
The Golden Goal
February 28, 2010

OTHER CONSUMER PROMOTION PLANS:

- Hockey's greatest timeline on website with a vote for your favourite goal vote
 - promotional giveaways
-

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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: Frommer's Jerusalem Day by Day

Author(s)/Editor(s): Buzzy Gordon

of pp.: 192

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

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

Paperback Price: 15.99

13-digit ISBN: 978-0-470-67636-3

Is the book Canadian authored? No

Month & Year of Publication: September 2010

Original Publisher: John Wiley and Sons Canada

Canadian Ordering Source: John Wiley and Sons Canada

BOOKS FOR EVERYBODY

Travel

DESCRIPTION:

Guide yourself through this historic city and neighbouring city with this compact and handy guide. Enjoy the best experiences with an insider's knowledge, practical maps and themed walking tours for every taste.

Plan the best time to go with advice on the temperature, celebrations and festivals throughout the year. With recommendations on attractions, restaurants and accommodations for all tastes and budgets this is the perfect accompaniment to any visit.

- Visit religious sites from the Church of the Holy Sepulchre to Temple Mount
- Leave a prayer folded into the crevice of the Western Wall
- Be amazed at the archeology and contemporary art at the Israel Museum

OTHER CONSUMER PROMOTION PLANS:

- Radio giveaways
 - National review mailing
-

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Telephone: 416 236 4433 x 53047
Fax: 416 236 4448
Email: aahmed@wiley.com
Date: April 2010

Title & Subtitle: Frommer's San Antonio & Austin Day by Day, 1st Edition
Author(s)/Editor(s): Janis Turk
of pp.: 216
Dimensions (inches): 4-1/8 x 7-1/4 in
of photos (please specify colour or b&w): colour photos throughout
Paperback Price: \$16.99
13-digit ISBN: 978-0-470-67780-3
Is the book Canadian authored? No
Month & Year of Publication: October 2010
Original Publisher: John Wiley and Sons Canada
Canadian Ordering Source: John Wiley and Sons Canada

BOOKS FOR EVERYBODY

Travel

DESCRIPTION:

Austin and San Antonio are packed with cultural and natural attractions. Check out one of the 100 bands that play at the Austin City Limits Music Festival, enjoy great shopping and eating at the River Walk and Market Square, visit a historical site like the Alamo, Texas State Capital, or Lyndon Baines Johnson Library and Museum, swim in the natural spring waters of the Barton Springs Pool and hike or bike along the trails of the Barton Creek Greenbelt and Lady Bird Lake.

Filled with tips and itinerary suggestions, hundreds of original color photos, dozens of annotated maps, thematic tours for every taste, and star-rated advice on where to eat, stay, shop, and have fun, this *Frommer's Day by Day* guide is the perfect accompaniment to any visit to Austin and San Antonio.

OTHER CONSUMER PROMOTION PLANS:

- Radio giveaways
 - National review mailing
-

[MY NOTE: If this series is of interest to the majority:
We might want to suggest that Wiley promote a grouping – as my suspicion is that the newest titles
might not be enough to feature on their. Perhaps we could suggest additional titles from 2010.]

Other Frommer's Day by Day titles published in 2010:

Banff & Canadian Rockies

Cancun

Cornwall

Costa Rica

Crete

Cyprus

Ireland

Italy

Las Vegas

Maui

Napa & Sonoma

Naples & Amalfi Coast

Philadelphia

Salzburg

Sicily

Toronto