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FEATURED BOOKS October/November 2009

The Humbling
Everything is over for Simon Asler, the protagonist of Philip Roth's startling new book, *The Humbling* (322, JMH1, 978-0-547-23969-9). One of the leading American stage actors of his generation, now in his sixties, he has lost his magic, his talent, and his assurance. His wife has gone; his audience has abandoned him, and his agent can't persuade him to attempt a comeback. Into this shattering account of self-evaluation bursts a counterplot of unusual erotic desire, a consolation for a heretofore life so risky and aberrant that it points toward comfort and gratification but to a more shocking end. In this long day's journey into night, all the ways that we convince ourselves of our life performances — talent, love, sex, hope, energy, reputation — are stripped off in this story about the hope for renewal.

Mennonite in a Little Black Dress
Not long after Rhoda Janzen turned forty, her world turned upside down. It was bad enough that her brilliant husband of fifteen years left her for Rob, a guy he met online, but that same week a car accident left her with serious injuries. What was she to do? Rhoda went home where the conservative community welcomed her back with open arms and offered advice. Written with dry humor and huge personality — and lacking faith, love, family, and aging — *Mennonite in a Little Black Dress* (322, Henry Holt, 978-0-805-08925-7) is an immensely moving memoir about looking homeward in order to move on in life.

Invisible
With uncompromising insight, Paul Auster takes us into the shadowy borderland between truth and memory, between authorship and identity with *Invisible* (325, Henry Holt, 978-0-805-09080-2). Three different narrators tell a coming-of-age story in this novel that travels in time from 1967 to 2007 and moves from Morningside Heights, to the Left Bank of Paris, to a remote island in the Caribbean. It is a book of youthful rage, unbridled sexual hunger, and a relentless quest for justice.

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Front page — Space across top & bottom plus box at bottom right

Back page — Use the bottom half for your copy or a mailing panel

Regional Award Finalists

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Middle two pages — Contain common blurbs with more co-op

Smart Outreach Marketing

How others put their newsletters to work...

- Distribute through neighboring businesses, at the library, tourist info center, hotels and B&Bs, etc.
- Insert in local newspaper to targeted neighborhoods
- Insert in every out-bound customer shipment
- Distribute at all off-site events

2010 Schedule

| Issue | Ready to Personalize |
|-------------|----------------------|
| Feb / Mar | Now |
| Apr / May | Mar 1 |
| June / July | May 1 |
| Aug / Sept | Jul 1 |
| Oct / Nov | Sept 1 |

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