

Publishers Weekly

The Journal of the Book Industry

PW SPECIAL REPORT: TRENDS IN COOKBOOK PUBLISHING

DIOCASSETTE ROUNDUP

SOUTHERN SPOTLIGHT

RELIGIOUS BOOKS

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BUS 9 TO PARADISE

A Loving Voyage

LEO BUSCAGLIA, Ph.D.

The popularity and hardcover sales record of the author of *Living, Loving and Learning* and *The Fall of Freddie the Leaf* can only be called spectacular. His brand new book explains why life is a paradise for those who love many things with a passion. It can only be called his most wonderful best seller yet. February. \$16.45 (\$16.95 FPT). 06293-8. *Published by Slack Incorporated*

- 350,000 FIRST PRINTING • \$200,000 ADVERTISING AND PROMOTION BUDGET • NATIONWIDE COOP
- PROMOTIONAL AUTHOR TOUR

ISRAEL

Heroes and Hustlers, Hard Hats and Holy Men

ZE'EV CHAFETS

A penetrating, iconoclastic and often hilarious report on the place the author calls "a good country in a bad neighborhood." Chafets's state-of-the-state review covers the state of its people, too, including his ex-boss, Menachem Begin, "the Jewish Ghostbuster." March. \$17.45 (\$17.95 FPT). 04337-2

- 30,000 FIRST PRINTING • \$25,000 ADVERTISING AND PROMOTION BUDGET
- PROMOTIONAL AUTHOR TOUR

OUR TEMPESTUOUS DAY

CAROLLY ERICKSON

A quicksilver era of exquisite facades and explosive ferment, England's regency period encompassed Austen and Byron, Napoleon and Wellington. Its fascinating, unruly brilliance has been perfectly captured in this excellent popular history by "one of the most accomplished and successful historical biographers writing in English"—*Times Literary Supplement*. Illustrated. February. \$18.45 (\$18.95 FPT). 06086-2

- 25,000 FIRST PRINTING • \$20,000 ADVERTISING AND PROMOTION BUDGET
- SELECTED BY THE BOOK-OF-THE-MONTH CLUB AND THE HISTORY BOOK CLUB

FIVE TIGERS

KEN FOLLETT

A nightmarish chase across ice-shrouded mountains... a beautiful woman trapped between two spies—one the man she loves, the other her husband... and an elusive Afghan guerrilla leader the Russians *must* kill. Ken Follett's eagerly-awaited new novel is an espionage masterpiece. January. \$18.45 (\$18.95 FPT). 05891-4

- 200,000 FIRST PRINTING • \$200,000 ADVERTISING AND PROMOTION BUDGET • NATIONWIDE COOP
- A BOOK-OF-THE-MONTH CLUB MAIN SELECTION
- PROMOTIONAL AUTHOR TOUR

THE PEAK PERFORMERS

New Heroes of American Business

CHARLES A. GARFIELD, Ph.D.

The Peak Performer has replaced the Organization Man as the new champion of American industry. Charles A. Garfield, noted authority on individual excellence and productivity, profiles today's peak performers in many fields in a book that also challenges readers to discover their own potentials. February. \$16.45 (\$16.95 FPT). 04243-0

- 100,000 FIRST PRINTING • \$125,000 ADVERTISING AND PROMOTION BUDGET • NATIONWIDE COOP
- PROMOTIONAL AUTHOR TOUR • FIRST SERIAL IN *SUCCESS!* MAGAZINE

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CLOTHES AND THE MAN: The Principles of Fine Men's Dress

Alan Flusser. Villard, \$29.95 ISBN 0-394-54623-7

"A sense of style is acquired," notes menswear designer Flusser (*Making the Man*), and "the ultimate aim of this book is to try to educate the reader about the basic principles of fine dressing." Through his overview of changes in men's fashions from the 1930s ("the height of elegance") to the present, and his discussion of the current styles of suits, shirts, shoes and accessories, the author attains his goal. There are tips on fit and color coordination, recommendations for appropriate wear for different occasions, clothing suggestions for other-than-average figures (playing down a full figure, drawing attention away from long legs, giving the illusion of height to a short man) and drawings that illustrate what Flusser decrees to be the right way to knot a tie or fold a handkerchief. A useful guide to men's dressing by an expert in the field. *Author tour.*

[October]

Fitness

KEEPING IT OFF: Winning at Weight Loss

Robert H. Colvin and Susan C. Olson. Simon & Schuster, \$15.95 ISBN 0-671-53294-4

Colvin and Olson contend—and few would disagree—that the most difficult part of dieting is keeping weight off. The authors, who have conducted weight-loss programs, interviewed hundreds of dieters who have lost 20 pounds or more, and have retained their new weight for at least six years; here, they present case histories of these "winners" and explore attitudes and approaches that ensure successful dieting. Referring to the theories of transactional analysis, the authors advocate keeping the "adult" persona in control. They advise striving for "small wins" rather than too-large goals that will court disaster (e.g., concentrate on losing one pound at a time). Apart from recommending a "Forty-Two Days to Forever" plan (spend 21 days eliminating sugar from your diet, then 21 days eliminating fat as well), the authors suggest suiting one's own diet to personal habits and doing individual research on nutrition (the information provided about the latter is limited). This intelligent guide is geared toward the self-motivated dieter; its value is in its examination of the psychology of dieting. Those looking for a step-by-step game plan won't find it here. *Prevention Book Club main selection. Foreign rights: Connie Clausen.*

[October]

Food & Drink

YANKEE MAGAZINE'S MORE GREAT NEW ENGLAND RECIPES: And the Cooks Who Made Them Famous

Yankee Publishing, \$14.95 ISBN 0-89909-081-8

This cookbook is a follow-up to *Yankee Magazine's Great New England Recipes*. As in the first volume, the freshness and exuberance of New England cooks, whose varied ethnic backgrounds meld with the 300-year-old traditions of the six-state area, offer an ever-evolving cuisine. The book begins with recipes from the kitchen of Arrowhead Farm in Newburyport, Mass., with old Yankee dishes like corn chowder and strawberry shortcake. Then it branches out to Maine for French-Canadian pork pie; to Rhode Island for Italian polpettone (stuffed meat roll); to Connecticut for Lithuanian cabbage rolls; and back to Massachusetts for an assortment of Indian curries. Throughout, the New England influence prevails, as displayed in the closing Massachusetts Sunday dinner: lobster bisque, roast chicken with bread and sausage stuffing, cranberry and peach sauce, maple sugar biscuits and orange-rice pudding. [October 1]

CHEZ PANISSE DESSERTS

Lindsey Remolif Shere, preface by Alice Waters. Random House, \$17.95 ISBN 0-394-53860-9

For 13 years the pastry chef at Alice Waters's Chez Panisse restaurant in Berkeley, Calif., Shere presents an outstanding collection of dessert recipes. In her preface, Waters (author of *The Chez Panisse Menu Cookbook*) notes that "a firm commitment to cooking with the highest quality local, seasonal, fresh ingredients underlies everything we do at Chez Panisse." This cookbook certainly bears that out: the recipes feature fresh fruits, herbs and nuts and are organized by season. Recipes that take advantage of fall's bounty include cinnamon apple ice cream, pear and fig tart, persimmon pudding. There are also chapters devoted to desserts that call for citrus fruits, tropical fruits, berries and summer fruits. And Shere does not forget chocolate lovers, who will be more than sated by such offerings as white chocolate mousse, black bottom pie and chocolate truffles. Not a cookbook for the beginner or the chef in a hurry, this is an elegant book for those with the time and patience to create elegant desserts. [October 1]

GOOD TASTES: The Sherry Golden Cookbook

Sherry Lazar Golden. Knopf, \$22.95 ISBN 0-394-53181-7; paper \$12.95 ISBN 0-394-73857-8

Golden's love of fine food is evident throughout this cookbook: she is in-

spired by a thick slice of homemade rye bread with caraway or dill; she rhapsodizes over blintzes or al dente linguini with a divine sauce crowned by Parmesan. Her food sense is sound and her stated concern in compiling these 425 recipes is to provide "good tastes," many of them imaginative creations of her own devising. Included are spanokopita turnovers, hoisin spicy kebabs, artichoke quiche, cannelloni, seafood mousse, kasha, potato tarts. The recipes range from breads, soups and appetizers to sauces, fillings and desserts. The variety of fresh and savory tastes offered will tease and awaken even the most jaded palate. Illustrated. [October 9]

THE TOWN & COUNTRY COOKBOOK

James Villas. Little, Brown, \$24.95 ISBN 0-316-90301-9

As food and wine editor of *Town & Country*, Villas (*American Taste*) has learned that "the rich and successful love and respect a great hamburger as much as an elaborate fish baked in puff pastry." To accommodate these cosmopolitan tastes, he has assembled recipes ranging from peanut butter sandwiches to quail stuffed with spicy oysters, from baked beans to fiddlehead ferns with mushrooms. But the most ordinary dishes have the *Town & Country* touch: the peanut butter sandwich is finished with overlapping slices of peeled kiwi fruit, and the baked beans, eschewing any trace of tomato, contain clove-studded onion, dry mustard and dark rum; to vichyssoise, Villas adds cucumbers, and ordinary rump roast must be basted with three bottles of imported ale. The recipes throughout are simple enough for the novice. Illustrations not seen by PW. *Foreign rights: Robin Straus.* [October 10]

NEWMAN'S OWN COOKBOOK

Ursula Hotchner and Nell Newman, with A. E. Hotchner. Contemporary Books, 13.95 ISBN 0-8092-5156-6

Paul Newman is a man of many talents. Besides being an actor and an amateur racing car driver, he is a proficient cook with his own line of bottled dressings and sauces, Newman's Own. In this compilation of recipes from the Newman home, there are dishes of his own invention, as well as those concocted by daughter Nell, wife Joanne Woodward, and friends (Ursula Hotchner's veau marengo, Martha Stewart's Victorian savouries, Joan Rivers's shrimp salad). While many of the recipes are standard (and some even dull: Newmanburgers are simply hamburgers served with pickles, tomatoes and onion; Caroline Murphy's tuna salad is made with mustard, sweet pickle, mayonnaise and scallions), and quite a few call for Newman's various bottled goods as ingredients, nevertheless, fans will enjoy eating like their idol. [October 15]