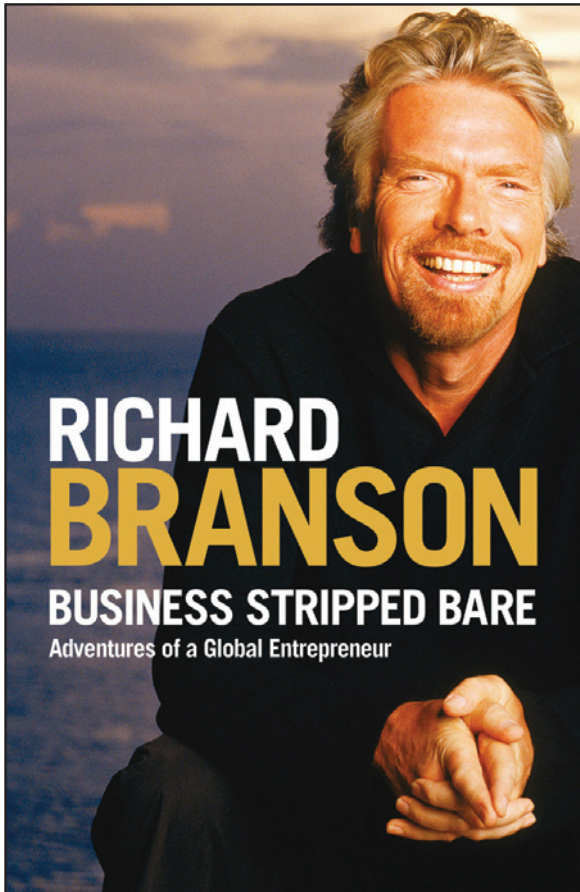




2009  
Spring



**"A man who needs no introduction: *Business Stripped Bare* is Richard Branson's guide to global success, a sharing of his Virgin Group's secrets and the truths behind his most audacious deals." –Publishers Weekly**

In *Business Stripped Bare*, Virgin Group founder and chairman Richard Branson shares the inside track on some of his greatest achievements over his 40 years in business, as well as the lessons he has learned from his setbacks. He discusses why he took on one of the world's biggest superbrands, how he built Virgin Mobile USA into the fastest company in history to generate over one billion dollars in revenue, and how he is the only person in the world to have built eight billion-dollar companies from scratch in eight different sectors.

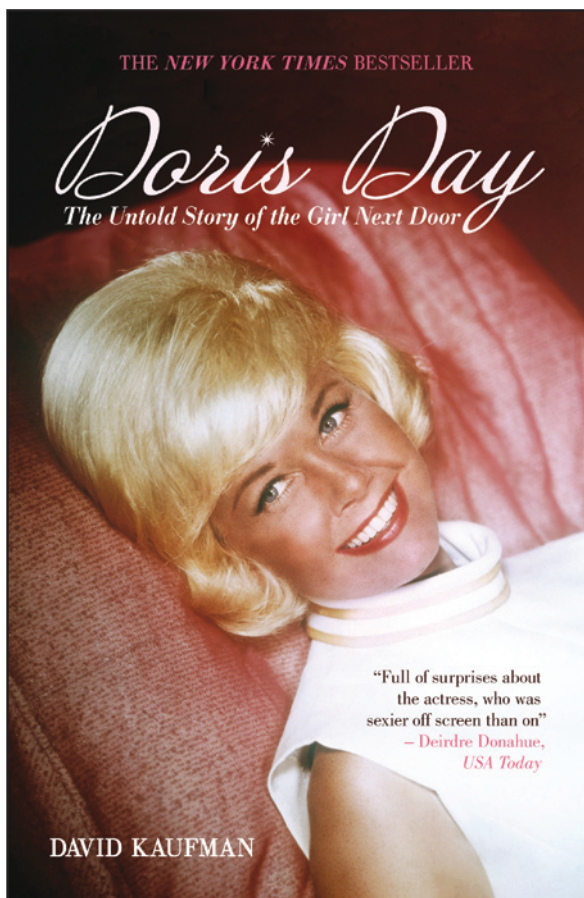
**SIR RICHARD BRANSON** is chairman of the Virgin Group. His previous books, *Losing My Virginity* and *Screw It, Let's Do It*, are both international bestsellers.

**MAY 2009 • VIRGIN BOOKS**

Trade paperback reprint • Business & Management  
ISBN-13: 978-0-7535-1961-5 • ISBN-10: 0-7535-1961-5  
5 2/25 x 7 4/5 • 320pp • \$14.95 US/\$16.95 CAN

**PUBLICITY AND MARKETING:**

- Review campaign to newspapers, men's magazines, business magazines
- Promotion through Virgin companies
- Online promotion through Richard's new website: [www.businessstrippedbare.com](http://www.businessstrippedbare.com)



#### **PUBLICITY AND MARKETING:**

- **Review campaign to newspapers, women's magazines**
- **Events with author**
- **Target Doris Day fan sites**

**Now in paperback: The acclaimed *New York Times* bestseller about the #1 female box office star of all time**

By telling Doris Day's incredible, previously untold story, journalist David Kaufman takes readers to the epicenter of American popular culture. While Day symbolized virtuous America to the rest of the world—especially in her heyday, the 1950s and early 1960s—both she and that era are still perceived as being far more innocent and carefree than they really were. In fact, Day was a real-life Cinderella who regretted having gone to the ball, and whose series of princes proved far less than charming.

**“Compelling...Day finally gets her due.”**

—*Newsday*

**“This is an eye-opening, fair-minded bio of a woman who brought a lot of joy to fans but has found very little herself.”**

—*Publishers Weekly*

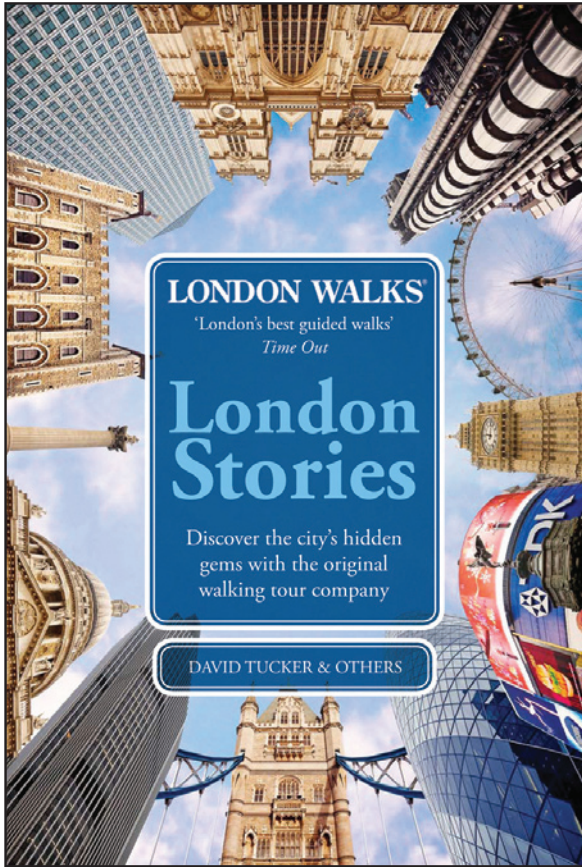
**DAVID KAUFMAN** is the author of *Ridiculous: The Theatrical Life and Times of Charles Ludlam* and a regular contributor to several national magazines. He lives in New York City.

#### **JUNE 2009 • VIRGIN BOOKS**

Trade paperback reprint • Biography

ISBN-13: 978-0-7535-1809-0 • ISBN-10: 0-7535-1809-0

5 2/25 x 7 4/5 • 720pp • \$19.95 US/\$21.95 CAN



## The ultimate guide to exploring London on foot

Written by the expert guides of LONDON WALKS, London's oldest, most acclaimed walking tour company, *London Stories* collects local insight and knowledge that can only be gained through years of tour-leading experience. These theme-based walks offer something for everyone, whether a history buff, a fan of the paranormal, or those looking for fun off the beaten path. The walks include:

- Sinister London: haunted London and Jack the Ripper
- Literary London: from Shakespeare to Dickens
- Public Houses: the old pubs of Soho
- Mystery and Secrets: the city's hidden past
- A Tale of Two Cities: Westminster and the Square Mile

With photos, maps, and illustrations that bring the tours to life, *London Stories* is for those who love London, written by those who know it best.

The **LONDON WALKS** team boasts several winners of the London Tourist Board's Guide of the Year Award. The group includes broadcasters, actors, historians, writers, and a crime historian who is internationally recognized as the leading authority on Jack the Ripper.

### MAY 2009 • VIRGIN BOOKS

Trade paperback original

ISBN-13: 978-0-7535-1505-1 • ISBN-10: 0-7535-1505-9

5 2/25 x 7 4/5 • 288pp • \$12.95 US/\$14.50 CAN

### PUBLICITY AND MARKETING:

- Review campaign to newspapers and travel magazines
- Promotion through LONDON WALKS Web site
- Promotion with tourist organizations such as Visit Britain



## The inspirational story of the first paralympian ever to compete against able-bodied runners in world-class events

Oscar Pistorius's legs were amputated below the knee before his first birthday. At 17 months, he received his first pair of prosthetic legs. Later, with the help of "running legs," Oscar began sprinting in competitions—and winning them; eventually the International Association of Athletics Federations invited him to compete in international meets. *Blade Runner* is the story of the indomitable strength of human will and the extraordinary development, from immobilized child to world class sprinter, of one of the most gifted sportsmen on the planet.

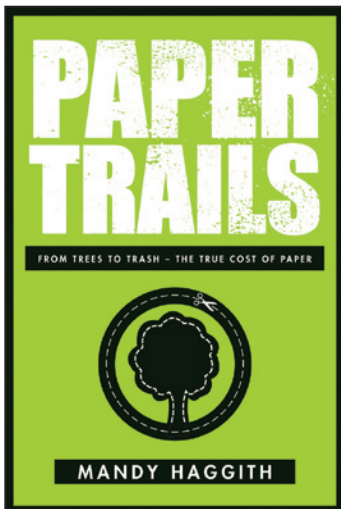
Known as the "Blade Runner" and "the fastest man on no legs," **OSCAR PISTORIUS** is the double amputee world record holder in the 100-, 200-, and 400-meter events. He lives in South Africa.

### JUNE 2009

Trade paperback original  
 ISBN-13: 978-0-7535-1939-4  
 ISBN-10: 0-7535-1939-9  
 6 x 9 1/5 • 256pp • \$12.95 US/\$14.50 CAN

### PUBLICITY AND MARKETING:

- Review campaign to newspapers, sports and running magazines
- Target running sites



## A fascinating new perspective on the ultimate everyday product

*Paper Trails* explores the history of paper and our society's obsession with it. Haggith uncovers the human stories of those most affected by the industry, from a Russian ecologist to a Finnish logger to a Canadian publisher. Along the way, she reveals the industry's dirtiest secrets and explains how paper production has become a serious threat to our ecology. Finally, Haggith sets out simple, practical steps readers can take to minimize the astonishing 20 tons of paper each of us uses in a lifetime.

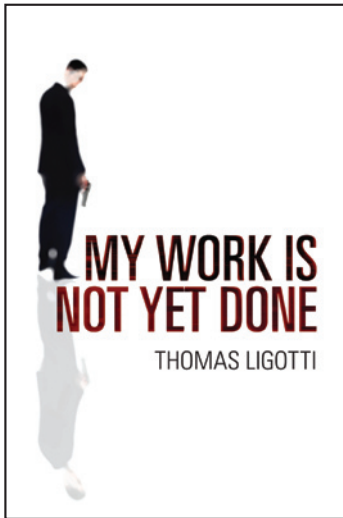
**MANDY HAGGITH** is a writer, researcher, and activist who has spent the past decade campaigning for the world's forests. She lives in Scotland.

### MAY 2009

Trade paperback original  
 ISBN-13: 978-0-7535-1569-3 • ISBN-10: 0-7535-1569-5  
 6 x 9 1/5 • 288pp • \$12.95 US/\$14.50 CAN

### PUBLICITY AND MARKETING:

- Review campaign to newspapers, men's magazines, women's magazines



**A haunting tale of one man's inventive revenge against his employers**

When Frank Dominio is suddenly sacked it seems there was more than a grain of truth to his persecution fantasies. As he prepares to get even, he finds an ally in a malevolent force that grants him supernatural powers. Frank takes his revenge in the most ghastly ways imaginable—but there will be a price to pay once his work is done.

**THOMAS LIGOTTI** has won the Bram Stoker Award, the World Fantasy Award, and the Horror Writers' Association Award for his unique horror fiction. He lives in Florida.

**MAY 2009**

Trade paperback original • Fiction  
 ISBN-13: 978-0-7535-1688-1 • ISBN-10: 0-7535-1688-8  
 5 2/25 x 7 4/5 • 192pp • \$12.95 US/\$14.50 CAN



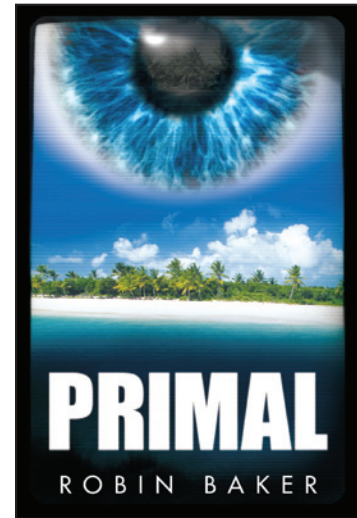
**This is now. This is you. And surviving is only the beginning**

The land is a scorched sprawl of rubble and corpses. A strange glittering dust coats everything—and the dust hides a terrible secret. New horrors are taking root. Survivor Richard Jane crosses a burned and battered country in search of his son—his one hope.

**CONRAD WILLIAMS** has written more than 80 novels and short stories. He won the International Horror Guild Award for Best Novel in 2007 and the British Fantasy Society Award for Best Novella in 2008. Williams lives in the UK.

**JUNE 2009**

Trade paperback original • Fiction  
 ISBN-13: 978-0-7535-1810-6 • ISBN-10: 0-7535-1810-4  
 5 2/25 x 7 4/5 • 400pp • \$12.95 US/\$14.50 CAN



**No clothes, no shelter, no hope of rescue. How did they survive the dark side of Paradise?**

A group of naked and ragged survivors emerges one year after going missing on a field trip to an uninhabited Pacific island. At first each survivor sticks to the same unconvincing version of events. But through one man's determined investigation a nightmarish story emerges of what actually happened on the island—a *Lord of the Flies* scenario of regression, tribalism, and murder.

**ROBIN BAKER** is the author of, among other books, the international bestseller *Sperm Wars*. He lives in Spain.

**AUGUST 2009**

Trade paperback original • Fiction  
 ISBN-13: 978-0-7535-1826-7 • ISBN-10: 0-7535-1826-0  
 5 2/25 x 7 4/5 • 384pp • \$12.95 US/\$14.50 CAN

**PUBLICITY AND MARKETING:** • National review campaign • Target horror sites

### Address for Orders

MPS Distribution Center  
16365 James Madison Highway  
Gordonsville, VA 22942-8501  
Tel: (888) 330-8477  
Fax: (800) 672-2054

### Telephone Ordering

We employ an automated telephone system.  
Please follow instructions when phone is answered.  
To place an order call:  
(888) 330-8477. Fax: (800) 672-2054  
If you are a Gift retailer or Gift wholesaler, please call  
(800) 221-7945, Ext. 573. Fax: (212) 598-9173

To speak with a customer service representative:  
Call: (888) 330-8477 and please follow instructions  
Fax: (540) 672-7703  
For Credit Dept. information, please call our Director  
of Credit Management at (888) 330-8477, Ext. 7680.

### Hours

The Order Department is open between 8:00 AM and  
5:00 PM Eastern Time, Monday through Friday.

### MPS accepts orders on Pubnet.

**SAN Number 6315011.**

**For other types of EDI orders please  
call 540-672-7711.**

### Shipping Points

Qualifying orders of titles in this catalog shipped  
to destinations within the United States under  
Macmillan' regular shipping cycles will  
be shipped free freight. All prices listed in this catalog  
are the Publisher's suggested retail price; retailers  
may charge whatever price they find appropriate.  
All prices are subject to change without notice.

### Returns Policy for Trade Books:

We accept returns for credit of books purchased on a  
returnable basis directly from us. We reserve the right  
not to accept returns that are marked and/or are not  
in saleable condition.

Returns must be shipped prepaid to the following  
address for returns:  
MPS Returns Center  
14301 Litchfield Drive  
Orange, VA 22960



**Mixed Sources**  
Product group from well-managed  
forests, controlled sources and  
recycled wood or fiber  
Cert. no. SPP-COC-002524  
www.fsc.org

© 1996 Forest Stewardship Council  
By buying products with the FSC label you are  
supporting the growth of responsible forest  
management worldwide

### For Mass Market Books:

Full carton mint returns must be shipped prepaid  
to the following address for returns:

MPS  
c/o Quebecor World  
100 U.S. Bypass 60  
Versailles, KY 40384

Cover returns must be shipped prepaid to the  
following address for returns:

Stripped Cover Returns  
c/o MPS Returns Center  
14299 Litchfield Road  
Orange, VA 22960

### COVERS MUST BE SORTED BY PUBLISHER.

Returns made during Feb. through December  
of a calendar year ("Year 1") and during Jan. of  
the calendar year will be credited at the average  
discount received by the customer on purchases of  
that class of books from the publisher during the  
calendar year prior to Year 1. Our full returns policy  
is available on request.

### For Orders in Canada

H.B. Fenn and Company Ltd.  
34 Nixon Road  
Bolton, Ontario L7E 1W2  
Tel: (905) 951-6600, (800) 267-3366  
Fax: (905) 951-6601, (800) 465-3422  
www.hbfenn.com

### Mail-Order Catalogs, Premiums and Special Sales

Special Markets Department  
c/o Macmillan  
175 Fifth Avenue, New York, NY 10010  
Tel: (800) 221-7945, Ext. 5445  
Fax: (212) 598-9173

### International Sales

Virgin Books  
Random House  
20 Vauxhall Bridge Road  
London SW1V 2SA  
Tel: +44 (0)20 7840 8400  
Fax: +44 (0)20 7233 8791  
Email: info@virgin-books.co.uk  
www.virgin.com/books

### Press Inquiries

Email: dness@virgin-books.co.uk  
Write to: Virgin Books Publicity  
65 Bleecker Street, 6th Floor  
New York, NY 10012

**www.virginbooks.com**

Virgin Books is part of the Random House Group Ltd.

Distributed to the trade by Macmillan • www.macmillan.com

