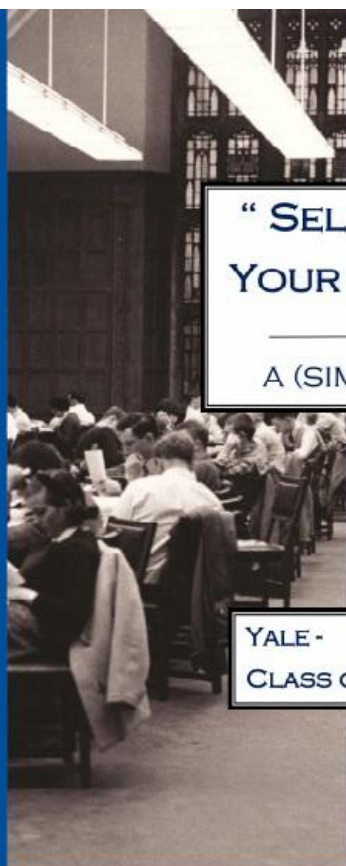


“Self-Publish Your Own
Book” – a (simple) Guide



Jon Larson



“ SELF-PUBLISH
YOUR OWN BOOK “

A (SIMPLE) GUIDE

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YALE -
CLASS OF 1963 AUTHORS

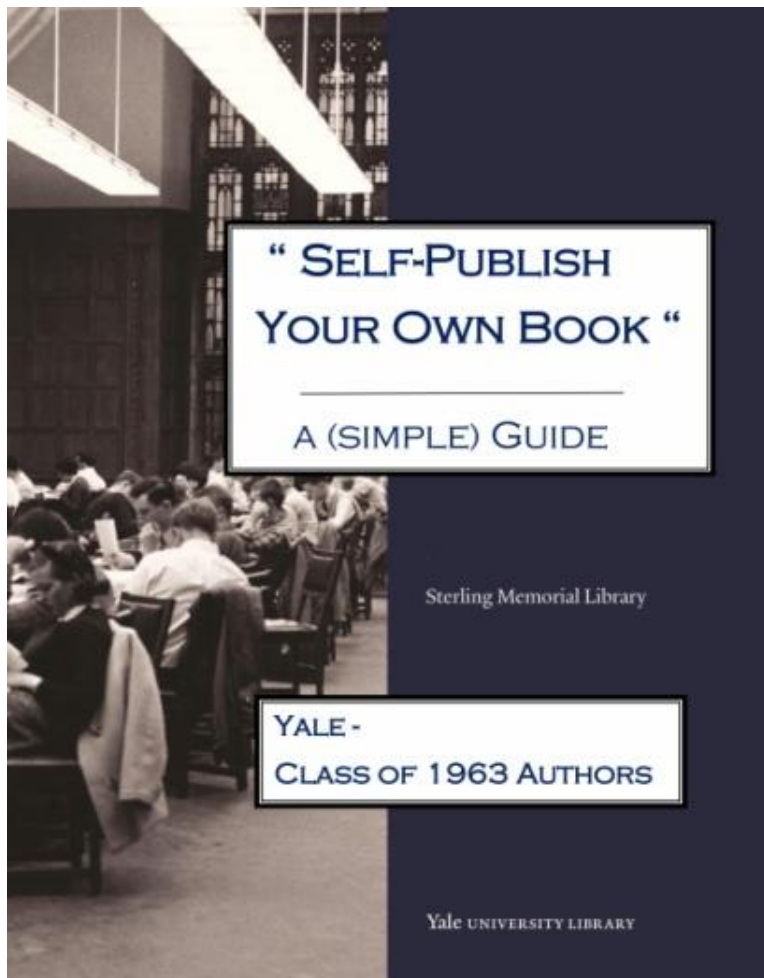
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Yale Class of 1963 Authors

“Self-Publish Your Own Book”

- a (simple) Guide

Yale Class of 1963 Authors



“Self-Publish Your Own Book” - a (simple) Guide Yale Class of 1963 Authors

Authored by: Jon Hadley Larson

Authored with: Yale Class of 1963 Authors

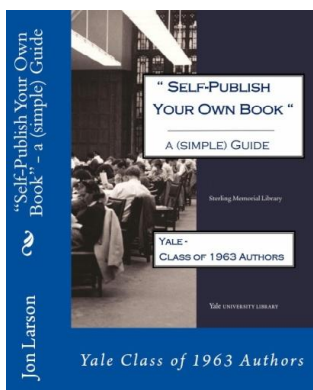
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“Books” by Barbara Wertheim Tuchman

*“Books are **the carriers of civilization.***

Without books, history is silent, literature dumb, science crippled, thought and speculation at a standstill.

Without books, the development of civilization would have been impossible.

*Books are **Engines of change,**
Windows on the world, and
Lighthouses erected in the sea of time.”*

“This is a very worthwhile project. I think that you are addressing interests and curiosities that are shared by many people in addition to our classmates.”

Bob Flanagan - *The Perilous Life of Symphony Orchestras*

*“Above all, I am stunned by the quantity and quality of books that have come from our class and are collected in this compendium.
Keep writing!”*

William Nordhaus - *The Climate Casino: Risk, Uncertainty, and Economics for a Warming World*



Dedication:

- I have been most fortunate and blessed to have shared my last 50 years with **Karen Brown (Larson)**, as deep, complex, intelligent, funny, mysterious, strong and loving a woman as God ever placed on our green earth. I thank her for enriching my life beyond imagination by gently exposing her love of knowledge and her world of books to this old Yale engineer.
- My two sisters **Helen** and **Gail** have both enriched my life immeasurably.
- No father is prouder of his son than I of **Derek** and his wife **Hien**.
- Being a grandparent (for me to **Zach** and **Annie**) truly is God's reward for our often difficult life's work here on Earth. I am blessed with two voracious readers in any format they can get, books and eBooks alike, and both are fledgling writers as well.

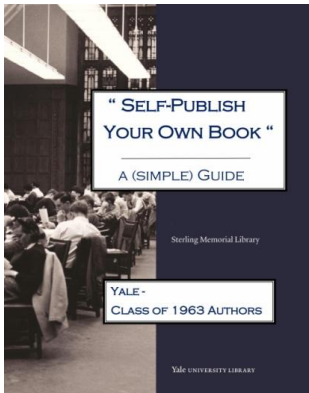
Acknowledgment:

- The **Wikipedia Subject Matter Experts** who contribute resources to the extensive, growing and widely referenced Wikipedia database of knowledge used in this book.
- The skilled **Software Writers** and **System Integrators** for creating the ability for us to self-publish our own books.
- **Marjorie G. Dunstan**, a Punahou English teacher (1940-1975) and my 9th grade English teacher in 1956, and all of the skilled teachers who dedicate their lives and careers to teaching us to read and write good English and to appreciate good writing.
- Our **Yale Class of 1963 Classmates** whose published books inspired me to want to contribute one of my own and who collaborated on this book to provide future self-publishers the benefit of their wisdom and experience.

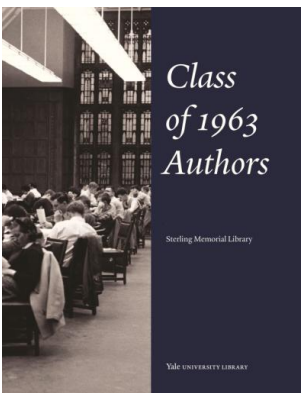
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Part I



Parts II & III



Preface:

This book seeks to encourage, motivate and enable readers to Self-Publish their own book(s).

It is a thorough, comprehensive, understandable and up to date presentation of the resources and technologies of the Self-Publishing industry that are available today to the first time Self-Publisher.

Part I - "Self-Publish Your Own Book"

is an easy to follow step by step Guide that you can follow to self-publish your own book. It walks the reader through the process using the new generation of low cost and simple to use tools and services available online over the Internet to:

1) Complete your book into publishable form.

Physical form as a Hardcover or a Softcover book, and in Digital form as an eBook.

2) Introduce it into the distribution channels that will generate you sales, revenue, and recognition and celebrity.

3) At minimal cost to yourself.

Part II - Yale Class of 1963 Authors

presents a collection of more than 100 books published by 80 Yale Class of 1963 authors, spanning an almost inconceivable variety of subject matters -- literary, artistic, musical, medical, legal, religious, scientific, historical, mathematical, political, autobiographical, and many more. It is a striking display of the many directions in which Yale 1963 classmates have taken their talents since graduation over a half century ago.

Part III - Collective Wisdom of the Published Authors

Wisdom, Tips and Advice from the experienced Yale Class of 1963 published authors are shared with the reader.

Introduction:

As a young lad growing up in Honolulu, Hawaii, I was fortunate to attend Punahou School. Founded in 1841, Punahou is one of the oldest and the largest independent school in the United States today. It was founded by Protestant missionaries from New England including from the Yale School of Divinity (Yale itself was founded in 1701) with a Christian teaching mission. Punahou maintains a Christian focus from its founding missionaries. Its programs have been broadened over the years to embrace an enhanced interfaith spirituality emphasis and approach.

A religious program was part of the curriculum. We shared regular weekly chapel services, a required course in Religion 101, and a full-time pastor employed on campus who was accessible to all of the students. In 1953, then school Chaplain Kenneth Rewick took our class on an Interfaith tour designed to expose us to the facilities and leaders of other faith traditions including a Buddhist temple, a Shinto shrine and a Jewish synagogue near the campus. At the synagogue I recall the Rabbi discussing with me the importance of each of us leaving a legacy. He made it sound simple and I have carried his words with me all of my life.

“To achieve your own legacy, you must do three things:

- 1) Father a **Child**, 2) Plant a **Tree**, and 3) Write a **Book**.”

I believe that I am a successful and loved grandfather which of course required me to take the interim step and help to bring my own child into the world and give him the roots and wings to be successful. I have planted countless trees over the years, at homes in California and in Nebraska where our Omaha neighbors nicknamed me “Sam Arbor” from the large number of trees I planted on our newly built tract home in a former cornfield. I am the co-founder and chairman of the *Iliahi Foundation of Hawaii* we formed in 2000 with the vision and mission to plant and nurture rare and endangered native trees to maturity in the forests of Hawaii, see www.lff1.org/iliah1. But my legacy was a two legged stool because I had been unable until now to complete step 3), write a book.

Like each of us, over the years I have accumulated much wisdom I wish to pass along to future generations as part of my legacy.

Now into my early 70's, I am running out of years to perform. I created a web site www.lff1.org listing the non-profit organizations that I have nourished over the years and which have nourished me in the process. That required significant up front expenditures of cash, special programming skills, and an ongoing cost to maintain the site which will remain current only until I pass on.

I have eight mostly completed books stored in my desktop computer at home that I have written over the years, needing only final assembly with a word processor to ready them for publishing; *Growing Up in Hawaii in the 1950's*, *A History of Humor*, *Ageless Wisdom*, *CAE - Continuing Adult Education*, *America 2020- Wake Up Call*, *Swimming with Sharks: Angel Investing in the World of Venture Capital*, *Forming and Running Your Own Non-profit Family Foundation*, and *Roles Men Play in Our Lives*. To date I have not completed any of these books due to not knowing how to take that important final step to publish and distribute my books.

That task seemed insurmountable and kept me at bay these many years from completing one of my life's main objectives, publishing a book. Until now. At my 2013 Yale 50th reunion, I came away newly inspired by the published works of over 80 of my 1963 classmates including significant recent books by David Boren, William Nordhaus, and John Lahr, and aware of the plans of classmates to publish more books. I vowed to myself I would publish at least one book before my 55th Reunion in 2018. Now thanks to self-publishing, I am considering publishing all eight.

As with all journeys to the unknown, and with only a general idea of where I wanted to end up, (published), I took the first step. I used my internet search engine and keywords "*self-publish*." Up came a list of 93,400 entries in 0.14 seconds of compute time.

Suddenly my world had changed. New possibilities emerged. But how to capitalize on my findings from that massive group of resources out there? I did a quick search and picked one system that appeared to be well documented, full function, cost efficient and organized.

I took that first hardest step and logged onto the site. Within three days I was able to self-learn the system, document my learning in digital form as I went, and get my book submitted in publishable form, (not counting a week wait for the LCCN Library of Congress Control Number).

Total cost to me? \$95.00.

(\$49.00 for the LCCN Library of Congress Control Number, \$7.00 for the initial prototype softcopy for final review, plus \$39.00 for the first ten softcopy books mailed to my home). This first book is the result.

I used the Yale 1963 book collection already in digital format I had inserted as a section in www.yale63.org, the web site I created and maintain for our class. I enhanced it with more public domain descriptive information off the internet for each book and added several more recent books by Yale classmates including my Alaska fly-fishing companion John Lahr's *Tennessee Williams: Mad Pilgrimage of the Flesh*, and *Profiting from the World's Economic Crisis* written by my San Francisco/Bay Area sailing companion Bud Conrad. And I added the Appendix section on manuscript grammar, style and formatting.

I added the section from my notes accumulated over several days as I learned how to publish this book using one of the many low cost resources available to us today over the Internet. I wrote a short book description. I wrote a short Introduction and an author's background for the cover. I located three .jpg photos for the cover. And I walked slowly and steadily through the well documented ten step process, one step at a time, to publish this book in three days.

Based on my own experience, it is my belief that using this Guide, you can successfully:

- **Self-publish your own book,**
- **In 2 days of work,** (plus 5-7 days wait for the LCCN),
- **At minimal cost to you.** (under \$100.00*)

(*includes LCCN number, one proof softcover and ten softcover copies mailed to your home). This assumes you have medium computer keyboarding skills and do not retain any of the optional consulting services. Publishing in eBook format would cost a minimum additional \$79.00 and in hardcover form would cost an additional minimum \$99.00 and take an additional week waiting after submission for approvals.

This book has three parts plus an Appendix:

Part I - "Self-Publish Your Own Book"

Part II - Yale Class of 1963 Authors

Part III - Collective Wisdom of the Published Authors

Appendix: Guidelines for Manuscript preparation:

Part I - "Self-Publish Your Own Book"

is an easy to follow step by step Guide that presents a successful proven model which can be followed by each of you to publish your own first book. It walks the reader through the process and clearly documents the new generation of low cost and simple to use tools available at minimal initial cost over the Internet to:

1. Create your first book in publishable form.
2. Introduce it into the distribution channels that will generate sales, revenue, and recognition and celebrity to yourself.

Part II - Yale Class of 1963 Authors

presents a collection of more than 100 books published by 80 Yale Class of 1963 authors, spanning an almost inconceivable variety of subject matters -- literary, artistic, musical, medical, legal, religious, scientific, historical, mathematical, political, autobiographical, and many more. It is a striking display of the many directions in which Yale 1963 classmates have taken our talents since graduation over a half century ago.

Many of these books were published some time ago prior to the availability of the Internet and desktop publishing personal computing and self-publishing capabilities. Most used the more traditional book publishing methods. Some of these books were self-produced using the new tools available today that can take a completed manuscript and quickly get it published and distributed as a hardcover, softcover or as an eBook on the Internet.

The Yale Authors provided comments on their own writings. Book description comments (from various internet sources including Amazon, Barnes & Noble, and Google Books) have been included along with the cover jackets where publicly available. Almost all of these books can be purchased online in hardcover, softcover or electronic eBook form.

This book collection was first compiled by Laton McCartney and Guy M. Struve for presentation at Yale's Sterling Memorial Library for our 50th Class Reunion in 2013. It was enhanced by myself and merged with a section documenting the self-publishing process designed to create this educational Guide to motivate and encourage classmates and others to self-publish their own books.

Part III - Collective Wisdom of the Published Authors

This section describes some of the experiences getting published and makes recommendations to the first time self-publisher;

- The trials and tribulations of dealing with agents, publishers, reviewers and critics.
- Hesitancy to self-promote,
- Lack of keyboarding skills,
- Relevancy of our material in today's world,
- Book publishing courses (classroom and online).

The **Appendix** includes helpful information regarding; 1) preparing and perfecting your manuscript for submission as the input document to the self-publishing process described herein, 2) Distribution Channels, and 3) maximizing Royalty income.

Synergy: “The whole is worth more than the sum of its parts.”

Synergy is an observed phenomenon of nature where the interaction of multiple elements in a system produces an effect greater than the sum of their individual effects. The term synergy comes from the Greek word *synergia*, συνεργός, meaning “working together.”

The published books in this collection individually each serve for all time as a record of achievement and contribution to our society and well being from each author. The synergy is powerful when the individual works are presented together as a *synergistic* whole, a contribution to mankind, where the whole endeavor is worth more than the sum of the parts because it serves as a teaching and inspirational model to others.

Getting started:

You too can be successful and self-publish that First Book you have already formed in your mind, parts of which are probably already stored in your desk top computer and the rest in handwritten notes.

Each one of us has some unique knowledge that needs to be published for the good of us all. You are hereby invited, encouraged (and challenged) to add your first published book to the total compendium of knowledge documenting and enhancing the human race. And to make it available instantly worldwide.

Once you learn and master the steps in this Guide to successfully publish and distribute your first book, it will become not a task to be avoided but an almost effortless joy to self-publish more books by yourself into a collection, from you the author for all of us, that contains your valuable wisdom, insights and contributions.

If it is not written and published in a distributable form, it is lost with you at your passing. Written in digital form as a book, and published and distributed and available worldwide, you achieve a legacy which you and yours will appreciate and enjoy forever.

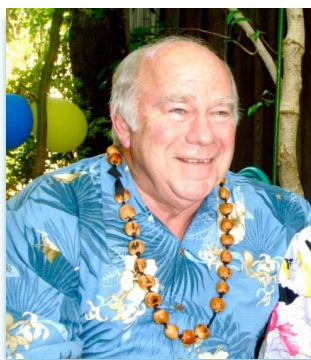
We wish you success using this Guide to assist you to self-publish your own First Book. And hopefully other books to follow. Please feel free to call me if you have any questions about getting started.

All the best,



Jon H. Larson
Tiburon, California

and the Yale Class of 1963



Part I: “Self-Publish Your Own Book”

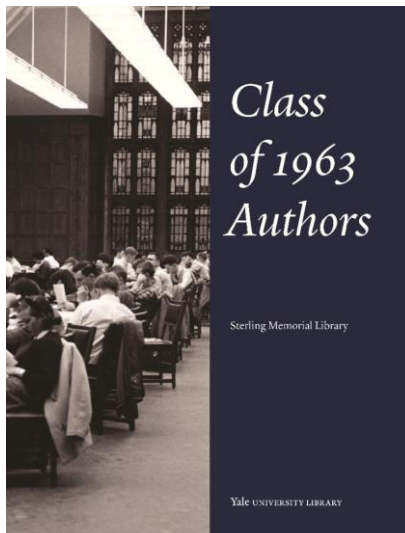
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Part II - Yale Class of 1963 Authors



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Acknowledgements Yale Class of 1963



Part II - Yale Class of 1963 Authors

This collection contains more than 100 books published by 80 Class of 1963 authors, spanning an almost inconceivable variety of subject matters -- literary, artistic, musical, medical, legal, religious, scientific, historical, mathematical, political, autobiographical, and many more.

It is a striking display of the many directions in which our classmates have taken their talents since our graduation a half century ago. Authors have provided comments on their own writings. In addition book description comments from various internet sources including Amazon, Barnes and Noble, and Google have been included along with the cover jackets where publicly available.

Almost all of these books can be purchased online in hardcover, paperback, or electronic download form. We have included links here from Amazon.com but these books are also available for purchase on Google Books, Barnes & Noble, and elsewhere. This collection was first assembled by Laton McCartney with the urging of Yale to 50th Reunion chairman Guy Struve for presentation at a Yale Sterling Memorial Library exhibit for the 50th Reunion of the class in 2013.

This compendium of books was further compiled and edited by classmate Jon Larson as the pilot Book designed to encourage 1963 classmates and others to publish our own books using the new electronic self-publishing tools available today.

These tools are relatively easy to learn and use. Their low cost allows for e-Publishing online and for printing, sales and distribution of both hardcover and paperback books, and for automation of collection and distribution of book proceeds to authors.

Proceeds will accrue through The Jon and Karen Larson Family Foundation, www.lff1.org, a private family 501(c)(3) foundation operated for public benefit charitable purposes only. Proceeds from the sale of this book will accrue to the Yale Class of 1963, Wikipedia, and LFF for promotion of Self-Publishing projects and for other best uses determined by the Yale 1963 Class Council.

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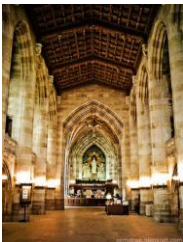
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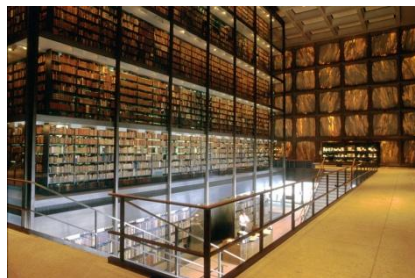
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Yale Class of 1963 - "Books by Class Authors"



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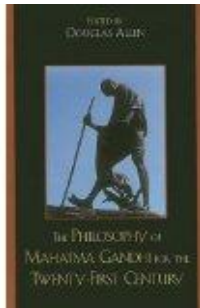
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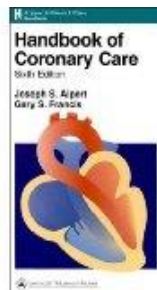




Book Covers



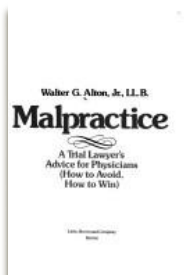
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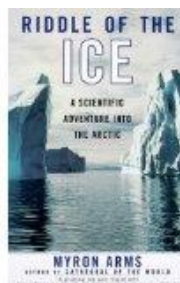
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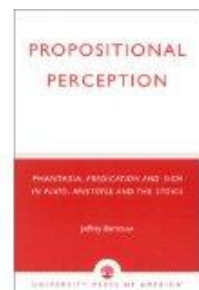
Joseph Alpert



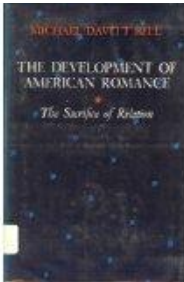
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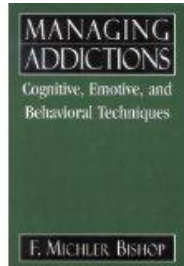
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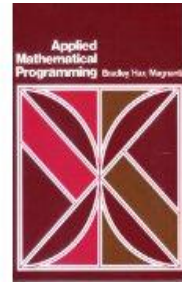
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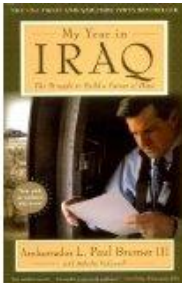
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F. Michler Bishop



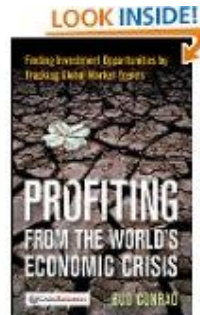
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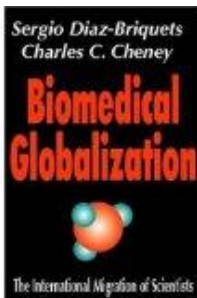
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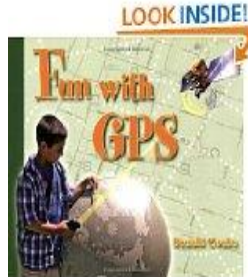
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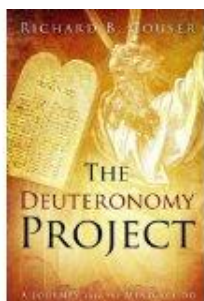
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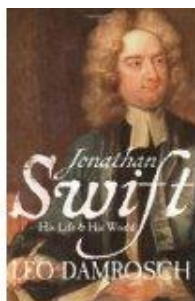
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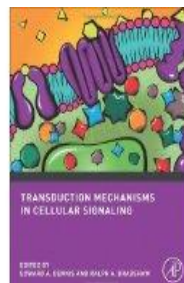
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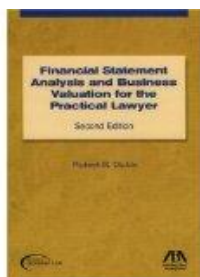
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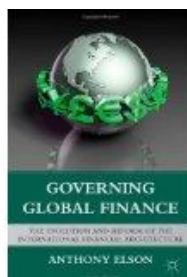
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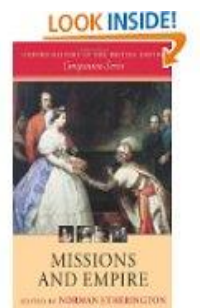
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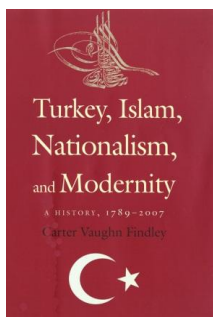
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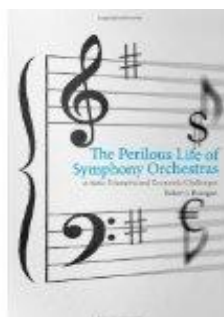
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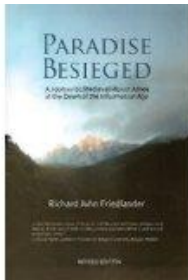
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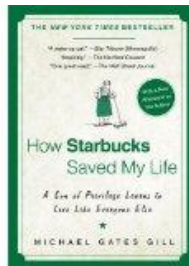
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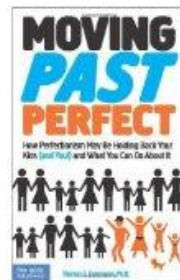
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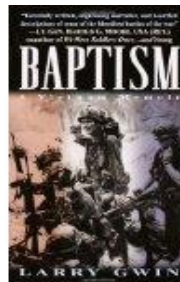
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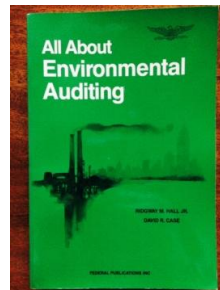
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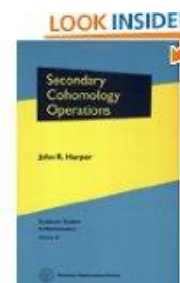
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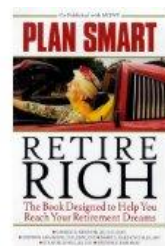
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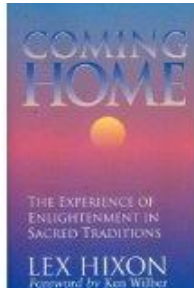
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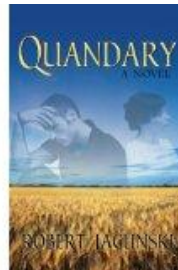
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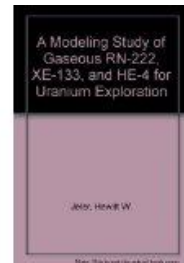
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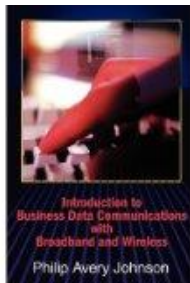
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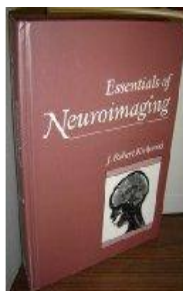
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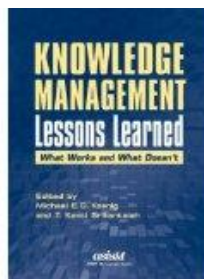
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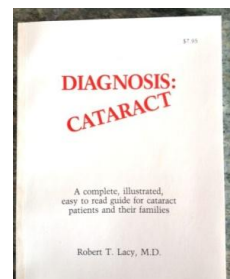
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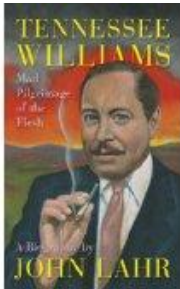
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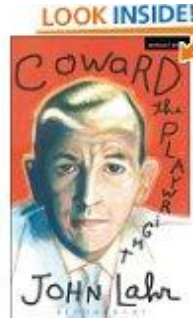
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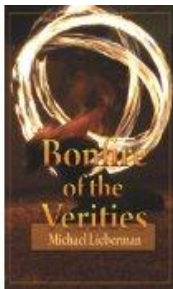
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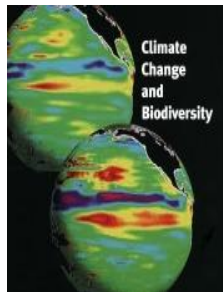
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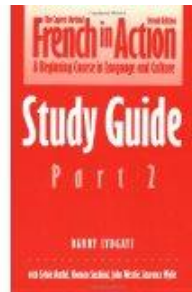
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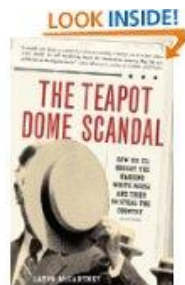
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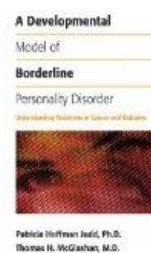
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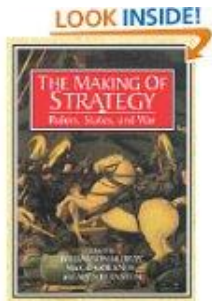
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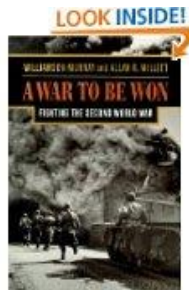
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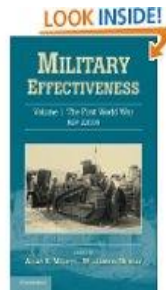
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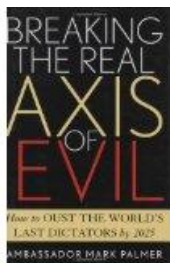
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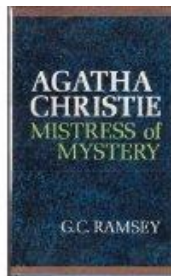
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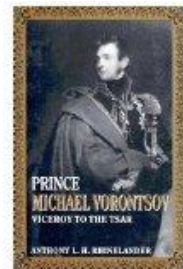
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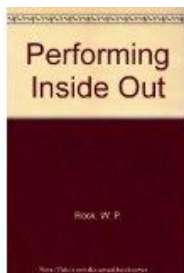
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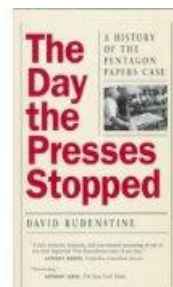
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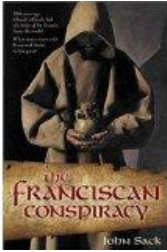
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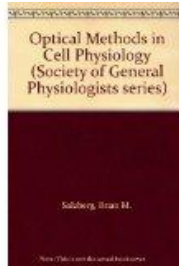
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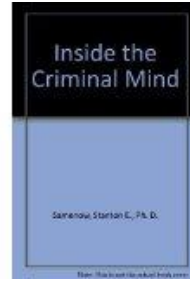
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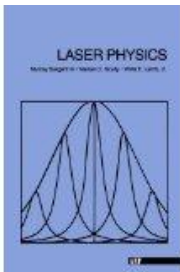
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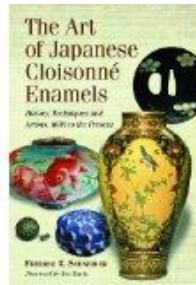
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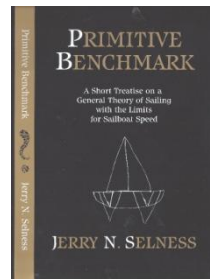
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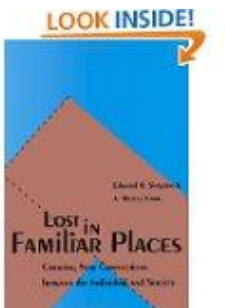
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Jerry Selness



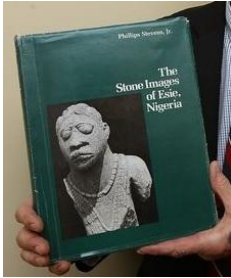
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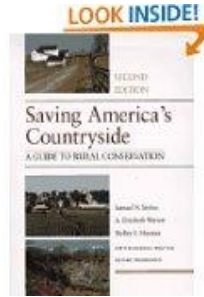
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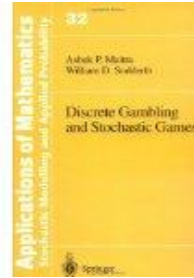
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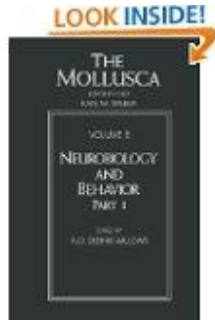
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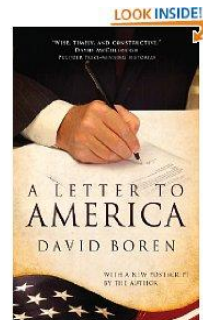
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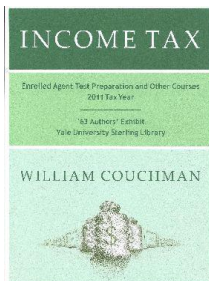
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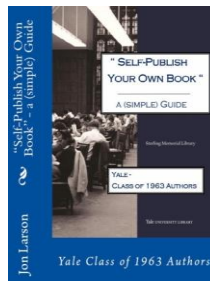
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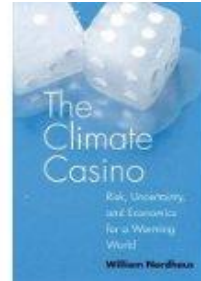
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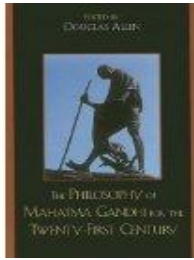


Jon H. Larson -
Yale Class of 1963



William Nordhaus

Douglas Allen - *The Philosophy of Mahatma Gandhi
for the Twenty-First Century*



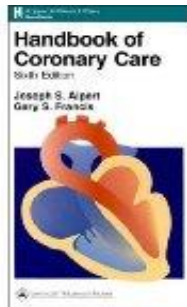
I'm author and editor of 15 books, including *Structure and Creativity in Religion, Culture and Self: Philosophical and Religious Perspectives, East and West*, *Myth and Religion in Mircea Eliade*, and *The Philosophy of Mahatma Gandhi for the Twenty-First Century*.

I first became interested in Gandhi during my first Fulbright year in India, 1963-1964, and Gandhi's philosophy and methods shaped my personal values and involvement in the Civil Rights Movement and the Antiwar Movement. During the past 20 years, I've developed a more scholarly understanding of Gandhi and have lectured and published widely on Gandhi's philosophy and how to creatively and selectively reformulate it in ways that are relevant today. Mahatma Gandhi, my most recent book, is different in that it is a much shorter book and is intended to be accessible not only to scholars but also especially to motivated general readers.

Book description: Often considered the most admired human being of the twentieth century, Mahatma Gandhi was and remains controversial. Among the leading Gandhi scholars in the world, the authors of the timely studies in this volume present numerous ways in which Gandhi's thought and action-oriented approach are significant, relevant, and urgently needed for addressing the major problems and concerns of the twenty-first century.

Such problems and concerns include issues of violence and nonviolence, war and peace, religion and religious conflict and dialogue, terrorism, ethics, civil disobedience, injustice, modernism and postmodernism, forms of oppression and exploitation, and environmental destruction.

Joseph Alpert - *The Manual of Coronary Care*
and Cardiovascular Pathophysiology



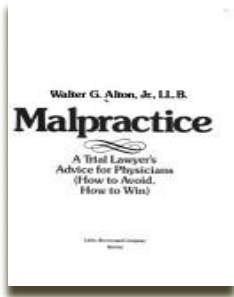
These two books, *The Manual of Coronary Care* and *Cardiovascular Pathophysiology*, were two of my earliest books. The Manual was one of the earliest attempts at developing clinical protocols/guidelines to help physicians taking care of patients with heart attacks.

This book went through four subsequent editions and was translated into Japanese, Spanish, Chinese, and German. The second book, *Cardiovascular Pathophysiology*, was written for second year medical students studying abnormal function in various organs. This book sought to help them understand what goes wrong in the cardiovascular system when disease develops.

It leads naturally into discussions of therapy which aim at reversing the abnormal cardiovascular function. Both books were published by Little, Brown & Company, a prestigious Boston publisher with many famous authors in their "stable".

Book description: This well-organized handbook covers the newest and most important therapeutic strategies for handling medical problems that occur in the coronary care unit. It addresses everything from diet to indications for transfer to the CCU to the vital role of the CCU nurse. Ideal for cardiologists, coronary care unit nurses, house staff, or any physician with a CCU patient, this pocket guide provides practical information that is quickly accessible. Updated throughout, this new edition offers an increased emphasis on myocardial infarction and thrombolysis.

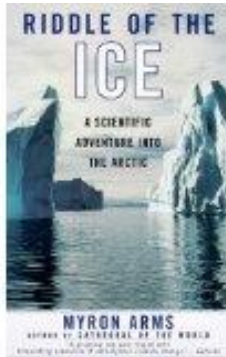
Walter G. Alton, Jr - *Medical Malpractice,*
A Trial Lawyer's Advice to Physicians



Medical Malpractice, A Trial Lawyer's Advice to Physicians, published by Little, Brown, was written by me when I was a medical malpractice defense lawyer after the successful defense of two physicians who urged me to write what I had taught them.

It consists of basic explanations of the anatomy of a medical malpractice lawsuit and advice as to how to prevent such a lawsuit and win if you are sued. The basics and principles in the book still hold true today. The irony is that I began representing injured plaintiffs and their families in 1985 and still am.

Myron Arms - Riddle of the Ice



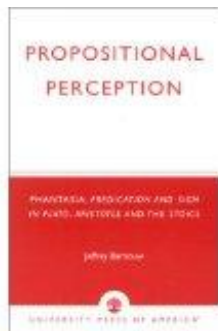
During the two decades from 1990 to 2010, I led a series of adventure-cruises aboard a 50-foot sailing cutter, Brendan's Isle, into the Arctic and sub-Arctic waters of the North Atlantic Ocean. *Riddle of the Ice* chronicles one of these journeys: a 6,000-mile sailing voyage from the east coast of the United States to the ice fields of Disko Bay, Greenland.

The voyage functions as the narrative vehicle for the real subject of the book: a series of conversations with key scientific investigators about changes in the Arctic sea regime and their relation to patterns of changing global climate. The book, which became a Boston Globe bestseller, was enthusiastically reviewed.

Harvard energy guru Michael McElroy stated: "I can't think of another book that makes the complexities of the global warming dialogue so accessible to the lay audience." *Riddle of the Ice* is one of four books I have published on the northern voyages of Brendan's Isle, and is (so far) the most successful.

Book description: By any account, the impenetrable barrier of sea ice that blocked the Brendan's Isle halfway up the Labrador Coast should not have been there in late July, in what was one of the hottest summers in memory a few hundred miles to the south. Frustrated and mystified at having to turn back so early in his 1991 northbound voyage, sailor Myron Arms became determined to explain the anomaly.

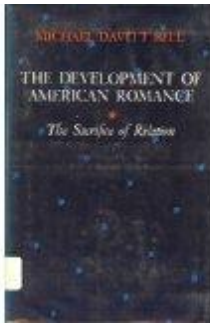
Jeffrey Barnouw - *Propositional Perception. Phantasia, Predication and Sign in Plato, Aristotle and the Stoics*



This book is a pendant to my *Propositional Perception. Phantasia, Predication, and Sign in Plato, Aristotle and the Stoics* (2002). The ancient Greek Stoics, particularly the great Chrysippus, were the main focus of the first book. Plato cited Homeric scenes of inward deliberation as evidence for his theory of a tri-partite soul. Chrysippus countered that interpretation as part of his rejection of the notion of an irrational faculty. Homer's scenes of deliberation do not show a "higher" rational part opposing a desiring or passionate part of the soul. Deliberation is rather the contention of opposing impulses or plans, in each of which there must a reasoned and a passionate component. This is a conception later developed by such thinkers as Thomas Hobbes and John Dewey. The middle part of the book traces the conflict of these two approaches in psychological philosophy from Plato and Chrysippus to the American Pragmatists.

Book description: The early Greek Stoics were the first philosophers to recognize the object of normal human perception as predicative or propositional in nature. Fundamentally we do not perceive qualities or things, but situations and things happening, facts. To mark their difference from Plato and Aristotle, the Stoics adopted *phantasia* as their word for perception. This term had been coined by Plato to designate "deceptive appearance," a combination of sensation and judgment, and the Stoics turned this sense to positive account, by linking it to the ground-breaking work of Plato and Aristotle on predication, the framing of propositions.

Michael Davitt Bell - *The Development of American Romance:
The Sacrifice of Relation*



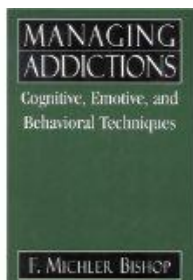
Michael Davitt Bell earned his M.A. and Ph.D. at Harvard, and taught at Harvard and Princeton until 1975, when he joined the faculty at Williams College.

At Williams, he was J. Leland Miller Professor of American History, Literature, and Eloquence from 1981 until his untimely death from cancer in 1997, and served as Chair of the English Department from 1987 to 1994.

Richard Brodhead described him as “one of the most clear headed and generous minded contributors to the study of American literature.”

He was the author of several books, which are represented here by *The Development of American Romance: The Sacrifice of Relation* (1980) and *The Problem of American Realism: Studies in the Cultural History of a Literary Idea* (1996).

F. Michler Bishop – *Managing Addictions*

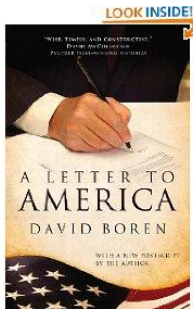


The treatment of addictions was limited when I wrote this book in 2000. My goal was to write a book that reflected what we knew from research about what worked. I also wanted to make the book accessible to a wide variety of practitioners, from Ph.D. licensed psychologists to counselors working in correctional settings. With the help of a wonderful editor, the book came out better than I had hoped for. As the late Dr. Alan Marlatt, a true revolutionary in the field, wrote in the foreword, it “represents the cutting edge of the emerging paradigm shift in addiction treatment.” Unfortunately, however, treatment options remain limited in this country. Research suggests more than a dozen ways to manage and, in some cases, overcome addictions, but those ways continue to be underutilized.

Book description: People who suffer from addictive disorders present an incredible challenge to therapists. This book offers hope and specific techniques designed to address the complexity of treatment. Dr. F. Michler Bishop stresses the need for therapists to be flexible, to recognize that different people have different needs, and to consider a variety of perspectives. Cognitive, emotive, behavioral, and spiritual modalities are presented with rich clinical detail.

Addressing not only substance abuse, but also shopping, eating, gambling, and sexual behaviors, the book considers such issues as assessment, denial, dual diagnosis, anxiety, shame and guilt. The change process is described in various stages and therapists are reminded that patients need to move through the process, stop the process, and even go into reverse many times before they reach their treatment goals. Of particular interest is the advice he gives on working with non-motivated patients. In contrast to the confrontational, aggressive approach that has been advocated by addictions specialists in the past, Dr. Bishop suggests that therapist confrontations increase the probability of relapse.

David Boren – *A Letter to America*



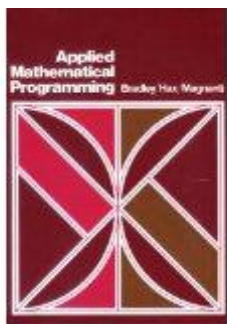
Book Description: *“A Letter to America”* boldly faces the question of how long the United States, with only six percent of the world's population, can remain a global superpower. University of Oklahoma president David Boren explains with unsparing clarity why the country is at a crossroads and why decisive action is urgently needed. He draws on his experiences as the longest-serving chair of the U.S. Senate's Select Committee on Intelligence and as a state governor and leader of a major public university.

Boren asserts major reforms to restore the ability of our political system to act responsibly. We have shared values, and we should use them to replace cynicism with hope and the determination to build a better future. Bipartisan cooperation on behalf of national interests needs to replace destructive partisanship, and we should not rule out electing a president independent of both existing parties. We must fashion a post-Cold War foreign policy that fits twenty-first-century realities—including several contending superpowers.

We must adopt campaign finance reform that restores political power to the voters, rather than special interests. Universal health care coverage, budget deficit reduction, affordable higher education, and a more progressive tax structure will strengthen the middle class.

Boren also describes how we can renew our emphasis on quality primary and secondary education, revitalize our spirit of community, and promote volunteerism. He urges the teaching of more American history and government, for without educated citizens our system cannot function and our rights will not be preserved. Unless we understand how we became great, we will not remain great.

Stephen Bradley - *Applied Mathematical Programming*



When I received my PhD in Operations Research from the University of California at Berkeley, I had no intention of pursuing an academic career.

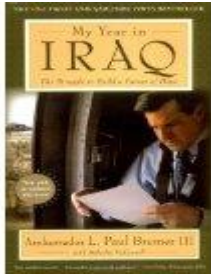
However, after a false start at IBM, I ended up on the Managerial Economics faculty at the Harvard Business School, where for the first 15 to 20 years I worked on quantitative analysis of business problems.

My book *Applied Mathematical Programming*, written with Arnaldo Hax and Tom Magnanti, all of us students of George B. Dantzig, has never been revised and is still in use today.

At Harvard Business School I had the flexibility to change my research focus and moved to the Competition and Strategy area.

My book *Sense & Respond, Capturing the Value in the Network Area*, with Richard Nolan, illustrates the type of research that I have pursued ever since moving to strategy.

L. Paul Bremer III - My Year in Iraq: The Struggle to Build a Future of Hope and From Sea to Shining Sea



My Year in Iraq: The

Struggle to Build a Future of Hope tells the story of my stormy 14 months as Presidential Envoy to Iraq after the liberation of Iraq. The setting is the first occupation undertaken by America since the Second World War. The reader learns of the enormous political, economic, and social challenges faced by thousands of civilian volunteers from 25 nations as they undertook the task of rebuilding a nation shattered by three decades of brutal tyranny. The book recounts the deleterious impact of the failure of the Coalition to provide adequate security to the Iraqi people.

Book description: "BAGHDAD WAS BURNING." With these words, Ambassador L. Paul "Jerry" Bremer begins his gripping memoir of fourteen danger-filled months as America's proconsul in Iraq. My Year in Iraq is the only senior insider's perspective on the crucial period following the collapse of Saddam Hussein's regime. His memoir carries the reader behind closed doors in Baghdad during hammer-and-tongs negotiations with emerging Iraqi leaders as they struggle to forge the democratic institutions vital to Iraq's future of hope. He describes his private meetings with President Bush and his admiration for the president's firm wartime leadership. And we witness heated sessions among members of America's National Security Council -- George Bush, Dick Cheney, Colin Powell, Donald Rumsfeld, and Condoleezza Rice -- as Bremer labors to realize the vision he and President Bush share of a free and democratic New Iraq. He admires the selfless and courageous work of thousands of American servicemen and -women and civilians in Iraq.

I self-published a second book, **From Sea to Shining Sea: Biking Across America with Wounded Warriors** (2011). This dramatic story tells of the remarkable challenges 16 wounded men and women faced during a two month 4,000 mile bike ride from San Francisco's Bay Bridge to Virginia Beach. Riding with the wounded warriors, I recount how the people of America—in small towns, farm communities and big cities—came out to thank these brave men and women for their service to our country.

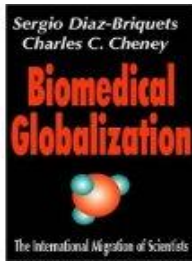
Judson W. “Jud” Calkins - Teammates for Life

In an eight-year career with the St. Louis Post-Dispatch, I chronicled significant events of the 1960s and '70s, but my first book came only in 2012, after my alma mater John Burroughs School in St. Louis invited me to write the rich athletic history of the school in co-authorship with Jim Lemen, the outgoing Burroughs athletic director and Dartmouth football captain, '62, against whom I had competed in the Yale Bowl.

A year and a half of research and interviews led to Teammates for Life, a 267-page work replete with photographs, images, narrative text, and feature stories recounting 90 years of competition in a host of sports, often involving Burroughs as private school Davids slaying public school Goliaths.

The book covers Missouri state championships claimed in abundance, courage and sportsmanship displayed on the field, and important personal values gleaned along the way.

Charles C. Cheney - *Biomedical Globalization:*



Biomedical Globalization: The International Migration of Scientists (2002), written with Sergio Díaz-Briquets, is a study of the employment of foreign biomedical scientists as post-doctoral fellows by the National Institutes of Health in Bethesda, Maryland. We found that NIH's post-doctoral programs are, as designed, more complementary than competitive, and that after American and foreign scientists have worked together at NIH and the latter have subsequently returned home, they often continue to communicate and collaborate long-distance in pursuing their respective biomedical research endeavors.

Book description: Despite much debate in recent years about the economic and professional impact of foreign engineers and computer professionals in the United States, comparatively little has been said about the growing number of foreign biomedical scientists employed by American firms and health institutions. The implications are widespread and merit serious analysis. In *Biomedical Globalization*, Díaz-Briquets and Cheney shed light on this development through examination of the experience of foreign biomedical scientists at the National Institutes of Health (NIH) in Bethesda, Maryland.

Díaz-Briquets and Cheney's analysis is based on results of ethnographic field observations and more than 200 interviews among diverse biomedical research constituencies in the United States and abroad. These views provide a penetrating glimpse into the complex web of interrelationships governing the international mobility of highly skilled personnel within a given scientific field. While the work of the NIH is unexceptionable in advancing biomedical knowledge and forging international research linkages, a far more complex and elusive picture emerges when the issue is placed within a broader labor market perspective. Under some circumstances the United States economy may suffer from the presence of foreign biomedical scientists in American laboratories.

Biomedical Globalization will be of interest to policymakers, labor studies scholars, and scientific researchers.

Clifford Clark - *The American Family Home* and *The Enduring Vision*



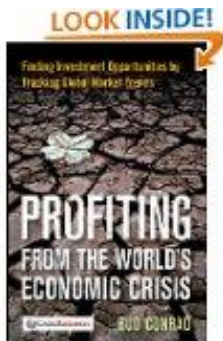
When I began my book, *The American Family Home, 1800-1960* (1986), I wanted to know why middle-class Americans, in cities, suburbs, and small towns, spent so much time and energy fixing and remodeling their homes. Why were these homes, which seemed so stylistically similar, treasured as symbols of independence and personal identity? How did the house get so closely associated with the ideal of the family? Why has house remodeling produced such popular television shows? And most importantly, was there any connection between the popular ideals of home and family as expressed in advice books, magazines, and pattern books, and the actual relationship between individual houses and the families who lived in them?

In producing this book, I was fortunate to have a talented friend, Richard Hendel, one of the leading book designers in the U.S., who worked at the book's layout and illustrations. The University of North Carolina Press had a strong American History section, and also provided helpful editorial suggestions.

My section of *The Enduring Vision* textbook covers late nineteenth century politics, social and intellectual history, and popular culture.

All self-publishers should also think carefully about the issues of book layout, design, and illustrations. (See Richard Hendel, *On Book Design* (1998).

Bud Conrad – *Profiting from the World's Economic Crisis*

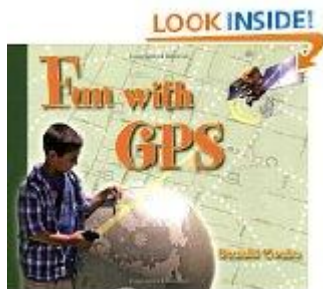


Book description: In *Profiting from the World's Economic Crisis*, author Bud Conrad, Chief Economist for Casey Research, predicts a rough road ahead for us—due to economic imbalances that have built up over the past decade—but reveals how you can prosper during these difficult times by tracking global market trends and finding investment opportunities that match those trends.

With this book, Conrad outlines the long-term direction of our economy as driven by increasing U.S. government and trade deficits, oil prices, Social Security and Medicare obligations for baby boomers, the credit crisis, and the weakening dollar. He also examines why some of the government's actions—such as bailing out banks and curbing interest rates—fail to address more serious, long-term issues such as too much debt.

The crisis we have entered is not a typical business recession, but, instead, a major deleveraging which is the biggest shift since the Great Depression. The stagflation of the U.S. economy will present great challenges on a global scale. And since no market travels in a straight line, you need to be positioned correctly, with the right investments, to protect yourself and profit from the twists and turns you'll inevitably face in today's turbulent economic environment.

Bud Conrad is the Chief Economist at Casey Research and has been a futures investor for twenty-five years, as well as a full-time investor for more than a decade. He holds an MBA from Harvard and an electrical engineering degree from Yale. Conrad has held positions with IBM, CDC, Amdahl, and Tandem. His comprehensive picture of the world's economy, based on a career of using long-term fundamental analysis, enables him to explain how this crisis arose and where it will evolve to. He uses insights learned from his engineering training to interpret how investment cycles affect our economy.



Fun with GPS came out of my professional use of the Global Positioning System at Geographic Data Technology, Inc. and years of school and community outreach based on using GPS and GIS (Geographic Information System) technology in classrooms, science fair projects, town planning and conservation.

I was frustrated by the perception that thousands of people were buying GPS units (not the car navigation devices) and simply using them for Geocaching. While I have nothing against Geocaching, I saw these devices as precision sensor/storage units that opened up worlds of mapping and data analysis.

So the book consists of thirty illustrated “stunts” involving attaching GPS units to skydivers, skiers, pet animals – even a wild bear – then mapping their travels. Plus I couldn’t resist adding some nerdy semi-scientific observations from the entire exercise.

Many thanks to Jack and Laura Dangermond, founders of ESRI, for sponsoring and publishing the book.

David Bruce Cornay - *Eros and Nihilism:*
Studies in the Possibility of a Human World



Bruce Cornay earned his M.A. from Tulane University in 1970, and his Ph.D. in 1974. In 1976, with Charles Bigger, he published *Eros and Nihilism: Studies in the Possibility of a Human World*, a collection of essays and readings constituting an introduction to philosophy.

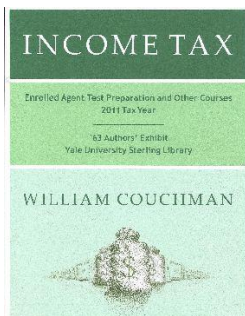
As described in the preface to the book, Eros “is the theme of the dynamics of human need and our efforts to achieve conditions for satisfaction transcending the immediate now,” while Nihilism sees this goal as beyond attainment.

In his later life, Bruce was Chairman of Cornay Web Graphics, Inc., and served as the Chairman of the Louisiana Capital Area Health Planning Commission Committee on Drug Abuse and as a Board member of the Baton Rouge Alcohol and Drug Acute Treatment Center.

Book description: It remains a noteworthy accomplishment that reflects the uncertain shift from modernism to post-modernism occurring at that time. The theme of the text, *Eros and Nihilism*, focuses on the two main opposing forces in human existence--the erotic, creative force behind our construction of a world, versus the nihilistic, destructive force directed toward nothingness.

Thus, the text juxtaposes selections from Plato, Nietzsche, Freud, Feuerbach and others, with insightful commentaries written by several members of the LSU philosophy faculty, including Charles Bigger, David Cornay (deceased), Edward Shirley (deceased) and Kenneth Smith, who also created the cover

William Couchman - Income Tax:
Enrolled Agent Test Preparation and Other Topics

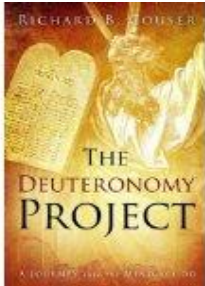


I have written Income Tax: Enrolled Agent Test Preparation and Other Topics as the primary material for tax courses I teach. The first three chapters, entitled Enrolled Agent Test Preparation – Parts I, II, and III, are to prepare experienced tax professionals to pass the three IRS Special Enrollment Exams to become Enrolled Agents (essentially a CPA-level IRS certification specializing in taxes).

I have taught this course for five years at H&R Block and as Adjunct Instructor at Northwestern University. The fourth chapter, entitled All-States Class, covers tax regulations in the states surrounding Illinois, for tax preparers familiar mostly with Illinois regulations.

The fifth chapter, entitled Commonly Missed Tax Savings Opportunities, Second Looks, and Amended Returns, teaches the savings to look for and the mechanics of doing amended returns. I have taught the latter two courses to 200 students.

**Richard Bates Couser - *The Deuteronomy Project:*
*A Journey into the Mind of God***



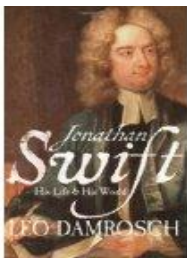
After Yale, Dick Couser studied law at Stanford, where he was on the Law Review. He practiced all of his career in Concord, New Hampshire, distinguishing himself as a business lawyer and earning a reputation for integrity and diligence. Later in life, he experienced a calling to Christianity. In 1993, he wrote his first book, *Ministry and the American Legal System*.

In 2008, his second book, *The Deuteronomy Project: A Journey into the Mind of God*, was published. The Deuteronomy Project includes the entire text of the Book of Deuteronomy for reading and reflection, telling the story and explaining the Scripture in a way lay Christians can understand, and relating the text to the teachings of Jesus and New Testament writers.

Book description: "*The Deuteronomy Project*" by Richard B. Couser is an incredibly creative Bible study imbedded in a beautiful story. Don't allow yourself to be dissuaded from picking up this rather imposing book. The sheer size of it is enough to intimidate the most voracious reader of Christian fiction or intense student of scripture. If you give this book even half a chance, you will come away from the experience enriched!

Not only is there an intricately woven story, the entire text of the book of Deuteronomy is contained within the pages. There is a set of discussion/study questions in the back of the book that will assist in maximizing the benefits of learning Biblical truth from this fictional text. This book is a wonderful way to broaden your knowledge of Deuteronomy and how to study scripture, in general. "*The Deuteronomy Project*" belongs in every Bible student's library!

Leo Damrosch - *Jonathan Swift: His Life and His World*



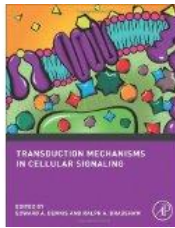
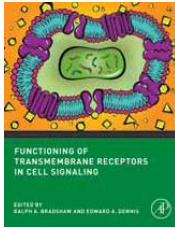
After three decades of writing monographs for the tiny audience of fellow specialists in 18th century literature, I made my breakaway in 2005 with my first “trade press” book, *Jean-Jacques Rousseau: Restless Genius*. There was no single-volume biography of Rousseau in English, and the three-volume standard biography glossed over most of what made Rousseau a complicated personality and – despite having no formal education whatsoever – an astonishingly original thinker. The book did well and was nominated for the National Book Award in nonfiction. Five years later I drew on my French interest for Tocqueville’s *Discovery of America*, an account of the remarkable journey the 25 year old Tocqueville he made throughout the U.S. in 1831-32. He met John Quincy Adams in Boston, Andrew Jackson in the White House, and Sam Houston on a Mississippi riverboat, and along the way he developed the ideas that would bear fruit in Democracy in America. My latest book, *Jonathan Swift: His Life and His World* was published in 2013 by Yale University Press, and won the National Book Critics Circle award for biography.

Book description: Jonathan Swift is best remembered today as the author of Gulliver’s Travels, the satiric fantasy that quickly became a classic and has remained in print for nearly three centuries. Yet Swift also wrote many other influential works, was a major political and religious figure in his time, and became a national hero, beloved for his fierce protest against English exploitation of his native Ireland.

In this deeply researched biography, Leo Damrosch draws on discoveries made over the past thirty years to tell the story of Swift’s life anew. Probing holes in the existing evidence, he takes seriously some daring speculations about Swift’s parentage, love life, and various personal relationships and shows how Swift’s public version of his life—the one accepted until recently—was deliberately misleading.

Through his own words and those of a wide circle of friends, a complex Swift emerges: a restless, combative, empathetic figure, a man of biting wit and powerful mind, and a major figure in the history of world letters.

Edward A. Dennis - Cell Signaling Collection



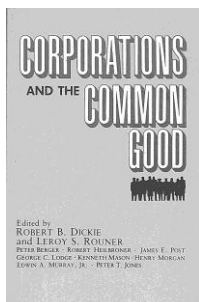
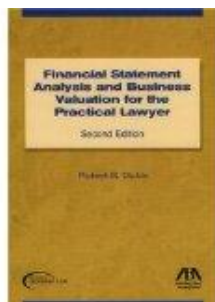
The Cell Signaling Collection comprises four thematic volumes with the most up-to-date research on cell signaling systems:

- I. Functioning of Transmembrane Receptors in Cell Signaling
- II. Transduction Mechanisms in Cellular Signaling
- III. Regulation of Organelle and Cell Compartment Signaling
- IV. Intercellular Signaling in Development and Disease

Cell signaling mechanisms are researched and studied in graduate programs in cell biology, molecular biology, biochemistry, pharmacology, molecular and cellular physiology, and biomedical sciences. These volumes are meant for graduate students and academic and industrial researchers.

Book description: A primary component of cell signaling research, this title covers the principal membrane-bound receptor families, including their structural organization. Written and edited by experts in the field, this book provides up-to-date research on trans-membrane signaling entities and their initiating responses following extracellular stimulation.

**Robert B. Dickie - Financial Statement Analysis
and Business Valuation for the Practical Lawyer
Corporations and the Common Good**

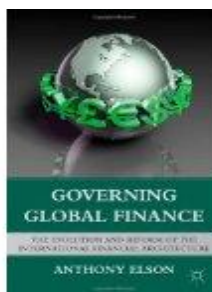
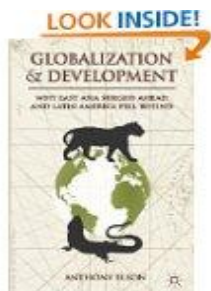


Bob Dickie is a Principal of The Dickie Group, which has earned a national and international reputation at the point of convergence among corporate law, finance, and strategy. His fourth book, Financial Statement Analysis and Business Valuation for the Practical Lawyer, was published by the American Bar Association and was its best seller for 1999 (2d edition 2006).

Written expressly for business lawyers, this best-selling book arms the reader with a practical working knowledge of the skills needed to navigate financial statements, the key metrics for assessing performance and prospects, and the major methods of valuing companies.

Previously, Bob was a tenured Professor at the Boston University School of Management, where his books included (1) Corporations and the Common Good, University of Notre Dame Press, 1986, edited with Leroy S. Rouner, and (2) Foreign Investment and Government Policy in the Third World: Forging Common Interests in Indonesia and Beyond, McMillan's Press in the U.K and St. Martin's Press in the U.S., 1988, co-authored with Thomas A. Layman. The former was a series of essays authored by leading corporate leaders and academics, including Ted Murray (Yale '63), on the role of the corporation in modern society. The latter assessed the dynamic tension in the third world between multinational corporations and host governments and provided counsel, some later applied by the World Bank, regarding the laws, policies, and institutional infrastructure needed to attract foreign capital, keep domestic savings at home, and harness foreign capital and know-how to build host country economies.

Anthony Elson - *Globalization and Development: Why East Asia Surged Ahead and Latin America Fell Behind* and *Governing Global Finance*



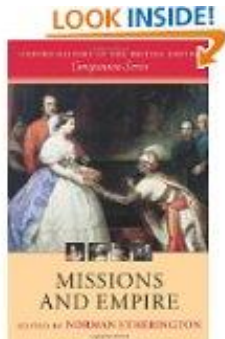
Globalization and Development: Why East Asia Surged Ahead and Latin America Fell Behind. Since the middle of the last century, East Asia and Latin America have followed very different development trajectories, with East Asia rapidly increasing its income per capita in relation to that of the US, while Latin America has fallen steadily behind. This book attempts to explain this divergent outcome by identifying the historical, institutional, and political economy factors that can account for the different economic policy choices that governments in the two regions have made. To a large extent, this book represents the distillation of my thinking about these issues for many years as an academic and professional economist

Governing Global Finance, deals with the international arrangements that governments have put in place to safeguard the operations of the global financial system, which have come to be known as the international financial architecture (IFA). The principal organizations involved in the IFA are the International Monetary Fund, the Bank for International Settlements, the Financial Stability Board, and the G20.

The first part of the book explains how the IFA has evolved since the end of World War II, largely in response to crises associated with the growth of financial globalization.

The latter part of the book deals with the causes of the global financial crisis that erupted in 2007-08, the international response via the IFA, and the ongoing debate about how to reform the IFA in the wake of the recent crisis.

Norman Etherington - *Oxford History of the British Empire*



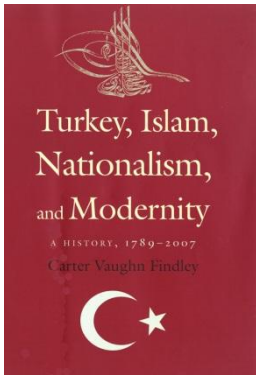
As a Yale undergraduate and graduate student, my aspiration as a writer was to one day have my name in gold letters on the spine of a book that would stand for decades on the shelves of libraries around the world. An invitation to become one of the editors of the *Oxford History of the British Empire* fulfilled that dream.

When I undertook the commission in 1999, I had no idea of the hours, weeks and months it would take to assemble a team of experts and whip the final volume into shape. This book emerged from a long process of consultation, including symposia in Switzerland and Australia.

Even after all that effort, in order to meet the word limit, I had personally to impose line by line cuts on authors who insisted that not a single word could go. The reviews and sales have made it all worthwhile.

Book description: The widespread idea that Christian missions went hand in hand with Imperialism and colonial conquest is challenged here by a group of eminent historians. By showing the variety of missions and the vital role played by indigenous men and women, they place missions in a long historical perspective. Special attention is paid to emerging themes such as the missionary role in anthropology, gender relations, language, medicine, and decolonization.

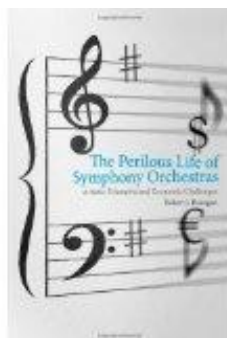
Carter V. Findley – *Turkey, Islam, Nationalism, and Modernity:
A History, 1789-2007*



The summer after I graduated from Yale I came upon a book that looked important for my chosen field of graduate study. The book was Bernard Lewis' *Emergence of Modern Turkey* (1961). I bought it. As I started reading my shiny new book, I began to ask myself, "What would it take to write a book like that?" By the time I finished reading Bernard's book, I also thought it was not as well organized or tied together thematically as it could have been.

Excellent use of primary sources, but too much reliance on writing style instead of structural integration. As time went by, I started asking what it would take to write a book that covered the same subject matter, brought it up to date, and was well tied together thematically and analytically. It took a while to come up with my best answer to that question. How nice for me that Yale University Press noticed it and published it. Its Turkish translation is also doing well in Turkey.

Robert J. Flanagan - *The Perilous Life of Symphony Orchestras*

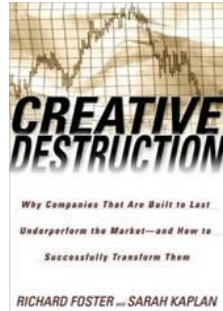
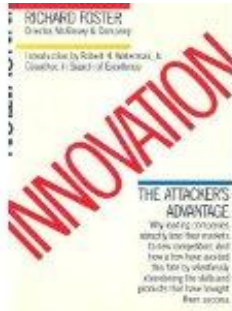


This book explores the paradox that while symphonic music has probably never been performed at a higher level, most symphony orchestras are living on the edge financially. The book demonstrates how the economic jeopardy facing many orchestras (and other performing arts organizations) is rooted in the limited opportunities for increasing productivity in the arts, a situation that produces ongoing cost pressures and structural budget deficits. A decline in the demand for classical music performances (and for most performing arts) exacerbates the jeopardy.

The book also contrasts the experience of orchestras in the United States (where there is little direct government support for the performing arts) and abroad (where governments typically provide large direct subsidies).

Finally, the book analyzes three complementary strategies for addressing orchestras' economic challenges—raising performance revenues, slowing the growth of performance expenses, and increasing non-performance income—and demonstrates that none of the three strategies *alone* is likely to provide economic security for orchestras.

Richard N. Foster - *Innovation: The Attacker's Advantage*
and
Creative Destruction: Why Companies That Are Built to Last Underperform the Market--and How to Successfully Transform Them



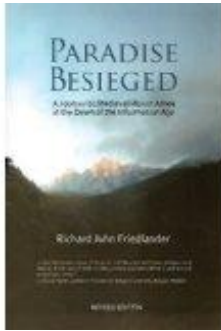
Having completed my B.S. in Chemical Engineering at Yale in 1963, I was surprised to find myself in the Yale Ph.D. program for Engineering and Applied Science. The Ph.D. was awarded in 1966 and I was off to the working life of a young working graduate. Almost nothing I found working had been anticipated in my education. Broad questions about the utility of technological advance that had not been addressed in my education became clear and important to me.

I reflected on these issues for about two decades and then published my first book (*Innovation: The Attacker's Advantage*) on the topic. I was surprised when it became a global best seller and translated into 16 languages. There were still, however, unanswered questions, particularly about the role of the global capital markets in encouraging or discouraging technological advance.

I wrote about that in 2001 with *Creative Destruction: Why Companies That Are Built to Last Underperform the Market--and How to Successfully Transform Them*, and was fortunate enough to have another best seller. My final surprise (so far!) was when the Harvard Business Review cited my books as among the “Great Moments in Management” in the past century.

For the last ten years I have continued to explore the capital market and managerial implications of technological change not only in the US but abroad – China, Latin America, Europe (and particularly Eastern Europe) and gradually Africa.

Richard Friedlander - *Paradise Besieged*



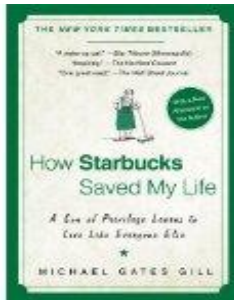
“Why in hell should I care about men who think it is a holy act to give up meat, never wash, and abstain from women and every other form of human intercourse?” That has to be the first question asked by anyone confronting *Paradise Besieged* and unfamiliar with its subject. Relax, you are not alone.

This book is a spiritual journey only as it reveals the humanity of the monks among whom I spent many years, and is odds-on to offend those who are secure in their possession of the One and Only Truth. Change is what this book is really about: the clash of irresistible forces, immovable objects, temporality, and eternity, the tensions without which there is no life. To my chagrin, *Paradise Besieged* has actually been praised by clergy; to my pleasure and astonishment, its surprisingly broad audience has included many women.

Book description: Richard John Friedlander, mediator, church ecclesiarch, and Greek Orthodox Christian agnostic Jew, takes you on a decidedly unorthodox journey to the Holy Mountain of Athos in Greece—a wondrous and wild land where the only residents are monks and no one used the word “change” for over a thousand years.

Born in Brooklyn, a graduate of Yale and Yale Law School, Friedlander became a Greek Orthodox Christian at the Christ-like age of thirty-three and lived for the better part of the next ten years in this outpost of the Middle Ages like a Yankee in the Mother of God’s Court, becoming intimately familiar with the beauty, rigors, and absurdities of monastic life, and learning how to survive, and even thrive, without modernity.

**Michael Gates Gill - How Starbucks Saved My Life:
A Son of Privilege Learns to Live Like Everyone Else**



After I was fired from my job, got divorced, and was diagnosed with a brain tumor, I was spiraling down in vortex of increasing guilt, depression and a sense that my life was over. At that point my daughter Annie suggested that I begin keeping a journal. Reading the journal twelve months after having begun to work as a barista at Starbucks I realized that my former guilt and depression had been replaced with a surprising kind of happiness I had never known before.

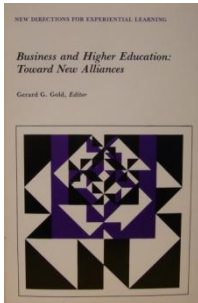
I thought then that sharing my experience might help others when they encountered terrible and unforeseen shocks. Telling my truth that was full of humiliations as well as new learning experiences was not an easy challenge – especially for a former Yale Man and advertising guy. But I found that through writing the book, and telling this truth, it helped me to heal the past and share the unexpected gift of the joy I found in my new life. My book has now been translated into over 20 languages and I am grateful to hear that my story has helped others to create lives they love.

Book description: ... the national bestselling riches-to-rags true story of an advertising executive who had it all, then lost it all—and was finally redeemed by his new job, and his twenty-eight-year-old boss, at Starbucks.

In his fifties, Michael Gates Gill had it all: a mansion in the suburbs, a wife and loving children, a six-figure salary, and an Ivy League education. But in a few short years, he lost his job, got divorced, and was diagnosed with a brain tumor. With no money or health insurance, he was forced to get a job at Starbucks. Having gone from power lunches to scrubbing toilets, from being served to serving, Michael was a true fish out of water. But fate brings an unexpected teacher into his life who opens his eyes to what living well really looks like. The two seem to have nothing in common: She is a young African American, the daughter of a drug addict; he is used to being the boss but reports to her now. For the first time in his life he experiences being a member of a minority trying hard to survive in a challenging new job.

Gerard Gold -

Business and Higher Education: Toward New Alliances



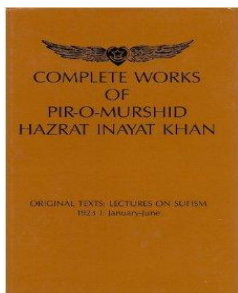
Business and Higher Education: Toward New Alliances developed from national demonstration projects in the 1970s for the non-profit National Institute for Work and Learning. For the U.S. Department of Education, I'd directed a project documenting varieties of community-based education-work collaborative councils.

Some of these councils began to show how better communication and institutional commitments among community leaders, especially local employers and secondary schools and community colleges, could address problems of school-to-work transition, local economic development, and technological and social change.

Aware of these projects, the Council for the Advancement of Learning asked me to invite authors who examined relationships between higher education and employment institutions from multiple points of view, looking to new forms of collaboration.

Donald Avery Graham -

Complete Works of Pir-O-Murshid Hazrat Inayat Khan



After an academic career of 30 years in Arizona, I was invited to become editor-in-chief of the Complete Works of Pir-O-Murshid Hazrat Inayat Khan in Suresnes, France, a suburb of Paris. I worked there from 1998 through 2012.

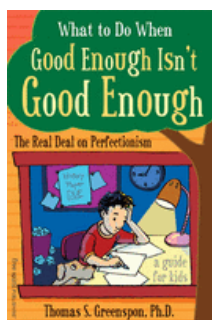
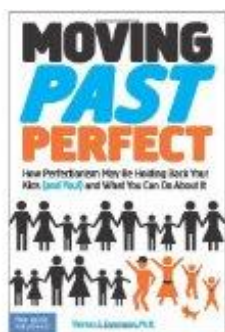
Inayat Khan was an Indian musician and Sufi spiritual teacher who came to the West in 1910 (the first Sufi teacher to do so) and lived in Paris from 1950 to 1957, when he died. We have now published eleven volumes of his lectures and sayings. The complete series will be sixteen or seventeen volumes.

It is a scholarly edition, in which we have returned to the most original sources, in many cases shorthand taken down as Inayat Khan was speaking. He has been widely published, but in a highly edited form that often is quite different from what he actually said. This edition returns to his actual words, so far as that can be ascertained, and footnotes the variations in other manuscripts and in early publications. It is not intended for casual reading, but to form the basis of future editions staying close to Inayat Khan's actual words.

Publication was arranged with a small publishing house, Omega Press of New Lebanon, New York, with the Dutch foundation which supervises the archive providing funds which are paid back as the books sell. About equal numbers of the books have sold in the United States and Europe, with further sales in India.

Thomas S. Greenspon - *Moving Past Perfect:*

*How Perfectionism May Be Holding Back
Your Kids (and You!) and What You Can Do About It*



Moving Past Perfect is an update of my book, *Freeing Our Families From Perfectionism*. It's for parents and teachers who are interested in ways to help young people get beyond perfectionism. Perfectionism is a desire to be perfect (not “almost perfect”), a fear of imperfection, and an emotional conviction that perfection is the route to personal acceptability. For perfectionists mistakes are signs of personal flaws, and the anxiety about making mistakes is a constant burden which interferes with personal serenity and relationship harmony, and, ironically, with performance and personal achievement.

Moving Past Perfect helps readers learn how to create an environment of acceptance, as an antidote to the self-esteem depredations that are the hallmark of perfectionism. *What to Do When Good Enough Isn't Good Enough* is written for middle schoolers, and is best when read along with caring adults.

Book description: Perfectionism is not about doing our best. It's not about the struggle for excellence or the healthy striving for high goals. Perfectionism is about believing that if we can just do something perfectly, other people will love and accept us—and if we can't, we'll never be good enough. That belief is a burden that can negatively affect all areas of a person's life. Fortunately, parents who recognize perfectionistic patterns in themselves, in their kids, or in their families as a whole can make positive changes that will enrich their children's lives and their own.

In this positive, practical book, psychologist Tom Greenspon explains perfectionism, where it comes from, and what parents can do about it. He describes a healing process for transforming perfectionism into healthy living practices and self-acceptance. Parents who want to help their kids move past perfectionism and live happier, healthier lives in which they're free to make mistakes, to learn, and to grow will benefit from this book.

DuPont Guerry - **Melanoma: Prevention, Detection, and Treatment**

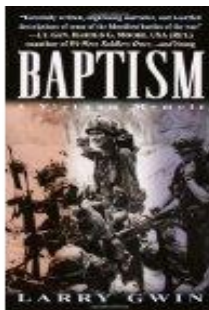


Melanoma is an ever more common skin cancer that is readily recognized (it is most often darkly colored and distinctive in form) by our keenest sense – sight. When found in its early evolution, it is nearly invariably cured with simple, inexpensive, cosmetically uncomplicated, outpatient surgery. When discovered late, it is too commonly lethal. Melanoma: Prevention, Detection, and Treatment, published by Yale University Press and now in its second edition, is a collaboration between a patient, Catherine Poole, and her doctor.

We wrote it for patients, their families, and the public as an accessible and practical guide to addressing melanoma in all its manifestations. Its aims are to prevent, to detect early and cure, to manage the not yet curable, and to palliate physical and spiritual morbidities. It also attempts to make sense of the disease by touching on the biological phenomena that underlie it.

Book description: The incidence of melanoma has increased by 2000% since 1930, and one person dies each hour from the disease. This cutting-edge guide provides scientifically accurate information patients and their families need in order to understand melanoma and its treatment and to receive vital reassurance. It is also a resource for those who want information about preventing the disease or finding it early when it is most curable. Catherine M. Poole, a melanoma survivor and melanoma patient advocate for many national organizations, and Dr. DuPont Guerry, an internationally renowned melanoma expert, have collaborated to provide current, correct, and easily understood information on the disease.

Larry Gwin - *Baptism: A Vietnam Memoir*



Baptism: A Vietnam Memoir

has been in print since publication and has, to date, sold more than 52,000 copies. It chronicles my year as an infantry officer in Vietnam from July, '65, to July, '66. Author and military historian John McManus has described it as "one of the great Vietnam combat memoirs."

Book description: "The 2nd Battalion of the 7th Cavalry had the dubious distinction of being the unit that had fought the biggest battle of the war to date, and had suffered the worst casualties. We and the 1st Battalion."

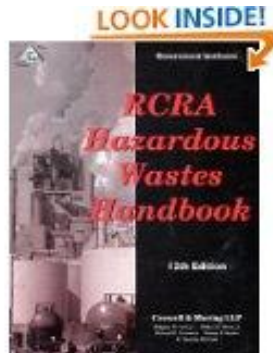
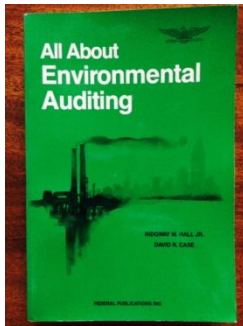
A Yale graduate who volunteered to serve his country, Larry Gwin was only twenty-three years old when he arrived in Vietnam in 1965. After a brief stint in the Delta, Gwin was reassigned to the 1st Cavalry Division (Airmobile) in An Khe. There, in the hotly contested Central Highlands, he served almost nine months as executive officer for Alpha Company, 2/7, fighting against crack NVA troops in some of the war's most horrific battles.

The bloodiest conflict of all began November 12, 1965, after 2nd Battalion was flown into the Ia Drang Valley west of Pleiku. Acting as point, Alpha Company spearheaded the battalion's march to landing zone Albany for pickup, not knowing they were walking into the killing zone of an NVA ambush that would cost them 70 percent casualties.

Gwin spares no one, including himself, in his gut-wrenching account of the agony of war. Through the stench of death and the acrid smell of napalm, he chronicles the Vietnam War in all its nightmarish horror.

Ridgway M. Hall, Jr. –

**All About Environmental Auditing
and RCRA Hazardous Wastes Handbook**

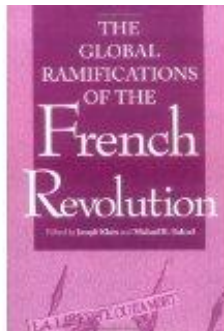
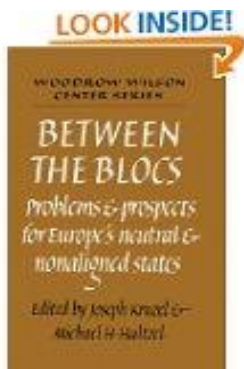


Over the past 40 years of practicing environmental law, I have written dozens of articles, a couple of books (mostly published in limited editions by specialty publishers targeting the environmental professional audience), and a number of conference and course manuals. My most widely known book is All About Environmental Auditing. This book provides guidance to companies conducting an audit of their environmental compliance and possible liability exposures. It discusses how to plan and conduct an audit, the applicable laws and regulations, the means of maintaining confidentiality, and the analysis and successful use of the information resulting from the audit.

The RCRA Hazardous Wastes Handbook examines the latest regulatory and judicial developments involving the Resource Conservation and Recovery Act (RCRA) and provides a clear, practical explanation of its requirements. Issues addressed in this edition include the new provisions regarding recycling, the corrective action program, and the regulation of combustion units; changes in enforcement policy, civil and criminal liability, and citizen suits; and regulations regarding land disposal, underground storage tanks, facilities siting, and municipal solid waste management.

Book description: RCRA Hazardous Wastes Handbook examines the latest regulatory and judicial developments involving the Resource Conservation and Recovery Act (RCRA) and provides a clear, practical explanation of its requirements. Using this book, you will learn how to manage the "field side" of RCRA compliance, including identifying hazardous waste, transporting hazardous materials under EPA and DOT regulations, and disposing of solid wastes. You will also learn how to manage the "paperwork side" of RCRA compliance, working with such documents as RCRA permits, manifests and land ban documents, and underground-storage-tank notices.

Michael Haltzel – *Between the Blocs:*
Problems & Prospects For Europe's Neutral & Nonaligned States,
and *The Global Ramifications of the French Revolution*



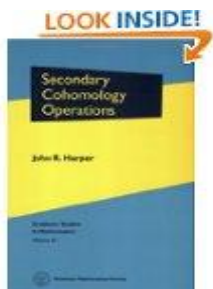
"Between the Blocs:" Problems & Prospects for Europe's Neutral & Nonaligned States"

Book description: Neutrality is no longer an easily defined, static legal concept, but an evolving political practice. In this book, many of the preeminent scholars and political figures who have crafted the shape and meaning of the modern policy of neutrality in their own countries examine the theoretical and practical problems of neutrality and nonalignment in contemporary Europe.

Specific issues examined include the credibility of the security policies and military defenses of the Neutrals; the new challenges of international economic and technological interdependence pushing the Neutrals into closer cooperation with the European Community; and the role of public opinion in supporting policies of neutrality.

"Global Ramifications of the French Revolution". This collection of essays is the first to examine the impact of the French Revolution. The legacy of the French Revolution extends far beyond the borders of France or even Europe—the ramifications of the Revolution of 1789 are truly global and continue to have an impact today. Although the French Revolution was a response to purely domestic concerns, it was immediately noted at the time by observers and many participants that its ideals were universal in scope and that its message traveled well. As a model for both discourse and action, it helped usher in a new age, one we still live in today, of nationalism, constitutional government, mass politics, citizen armies, and popular sovereignty. Twelve authorities analyze the historical and ongoing impact of the French Revolution on American political culture, nationalism and freedom in Eastern Europe, Russian intellectual life, colonial bondage, Middle East politics, the Mexican Revolution, and Chinese socialism.

John Harper - Secondary Cohomology Operations



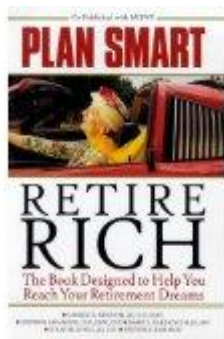
The book develops the theory of secondary cohomology operations in terms of elementary constructions in general homotopy theory. Cohomology is a method for attaching algebraic invariants to topological spaces. The algebraic structures that emerge can serve to distinguish spaces, especially in high dimensions. The book is intended for graduate students and research mathematicians interested in algebraic topology.

Book description: Although the theory and applications of secondary cohomology operations are an important part of an advanced graduate-level algebraic topology course, there are few books on the subject. The AMS fills that gap with the publication of the present volume.

The author's main purpose in this book is to develop the theory of secondary cohomology operations for singular cohomology theory, which is treated in terms of elementary constructions from general homotopy theory. Among many applications considered are the Hopf invariant one theorem (for all primes p , including $p = 2$), Browder's theorem on higher Bockstein operations, and cohomology theory of Massey-Peterson fibrations.

Numerous examples and exercises help readers to gain a working knowledge of the theory. A summary of more advanced parts of the core material is included in the first chapter. Prerequisite is basic algebraic topology, including the Steenrod operations. The book is geared toward graduate students and research mathematicians interested in algebraic topology and can be used for self-study or as a textbook for an advanced course on the topic.

Stanfield Hill - *Plan Smart, Retire Rich*



As a member for many years of a team of fellow attorneys in the marketing department of Mutual of New York (now part of AXA-Equitable), I enjoyed teaching agents and counseling their clients with a variety of tax saving and investment ideas, as well as estate and business planning devices.

We decided to publish some of the more popular arrangements in Smart Assets, which generated a sequel, *Plan Smart, Retire Rich*. (As a co-author, it was a lot of fun promoting these at a Barnes & Noble book signing gig in NYC.) In an earlier effort, I added a chapter on “split- dollar” life insurance to the book Business Insurance Agreements, which was given to clients’ counsel as a guideline for drafting documents.

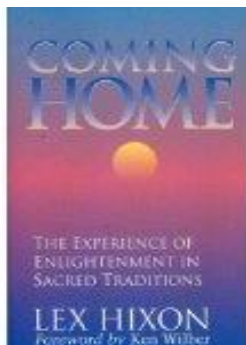
Book description: Today's changing social fabric means more Americans than ever are responsible for their own retirement security. *Plan Smart, Retire Rich* helps take the mystery out of retirement planning with profiles that readers can match to their personal goals, needs, and resources.

This hands-on guide -- from the retirement experts at MONY -- leads the reader through the creation of a powerful, personal financial plan. Guidelines to leverage the power of one's assets and resources include:

- A comprehensive range of retirement plans and techniques
- Strategies to turn a 401(k) into a wealth-building vehicle
- Common mistakes many investors make, and ways to avoid them

Alexander Paul “Lex” Hixon, Jr. - *Coming Home:*

The Experience of Enlightenment in Sacred Traditions

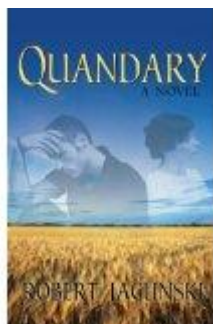


The trajectory of Lex Hixon’s adult life was set in motion by a book he read as part of a Comparative Religion course during his senior year at Yale, about an Indian saint who taught that all the major religious traditions are true. For 30 years Lex traveled the globe making first-hand explorations of various initiatory lineages, always maintaining the clear and balanced overview expressed in his first book, *Coming Home: The Experience of Enlightenment in Sacred Traditions.*

Lex studied with sufis beginning in 1980, participated in the Hajj, and wrote about these experiences in *The Heart of the Qur’an* and other writings. He also participated in and wrote about Tibetan Buddhism and the Divine Mother Tradition of Bengal. When Lex became ill in 1995, he was preparing to go to Japan to be installed as a teacher of Zen Buddhism. Instead, he worked to finish the book *Living Buddha Zen*, about the studies he had undergone to become a Zen teacher.

Book description: Hixon provides a somewhat idiosyncratic yet fascinating and informative view of ten paths to enlightenment, moving from the contemplative views of Heidegger and Krishnamurti through the tantrism of Ramakrishna and the naturalism of Ramana Maharishi to the Zen ox-herding pictures, Mother Serena (a contemporary Rosicrucian teacher), the Hasidic masters, and Paul of Tarsus seen as a mystic announcing the new age of divine-human union. Included are Hixon's consultations of the I Ching and an explication of Turiya as taught by Advaita Vedanta and experienced by Hixon with Swami Nikhilananda as his teacher.

Robert Jacunski - *Quandary*



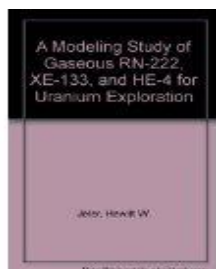
Robert Jacunski played end on the 1959 undefeated Yale freshman football team and on the 1960 undefeated Yale football team. He then transferred to Marquette University, where he earned a degree in English. He worked for the New Haven Register and for the Southern New England Telephone Company. In 2007 he published a novel, *Quandary*, about a mysterious outbreak of impotence in a Kansas farming community. The novel explores the various reactions of people to impotence, and how the choices they make affect many lives.

Book description: It's 1968 and sexual freedom is in vogue when a sudden outbreak of impotence strikes a Kansas farming community. Dr. Charles Winston and town leaders are soon afflicted and in a quandary. They feel powerless as frustration and depression spread, tragedy strikes and violence erupts.

The doctor fears that the local epidemic, if unchecked, will spread and eventually end the human race. This fascinating first novel candidly explores the reactions of people to impotence and how the choices they make affect many lives.

Quandary appeals to mature readers who enjoy a fast-paced mélange of humor, mystery, romance, religion, and psychology.

Hewitt Jeter - *A Modeling Study of Gaseous Rn-222, Xe-133, and He-4 for Uranium Exploration*

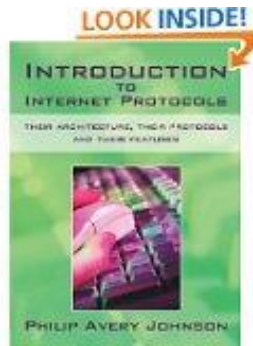
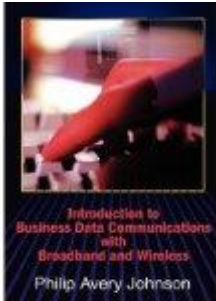


A Modeling Study of Gaseous Rn-222, Xe-133, and He-4 for Uranium Exploration was developed under contract for the United States Department of Energy, and published in 1980 as part of a national program to evaluate uranium resources.

The study is a mathematical simulation of the dispersion of gaseous decay products away from a uranium deposit in order to determine whether the deposit could be detected remotely by analyzing these decay products in overlying soil or rock layers.

I was assigned this research project while I was the manager of a radiochemistry laboratory at Teledyne Isotopes in Westwood, NJ. Prior to this I graduated from Yale with a B.E. degree in Chemical Engineering, served four years in the Navy, received a Ph.D. degree in oceanography from Oregon State University, and performed two years of research for the Navy through the Defense Advanced Research Projects Agency.

Philip A. Johnson - *Introduction to Internet Protocols* and
*Introduction to Business Data Communications
with Broadband and Wireless*



I have written three books since graduating from Yale.

The first book, *Introduction to Business Data Communications with Broadband and Wireless* (2002), was written because I had the responsibility of teaching an MBA course in telecommunications in the Business School at William & Mary, and could not find a textbook that dealt with the real world.

The second book, *Introduction to Operating Systems* (2004), was written when I was teaching at Hampton University.

The third book, *Introduction to Internet Protocols* (2010), grew out of my experience serving on various national and international bodies concerned with specifying maintenance and operational standards for the Internet. I wanted to capture that experience in a brief book that would assist others who might become involved in the standards process.

Book description: This book discusses the architecture, protocols and features of TCP/IP and OSI. Of note is the discussion of protocol layering, hiding of information and the client-server principles underlying the various protocols, as well as a selection of various features of TCP/IP.

William F. Kay – California Public Sector Labor Relations



This comprehensive treatise, updated each year, provides expert analysis of the labor relations statutes and case law covering California public sector labor relations. It is used by courts and by labor relations practitioners covering employees of over 4,000 state and local government units.

The treatise grew out of my discussion in 1986 with the General Counsel of the California Teachers Association, in which we both decried the quality of the legal work being done by both management and union attorneys. We concluded that one of the reasons for this less than sterling performance was the lack of a comprehensive treatise.

From that initial discussion we outlined a strategy for a comprehensive treatise. In the process we engaged over 50 union and management practitioners from the Labor Relations Section of the State Bar. This was a two-year labor of love involving the two originators and several key individuals.

Book description: California Public Sector Labor Relations brings you the authoritative, comprehensive guidance you need to answer most any question related to public sector labor relations in California in one convenient resource.

This comprehensive treatise provides labor attorneys, public sector employee organizations, public sector human resource personnel, and state and local public agency managers with an expert analysis of the statutes, case law, regulations, procedure, and agency decisions -- including PERB -- governing public sector labor relations in California.

This single volume offers broad coverage of the employer-employee relationship at all levels: state and local government, public school, community college, and state university.

Lindsey Kiang - Huynh Phuong Dong: Visions of War and Peace

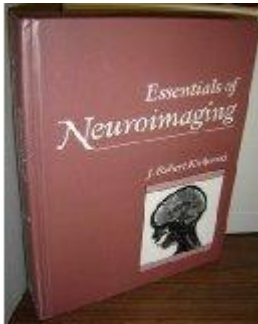


The Vietnam War affected everyone in our Class, in one way or another. I myself did not participate in the War, but I went to Vietnam many years later. My numerous visits and interactions with the Vietnamese people made the history of the war come alive for me. This book, *Huynh Phuong Dong: Visions of War and Peace*, is a portrait of one of Vietnam's most beloved artists, whom I met during my earliest visits. An artist trained in the former French Fine Arts Academy in Hanoi, Mr. Dong's career as an artist was interrupted before it even started, as he spent nearly 30 years of his life in the army, fighting first the French and then the Americans. During those long years of war, he managed to record and document prodigiously the people and the events in the war-torn provinces surrounding the city of Saigon. At a time when it was unheard of for individuals to have cameras, Mr. Dong's paintings and sketches were a valuable part of the historical record of the Viet Cong's war in the South. I hope that the book will show not only that Fine Art knows no national boundaries, but also that the antagonists in that tragic war had much in common at the basic human level.

Book description: A richly illustrated introduction to the life and work of one of Vietnam's most esteemed artists. Produced in Vietnam under the auspices of the Indochina Arts Partnership and the Saigon Cultural Publishing House, this volume presents the work of Vietnamese artist Huynh Phuong Dong. He distinguished himself as a combat artist, creating sketches and drawings of scenes of battle, troops in action, and daily life in the guerilla bases, along with portraits of his comrades, both leaders and ordinary soldiers.

Many battle scenes are presented in nightmarish shades of red, reflecting the horror of combat. Dong's portraits are more intimate; he knew each subject and many of them did not survive the war. Dong himself was wounded in action in 1951 and again more seriously in 1969 during a B-52 air raid. He fought for twelve years and was separated from his wife for a decade. But he survived and in the process created a body of work that has come to be treasured in his country

J. Robert Kirkwood - Essentials of Neuroimaging



Essentials of Neuroimaging is a teaching book for senior radiology students preparing to take their American Board of Radiology examination. As an Associate Professor at Tufts University Medical School, teaching residents, I found that there was no good text for this purpose.

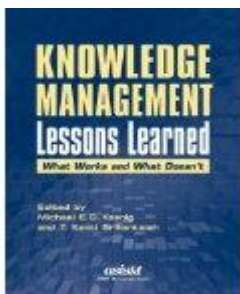
So, with great anxiety, I decided to do the book. Reviews were excellent. The New England Journal of Medicine, which normally doesn't review radiology books, began by saying, "Here is an excellent text." Writing the book, while practicing clinical work full time, was a two-year (X2) project that took me away from leisure family life.

Writing is awful; to have written is wonderful – for me. I am glad that I wrote the book, as it helps residents enormously, and the patients they will serve, and satisfied my wish to contribute to the medical profession in a global way. Thankfully, my family knew the importance, and supported the effort.

Book description: This is an introduction to neurological imaging, covering all elements essential to understanding how to make decisions about what modality to use for each neurological disease.

It is designed to serve as an introduction to the field, focusing on essentials for accuracy of diagnosis. It is heavily illustrated, including MRI. In most instances, the same patient is used to show how direct correlation between the various modalities.

Michael E. D. Koenig – *Knowledge Management*



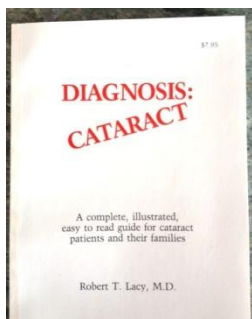
This book is one of a series edited or co-edited by Mike Koenig on the subject of Knowledge Management (KM). KM can most easily be defined as equal parts of LIS (Library and Information Science), ICT (Information and Communication Technology), and HR (Human Relations) – not just organizing and communicating information more effectively, but changing the culture of the organization to make that happen.

Koenig lists more than 100 peer-reviewed publications on his vita. He has been the Dean of the Graduate School of Library and Information Science at Dominican University and Dean of the College of Information and Computer Science at Long Island University, where he is currently a Professor. He is a Past President of the International Society for Scientometrics and Infometrics.

Book description: *Knowledge Management* (KM) is an effort to increase useful knowledge in the organization. It is a natural outgrowth of late twentieth century movements to make organizational management and operations more effective, of higher quality, and more responsive to constituents in a rapidly changing global environment. This document traces the evolution of KM in organizations and the most influential research and literature in the field.

It also presents an overview of selected common and current practices in knowledge management, including the relationship between knowledge management and decision making, with the intention of making a case for KM as a series of processes and not necessarily a manipulation of things.

Rob Lacy - Diagnosis: Cataract

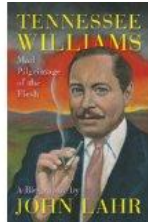
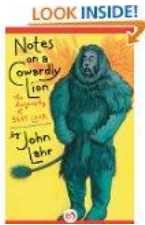


Diagnosis: Cataract

was written at a time when the technology for cataract surgery and intraocular lens implants was in its infancy. The book was written as a guide for patients with cataracts and considering cataract surgery.

Over a span of two years it sold about 6,600 copies. So many technological advancements have been developed over the past 30 years that the book is only of modest historical interest today and woefully outdated.

John Lahr – - Notes on a Cowardly Lion - Sinatra - Coward the Playwright - Tennessee Williams: Mad Pilgrimage of the Flesh



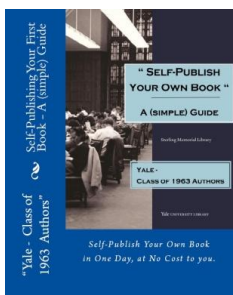
Book description: John Lahr's stunning and complex biography of his father, the legendary actor and comedian Bert Lahr. Part biography, part history of American show business, Notes on a Cowardly Lion is John Lahr's masterwork: an all-encompassing biography of his father, the comedian and performer Bert Lahr. Best known as the Cowardly Lion in MGM's classic *The Wizard of Oz*, Lahr was a consummate artist whose career spanned burlesque, vaudeville, Broadway, and Hollywood.

While he could be equally raucous and polished in public, Lahr was painfully insecure and self-absorbed in private, keeping his family at arm's length as he quietly battled his inner demons. Told with an impressive objectivity and keen understanding of the construction—and destruction—of the performer, Notes on a Cowardly Lion is more than one man's quest to understand his father. It is an extraordinary examination of a life on the stage.

John Lahr has produced a theater biography like no other. Tennessee Williams: Mad Pilgrimage of the Flesh gives intimate access to the mind of one of the most brilliant playwrights of his century, whose plays reshaped the American theater and the nation's sense of itself. This deeply researched biography sheds light on Williams's warring family, his lobotomized sister, his guilt, his plays, his sexuality and numerous affairs, his misreported death, even the shenanigans surrounding his estate.

Here, in the sensational saga of Williams's rise and fall, Lahr captures not just the man's tempestuous public persona but also his backstage life, where Marlon Brando, Anna Magnani, Bette Davis, Maureen Stapleton, Diana Barrymore, Tallulah Bankhead, and Elia Kazan have scintillating walk-on parts. This is biography of the highest order: a book about the major American playwright of his time written by the major American drama critic of his time. 80 photographs

Jon H. Larson - **Self-Publish Your Own Book – a (simple) Guide**
Yale Class of 1963 Authors



Yale Class of 1963 - "Books by Class Authors"

This book seeks to motivate and enable readers to Self-Publish their own book(s).

Part I - "Self-Publish Your Own Book"

is an easy to follow step by step Guide that you can follow to self-publish your own book. It walks the reader through the process using the new generation of low cost and simple to use tools and services available online over the Internet to: 1) Complete your book into publishable form as a Hardcover or a Softcover book, and in Digital form as an eBook, 2) Introduce it into the distribution channels that will generate you sales revenue, and recognition and celebrity, at minimum upfront investment cost.

Part II - Yale Class of 1963 Authors

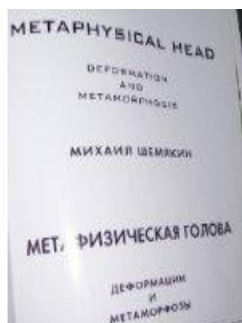
presents a collection of more than 100 books published by 80 Yale Class of 1963 authors, spanning an almost inconceivable variety of subject matters -- literary, artistic, musical, medical, legal, religious, scientific, historical, mathematical, political, autobiographical, and many more. It is a striking display of the many directions in which Yale 1963 classmates have taken their talents since graduation over a half century ago

Part III - Collective Wisdom of the Published Authors

Some of these books were self-produced using the new tools available today. Intimate Tips and Advice from the experienced Yale Class of 1963 published authors are shared with the reader.

Almost all of these books can be purchased online in hardcover, paperback, and electronic download form. This collection was assembled originally by Layton McCartney with the urging and support of 50th Reunion chairman Guy Struve for presentation at Sterling Memorial Library associated with the 50th Reunion of the Class of 1963.

Frank S. Letcher - *Mihail Chemiakin: Metaphysical Head:
Deformation and Metamorphosis*



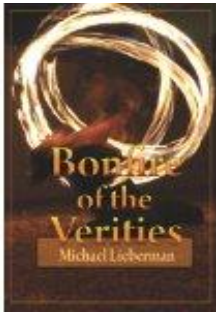
*Mihail Chemiakin: Metaphysical Head: Deformation and
Metamorphosis*

was published by me in 1994 together with FERzT Books as a result of my friendship with Chemiakin whom I consider to be the greatest living Russian artist.

I have nurtured that deep interest in Russian language and culture which was instilled in me by Yale. I asked Misha to prepare a lecture on the subject of the human head for the Russian Neurosurgical Society in St. Petersburg.

This book is the substance of that lecture: an explication of his artistic theory of metaphysical synthetism as applied to the evolution of images of the human head. In 2001, James H. Billington added this book to the Library of Congress.

Michael Lieberman - *Bonfire of the Verities*

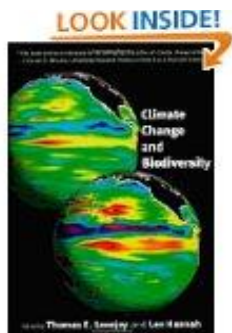


Although a research physician, I have had a second focus as a poet (and more recently as a novelist). Poetry has been my way of investigating those aspects of life not subject to empirical observation and demonstration, a way to process how one feels about the world rather than what one thinks about it. I have dealt with many subjects in my poems.

A book coming out this year *Bonfire of the Verities* treats the issues of faith, doubt, and those truths and beliefs we must discard as we age. Remnant is my attempt to process the Holocaust. There is nothing more to say other than the poems must speak for themselves. Far-From-Equilibrium Conditions takes as its premise the idea that like physical and political events (earthquakes, the market crash of 1929, and so on) authentic poetic experiences/revelations are outside the usual and put one in an emotional state of disequilibrium.

Book description: Res ipsa loquitor—the thing speaks for itself—as the lawyers say. But does it? Not in Michael Lieberman's new book of poems, *Bonfire of the Verities*. What speaks here is doubt and the commitment to cast aside the apparent truths we all accumulate. Those verities are what are tossed onto Lieberman's bonfire.

Thomas Lovejoy - *Climate Change and Biodiversity*

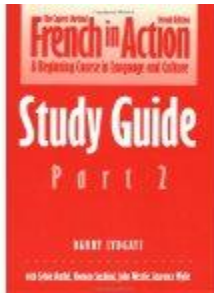


This is my second book on the interaction between climate change and the natural world (species and ecosystems). The first also published by Yale was 1992 when the best one could do was look at past (geological time) change and try and project forward. By the time this one was published in 2005 some early impacts were evident. So much has transpired since then that Lee Hannah and I are just starting a completely new book on the subject. Included in it will be the “good news” that proactive ecosystem restoration at scale (e.g. reforestation) could take back some of the atmospheric CO₂ burden and avoid maybe half a degree of climate change.

Book description: “*Climate Change and Biodiversity* provides the up-to-the-minute overview of this complex global interaction. It is a book of monumental importance to present to future generations and is a keystone work for science, policy and public understanding alike. Anyone concerned about the future of our planet and humanity needs this book.” -Bruce Babbitt, former U.S. Secretary of the Interior.

“A well-written treatise on the past, present, and future effects of climate change on plant and animal biodiversity... It is destined to become a classic.” -Choice. “This book makes a timely contribution in an important area. It is the only up-to-date, comprehensive, single book that covers the field of biodiversity in the context of climate change.” -Brian Walker, CSIRO Sustainable Ecosystems, Canberra. “This book will be a milestone in the emerging discipline of climate change biology. No issue is more important for the global environment; the impressive line-up of experts here gives it definitive coverage.” -Edward O. Wilson, Harvard University.

Barry Lydgate - *French in Action:*
A Beginning Course in Language and Culture



Barry Lydgate teaches at Wellesley College.

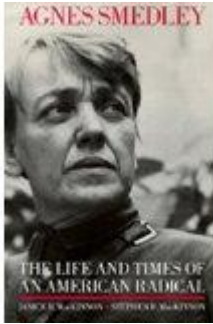
French in Action:

A Beginning Course in Language and Culture,

co-authored with Pierre J. Capretz and others, was first published in 1987, with subsequent editions in 1994 and 2013.

It is a wide-ranging introduction to French language, history, and culture.

Stephen R. MacKinnon - *Agnes Smedley:*
The Life and Times of an American Radical



Agnes Smedley: The Life and Times of an American Radical (1988), written with my wife Janice Rachie MacKinnon, cemented the authors' marriage through a joint quest to understand the life story of one of America's more remarkable international journalists and feminists.

Smedley spent more than a decade after 1929 reporting on the Chinese revolution, and died suddenly in 1950 while under investigation by the FBI and Joe McCarthy for treason.

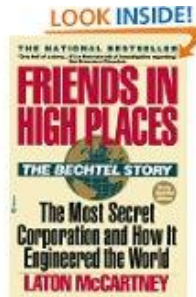
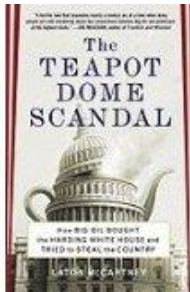
Book description: Country school teacher, birth control pioneer, socialist journalist, freedom fighter, writer--Agnes Smedley (1892-1950) was on the battlefield of American politics, the Indian struggle for independence, and the Chinese Communist revolution.

In this coherent, intelligible, and engaging book, the MacKinnons offer us a superb portrayal of one of the most significant female political figures in recent American history.

A more recent book ; *Wuhan, 1938: War, Refugees, and the Making of Modern China* (2008) focuses on the siege of Wuhan, which was the turning point militarily and politically in the Great War of 1937-1945 between Japan and China.

In addition to the military history, the book describes the societal changes associated with the massive flight of refugees through Wuhan and the reshaping of culture and intellectual life in wartime China. I am pleased to say that the book in translation has reached a large audience in China.

Laton McCartney - The Teapot Dome Scandal
- Friends in High Places



In the interest of full disclosure, I should mention that my family benefited from some of the ill-gotten gains associated with the Teapot Dome affair. In 1935, my father, Frederick Laton McCartney, then going into his senior year at Yale, spent the summer in Europe. By the time he got to Paris in late August, my father was flat broke. Desperate, he called the only person he knew in the city, Harry M. Blackmer, and asked for a loan, explaining that he was Fred McCartney's son.

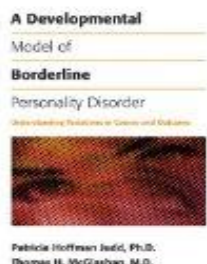
After satisfying himself that my father was telling the truth, Blackmer asked him to come right over to his apartment. There, my father enjoyed a lavish dinner with the old rogue and his Norwegian ingénue. Blackmer pumped him for news from home, and later presented him with \$150 – a sizable sum in 1935 and more than enough to sustain my father until his ship departed a few days later.

Book description: *Friends in High Places*. The title reflects the author's characterization of the 80-year-old Bechtel Group, America's largest private company, which has incalculable resources and influences not only on U.S. foreign policy but on world events as well. Starting with its founder, entrepreneur Warren Bechtel, who built roads, railroads and other major projects like the Boulder Dam (constructed in alliance with Henry J. Kaiser), this engrossing account by freelance journalist McCartney traces the growth of the engineering firm's international operations under the leadership of the son and grandson during WW II and after, when the company won contracts for ships, planes, the Alaska Pipeline and nuclear plants.

The group's executives, McCartney contends, have filled or still occupy key posts in the White House, State Department, Pentagon and CIA, or have become CEOs of companies ready to further or protect Bechtel interests. The author also provides behind-the-scenes insights as to how the group covers up, if needed, questionable enterprises and conflicts of interest.

Thomas H. McGlashan –

A Developmental Model of Borderline Personality Disorder



Psychosis, also known as schizophrenia, is a serious mental disorder that develops in men and women most frequently between 15 and 30 years of age. The most well-known symptoms are hallucinations and delusions; the less well-known are incapacities in working and relating to others.

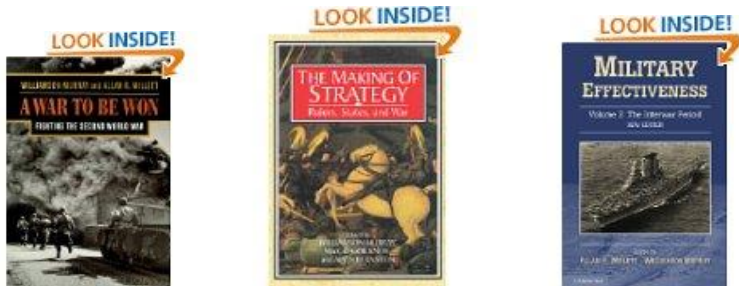
The disorder, once developed, must be treated indefinitely because it is irreversible once it has become full-blown. However, the signs and symptoms of psychosis initially develop over a period of months or years in late adolescence and early adulthood, and if it can be identified in this state of “psychosis-risk”, treatment can prevent some, if not all, of the life-long damage that comes with the full-blown disorder. This book is a descriptive/diagnostic manual that provides clinicians with the knowledge and the means for identifying persons in this stage of psychosis-risk.

Book description: Patients with borderline personality disorder (BPD) are among the most challenging patients for clinicians to treat. Their behaviors and emotions can shift abruptly. As a result, these patients can seem like therapeutic moving targets, and improvement can be vexingly slow. *A Developmental Model of Borderline Personality Disorder* is a landmark work on this difficult condition.

This book Introduces the reader to a multidimensional and integrated etiologic model of BPD: Informs treatment -Helps clinicians develop the understanding and empathy needed to deal with difficult patient behaviors - Gives strategies for designing psychotherapy in tandem with psychosocial services to help patients with BPD improve or sustain functioning in the community. *A Developmental Model of Borderline Personality Disorder* combines rich clinical case descriptions with an integrated theoretical model that captures the complexities of BPD. This book is a first-rate clinical resource that reads like a novel, illuminating the disorder to help interpret its causes and course. It will inspire and encourage clinicians, along with patients and their family members, to strive for success in treating this difficult disease.

Williamson Murray – - A War To Be Won

- The Making of Strategy - Military Effectiveness



These books represent three of a number of works that I have authored by myself, co-authored, or edited. They represent the fruit of my Yale education (B.A. 1963; Ph.D. 1975) and hard work since then. I have aimed my literary efforts at three distinct audiences: those in the general public interested in history, scholars, and officers in the armed forces of the United States as well as those who craft strategy to address the problems raised by a complex and dangerous world.

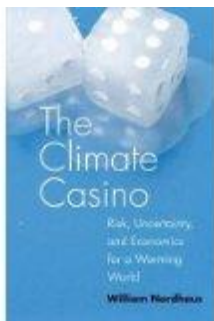
Book description: In the course of the twentieth century, no war looms as profoundly transformative or as destructive as World War II. Its global scope and human toll reveal the true face of modern, industrialized warfare. Now, for the first time, we have a comprehensive, single-volume account of how and why this global conflict evolved as it did. A War To Be Won is a unique and powerful operational history of the Second World War that tells the full story of battle on land, on sea, and in the air.

Williamson Murray and Allan R. Millett analyze the operations and tactics that defined the conduct of the war in both the European and Pacific Theaters. We see how strategies were crafted and revised, and how the multitudes of combat troops struggled to discharge their orders.

A War To Be Won is the culmination of decades of research by two of America's premier military historians. It avoids a celebratory view of the war but preserves a profound respect for the problems the Allies faced and overcame as well as a realistic assessment of the Axis accomplishments and failures. It is the essential military history of World War II--from the Sino-Japanese War in 1937 to the surrender of Japan in 1945--for students, scholars, and general readers alike.

William Nordhaus –

***The Climate Casino:
Risk, Uncertainty, and Economics for a Warming World***



Having written many mathematically inclined and largely unreadable books and articles on macroeconomics and the environment, I decided to try a popular book on global warming. Much encouraged and inspired by classmate Tom Lovejoy, I planned to do it in three months but it took three years. Yale Press advised me to remove all equations from the text, although they would be allowed in endnotes.

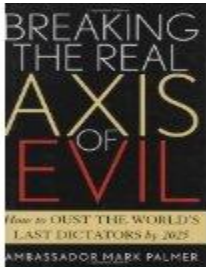
Above all, I am stunned by the quantity and quality of books that have come from our class and are collected in this compendium. Keep writing.

Book description: Climate change is profoundly altering our world in ways that pose major risks to human societies and natural systems. We have entered the Climate Casino and are rolling the global-warming dice, warns economist William Nordhaus. But there is still time to turn around and walk back out of the casino, and in this essential book the author explains how.

Bringing together all the important issues surrounding the climate debate, Nordhaus describes the science, economics, and politics involved—and the steps necessary to reduce the perils of global warming. Using language accessible to any concerned citizen and taking care to present different points of view fairly, he discusses the problem from start to finish: from the beginning, where warming originates in our personal energy use, to the end, where societies employ regulations or taxes or subsidies to slow the emissions of gases responsible for climate change. Nordhaus is arguably the world's leading thinker on the economics of global warming. A Yale professor and president of the American Economic Association, he brings unassailable credibility to the central message of his new book: Climate change is an urgent economic issue with impacts that bear spiraling costs.

Robie Marcus Hooker “Mark” Palmer

– *Breaking The Real Axis of Evil:
How to Oust the World’s Last Dictators by 2025*



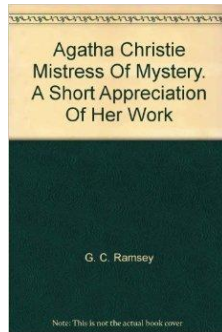
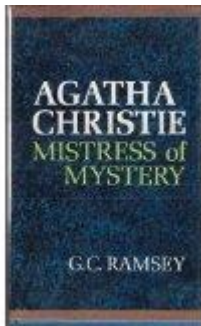
Mark Palmer had three careers after leaving Yale. First, he spent 26 years as a Foreign Service officer, co-writing President Reagan’s 1982 Westminister speech (which led to the National Endowment for Democracy) and helping to accelerate the fall of Communism in Eastern Europe as United States Ambassador to Hungary.

Second, after the fall of the Berlin Wall, Mark founded an investment company to bring capitalism to the former Communist countries of Eastern Europe, including the first independent national commercial television stations in six post-communist countries. Third, Mark worked untiringly to advance the spread of democracy around the world, writing *The Real Axis of Evil: How to Oust the World’s Last Dictators by 2025* and two manuals for diplomats and military officers on how they can support those struggling for freedom around the world.

Book description: In *Breaking the Real Axis of Evil*, ambassador Mark Palmer has the gumption to argue what diplomats and political leaders dare not speak: that global peace will not be achieved until democracies replace the world’s remaining dictatorships. We know that these dictators are at the root of terrorism and war.

Under their stony gaze, millions have gone to their deaths, a great tidal wave of refugees has swept across the planet, and nations have been driven into poverty, famine, and despair. Drawing on over 25 years of extensive diplomatic experience, Ambassador Palmer asks us to embrace a bold vision of a world made safe by democracy. This is the story of the last 46 dictators, the strategy and tactics to oust them, and the need to empower the people of every nation to control their own destinies.

Gordon Clark Ramsey - Agatha Christie: Mistress of Mystery



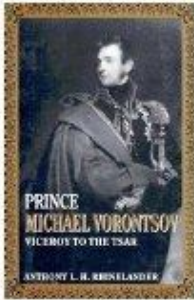
Gordon Ramsey's *Agatha Christie: Mistress of Mystery* (1967) was the first biography of Dame Agatha Christie, and Gordon was the only one of Christie's biographers to have known Dame Agatha personally.

Gordon's love of literary mysteries was recognized in 2007, when Yale's Sherlock Holmes Society made him an honorary member in appreciation of a lecture he gave there.

Gordon was Assistant Executive Director of the Association of Yale Alumni during its formative years. He taught at the Worcester Academy and the University of Hartford. Gordon was an exceptional classical keyboard musician, and played the organ for the Class of 1963's first Memorial Service at the 40th Reunion

Anthony L. H. Rhinelanders –

Prince Michael Vorontsov: Viceroy to the Tsar



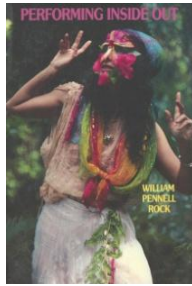
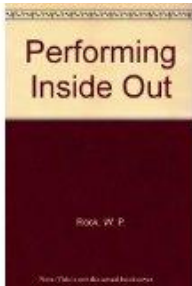
As an undergraduate at Yale I studied the Russian language and majored in Russian Area Studies. Inspired by Firuz Kazemzadeh, one of my favorite professors, I decided to study the country of Georgia and its relationship to Russia. I completed my Ph.D. at Columbia University, where I studied the Georgian language.

I taught Russian History for 35 years at St Thomas University in Canada, designing among others a course in the history of Russian imperialism from the time of Ivan the Terrible to the formation of the Soviet Union. My research interests included studying the biographies of Russian imperial officials who organized the incorporation and administration of Georgia and the other Caucasian territories. One of the most interesting of those officials was a Russian aristocrat named Michael Vorontsov (1782-1886). My biography of him, entitled *Prince Michael Vorontsov: Viceroy to the Tsar*, was published by McGill-Queens University Press in 1990.

Book description: In *Prince Michael Vorontsov*, Anthony Rhinelanders describes Vorontsov's pragmatic approach within a bureaucracy of legendary inefficiency and corruption. In New Russia Vorontsov dealt with problems such as famine and disease and helped to keep serfdom and religious persecution out of his territory. In Caucasia he made the local administration more effective by appointing Caucasian officials who were far more sensitive to the area's particular problems than were their Russian predecessors.

In fact, Vorontsov's Caucasian experience has relevance today it was recently suggested that present-day Soviet officials might have avoided some difficulty when dealing with Afghan rebels had they employed Vorontsov's tactics in handling armed guerillas. Rhinelanders, whose extensive research included archival material available only in the Soviet Union, has written the first serious work on Vorontsov in English. Prince Michael Vorontsov will engage the interest and imagination of the general public and the historian.

William Pennell Rock - *Performing Inside Out*



ORIGINS is the organization I created to produce works of performing art based on ancient principles of sacred performance and contemporary methods of Jungian based psychodrama. The creative process combines psychotherapy, performance art, and mysticism. I have produced *ORIGINS* events throughout the U.S. and Europe as well as in Bali for many years, with great satisfaction and considerable success. *Performing Inside Out* describes the four stages of the *ORIGINS* process: CHAOS, DREAM, MYTH, and RITUAL.

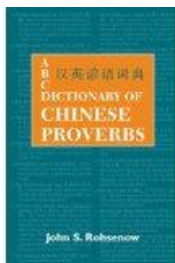
It is about Theater.
It is about passion.
It is about myth.
It is about making authentic ritual drama.
It is about the process of individuation.
It is about dream.
It is about the entertainment of the future.
It is about good and evil.
It is about transformation.
It is about performing.
It is about the Spirit of Nature
It is about masks.
It is about Apollo and Dionysus.
It is about existence.
It is about our Time.
It is about Monsters.
It is about Being.
It is about survival.
It is about Nothing.
It is about the One.

John S. Rohsenow –

- *A Chinese-English Dictionary of Enigmatic Folk Similes*

- *ABC Dictionary of Chinese Proverbs (Yanyu)*

- *Modern Chinese Characters*

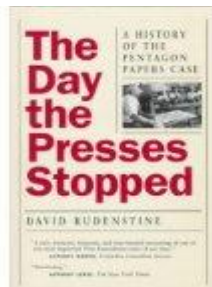


These books are some of the product of my forty years academic career of research and teaching linguistics and Chinese, primarily at the University of Illinois at Chicago, and in China and Taiwan. My *A Chinese-English Dictionary of Enigmatic Folk Similes* (Xiehouyu) [University of Arizona Press, 1991] is a collection of a little studied but extremely widespread popular expressions commonly used in spoken Chinese by which something is described metaphorically, but the resolution of the simile (often humorous) is left unsaid, thus leaving non-native speakers of Chinese (like me) in the dark as to the true meaning intended. This work received a Charles Tuttle Award for publications on Asian languages in 1992.

My *ABC Dictionary of Chinese Proverbs* (Yanyu) [University of Hawaii Press, 2001] is a similar collection/translation of 4000 commonly used Chinese Proverbs, both spoken and written in literature. It was reprinted in 2003, and also reprinted in China by the Hanyu Da Cidian Press, Shanghai, 2002.

Modern Chinese Characters [Beijing: Sinolingua Press, 1994] is a reference textbook for students of Chinese interested in learning more about the history and structure of Chinese characters, especially as they are now used in mainland China. Chinese characters, with their unfamiliar rectangular outlines and complex structures, often appear to foreign learners to be an insuperable stumbling block. In fact, however, as long as the basic rules are grasped and right methods employed, it is not too hard to get started and it is also quite possible to gain a firm mastery of the written language. This book introduces in a lively and accessible way the origins, evolution, and composition of Chinese characters, their shapes, total numbers, pronunciation, meanings, and correct formations, as well as their dictionary ordering and consultation. The book aims to serve as a key to the fascinating realm of Chinese characters.

David Rudenstine - *The Day the Presses Stopped*



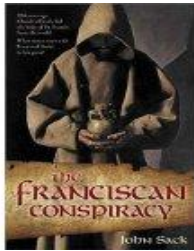
When the Nixon administration commenced a law suit against The New York Times (and later The Washington Post) seeking to enjoin the newspapers from publishing excerpts from what became popularly known as the Pentagon Papers, a Pentagon-sponsored history of U.S. involvement in Vietnam from World War II to 1968, the administration's legal action was widely characterized as a political vendetta.

That was certainly the position taken by the newspapers which dismissed as legal poppycock claims that disclosures from the "Top-Secret-Sensitive" 7000 page history threatened national security. Relying on court documents sealed during the litigation and interviews with most of the individuals central to the case, *The Day the Presses Stopped* argues that the newspapers' seminal victory in the Supreme Court was undoubtedly the right outcome, but that plausible national security considerations beset the lawsuit and that appreciating those considerations is essential to understanding the historic meaning of the Supreme Court's landmark ruling.

Book description: This bold account provides an original perspective on one of the most significant legal struggles in American history: the Nixon administration's efforts to prohibit the New York Times and the Washington Post from publishing the 7,000-page, top-secret Pentagon Papers, which traced U.S. involvement in Vietnam.

In his gripping account of this highly charged case, Rudenstine examines new evidence, raises difficult questions, and challenges conventional views of a historic moment.

John R. Sack - *The Franciscan Conspiracy*



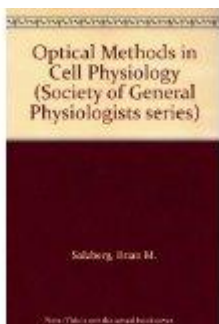
The Franciscan Conspiracy is a spinoff of a young adult book I published in 1985, *The Wolf in Winter*. The earlier work described Francis of Assisi's youthful years. Research for that tale led me into this adult novel, a medieval history mystery that looks into several puzzles surrounding the life and death of Francis. Why was his body snatched during his funeral procession at the instigation of the Franciscan Order and hidden where it lay undiscovered for 600 years? Why did the Order demand that his early biographies be destroyed? And what lay behind the greatest mystery in his life, the stigmata impressed in his body two years before his death?

Published in 2005, *The Franciscan Conspiracy* has since been translated into 16 languages and was a top-10 bestseller in Germany, France and Holland, and for ten consecutive months in Brazil. I published a companion novel, *Angel's Passage*, in 2012. Other fiction includes *Love on a Rusty Spur* and *Trappist Tales*, a collection of short stories. Nonfiction work includes *Yearning for the Father*, published in 2006, and *Mystic Mountain*, published in 2013. Both describe the spiritual/mystical journey.

Book description: *The Franciscan Conspiracy*, a history mystery set in medieval Italy, has been published in 16 languages and has been a top-10 bestseller in Brazil and throughout Europe. On his death, Fra Leo, the closest companion of Francis of Assisi during the saint's life, leaves a cryptic message for a younger friar. He launches the young hermit Fra Conrad into a labyrinth whose every passage confronts his deepest fears—there to make sense of the bizarre and puzzling events that followed Francis' death in 1226.

The novel is set against the chaotic backdrop of 13th-century Italy, an era when the extreme poverty of religious zealots clashed with the burgeoning prosperity of merchants, the monastic orders and high-ranking Church officials. This chaos also divided the Franciscan Order after Francis' death.

Brian Salzberg – Optical Methods in Cell Physiology

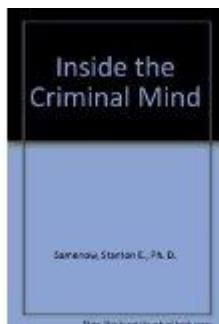


I edited this book, together with Professor Paul De Weer, more than a quarter of a century ago. It was the first book that included chapters on image enhancement, optical (molecular) probes of membrane voltage and intracellular calcium concentration, photo-activation, and photo-bleaching, in many cases before full reports were published by the contributors as papers.

All of these areas have since become “cottage industries” in Neuroscience, Physiology, and Biology generally, and the then-young authors went on to become leaders in their respective fields. The techniques that were described in this book have been used, in the ensuing 27 years, in many thousands of publications.

Book description: A book for physiologists, biologists and biochemists studying cell physiology. Included are major optical techniques and bases for designing experiments and choosing appropriate instrumentation, along with discussions on methods and results of optical techniques applied to research through image enhancement, probes for membrane potential, intracellular indicators for Ca and pH, and photo-bleaching and photo-activation techniques. Also included are schematic drawings and numerous references.

Stanton Samenow - Inside the Criminal Mind



Inside the Criminal Mind provides a view of the thinking processes) of individuals who have made crime a way of life. It explains why I abandoned a “conventional wisdom: that regards criminal behavior as a product of one's environment or of a mental illness.

The book has stirred controversy within the field of criminal psychology and criminology. It has become a textbook for many professionals in law enforcement and corrections. The Myth of the Out of Character Crime takes sharp issue with the view that people commit crimes because life becomes too much for them and they “snap” and act out of character.

I discuss specific cases, including that of the youthful Washington, D.C. sniper, Lee Boyd Malvo, and take issue with the view that the people described were basically good guys who turned bad. *Before It's Too Late* addresses the thorny issue of early identification and prevention of antisocial/criminal conduct. This book, first published in 1989 and revised in 1999, has brought relief to many parents who experience far too much guilt for the conduct of their offspring.

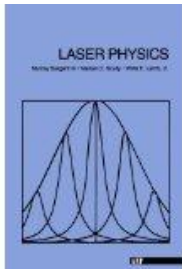
Book description: Long-held myths defining the sources of and cures for crime are shattered in this ground-breaking book--and a chilling profile of today's criminal emerges.

**William F. Sanford, Jr. - *The American Business Community
and the European Recovery Program, 1947-1952***

The American Business Community and the European Recovery Program, 1947-1952 began as a PhD dissertation subsequently published by Garland as part of a 24 book series on U.S. foreign economic policy. My own interest were the activities and actions of American businessmen regarding European recovery after World War II, the broad goal of Marshall Plan assistance. I discovered that although there was some opposition in Congress and among certain industries to certain aspects of the aid program, businessmen generally supported it. They believed that the long-term economic interests of both their industries and the nation would best be served by prompt and effective European recovery despite short-term sacrifices. This was certainly the case among the businessmen who administered the aid program, Paul Hoffman, and others who were former industry executives. It was also true of many smaller businessmen. Some were even willing to divulge closely held production methods during European technical visits as long as their foreign counterparts agreed to share their own manufacturing techniques in return.

My work on the manuscript extended beyond graduate school to my early years in the State Department Historian's Office and depended heavily on State and AID materials, most of which were scheduled to be transferred to the National Archives. Unfortunately not all my source material made it that far. Some of the most revealing documents I found were the reports and correspondence of European industrial teams visiting American factories to learn more about U.S. production methods. Unfortunately these papers were part of a large bloc of technical assistance records that National Archives appraisers concluded had little historical value. Before these records were destroyed, I received permission to remove the 3 cubic feet of documents that I used for my manuscript. These files finally found a permanent home and are currently preserved as the "ECA technical Assistance Papers, 1948-1952 in the Smithsonian Archives at the National Museum of American History in Washington, D.C.

Murray Sargent III - Laser Physics



Laser Physics describes the semi-classical and fully quantal theories of the laser as understood in the 1970's. As the junior author, I did most of the work, but my coauthors added significantly to the content and success of the book. The book doesn't describe semiconductor lasers, which are probably the most important. Later on when semiconductor lasers were better understood, I coauthored a book on them.

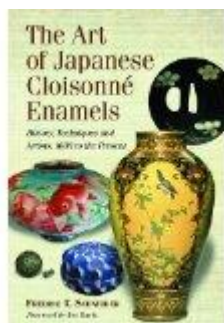
Laser Physics is a classic in its field and remains in print as a paperback. Interfacing Microcomputers to the Real World is my first book about microcomputers. It grew out of a couple of efforts, namely computerizing my home and creating a technical word processor. My Ph.D. advisor, Willis Lamb, Jr., was fond of saying that a real physicist should do both theory and experiment.

So I figured computerizing my home would be a kind of experiment! It was many years before the infrastructure for computerizing homes efficiently arrived, but our little book helped things along. It was typeset using my technical word processor, PS. It prefaces chapters with deep observations, such as, "At first it seems like magic; it's really just plain logic!"

Book description: This book treats the interaction of radiation with matter, particular attention being paid to the laser. Knowledge is assumed of the usual half-year introduction of quantum mechanics found in undergraduate physics curricula. The material can be covered in two semesters, or, alternatively, the first part (Chaps 1-13) can be used as a one-semester course in which quantum mechanical aspects of the electromagnetic field are ignored.

Each chapter is accompanied by problems that illustrate the text and give useful (occasionally new) results. Existing laser media are intrinsically quantum mechanical and are most easily studied with the quantum theory. Understanding the laser along these lines enlivens one's understanding of quantum mechanics itself. In fact, the material constitutes a viable, applied alternative for the usual second and third semesters of quantum mechanics.

Fredric T. Schneider - *The Art of Japanese Cloisonné Enamel: History, Techniques and Artists, 1600 to the Present*



In 1992, still deep in my Wall Street career, I was moved by exhibitions at The Metropolitan Museum of Art and Japan Society to begin a serious collection of Japanese art that could ultimately be donated to one or more museums. I was initially uncertain in which particular specialty to focus my collection.

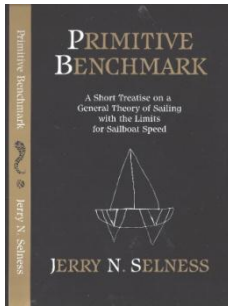
In addition to the beauty and virtuosity of the art, my other primary criterion was that it be a field to which I might ultimately make a substantial scholarly contribution because of the relative absence of previous scholarly attention.

The Art of Japanese Cloisonné Enamel: History, Techniques and Masters, 1600 to the Present, the product of over 17 years of collecting and research and now considered the definitive work in its field, is part of my endeavor to honor that criterion. My life has been greatly enriched by my decision to reengage in extended scholarly pursuit and by my choice of cloisonné enamel.

Book description: An art form renowned for its beauty and technical wizardry, Japanese cloisonné enamel is receiving increased attention from collectors, museum curators and art historians. This book provides a detailed history of Japanese cloisonné enamel and the development of its many technical varieties. Part One presents the 400-year history and socio-political-economic context of Japanese enamels from their beginnings around 1600 to the present, covering extensively in particular the crucial decades of the late 19th and early 20th centuries. Part Two is organized by individual technique and categorizes and discusses the many variations of cloisonné enamel developed in Japan.

Integrated into both parts are biographies of dozens of cloisonné masters along with discussions of the technical and scientific underpinnings of the craft. The work is complemented by an extensive glossary, several appendices, and a guide to identifying 290 artist marks and signatures.

Jerry Selness – Primitive Benchmark:
A Short Treatise on a General Theory of Sailing



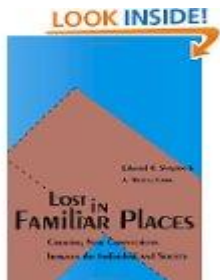
This book chronicles a discovery I made that led to a powerful and beautiful general theory for all sailboats and sailing craft.

I am a pilot and have a Master's degree from the University of California at Berkeley in Naval Architecture.

The book is in libraries in more than 20 countries at last count. It is on the reserve shelf in some libraries.

I am a thinker, always thinking, asking questions, grateful for my Yale beginnings.

Edward R. Shapiro - *Lost in Familiar Places*



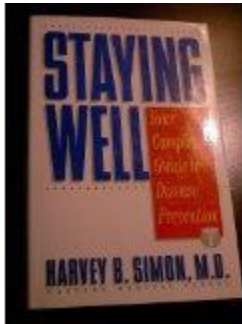
I wrote *Lost in Familiar Places* with the former Dean of Westminster Abbey, Wesley Carr. Our collaboration was an unusual one, bringing together an American Jewish psychoanalyst and an English Anglican priest. We met as staff members in a Tavistock Group Relations conference, an experiential exploration of the organizational and social dynamics around the exercise of leadership and authority.

I came to our shared thinking from psychoanalysis and the study of individuals and families; Wesley came from a deep immersion in the relationship between institutions and society. We brought these perspectives together in this book. The book is still in print after 22 years. We are all still trying to discover how to find a voice as individuals in such a turbulent society.

Book description: We live in a world of accelerating change marked by the decline of traditional forms of family, community, and professional life. Both within families and in workplaces individuals feel increasingly lost, unsure of the roles required of them. In this book a psychoanalyst and an Anglican priest, using a combination of psychoanalysis and social systems theory, offer tools that allow people to create meaningful connections with one another and with the institutions within which they work and live.

The authors begin by discussing how life in a family prefigures and prepares the individual to participate in groups, offering detailed case studies of families in therapy as illustrations. They then turn to organizations, describing how their consultations with an academic conference, a mental hospital, a law firm, and a church parish helped members of these institutions to relate to one another by becoming aware of wider contexts for their experiences. According to Shapiro and Carr, when individuals can negotiate a shared interpretation of the experience and of the purposes for which the group exists, they can further their own development and that of their organizations. The authors suggest how this can be accomplished. They conclude with some broad speculations about the continuing importance of institutions for connecting the individual and society.

Harvey B. Simon - *Staying Well*



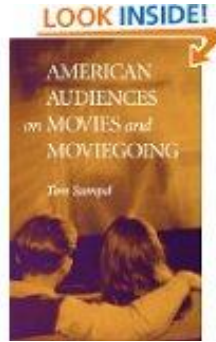
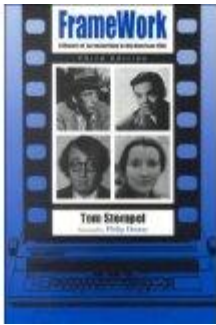
After only a few years in medical practice, I realized that health is too important to be left to doctors. Good health depends on collaboration between patients and physicians; to get the best results, doctors must be sure their patients understand the simple rules of the road that can enhance health, improve the quality of life, and reduce the chances of falling ill.

I wrote *Staying Well* to help readers understand how their bodies work, how to stay healthy, and how to work with their doctors to choose the best treatments when problems develop. As the third of six books, *Staying Well* marked the mid-point in my consumer health writing career.

It was my longest and most difficult book, but the research that went into it set the stage for subsequent books and for the monthly newsletter, *Harvard Men's Health Watch*, that I wrote from 1996 to 2012. Most important, writing for the public made me a better clinician. After all, the root for "doctor" is "docere", to teach. Writing is teaching, and teaching is learning.

Book description: Explains how readers can take health into their own hands with the Ten Commandments of Prevention and twenty-three chapters filled with the latest research and advice on how to lower the risk of acquiring the most deadly diseases. 15,000 first printing.

Tom Stempel - *FrameWork: A History of Screenwriting in the American Film* and *American Audiences on Movies and Moviegoing*



I have written six books about film, five of them about screenwriting. The first book on exhibit here, *FrameWork: A History of Screenwriting in the American Film*, is the first history of screenwriting in American film. It was described by screenwriter Philip Dunne as “the definitive work on the history of screenwriting.” It has gone to three editions, and has been used as a textbook in university courses.

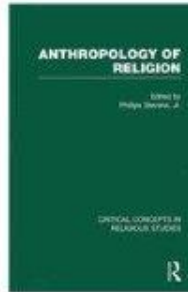
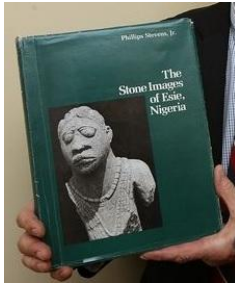
The second book, *American Audiences on Movies and Moviegoing*, is the black sheep among my books, since it is not about screenwriting.

It is a history of American film from 1948 to 2000 from the audiences’ perspective: what did the audience (not the critics or historians) think about movies and the moviegoing experience. The comments from ordinary moviegoers appalled academic reviewers of the book, since “real people” do not think about movies and movie going the way academics think they should.

Book description: *Framework*: Stempel traces the development of the script and screenwriter in the Hollywood film. Beginning with the early film shorts, he shows the evolution of the brief story outline into the full-scale epic screenplay. With the rise of the studio system, he outlines the decline of the screenwriter in the overall hierarchy and the emergence of the screenwriter/producer or director.

Woven throughout are brief vignettes of producers, directors, stars, and, of course, screenwriters. Combining scholarship with movie lore, Stempel has produced an informative and readable work. Recommended for large film collections

Phillips Stevens, Jr. - *The Stone Images of Esie, Nigeri*
and
Anthropology of Religion: Critical Concepts in Religious Studies



The Stone Images of Esie, Nigeria (1978) helped to bring world-wide attention to a collection of about 1000 soapstone sculptures of unknown age and purpose, most of great sculptural merit. For my work there, in 2012 I was conferred with an honorary chieftancy by the traditional ruler of the town.

My title is Chief Erewumi of Esie Kingdom; the name means, roughly, “The images and I get along well.”

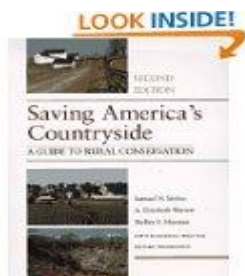
Anthropology of Religion: Critical Concepts in Religious Studies (2011) is the fruit of an invitation from the venerable British publishing house, Routledge, to edit a work in their series “*Critical Concepts in Religious Studies*.”

The result was the largest edited collection of writings in the field (80 items), which, along with the opportunity to express my own theories of religion in the 50-page Introduction, outweighed the burden of the long and heavy work load involved in editing the work.

Book description: Religious belief is a powerful motivator of human behaviour. Religious considerations permeate and influence all parts of a culture. Religious systems are universal, around the world and through all stages of human history and prehistory. The anthropological approach is the most comprehensive and the most useful to students of human belief and behaviour, because it examines religion as a cultural system that cannot fully be understood separated from the other systems with which it interacts.

This new four-volume collection from Routledge assembles exemplary scholarship in the field from its Victorian beginnings to the present, and represents all generally accepted categories of religious belief and ritual, plus some new ones. Topics covered include: ‘Early Explorations’; ‘Symbols’; ‘Supernatural Beings’; ‘Magical Power and Forces’; ‘Human Agents of Supernatural Danger’; ‘Myth’; ‘Ritual’; ‘Religious Practitioners’; ‘Women and Gender’; ‘Belief’; ‘Ecology’; ‘Mind and Body—Neurobiological Bases’; and ‘Religion in Socio-Cultural Change’.

Samuel N. Stokes - *Saving America's Countryside:*
A Guide to Rural Conservation

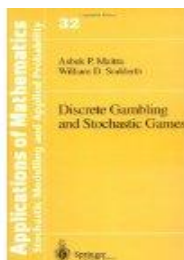


Saving America's Countryside: A Guide to Rural Conservation, first published in 1989, was the culmination of my work for the National Trust for Historic Preservation. I established the Trust's Rural Program to focus national attention on the importance of protecting America's rural historic resources and their natural settings. The Washington Post described the book as "a collective voice raised for small towns, farms, and nature's wonders, and a conviction that hard-focused work can change the course of events for the better."

The Journal of the American Planning Association called it "the preeminent land-use-oriented reference work for rural communities." I met my wife Sally while doing research for the book at the University of Maryland, where she was in charge of the historic preservation library.

Book description: The second edition of *Saving America's Countryside*, published by Johns Hopkins University Press in 1997, is a guide to protecting a rural community's natural, historic, scenic, and agricultural resources. The coauthors--Samuel N. Stokes, A. Elizabeth Watson, and Shelley S. Mastran--describe how community leaders can organize a conservation effort, inventory resources, pass protective ordinances, establish land trusts, obtain outside assistance, and assure public support. The book includes numerous illustrations and 32 case studies that describe a variety of successful local conservation programs from across the country.

William D. Sudderth - Discrete Gambling and Stochastic Games



Discrete Gambling and Stochastic Games is a contribution to the pure mathematics of probability and game theory. It can be viewed as a sequel to the book How to Gamble If You Must: Inequalities for Stochastic Processes, written by my Ph.D. thesis adviser Lester Dubins and Leonard Savage.

Those authors quote Louis Bachelier, who said (in translation from the French): “[I]t is gambling that gave birth to the calculus of probability; it is to gambling that this calculus owes its first faltering utterances and its most recent developments; it is, therefore, gambling that we must strive to understand. But one should understand it in a philosophic sense, free from all vulgar ideas.”

Book description: (from Springer-Verlag, a long-time prolific publisher of math and science). The theory of probability began in the seventeenth century with attempts to calculate the odds of winning in certain games of chance. However, it was not until the middle of the twentieth century that mathematicians developed general techniques for maximizing the chances of beating a casino or winning against an intelligent opponent. These methods of finding optimal strategies are at the heart of the modern theory of stochastic control and stochastic games.

This monograph provides an introduction to the ideas of gambling theory and stochastic games. The first chapters introduce the ideas and notation of gambling theory. Chapters 3 and 4 consider "leavable" and "non-leavable" problems which form the core theory of this subject. Chapters 5, 6, and 7 cover stationary strategies, approximate gambling problems, and two-person zero-sum stochastic games respectively.

Throughout, the authors have included examples and there are problem sets at the end of each chapter.

Fritz Thiel - Der Raum, wo nur als Geist du liebst



Der Raum, wo nur als Geist du liebst (*The Realm Where You Only Love as a Spirit*) initially contains forty German poems by Friedrich Heinrich Thiel (1870-1929), my grandfather and a preacher and administrator in the German speaking synod of the Methodist Church. Originating in the early 1800s, the German Methodist church in the United States flourished until the First World War. Then anti-German sentiment, including public burnings of German books, undermined the further existence of German in the United States. His poems bear witness to his strong Christian beliefs.

My own poems then follow and number around 188. The first twenty-five in *Wort und Laut* (*Word and Sound*) are all comprised of two rhyming stanzas of four lines each. *Deutsche Sonette* (*German Sonnets*) contains 100 sonnets. Many utilize standard rhyme schemes common in Western literature. Because so many rhymes have become commonplace, I frequently use assonance instead of pure rhyme. The final collection, *Urbilder* (*Primeval Images*), displays diverse poetic forms and metrics.

My poems have always focused on human relationships and individual personalities. Timeless topics such as art, beauty, love, God, temporality, human tragedy, and death also emerge repeatedly. I rarely if ever address social and political issues.

Haag and Herchen in Frankfurt, Germany, published the book in 1996. I subsidized it. Prior to publication, a German editor well-versed in poetry studied the book carefully and, when necessary, engaged me in stimulating discussions on the poems. Since publication, perhaps 750 copies of the book have been sold. Composer Curt Cacioppo, Harvard Ph. D. and Ruth Marshall Magill professor of music at Haverford College, set seven of the poems to music. The resulting CD is entitled *Burning with the Muse* and contains the *Sieben Thiel Lieder* (*Seven Thiel Songs*). In 2005 I published two longer essays entitled *Meißen und Mahagoni: Amerika, wie es nicht jeder sieht* (*Meissen and Mahagoni: America as not Seen by Everyone.*) In 2013 both of my books were reviewed and accepted into the German National Literature Archive at Marbach near Stuttgart.

Gordon Thorne - Area Collection



Area Collection was published in 1972, and took two years to assemble.

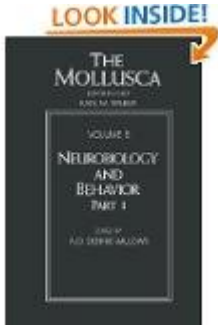
In 1970, 100 letters were sent through the mail, predominantly to artists, asking them to send me back 200 copies of an 8.5" x 11" "page" which I would assemble into 100 books. Each person would get two copies of the book in one binding.

It was not as easy 40 years ago to reproduce images. Some of the pages were hand altered, and some were perishable. As a result, there were less than 100 copies actually mailed, and thus there were several extra "bound" copies, of which this is one. The Yale New Haven Post Office did not consider Area Collection to be a book. I did. This is the first edition. There never was a second edition.

This book was published in the early 1970's, an era that was:

- pre –personal computing,
- pre Internet,
- pre-digital cameras,
- pre-digital processing, and
- pre- low cost laser printing technology.

Producing a book required "cut and paste", manual processing, the U.S. Postal Service, and handling by many people. And it was laborious and expensive to alter and re-produce updated versions.

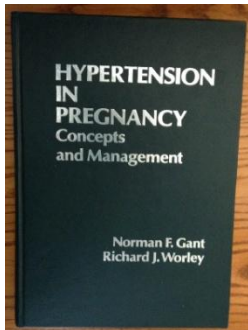


After Yale (Physics), I went to graduate school in neurobiology at University of Oregon, ostensibly to solve the problem of the brain. The decades following 1963 saw dramatic growth in interest and progress in nervous system studies worldwide.

My small part of this was to develop knowledge of the largest brain cells in the animal kingdom, found in mollusks, as useful models for study of how neural circuits are interconnected and produce coherent patterns of nerve impulses that generate recognizable patterns of behavior.

I published about 50 scientific papers, many with co-authors, and a few books on the topic, and this one is a sample. The excitement engendered by discoveries in neurophysiology continues even into the present with a major initiative in 2013, promoted by the U.S. President via federal research agencies.

Richard Worley - *Hypertension in Pregnancy*



After college, medical school, and residency in obstetrics and gynecology, I did a fellowship in reproductive endocrinology at the University of Texas in Dallas. My mentor and I conducted studies of placental hormone synthesis in which we quantitated the conversion of precursor to product hormones (in this case estradiol), as well as alterations in placental blood flow.

We found that placental blood flow is reduced in women with pre-eclampsia, the commonest form of hypertension in pregnancy. We also found that diuretic administration, widely used for pre-eclampsia at the time, further reduced placental blood flow, additionally imperiling the fetus.

We wrote *Hypertension in Pregnancy* to summarize then-current information about these disorders, to emphasize the adverse effect of both hypertension and diuretic treatment on placental blood flow, and to outline preferred modes of management, which remain current today.



Jon H. Larson



Jon, Zachary, Derek, Annie, Hien and Karen

Jon's two "most important achievements":

- Taking good care of my life partner Karen for 50 years
- Being Grandpa to Zach and Annie

Born in 1941 in Honolulu, Hawaii

Raised: Honolulu, Hawaii Graduated Punahou School in 1959

Education: *Yale University* – BS IA/EE Indust. Admin., Elect. Engin.

Military Service: 199th Fighter Interceptor Squadron
HANG - Hawaii Air National Guard

Personal:

Married for 50 years to Karen Brown of Rochester, New York

Son Derek Larson age 48

Residence: Tiburon, California since 1975.

I have come to view life not as a straight line forward from childhood, gaining strength and proficiency and accumulating power and earning capacity, peaking at mid-age and then a slow decline back to impotence and nothingness.

Life is more like a chambered nautilus in which we return (circle around) over and over again through past experiences, always gaining expanded consciousness, understanding and meaning, and retaining the key lessons/learning's of life that remain deeply buried within us.

These lessons become the essence of our souls and make each of us worthy and unique on the planet. We remain vital and involved, less powerful physically but more powerful mentally, and important until the day we leave this sweet Earth.

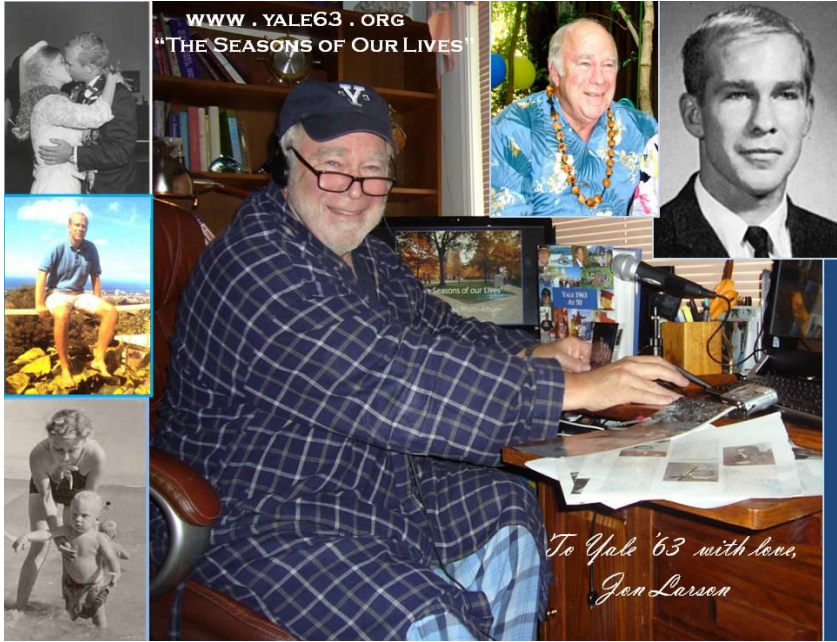
Then we continue on through..

- The trees we have planted,
- The people we have educated and assisted with simple kindnesses along the way,
- The children we helped bring into this world and nurtured while providing them with roots and wings of their own, and
- **The books we have written.**

I have eight more mostly completed books stored in my desktop computer at home, needing only final assembly with a word processor to ready them for self-publishing. Using the tools and techniques described in this book, I can get all eight of them self-published easily by my Yale 55th reunion in 2018. That is only two books a year.

Life offers each of us many gifts. I have come to believe that perhaps the greatest gift that comes to a man in his life, besides the gift of life itself from his mother and father, is the love of a good woman. It can come free and easy, with unexpected suddenness, but it always takes years of work to deserve and keep. Barbara Bush is right when she says *"Any successful marriage over time is an 80/20 proposition, and each of you gives the 80%."* Putting our life force energy into writing books, over time, yields the same benefits for ourselves and others.

We have all been given a wonderful gift, the ability **to self-publish our wisdom for the benefit of others and those who come after us.**



Technology Trends and Publishing:

The features and prices quoted throughout this book are all subject to change. By this reading they could already be significantly different than shown herein. Future versions of this book will reflect then current features and pricing. Before use, they must be checked with the vendors themselves for current pricing, features and availability.

The book publishing industry continues to change and adapt. Book publishing and distribution techniques are rapidly changing. Self-publishing is a fast paced component of the publishing industry that continues to absorb and exploit the latest in computer and data communications technologies driven over the expanding Internet.

Companies that cannot adapt to technology developments in this industry will have a difficult time surviving.

On the other hand, there are tremendous growth and profitability avenues for the companies that are able to make changes and adapt and take advantage of the newest technological developments to assist Authors to publish their work.

Overall the industry has never been more vibrant. There are millions of potential unpublished Authors out there who need the latest tools and services of Publishers and Distributors as the growth of the knowledge base of the human condition grows exponentially.

Hop onboard. It promises to be quite a ride for all of us.

All the best,



Jon H. Larson
Tiburon, California



"Self-Publish Your Own Book - a (simple) Guide"

This book seeks to motivate and enable readers to self-publish their own book(s).

Part I - "Self-Publishing Your Own Book" is an easy to follow step by step Guide that you can follow to self-publish your own book. It walks the reader through the process using the new generation of low cost and simple to use tools and services available online over the Internet to:

- 1) Complete your book into publishable form.
- 2) Introduce it into the distribution channels that will generate you sales, revenue, and recognition and celebrity.

- 3) All at minimal cost to yourself (under \$100.00)

Part II - "Yale Class of 1963 Authors" presents a collection of more than 100 books by 80 Yale Class of 1963 authors, spanning an almost inconceivable variety of subject matters - literary, artistic, musical, medical, legal, religious, scientific, historical, mathematical, political, autobiographical, and many more. It is a striking display of the many directions in which Yale 1963 classmates have taken their talents since graduation over a half century ago.

Part III - Some of these books were self-produced using the new tools available today. Intimate Tips and Advice from the experienced published authors are shared with the reader.

About the Author

Jon H. Larson: Jon won the prestigious yearly national President's Award as the #1 recognized contributor to Total Quality Management in U.S. industry by ASQ/ASQ, an International not-for-profit membership association dedicated to improving work/life through quality and participation practices. He has served multiple roles including founder, chairman, president and director of numerous SBA non-profit organizations including Charity Insiders Foundation, Hiale Foundation of Hawaii, TAO Education Foundation, Bay Area Association for Quality and Participation, RH Homeowners Association, United Edgemoor Initiative - URI, California for Missing Children, and the Larson Family Foundation.

Jon is managing partner of the IRPLLC venture capital fund invested in managing 29 early stage companies. For over 50 years he has held a number of positions in computer engineering, marketing, project management and consulting around the U.S. and abroad for IBM. Jon was co-founder and president/CEO of MEDICOM Corporation which he built from base zero into the largest private online medical data processing network in northern California. Jon served as co-managing Partner of a number of energy and investment Partnerships. He has held numerous consulting positions in computer systems and network architecture design and technical projects management.

Education: Yale University - BS BA/BS Industrial, A.B. in Electrical Engineering

Personal: Married for 50 years to Susan Lee Brown of Rochester New York. Son Derek Larson age 40

Military Service: 1994b Fighter Interceptor Squadron - Hawaii Air National Guard

Residence: Tiburon, California since 1975. Born and raised in Honolulu, Hawaii



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