

SCIENCE

BOOKSELLERS GET SCIENTIFIC

Booksellers have become book writers for a popular science project from Icon Books. Icon's new title *The Science Magpie* is a miscellany of scientific facts, stories, lists, poems and even raps, written by Icon's former m.d. Simon Flynn, now a science teacher.

But in order to help put the book together, Peter Saxton, Waterstones' publisher liaison contact for Icon, suggested that the retail chain's staff help contribute suggestions and ideas for inclusion in the title.

Icon's sales and marketing director Andrew Furlow said: "We have an excellent working relationship with Waterstones, and they did some great stuff with our title *The Etymologicon*. When we were discussing *The*



Science Magpie, they sent through a list of their booksellers who were interested, and so we emailed them to ask for their ideas."

Several suggestions were incorporated, such as Waterstones Kirkcaldy's

James Donaldson's idea to include the standard model of atomic particles; and a suggestion from Melanie Jones, the then regional buyer for the Cotswolds, to include facts about diseases.

All the contributors are acknowledged in the book, and received a free copy. Furlow said: "It was great to get them involved, and for them to feel a real connection with the book. This is the sort of book which might require a bit of traditional handselling."

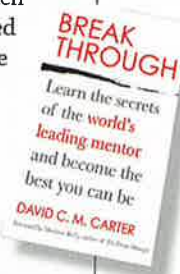
PIATKUS GIVES SOME SELF-HELP

Piatkus has stepped in to win an author on the verge of self-publishing. The Little, Brown imprint has turned self-help book *Breakthrough* (1st November, hb/eb, £14.99/£7.99) by debut author David C M Carter around in two months to take advantage of publicity he already had already lined up.

Carter is a mentor and life coach with his own PR team, and had already secured an interview with *The Hollywood Reporter*. However, he met with three publishers in order to see what they could offer

him, and was won over when Little, Brown emphasised the value of its worldwide distribution chain.

Commissioning editor Helen Stanton said: "He had already produced bound copies of the book that were being mailed out to several hundred journalists who had opted in to see it, and so to wait for the usual publishing schedule would have been crazy—we would have not been able to build on the growing buzz for the book."



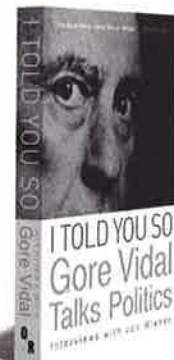
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Number of novels that have sold in excess of 10,000 copies every year since the turn of the century

MEMOIRS

OR Books tells it like it is

OR Books is publishing a book of four previously unavailable interviews with novelist, essayist, screenwriter and conversationalist Gore Vidal, who died in August aged 86. *I Told You So: Gore Vidal Talks Politics* (November, hb/eb/pb+eb, £8/£6/£10) includes four interviews with Vidal conducted by writer and radio presenter Jon Wiener. The book covers a

20-year span from 1988 to 2008. As well as novels such as *Myra Beckinridge*, Vidal was known for quips such as: "A good deed never goes unpunished." The book's title comes from his quote: "The four most beautiful words in our common language: 'I told you so.'"



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HOT BOOK



Gardener's world

Agatha Raisin returns for her 23rd outing and this time she is in love with her gardener—as are half the women in the village. When he is murdered by snake bite, Agatha and her team of private detectives delve into the secrets of her neighbours in pursuit of the murderer. As the true character of the victim emerges, attacks are made on the team, and Agatha learns a few home truths before the murderer and the motive are uncovered. A quick read with familiar characters that will delight M C Beaton's many fans.

Review by Jackie King from welovethisbook.com

"I was trying to recast a gothic novel in modern times"

CHLOE HOOPER, p.28

CHART

The Terminator will be blasting onto bookshop shelves next week. Arnie Schwarzenegger's memoir, *Total Recall*, is officially released on Monday

BIG BOOKS OUT NEXT WEEK

| Author | Title | Price |
|------------------|---------------------------------|--------|
| Gavin Mortimer | A History of Football in 100... | £9.99 |
| Chris Ware | Building Stories | £30.00 |
| - | Dr Who: Dictionary | £9.99 |
| Charlie Brooker | I Can Make You Hate | £16.99 |
| Sebastian Faulks | Pistache Returns | £12.99 |
| Simon Tofield | Simon's Cat vs the World | £12.99 |
| Jain M Banks | The Hydrogen Sonata | £20.00 |
| Rick Riordan | The Mark of Athena | £12.99 |
| A Schwarzenegger | Total Recall | £20.00 |
| Neil Young | Waging Heavy Peace | £25.00 |