

Recently Reviewed Online

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 Nonfiction

★ **Becoming King: Martin Luther King Jr. and the Making of a National Leader** *Troy Jackson*. Univ. Press of Kentucky, Nov.

★ **Blood in the Cage: Mixed Martial Arts, Pat Miletich, and the Furious Rise of the UFC** *L. Jon Wertheim*. Harcourt, Jan.

The Death of Captain Cook: A Hero Made and Unmade *Glyn Williams*, Harvard Univ., Jan.

Joseph Cornell and Astronomy: A Case for the Stars *Kirsten Hoving*. Princeton Univ., Dec.

The Pleasure Center: Trust Your Animal Instincts *Morton L. Kringsbach*. Oxford, Dec.

The Mercy Papers: A Memoir of Three Weeks *Robin Romm*. Scribner, Jan.

The Rabbi and the Ceo *Thomas D. Zweifel and Rabbi Aaron L. Raskin*. Select, Nov.

The Superorganism: The Beauty, Elegance, and Strangeness of Insect Societies *Bert Hölldobler and Edward O. Wilson*. Norton, Nov.

Through It All: Reflections on My Life, My Family, and My Faith *Christine King Farris*. Atria, Jan.

Vanity Fair's Tales of Hollywood: Rebels, Reds and Graduates and the Wild Stories Behind the Making of 13 Iconic Films *Edited by Graydon Carter*. Penguin, Jan.

 Lifestyle

An Appetite for Ale: Hundreds of Delicious Ways to Enjoy Beer with Food *Fiona and Will Beckett*. Camra (IPG, dist.), Jan.

A Better Brain at Any Age: The Holistic Way to Improve Your Memory, Reduce Stress, and Sharpen Your Wits *Sandra Kornblatt*. Conari, Jan.

Dinner Survival: The Most Uncomplicated, Approachable Way to Get Dinner to Fit Your Life *Sandi Richard*. Scribner, Jan.

Eat, Drink and be Mindful: How to End Your Struggle with Mindless Eating and Start Savoring Food with Intention and Joy *Susan Albers*. New Harbinger, Jan.

The New Codependency *Melody Beattie*. Simon & Schuster, Jan.

 Illustrated

★ **Catalog: An Illustrated History of Mail-Order Shopping** *Robin Cherry*. Princeton Architectural, Dec.

The Black List *Timothy Greenfield-Sanders and Elvis Mitchell*. Atria, Dec.

Pow! Right Between the Eyes! The Book About Surprise Marketing

Andy Nulman. Wiley, \$22.95 (240p)
ISBN 978-0-470-40550-5

In the midst of a recession, Nulman offers a way for marketers, advertisers and entrepreneurs to capture consumer attention by harnessing the power of surprise marketing. Starting with entertaining forewords by comedian John Cleese and talk show host Craig Ferguson, who both understand the necessity of shock and timing in getting laughs, Nulman proceeds to offer (and amuse) with astute insight about how companies can create a bigger bang for their buck by imparting the unexpected in their marketing. Using case studies of ad campaigns, the author describes what successful shocking marketing is (Oprah declaring, "Everybody gets a car," to her studio audience, which sent her Web site's traffic up 800%) and is not (St. Louis using the ubiquitous arch in an ad campaign to portray the city as "surprising"). Drawing on 15 years of experience as the CEO of the Just for Laughs Festival, the author emphasizes that the element of surprise is pertinent for anyone trying to sell a product or gain attention for a cause or event. This colorful and enlightening book will engage business readers looking for innovative ways to win without breaking the bank. (Feb.)

A Course Called Ireland: A Long Walk in Search of a Country, a Pint, and the Next Tee

Tom Coyne. Gotham, \$26 (320p) ISBN
978-1-592-40424-7

In this cheerily self-deprecating work, Coyne—an Irish-American Philadelphian who never knew much about his roots and avoided exercise—describes how he undertook a wildly ambitious plan to spend four months playing over 40 golf courses in Ireland and getting to them by walking. Coyne's tiredness quickly translates into hiker's euphoria; however, he has a tougher time facing the Irish breakfast every B&B owner serves him (sausages, rashers, beans, soda bread—"an afternoon of wincing regret"). Having already written a couple of books on golf (e.g., *Paper Ti-*

ger), Coyne knows his way around a course, but more importantly, he also knows better than to bore readers with monotonous accounts of hole after hole. His style is more that of the travelogue, as he's bowled over by one astoundingly beautiful and windswept course after the next. By the time Coyne gets to Ulster, it's clear that golf is by far the least interesting thing for him, as the author packs his humorous narrative with historical tales and travel anecdotes about the small towns he passes through and the many pubs he stops in along the way. (Feb.)

My Little Red Book

Edited by Rachel Kauder Nalebuff. Hachette/Twelve, \$14.99 (217p) ISBN 978-0-446-54636-2

These brief, engaging and oh-so-revealing anecdotes (90 in all) about first-time periods are written by a vast array of authors, professionals and youth. Edited by a freshman at Yale with a global mission (the "Do More" section at the back lists women's health and reproductive-rights charities), and modeled wittily on Chairman Mao's Little Red Book, these short essays tenderly cover the gamut of grief and embarrassment, joy and disappointment that accompanies the onslaught of menses, written by women from ages 15 to 101. Mostly, these authors concur that Mom didn't tell us much; we didn't expect the big moment even if we had been prompted by reading Judy Blume's *Are You There God? It's Me, Margaret*; and suddenly "becoming a woman" proved rather more irritating than momentous. These accounts are touching and brave—"The Curse, 1939," in which Lola Gerhard writes of starting to bleed cluelessly in the orphanage where she lived and being simply handed a "big bandage" and a belt ("That was it for sex education"); enduring the Old World ritual of being slapped by one's mother or ostracized, as one Indian author writes in "Locked in a Room with Dosai, 1962"; a more enthusiastic reaction by feminist mothers. Gloria Steinem's reprinted "If Men Could Menstruate" (1978) acts as a fulcrum, while others determined to break the silence rage, reminisce and resolve to banish the shame for their own daughters. (Feb.)



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