



Publishing Poynters Marketplace

**A *Publishing Poynters* supplement about
Buying, Selling and Reviewing.
Authors and publishers helping each other.**



January 2011. Copyright © Para Publishing. ISSN: 1530-5694.
Published monthly since 2005. Circulation more than 40,200. F-R-E-E
We don't accept advertising. We don't share your email address.
DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
For the Small Print, scroll to end.

IN THIS ISSUE OF THE MARKETPLACE

- A. ParaStories**-Stories/Information Wanted
- B. ParaWants**-Publishing Items, Services & Help Wanted
- C. ParaSales**-Companies/Properties/Jobs/Rights to buy or for sale/Remainders
- D. ParaReviews**-Reviews on Amazon and B&N wanted
- E. ParaCoop**-Co-operative marketing programs. Offer/Join.



=====

News

SPEND YOUR BORDERS GIFT CARDS AS SOON AS POSSIBLE.

Borders announced they are not paying vendor/publishers on 31 December.
If they file for bankruptcy, your gift cards will be worthless.

WELCOME TO THE BEGINNING OF THE SIXTH YEAR OF THE PUBLISHING POYNTERS MARKETPLACE.

This ezine makes it easy to buy, sell, and promote. And you can't beat the price: f-r-e-e.



A. ParaStories



STORIES/INTERVIEWS/INFORMATION WANTED

NEED STORIES to flesh-out your book? List your wants here. Focus on a single topic and provide your contact information. Write tight: limit your listing to 100 words. Conform to the format so we can Copy\Paste and do not have to edit. Send your listing to DanPoynter@ParaPublishing.com Put "Stories Wanted" in the Subject line of your email. There is no charge for listings.

WANT TO CONTRIBUTE YOUR STORY? Contact requesters directly. Do not send stories, etc. to Dan.

STORIES REQUESTED:

1. I am writing an ebook legitimizing women's anger. Please send any stories which talk about women expressing legitimate anger and being put down or criticized for it. Drdaube563@hotmail.com
Thanks.

2.

3

(Your story request could be listed here--at no charge.)

~~~~~

Please help us help our readers.

Forward this Marketplace newsletter to your colleagues in publishing.

~~~~~



B. ParaWants



ITEMS/SERVICES/HELP WANTED. This is a new section where book- and publishing-related items and services may be posted. Send your wants to DanPoynter@ParaPublishing.com Put "Item/Service Wanted" in the subject line.

If you supply a solicited item, contact the poster directly. Do NOT write Dan Poynter. If you know of a supplier, please help the poster by writing him or her.

If you are a supplier looking for customers, see <http://parapublishing.com/sites/para/resources/supplier.cfm>

ITEMS/SERVICES/HELP WANTED:

1.

(Your request could be here)

~~~~~

This newsletter has a circulation of 41,000+.  
You must know several authors and publishers who don't receive it.  
Why not forward it to them?





# C. ParaSales



**SELLING OUT/PARTNER WANTED/POSITIONS OPEN/TITLE CLOSEOUTS/  
PUBLISHER SOLICITED/RIGHTS.** Send your selling-out company or inventory items to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Put "ParaSales-Selling Out" in the subject line.

## SELLING

### 1. SEE MORE SUPPLIERS AT

<http://parapublishing.com/sites/para/resources/supplier.cfm>

(Your request could be here)

~~~~~

You are in the information business.
This newsletter is information.
Forward it to your publishing colleagues now.

~~~~~



## D. ParaReviews



**REVIEWS SELL BOOKS.** Reviews make a book stand out. We can help each other by posting (five star) reviews at Amazon.com, B&N.com, BooksAMillion.com and other web sites.

**IF YOU WOULD LIKE TO REVIEW BOOKS** in your area of interest/expertise, contact the listing publisher directly with your Postal address. Do not send your request to Para Publishing. Please award the book at least four stars or decline to review it. A review with fewer stars is harmful to sales. The book you receive is yours to keep. If you agree to review a book and receive it from the author, please let him/her know that you have and that you will contact them again after you complete your review.

**IF YOU WANT YOUR BOOK REVIEWED** on Amazon.com, B&N.com, etc, list it here in Publishing Poynters Marketplace (no charge). You must be willing to send a book and promotional materials (review-book package) to readers of Publishing Poynters Marketplace who contact you (usually 5 to 10 copies). Include the number of pages in your description and for children's books, list the age level for which the book is written. Make sure the book is already listed at Amazon.com.

Just send your request and description to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Draft your request so that I do not have to edit it. Make it SHORT (100 words max), no italics or bold type. Just describe the book in a few words; don't send a lengthy review of it. Lengthy submissions will be returned for rewriting or ruthlessly cut. Reviewers only need enough information to see if they have expertise and an interest in your category. Supply full contact information including your email address. Write the draft as it should appear so that I do not have to do more than Copy\Paste. Put "Review Wanted" in the subject line.

### **OFFERED FOR REVIEW:**

#### **1. "LEED O&M Mock Exam"**

Pass the LEED O&M Exam, Get Your Building LEED Certified, Fight Global Warming, and Save Money!

LEED (Leadership in Energy and Environmental Design) is one of the most important trends in development and is revolutionizing the construction industry. It has gained tremendous momentum and has a profound impact on our environment.

From this book, you will be able to:

1. Identify your weakness through practice questions
2. Learn to work well under the pressure of timed tests

3. Check your responses against the solutions
4. Understand the solutions for the difficult questions through the explanations
5. Fully understand the scope, difficulty level, and format of the LEED O&M Exam
6. Learn how to pass the LEED O&M Exam

There is NO official GBCI book on the LEED O&M Exam. *LEED O&M Mock Exams* fills in the blanks and demystifies LEED. The book includes 200 questions and simulates the real exam in every aspect, including scope, difficulty level, format, and number of questions in each LEED category. It includes questions, answers, and explanations. This book is small and easy to carry around. You can read it whenever you have spare minutes. It is an indispensable resource for ordinary people, developers, brokers, contractors, administrators, architects, landscape architects, engineers, interns, drafters, designers, and other design professionals.

Gang Chen is a LEED AP and a licensed architect in California. He is also the internationally acclaimed author of other fascinating books, including: *Architectural Practice Simplified*, *Planting Design Illustrated*, and the LEED Exam Guide series, which includes one guide book for each of the LEED exams.

For a review copy, please e-mail Gang Chen at: [aa\\_gangchen@yahoo.com](mailto:aa_gangchen@yahoo.com)

For more info, see:

<http://www.architeg.com/pub-details.php?i=9>

See all my published books at:

<http://GreenExamEducation.webs.com/>

## **2. Reasoning Backwards: Sherlock Holmes' Guide to Effective Problem Solving** – paperback, 248 pages.

American students don't learn problem-solving skills, but ever since 2008, Japanese students do. There are two opposite strategies for problem solving: reasoning forwards from cause to effect and reasoning backwards from effect to cause. Fortunately for us, the Japanese use the reasoning forwards model. Reasoning backwards is 4X more effective. The tools based on backwards reasoning are not well known in industry and are completely unknown in education. This book adapts the best practice tools for high school and college students, so they can leave school with a competitive advantage, already knowing effective problem solving strategies and tactics.

Contact - Gregg Young, Author, Young Associates, Inc. (989) 839-9792  
[gregg@youngassocinc.com](mailto:gregg@youngassocinc.com). <http://youngassocinc.com>

**3. Trajan's Arch** by Michael Williams marks the author's return to fantasy. Known for his Dragonlance work, and for the Arcady series, Williams has written the journey of an author haunted by his past. He comes across a friend's manuscript that ignites his memory and takes him back to his mysterious mentor and the ghosts that haunted his

own coming-of-age.

<http://www.blackwyrms.com>

[http://www.blackwyrms.com/catalog/product\\_info.php?products\\_id=75](http://www.blackwyrms.com/catalog/product_info.php?products_id=75)

ISBN: 978-0-9827149-4-2, Size: 410 pages, Price: \$19.95

Dave Mattingly, BlackWyrms

#### 4. **Civil War Adventure #1 and 2.1**

Two Civil War graphic novels, the first is 144 pages and the second is 64. Both contain historically accurate stories along with timeline, maps and 'fact pages' exciting art and stories by long time comic book professionals bring this period of American history to life in an exciting and informative way. Ages 12+

Gary Kwapisz, [hgp@vmmicro.net](mailto:hgp@vmmicro.net)

History Graphics Press

(276) 794 9420, [www.historygraphicspress.com](http://www.historygraphicspress.com)

**5. Where Are the Cocoa Puffs?:** A Family's Journey Through Bipolar Disorder, by Karen Winters Schwartz, 258 pages. Drawing firsthand from her personal experiences, author and NAMI Board Member Karen Winters Schwartz crafts an engaging and heartwrenching novel about what happens to a family when its teenage daughter is diagnosed with bipolar disorder--but it's not tragic. It's funny, sad, and thought provoking--and as real and as raw as mental illness itself.

Hard copy and eBook formats available for review. Please email:

Goodman Beck Publishing, [info@goodmanbeck.com](mailto:info@goodmanbeck.com)

**6. It's All Part of the Dance:** Finding Happiness in an Upside Down World, by Alan Gettis, Ph.D., 306 pages.

Dr. Alan Gettis, author of the award-winning book *The Happiness Solution*, has just released its follow-up. Like its predecessor, *It's All Part of the Dance* uses storytelling to help readers remove obstacles to their happiness, feel more relaxed, improve their relationships, enhance the quality of their lives, feel encouraged, be more resilient, and find purpose and meaning while moving gracefully through life. It's steeped in cognitive behavioral psychotherapy, positive psychology, and Zen.

Hard-copy and eBook formats available for review. Please email:

Goodman Beck Publishing, [info@goodmanbeck.com](mailto:info@goodmanbeck.com)

#### 7. **The Financial Fairy Tales: The Last Gold Coin**

Amazon and B&N reviews wanted for book three in the Financial Fairy Tales children's

series. 32 page illustrated book for children between 6 and 9. It's a fun adventure story with moral messages around money.

Daniel Britton, [office@thefinancialfairytales.com](mailto:office@thefinancialfairytales.com)

**8. Fantasy Baseball for Beginners:** The Ultimate "How-to" Guide. (182 pages). How to play fantasy baseball. Includes the history of fantasy baseball, how to pick a league, draft strategies, start/sit decisions and how improve your team through trades and free agency.

Email: [info@ExtraPointPress.com](mailto:info@ExtraPointPress.com) for review copies (Paperback or Ebook available).

**9. Fantasy Football Basics :** The Ultimate "How-to" Guide for Beginners. (160 pages). How to play fantasy football. Includes the history of fantasy football, how to pick a league, draft strategies, start/sit decisions and how improve your team through trades and free agency.

Email: [info@ExtraPointPress.com](mailto:info@ExtraPointPress.com) for review copies (Paperback or Ebook available).

**10. A Life Transformed-By Accident** is my true story of recovery and transformation after a near-fatal auto crash.

The reader of this inspirational memoir will discover:

- how difficult it is for a very independent woman to become totally dependent
- what parts of my life are lost forever
- what character traits help me survive and recover
- the role of family, friends and church in my recovery
- what saves me from financial ruin
- what I wish I had known before leaving the hospital
- what happens to my faith
- what I discover really matters in life.

I am seeking reviews. For a review copy, contact: [liereh@bctonline.com](mailto:liereh@bctonline.com) or visit my website: [www.outskirts.com/alifetransformedbyaccident](http://www.outskirts.com/alifetransformedbyaccident).

### **11. The Essentials of Pediatric Orthopedics in a Convenient Clinical Handbook for Daily Practice**

New York/Stuttgart - Pediatric orthopedics requires practitioners to have sharp technical skills and a solid understanding of basic principles and standards of care. The Second Edition of "Handbook of Pediatric Orthopedics", published by Thieme, provides exactly that by distilling virtually every relevant fact and guideline professionals need on a daily basis into one convenient book.

Each chapter in "Handbook of Pediatric Orthopedics" lays out basic principles, techniques, and standards of care in an easy-to-reference format that facilitates fast

diagnoses. Dr. Sponseller, an authority in his field, devotes an entire chapter to core treatment guidelines and algorithms for pediatric trauma. The author also includes a section on key skeletal syndromes and systemic disorders, as many of these conditions are rare and not immediately familiar to orthopedists.

“It is my hope and expectation that this handbook will be a practical aid in the day-to-day practice of pediatric orthopedics for those at all levels of experience,” says author Dr. Paul Sponseller, MD, MBA, The Johns Hopkins University School of Medicine.

In this latest edition of the popular handbook, the author has updated procedures and medications and refined practice guidelines. He has compiled new data on blocks, traction, special casts, aspiration and arthograms that contain technical information not readily available elsewhere. Detailed yet simplified charts listing medications and dosages appear along with easy-to-reference graphs and 164 high-quality drawings that illustrate and underscore important concepts.

“Dr. Sponseller has put together a handbook that every student and resident rotating on a pediatric orthopedic surgery service should have in his lab coat pocket at all times,” says Dr. Peter O. Newton, MD, University of California–San Diego.

### [Sponseller Handbook of Pediatric Orthopedics](#)

Thieme Publishers, Stuttgart/New York. 2nd edition 2011 272 pp, 162 illustrations, softcover \$54.95 / €44.95 ISBN (Americas): 9781588905178 ISBN (EUR, Asia, Africa, AUS): 9781588905178

### **About the Author**

Paul D. Sponseller, MD, MBA, Professor and Executive Vice Chair, Pediatrics Division Chief, Department of Orthopaedic Surgery, The Johns Hopkins University School of Medicine, The Johns Hopkins Hospital, Baltimore, MD, USA.

### **About Thieme**

Thieme Publishing Group is a privately held scientific and medical publishing house employing more than 950 people and maintains offices in seven cities, including New York, Delhi, Stuttgart and three other locations in Germany. Founded in 1886, the Thieme name has become synonymous with high quality and excellence in medical and scientific publishing. Today, Thieme is the market leading publisher of neurosurgical content and holds strong market positions in orthopedics, radiology, anatomy and chemistry, among other specialties. Thieme publishes 137 peer-reviewed journals and over 500 new books annually. The company also has a rapidly growing array of web-based products in medicine and science. State-of-the-art online products include Thieme eJournals, Thieme Electronic Book Library, the medical student website

[WinkingSkull.com](#) and Thieme Teaching Assistant, an innovative web-based platform for faculty. For more information about Thieme visit [www.thieme.com](http://www.thieme.com).

### **Press Contact**

*If you want to order a review copy, please contact Bettina Ziegler.*

Bettina Ziegler, Public Relations and Press Office, Thieme Publishing Group  
Ruedigerstrasse 14, 70469 Stuttgart, Germany  
Tel: +49-711-8931-319, [bettina.ziegler@thieme.de](mailto:bettina.ziegler@thieme.de)

## **12. The Vampire of Franklin Academy**

by Jools Sinclair

I would love reviews of my new children's (ages 9-12) ebook.  
I can send along a pdf of the ebook to anyone interested!

A vampire is roaming the halls of Franklin Academy, leaving students at the prestigious prep school in a state of total terror. The writing is on the wall. And it's in blood. Time is running out faster than the Kleenex in the counselor's office.

There's more at stake than friendship as Kathryn and Daria play a dangerous game with the school's most popular girls. Will they uncover the biggest secret of them all, or be buried alive by it? Ages 10 and up.

-- Jools Sinclair, Jools Sinclair [JoolsSinclair@msn.com](mailto:JoolsSinclair@msn.com)

## **13. Max and Morgan's ABC's**

***AbracaDEBRA's...Enchanted gifts & recipes from the heart***

Published by Halo Publishing International ~ 2009  
Illustrated by: Robin W. Meldrum

Max and Morgan's ABC's is a true story about my dog Max and a sweet little girl Morgan. Filled with fun and thirty-two colorful pages of soft pencil drawings that are enhanced by primary colors. Truly a unique and wonderful way to learn your ABC's!  
Excellant gift for celebrating birthdays and holidays.  
Instead of a card...give the top selling children's book for a baby shower.

X is for X-ray... have the provider write down a note or memory of their first Dental Visit.

Morgan has a secret?

Someone is hiding in the book!

I wonder who it is?

*Love, Laugh and Learn!*

Debra A. Cavanaugh, R.D.H. 440-975-0554, [www.cavanaughbooks.com](http://www.cavanaughbooks.com)

**14. Elizabeth Atkinson's new book for middle readers, I, EMMA FREKE,** is a story about smart, shy, nearly six-foot-tall, 12-year-old Emma, who feels like a misfit at

school and at home. It doesn't help that her name said aloud sounds like Am a Freak. Skye Wentworth, Book Publicist, 978-462-4453  
<http://www.skyewentworth.org>, <http://www.skyewentworth.org/wordpress>

### **15. Harmony Bay - An adventurous slice of waterfront life where mystery surrounds history...**

Author: Tom Gahan

ISBN: 978-1-4327-6663-4

Amazon Page Link: [http://www.amazon.com/Harmony-Bay-adventurous-waterfront-history/dp/1432766635/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1292438251&sr=1-1](http://www.amazon.com/Harmony-Bay-adventurous-waterfront-history/dp/1432766635/ref=sr_1_1?ie=UTF8&s=books&qid=1292438251&sr=1-1)

Ten-year-old James McDonough moves from the crime and violence of the inner-city to a New Englandish East Coast town, Harmony Bay. His widowed mother, Dory, has taken a position as a librarian in this small town. Its economy is driven by the whims of nature, nor'easters boiling down the coast, hurricanes lurking off shore, and the barometric rise and fall of shellfish prices.

Relationships combine with places to play a part in James' life story. James' character is forged by events and his adventures in Harmony Bay. From harrowing life and death experiences on the water to forays into the surrounding hills, each day dawns with a new lesson about life. The boy encounters many wonderful individuals in his new hometown. Among them are a magnificent Newfoundland retriever dog named Angus-- and Chloe, a beautiful white mare. Angus' master Billy is a kindly closet intellectual and philosophizer who is a physically powerful man strong enough to split firewood with a single blow of his ancient axe. His snowy white beard and recluse nature causes speculation about his identity.

Marine biologist Jake Kane is the local hero who sweeps Dory off her feet, adding an element of romance to the story. James learns a great deal from Jake and the dozens of other colorful inhabitants of this amazing waterfront community.

Harmony Bay, written for a wide audience that appeals to many levels, examines a slice of small-town life. A modern day mystery, drawn from covert events of the American Revolution, weaves through the story.

Tom Gahan, 631.369.0063, [tgahan@optonline.net](mailto:tgahan@optonline.net), [www.tomgahan.com](http://www.tomgahan.com)

### **16. Can I Love Again?**

Can I Love Again? is the true love story of how God rescued the author from a crippling broken-heart.

Daphne Haynes's story reads like a romantic novel, yet it is a self-help book, filled with the truth of God's Word as only she can tell it.

Daphne was a single-mother, young and vulnerable. She learned the hard way about trust in a relationship as she lived in the moment forsaking the pull of God's love.

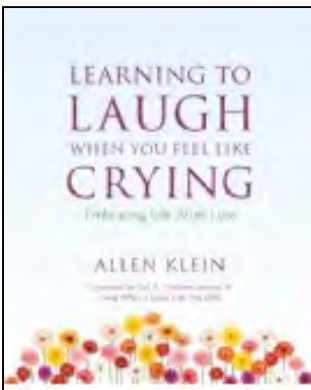
Reviews requested for Christian tell-all book to be posted on Amazon, [BN.com](http://BN.com), Booksamillion. Please send e-mail to [kumasi@gilpublications.com](mailto:kumasi@gilpublications.com) with brief info on you & where you would post the review. Up to ten copies available.

Curious readers can see the first chapter at [www.CanILoveAgain.com](http://www.CanILoveAgain.com).

Akili Kumasi, GIL Publications

[Kumasi@GILpublications.com](mailto:kumasi@GILpublications.com), [www.GILpublications.com](http://www.GILpublications.com)

Tel/Fax: 718-386-6434, Cell: 347-885-3625



17. Seeking reviewers working in the hospice, end-of-life-care, or grief counseling arena only. The book is ***Learning to Laugh When You Feel Like Crying: Embracing Life After Loss***. This easy-to-digest book shows those dealing with grief how to go from loss to laughter in five stage: Losing, Learning, Letting Go, Living, and Laughing.

Request book via email stating your occupation, where you will be reviewing the book other than Amazon and BN (newsletters, blog, etc) and your mailing address. Limited copies available.

Allen Klein [humor@allenklein.com](mailto:humor@allenklein.com) 415-431-1913



18. Medieval Fiction--The Paladin of Callendro by Tom Nelson.

I am seeking reviewers for my latest novel "The Paladin of Callendro". It is a story of a young man who inadvertently discovers an assassination plot against his king and sets off a chain of events that leads to a civil war. Because of his loyalty, the young man becomes a trusted agent of the king and embarks on a series of adventures in distant lands. The Paladin of Callendro is a medieval tale of adventure, romance, intrigue, and epic knighthood.

Interested reviewers should contact Tom Nelson at [tnelson65\\_2000@yahoo.com](mailto:tnelson65_2000@yahoo.com)

Interested parties can also visit the author's website, [www.wharhalen.com](http://www.wharhalen.com)

Tom Nelson

(740) 965-4314



Be a Hero!

Your publishing colleagues will think you are thoughtful and generous if you forward this ezine to them.





# E. ParaCoop



**CO-OPERATIVE MARKETING PROGRAMS.** Want other authors or publishers to join you in a mailing or share a booth at a fair? Whether you are buying or selling, list your wants here. Note your book genre/category.

**CO-OP PROGRAMS:**

**1. CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.** The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.ibpa-online.org/programs/programs.aspx>

~~~~~

Friends help friends.
Publishing friends forward this ezine to their publishing friend.





Announcements

1. YOUR (FRÉE) LISTINGS should be tight and complete. We do a minimum of editing; what you send is what we'll print. Remember to include your email address.

2. WE WILL NOT REPEAT LISTINGS within a six-month period. If you want an item to appear more often, send your CC# and we will charge you \$29 for each repeat.

3. THIS ISSUE OF THE MARKETPLACE CAN BE FOUND AT
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

4. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

DanPoynter@ParaPublishing.com

Your address book may show

dpoynter@impulse.net or another old address.

Please make the change now.

=====

The Small Print

YOU ARE RECEIVING this F-R-E-E newsletter because you are on Dan Poynter's option-in Publishing Poynters mailing list.

PLEASE RECOMMEND THIS NEWSLETTER to your book colleagues. Just click on "Forward" in your email program.

BACK ISSUES are archived at
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up for Publishing Poynters at
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

TIME TO SHARE. Please send your items for listing to DanPoynter@ParaPublishing.com



~~~~~

**Para Publishing. Dan Poynter:** Author (120+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009. 530 Ellwood Ridge.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) More than 500 pages of helpful information: <http://ParaPublishing.com>