



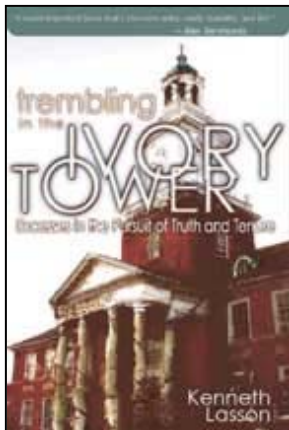
“The mantra of most modern universities is ‘diversity.’ But that term has taken on a very narrow meaning, usually involving physical traits. The multi-culturalism that matters is intellectual diversity. Too often, though, only self-appointed liberals are allowed an academic voice. Straight white males are left out of the diversity loop.”

--Kenneth Lasson

***The Ultimate Back-to-School Reading—A Mandatory Prerequisite
for Anyone Involved with the American System of Higher Education***

AS COLLEGE KIDS around the country are settling into this semester’s routine, students and parents alike may be forgetting the most important school supply of all: knowledge.

Of course, the whole point of going to college in the first place is to gain



knowledge—but is that really what students will get in those classrooms? What information do they and their parents need before they begin spending thousands of

hard-earned dollars on a school that might not be what it seems?

COLLEGE TODAY just isn’t what it was like for graduates of earlier eras, even for the Boomer Generation. “Walking quiet quadrangles, thinking higher thoughts in sylvan tranquility—the real world of the Academy is not nearly so wonderful,” says Kenneth Lasson, author of the new book, *Trembling in the*

***Ivory Tower: Excesses in the Pursuit of
Truth and Tenure.***



Once bastions of First Amendment freedoms, many universities now oblige students and professors to check handbooks before saying something others might find offensive. English Lit

majors are excused from having to take a course in Shakespeare (a dead white Western male). Meanwhile, multi-cultural curricula offer classes like “Black Hair as Culture and History.”

“A must-read for all those who care about higher education and the First Amendment -- liberals and conservatives alike.”

**-- NADINE STROSSEN, PRESIDENT,
AMERICAN CIVIL LIBERTIES UNION**

THE WORD “CLONE” no longer just applies to breakthroughs in recombinant DNA technology—it represents the graduating classes of the new millennium. They’re talking alike, writing

alike, and thinking alike (often not making much sense) all because they fear the repercussions of defiance. Isn't anyone bothered by this? Kenneth Lasson certainly is.

"More and more students leave college with inferior backgrounds in the humanities, weak language and writing skills, and little respect for their professors," says Lasson in his book, which is proving to be the most important back-to-school reading this year.

"It is rare that a really important book is also very witty, easily readable, and fun."

-- ALAN DERSHOWITZ, AUTHOR OF *WHY TERRORISM WORKS*

LASSON CHALLENGES the blindly accepted notion of colleges and universities as "intellectual playgrounds," offering instead the disturbing image of ideological warfare being waged by vociferous academicians and stifling academic bureaucracies. The weapons used by the offenders? Political correctness and radical feminist scholarship, speech codes, and curriculum alterations—all for the invidious purpose of satisfying their small, yet powerful agendas.

Also by Kenneth Lasson:

- **The Workers:** Portraits of Nine American Job Holders
- **Private Lives of Public Servants**
- **Proudly We Hail:** Profiles of Public Citizens in Action
- **Representing Yourself:** What You Can Do Without A Lawyer
- **Mousetraps and Muffling Cups:** One Hundred Brilliant and Bizarre United States Patents

Where Ken Lasson has appeared:

- *Washington Post*
- *Baltimore Sun*
- *Philadelphia Enquirer*
- *Wall Street Journal*
- *The Atlantic Monthly*
- *Washingtonian*
- The Today Show
- Hardball with Chris Matthews
- The Larry King Show
- DebatesDebates
- and many others

Trembling has received stellar accolades from luminary scholars and pundits all over the political map, proving that Lasson's ninth book has the uncanny ability to make politically diverse minds come together over the topics he tackles.

"IT IS RARE that a really important book is also very witty, easily readable, and fun," says Alan Dershowitz, Harvard professor of law and author of *Why Terrorism Works*. "With *Trembling*, Lasson has pulled off a real coup. This book will be talked about in the groves of academe as well as around water coolers."

Kenneth Lasson is no stranger to pulling off coups. His previous successes have garnered him places in some of the nation's most prestigious publications, including the *Washington Post* and *Atlantic Monthly*. He's also been a guest on the Today Show, Hardball with Chris Matthews, and the Larry King Show.

WE TRUST ACADEMIA to train our best and brightest, to cultivate students able to think creatively, freely, and independently. The status quo, however, is doing the opposite—creating an atmosphere in

which professors and students are too intimidated to challenge accepted ideas.

“Perceptive, timely, scholarly. This study belongs in libraries, large and small.”

—LIBRARY JOURNAL

“Academic administrators naturally shy away from conflict and contention,” says Lasson. “They shun controversy.” But if we can’t or won’t say or think what we

want behind the ivy wall, where can we say or think it?

BEFORE STUDENTS COME HOME this winter break, trembling in their own ivory towers, anyone connected with higher education is advised to bone up on their prerequisites and take a look at this ultimate back-to-school reading. Says Jerry Martin, president of the American Council of Trustees and Alumni, “No topic could be more timely or more important.”

The questions your audience wants answered

- ✓ Your book skewers the modern university. In a nutshell, what do you think is wrong with today’s ivory tower?
- ✓ How pervasive are the campus speech codes you talk about?
- ✓ How do universities justify what they are trying to do?
- ✓ Can you tell us something about the language of political correctness?
- ✓ A whole section of your book is devoted to “radical feminists” on campus. Is it really that big of a problem?
- ✓ You also mention how the modern curriculum often seeks to re-write history. What do you mean?
- ✓ What is meant by the term “gender equity”?
- ✓ Another section of your book deals with law-review scholarship. What’s wrong with that?
- ✓ Is it true that left-wing students vandalize conservative clubs and publications?
- ✓ Could you mention a few of the hoaxes related to scholarly publications?
- ✓ Don’t you think you are overstating the case against the university?
- ✓ You skewer the university environment in your book, and yet you say you’re happy in your job—how does that work?

About the Book

TO RECEIVE A REVIEW
COPY OR FOR MORE IN-
FORMATION, CONTACT:

Bruce Bortz
Publisher
Bancroft Press
410-358-0658
bruceb@
bancroftpress.com



“Scholarly writing itself is a lonely pursuit; writing about scholarship might be even lonelier; whining about either is almost inevitably unproductive. Nevertheless, is it too much to expect that these pages will not only be read, but in some measure heeded—to hope that exposing the excesses will somehow suggest reasonable remedies? Even skeptical scholars can be optimistic.” **--FROM TREMBLING IN THE IVORY TOWER**

Praise for Kenneth Lasson's *Trembling in the Ivory Tower*

“A wonderful work—relentlessly serious in its condemnation of scholarly gobbledegook, radical feminism, and political correctness, but also reaching 10 on the hilarity index. As I read *Trembling*, I was reminded of another Baltimorean, H. L. Mencken, who laughed (and made others laugh) as he chronicled the decline of civilization. Although a white male, Lasson represents the most underrepresented group in today’s multicultural universities: those who care about the English language and rational thought.”

-- ERIK M. JENSEN, PROFESSOR OF LAW, CASE WESTERN UNIVERSITY

“Given the enormous impact of the intellectual class on American society, no topic could be more timely or more important.”

-- DR. JERRY MARTIN, PRESIDENT, AMERICAN COUNCIL OF TRUSTEES AND ALUMNI

“With passion, clarity, ‘smoking guns,’ and humor, Lasson joins the few academic liberals who have impeached American higher education for academic high crimes and misdemeanors.”

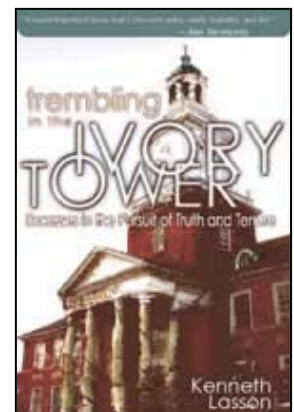
**-- DR. EVELYN AVERY, BOARD MEMBER, NATIONAL ASSOCIATION OF SCHOLARS AND
DR. SHELDON AVERY, AWARDS CMTEE, NATIONAL ASSOCIATION OF SCHOLARS**

“Irreverent, humorous, on target. A thick skin may be a prerequisite for some readers.”

-- JOHN SLAUGHTER, PRESIDENT EMERITUS, OCCIDENTAL COLLEGE; FORMER PRESIDENT UNIVERSITY OF MARYLAND, COLLEGE PARK

*To request a review copy of
Trembling in the Ivory Tower
please contact:*

**Bruce Bortz
Publisher
Bancroft Press
410-358-0658
bruceb@
bancroftpress.com**



Author Bio

TO SET UP AN INTERVIEW
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bruceb@
bancroftpress.com



"Although this book reflects some conservative ideas, it's more about common sense. I still consider myself a liberal and an unapologetic civil libertarian – and happy to be a free-thinking American."

—Kenneth Lasson

Biography of a "Liberal with Common Sense"

KENNETH LASSON WAS BORN and raised in Baltimore, where he still lives today. When he is not teaching full-time at the University of Baltimore School of Law, he enjoys drawing portraits, building outdoor furniture, and playing softball. Before his three children became adults, he coached their Little League teams for nearly a decade.



Lasson has always had an interest in the academic enterprise, often telling people that outside of being able to run one's own philanthropy he can't think of a better job than being a tenured law professor. "In what other position would you be paid a decent wage to talk, think, and write about any issue that interests you, and express yourself with complete freedom, without fear of being fired?"

HAVING PUBLISHED NINE books, Lasson obviously has plenty to express. Politically, he considers himself "a liberal who tries not to get involved in political movements" – although he has worked for outspoken Leftist Ralph Nader. He also continues to write on behalf of Jona-

than Pollard, the American intelligence analyst who was sentenced to life in prison for passing classified information to Israel – a "gross miscarriage," he says, "of American justice."

Where Kenneth Lasson Has Taught:

- Cambridge University
- University of Haifa
- University of Aberdeen
- Loyola College
- University of Baltimore School of Law
- Goucher College
- University of Maryland School of Law
- Johns Hopkins University

CONVERSELY, HOWEVER, Lasson's latest published book, ***Trembling in the Ivory Tower***, with its anti-PC and anti-radical feminism slants, would seem to be conservative. How does the author reconcile this apparent disparity? "I think the book appeals to both conservatives and liberals alike because it is based on common sense."

As for what's next: a children's book, in verse, about environmental issues.

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