



A Cry Unheard

NEW INSIGHTS INTO THE MEDICAL CONSEQUENCES OF LONELINESS

By James J. Lynch
March 15, 2000

The best-selling *Broken Heart* (60,000 copies/Basic Books) deeply resonated when first published in 1977. In fact, it was a true cause celebre -- placed on the covers of *People Magazine* and *U.S. News & World Report*, extensively covered by *Time* and *Newsweek*, featured in hundreds of major US newspapers, and brought out in paperback and in 14 different foreign language translations. The author, Dr. James Lynch, appeared on virtually all the major TV media at the time, including two appearances on the Phil Donahue Show, the Mike Douglas Show, and 60 Minutes.

Twenty-three years later, in a powerful revision/update, Dr. Lynch finds that loneliness is still the leading cause of premature heart disease, and that heart disease remains Americans' leading cause of death. But he also determines that a broader, more harmful plague of loneliness permeates our modern culture -- a plague derived from a raft of hidden sources. Then, he examines alarming new data, including his own recent research discoveries on the links between human dialogue and cardiovascular functioning, as well as hundreds of recently available health statistics. *His conclusion?* That loneliness is now linked to most causes of premature death.

And, in several entirely new chapters, he shows that this broadening risk will escalate, because school failure contributes to loneliness and social isolation, and, combined with family fragmentation, poses a hitherto hidden cause of premature death, and especially cardiovascular disease, in adults. Highly controversial will be Dr. Lynch's well-documented assertion that in the 21st century of every post-industrialized nation, communicative dis-eases will replace communicable diseases as the greatest health threat of all.

Marketing and publicity info

- Co-op available
- 20-city radio drive-time tour: New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Dallas, Washington DC, Houston, Boston, Miami, Atlanta, Seattle, Nassau/Suffolk/L.I., San Diego, Minneapolis, St Louis, Baltimore, Pittsburgh, and Phoenix
- 6 city in-person author's tour: New York, Boston, Washington, Philadelphia, Baltimore, and Atlanta
- Announced initial print run of 75,000
- National publicity handled by Carol Fass & Associates.
- For original "Broken Heart," Lynch did 19 national/international TV, 32 national magazines, 3 national radio, 31 major daily papers, 16 national news syndicates, and 17 medical publications. His 1990 60 Minutes appearance started the nursing home movement of bringing in pets for patients to improve their health and overall quality of life.

Sales Handles

- Loneliness is an even greater problem than it was in 1977 (Lynch is putting together "then and now" statistics). Therefore, there should be equal or greater media interest in 1999-2000 and beyond. And, perhaps most important, this classic book represents a monopoly. No one else we know of is really hitting the loneliness theme/angle/focus.
- Book is highly topical, accessible, and unique. *Broken Heart* offers technical information, statistics, and personal case study narratives. The combination brings a highly scientific/academic topic down to a normal layman's level.
- In advocating marriage, two-couple households, and participation in traditional groups and communities so people can lead happier, less lonely lives, *Broken Heart* will be quite controversial.

Audience

- Individuals for their own personal interest and application
- People involved in medicine, science, and medical research
- People involved in the counseling professions

Competition

- Dr. Dean Ornish, "Love and Survival: The Scientific Basis for the Healing Power of Intimacy" (HarperCollins, 1998, 0060172134). Lynch's "Broken Heart" was pioneering basis of Ornish's book.
- "Sugar Busters," HarperCollins, 1998, 0345425588 (sugar surfeit causes obesity and early death).

P.O. Box 65360
Baltimore, MD
21209 - 9945

phone:
410 . 358 . 0658
800 . 637 . 7377

fax:
410 . 764 . 1967

e mail:
bruceb@
bancroftpress.com

Internet:
www.bancroftpress.com

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