



P.O. Box 65360

Baltimore, MD

21209 - 9945

phone:

**410.358.0658
800.637.7377**

fax:

410.764.1967

e mail:

**fwhite@
bancroftpress.com**

Internet:

www.bancroftpress.com

BOOK INFO

ISBN:
1-890862-01-0

Category:
History/International Affairs

Price:
\$26.95

Binding:
Cloth

Format:
6x9

Pages:
620

Photographs:
Over 80 b/w

Live By the Sword

THE SECRET WAR AGAINST CASTRO AND THE DEATH OF JFK

By Gus Russo

October 22, 1998

Published to coincide with the 35th anniversary of JFK's assassination, *Live By the Sword* forces the conclusion that the president's murder was a direct consequence of the Kennedy brothers' reckless anti-Castro operations. By 1963, the Kennedys had plans underway for a full-scale invasion of Cuba—a move that could have provoked nuclear war. When Lee Harvey Oswald learned of this and decided to kill the president, he was secretly embraced by a Cuban regime fearful for its survival, and determined to retaliate for repeated attempts on Castro's life. Author GUS RUSSO debunks 35 years of convoluted conspiracy theories, demonstrating that Oswald—expecting sanctuary in Havana—was indeed “the lone gunman” in Dallas. Russo proves the ensuing government coverup was intended to preserve dwindling national security and hide JFK's responsibility for his own murder—not to conceal a CIA/mafia cabal. *Live By the Sword* illuminates the assassination as an object lesson in flawed foreign policy.

Marketing and publicity info

- Co-op available
- *Seven-city author tour: New York-Nov. 30, Washington-Dec.1, Boston-Dec.2, Atlanta-Dec.3, Miami-Dec. 4, New Orleans-Dec. 7, Houston-Dec. 8, Dallas-Dec. 9*
- Twenty-city radio drive time tour
- Twenty-two city satellite tour

Sales Handles

- Publication coincides with 35th anniversary of JFK's assassination (11/22/63)
- Draws on an extensive cache of previously secret, newly declassified documents
- Quotes innumerable key insiders in the Kennedy/Cuba drama speaking for the first time on record
- Features dozens of never-before-seen photographs

Audience

- General readers of high-quality non-fiction
- Kennedy assassination buffs
- Historians, political scientists, and policy analysts

Competition

- *Case Closed: Lee Harvey Oswald and the Assassination of JFK*, by Gerald Posner
- *The Kennedy Tapes: Inside the White House During the Cuban Missile Crisis*, eds. Ernest R. May and Philip D. Zelikow
- *Conspiracy: The Definitive Book of the JFK Assassination*, by Anthony Summers