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Man in the Middle

By Ken Morris

BOOK SUMMARY

Man in the Middle is the story of one young man, Peter Neil, who finds himself thrust into the world of a high stakes hedge fund. For a time, he buys into the game of wealth-creation with unbridled enthusiasm. Only after discovering that the deaths of several people -- his mother included -- were not what they seemed, does he realize he needs to get out. With the help of a diminutive SEC agent and an old flame, he devises an inspired plan to extricate himself from those wishing to control him. Executing that plan, however, carries not only life-or-death consequences, but is as daunting a task as Peter Neil, or anyone else, has ever had to handle.

Man in the Middle, one of the best, most gripping, most timely financial thrillers to be published in a long, long time, is unquestionably fiction, yet influenced by some of the individuals the author met during his Wall Street years at the top of the capital markets -- people who routinely bent or broke the rules. Such amorality in the financial and business milieus is still rampant, his book suggests, and perhaps to a greater degree than ever -- witness the Enron, Worldcom, Tyco, and Imclone scandals, among others. In the words of one astute reader, "*Man in The Middle* is a gritty trek through the piranha-inhabited water of high finance." Anyone interested in understanding the reality behind today's headlines (and tomorrow's) will find Ken Morris' *Man in the Middle* a must and entertaining read.

SALES HANDLES

- ◀ Timely publication -- witness the recent wave of financial corruption scandals involving large worldwide companies.
- ◀ Author is probably the highest ranking investment figure -- and the most knowledgeable -- ever to make transformation to writer in his specialty. Morris also takes incredibly popular style of Grisham and Clancy, and transfers it to a new and vitally important world -- investment.
- ◀ Pre-publication praise is already exhaustive and extensive, from extremely well-known financial figures around the world, to well-loved fiction writers, led by the legendary maritime and adventure writer **CLIVE CUSSLER** (150 MILLION BOOKS SOLD WORLDWIDE), who says of *Middle*: "Pure entertainment. Enjoyably engrossing. Enough intrigue to satisfy anyone. A fun read", to librarians and educators, and more.
- ◀ Cussler's comments will appear prominently on the book's front and back cover. Similar Cussler comments for first-time novelists have made their books bestsellers.
- ◀ First work of fiction ever to be represented by **ARIELLE FORD**, who helped Deepak Chopra and 50 others reach the bestseller list
- ◀ Also represented by **GREG GODEK**, whose self-published, self-promoted *1001 Ways to Be Romantic* sold 2.1 million copies.

AUDIENCE

- ◀ Mystery / thriller lovers (Grisham/Ludlum fans)
- ◀ Readers of Steven Frey, Christopher Reich, and other financially oriented novelists
- ◀ Those working in or for the financial world, or who want to learn—via riveting entertainment—how it really works
- ◀ San Diego and Southern California residents

MARKETING/ PUBLICITY

- ◀ Features, reviews, author-written op-ed pieces, and ads in national business and investment-oriented publications such as *Wall Street Journal*, *Business Week*, *Fortune*, *Barrons*, *Worth*, *Entrepreneur*. etc
- ◀ Major TV appearances
- ◀ Ten-city Booksigning/ media tour
- ◀ Year-round radio interviews
- ◀ Author speaking engagements
- ◀ Focused introductory campaign to be followed by ongoing publicity support
- ◀ Book launch party in the Wall Street area of New York