



Trembling in the Ivory Tower: Excesses in the Pursuit of Truth and Tenure By Kenneth Lasson

BOOK SUMMARY

Scholar and wit Kenneth Lasson takes on Catharine MacKinnon, Andrea Dworkin, campuses all over the country, and a slew of academicians who, in his view, have assaulted American society. *Their weapons?* Political correctness and radical feminist scholarship, speech codes, and curriculum alterations -- all for the invidious purpose of satisfying their small, yet powerful agendas.

Lasson challenges the blindly accepted notion of colleges and universities as “intellectual playgrounds,” offering instead an image of ideological warfare being waged by vociferous academicians and stifling academic bureaucracies. Universities and colleges, Lasson reminds us, are where we send the future leaders of our society, so what’s said – and not said -- in those brick buildings affects every one of us. 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. The effects seep into systems of thought inside and outside of university walls.

Lasson's theories and reactions to the state of scholarship in the U.S. are exactly what the Academy needs—a wake-up call that encourages original, not popular, thought. In an age of catch phrases, double-speak, and oxymoronic language, he tries to rescue society and the First Amendment, and furnishes all of us more than our normal daily allotment of fresh, fresh air.

SALES HANDLES

- ◀ A scholarly topic in the form of a funny book that’s accessible to the general public
- ◀ An exposé of American academia
- ◀ “The Ultimate Back To School Reading”—educates parents and students *about* education
- ◀ Appeals to both extremes of the political spectrum, as well as to the common sense of middle-of-the-roaders and laypeople

AUDIENCE

- ◀ Students
- ◀ Parents of students
- ◀ Scholars
- ◀ Liberals
- ◀ Conservatives
- ◀ Anyone anti-PC
- ◀ Anyone connected with the American system of higher education

MARKETING/ PUBLICITY

- ◀ Send book directly to liberal and conservative talk show hosts, columnists, and journalists who will either agree completely or be completely outraged by the book
- ◀ Gaining reviews in all publications which have previously published Lasson’s work
- ◀ Send to such associations as the MLA, the National Conference of Law Reviews, the Chronicle of Higher Education, etc.
- ◀ Large mailing to college newspapers
- ◀ Set up debate with Catharine MacKinnon
- ◀ Book Lasson on the O’Reilly Factor, Larry King, Hardball, NBC Nightly News with Tom Brokaw, 60 Minutes, Scarborough Country, etc.
- ◀ Traveling discussion panel with Alan Dershowitz, an ACLU rep, etc. to visit to colleges and universities nationwide.
- ◀ Include text as part of college curricula
- ◀ Market to librarians of law, college, and public libraries

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