



VINTAGE READING

From Plato to Bradbury: A Personal Tour of Some of the World's Best Books

By Robert Kanigel

BOOK SUMMARY: Critically acclaimed writer Robert Kanigel leads readers through eighty unforgettable books, celebrating the written word. He looks at works of fiction, science, art, religion, politics, and much more; he gives the modern reader a wonderful guide as to what s/he should make the time to read.

MARKETING:

Author Tour: Baltimore, DC, Philadelphia

Galley Mailings:

Serial Rights:

Print Ad: *NYT Book Review, Reverberations, Civilization*

Trade Ads:

TV&Radio: 20 city radio tour

Endorsements:

Online:

Direct Mail:

Co-op available:

SALES HANDLES:

- ◆ A post-literary work that takes books out of their glass cases and makes them welcoming to all. Gives readers an idea of what's important to read in a society where there is so much to choose from.
- ◆ Book is a remedy to this age of 'specialization.' In era during which people of different fields don't communicate, this work is the antidote; it is a triumph of the generalist.
- ◆ Covering such a wide range of genres, work is a liberal education unto itself.
- ◆ Book does not defend any canon, nor does it say these are the only books worth reading. It is essentially a middle-brow work, appealing to middle-brow tastes. It is a book for the common man, but it crosses the boundaries of class, appealing to literary dilettantes who want to see what another reader thinks of books they loved or hated.

AUDIENCE:

- ◆ Reading groups that have become more and more popular all over the country.
- ◆ Libraries and teachers looking for ways to encourage students/ young people to read 'vintage' books.
- ◆ Bibliophiles of all age groups—retirees looking for a guide as to what to read; students looking for books to read over vacations; workaholics who miss reading and are forcing themselves to find the time; those who read voraciously, whether or not the time to do it really exists, and want to read the reactions of another book lover.

COMPETITION:

Booknotes: America's Finest Authors on Reading, Writing, and the Power of Ideas by Brian Lamb (Times Books, 1997, 0812928474)

Great Books: My Adventures with Homer, Rousseau, Woolf, and Other Indestructible Writers of the Western World by David Denby (Simon & Schuster, 1996, 0684809753)