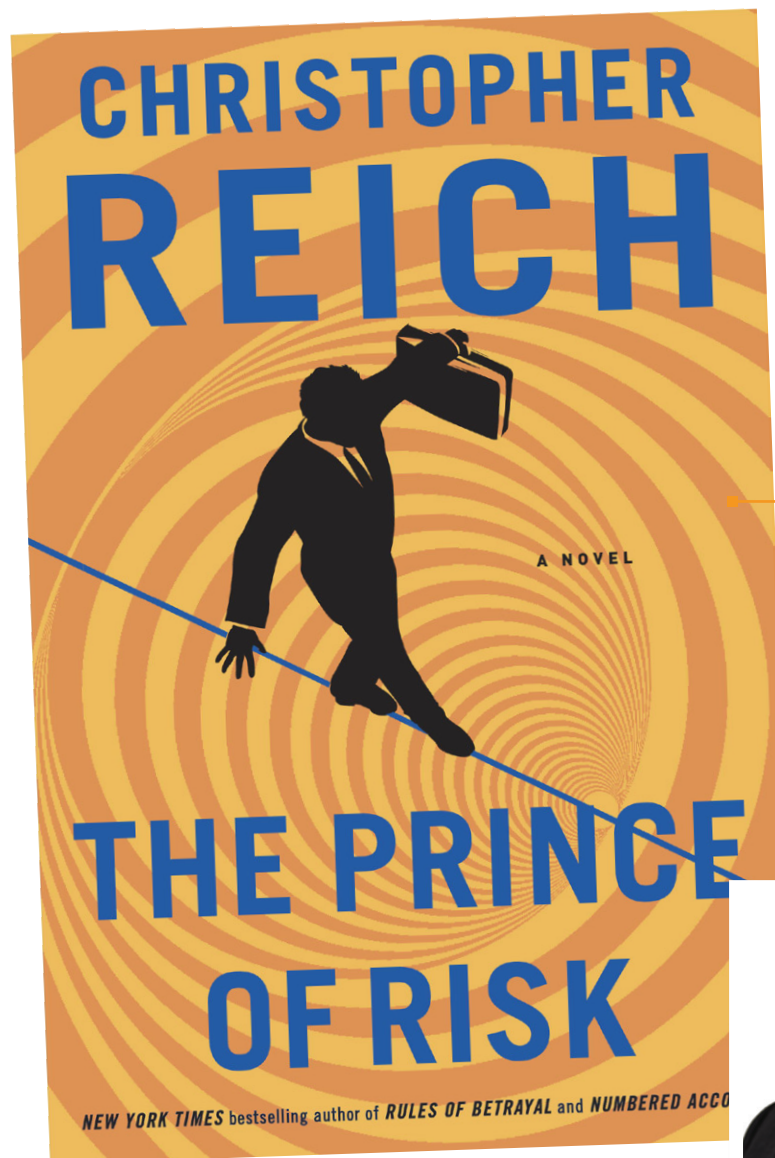


Homegrown

New books by
San Diego authors

BY CLAIRE YEZBAK FADDEN

What's better than a good book? A good book written by someone in your neighborhood. Meet San Diegans Kelly Parsons, Susan Meissner, Christopher Reich, Denise Lee Yohn and Jorge Cruise. These stories of international conspiracies, branding your business, recapturing your soul, slimming your belly or solving a murder are all written by locals. Dig in and enjoy these homegrown treasures.



HIGH FINANCE AND INTERNATIONAL TERRORISM

Christopher Reich brings his trademark, high-octane pacing to the world of powerful Wall Street firms, arrogant traders and deadly international conspiracies in "The Prince of Risk" (Doubleday, December 2013). Inside the headquarters of the Federal Reserve, three men who comprise the triumvirate of economic power in the United States meet clandestinely late on a Sunday night. They hold information that urgently propels them to the White House. Other dark forces are watching, however, and their journey goes terribly wrong. In the last seconds of his life, one of the three men texts a single word to his estranged son, legendary hedge fund king Bobby Astor. But will he unravel its meaning in time? Astor might hold the key, but there are others who will do whatever is necessary to stop him.



FIRST DO NO HARM

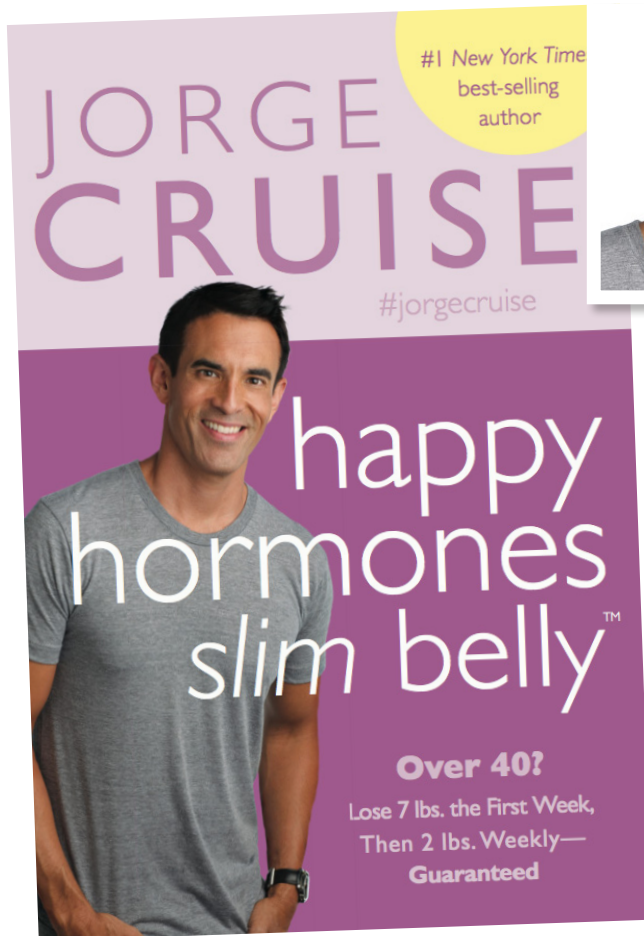
Kelly Parsons's debut novel details the politics of hospitals, the hierarchy among doctors and the life-and-death decisions made by flawed human beings. "Doing Harm" (St. Martin's Press, February 2014) tells of Steve Mitchell, a happily married husband and father who is in line for a coveted position at Boston's University Hospital. Steve's over-reaching ambition causes him to botch a major surgery. When another of his patients dies suddenly and unexplainably, Steve learns the mysterious death was no accident but the act of a sociopath. Steve knows that any accusations he makes won't be believed, so he plots to turn the tables, even as the killer skillfully blocks his every move.



TWO WOMEN. ONE HUNDRED YEARS APART.

Susan Meissner's "A Fall of Marigolds" (NAL Trade Paperback, February 4, 2014) tells a compelling story of two women from different times. In 1911, Clara Wood loses the man she loves to the famous Triangle Shirtwaist Fire. She seeks refuge from Manhattan on Ellis Island where she finds an embroidered scarf that encourages her to change her life. Taryn Michaels lost her husband in the collapse of the World Trade Towers. In 2011, she thinks she's living a full life as a single mother until a photo surfaces—one that makes her relive the horrible day he died and confront the truth she's ignored all this time. The discovery of a century-old scarf and a chance encounter open Taryn's eyes.





STAY SLIM FOREVER

It's a scientific fact that most women are drawn to carbs (sugar calories) because of a biological need to balance hormones. The irony is that you must limit sugar calories to lose weight, those same sugar calories you need in order to balance your hormones. In "Happy Hormones,

Slim Belly" (Hay House, December 2013) Jorge Cruise outlines the newest dietary science for women over 40: Women's Carb Cycling™. This eating method balances your hormones so you can lose up to seven pounds in a week, then two pounds weekly. This change in your eating routine will reset your insulin sensitivity, keeping you slim, while simultaneously elevating serotonin levels, which keeps you happy, energized and free of cravings.

BRAND AS BUSINESS

Today's most successful and iconic companies—think Zappos, Lululemon, and Nike—have one critical attribute in common: they elevate brand-building from a "siloeed" function to a strategic management tool that guides every aspect of their business. The result: higher-than-average profit margins. In her new book

"What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest" (Jossey-Bass, January 2014), brand-building consultant and speaker Denise Lee Yohn proves that a company's brand is their most powerful tool for growth, and offers business leaders, owners and general managers seven principles and powerful tools for putting the brand where it belongs: in the driver's seat of the organization.



MEET THE AUTHORS...

Wednesday, January 15: **Christopher Reich**, *The Prince of Risk*. Tuesday, January 28: **Denise Lee Yohn**, *What Great Brands Do*. Tuesday, February 4: **Susan Meissner**, *A Fall of Marigolds* and Tuesday, February 11: **Kelly Parsons**, *Doing Harm* all at 7:30 pm

For details contact Warwick's at warwicks.com or 858.454.0347