

# Publishing Trends and Summer Highlights

## April 9, 2018



*Wichitawesome*



Penguin  
Random House  
LIBRARY MARKETING

**Liz Camfiord**

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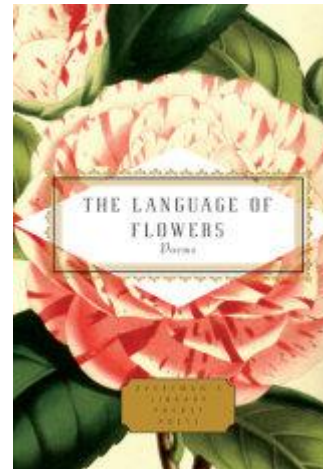


## Wild Asters

In the spring I asked the daisies  
If his words were true,  
And the clever, clear-eyed daisies  
Always knew.

Now the fields are brown and barren,  
Bitter autumn blows,  
And of all the stupid asters  
Not one knows.

Sara Teasdale



### More on this book and author:

- Learn more about [The Language of Flowers](#).
- [Visit our Tumblr](#) to share this poem and peruse other poems, audio recordings, and broadsides in the Knopf poem-a-day series.
- To share the poem-a-day experience with friends, pass along [this link](#).

# Vote for Your Favorites Each Month!



**TOP PICK!**

**CIRCE**  
by Madeline Miller  
(Little, Brown and Company)

"Circe follows the banished witch daughter of the Titans as she practices her powers for an inevitable conflict with one of Olympus's most vindictive gods. I found myself pondering motherhood, mortality, and feminism. For readers of historical and mythological drama or anyone who loves a strong female lead."  
—Mekelle George, Salt Lake City Public Library, Salt Lake, UT

The **top ten books** published this month that librarians across the country love.

APRIL 2018

**OTHER PEOPLE'S HOUSES**  
by Abbi Waxman  
(Beikley)

"The story follows a stay-at-home mom. There is a satisfying rhythm to the book. Crazy things happen, and the next day the kids have to get to school and soccer practice. The shifting point of view from the mother to various people living in the town is successful in imparting a snarky tone, bringing to life the gossipy small town setting."  
—Caitie Sherman, Clearwater Countryside Library, Clearwater, FL

**ALL THE BEAUTIFUL LIES**  
A Novel  
by Peter Swanson  
(William Morrow)

"The latest from psychological thriller master Swanson is a whirlpool of darkness, taboos, and secrets. When his father commits suicide, Harry Ackerson returns home to Malmo. Harry finds more questions than answers as he faces his attractive young stepmother, the attentions of a seductive stranger, and the many questions posed by the local investigators."  
—Sharon Layburn, South Huntington Public Library, Huntington Station, NY

**HOW TO BE SAFE**  
A Novel  
by Tom McAllister  
(Liveright)

"This novel uses fiction as a tool to show how guns and violence are affecting contemporary society. Anna's fictional experiences illustrate the real-life hypocrisy, lack of leadership, and fear of expressing controversial opinions. Great fiction for readers who tend to stay in the nonfiction lane."  
—Marilyn Sieb, L.D. Fargo Library, Lake Mills, WI

**THEN SHE WAS GONE**  
A Novel  
by Lisa Jewell  
(Athol)

"Part psychological fiction, part ghost story, both tragic and uplifting. A decade after the disappearance of the teenage daughter, Laurel Mack meets a charming single father with two daughters, the youngest of whom reminds Laurel deeply of her lost daughter Elie, and she becomes obsessed with her."  
—Linda Quinn, Fairfield Public Library, Fairfield, CT

**UNBURY CAROL**  
A Novel  
by Josh Maleman  
(Del Rey)

"This horror novel, set in the Old West, is creepy, atmospheric, and suspenseful. A husband has nefarious plans for his comatose wife Carol. James Moxie, a legendary outlaw, sets off on *The Trail* to save her. Hot on James' trail is a sinister hit man with a thirst for murder-by-fire and a supernatural entity, Rot, who wants to collect Carol."  
—Sonia Reppe, Stikney-Forest New Public Library, Stikney, IL

**THE FEMALE PERSUASION**  
A Novel  
by Meg Wolitzer  
(Riverhead Books)

"A complex coming-of-age story. A college student finds herself transformed by her experience with a renowned feminist and activist in the center of the women's movement. This is a story of women finding their way and making mistakes in the world of men. This is a novel that makes you feel and think in equal measure."  
—Chris Markley, Hawkins County Libraries, Rogersville, TN

**YOU THINK IT, I'LL SAY IT**  
Stories  
by Curtis Sittenfeld  
(Random House)

"A collection of ten short stories from the author of *Eligible*. Library fiction with young adult appeal. Well-developed characters in fascinating circumstances. Poignant, timely, sad, funny, and cohesive. Sittenfeld shows her craft in a new form."  
—Lanna Millman, Charlevoix Public Library, Charlevoix, MI

**MY LADY'S CHOOSING**  
An Interactive Romance Novel  
by Katy Carran and Larisa Zagels  
(Random House)

"A choose-your-own-adventure romance with Jane Austen flair. You are a spirited but penniless heroine in eighteenth-century society and courtship season has begun. Go!"  
—Victoria Catron, Neva Lovison Memorial Library, Carrollton, GA

**THE GIRL WHO SMILED BEADS**  
A Story of War and What Comes After  
by Clesantine Wamarya and Elizabeth Weil  
(Greenleaf)

"Wamarya has written a heart-breaking account of her survival of the Rwandan genocide. In 1994, she and her sister fled Rwanda and spent the next six years migrating through Africa, looking for a safe haven. Told in alternating chapters between her harrowing escape and her arrival in the US as a refugee."  
—Janet Kowal, Connetquot Public Library, Bohemia, NY

Find out more at [www.LibraryReads.org](http://www.LibraryReads.org)

[LibraryReads.org](http://LibraryReads.org)

LibraryReads is a Nationwide Library Staff Picks Program, a monthly list of ten newly released must-reads.

Nominate your selections for LibraryReads by casting your votes each month on Edelweiss or NetGalley.

## What Will You Read For June ?



**Click to request eGalley**s of our favorite June titles, and if you love the books, please consider nominating them for **LibraryReads!** Remember, voting for the June list ends on April 20th.

**The Next Library Reads deadline is April 20th**



### Killer Reads

"I had always known that the world was full of mysteries—until now had I realized that the most terrifying of them the earth was hiding."  
—Ransom Riggs

From books by debut authors to those by bestselling fan favorites, these thrillers will have your patrons trying to figure out who the killer is.

[Click for More Books that Go Bump in the Night](#)

[Tweet](#) [Like](#)



From the Nobel Prize winner and bestselling author of *Snow* and *My Name is Red*, a fable of fathers and sons and the desires that come between them. A beguiling mystery tale of family and romance, of east and west, tradition and modernity.

A compelling, intimate thriller about a mother who disappears and a man who recovers her stolen identity. A beguiling mystery tale of family and romance, of east and west, tradition and modernity.

Say Hello to Summer with These Hot July Reads

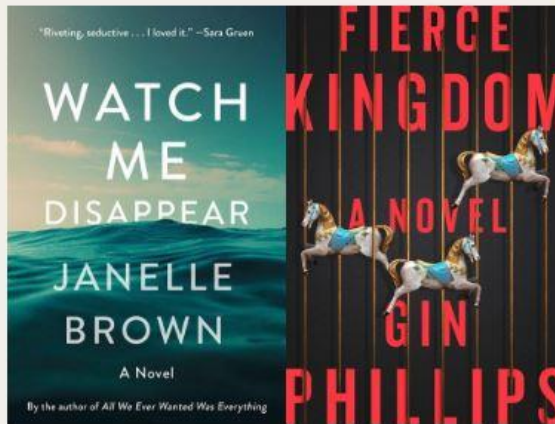
### What Will You Read for July?



[Click to request eGalley](#)s of our favorite July titles, and if you love the books, please consider nominating one (or more) for [LibraryReads](#)! Remember, voting for the July list ends on May 20th.

[Click to Request eGalley of These July Titles.](#)

[Tweet](#) [Like](#)



For fans of *The Woman in Cabin 10*, *Big Little Lies*, and *We Were Liars* comes a riveting novel of psychological suspense about a mother who vanishes while hiking, and the family left to piece together her secrets.

"Tantalizing and twisty ... a spider's web of a thriller." —Megan Abbott

[Log in to Request an eGalley on Edelweiss.](#)

Joan and her four-year-old son are spending the afternoon at the zoo when she sees something that traps them inside and sends her running for their lives. *Fierce Kingdom* is an electrifying novel about the primal and unyielding bond between a mother and her son, and the lengths she'll go to to protect him.

[Request an eGalley on Edelweiss.](#)

[Request an eGalley on NetGalley.](#)

# Weekly Librarian eNewsletter

Sign up for weekly updates about forthcoming titles, links to eGalley, Author Videos, Giveaways, and more.

To sign up, visit:

**TinyUrl.com/  
PRHLibrarySignUp**

# JOIN THE FIRST LOOK BOOK CLUB TODAY!

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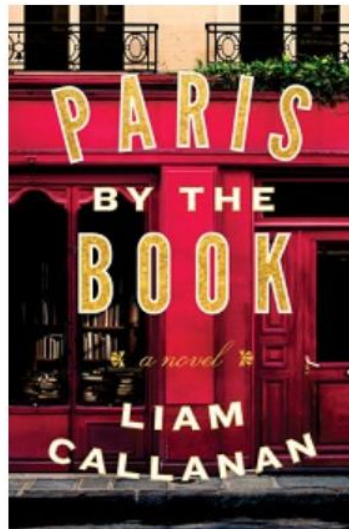
[Suzanne Beecher](#)

## PROLOGUE

Once a week, I chase men who are not my husband. (After everything, I do this still.)

I should not, but there are many things I do that I should not—smoke, own a bookstore, pay for French lessons I always find ways to skip—and this is one. I walk my daughters to school, stare past the parents staring past me, and start my search for that day's man.

I've sometimes begun right there on the sidewalk, trailing a fellow parent, a father, as he frees himself from the clutch outside the massive school door. More frequently, I walk up to the teeming rue SaintAntoine and sift the passing crowd. Some mornings I find someone to chase right away. Some mornings it takes all morning. Some mornings I follow someone for a while, usually someone just like my husband, or as close as I can manage, or bear—the ink-black hair, the narrow shoulders, the hands that can't stay in pockets, the head that can't stop turning every way but mine—only to lose interest when some errant detail distracts. My husband would never wear blue glasses. My husband would never not yield a taxi to a pregnant woman. My husband would never steal a magazine from a newsstand, an apple from a greengrocer, a book from a *bouquiniste*. My husband would never—

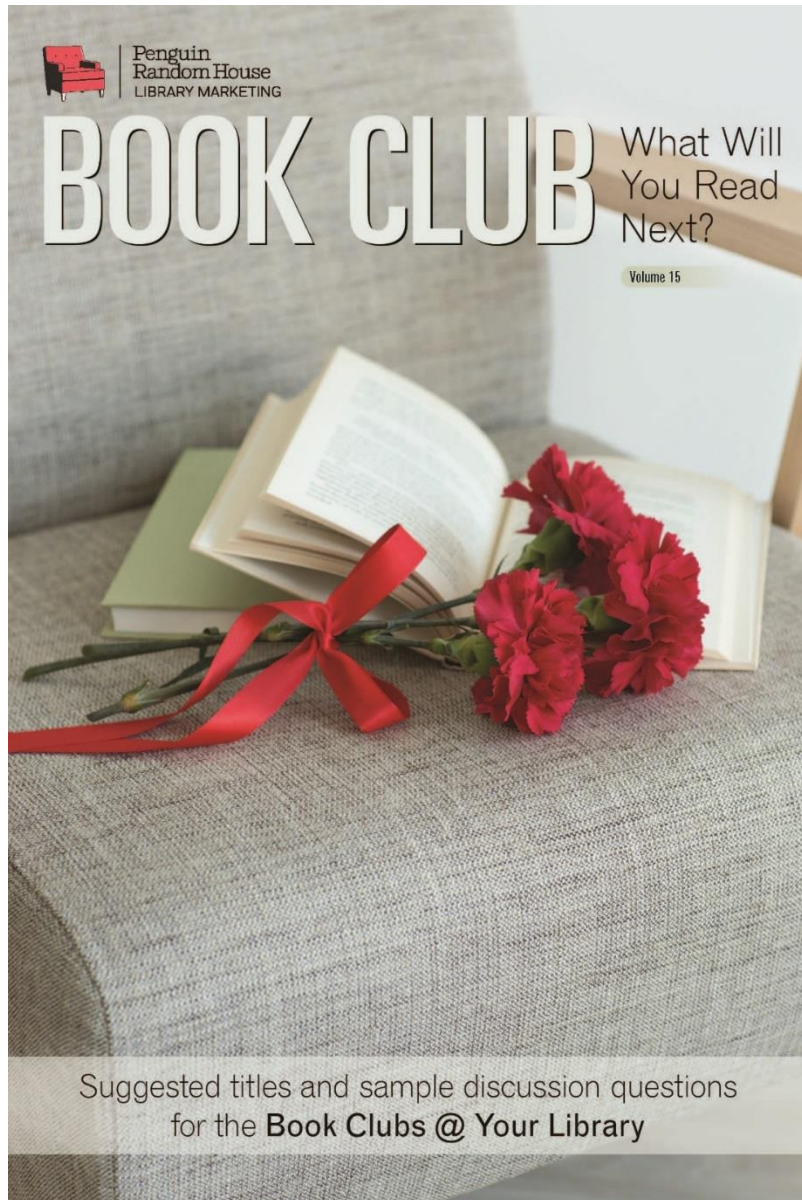


**First Look Book Club** offers daily email excerpts from our favorite just-published **MYSTERIES, ROMANCES, MEMOIRS, LITERARY FICTION,** and more.

- Ideal as a Readers' Advisory tool.
- Perfect to share with your patrons.
- A great way to dip in to some of the best new books.
- A chance to win free books in our weekly book giveaways.

Sign up for FREE by visiting:  
[TinyUrl.com/FirstLookBookClub](https://TinyUrl.com/FirstLookBookClub)





## Book Clubs...

- **Community Reads**
- **The NEA Big Read**
- **Graphic Novel**
- **Book Club Central**



Penguin  
Random  
House



Download the brochure at:

[TinyUrl.com/PRHBookClubVol15](https://tinyurl.com/PRHBookClubVol15)

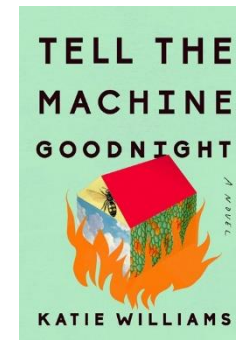
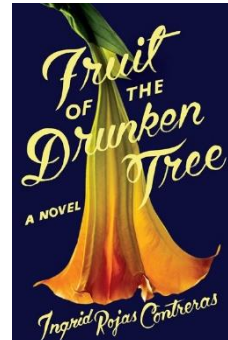
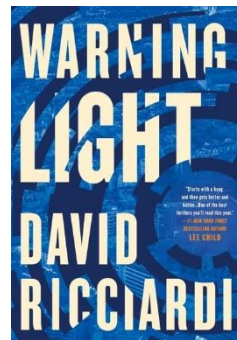
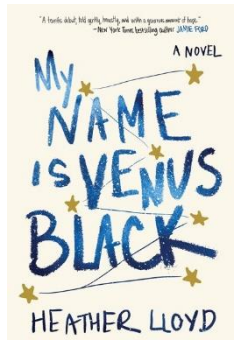
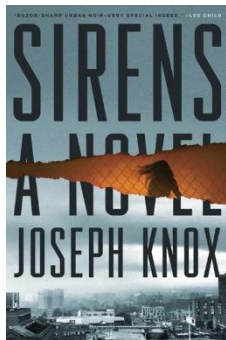
# Summer 2018 Debut Fiction Sampler

Take an early look at debut fiction coming this Spring from Penguin Random House!

From literary fiction to mysteries, our Debut Fiction Sampler is filled with fresh new voices that will appeal to all types of readers.

Download the brochure at:

[TinyUrl.com/Spring18Debut](http://TinyUrl.com/Spring18Debut)







Penguin  
Random House  
LIBRARY MARKETING

**LIBRARYJOURNAL.**

READ IT FORWARD 



# #AskALibrarian

**(Because librarians know all.)**

Join us on Twitter  
**every Thursday from 12-1pm ET**  
to give and receive book  
recommendations.

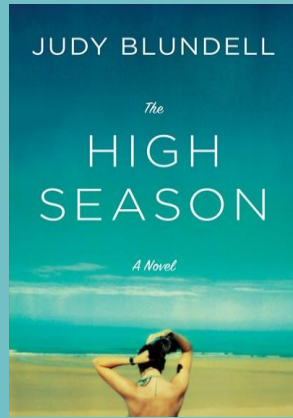


# Readers' Advisory

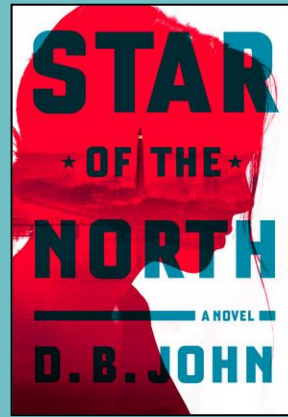
## Big Books of Summer...



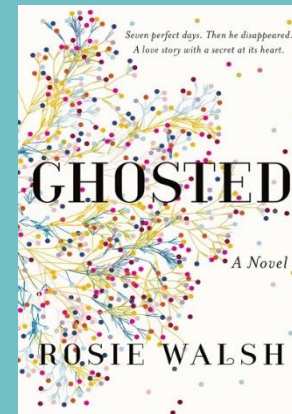
Hemingway



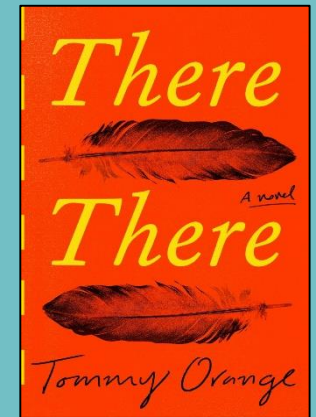
Social Class



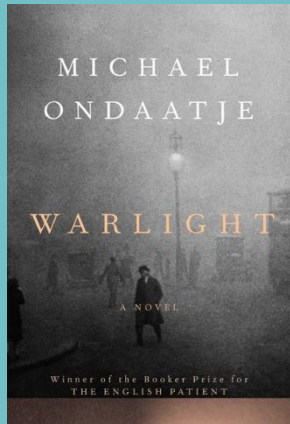
North Korea



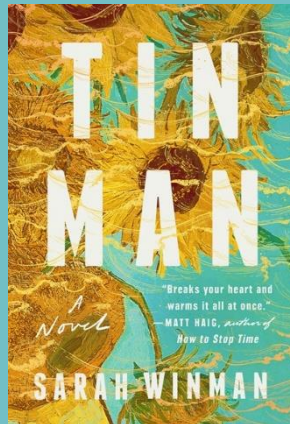
Star-Crossed Lovers



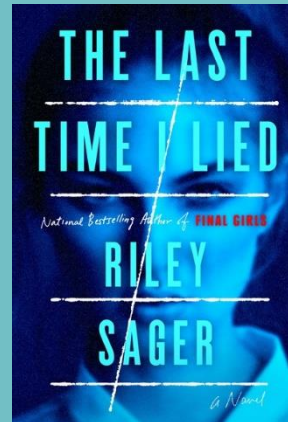
Native American



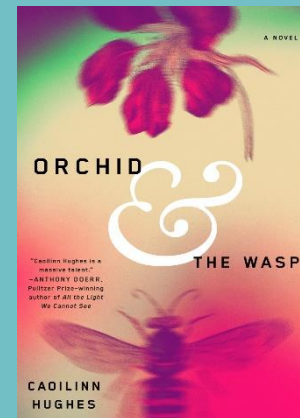
Siblings/WWII



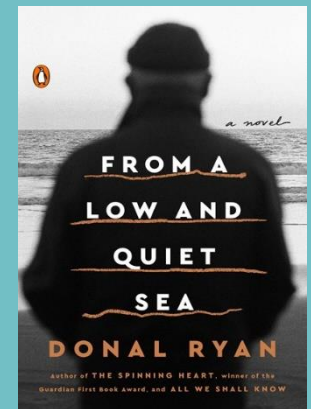
Friendship



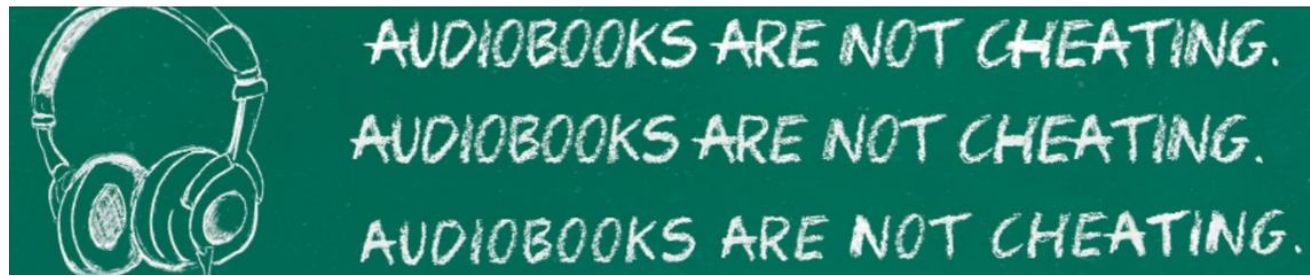
Summer Camp



Ireland



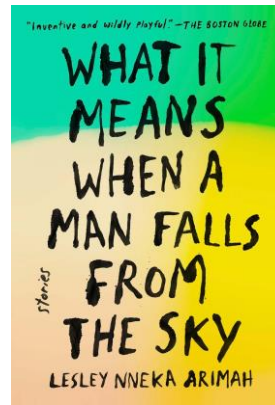
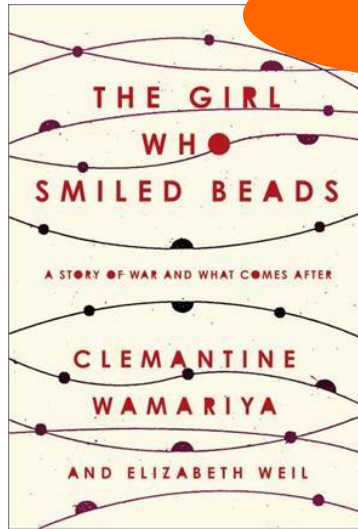
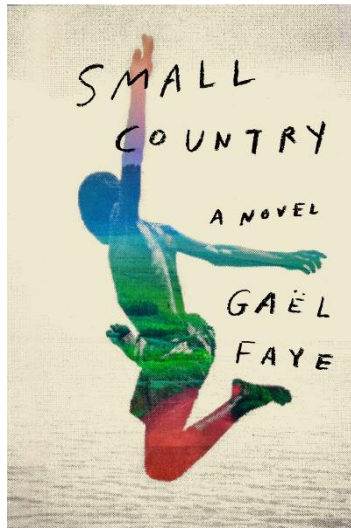
# SIGNAGE GALLERY



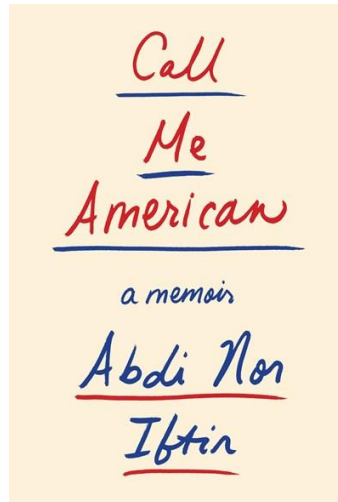
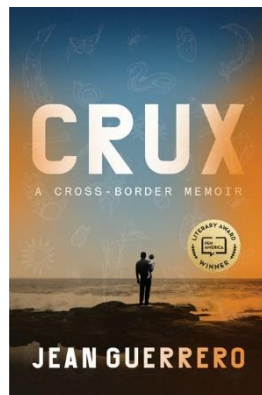
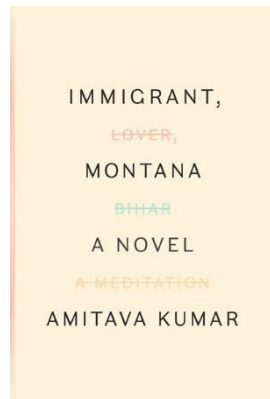


# FICTION & MEMOIR

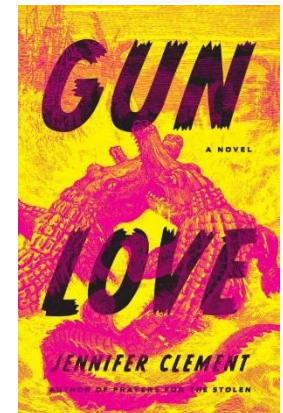
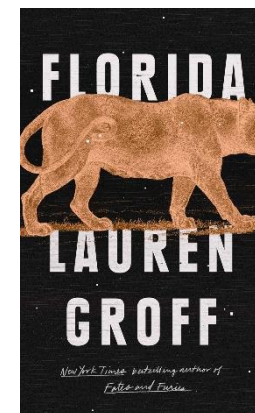
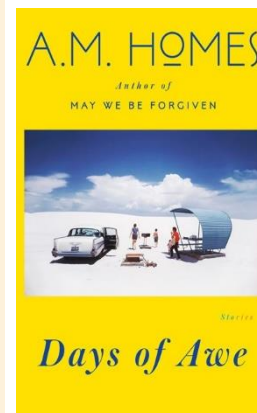
## Africa



## Immigrant Stories

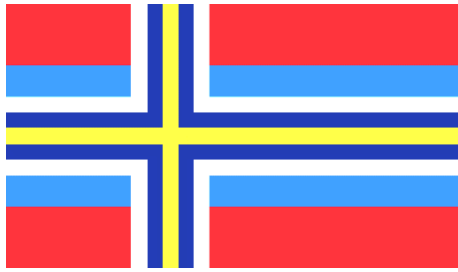


## Short Stories



Marketing tips: anniversaries, global lit, form

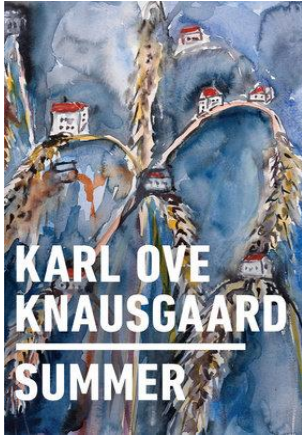




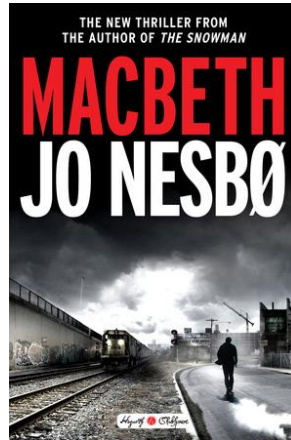
# Scandinavian Spotlight

Sweden - Norway  
Finland - Denmark  
Iceland

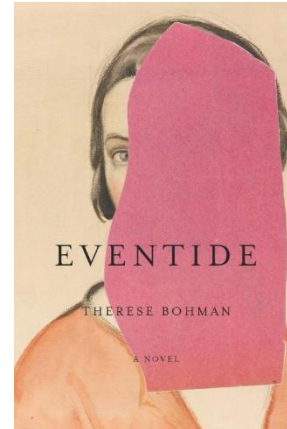
Literary Fiction – Memoir - Lifestyle- Cooking- Thrillers



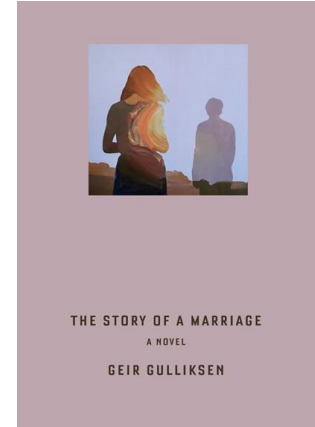
Seasonal Quartet



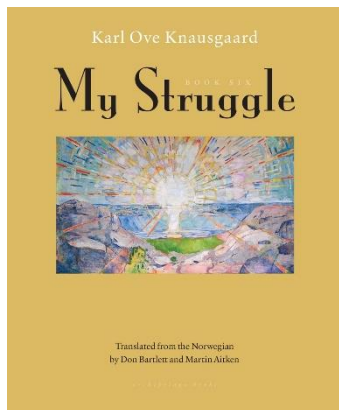
Hogarth  
Shakespeare



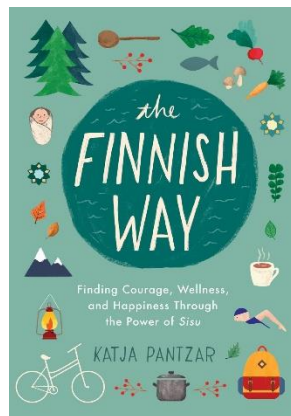
Women in Translation



Literary Fiction  
Husband's Perspective



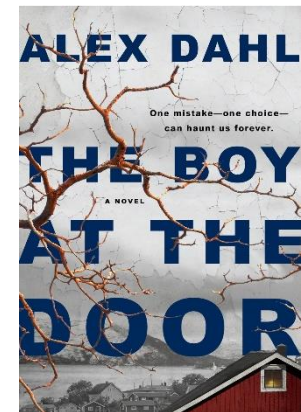
6<sup>th</sup> & final in the series



Lifestyle



Crafting



Debut Thriller

# Nonfiction

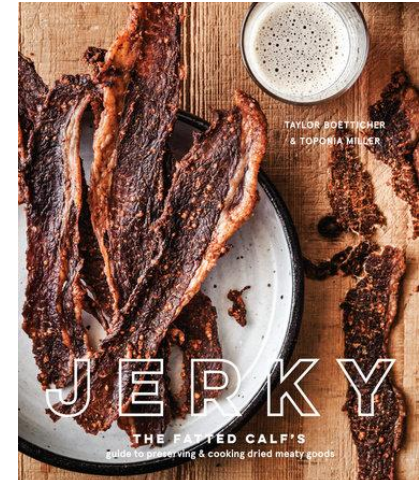
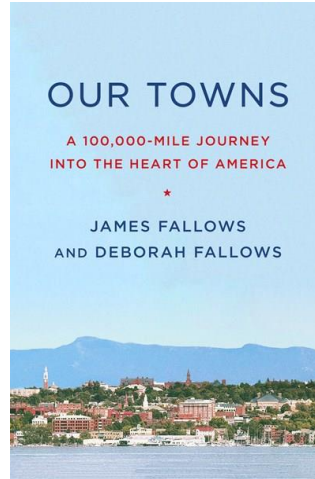
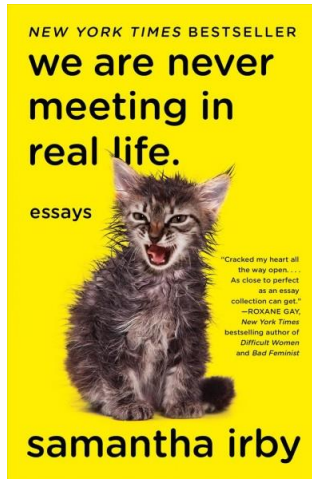
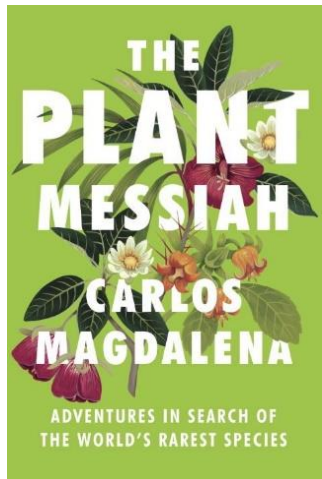
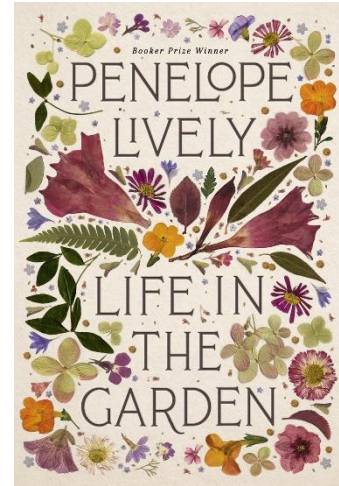
**Big Ideas/Innovators** – Pink, Pinker and more TED talkers...

**Portraits of American Cities & Towns** – Flint, Oklahoma City etc...

**Flora...** for gardeners, armchair botanists

**Cookbooks** – Vegan or Paleo or Keto-tarian?

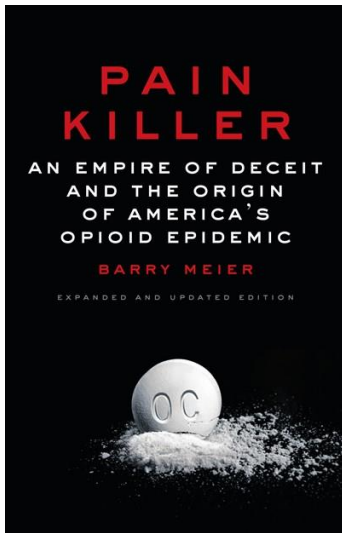
**Essay Collections** – from bloggers, podcasters, comedians to the literati!





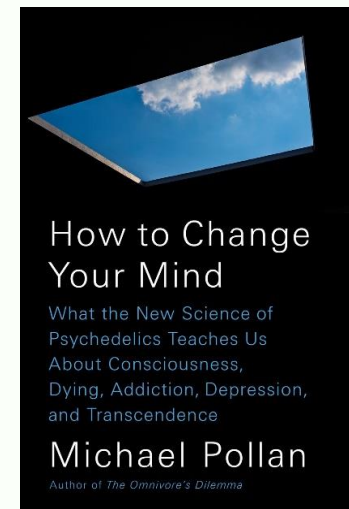
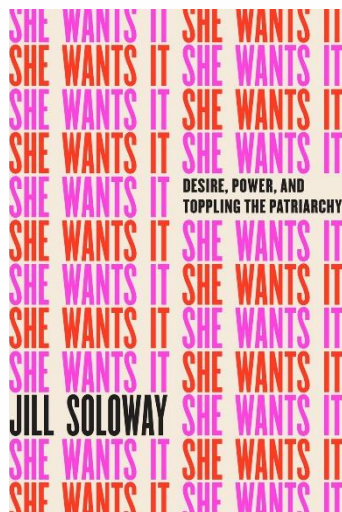
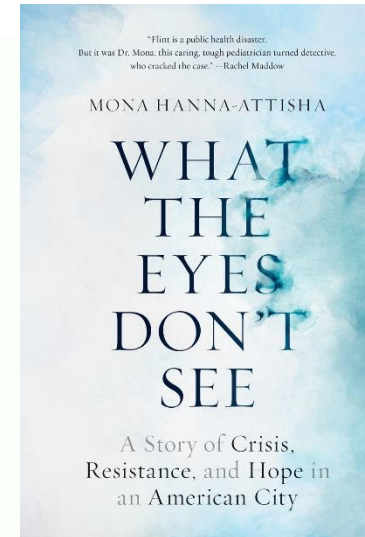
# Trending Topics

Trending topics from EBMA: Current Events, Refugees, Social Issues (homelessness, Transgender), Medicine, and Geography, Addiction, Abuse



#76 This Library Has A Directory For Topics People Might Be Embarrassed To Ask For

| Topic                 | Call Number             |
|-----------------------|-------------------------|
| ABUSE/INCEST          | 362.7044, 362.76        |
| ABUSIVE RELATIONSHIPS | 362.8                   |
| ACNE/SKINCARE         | 646.7046                |
| ALCOHOL               | 362.292                 |
| BODY CHANGES          | 612.6, 613.95           |
| DEATH                 | 155.9                   |
| DEPRESSION            | 616.8527                |
| DIVORCE               | 306.89                  |
| DRUGS                 | 362.29                  |
| EATING DISORDERS      | 616.8526                |
| HEALTH/HYGIENE        | 616.04243               |
| LGBTQ                 | 306.76                  |
| PREGNANCY             | 306.8743, 618.2         |
| RAPE                  | 362.88                  |
| RELATIONSHIPS         | 305.235, 306.73, 646.77 |
| SEX                   | 613.907, 613.951        |
| STDs                  | 616.951                 |
| SUICIDE               | 362.8                   |



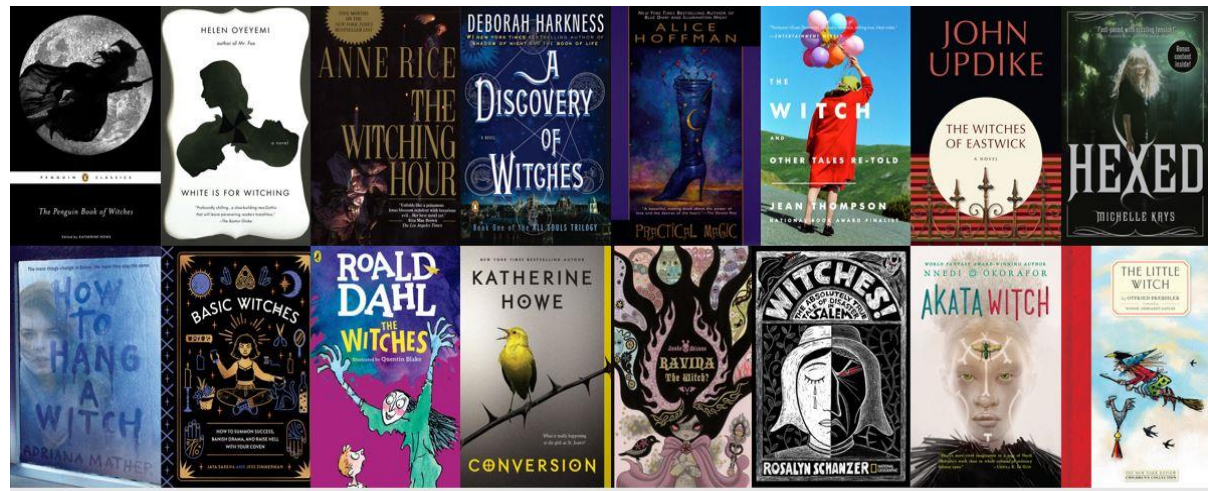
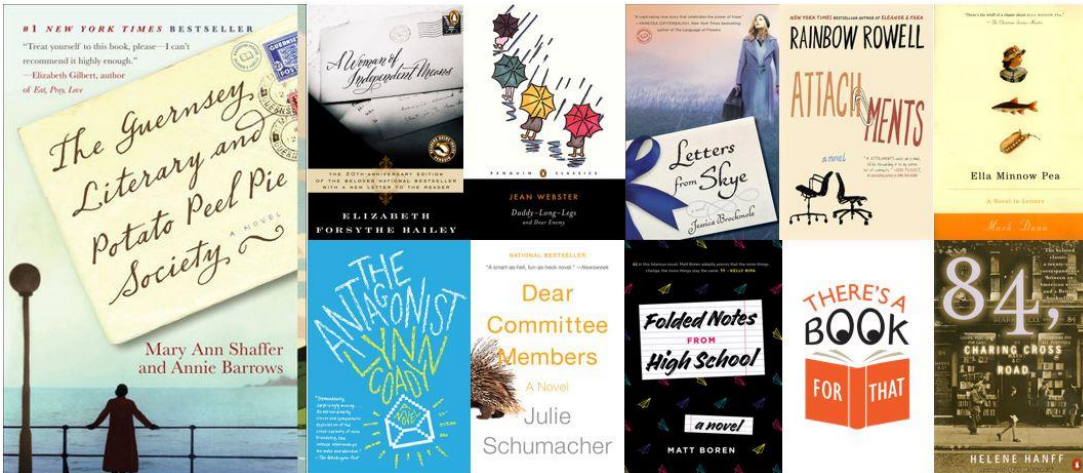




## Winston Churchill Day is April 9

<http://theresabookforthat.tumblr.com/>

## Epistolary Novels



## Witch Lit

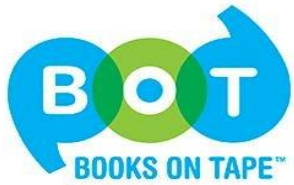


## Women in Journalism





# Audiobooks



MARCH 8, 2018



## Nearly one-in-five Americans now listen to audiobooks

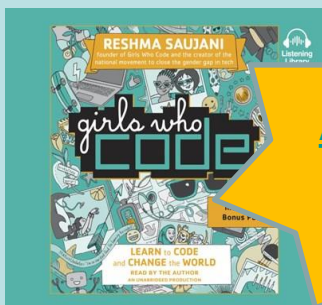


There is nothing like hearing  
**the rhythm & the beat & the cadence**  
of what a story is supposed to sound like. We all can  
imagine how we read it in our own heads, but to  
**hear the story as it is supposed to be told**  
is an experience that cannot be beat.

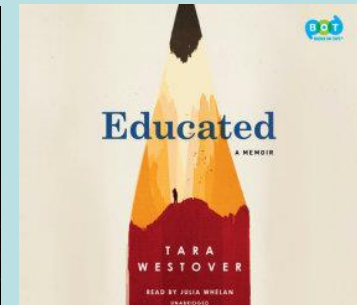
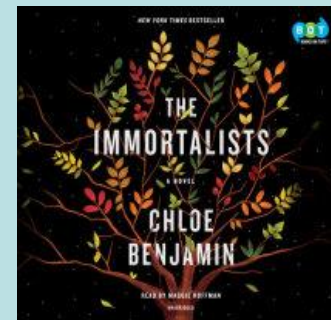
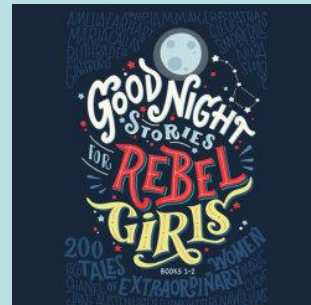
— Ellen Oh —  
Author of *Flying Lessons & Other Stories* and Co-founder of We Need Diverse Books



Read Proud  
Listen Proud

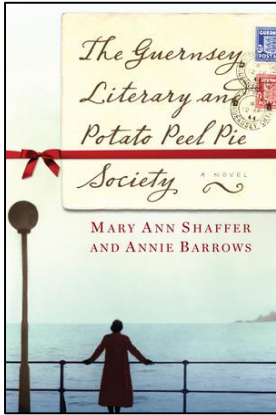


**YALSA  
Amazing  
Audio  
books  
for 2018**

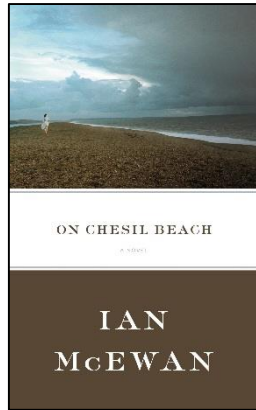


Narrated by: Alicia Keys,  
Danai Gurira, Samira  
Wiley, & Philipa Soo

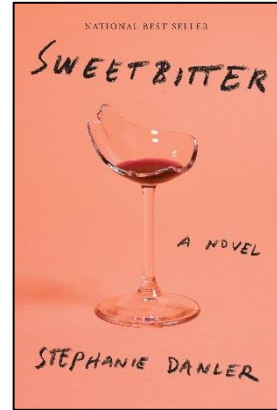
# From Page to Screen...



In theaters  
April 20, 2018.



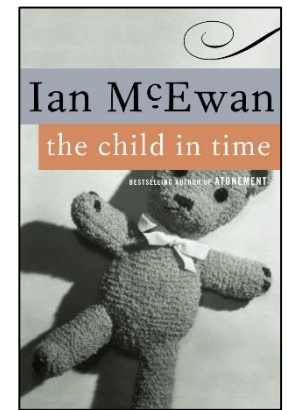
In theaters  
May 18, 2018.



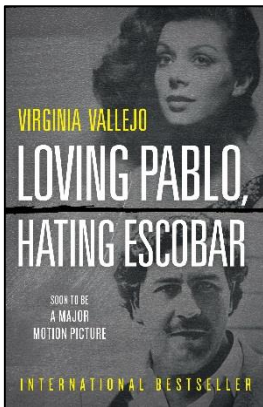
Premieres on Starz  
May 6, 2018.



In theaters now.



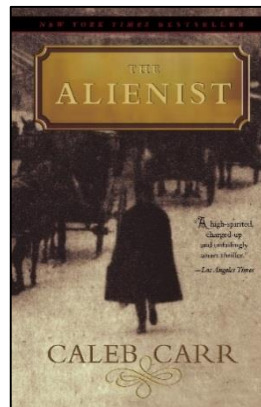
Now airing  
on PBS.



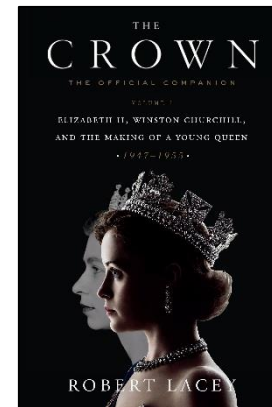
Now available  
on DVD.



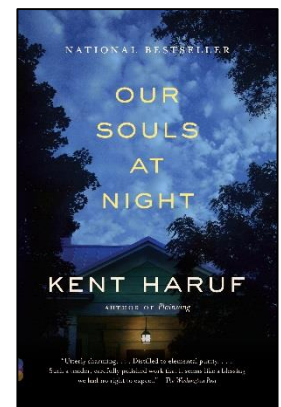
Now airing  
on Netflix.



Now airing  
on TNT.



Season 2  
now streaming  
on Netflix.



Now streaming  
on Netflix.

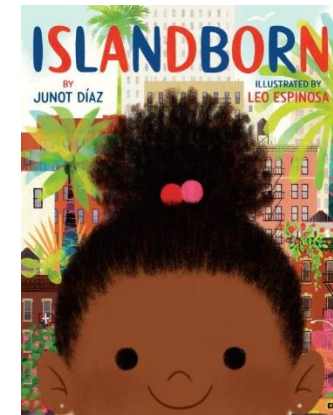
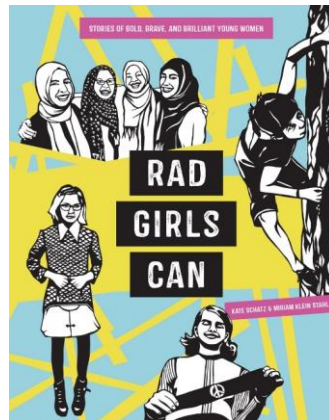
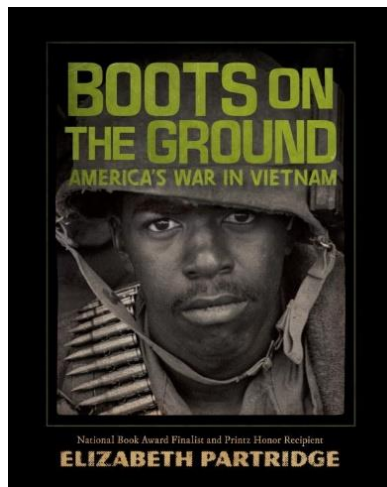


# Children's/YA

## Diversity

Penguin Young Readers has announced the launch of a new imprint, called **Kokila**, that will focus on diverse books for children and young adults. According to Penguin, the imprint's mission is to “add depth and nuance to the way children and young adults see the world and their place in it.” The name Kokila comes from the Sanskrit name for the koel bird which has great significance in Indian poetry and myth, and is celebrated as a harbinger of new beginnings.

## New and forthcoming:



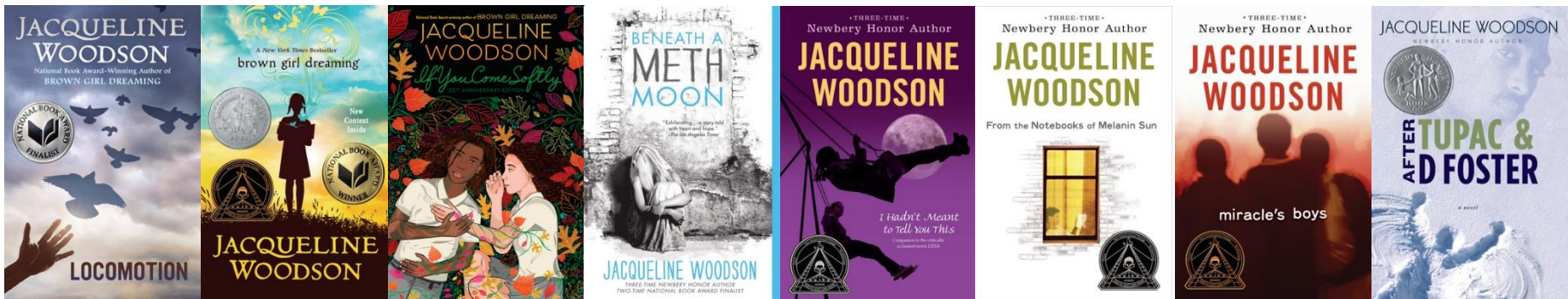
- **Favorite sources:**
- [www.readbrightly.com](http://www.readbrightly.com)
- <https://www.amightygirl.com/>



## It's the Year of Jacqueline Woodson!

“Stories can be windows, but also mirrors.”

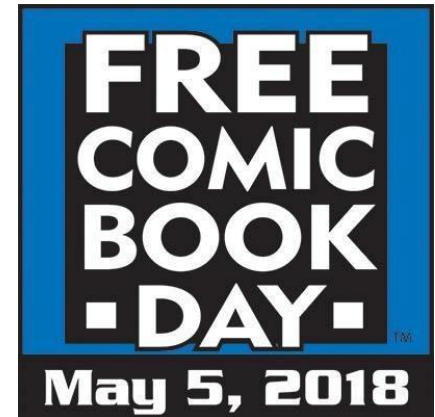
- Named the 2018 Astrid Lindgren Memorial Award Laureate Award Laureate in March
- Inaugurated as the 6th *National Ambassador for Young People's Literature* in January at the Library of Congress in Washington, D.C. with Librarian of Congress Dr. Carla Hayden
- Wrote April's Vanity Fair cover profile on Lena Waithe, star of *Ready Player One*
- *Harbor Me*, her new middle grade novel, will be out in August
- *The Day You Begin*, a picture book illustrated by Rafael Lopez, also in August



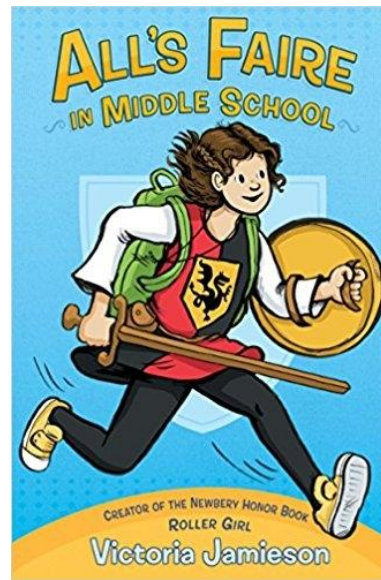
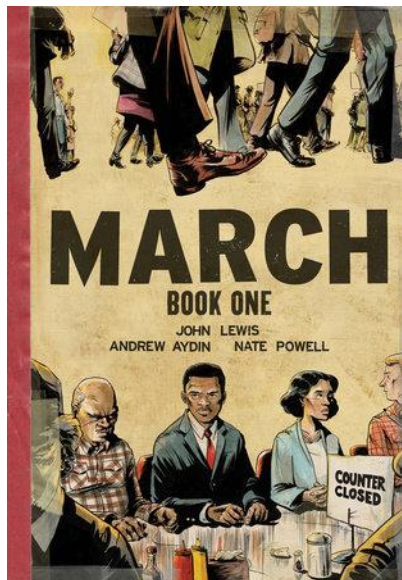
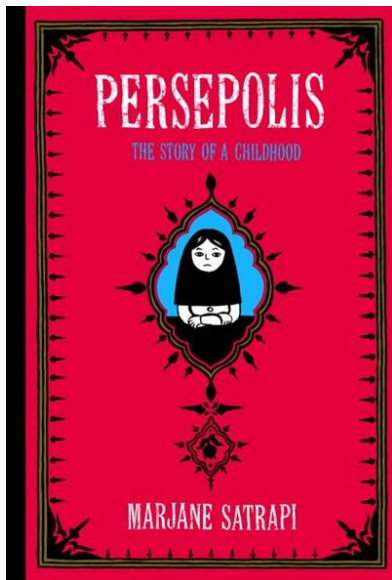


# Comic Tie-ins, Graphic Novels...

<https://www.freecomicbookday.com/>



## Popular Graphic Novel Book Club Titles:



3<sup>rd</sup> DC Icons Series - August

Sign-up for our  
Graphic Novel  
newsletter...



**GET  
GRAPHIC**

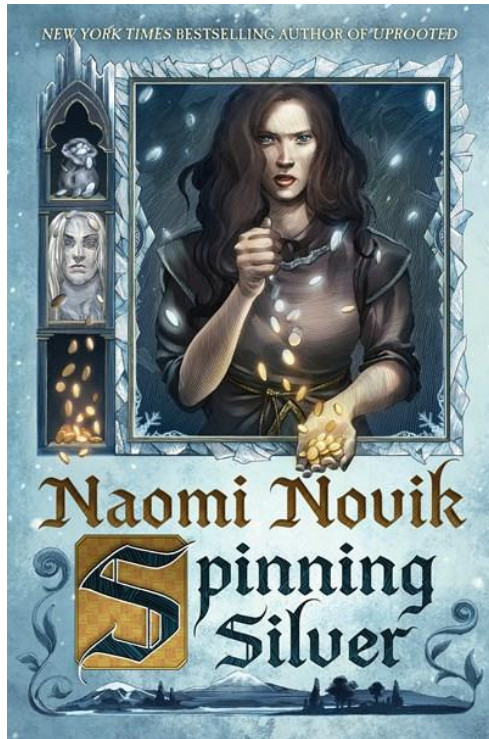
Graphic novel selections from Penguin Random House

@PRHGetsGraphic

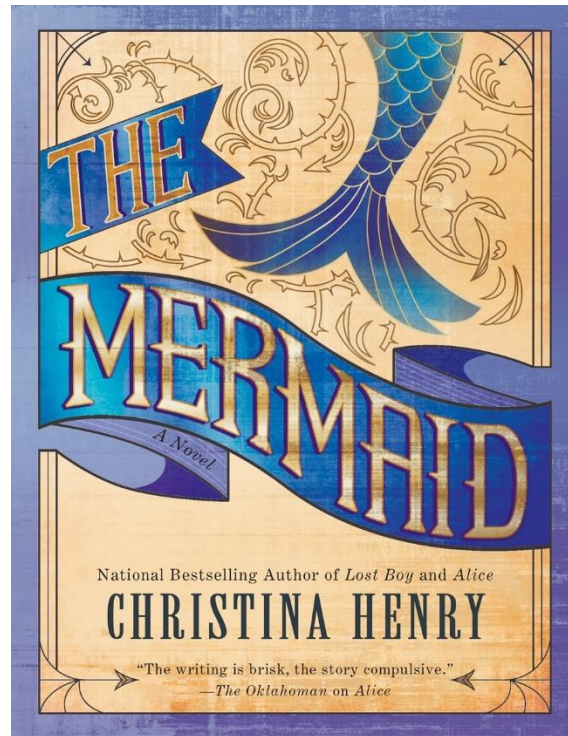




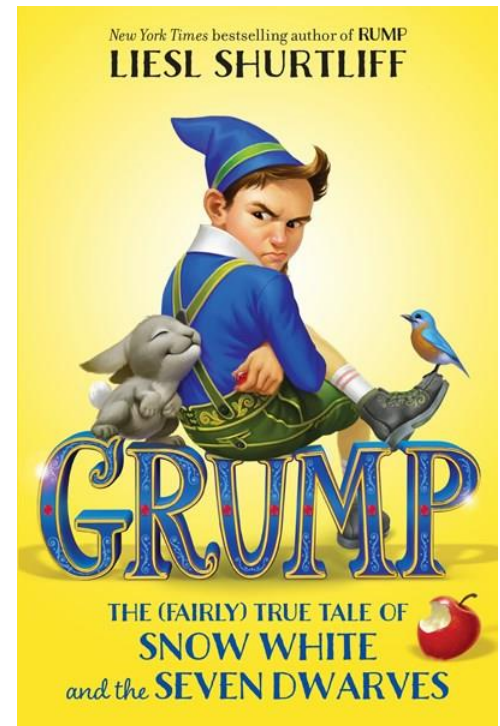
# Genre Trend – Fairy Tale Re-imaginings...



YA crossover; July



June



Ages 8-12; May

**APRIL** is National Poetry Month

Autism Awareness Month

National Library Week is **April 8-14<sup>th</sup>**

Earth Day is **Sunday, April 22<sup>nd</sup>**

Poem-in-Your-Pocket Day is **Thursday, April 26<sup>th</sup>**



### National Library Workers Day

April 10, 2018

**166,000** LIBRARIANS  
**31,000** LIBRARY TECHNICIANS  
**98,000** LIBRARY ASSISTANTS EMPLOYED

**6.6 MILLION** QUESTIONS WEEKLY

**DO YOU KNOW A STELLAR LIBRARY WORKER?**  
Let everyone know why your library worker is a star!  
Submit your stars to the National Library Workers Day website at: [nlwd.org/submit](http://nlwd.org/submit)

#nlwd18  
[facebook.com/nlwd18](http://facebook.com/nlwd18) [twitter.com/nlwd18](http://twitter.com/nlwd18)

Standing single file, the line of questioners would span from Juneau, AK to Ocean City, MD.

**158.7 MILLION** EBOOKS  
**18.5 MILLION** EBOOKS

**Libraries Work Because We Do**  
**NLWD**  
National Library Workers Day

Research shows the highest achieving students attend schools with well-stocked and well-funded libraries.

ALA/APA  
Allied Professional Association

## LIBRARIES LEAD

NATIONAL LIBRARY WEEK | APRIL 8-14, 2018

2018 NATIONAL LIBRARY WEEK | LIBRARY LEADERS | [WWW.LIBRARYLEADERS.ORG](http://WWW.LIBRARYLEADERS.ORG)



## MAY

**Get Caught Reading Month; Children's Book Week** is April 30<sup>th</sup>-May 6<sup>th</sup>

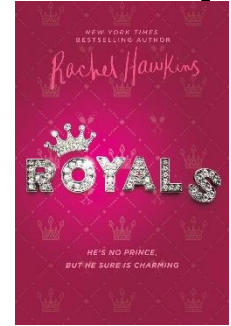
**Asian-Pacific Heritage Month**

**Mother's Day** is Sunday, May 13<sup>th</sup>

**Royal Wedding** is May 19<sup>th</sup>!

**"The Great American Read"** launches May 22<sup>nd</sup> on PBS

**Memorial Day** is Monday, May 28<sup>th</sup>

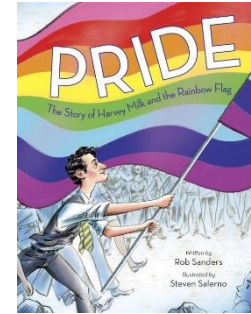


## JUNE

**PRIDE** month

**National Pen Pal day** is June 1<sup>st</sup>

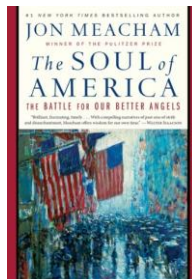
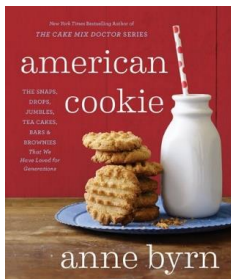
**Father's Day** is June 17<sup>th</sup>



## JULY

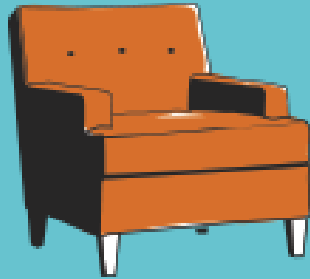
**Independence Day/Americana**

**International Friendship Day** is July 30<sup>th</sup>



**Favorite Sources:**

- [Edelweiss](#)
- [www.daysoftheyear.com](http://www.daysoftheyear.com)
- <https://www.loa.org/>
- [www.signature-reads.com/](http://www.signature-reads.com/)
- [Programming librarian](#)



Penguin  
Random House  
LIBRARY MARKETING

# THANK YOU!

**Please reach out to me and sign up for my kids and/or adult newsletters:  
[lcamfiord@penguinrandomhouse.com](mailto:lcamfiord@penguinrandomhouse.com)**

PenguinRandomHouseLibrary.com  
Join Our Network: /PRHLibrary

