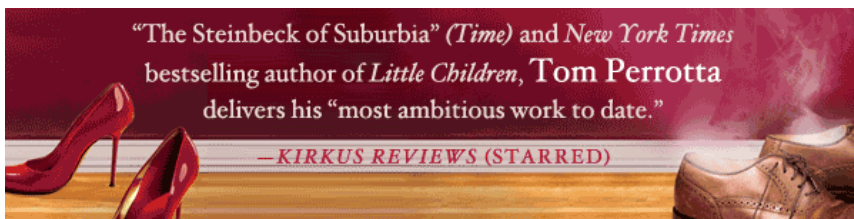




Shelf Awareness for Tuesday, January 25, 2011



"The Steinbeck of Suburbia" (*Time*) and *New York Times* bestselling author of *Little Children*, Tom Perrotta delivers his "most ambitious work to date."

—KIRKUS REVIEWS (STARRED)



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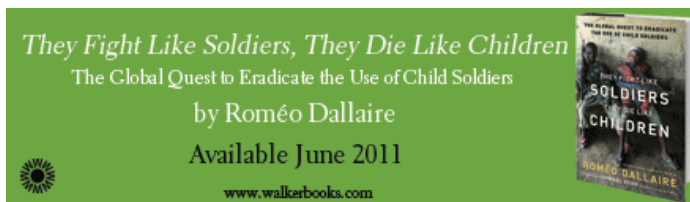
Quotation of the Day

Book Tech: 'Horse Breeders Did Not Invent the Motorcar'

"Technological change is discontinuous. The monks in their scriptoria did not invent the printing press, horse breeders did not invent the motorcar, and the music industry did not invent the iPod or launch iTunes. Early in the new century book publishers, confined within their history and outflanked by unencumbered digital innovators, missed yet another critical opportunity, seized once again by Amazon, this time to build their own universal digital catalog, serving e-book users directly and on their own terms while collecting the names, e-mail addresses, and preferences of their customers. This strategic error will have large consequences."

--Jason Epstein in his review of *Merchants of Culture: The Publishing Business in the Twenty-First Century* by John B. Thompson (Polity) in the [New York Review of Books](#).

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News

Image of the Day: #wiNotTweetup

The problem with psychopaths is that they are everywhere.

Suburban angst meets The Rapture in *The*

Suburban angst meets The Rapture in *The Leftovers* by Tom Perrotta, *New York Times* bestselling author of *Little Children*



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Some Boston-area book people who missed the Winter Institute held a consolation meeting last Saturday at Porter Square Books in Cambridge. The #wiNotTweetup (not #winoTweetup, as several mistakenly believed) featured two people who had just returned from the Winter Institute: NEIBA's Nan Sorensen and HarperCollins rep Anne DeCoursey, who talked about meetings with legislators, the educational programs and rep picks. DeCoursey brought along Hannah Pittard, author of *The Fates Will Find Their Way* (Ecco), a February book that will find its way, judging from the buzz at WI6. Here from I.: [Sarah Rettger](#), who blogs at [Archimedes Forgets](#); Hannah Pittard; and [Katherine Ferguson](#). Others at the party were Kari Patch of Harvard Books, [Jen Deaderick](#), [Marie Cloutier](#) and [Dawn Rennert](#) of @concordBookshop.

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It protects against tigers

Notes: Last Day for Borders' Calendar Business

Borders Group is selling its Day by Day Calendar business to Calendar Holdings, Austin, Texas, the [Detroit News](#) reported. Day by Day includes 420 seasonal kiosks and temporary stores. The move is intended to generate more cash for the ailing retailer.



Congratulations to [Words](#), Maplewood, N.J., which has won the small business award part of the Disability Matters Awards. The Disability Matters Awards honor companies that "are leading the way in terms of supporting people who either have a disability or who have a child or other dependent with special needs in the workplace though diversity, work life and/or human resource initiatives and in marketing to

this segment of the population in the consumer space." The award will be presented during the Disability Matters conference April 6 and 7 in San Jose, Calif.

2011 Disability Matters Awards Banquet & Conference Article