

What Good is God?

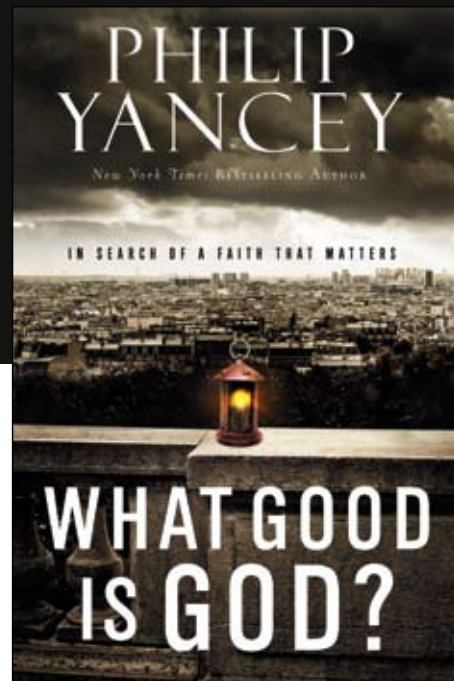
In Search of a Faith that Matters

Philip Yancey

One Day Laydown October 19, 2010, \$23.99/\$28.99 Hardcover,
6 x 9, 288 pages, 978-0-446-55985-0

 hachette
BOOK GROUP

*Faith
Words*



Yancey's most relevant and thought-provoking work to date, *What Good is God* explores vibrant faith in real, timely and sometimes heart wrenching moments. Readers will share his personal discovery of God's purpose in such tragic places as Mumbai and Virginia Tech. With the journalist's eye and the seeker's voice that has endeared him to readers for over 30 years, *What Good is God* finds a faith that still matters to each person featured and will come alive for each reader.

- Yancey's books have sold over 15 million copies combined with three titles selling over 1 million copies each.
- Philip Yancey is a regular on the *New York Times* and Christian Bookseller best seller lists
- Yancey has been awarded every major honor and award for Christian publishing including 9 Gold Medallion Awards

Endorsements

"I love Philip Yancey's work. He is a brilliant, graceful writer." —**Anne Lamott**

"There is no writer in the evangelical world that I admire and appreciate more" —**Billy Graham**

Philip Yancey Bestsellers

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| • 2006 <i>Prayer</i> | 334,000 |
| • 1997 <i>What's So Amazing About Grace?</i> | 1.3 Million |
| • 1995 <i>The Jesus I Never Knew</i> | 1.2 Million |
| • 1988 <i>Disappointment With God</i> | 700,000 |
| • 1977 <i>Where is God When It Hurts?</i> | 1.4 Million |

Marketing

- Print ads targeting new readers in *USA Today* and *The New York Times*. Print ads to reach core audiences in *Christianity Today*, *Catholic Digest*, *First Things*, *Our Sunday Visitor*.
- Online promotion: Ads on ChristianityToday.com, Belieftnet.com, FirstThings.com, and other websites.
- Social Media: Book specific Facebook page, webpage, custom, e-mailable widget, interviews, give-aways and special promotions with bloggers.
- Yancey's books garner stellar reviews, so we will do an aggressive pre-release campaign to print media that have featured his work in the past, including *Time*, *Newsweek*, *Christianity Today*, *Outreach*, *Catholic Digest*, *Spirituality & Health*, *Reader's Digest*, *Atlantic Monthly*, *Relevant*, *Guideposts*, *The Wall Street Journal*, *USA Today*, *The Washington Post*, *The Dallas Morning News*, *The Chicago Tribune*, *The Atlanta-Journal Constitution*, *The San Francisco Chronicle*, *The Denver Post* among others.
- We are pitching top national broadcast media including *ABC News Nightline*, *Fox and Friends*, *700 Club* and all the top Christian media.
- We will promote Yancey to radio including NPR's *Fresh Air* and *All Things Considered*, *Prime Time America*, *Janet Parshall's America*, *USA Radio Network*, *Middy Connection*, and other similar programs.

