

YMAA PUBLICATION CENTER

The Cutting Season

June 2007

Arthur Rosenfeld

Meet Dr. Xenon Pearl, mid thirties, the best neurosurgeon in South Florida, a girlfriend, a close family, life should be great. Except this is not his life, or not all of it. Pearl is the reincarnation of a hard-core Chinese warrior, or at least that's what a vision of his now deceased martial arts master tells him. "Deal with it", she says. "Healing with the scalpel is not enough, you need to cut for justice with your sword." Dr. Pearl must come to terms with who he was, what he is, and how he is going to survive in a world that doesn't reckon previous lives, and hasn't much use for loyalty, skill, and tradition either. In the spirit of martial arts probity, *The Cutting Season* brings the traditional Asian martial arts novel to our shores, exploring human conflict, desires, and the search for moral certainties.

- ISBN10: 1-59439-082-7
- ISBN13: 978-1-59439-082-1

• Fiction / Crime /
Mystery / Martial Arts
Fiction

• \$21.95

• Cloth

• 6x 9

• Pages: 320

• Carton Quantity: 20

• Arthur Rosenfeld is a critically acclaimed author of six novels, two non-fiction books, several screenplays, and numerous magazine articles (Vouge, Vanity Fair, Parade). He has been involved in martial arts for over twenty-five years. Arthur Rosenfeld resides in Pompano Beach, Florida.

Marketing:

- Co-op Available
- Advertising in *Inside Kung Fu Magazine*, *Black Belt Magazine*, *Journal of Asian Martial Arts*, *Qi Journal Magazine*, *Taekwondo Times*, *Foreword Magazine*
- National Publicity Campaign
- Direct Mail Campaign
- WWW Promotion
- Publicity mailing to interested specific media outlets
- Booksense Advanced Access
- Review Copies to mainstream publications
- Bookstore promotion in Florida
- BEA promotion
- www.thecuttingseason.com (book page website)

Sales Handles:

- The venerated tradition of true Asian martial arts novel into an American setting
- A thrilling story that conveys insights into true martial techniques and philosophies
- Scalpel by Day, Sword by Night
- Forget the fantastic, political, and implausible. Welcome instead the grit of the operating room and the rampage of the vengeful blade, as ancient values collide with the modern world in this story of loyalty, lineage, honor, family, love, sacrifice, suffering, history, and principle.

Endorsements:

- Walter Anderson, Chairman & CEO of Parade Magazine
- Gene Ching, Associate Publisher, Kung Fu Magazine

Audience:

- Martial Artists
- Crime and Mystery readers
- Medical Thriller readers

Competition:

- *Bangkok 8*, John Burdett, 1400040442, Alfred A. Knopf, 2003, \$24.00
- *Crisis*, Robin Cook, 0399153578, Putnam, 2006, \$25.95
- *The Messenger*, Daniel Silva, 0399153357, Putnam, 2006, \$25.95
- *The Camel Club*, David Baldacci, 0446577383, Warner, 2005, \$26.95

Extra Sales Materials to support the book:

- Sample Chapters
- Galleys