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Brockman

18 May 83

SECTION

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Publishers Rush to Software Books, Trying to Cash In on Computers

By SUSAN CHACE

Staff Reporter of THE WALL STREET JOURNAL

Millions of Americans buy personal computers. Then they promptly discover a big problem—how to buy the right software from an awesome selection of about 21,000 programs by more than 2,000 makers.

Book and magazine publishers to the rescue. Seeing the possibility of large profits from participation in the microcomputer boom, publishing companies are seeking to help new owners of computers select software by using books that evaluate and analyze programs. Most currently available software publications contain general listings that only outline programs and give makers' names and addresses.

Recently, several major publishers paid huge advances for software books. Among the most notable moves was Doubleday & Co.'s \$1.3 million winning bid for "The Whole Earth Software Catalog," conceived by Stewart Brand, who will edit and produce the book.

Mr. Brand is the creator of "The Whole Earth Catalog," first published in 1968, and its successor volumes. They illustrated and described a seemingly endless array of natural and man-made things, and included evaluations, essays and philosophical musings. Mr. Brand's new catalog will attempt to similarly organize the world of software for microcomputer users.

Newly Burgeoning Market

During the next five years, Mr. Brand says, 20 million Americans are expected to buy personal computers, and each of them will be buying an estimated eight-to-10 computer books. The size of Doubleday's advance to Mr. Brand shows publishers' reaction to such sales projections. Harper & Row Publishers Inc. recently advanced \$600,000 to the editors of InfoWorld, a weekly microcomputer magazine, for a six-volume book series. An additional \$120,000 will be paid in production costs for the books. According to InfoWorld's editor in chief, the volumes will include compilations of software and hardware reviews and information for specific systems.

Simon & Schuster has paid \$800,000 for a

mation on software programs and applications, hardware, communications and "learning and having fun" with the microcomputer.

Literary agents also are prepared to profit from the software boom. A New York agent, John Brockman has spent the last six months trailing software experts at microcomputer shows, saying, "You should write a book." His persistence has paid off. He negotiated the Doubleday, the Harper & Row and the Simon & Schuster contracts. In addition, he convinced Simon & Schuster to distribute to booksellers WordVision, a word-processing program designed by Bruce & James, Program Publishers, Inc.

Several major publishers recently have paid huge advances for books about computer software. Among the most notable was Doubleday & Co.'s \$1.3 million winning bid for "The Whole Earth Software Catalog."

The contract for "Whole Earth Software" calls for a deadline of July 1984, when Mr. Brand is to submit about 200 pages of what he describes as a "well-winnowed evaluation" of all available microcomputer software. Asked how he will determine what products are the best, he says: "We'll work in the gossip networks of users and designers," rather than relying on marketing officials and consultants.

Some in the industry fear that Mr. Brand doesn't have sufficient technical background to deal with computers. He counters that he will find the people who do have the knowledge. He also will hire an editorial and research staff for the catalog, and pay them what he calls "semi-boom" salaries—perhaps \$8,000 more apiece than the \$22,000 an-

Friends and competitors of Mr. Brand say that the entrance of such a prominent former counterculture figure into the microcomputer software industry will have an important influence on the market. "It's tremendously good for the industry," says David Bunnell, publisher of PC World. "The 'Whole Earth Catalog' was the tool book of the sixties. (Mr. Brand can make) the personal computer the tool of the eighties."

Mr. Brand says he has been interested in microcomputers ever since he wrote a story for Rolling Stone magazine in 1972 about life among California computer technicians. He watched a group of them use their computers to play a game called "spacewar"—a precursor to today's video games. They were "ruining their eyes, numbing their fingers, joyously slaying their friends and wasting their employers' valuable computer time," he says, but he concluded then that "something basic was going on."

Magazine Software Lists

As Mr. Brand prepares to research his catalog, competitors such as PC World are compiling software lists that will be sold in magazine form. A new magazine, LIST, has changed its frequency from twice a year to monthly to keep up with demand for information about microcomputer software for the business community.

PC Telemart Inc. in Fairfax, Va., has announced a software list available on microcomputers in retail stores. The list is an electronic version of the firm's "Yellow Pages," a software directory that grew out of data first published in 1980 and updated six times since then.

Some competitors believe that Mr. Brand may not have enough momentum to survive in an industry in which books sometimes are out of date upon publication. Roger Van Oech, director of "Creative Think," a high-tech California consulting group that recently sponsored a "Success in Software" conference, says he was impressed by Mr. Brand's marketing savvy. However, he says, Mr. Brand "seemed to be operating on a different energy level from everybody else—low. He was so laid back."

Mr. Brand says he isn't worried. As he

NEWS & TRENDS

mitted Consolidated to liquidate a portion of its inventory, turning leaf into cash. As a result, the investors wound up with a big business for the out-of-pocket expense usually associated with buying a much smaller one.

Now Brainard is stabilizing the business, enjoying his Dutch Masters Elites, and waiting for other over-35-year-olds to discover cigar-smoking. He admits, however, that their reasons for lighting up may be different from his own. Says Brainard, "When Charles Bludhorn [the late chairman and chief executive officer of G&W] interviewed me back in '71, he said, 'Well, naturally, you'll have to smoke cigars to get this job.'"

—Craig R. Waters

MONEY TALKS

You say you've done Disneyworld? You're sick of Six Flags over Texas? Well, maybe it is time to try Oklahoma City's Enterprise Square, USA. America's first free-enterprise amusement park, the \$15 million center shows visitors how capitalism works—through an array of high-tech exhibits ranging from computer games and laser disks to "singing-talking" dollar bills.

There you can follow three lovable space creatures—Bubbin, Zazzie, and Quonk—as they search for success in business. Or you can frolic in the Economics Arcade, playing computer games about drilling for oil, or operating a lemonade stand, or whatever. Then finish off the day in a turn-of-the-century doughnut shop, where you can hear a lesson in supply and demand provided by animated doughnut-making machinery.

Enterprise Square, USA is located on the campus of Oklahoma Christian College, which conceived and developed the project. Admission is \$3.50 for adults, \$2.50 for high school students—payable in real money.

THE SWIFTY LAZARS OF SOFTWARE

One of the hottest agents around these days is a fellow by the name of John Brockman. He does not represent movie stars, or rock singers, or professional athletes, and his stable of writers includes no luminary on the order of, say, Norman Mailer, or even Judith Krantz. But, in April, Brockman negotiated the largest advance ever paid for a trade paperback book. The much-publicized price tag was \$1.3 million. The book is *The Whole Earth Software Catalog*, to be edited by Stewart Brand, the creator of the original *Whole Earth Catalog*.

The sale to Doubleday & Co. points up the huge popularity of computer books, which already account for about 10% of the trade book market, with total sales

expected to eclipse the entire trade fiction market by the end of next year. At the same time, it highlights the emergence of a new figure in the computer landscape—the software agent. For Brockman represents not only authors of software books, but also software authors. Indeed, the ink was not yet dry on the Doubleday contract when he announced another deal of potentially greater significance for the software industry. Bruce & James, Program Publishers Inc., creators of the Vision line of per-



Software agent John Brockman negotiated a \$1.3 million advance for a trade paperback.

sonal computer programs, had concluded an exclusive U.S./Canadian distribution agreement with Simon & Schuster. The deal means that Bruce & James's word processing program, WordVision, will soon be available in bookstores, where it will sell for \$49.95 (compared to about \$300 for the popular WordStar).

Brockman is, in fact, the drum major in what promises to be a long parade of literary agents moving into software. Others are already falling into line. Judith Krantz's agent, Morton L. Janklow Associates Inc., has shown interest in the field, and there are rumors that William Morris Agency Inc. may be moving in as well. Two other New York literary agencies and one in Boston have formed a consortium called Software Agency Inc.

"A literary agent looking at the book market today is struck by two things," says Peter L. Skolnik, a partner in Software Agency. "One, book publishing is very slow; and two, figures on the growth of the software market are astonishing. Right now, the software business amounts to several hundred million dollars in sales, but it's predicted to reach \$5

billion by 1985. For a literary agent to overlook the software market, [he has to be] either short-sighted or lazy."

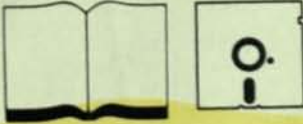
And literary agents aren't the only ones getting in on the action. "This is very fertile territory," says Roger Sparks, the erstwhile president of MAI Applications Software Corp., who resigned last February to form Basic Business Systems Marketing Inc., a software agency in Newport Beach, Calif. "It used to be that the software guy would sit down with the hardware people, haggle over an agreement, and then go off to wait for his royalties to trickle in. Not only was he inexperienced at negotiating, but he had no way to do the follow-up work on a marketing plan or a distribution arrangement. We can monitor all that for him."

Sparks, who earns 30% of authors' royalties for his services, cites a deal he struck for Tel-Trac Systems Inc. as a good example of what a software agent can do. Tel-Trac makes a telephone monitoring system, which it licensed to Micro Five Corp. Last year, that company did \$4.5 million in business. This year, after Sparks negotiated the deal to distribute the Tel-Trac system on Micro Five computer systems, the company is projecting \$15 million in revenue.

Brockman, who takes a 15% cut, views his role in traditional book-publishing terms. "Writing software is essentially a literary endeavor," he says. "Publishing houses were going right back to the 1930s [in] dealing with software authors. They thought they could offer a flat fee and walk away. It's part of what I call the mainframe mentality, and it stems from the way publishers bought software for their own systems—boom, in one-shot deals. They have to be reminded that authorship is authorship, whatever the field, and that authors should retain all the rights that relationship implies."

But if agents are protecting authors' rights, they are also responding to the needs of publishers. Indeed, Software Agency's Skolnik contends that book publishers provide the main impetus behind the rise of the software middleman. Faced with the decline in their traditional markets, they are searching for ways to enter the computer field. "Right now, [they are using] book/software combos to ease the transition," he says, "... even if that only means slipping a floppy disk into the back flap of the dust jacket."

Similarly, the success of the literary-cum-software agents may ultimately be tied to the publishers' ability to capture a good chunk of the software market. Brockman, for one, feels it is only a matter of time. "Five years from now, when a customer thinks about buying software, he will think of going to B. Dalton or other bookstores to find what he needs."



FOR IMMEDIATE RELEASE

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JOHN BROCKMAN AUCTIONS PC WORLD BOOK PACKAGE TO SIMON & SCHUSTER
FOR \$800,000 GUARANTEE

In a record-setting auction for computer books, Simon & Schuster acquired the North American rights to the PC World Reference Library for a guarantee of \$800,000. John Brockman conducted the auction on behalf of his client, PC World, the new San Francisco-based personal computer magazine for IBM PC's and compatibles, and worked closely during the negotiations with PC World Publisher, David Bunnell, and Director of Special Projects, Susan Keller.

Mr. Brockman stated: "This auction marks an evolutionary step in the microcomputer book and software industry. Simon & Schuster, a dynamic and aggressive publisher, has, with this deal, announced that they are moving forcefully into this market. Other major publishers are bound to follow. Things will never be the same. The players, the dollar amounts will be significantly different in the future."

John Brockman Associates, Inc., a leading New York literary agency, recently announced that it is entering the software field to provide professional representation to software authors and publishers, and to work with its two hundred non-fiction book authors in developing software products based on their special information and expertise.



FOR IMMEDIATE RELEASE

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JOHN BROCKMAN ASSOCIATES, INC. TO REPRESENT SOFTWARE AUTHORS

John Brockman Associates, Inc., a leading New York literary agency, today announced that it is entering the software field to provide professional representation to software authors and publishers, and to work with its two hundred non-fiction book authors in developing software products based on their special information and expertise.

John Brockman, President of John Brockman Associates, stated: "Information is our business. Our entry into the software field is a natural extension of the agency's activities on behalf of our non-fiction book authors. We plan to provide the creators of software products the same aggressive and professional representation in markets throughout the world that our literary authors have come to enjoy."

John Brockman Associates, which plans to specialize in programs that run on new-generation, high-volume machines, offers the following software services:

- (1) Representation of software authors in negotiating for the best possible publishing arrangements for their creations.
- (2) Representation of software publishing companies in negotiating distribution deals, co-publishing arrangements or joint ventures with larger firms.
- (3) Representation of nonfiction book authors and individuals or institutions with special information and expertise in development of software products.

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JOHN BROCKMAN ASSOCIATES SIGNS BRUCE & JAMES, PROGRAM PUBLISHERS, INC.

Mr. Brockman also announced that John Brockman Associates has been retained as exclusive agents for Bruce & James, Program Publishers, Inc. to represent that company in seeking distribution of its new "Vision" line through traditional publishing channels and to explore new and as yet untapped possibilities for publishing software programs.

Bruce & James plans a line of low-cost personal tools for business and living, and has set a goal of becoming the major force in mass market software. Bruce & James' "Vision" line products, at a suggested retail price of \$49.95, consist of "people-literate programs" for new generation personal computers, and offer buyers power comparable to programs listing for ten times more while being substantially easier to learn and use.

James A.K. Edlin, President of Bruce & James, stated: "Because we are seeking a distribution deal with a top publishing company we felt a need for the kind of professional representation that only a successful, well-respected and effective agent such as John Brockman can provide." Mr. Brockman stated: "By 1985, microcomputer software will be a \$5 billion industry. Bruce & James, with its superior products and mass market strategy, stands to corner a significant share of this market. We are most pleased to be working with Bruce McLoughlin and Jim Edlin in their exciting new venture."

ISO World, a leading trade journal, recently cited Bruce & James's flagship product, WordVision (along with VisiCorp's VisiOn and Apple's

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The Washington Post

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TUESDAY, MARCH 15, 1983

Higher in Area Approximately 75 Miles
From District of Columbia (See Box on A2)

Software Stars Computer Program Designers Attracting Interest of Agents

By Michael Schrage
Washington Post Staff Writer

Just a few weeks ago, John Brockman, a New York literary agent with a blue-chip client list, had corporate stationery adorned with the simple but eloquent symbol of an open book. He's now put a new logo on the letterhead: a sketch of a computer floppy disc.

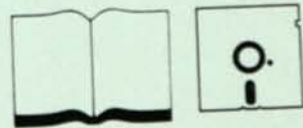
Agents, the scourge of Steinbrenners, Hollywood moguls and publishers' row, are looking for a piece of the action in the personal computer software industry—a market that some experts estimate will swell to \$5 billion by 1985. That could make software publishing bigger than the book and music publishing business combined.

Brockman's commitment to the new medium is more than symbolic. In addition to such clients as Stewart Brand, editor of the Whole Earth Catalogs, and the authors of 'The Deindustrialization of America,' Brockman now represents Bruce

& James, a California-based software house marketing a line of low-cost programs for personal computers. "We see ourselves as in the information business," asserts Brockman, "and it's a natural extension of our activities to represent software designers."

Others feel the same way. Reportedly, William Morris, the giant talent agency, is exploring whether its agents should represent software clients. Another interested agent is Morton Janklow, who engineered an auction for the paperback rights to Judith Krantz's best-selling novel, "Princess Daisy," that garnered an all-time record \$3.2 million. "This would not be an exotic idea for us at all," says Janklow, "It's exactly like a new author coming to me." In fact, Janklow says software designers have already approached him for representation. "Anybody who is an owner of rights would be well-advised to go to someone who

See AGENTS, E2, Col. 2



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Agents Look for Role in Software

AGENTS, From E1

known how to negotiate for them," says Janklow.

While auctioning the rights of a new software program such as "Princess Daley" might not yet be practicable, says Janklow, a variety of options are available. Rival computer companies, say Apple Computer Inc. and International Business Machines, could be played off against one another for exclusive rights to a product. Software authors could become creative 'stars' in the same way that best-selling authors, movie actors and rock stars are with their agents shopping them around for the best deals.

Like their mass media counterparts, software designers range from "starving artists" to instant millionaires.

Dan Bricklin and Robert Frankston, the Massachusetts Institute of Technology graduates who designed the business spreadsheet program VisiCalc, have sold more than 400,000 copies at roughly \$175 each. They are almost certainly among the millionaires.

Some designers of the most popular video games, however, are employees of companies like Atari and Imagic Inc., working for salary and royalties. And, of course, some designers are straight contract workers the way Hollywood screenwriters in the Thirties were.

Personal computer software, ranging from videogames to business programs, is already a billion dollar business with videogame designers often collecting six-figure sums for their creations. "If I felt that I couldn't represent myself well enough," says Rob Fulop, a 25-year old silicon valley games-designer with a best-selling cartridge, "I'd get an agent. However, I feel that 10 percent is a lot." He believes that several of the top games-designers could have agents by the end of the year.

There's big money to be made on the business

side, too. Robin Eckhardt of book publisher Simon & Schuster's new software division, reports that one new business program had advance sales of over \$1 million. "If you had a book with \$1 million in advance sales that would mean \$150,000 in royalties—which is big no matter how you look at it."

Eckhardt "absolutely" expects to be dealing with software agents. So does Albert Litewka, president of Warner Software, Warner Communications' newly formed software publishing and distribution division. "I've had agents approach me," says Litewka, "People are just beginning to scratch around the area."

The newness of the field is what's creating so much uncertainty. "The industry is in such turmoil," says Jim Edlin, president of Bruce & James, the software company represented by John Brockman.

"John has opened doors for us that we couldn't possibly have opened ourselves. The software agent has a much more complex equation to deal with than the book agent," said Edlin. If you have a non-fiction book, you have clear choices: you know 20 editors in 20 places. If you have a piece of software, what do you do? Do you go for the exclusive? Do you bundle it [by selling it] to a hardware manufacturer?"

These are the sorts of questions both agents and software publishers will have to deal with, says Warner's Litewka, as the market continues to grow. He feels that software agents could help shape the future of the personal computer industry.

"I used to sit around and wonder whatever happened to the Sixties," says Brockman, who represented several leading counterculture figures of that decade, "and last year, at the Comdex computer trade show, I looked around and suddenly I knew where the action was."

In This Issue

S&S Pays \$800,000 for PC World Computer Book Series.....1
 World Book to Quit CompuServe.....1
 Bedrick Leaves Shocken to Form Publishing Firm.....2
 Dialog, Data-Star to Offer HBR On-line.....2
 Fine Resigns from Ingram, To Launch Own Business.....2
 NJ, GA Legislators Pass 'Sale to Minors' Bills.....3
 International News Roundup.....3
 BOMC Offering Home Computer Software.....4
 Publishers, Agents Seeking Standardized Royalty Statements.4
 Booksellers Getting Help Promoting Backlist Paperbacks.....4
 Dell Launching Ecstasy Supremes Romance Line.....5
 ADONIS Project May Collapse.....6
 B. Dalton, Walden Revenues up 16% in FY '83.....7
 Financials.....8

SIMON & SCHUSTER PAYS \$800,000 FOR PC WORLD COMPUTER BOOK SERIES

Simon & Schuster has made a major commitment to computer book publishing with the recent purchase of a 10-book series on the IBM Personal Computer to be produced by PC World magazine. S&S outbid six other publishers at a closed auction, acquiring rights to publish the series for \$800,000; runner-up Warner Books got out of the bidding at \$775,000. Of the \$800,000 price, \$600,000 represents an advance and \$200,000 is for production costs. John Brockman Associates Inc. acted as agent for PC World.

PC World, which published its second monthly issue last week, is dedicated to users of IBM and IBM-compatible personal computers. The magazine reports on software for the IBM PC as well as peripherals and includes interviews with users and applications notes. PC World is expected to grow to more than 600 pages per issue this fall with a paid circulation of more than 250,000.

PC World is published by PC World Communications Inc., a subsidiary of CW Communications Inc., publishers of Computerworld magazine. David Bunnell is publisher and editor in chief of PC World and president of PC World Communications. Bunnell was editor of the highly successful PC magazine prior to its recent sale to Ziff-Davis. Following the sale, Bunnell and several other principals left PC to start PC World.

PC World plans to use outside contributors to write about half the books, which will be edited, designed and produced by PC World and published and distributed by S&S. The books, to be published in trade paperback format, probably under the S&S imprint, will be 250-300 pages and priced between \$10 and \$14, an S&S spokesman said. First titles in the series are scheduled to be published in spring 1984. Initial titles include: "Using a Personal Computer--A Hands-On Guide"; "Hardware for the IBM PC"; Desk Top Application Software for the IBM PC"; "Communications and the IBM PC"; and "Learning and Having Fun with the IBM PC."

Although S&S has limited experience in computer book publishing (the publisher has a handful of computer titles on its current list), a spokesman said S&S is banking on the boom in shipments of IBM PCs and the authoritative reputation of PC's editors to recoup its large investment. The spokesman declined to reveal S&S' sales projections and print runs for the books. The series will be called the PC World Reference Library.

S&S is also known to be looking to make a move into software publishing and distribution.



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InfoWorld

The Newsweekly for Microcomputer Users

This Week

Agent plans to put programmers with publishers

By Lawrence J. Magid

If John Brockman gets his way, you'll buy your computer programs at a local bookstore, right next to the Harlequin novels and Snoopy calendars. Brockman is a New York literary agent who is about to take on a whole new set of authors: computer programmers.

Brockman started his agency in 1973 to serve "serious nonfiction authors." His client list is impressive and includes *Whole Earth Catalog* publisher Stewart Brand.

Brockman's task as an agent is to negotiate contracts so that his clients get a larger advance payment and a bigger share of royalties. He claims that he can increase a client's take by as much as 1000% and points to one client whose advance offer rose from \$2000 to \$100,000 as a result of Brockman's representation.

Despite his literary expertise, Brockman has his work cut out for him. Selling books isn't the same as selling software. The software industry is dominated by young, mostly West-Coast, companies who measure their history in months, not centuries as do many book publishers.

None of this phases Brockman. He believes that book publishers, in the long run, will invest heavily in the software business. And when they do, he'll be the man with the contacts. In the short run, Brockman's having to shift at least part of his beat from the sidewalks of Manhattan to the freeways of Silicon Valley.

"There is very little difference between a book deal and a software deal. In each case, an owner of a copyright is leasing certain rights to a publisher. The agents' goal is to enhance the value of those rights," says Brockman.

Brockman's not tackling the software industry alone. Many of his

literary clients are involved in the computer industry as programmers, journalists, authors or entrepreneurs. Jim Edlin, the founding editor of *PC Magazine* and current president of Bruce and James Program Publishers, has asked Brockman to help him get his \$49 word-processing program (Word-Vision) onto bookstore shelves. Edlin, in turn, is advising Brockman, teaching him the nooks and crannies of the new and confusing microcomputer industry.

Another of Brockman's clients is David Bunnell, publisher of *PC World Magazine* and an author and former book editor for Osborne-McGraw Hill. Bunnell is confident that Brockman can make some good deals, but doesn't think that the book publishers will take over the software industry.

"Publishing is publishing. Few of the companies will do well in the

The book business has been in serious trouble and publishers are looking to software as one way out.

software business, but I'm not sure if some of those companies understand that software is different from books. One or two of them might be successful, but there will be room in the market for publishing companies that do software only," Bunnell says.

Whether or not they take over, book companies are bound to have an impact. Wiley, Random House, Warner, CBS, McGraw-Hill, Addison-Wesley and Reston have already created software divisions, though they are not as well positioned as the leading independent software companies.

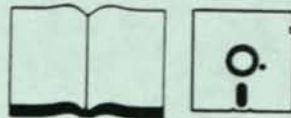
While book companies may be lacking in computer knowledge, they have plenty of business experience and lots of money.

The book business has been in serious trouble for the last couple of years, and publishers are looking to software as one way out. Ironically, Brockman sees software as both a part of the companies' salvation and a source of their current problems. "The type of people who buy computers are the same people who would normally go out and spend \$20 for a book," he explains. "Now they're spending three hours a night with the computer. Books just can't compete."

So Brockman has adopted the old adage, "If you can't beat 'em join 'em." He wants to help put the book business in the software business and see to it that he and his clients cash in.

"My goal is to make money for my clients, myself and the publishers," Brockman says. To accomplish this he is seeking well-established authors who are willing to write programs for high-volume machines such as the IBM PC. "Eventually, I'll be in a position to discover new talent," he says. In the meantime, he's encouraging successful authors who believe they could use his help to get a better cut on their next software deal.

Lawrence J. Magid is the editor of Computer Media Service and vice-president of Know-How Software Learning Centers. ■



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ISO WORLD

Vol. 6 No. 1

January 10, 1983

Book Publishing Gets Software Fever

It seems software publishing is a natural extension for many book publishers, but a more unlikely segment of the book-publishing community is getting involved. Even literary agents, like the prestigious John Brockman Associates Inc., in New York, are getting into software.

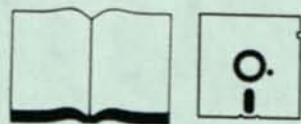
"I wrestled a long time with the methods we might use to become an agency for software authors as well as book authors," says John Brockman, president of John Brockman Associates Inc., an established literary agency in New York. "I finally realized that I didn't have to hire a bunch of experts and buy a lot of equipment. All I had to do was pick up the phone. We already had the hard part put together — an organization with a solid reputation and contacts with experts in the computer field and many other industries."

His agency's experience in arranging contracts and distribution channels match up with the needs of software authors. "A computer program is no

different from a book," says Brockman. "It just happens to run on a machine. The author of the program needs representation and distribution help just as much as the book author, and the same general principles apply."

Brockman sees the book business suffering as the computer becomes a common appliance in the average American home. "The book business is already feeling the impact of the home computer," he says. "People are sitting in front of the computer console and not in the easy chair with a book. That scene will become widespread, and those same people will be demanding a more diverse and more affordable selection of software, just as they have in books.

"Our agency will supply the services for the authors and publishers who will be meeting that demand. There will be millions of potential software buyers in a very short time, creating a tremendous demand for new software products." ■



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Publishers Weekly

The Journal of the Book Industry

MARCH 4, 1983 / (ISSN 0000-0019) VOL. 223 NO. 9

John Brockman Associates to Represent Software Authors

John Brockman Associates, the New York literary agency, has announced plans to represent software authors and to work with its 200 nonfiction authors to develop software products.

The firm said it plans to specialize in programs that run on "new-generation, high-volume machines" and will also represent software publishing companies in "negotiating distribution deals, copublishing arrangements or joint ventures with larger firms."

At the same time, Brockman Associates announced that it had been retained as the exclusive agent for Bruce & James, Program Publishers, for distribution of its "Vision" line of software programming through traditional publishing channels as well as exploring "untapped" possibilities for publishing software programs.

Soft•letter

TRENDS & STRATEGIES IN SOFTWARE PUBLISHING

Volume 1, Number 3

February 25, 1983

● JOHN BROCKMAN ASSOCIATES, a New York literary agency, is using its negotiating skills for software authors and publishers now. For its first client, Bruce & James Program Publishers in Dublin, Ohio, Brockman will be negotiating distribution contracts with book sellers and mass merchandisers. The agency will also negotiate publishing contracts for software authors. John Brockman Associates, 2307 Broadway, New York, N.Y. 10024. 212/874-0500.



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Soft•letter

TRENDS & STRATEGIES IN SOFTWARE PUBLISHING

Volume 1, Number 4

March 11, 1983

● HOW BOOKSTORE DISTRIBUTION WORKS

One book expert who's paying a lot of attention to software these days is literary agent John Brockman. By this time next year, Brockman says, he expects that bookstores will be the single most important distribution channel for personal computer software. At the same time, he believes bookstores will force a major reduction in program prices--to below the \$50.00 mark. "And that will be a top-of-the-line price," Brockman says.

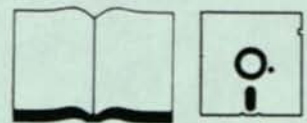
Brockman has a stake in believing his own forecasts: he's trying to establish his agency as a major negotiator in micro-software publishing and distribution. His first client: Bruce & James Program Publishers, Inc., which is promoting a word processing title for the IBM PC priced at \$49.95. Just this week, Brockman finished negotiating "a major distribution deal" for the B&J program, called WordVision.

Brockman notes that bookstore distribution has become highly concentrated. Four companies--two chains that buy direct plus two distributors--control 50-60% of all book distribution. For the major book publishers, some 70% of their unit volume moves through just 40 accounts.

Retailers generally buy at a 45% discount off the cover price, Brockman explains, but the product is fully returnable--which means the publisher takes all the risk for unsold product. Increasingly, says Brockman, the major chains have a single buyer who works just on computer books, a trend that is likely to carry over to computer programs.

With distribution deals, Brockman argues, the publisher "is renting a sales force for 25% of the ~~cover~~ ^{invoice} price." Whether a software company ends up distributing through a book publisher or a wholesaler, the software company is responsible for marketing and promotion; the distributor takes care of selling, warehousing, shipping, billing, and collecting.

John Brockman, John Brockman Associates, Inc., 2307 Broadway, New York, N.Y. 10024. 212/874-0500.



John Brockman Associates, Inc.

2307 Broadway
New York, New York 10024

ISO WORLD

Vol. 6 No. 2

January 24, 1983

ALSOP'S FABLES

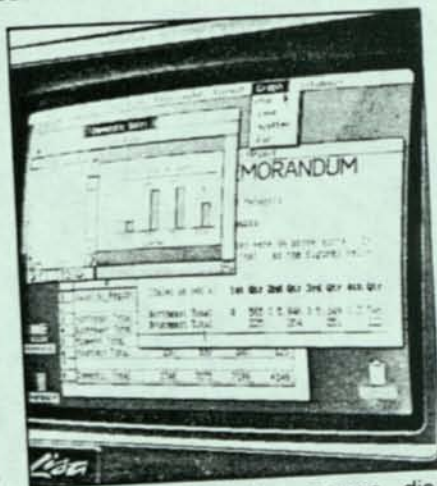
By Stewart Alsop
Editor

Three for the Money: Microcomputer Software is in the midst of taking a major step forward. Three new products are responsible; VisiCorp's VisiOn, Apple's Lisa, and Bruce & James' WordVision.

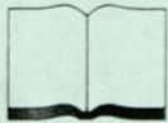
The fundamental problem each tries to solve is the "user interface" (ICHH!), the manner in which an untrained person learns to use a program. Each product has its own approach to solving the problem, all three based to different degrees on an approach developed by Xerox on their Star computer. While none is available for purchase yet, each has the opportunity to reshape the industry.

Lisa (which we have not seen, but have had described to us) solves the problem with very powerful hardware combined with very powerful software. The two significant facts about the product are that it's proprietary and expensive. The product will probably be popular, will probably help Apple maintain its position in the industry, but will probably not have a fundamental effect on the industry and its product. VisiOn (which we have seen in prototype), on the other hand, solves the problem with software alone: a hardware interface (Visi-Host) coupled with an applications software interface (VisiOn). The product is not as slick as Lisa but it is somewhat less expensive when fully configured, and VisiCorp says it intends to be completely open about the technical specifications. If the company can complete the product as promised (a major challenge), persuade vendors to adopt VisiHost to their machine (another major challenge as it is VisiCorp's first OEM marketing effort), and persuade other software developers to adopt their applications to VisiOn (yet another major challenge as those other developers already compete with VisiCorp), this product has the potential to change the way the industry is structured. If VisiCorp fails on any one challenge, well . . .

WordVision (which we have also seen in prototype) also solves the problem with software alone. WordVision is a word processor — a good one — that's the first in a line of ten Vision products. All have a common interface that's a crude but attractive and colorful version of the Star's (and Lisa's and VisiOn's). The wild card that makes WordVision a contender in this particular scenario is Bruce & James's pricing strategy. Retail price is \$49.95. At that price, the Vision products could flood the market before Lisa or VisiOn have a real chance to make their mark. If Bruce & James completes the series as promised, if they obtain wide distribution, if they operate profitably . . .



Lisa's high-resolution screen displays up to four integrated software applications simultaneously



John Brockman Associates, Inc.

2307 Broadway
New York, New York 10024

MICRO SOFTWARE MARKETING

The industry newsletter for those who create,
package, and market software for microcomputers

March 1983

LITERARY AGENT HELPS SOFTWARE COMPANIES SIGN UP DISTRIBUTORS

A New York literary agency is cashing in on both sides of the coin when it comes to software. The usual role of a literary agent is to represent authors in their dealings with publishers. But John Brockman Associates Inc. is entering the software field by representing publishers as well as authors. Not simultaneously, of course. First, Brockman represents software authors in negotiating for publishing contracts with established vendors.

Then, separately, Brockman represents software publishing companies in negotiating distribution deals, co-publishing arrangements, and joint ventures with larger firms. Additionally, the firm plans to represent book authors, individuals, and institutions with special information and expertise that can be used in the development of software products.

One of its first clients is Bruce & James Program Publishers Inc., representing that company in obtaining distribution of its new Vision line. (John Brockman Associates Inc., 2307 Broadway, NYC 10024. 212-874-0500)



John Brockman Associates, Inc.

2307 Broadway
New York, New York 10024

InfoWorld

The Newsweekly for Microcomputer Users

InfoViews

Unethical editors con authors out of fame and fortune

Silicon Tattler/Hank Harrison

This week we begin Hank Harrison's new column, The Silicon Tattler—a compendium of observations and insights by the former editor of Dr. Dobb's Journal.—Editors.

Book publishing in America has a long and respectable tradition, but these traditions seem to fall by the wayside when competitive pressure builds and when opportunists and carpetbaggers jump into the field with scams designed specifically to victimize the more talented, sometimes less assertive, people.

Marketing and publishing textbooks is often a bizarre and convoluted business. Sometimes in the process some otherwise ethical publishers turn a blind eye to certain shenanigans that transpire at the acquisition level.

My advice to any documentation author is simple and well cured over many years of trade-book experience (the rule now applies to software projects as well). First, be patient, and find a "hi-tech" agent, such as the John Brockman Agency in New York, or an attorney who specializes in "hi-tech" projects.

Never share top billing with a ghost writer on the sly unless the coauthor actually does 50% of the original, creative blood, sweat and tears brain work.

In other words, it pays to know the difference between writing and editing. ■



John Brockman Associates, Inc.

John Brockman Associates, Inc.

2307 Broadway

New York, New York 10024

(212) 874-0500

John Brockman
President

February 15, 1983

Esther Dyson
The Rosen Electronics Letter
200 Park Avenue
New York, NY 10166

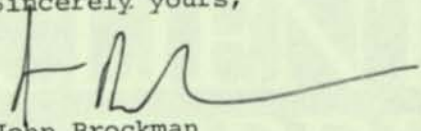
Dear Esther Dyson:

I have read several recent editions of your newsletter with great interest and have been meaning to write to you with regard to the possibility of your writing a trade book, either as an individual or on behalf of the "Newsletter."

This literary agency has a reputation in the business for working with serious thinkers in translating their ideas and information into successful, commercial books. Some examples are: The Complexity Hypothesis (forthcoming, Viking) by our mutual friend David Warsh, The Clever Invention by John Case (forthcoming, Morrow), The Next Whole Earth Catalog ed. by Stewart Brand (Random House), The PC World Reference Library produced by PC World Books, PC Power by Jim Edlin and David Bunnell (forthcoming), Pilgrim in the Micro-world by David Sudnow (forthcoming, Warner), The Cosmic Code by Heinz Pagels, The Gnostic Gospels by Elaine Pagels, The Turning Point by Fritjof Capra, and The Dancing Wu Li Masters by Gary Zukav.

I am enclosing some material about this agency including a press announcement we are sending out this week about our entry into the software market as "software agents." I hope to hear from you.

Sincerely yours,


John Brockman

JB:dd
encl.

John
Brockman
Associates,
Inc.



CLIENT PROJECTS
FEBRUARY 1, 1983



Bruce & James, Program Publishers, Inc.

THE VISION LINE

"People-Literate Programs" for New-Generation Personal Computers

WORDVISION

Writing tool

Goes beyond traditional "word processing" to facilitate the process of personal writing—from homework papers to poems to merger proposals. At a suggested retail price of \$49.95, WORDVISION offers buyers power comparable to programs listing for ten times more, yet it is substantially easier to learn and use.

Powerpacks:

Spelling checker, on-line thesaurus, style checker, letter writing aids, author's aids (footnoting, indexing), programmer's aids, translation aids, advanced features, number handling (decimal tabbing, column moves, calculation), hardware adaptation (for additional printers, displays, etc.) List merging.

FACTVISION

Outline organizing tool

Organizes information in outline form with virtually infinite levels of indentation; recalls and displays only the levels you command, but can expand instantly to show greater detail on command.

Powerpacks:

Factpack electronic reference tools (travel guides, classified directories, etc.), advanced features.

FILEVISION

Card file organizing tool

Organizes information index-card style, but adds all the power for sorting and selection that a computer can provide.

LISTVISION

List organizing tool

For organizing information that fits easily into a simple list format. Can be used with WORDVISION and form-letter Power-pack to produce letters with variable fill-ins.

MATHVISION

Calculation tool

Simplifies use of mathematical formulas; good for "what-if" use where calculations are linear instead of spread-sheet style. Can show calculation process step-by-step for educational purposes.

Powerpacks:

Formulapacks for geometry, engineering, navigation, etc.; Lessonpacks for math study.

CHARTVISION

Visualizing tool

Turns numbers into pictures; can take results from other programs that do calculations, or values entered by hand, and produce graphs and charts visualizing the relationship of the numbers.

DRAWVISION

Art tool

Does for pictures what WORDVISION does for the written word; an electronic set of graphic artist's tools—from paint and palette and protractor to a computer version of press-on lettering.

Powerpacks:

Symbol sets, typeface sets, printer and plotter adapters

CALCVISION

Spreadsheet tool

A "people-literate" improvement on the electronic spreadsheet and modeling tools that first demonstrated the power of good programs to sell personal computers.

Powerpacks:

Ready-to-use models for real-estate and other common needs.

BOSSVISION

Computer operating tool

An enhancement to standard computer, disk operating systems that eliminates need for "computer-literacy." Extends the simplicity of the "Vision Interface" to house-keeping chores such as copying and renaming files.

TALKVISION

Communication tool

A powerful assist to computer telecommunication, electronic mail, and access to resources of distant computers.

DESKVISION

Office tool

Electronic enhancements of the tools found on an average office desk—calendar, calculator, address book, memo pad and the like.

Programs in the Vision line will be introduced first for use on the IBM Personal Computer. Versions for the Commodore 64 computer will be introduced soon afterward. Bruce & James will then continue to introduce versions for other new-generation personal computers.

TECHNO-NATIONALISM
by Gerard K. O'Neill
Simon & Schuster (Alice Mayhew)

JENNIFER: BOOK NINE
by Michael Perkins
Richard Gallen (Joanie McDonnell)

NATURE GUIDE TO NEW
ENGLAND
by Richard Rabkin & Jacob Rabkin
Holt Rinehart (Marion Wood)

FULL POTENTIAL
by Robert Radin
McGraw-Hill (Cynthia Merman)

THE LETTERS OF H.D.
by Janice Robinson
Houghton Mifflin (Tom Hart)

COLETTE'S SLIM CUISINE
by Colette Rossant
Morrow (Narcisse Chamberlain)

MICROCOSMOS: THE MAGIC OF
LIFE
by Dorion Sagan & Lynn Margulis
Summit (Jim Silberman)

THE FIRST STEP: A GUIDE FOR
THE NEW JEWISH SPIRIT
by Reb Zalman Schachter-Shalomi
with Donald Gropman
Bantam (Nessa Rapoport)

THE CONE OF TIME
by Michael Schacker
St. Martins (Kermit Hummel)

WEATHER PERMITTING
by Stephen Schneider &
Randi Londer
Sierra Club (Jon Beckmann)

THE BEAR BOOK
by Paul Shepard & Barry Sanders
Viking (Barbara Burn)

THE SECOND FIRE: SEXUAL
ENERGY
by June Singer
Anchor (Loretta Barrett)

OF MICE AND MOLECULES:
POLLUTION AND HUMAN
SURVIVAL
by Eric Skjei and Donald Whorton, M.D.
Dial (Rick Kot)

THE RISE OF INDUSTRIAL
AMERICA:
A PEOPLE'S HISTORY, 1870-1901
by Page Smith
McGraw-Hill (Gladys Carr)

CITY SQUIRRELS
by Grace Spruch
Morrow (Jim Landis)

PILGRIM IN THE MICROWORLD
by David Sudnow
Warner (Reid Boates)

UNTITLED POPULAR PIANO
PLAYING BOOK
by David Sudnow & Stephen Krug
Morrow (Jim Landis)

THE DOORS: THE ILLUSTRATED
HISTORY
by Danny Sugerman
Morrow (Jim Landis)

SOMEONE IS TRYING TO KILL
HARRY HOUDINI
by Michael Talbot
Avon (Beth Rashbaum)

IN THE SHADOW OF THE RISING
SUN
by Samuel Jared Taylor
Morrow (Bruce Lee)

THE AGING PARENT
by David Tomb, M.D.
Viking (Bill Strachan)

IN AFGHANISTAN: AN AMERICAN
ODYSSEY
by Jere Van Dyk
Coward McCann (Tom Miller)

MAXIMUM LIFE SPAN
by Roy Walford, M.D.
Norton (George Brockway)

THE OLDEST THERAPY
by Roger Walsh
Morrow (Jim Landis)

THE COMPLEXITY HYPOTHESIS
by David Warsh
Viking (Bill Strachan)

WATERSHEDS
by Peter Warshall
Sierra Club (Danny Moses)

IN PRAISE OF OUR PLANET
by Louise B. Young
Little Brown (Chris Coffin)

THE SUSTAINABLE CITY
by Sim Van der Ryn
Macmillan (Wendy Goldwyn)

1984

UNTITLED ON EATING
DISORDERS
by Gloria Arenson
Rawson Associates (Eleanor Rawson)

ANGEL'S FEAR
by Gregory Bateson
Dutton (Bill Whitehead)

FRONTIERS OF SCIENCE
by John Boslough
Dial (Juris Jurevics)

EINSTEIN, GERTRUDE STEIN,
WITTGENSTEIN AND
FRANKENSTEIN: THE SCIENCE
UNIVERSE
by John Brockman
Viking (Bill Strachan)

UNTITLED ON ECONOMICS
by George Brockway
Harper & Row (Michael Bessie)

THE CAPRA DIALOGUES: A
PHYSICIST EXPLORES HEALTH
by Fritjof Capra
Simon & Schuster (Alice Mayhew)

FIGHTING CRIME
by Elliott Currie
Pantheon (Sara Bershtel)

THE SEARCH FOR THE
SUPERFORCE
by P.C.W. Davies
Simon & Schuster (Alice Mayhew)

THE FUTURE OF SCIENCE
by Gerald Feinberg
Simon & Schuster (Alice Mayhew)

OPEN CHANNEL
by Willis Harmon and Howard
Rheingold
Tarcher (Jeremy Tarcher)

QUANTUM REALITY
by Nick Herbert
Doubleday (Philip Pochoda)

FROM BURNOUT TO BALANCE
by Dennis Jaffe and Cynthia Scott
McGraw-Hill (Cynthia Merman)

TYPE C BEHAVIOR
by Bob Krieger
Doubleday (Philip Pochoda)

THE UNRULY EMPIRE: MOSCOW'S
EAST EUROPEAN DILEMMA
by F. Stephen Larrabee
Random House (Clara Glowczewski)

VITAMIN B₇
by Brian Leibovitz
Dell (Susan Moldow)

STRIP TEASE
by Lauri Lewin
Morrow (Jim Landis)

HOW TO START MAKING MONEY
BEFORE YOU HAVE TO
by Peter Livingston
Atlantic Monthly (Melanie Kroupa)

ENERGY UNBOUND
by Amory and L. Hunter Lovins
Sierra Club (Danny Moses)

THE LEAST POPULAR CAUSE
by Jerry Mander
Sierra Club (Jon Beckmann)

SURGERY: CAN YOU AVOID IT?
by David McLanahan, M.D. and
Sandra McLanahan, M.D.
Dell (Susan Moldow)

THE MULTINATIONALS
by Milton Moskowitz, Robert
Levering & Michael Katz
Macmillan (Patrick Filley)

THE EVOLUTION OF SEX
by Dorion Sagan and Lynn Margulis
Yale (Ed Tripp)

ON GROUP VIOLENCE
by Jan Schreiber
Prentice-Hall (John Kirk)

BOOKS



Recently Published

THE DEINDUSTRIALIZATION OF AMERICA

by Barry Bluestone & Bennett Harrison
Basic (Martin Kessler)

THE NEXT WHOLE EARTH CATALOG

(2nd Ed.)
edited by Stewart Brand
Random House (Rob Cowley)

THE TURNING POINT

by Fritjof Capra
Simon & Schuster (Alice Mayhew)

LIVING AT THE MOVIES

by Jim Carroll
Penguin (Jerry Howard)

LIVING WITH THE FLOWERS

by Denise Diamond
Morrow (Amy Shapiro)

THE HOME SATELLITE TV REVOLUTION

by Anthony Easton
Seaview (Anne Kostick)

EQUAL TO THE TASK: HOW WORKING WOMEN ARE MANAGING IN CORPORATE AMERICA

by Susan Easton, Joan Mills & Diane Winokur
Seaview (Anne Kostick)

THE VASECTOMY BOOK

by Michael Feldberg & Marc Goldstein, M.D.
Tarcher (Janice Gallagher)

CLASSIFIED LOVE

by Sherri Foxman
McGraw-Hill (Cynthia Merman)

NUCLEAR WITNESSES: INSIDERS SPEAK OUT

by Leslie Jane Freeman
Norton (Ed Barber)

RADIATION AND HUMAN HEALTH

by John Gofman, M.D.
Sierra Club (Danny Moses)

PURE STOKE

by John Grissim
Harper & Row (Hugh Van Dusen)

PRINCIPLES OF LSD PSYCHOTHERAPY

by Stanislav Grof, M.D.
Hunter House (Isha Francis)

CODE BLUE: A NURSE'S TRUE LIFE STORY

by Barbara Huttman, R.N.
Morrow (Elizabeth Knappman)

MOKSHA

by Aldous Huxley
Tarcher (Jeremy Tarcher)

THE MYTH OF THE GREAT SECRET

by Edwin Clark Johnson
Morrow (Jim Landis)

EINSTEIN'S SPACE AND VAN GOGH'S SKY: THE FACES OF REALITY

by Lawrence LeShan & Henry Margenau
Macmillan (Marion Wheeler)

THE MECHANIC AND THE GARDENER

by Lawrence LeShan
Holt Rinehart (Jennifer Josephy)

EVERYBODY'S BUSINESS: AN ALMANAC

by Milton Moskowitz, Robert Levering & Michael Katz
Harper & Row (Clayton Carlson)

BRITTLE POWER: ENERGY STRATEGY FOR NATIONAL SECURITY

by Amory & Hunter Lovins
Brick House (Jack Howell)

SONS OF HARVARD: THE CLASS OF '67

by Toby Marotta
Morrow (Jim Landis)

EARTH PONDS

by Timothy Matson
Countryman Press (Peter Jennison)

THE FATE OF THE UNIVERSE

by Richard Morris
Playboy (Susan Ryan)

THE HIGH FRONTIER: HUMAN COLONIES IN SPACE

by Gerard K. O'Neill
Anchor (Philip Pochoda)

2081: A HOPEFUL VIEW OF THE HUMAN FUTURE

by Gerard K. O'Neill
Simon & Schuster (Alice Mayhew)

THE COSMIC CODE

by Heinz Pagels
Simon & Schuster (Alice Mayhew)

SHAMAN WOMAN/MAINLINE LADY

by Cynthia Palmer & Michael Horowitz
Morrow (Alison Brown)

JENNIFER: BOOK ONE

by Michael Perkins
Richard Gallen (Joanie McDonnell)

JENNIFER: BOOK FIVE

by Michael Perkins
Richard Gallen (Joanie McDonnell)

A GUIDE TO THE NEW MEDICINE: WHAT WORKS, WHAT DOESN'T

by Hank Pizer
Morrow (Elizabeth Knappman)

AMERICAN WOMEN IN JAZZ

by Sally Placksin
Seaview (Anne Kostick)

NATURE GUIDE TO THE GREAT CIRCLE

by Richard & Jacob Rabkin
Holt Rinehart (Marion Wood)

H.D.: THE LIFE AND WORK OF AN AMERICAN POET

by Janice Robinson
Houghton Mifflin (John Russell)

THE COMPLEX CARBOHYDRATE HANDBOOK

by Shirley Ross
Morrow (Bob Bender)

COLETTE ROSSANT'S AFTER—FIVE GOURMET

by Colette Rossant
Random House (Charlotte Mayerson)

THE HAMMER

by Dave Schultz & Stan Fischler
Summit (Jon Segal)

LETTING GO OF STRESS

by Jackie Schwartz
Pinnacle (Carol Garland)

NIGHT VISION: CONFESSIONS OF GIL LEWIS, PRIVATE EYE

by John Sedgwick
Simon & Schuster (Fred Hills)

NATURE AND MADNESS

by Paul Shepard
Sierra Club (Jon Beckmann)

U.S.S.R.: THE CORRUPT SOCIETY

by Konstantin Simis
Simon & Schuster (Michael Korda)

THIN ICE: A SEASON IN HELL WITH THE NEW YORK RANGERS

by Larry Sloman
Morrow (Jim Landis)

TRIAL BY FIRE: A PEOPLE'S HISTORY OF THE CIVIL WAR
by Page Smith
McGraw-Hill (Gladys Carr)

BREAST IS BEST
by Andrew Stanway
American Baby (Phyllis Evans)

THE DELICATE DEPENDENCY:
A NOVEL OF THE VAMPIRE LIFE
by Michael Talbot
Avon (Susan Moldow)

THE SPORT DIVING CATALOG
by Herb Taylor
St. Martin's (Ashton Applewhite)

REMEMBERING SONG
by Fred Turner
Viking (Barbara Burn)

TOUGHLOVE
by David & Phyllis York, Ted Wachtel
Doubleday (Susan Schwartz)

1983

FALLING IN LOVE AND LOVE
by Francesco Alberoni
Random House (Jonathan Galassi)

THE PHILIPPINE COOKBOOK
by Reynaldo Alejandro
Coward McCann (Tom Miller)

UNTITLED ON MARGARET MEAD
AND GREGORY BATESON
by Mary Catherine Bateson
Morrow (Pat Golbitz)

THE GODDESSES IN
EVERYWOMAN
by Jean Bolen, M.D.
Tarcher (Jeremy Tarcher)

STEPHEN HAWKING'S UNIVERSE
by John Boslough
Morrow (Elizabeth Knappman)

THE THROWING MADONNA:
FROM NERVOUS CELLS TO
HOMINID BRAINS
by William Calvin
McGraw-Hill (Tim McGuinness)

UNTITLED ON THE
MICROCOMPUTER INDUSTRY
by John Case
Morrow (Hillel Black)

FEEL SAFER
by Michael Castlemen
Simon & Schuster (Fred Hills)

THE T.V. SATELLITE HANDBOOK
by Anthony T. Easton
Howard Sams (John Obst)

GIFT OF THE MUSE: POETRY AND
ALTERED STATES OF
CONSCIOUSNESS
by John Farrell
Holt Rinehart (Judy Karasik)

UNTITLED MEDICAL BOOK
by Tom Ferguson, M.D.
& David Sobel, M.D.
Summit (Jim Silberman)

THE FIFTH GENERATION: JAPAN'S
COMPUTER CHALLENGE TO THE
WORLD
by Edward A. Feigenbaum & Pamela
McCorduck
Addison Wesley (Chris Kuppig)

THE HOCKEY ENCYCLOPEDIA
by Stan and Shirley Fischler
Macmillan (Patrick Filley)

HOW TO MAKE LOVE TO
ANYTHING
by Sherri Foxman
Warner (Nancy Neiman)

THE CANCER SURVIVORS
by Judith Glassman
Dial (Frances McCullough)

THE ASIA CATALOG
by Janet Goldenberg
Clarkson Potter (Carol Southern)

DIFFERENT DRUMMERS: DISSENT
IN AMERICA
by John L. Gwaltney
Random House (Erroll MacDonald)

SKIN ROLLING
by Jerry Harvey
Morrow (Alison Brown)

THE THIRD WORLD NUCLEAR
WAR
by Pat Heffernan, Amory & Hunter
Lovins
Morrow (Maria Guarneschelli)

THE ECONOMICS OF THE ILLEGAL
SECTOR
by James Henry
Norton (George Brockway)

THE RISING SUN
NEIGHBORHOOD NEWSLETTER
by Anne Herbert
Random House (Rob Cowley)

QUANTUM SOUP: FORTUNE
COOKIES IN CRISIS
by Al Huang
E.P. Dutton (Bill Whitehead)

IN SEARCH OF GOD IN THE
SEXUAL UNDERWORLD
by Edwin Clark Johnson
Morrow (Jim Landis)

THE AD GAME
by Judith A. Katz
Harper & Row (Jeanne Flagg)

HOW TO DESIGN YOUR OWN LIFE
EXTENSION PROGRAM
by Saul Kent
Morrow (Jim Landis)

THE WINNER OF THE SLOW
BICYCLE RACE
by Paul Krassner
St. Martin's (Les Pockell)

ECONOMIC GROWTH/ECONOMIC
JUSTICE
by Robert Kuttner
Houghton Mifflin (Robie Macauley)

THE 100 BEST CORPORATIONS TO
WORK FOR IN AMERICA
by Milton Moskowitz,
Robert Levering & Michael Katz
Addison Wesley (Doe Coover)

A DAY AT A TIME: HOME CARE
FOR THE DYING
by Deborah Little
Dial (Rick Kot)

HOW TO GIVE GOOD PHONE
by Peter Livingston
Morrow (Jim Landis)

FINAL JUDGMENT: MY LIFE AS A
SOVIET DEFENSE ATTORNEY
by Dina Kaminskaya
Simon & Schuster (Michael Korda)

THE COST OF LOVING: WOMEN
AND THE NEW FEAR OF
INTIMACY
by Megan Marshall
Putnams (Diane Reverand)

BEGINNING TOGETHER: A DIARY
OF DISCOVERY FOR YOU AND
YOUR BABY
by Rochelle Mayer
St. Martin's Press (Barbara Anderson)

THE HEAVENLY BODY
by Sandra McLanahan, M.D.
Avon (Beth Rashbaum)

EXECUTIVE MICROPOWER
by James McNitt
Simon & Schuster (Bob Bender)

MIND WARS: PROBING THE
MILITARY POTENTIAL OF
PARAPSYCHOLOGY
by Ron McRae
St. Martin's (Les Pockell)

AMERICAN BEST SELLERS
by Molly McGrath
Morrow (Narcisse Chamberlain)

THE HELIX AND THE SWORD
by John McLoughlin
Doubleday (Hugh O'Neill)

THE NINE AMERICAN LIFESTYLES
by Arnold Mitchell
Macmillan (Jeff Neuman)

DISMANTLING THE UNIVERSE
by Richard Morris
Simon & Schuster (John Herman)

EVOLUTION AND HUMAN
NATURE
by Richard Morris
Putnams (Faith Sale)

CLASS STRUGGLE IS THE NAME
OF THE GAME
by Bertell Ollman
Morrow (Jim Landis)

RICH KIDS

by John Sedgwick
Morrow (Pat Golbitz)

LUSTFULLY YOURS, SEKA

by Seka
Dell (Susan Moldow)

ORIGINS: HOW LIFE BEGAN ON EARTH

by Robert Shapiro
Summit (Jim Silberman)

THE STRATEGIES OF BEING FEMALE

by Evelyn Shaw and Joan Darling
Harvester (John Spiers)

SPACE CAREERS

by Charles Sheffield and Carol Rosin
Morrow (Nick Bakalar)

CONSUMER'S GUIDE TO POISON PROTECTION

by Harold Silverman
Avon (Judith Riven)

DEALING WITH ANDROPOV

by Dmitri Simes
Franklin Watts (Peggy Tsukahira)

THE BIG CHILL

by Eve Pell
Beacon (Mary Ann Lash)

NATURAL FOODS ALMANAC

by Shirley Ross
World Almanac (Jane Flatt)

SENIOR CITIZEN'S DRUG BOOK

by Harold Silverman
Bantam (Toni Burbank)

GRANTS HANDBOOK

by Graig Smith
Harper & Row (Hugh Van Dusen)

UNTITLED PEOPLE'S HISTORY OF THE UNITED STATES (1902-1945)

by Page Smith
McGraw-Hill (Gladys Carr)

DR. PROGRAM: THE STORY OF A TERMINAL OBSESSION

by David Sudnow
McGraw-Hill (Gladys Carr)

INDOOR AIR QUALITY AND YOUR HEALTH

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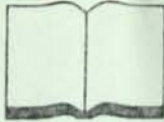
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Current: THE RISE OF INDUSTRIAL AMERICA: A PEOPLE'S HISTORY (1870-1901);
UNTITLED U.S. HISTORY (1902-1945); UNTITLED U.S. HISTORY (1946-1981).

DAVID SOBEL, M.D. San Jose, California
Medical Diagnostician.
HERE'S TO YOUR HEALTH; WAYS OF HEALTH.
Current: UNTITLED MEDICAL BOOK.

GRACE MARMOR SPRUCH New York, New York
Physicist.
Current: CITY SQUIRRELS.

ANDREW STANWAY Surrey, England
Medical Doctor.
BREAST IS BEST.

DAVID SUDNOW New York, New York
Social Psychologist.
WAYS OF THE HAND; TALK'S BODY.
Current: PILGRIM IN THE MICROWORLD; UNTITLED POPULAR PIANO PLAYING
BOOK; DR. PROGRAM: THE STORY OF A TERMINAL OBSESSION.

DANNY SUGERMAN Beverly Hills, California
Writer.
NO ONE GETS OUT OF HERE ALIVE (THE BIOGRAPHY OF JIM MORRISON).
Current: THE DOORS: THE ILLUSTRATED HISTORY.

MICHAEL TALBOT New York, New York
Expert in Science and Mysticism; Novelist.
MYSTICISM AND THE NEW PHYSICS; THE DELICATE DEPENDENCY: A NOVEL OF
THE VAMPIRE LIFE.
Current: SOMEONE IS TRYING TO KILL HARRY HOUDINI.

HERB TAYLOR Hempstead, New York
Skin-Diving Expert.
THE SPORT DIVING CATALOG.

SAMUEL JARED TAYLOR New York, New York
International Banker.
Current: IN THE SHADOW OF THE RISING SUN: A CRITICALVIEW OF THE
JAPANESE MIRACLE.

DAVID TOMB, M.D. Salt Lake City, Utah
Physician & Psychiatrist.
Current: THE AGING PARENT.

ISAAC TURIEL
Physicist.

Berkeley, California

Current: INDOOR AIR QUALITY AND YOUR HEALTH.

SIM VAN DER RYN
Architect.

Inverness, California

THE FARALLONES SCRAPBOOK; THE TOILET PAPERS; THE INTEGRAL URBAN HOUSE.

Current: THE SUSTAINABLE CITY.

JERE VAN DYK
Runner.

New York, New York

A RUNNER'S GUIDE TO EUROPE.

Current: IN AFGHANISTAN: AN AMERICAN ODYSSEY.

MARCO VASSI
Writer.

Brooklyn, New York

Current: THE ART OF LYING DOWN.

ROY L. WALFORD, M.D.
Bio-Gerontologist.

Venice, California

Current: MAXIMUM LIFE SPAN; DR. WALFORD'S 120-YEAR DIET & HEALTH BOOK.

ROGER WALSH
Psychiatrist.

Irvine, California

Current: THE OLDEST THERAPY: AN INTRODUCTION TO BUDDHIST PSYCHOLOGY.

DAVID WARSH
Economics Writer.

Somerville, Massachusetts

Current: THE COMPLEXITY HYPOTHESIS: AN ALTERNATIVE WAY OF THINKING ABOUT THE COST OF LIVING.

PETER WARSHALL
Conservationist.

Albuquerque, New Mexico

SEPTIC TANK PRACTICES: A GUIDE TO THE CONSERVATION AND RE-USE OF HOUSEHOLD WASTEWATERS.

Current: WATERSHEDS.

JACK McIVER WEATHERFORD
Anthropologist.

Washington, D.C.

TRIBES ON THE HILL: A STUDY OF THE U.S. CONGRESS.

DONALD WHORTON, M.D. Berkeley, California
Environmental Health Expert.
Current: OF MICE AND MOLECULES: POLLUTION AND HUMAN SURVIVAL.

FRED ALAN WOLF La Jolla, California
Physicist.
TAKING THE QUANTUM LEAP.
Current: MIND AND THE NEW PHYSICS.

ALAYNE YATES, M.D. Blue Jay, California
Pediatrician; Child Psychologist.
SEX WITHOUT SHAME.

DAVID & PHYLLIS YORK Point Pleasant, Pennsylvania
Psychologists.
TOUGHLOVE
Current: THE TOUGHLOVE SOLUTION.

LOUISE YOUNG Chicago, Illinois
Physicist.
POWER OVER PEOPLE; EARTH'S AURA.
Current: IN PRAISE OF OUR PLANET.

ROBERT ZEVIN West Newbury, Massachusetts
Economist.
Current: A GREATER GOOD: POTENTIALS FOR AN INTELLIGENT ECONOMY.

GARY ZUKAV San Francisco, California
Psychologist.
THE DANCING WU LI MASTERS: AN OVERVIEW OF THE NEW PHYSICS.
Current: PHYSICS AND CONSCIOUSNESS.

ISO WORLD

Vol. 6 No. 2

January 24, 1983

ALSOP'S FABLES

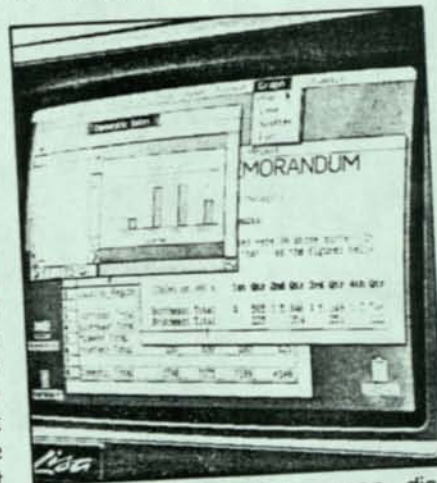
By Stewart Alsop
Editor

Three for the Money: Microcomputer Software is in the midst of taking a major step forward. Three new products are responsible; VisiCorp's VisiOn, Apple's Lisa, and Bruce & James' WordVision.

The fundamental problem each tries to solve is the "user interface" (ICHH!), the manner in which an untrained person learns to use a program. Each product has its own approach to solving the problem, all three based to different degrees on an approach developed by Xerox on their Star computer. While none is available for purchase yet, each has the opportunity to reshape the industry.

Lisa (which we have not seen, but have had described to us) solves the problem with very powerful hardware combined with very powerful software. The two significant facts about the product are that it's proprietary and expensive. The product will probably be popular, will probably help Apple maintain its position in the industry, but will probably not have a fundamental effect on the industry and its product. VisiOn (which we have seen in prototype), on the other hand, solves the problem with software alone: a hardware interface (VisiHost) coupled with an applications software interface (VisiOn). The product is not as slick as Lisa but it is somewhat less expensive when fully configured, and VisiCorp says it intends to be completely open about the technical specifications. If the company can complete the product as promised (a major challenge), persuade vendors to adopt VisiHost to their machine (another major challenge as it is VisiCorp's first OEM marketing effort), and persuade other software developers to adopt their applications to VisiOn (yet another major challenge as those other developers already compete with VisiCorp), this product has the potential to change the way the industry is structured. If VisiCorp fails on any one challenge, well . . .

WordVision (which we have also seen in prototype) also solves the problem with software alone. WordVision is a word processor — a good one — that's the first in a line of ten VisiOn products. All have a common interface that's a crude but attractive and colorful version of the Star's (and Lisa's and VisiOn's). The wild card that makes WordVision a contender in this particular scenario is Bruce & James's pricing strategy. Retail price is \$49.95. At that price, the VisiOn products could flood the market before Lisa or VisiOn have a real chance to make their mark. If Bruce & James completes the series as promised, if they obtain wide distribution, if they operate profitably . . .

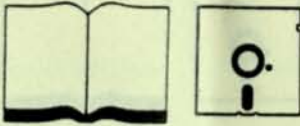


Lisa's high-resolution screen displays up to four integrated software applications simultaneously



John Brockman Associates, Inc.

2307 Broadway
New York, New York 10024



FOR IMMEDIATE RELEASE - February 9, 1983

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new file
JOHN BROCKMAN ASSOCIATES, INC. TO REPRESENT SOFTWARE AUTHORS

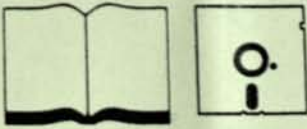
John Brockman Associates, Inc., a leading New York literary agency, today announced that it is entering the software field to provide professional representation to software authors and publishers, and to work with its two hundred non-fiction book authors in developing software products based on their special information and expertise.

John Brockman, President of John Brockman Associates, stated: "Information is our business. Our entry into the software field is a natural extension of the agency's activities on behalf of our non-fiction book authors. We plan to provide the creators of software products the same aggressive and professional representation in markets throughout the world that our literary authors have come to enjoy."

John Brockman Associates, which plans to specialize in programs that run on new-generation, high-volume machines, offers the following software services:

- (1) Representation of software authors in negotiating for the best possible publishing arrangements for their creations.
- (2) Representation of software publishing companies in negotiating distribution deals, co-publishing arrangements or joint ventures with larger firms.
- (3) Representation of nonfiction book authors and individuals or institutions with special information and expertise in development of software products.

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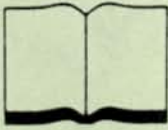
JOHN BROCKMAN ASSOCIATES SIGNS BRUCE & JAMES, PROGRAM PUBLISHERS, INC.

Mr. Brockman also announced that John Brockman Associates has been retained as exclusive agents for Bruce & James, Program Publishers, Inc. to represent that company in seeking distribution of its new "Vision" line through traditional publishing channels and to explore new and as yet untapped possibilities for publishing software programs.

Bruce & James plans a line of low-cost personal tools for business and living, and has set a goal of becoming the major force in mass market software. Bruce & James' "Vision" line products, at a suggested retail price of \$49.95, consist of "people-literate programs" for new generation personal computers, and offer buyers power comparable to programs listing for ten times more while being substantially easier to learn and use.

James A.K. Edlin, President of Bruce & James, stated: "Because we are seeking a distribution deal with a top publishing company we felt a need for the kind of professional representation that only a successful, well-respected and effective agent such as John Brockman can provide." Mr. Brockman stated: "By 1985, microcomputer software will be a \$5 billion industry. Bruce & James, with its superior products and mass market strategy, stands to corner a significant share of this market. We are most pleased to be working with Bruce McLoughlin and Jim Edlin in their exciting new venture."

ISO World, a leading trade journal, recently cited Bruce & James's flagship product, WordVision (along with VisiCorp's VisiOn and Apple's

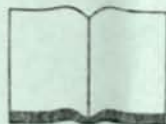


Lisa) as one of the three new products responsible for a major step forward in microcomputer software.

ABOUT JOHN BROCKMAN ASSOCIATES, INC.

John Brockman Associates, Inc. was founded ten years ago and has a reputation in the publishing industry for working with serious thinkers in translating their ideas and information into successful, commercial books. The agency regularly negotiates contracts on behalf of its two hundred clients with all the major publishing houses in the United States and through its sub-agents operates in the United Kingdom, France, Germany, Spain, Italy, Holland, Scandinavia, Brazil, Israel, and the Soviet Union.

Recent client projects in the science and technology area include Mind and Nature by Gregory Bateson, The Next Whole Earth Catalog ed. by Stewart Brand, The Turning Point by Fritjof Capra, PC Power by Jim Edlin and David Bunnell, The Fifth Generation by Edward Feigenbaum and Pamela McCorduck, Life Beyond Earth by Gerald Feinberg and Robert Shapiro, The Scientist by John Lilly, M.D., Four Arguments for the Elimination of Television by Jerry Mander, Executive Micropower by James McNitt, 2081 by Gerard O'Neill, The Cosmic Code by Heinz Pagels, The PC World Reference Library produced by PC World Books, Micro-cosmos by Dorion Sagan and Lynn Margulis, Pilgrim in the Microworld by David Sudnow, Maximum Life Span by Roy Walford, M.D., and The Dancing Wu Li Masters by Gary Zukav.



John Brockman Associates, Inc. 2307 Broadway New York, New York 10024 (212) 874-0500

FOREIGN SUB-AGENTS

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Agencia Literaria Carmen Balcells
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Leblon
20.000 Rio De Janeiro - RJ
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Israel

Varda Mor
Bar-David Literary Agency
PO Box 1104
Tel Aviv, Israel

British Commonwealth

Mary Hall Mayer
MARLU Literary Agency
15 Redcliffe Square
London SW10 9JX
England

Japan

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Tuttle-Mori Agency, Inc.
Fuji Bldg. 8F
2-15 Kanda Jimbochio, Chiyoda-ku
Tokyo, Japan

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Gerd Plessl Agency
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Seidstrasse 18
Germany

Netherlands - U.S.S.R.

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45-47 Clerkenwell Green
London EC1R 0HT
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6 rue Jean Carries
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S-292 00 Karlshamn
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20121 Milano
Italy



John Brockman Associates, Inc. 2307 Broadway New York, New York 10024 (212) 874-0500

BOOK PROPOSAL GUIDE

To aid us in our presentation of a book project to publishers, we ask our authors to submit a carefully detailed publishing proposal. This proposal will maximize our ability to place your work for the best possible terms, as it will enable the publishers to evaluate your project and determine their ability to successfully market your finished book. Here is what we need:

Proposal: This should be at least four or five typed pages, explaining: (a) what your book is about; the problems, reasons, or situations which prompted you to write your book; why your book is needed; (b) what are the unique features; anything that makes your book different from all other books in the same area; any new or fresh approach you offer; any special features you will include.

Market: Describe the audience at which your book will be aimed. What are the benefits your book will bring to this audience? Why should they buy, use, keep, and talk about your book?

Working Outline: This should be similar to a Table of Contents with a paragraph of about 100 words under each chapter, presenting a brief capsule version of the contents of that particular chapter.

Publishing Details: (a) proposed book length (an average book contains about 70,000 words; this size manuscript makes a 250-page book); (b) if there are photographs and/or illustrations, how many are there; (c) special considerations or ideas about book size, style, or format. (d) amount of time you will need to complete the finished manuscript.

Biographical Sketch: This sketch should stress your background, training, and experience in your field, and point to your authority to write your book. Include a list of books you have published in the past, if any (also include sales figures, if available).

Sample Chapters: Please submit one or two sample chapters, preferably not the first one, which will provide an example of your writing style and the actual content of the book.

John Brockman Associates, Inc.
2307 Broadway
New York, New York 10024

This will confirm the arrangement between us under which I appoint you my exclusive agent and you accept such appointment to handle the marketing throughout the world of all my literary rights including but not limited to publishing, motion picture, stage, radio and television rights and generally to advise me professionally, it being understood that:

- You will represent my interests to the best of your ability.
- You are to remit to me promptly monies due as collected.
- You will receive for me all monies due from my literary rights marketed in the United States, its possessions, and Canada; as your agency commission, you are to retain fifteen percent (15%) of monies so collected.
- Through your co-agent in London, Mary Hall Mayer, you are to market my literary rights in the British Commonwealth of Nations, on which the total agency commission is twenty percent (20%) divided between you and the co-agent.
- Through your co-agents in foreign language markets (France: Michelle Lapautre; Germany: Linder AG; Spain, Portugal, South and Latin America: Agencia Literaria Carmen Balcells; Scandinavia: Lennart Sane; Holland: Andrew Nurnberg Associates; Israel: Bar-David Literary Agency; Italy: Agenzia Letteraria Internazionale; Japan: Tuttle-Mori Agency), you are to market my literary rights on which the total agency commission will be twenty percent (20%) divided between you and the co-agent. You are to market my literary rights in all other foreign language markets direct and/or through co-agencies on which the total agency commission is twenty percent (20%).
- Whenever foreign taxes are deducted at the source of monies due me, your commission will be based on the balance after said tax deduction.
- In the event monies due me as herein described are paid to me or my assigns direct, the commission due you of such gross amounts will be remitted promptly to you by me or otherwise will be deductible by you from other monies in my account with you; you are to reimburse yourself from such monies for advances from you to me and for expenses incurred on my behalf (such as copyright fees, manuscript retyping, telegraphs, cables, long distance telephone calls to me or on my behalf, postage and handling, messengers, xerox and other photocopies of proposals or manuscripts, books or book galleys for submission to magazines or overseas publishers, and legal fees, the legal fees being chargeable only when I have agreed to them).
- Mail sent to me in care of you may be opened by you and dealt with, unless it is apparently of a personal nature which you shall forward to me promptly. When I am approached directly by any party interested in my material, I shall inform you immediately and refer the party to you.

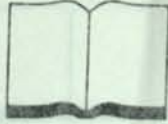
This agreement is effective immediately and continues in effect until either you or I have cancelled it, which either may do by one giving the other thirty (30) days' notice in writing of such cancellation, providing that you will continue to function as agent and to receive your commission on all contracts theretofore negotiated and concluded during the life of this agreement, said commission being hereby assigned and transferred to you as an agency coupled with an interest. In the event within sixty (60) days after effective termination date hereof, I enter into a contract covering any of my aforementioned literary rights with a person or firm with whom you had, prior to such termination, been negotiating for the disposition of said rights, said contract shall be deemed to have been entered into during the term of the within agreement.

This letter, which is written in duplicate, will constitute an agreement between us when each of us has an executed copy.

Date

Accepted: JOHN BROCKMAN ASSOCIATES, INC.

Date



John Brockman Associates, Inc. 2307 Broadway New York, New York 10024 (212) 874-0500

The enclosed material has been prepared to introduce you to John Brockman Associates, Inc. We hope the information provided will answer your questions about the authors we represent, the standard practices of the agency, the author/agency business relationship, and how we can begin to serve you.

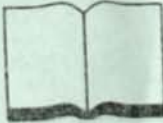
We represent people, not books. Our interest is in the overall management of the literary careers of our clients. In this capacity we represent more than one hundred and fifty notable authors on an exclusive basis (please see the enclosed client list). Our interest is in working with you toward the establishment of a long-term relationship. It is our hope that through providing you with professional services we can, in some small way, contribute to the creation and successful publication of important and useful books.

AGENCY SERVICES

As a literary agency, we provide a twofold service: (a) We are your business representatives. As such, our main objectives are commercial, and it is our responsibility to protect your interests. This aspect of our relationship is fiduciary; (b) We function in an editorial capacity, providing you with conceptual advice and literary criticism.

Our services include:

- * Negotiating sale or lease of certain rights to your book.
- * Reserving rights not essential for the negotiation at hand for later disposition in other markets (examples are retention for your benefit of first serial rights and motion picture rights in a book publication contract).
- * Examining contracts and negotiating modifications whenever necessary.
- * Preparing contracts for your approval and signature.
- * Collecting monies due you.
- * Examining your royalty statements.
- * Monitoring the publisher's handling of your book, including such details as blurb copy, dust jacket, advertising, and publicity.
- * Checking copyright.



- * Maintaining working relationships with agents abroad through whom we can offer your work in appropriate markets.
- * Interceding with the publisher on your behalf whenever necessary.
- * Being personally available to you for consultation.

AUTHOR/AGENCY BUSINESS RELATIONSHIP

Our agency practices include:

- * Retaining fifteen percent commission on domestic sales, and twenty percent commission on British Commonwealth sales and foreign language sales.
- * Paying your share of monies promptly after receipt.
- * Charging you for all expenses incurred on your behalf such as copyright fees, manuscript retyping, telegraphs, cables, long distance telephone calls to you or on your behalf, postage and handling, messengers, xerox or other photocopies of proposals or manuscripts, books or book galleys for submission to magazines or overseas publishers, and legal fees, the legal fees being chargeable only when you have agreed to them. We do not charge you for expenses incurred in the normal operation of our office.
- * Maintaining a separate bank account so that monies due you are not commingled with the agency's working funds.
- * With power of attorney, signing contracts in your name when you are inaccessible.
- * Treating your financial affairs as private and confidential.

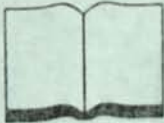
AGENCY AGREEMENT

We require our authors to sign an agency agreement that spells out the details of the author/agency relationship. Two copies of the agency agreement are enclosed. We will ask you to sign and return both copies if and when we agree to begin working together.

SUBMISSIONS

For non-fiction, please see the enclosed "Book Proposal Guide." For novels, send us a 100 page excerpt plus a synopsis of no more than 10 pages.

Do not send the complete manuscript.



After we have received your material, we will make our evaluation and decide whether or not we can proceed. You can expect a response within one week.

The agency deals with authors solely on an exclusive basis. We do not consider material that is on submission (or has previously been submitted) to other literary agents. In addition, we must be informed if you have personally submitted your project to publishers prior to contacting us. If so, to what publishers, and to what response.

Always retain a copy of the material you send us for your own protection in case of loss or damage in the mail.

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