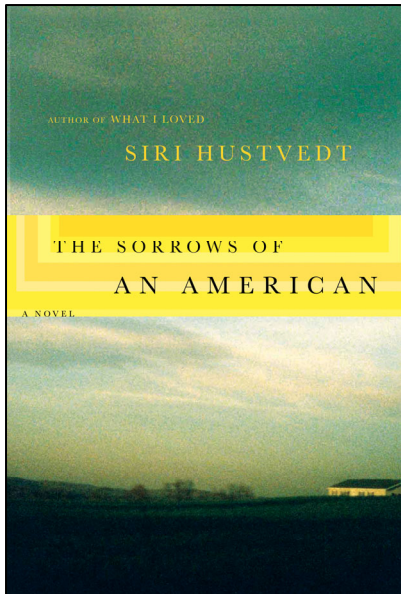




A MIDWEST CONNECTIONS PICK Starting in APRIL!

THE SORROWS OF AN AMERICAN by Siri Hustvedt



Praise for Siri Hustvedt's most recent novel
WHAT I LOVED

"Superb..." -- The New York Times Book Review.

*"A great book..Those of us who read fiction dream of finding such a book."
-- Los Angeles Times*

THE SORROWS OF AN AMERICAN is being promoted by the Midwest Booksellers Association and Henry Holt & Company as a **MIDWEST CONNECTIONS PICK** starting in April 2008.

When Erik Davidsen and his sister, Inga, find a disturbing note from an unknown woman among their dead father's papers, they believe he may be implicated in a mysterious death. **THE SORROWS OF AN AMERICAN** tells the story of the Davidsen family as brother and sister uncover its secrets and heal its wounds in the year following their father's funeral.

Returning to New York from Minnesota, the grieving siblings continue to pursue the mystery behind the note. While Erik's fascination with his new tenants and emotional vulnerability to his psychiatric patients threaten to overwhelm him, Inga is confronted by a hostile journalist who seems to know a secret connected to her late husband, a famous novelist. As each new mystery unfolds, Erik begins to inhabit his emotionally hidden father's history and to glimpse how his impoverished childhood, the Depression, and the war shaped his relationship with his children, while Inga confronts the reality of her husband's double life.

Siri Hustvedt returns to her Midwest roots with the publication of **THE SORROWS OF AN AMERICAN**. The author of three previous novels, the critically acclaimed *What I Loved*, *The Blindfold*, and *The Enchantment of Lily Dahl*, she lives in Brooklyn with her husband, Paul Auster.

Please read **THE SORROWS OF AN AMERICAN**, a novel of exquisitely moving prose that reveals one family's hidden sorrows through an extraordinary mosaic of secrets and stories that reflect the fragmented nature of identity itself.



We know you'll love it as much as we do, and that it will be one of your hand-sell favorites and top book club recommendations this spring! Do send your comments and reviews about **THE SORROWS OF AN AMERICAN** to us, too. We're eager to share your endorsements with your fellow MBA booksellers and with your customers.

THE SORROWS OF AN AMERICAN by Siri Hustvedt
Henry Holt & Company / Fiction / Hardcover \$25.00
ISBN-13: 978-0-8050-7908-1 / ISBN-10: 0-8050-7908-4

Order from Henry Holt / Macmillan
or your preferred wholesalers

MIDWEST CONNECTIONS marketing information on the next page...



Sell More Books with MBA's REGIONAL MARKETING PROGRAM

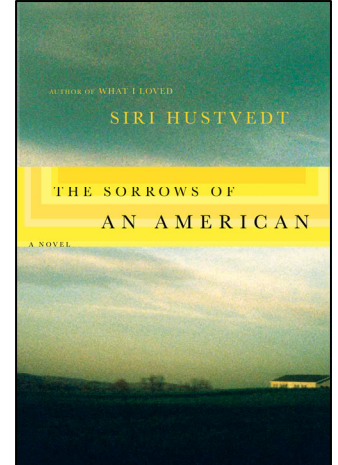
Featuring

THE SORROWS OF AN AMERICAN

by Siri Hustvedt

Henry Holt & Company

"In THE SORROWS OF AN AMERICAN, Siri Hustvedt deals with our lives when they are jolted by death. The mysteries that are uncovered sometimes are without answers, the people we thought we knew in life turn out to be different, and the impact of others' lives on our own is unpredictable. There are two major deaths in the book, of a parent and a spouse, but she also examines other deaths, those of relationships and ideals. Hustvedt creates characters of varied ages and both genders who are all struggling with perceptions and realities. The reader is drawn into their world from the first page. This is not a bleak novel, however. Throughout we are inspired by not only the frailties of human nature, but the overwhelming resilience of spirit. Ultimately this is a story of heroes both dead and living."
-- Sue Zumberge, Common Good Books, Saint Paul, MN



Don't miss an exciting opportunity for you to participate in an "interview" with the author. We will be preparing an Author Q&A with questions from MBA booksellers. Please send your questions for Siri Hustvedt to Susan Walker (UMBAoffice@aol.com) who will coordinate with the author and her publisher, Henry Holt and Company. This Q&A will then be posted online at the MBA website. **QUESTIONS DEADLINE: April 4**

MIDWEST CONNECTIONS Marketing Plans for THE SORROWS OF AN AMERICAN

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Confirmed author appearances in Minneapolis, St. Paul, Northfield, Chicago, Iowa City
- Author may be available for phoners with MBA bookstores and reading groups - contact the publisher by e-mail to set up
- Author events promoted on the MBA Bookstore Events website
www.midwestbooksellers.org/events
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Reading copies of *THE SORROWS OF AN AMERICAN* available from Henry Holt and MBA
- Bookseller Q&A with author Siri Hustvedt will be available as a PDF file on the MBA website in April
- Reading group guide available as a PDF file on the MBA and Henry Holt websites
- SIGNED COPIES of *SORROWS OF AN AMERICAN* can be ordered by April 15 - extra 3% discount, too! - special order form available as a PDF file on the MBA website
- Reading group guide on *WHAT I LOVED* also available on the MBA and Henry Holt websites
- Special offer! Order 5+ copies of *WHAT I LOVED* in paperback and get an extra 3% discount!
- Print ad you can run in your local paper - earn a rebate from MBA for your ad!
- FREE Midwest Connections Picks book stickers - request a roll from the MBA office
- Midwest Connections shelf-talkers, signs, and bookmarks to download and print for in-store displays - earn a display rebate, too

Questions? Check the website or contact MBA!

Go to the MBA website in the *Members Area* for more details:
www.midwestbooksellers.org

Member login name *mbamember* and password *shoplocally*.
Click on the Midwest Connections banners to get to the Midwest Connections page.

Contact Susan Walker at:
UMBAoffice@aol.com or susan@midwestbooksellers.org
Phone 612-926-5868 or 800-784-7522

Promote *THE SORROWS OF AN AMERICAN* and author Siri Hustvedt!

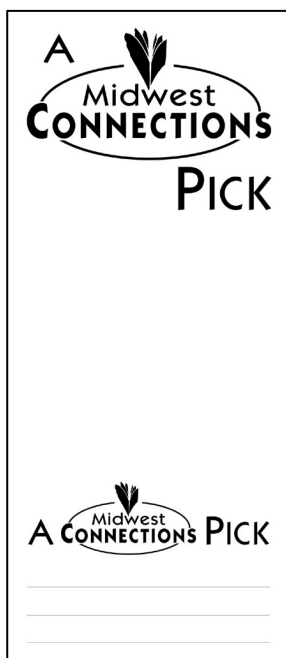
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *THE SORROWS OF AN AMERICAN* in at least three ways between April 1, 2008, and June 30, 2008. The list of possible promotions is on the checklist on the rebate form - see the next page.

YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES IN ORDER TO RECEIVE REBATES. To claim your rebates from MBA, you must provide verification of display, or newsletter/website promotion of *THE SORROWS OF AN AMERICAN*. YOU ALSO MUST REPORT YOUR SALES OF *THE SORROWS OF AN AMERICAN* to MBA.

Use the checklist and rebate form on the next page to help verify your promotions. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by July 15, 2008.



FREE MIDWEST CONNECTIONS PICK book stickers are available from the MBA office!

This shelf-talker is available as a ready-to-use PDF files at www.midwestbooksellers.org. Go to the Members MIDWEST CONNECTIONS page and click on the link from THE SORROWS OF AN AMERICAN to get to the web page for this book -- www.midwestbooksellers.org/members/sorrows.html

You also will find generic signs and bookmarks for the MIDWEST CONNECTIONS program.

JPG files of the book cover and author photos are available on the book's web page, above.

A full-color sign or flyer for this book will be available as a PDF file.

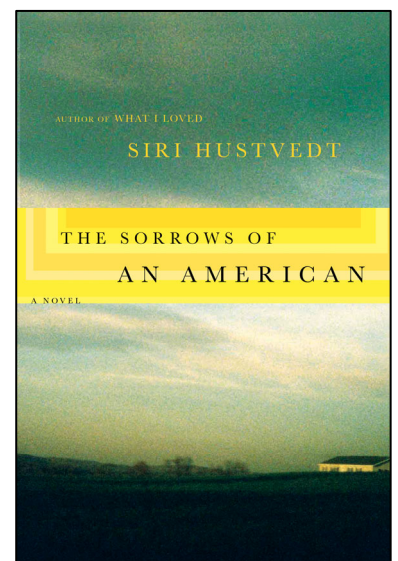
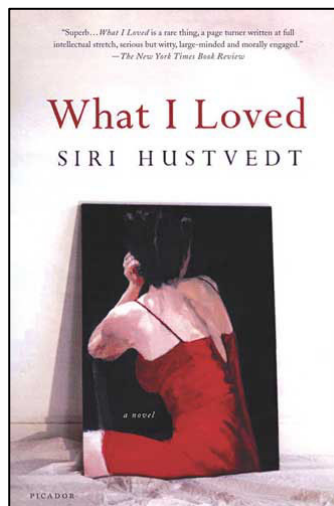
A Q&A with the author and discussion questions about the book are available as PDFs. These are excellent materials for use with reading groups and book clubs. A reading group guide for *WHAT I LOVED* is also available.

A B&W print ad to which you can add your own store info will be available soon as a PDF file at the MBA website

www.midwestbooksellers.org/members/sorrows.html



STICKER graphic



***THE SORROWS OF AN AMERICAN* by Siri Hustvedt [Henry Holt & Company]**

Rebate Request Form

Deadline July 15, 2008

In order to be eligible for rebates, your store must promote *THE SORROWS OF AN AMERICAN* in at least three of the following ways between April 1, 2008, and June 30, 2008. **YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES TO GET YOUR REBATES.**

Use this checklist and rebate form to compile your documentation. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist, all information, photos, samples of ads, etc. to MBA, 3407 West 44th Street, Minneapolis, MN 55410 by **July 15, 2008.**

STORE NAME _____	CONTACT _____
ADDRESS _____	DATE _____
CITY _____	STATE _____ ZIP _____
PHONE _____	FAX _____ E-MAIL _____

REQUIRED! Report your store's sales for April 1, 2008 through June 30, 2008. **QUANTITY SOLD** _____

- ___ Display *THE SORROWS OF AN AMERICAN* on its own in a table, window or counter display, using the Midwest Connections shelf talkers provided by MBA. Download and print promo materials from the MBA website. **DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.**
- ___ Display this book prominently along with other Midwest Connections titles as part of your store's MIDWEST CONNECTIONS PICKS table, window or other displays, using Midwest Connections promo materials. **DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.**
- ___ Advertise this book in a local publication in your community using the print ad format available from The MBA website. **SEE SAMPLE AD. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA.**
- ___ Feature, review, and/or advertise *THE SORROWS OF AN AMERICAN* in your store's newsletter or E-newsletter, including a photo of the book cover. **SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.**
- ___ Feature, review and/or advertise the book on your store's website, including a photo of the book cover. **PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.**
- ___ Review, discuss or advertise *THE SORROWS OF AN AMERICAN* on your local radio station. **DOCUMENT TO MBA.**
- ___ Host an event or reading group phone conference at your store with author Siri Hustvedt. **SEND MBA DETAILS OF YOUR EVENT OR PHONE CONFERENCE.**
- ___ Promote *THE SORROWS OF AN AMERICAN* to local reading groups or book clubs. **DOCUMENT READING GROUP/CLUB ADOPTION TO MBA.**
- ___ Hand-sell this book in your store as a "staff pick" or recommended title. **DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."**
- ___ Send your bookseller recommendation or review of *THE SORROWS OF AN AMERICAN* to Susan Walker at the MBA [UMBAoffice@aol.com]. MBA will share your recommendation with the publisher.
- ___ OTHER promotion of this title - **PLEASE DESCRIBE AND DOCUMENT TO MBA.**

You **ALSO** can earn the following rebates from MBA. In all cases, you **MUST** provide appropriate documentation by July 15, 2008, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of *THE SORROWS OF AN AMERICAN* for the months of April 2008 through June 2008.

- ___ **\$25 rebate** for featuring, reviewing, or advertising this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover.
- ___ **\$25 rebate** for displaying *THE SORROWS OF AN AMERICAN* in a table, window, or wall display, either on its own or as part of your MIDWEST CONNECTIONS PICKS titles display with other Midwest Connections books.
- ___ **\$25 rebate** for running a print ad on *THE SORROWS OF AN AMERICAN* in your local newspaper or similar publication, including a photo of the book cover.