



PREMIUM Ideas

Fall 2011

RANDOM HOUSE, INC.

Promotional concepts from America's #1 book publisher

Archie Comics Publications

Bantam/Dell

Beacon Press

Blue Apple Books

Candlewick Press

Clarkson Potter

Crown Publishing Group

DC Comics

Egmont

Fodor's

Hatherleigh Press

Knopf Doubleday
Publishing Group

Kodansha

Kuperard

Listening Library

Living Language

Mark Batty Publishers

McClelland Stewart

Melville House

The Monacelli Press

National Geographic

New York Review Books

North Atlantic

Osprey Publishing

Other Press

powerHouse Books

Quirk

Random House Audio/
Large Print/Reference

Random House Canada

Random House
Children's Publishing

Random House
Publishing Group

Rizzoli

Seven Stories Press

Shambhala

Smithsonian Books

Steerforth Press

Ten Speed Press

Titan

Tundra

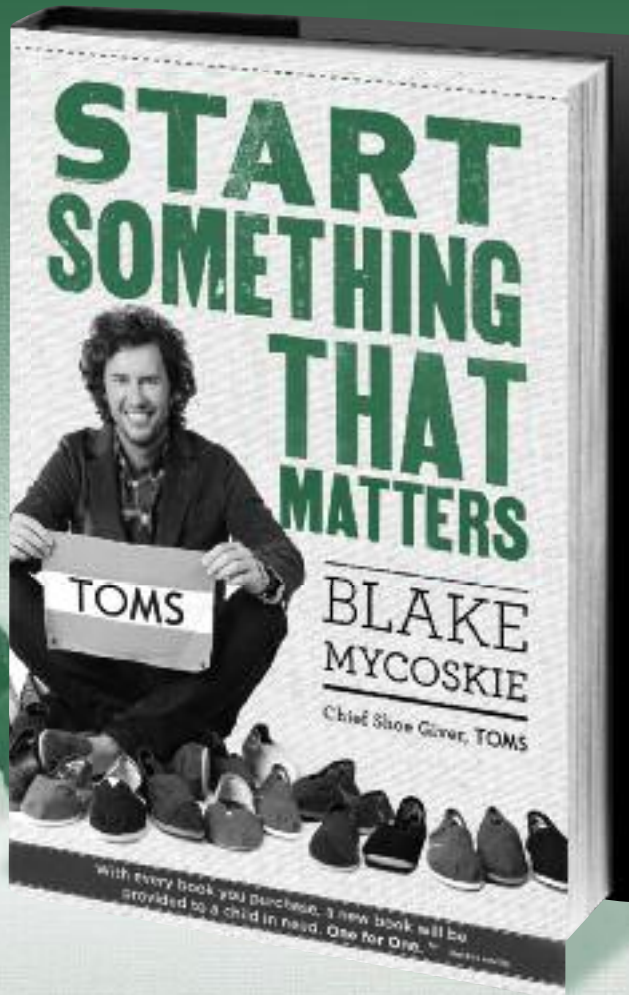
Vertical Books

Watson-Guption

Welcome Books

Wizards of the Coast

**Are you ready to make a difference in the world?
Are you looking for a new model of success
to share with your co-workers?
Then, you are ready to start something that matters!**



Start Something That Matters by Blake Mycoskie | Hardcover | \$22.00 **ON SALE SEPTEMBER 6, 2011**

In *Start Something That Matters*, Blake Mycoskie tells the story of founding TOMS, one of the fastest growing shoe companies in the world. Blake shares his blueprint for starting a meaningful, productive, and philanthropic business that anyone can follow. In his One for One movement, for every pair of TOMS shoes purchased, a pair of shoes is donated to a child in need. Just in time for the holidays, Random House is doing our own One for One initiative: For every copy of this book sold, Random House will give a book to a child in need.

THIS INSPIRATIONAL BOOK, ALONG WITH OUR TOP PICKS FEATURED INSIDE, MAKE PERFECT CORPORATE GIFTS FOR YOUR EMPLOYEES, ASSOCIATES OR CUSTOMERS.

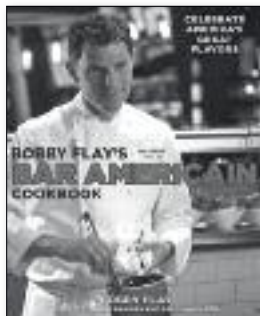
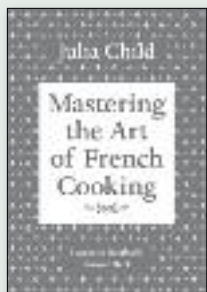
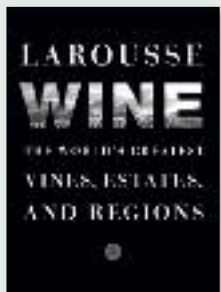
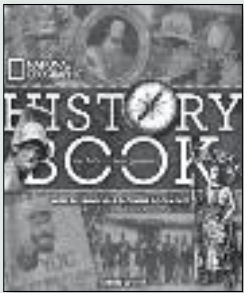
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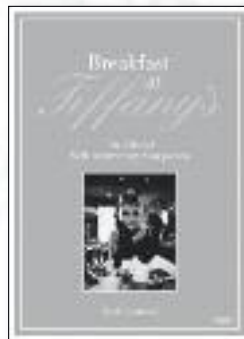
The Random House 20

Whether you're looking for a gift for employees, colleagues or your most valued customers, Random House has the solution. Leave a lasting impression by choosing your year-end gift from our extensive list of titles. The hottest business books, the latest cookbooks and the most beautiful picture books can all be found under one roof.



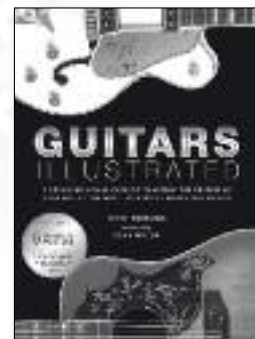
Bobby Flay's Bar Americain Cookbook
(HC, \$35.00)

With more than 110 recipes and 110 full-color photographs, *Bobby Flay's Bar Americain Cookbook* shares this Food Network celebrity's passion for fantastic American food and will change the way any cook looks at our country's bounty.



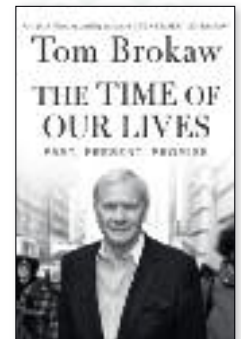
**Breakfast at Tiffany's
The Official 50th Anniversary Companion**
(HC, \$29.95)

In celebration of the timeless classic *Breakfast at Tiffany's*, this 50th anniversary companion volume is the perfect book for any fan of Hepburn or the cinema, featuring beloved and iconic images from the film as well as unpublished behind-the-scenes footage from the Paramount archives.



Guitars Illustrated
(HC, \$40.00)

This fully illustrated catalog of 250 guitar models is for the countless guitar fans, aficionados, and collectors who are as passionate about the history and specifications of the instrument as they are about playing it.



The Time of Our Lives
(HC, \$26.00)

In this wonderful book, Tom Brokaw writes about where we have been, where we are now, where we ought to go, and how we can get there, through stories of four generations in his family and other families. In short, how we can make the most of our time here—that is to say, the time of our lives.



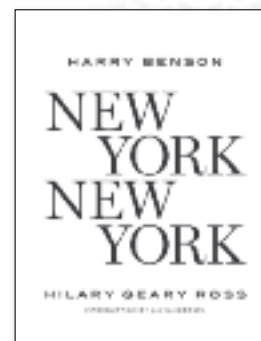
Lidia's Italy in America
(HC, \$35.00)

In this companion cookbook to her upcoming new PBS series, Lidia lovingly explores her Italian-American heritage and brings us 175 fun, flavorful recipes from all parts of America where Italians have settled and prospered.



Martha's Entertaining
(HC, \$75.00)

In her most personal book yet, a book fittingly elegant from the doyenne of gracious living, Martha Stewart returns to the topic that launched her empire—entertaining—featuring four seasons of her parties and a diverse collection of all-new recipes, rich photography, and inspiration.



New York New York
(HC, \$85.00)

Captured in intimate portraits, and sorted out by social maven Hillary Geary Ross, *New York New York* is the ultimate guide to the personalities and the power behind the city that never sleeps.



The Night Before Christmas
(HC, \$3.99)

Recently found in the Golden Books archives, this 1949 Little Golden Book edition of the famous poem *The Night Before Christmas* has been beautifully reproduced for kids today!

11 Corporate Gift Picks



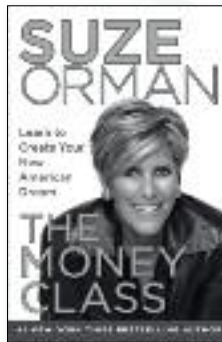
Ocean Soul
(HC, \$50.00)

This stunning, first-ever monograph from Brian Skerry presents state-of-the-art, jawdropping imagery of the planet's oceans for an underwater portrait of trouble and triumph destined to make waves.



The Carpenter's Gift
(HC, \$17.99)

The Carpenter's Gift tells the story of young Henry and his father selling Christmas trees in Manhattan, and how one of their last trees becomes the first Rockefeller Center Christmas Tree.



The Money Class
(HC, \$26.00)

In this bracing and urgently needed new book, Suze Orman issues a call to action, demands that we "stand in our truth," and shows us how the landscape has changed and why a new approach is necessary.



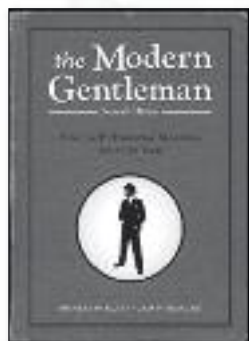
Demand
(HC, \$27.00)

Adrian Slywotzky provides a radically new way to think about demand, with a big idea and a host of practical applications—not just for people in business but also for government leaders, non-profit managers, and other would-be innovators.



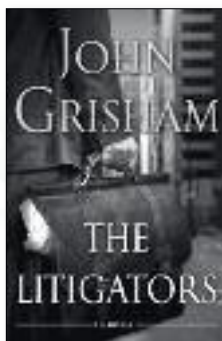
Fodor's Essential USA, 2ND Edition
(TR, \$25.99)

This full-color guide makes your travels through the USA unforgettable with illustrated features, 40 maps, and 200 color photos.



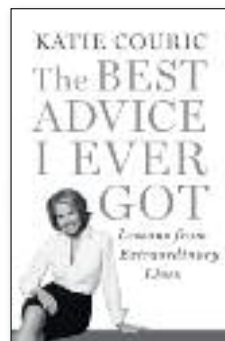
The Modern Gentleman, 2ND Edition
(TR, \$15.99)

Refine your cool with this quintessential sourcebook of manners and mischief. Find timely advice and timeless wisdom for adventurous gents curious about: Friends & Gaffes, Tuxedos & Tattoos, and much much more.



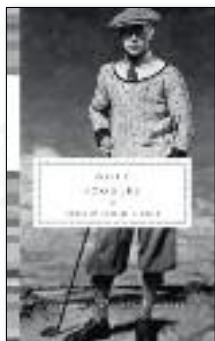
The Litigators
(HC, \$28.95)

The master of the legal thriller takes us deeper into the labyrinth that is the American justice system, drawing us in with an irresistible hook, pulling the thread of tension tighter and tighter, and then knocking us out with a conclusion that's never "by the book."



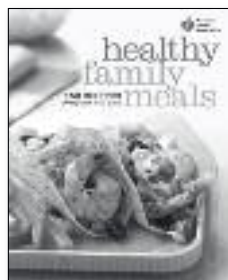
The Best Advice I Ever Got
(HC, \$26.00)

Katie Couric knits together a personal collection of advice and life-changing anecdotes from more than 95 of America's most beloved and well-known personalities.



Golf Stories
(HC, \$15.00)

Golf Stories is a wonderful gathering of short fiction about the famously addictive pastime.



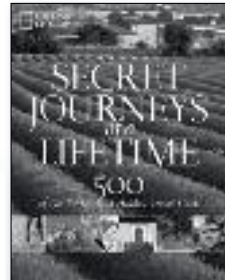
AHA Healthy Family Meals
(TR, \$25.00)

The nation's most trusted authority on heart-healthy living and diet shows parents how to get a delicious, nutritious meal on the table at the end of a busy day.



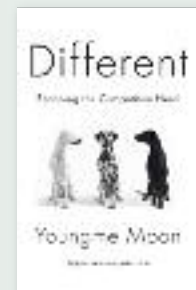
Game of Thrones Boxed Set
(Boxed Set, \$36.96)

A mass market boxed set of the first four books in the beloved, bestselling *Song of Ice and Fire* series, with a gorgeous slipcase featuring tie-in art from HBO.



Secret Journeys of a Lifetime
(HC, \$40.00)

This beautiful book is illustrated with hundreds of dazzling full-color images and highlights 500 trips to the world's most inviting and inspirational—but quietly secret—locales.

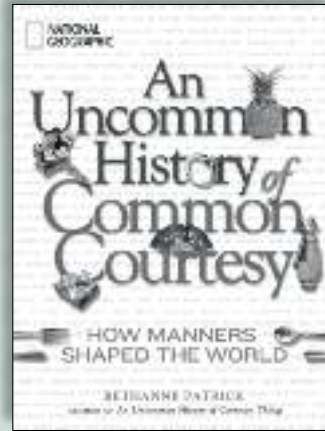
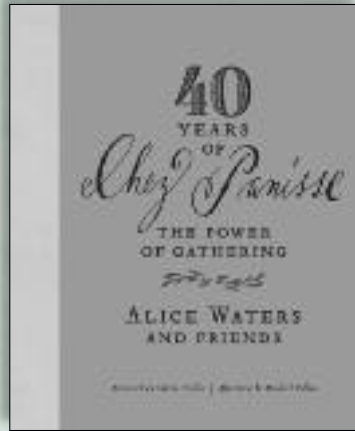
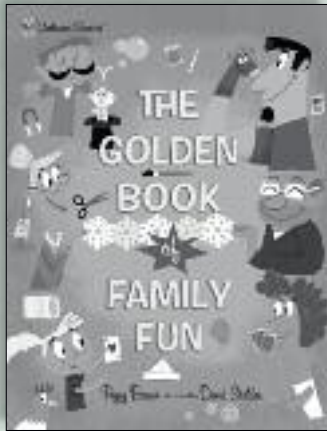


2011 Gift Picks



Random House

THE HOME OF WINNING PREMIUMS



RANDOM HOUSE, INC.

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Inside:

- Start Something that Matters
- 2011 Corporate Gift Ideas!