

Browse the Canada.com Network [Shop](#) | [Find a Career](#) | [Find a Car](#) | [Find a Home](#)[S&P/TSX](#) 8,741.65[TSX Venture](#) 869.11[Dow Jones](#) 8,172.26[NASDAQ](#) 1,502.15[S&P 500](#) 845.82[Home](#) | [News](#) | [Opinion](#) | [Trading Desk](#) | [Markets](#) | [Money](#) | [Small Business](#) |[Executive](#) | [Careers](#) | [Reports](#) | [FP Magazine](#)[National Post](#)[RRSP Centre](#) | [Your Money](#) | [Family Finance](#) | [Tax Centre](#) | [Wealthy Boomer](#) | [Financial Tools](#)[Savings Calculator](#) | [Currency Converter](#) | [Rates](#)**NATIONAL POST MOBILE***The latest headlines, blogs and a fully j*  
*All in the palm of your hand. [m.nation](#)*[Home](#) / [Money](#)

# Join Obama's unofficial book club

**Kevin Baker, Financial Post**

Published: Saturday, January 24, 2009

AbeBooks, an online used book market, invited us to join Obama's Book Club. We could choose from a list of books favoured by the hope-mongering changevangelist, who this week became the free world's 44th leader.

AbeBooks admitted the club "might be unofficial." We did not mind. We would be even less keen to join with Obama actually presiding over the club. The list of things Obama does better than us (talk; walk; kiss; be iconic; promise a stimulus package) would grow even longer (read a book to the end; make guacamole).

Still, as a marketing trick, the club is worth considering. Maybe what North America's economy needs is not bailout billions but Obama clubs: Obama's Tech-Gadget-of-the-Month Club; Obama's Car Club. I'm Barack Obama and I approved this Chevy Malibu.

## Related Topics

[Canadian Broadcasting Corporation](#)[AbeBooks Inc.](#)[Barack Obama](#)powered by 

## Story Tools

[Change font size](#)[Print this story](#)[E-Mail this story](#)

## Share This Story

[Facebook](#)[Digg](#)

AbeBooks was not the first to seize upon the promotional opportunity Obama presented. CBC Radio 2, trying to attract young listeners, was making a playlist for the young President, "49 Songs from North of the 49th Parallel." Listeners could nominate songs onto "Obama's playlist."

[Stumble Upon](#)

[More](#)

Story tools presented by



We had to pass -- not because the playlist project was embarrassing, but because it contributed to the spread of ignorance about geography. Most Canadians, and Canadian singers and songwriters, live south of the 49th parallel -- in Montreal, Victoria, Thunder Bay or the Maritimes, for example.

Soon, President Obama will visit Canada. He may find himself asked to accept an MP3 player and strange claims about its contents. Canadians have chosen 49 songs to "define" Canada for him. Why? Because Canada lies north of the 49th parallel. Adding to his surprise, Obama may find himself enduring this ceremony in Ottawa, latitude 45, or Toronto, latitude 44.

"Do you mean everything south of the 49th parallel is -- ?" Obama will not be able to finish the question. Shrieks of hope will reply: "Yes! Have us!"

Last week, when it was reported that "Canadian geese" forced a pilot to crash-land a passenger jet on the Hudson River, we sensed the world lowering its gaze upon us. Canada, can you not control your geese? Those people nearly died! We fear next time there will not be a lucky landing. It will not be geese, either. It will be Anne Murray with her rendition of Daydream Believer, in at number 34 on the cool 49.

Earbuds plugged in, Obama will be cutting a rug in the Oval Office. The red phone will ring. Ring. Ring.

[Get the National Post newspaper delivered to your home](#)

### More From National Post

[America's paralyzed neighbour](#)  
National Post - Saturday, Dec. 6, 2008

[Trade risks in auto bailouts](#)  
National Post - Tuesday, Jan. 6,

### More From the Web

[U.S. Proposes Protecting Penguins](#)  
Sci-Tech Today - Monday, Jan. 26, 2009

[Grounded](#)  
Scotsman - Monday, Jan. 26,

[Bird Strike Hazard at RNO](#)  
About.com - Sunday, Jan. 25, 2009

[NY pols to geese: Your days are numbered](#)  
AM New York - Sunday, Jan. 25,

2009

[Obama's anti-oil team](#)

National Post - Friday, Jan. 16, 2009

[Carmakers wait on Ottawa](#)

National Post - Wednesday, Jan. 7, 2009

[Green By The Numbers](#)

National Post - Saturday, Jan. 17, 2009

2009

[Our Views: New calendar for the birds](#)

Baton Rouge Advocate - Monday, Jan. 26, 2009

[GET THOSE GEESE GONE](#)

New York Post - Monday, Jan. 26, 2009

[Animal lover joins growing legion of volunteer helpers](#)

NY Daily News - Sunday, Jan. 25, 2009

2009

[Outdoor notes](#)

Chicago Sun-Times - Sunday, Jan. 25, 2009

[ABC: 'National Pride' Made Cold Feel Warmer as Seagulls 'Awed'](#)

NewsBusters - Tuesday, Jan. 20, 2009

undefined

**Ads by Google**

**Storage Area Networks**

White Paper. SAN Solution Overview  
Free PDF Download: Ciena  
[www.ciena.com](http://www.ciena.com)

**PDF Writer -Free Download**

Create PDF's from any application.  
Simple to Use, No Registration!  
[www.docudesk.com](http://www.docudesk.com)

**Foxit PDF Editor**

The first and only real PDF editor.  
Modify your PDF document easily.  
[www.foxitsoftware.com](http://www.foxitsoftware.com)

**Services:** [Privacy](#) | [Terms](#) | [Contact us](#) | [Advertise with us](#) | [FAQ](#) | [Copyright and permissions](#) | [Today's paper](#) | [Digital paper](#) | [Newsletter](#) | [News Feeds](#) | [Subscription services](#) | [Site map](#)  
**National Post:** [Home](#) | [News](#) | [Opinion](#) | [Arts](#) | [Life](#) | [Sports](#) | [Cars](#) | [Multimedia](#) | [Blogs](#) | [Classifieds](#)  
**Financial Post:** [Home](#) | [Analysis](#) | [Trading Desk](#) | [Markets](#) | [Money](#) | [Small Business](#) | [Careers](#) | [Reports](#) | [FP Magazine](#)

National Post and Financial Post are **Part of the** **Network**

© 2008 The National Post Company. All rights reserved. Unauthorized distribution, transmission or republication strictly prohibited.