

Marci Crossan

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Seven Percent Solution: Borders Sees Gain This Year

Borders Group, the first of the book industry's major retailers to weigh in with a forecast for 2004, expects total sales in the year to increase between 6% to 7% compared to 2003. Total sales were \$3.7 billion last year, a jump of 6.1% from 2002.

The news seemed to please Wall Street. On a day when the Dow was up 1.2%, Borders stock rose 9.25% to \$24.09, a 52-week high, in nearly five times the usual volume.

In 2004, Borders will rely more on increasing sales from existing stores than on store expansion for growth; it plans to open only 18 to 20 domestic superstores this year compared to 41 new superstores in 2003. It projects that comparable-store sales for superstores will increase in the low single digits compared to same-store sales growth of 0.5% last year.

Same-store sales at Waldenbooks, which fell 0.6%, last year, are expected to be flat this year, and the company plans to shut 30-40 outlets. International sales are expected to increase by about 20% next year, and

Borders will open six or seven stores overseas. Borders had international sales of \$407.5 million last year. Earnings per share for the company are projected to increase 12%-15% this year.

In reviewing 2003, Borders reported that a strong fourth quarter helped to lift sales for the year. Fourth-quarter sales were up 7.5%, to \$1.3 billion, led by a 8.9% sales increase at superstores, to \$827 million. Fourth-quarter sales at Walden fell 2.5%, to \$340.4 million, and international sales increased 28.8%, to \$145 million.

For the full year, sales at superstores increased 6.5%, to \$2.47 billion, while sales at Walden decreased 3.7%, to \$820.9 million.--Jim Milliot

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Photo by Andy Uzzie

Love Monkey: Kyle Smith on Men Behaving Badly

Kyle Smith's *Love Monkey* (Morrow, \$23.95) is quickly winning praise as the male answer to *The Diary of Bridget Jones* or *Sex in the City*. In fact, Smith's hero is much closer to Jones than Carrie Bradshaw: Farrell, an editor at *Tabloid* (think *New York Post*), is nothing if not lumpen and finds it hard to attract a mate in razor-sharp Manhattan. He uses his wit--caustic, biting--to defend himself and self-deprecating humor (vedddy British) to lure women into his orbit and to keep the reader from taking too much of a dislike to the man. It's a tactic Martin Amis likes to use--just look for numerous references to great British brain in the book.

Smith reveals the ape in all of us.

Critics have praised the debut. The *Hartford Courant* claimed it has "enough witty one-liners to give a stand-up comic a year's worth of killer material." The *Fort Lauderdale Sun-Sentinel* said, "The British novel this most recalls is Kingsley Amis's classic *Lucky Jim*." And *Time* said, "You couldn't ask for a more entertaining drinking buddy. . . but there's a deep, dark subway of despair that rumbles underneath his riffs, and that's what makes *Love Monkey* more than a stand-up routine."

PW Daily finds it sincere in its insincerity and funny as heck. Booksellers should give it to the lovelorn gal or guy on your staff and see what they think.

Smith, whose day job is books and music reviews editor at *People* magazine, met *PW Daily* editor Edward Nawotka at a faux French bistro in New York City for a bit of male bonding.

PW Daily: Most of your reviewers have made much of your ability to serve as a ventriloquist for the frustrated urban single guy. I've seen it on TV, in characters like Chandler Bing from *Friends*. Why haven't we seen much of this character in books?

Kyle Smith: The reason you don't see them is because women tend to be honest when they write these books, but when men try it, they lose their way because they're mainly interested in looking cool. If I wrote a book about what a God I am to women, I would be tremendously annoying to two key reading groups: (a) men and (b) women. When I was writing this book, whenever I got to a fork in the road and one direction said, "Be cool," and the other said, "Be real," I went for reality. And what is the reality of dating if not a litany of humiliation?

PWD: For example, Tom is constantly worried about his weight. But is humiliation that funny?

KS: My character is man enough to admit he has a lot of girly concerns. This book says to women, look, guys worry about their weight, about their relationship with their mother, about whether their shoes will score them any points at the bar. To answer your question, humiliation is funny so long as it has a bit of heart to it. One of the central questions of the book is whether Tom is a cad or a total loser, but like most guys who are out there every night, he can be either. When he's chasing four women at the same time, and there's four times the failure, there's four times the comedy.

In *Love Monkey*, I tried to condense the reasons why people can't make it work--there's a character who is obsessed with her high-powered career in TV, a character who is a lawyer is constantly talking about the law. And Tom is a guy who can't commit to anything except his football team. Women all know about this kind of guy, but they don't understand him. *Love Monkey* is like reading that guy's diary.

PWD: How do you feel about the comparisons with *Sex and the City*? *Love Monkey* strikes me as a mid-century romantic comedy plopped into post-millennial Manhattan.

KS: People watch *Sex and the City* because they find it both funny and true at the same time. But it's only half true. All of the four women are supposed to be perfect except for their cute little quirks, but the men they go out with have these horrible flaws: they break up with somebody on a post-it note, they have bizarre sexual hangups, they have scary amounts of body hair. My book doesn't have any characters who aren't flawed.

As far as what might have influenced it, well, I'm a big fan of screenwriter Ben Hecht [screenwriter of *His Girl Friday*, *A Farewell to Arms*, et al.]. His autobiography, *Child of the Century*, has all of that fast-talking, gimlet-eyed newshound chatter that I tried to get down in my book.

PWD: Which makes everyone in New York neurotic, especially your character Tom.

KS: True. But that's why so many people here rely on humor. It's an urban carnival here and humor is your only map. Before *People*, I worked at the , where the newsroom was an open pit like the arena in *Gladiator*, only everyone is armed with one-liners instead of broadswords. The only rule on taste was: the more tasteless, the better.

PWD: Music is a strong influence on Tom, but not so much on the women. Why is that?

KS: All guys my age--mid 30s--relate things to pop songs. Men obsess over records. They relate a girl they dated to an album. They shyly slip a mix tape or disc to a girl because they'd rather be kidnapped and forced to join Celine Dion's Vegas show than write a love letter. I quote a lot of Bob Dylan because *Blood on the Tracks* has so much raw emotion and detached analysis, the heart and the brains. I originally wanted to name the book after a Dylan song.

PWD: So why the title *Love Monkey*?

KS: In the end, love makes a monkey out of all of us.

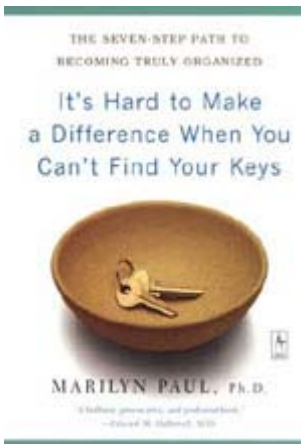
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Book of the Day: *It's Hard to Make a Difference. . .*

Six years ago a colleague of Marilyn Paul broke down and told her the truth: Paul's last-minute arrivals at meetings, reams of confused papers and endless rescheduling had put the kibosh on their working relationship.

Stunned, Paul, a highly successful if frenzied management consultant, turned to popular books on organizing. The only problem? Tips like "Use a Planner" assumed she could find her planner.

"There are people who can't even use the basics," she told *PW Daily* on a



Organization tips for the spiritually inclined...

recent afternoon, swinging her shoeless feet comfortably over the arm of a Penguin Putnam conference room chair. "That's my audience."

Paul's book, *It's Hard to Make a Difference When You Can't Find Your Keys* (Putnam Compass, \$14), is designed for the "chronically disorganized," people whose lives are negatively affected by their inability to achieve oft-stated goals, keep appointments or find things in a reasonable amount of time.

Her steps to organization are laid out as a seven-step "path," bringing to mind classic guides to serenity, such as *Zen Mind*, *Beginner's Mind* and *The Road Less Traveled*. This is no accident. Unlike authors who prescribe order for order's sake, Paul sees organizing one's office and home as "a genuine possibility for true personal growth."

Readers looking for a physical quick-fix may be frustrated by Paul's psychological and spiritual focus on "visioning" a purpose for one's clearer life. At the same time, a 300-page book targeted to people who can't focus is an ironic proposition--at least initially.

But the book's reliance on personal stories--Paul's, most of all, for purposes of humility--make it a truly empathic and useful tool for "right-brain" people whose disorder borders on the pathological. As she explained her approach in person, her warmth and good humor make her a living ambassador of the joys of the ordered life. The same appears to be true of the workshops she has conducted to support the book's launch.

A few e-mails to her New York friends, she says, drew a crowd of 150 externally organized but internally frantic professions to the Princeton Club recently in search of solace and help.

In addition to outward signs of distress--from unpaid bills to desks in need of archeological digs--chronically disorganized people may suffer from Attention Deficit Disorder or behavioral problems related to spending and hoarding or both. Like the population at large, some people also cling to the idea that clutter is a breeding ground for creativity, which she dismisses as one of disorganization's biggest myths: "Your creativity needs order and discipline," she tells her audiences.

But if you think she's trying to make you into a "neatnick," don't worry. Organization--this is Big Myth #2--doesn't have to be neat. The mark of a good system of organization, in fact, is not how it looks, as much as how it makes you feel. "One of the clearest signs of disorganization is the amount of fear, anxiety and frenzy you're feeling," Paul said. "The opposite of disorder is peace and calm."

Among the simple tips Paul suggests are

- Looking at how little time large tasks, such as putting away laundry and clean dishes, really takes.
- Working backwards from a fixed appointment before scheduling "small" tasks that might delay arriving late to an appointment.
- Pricing out an "affordable" luxury so that it can be bought only if

impulse purchases are avoided.

Asked how much consumer culture contributes to our disorder, Paul said she believed advertising's natural outgrowth, consumption, is part of many people's problem. "The more stuff you've got, the more skillful you have to be in managing it," she said. "In our world, it's easy to accumulate, but it's hard to let things go."

Paul noted that "clot" is the root of the word "clutter. A life without clutter moves more smoothly. And this, interestingly enough, is where the next challenge lies. Flowing like a river between well-ordered appointments, the organized person is free to experience the world-at-large, and most of all, herself. At this point, the benefits of a being at peace with oneself cannot be underestimated.

"When faced with those quiet moments with nothing to do," Paul said, smiling, as our interview ended, on the half-hour, precisely. "What do we do?"--Sharon Glassman

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Authors on the Air: One Author, Two Author. . .

Yesterday Oprah talked clothing (not) with Trinny Woodall, author of *What Not to Wear* (Riverhead, \$15).

Yesterday Talk of the Nation celebrated the 100th birthday of the late Theodor Geisel, aka Dr. Seuss, by talking with Philip Nel, author of *Dr. Seuss: American Icon* (Continuum, \$27.95).

Fresh Air today spoke with David K. Shipler, a Pulitzer Prize-winner and former reporter for the *New York Times* whose latest book is *The Working Poor: Invisible in America* (Knopf, \$25). *PW* stated: "Attention needs to be paid, because Shipler's subjects are too busy working for substandard wages to call attention to themselves. They do not, he writes, 'have the luxury of rage.' "

Tomorrow Bookworm talks with Toni Morrison about her *Love* (Knopf, \$23.95). *PW* adored *Love*, writing, "Morrison has crafted a gorgeous, stately novel whose mysteries are gradually unearthed."

For a complete listing of television and radio shows and their guests--including regional NPR shows such as the [Diane Rehm Show](#) and the [Connection](#)--see **Motor Online**.

For more information on these titles, **click here**.

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Web's Best: Abebooks Learns Espanol; Church Bookstore

Abebooks.com, the used, rare and out-of-print online bookstore, has introduced "Libros en Español, " a feature on its Web site that caters to Spanish-language booksellers and authors. The **site** lists some 200,000 selections from booksellers and collectors in Puerto Rico, Argentina, Spain, Ecuador, Mexico, the U.S. and Canada.

The *Philadelphia Enquirer* **talks to** Justine and Randy Greene, owners of Amazing Grace Resource Center, a religious bookstore in suburban Philadelphia. The store is distinguished for being housed in the former church building of Trinity United Methodist Church, dating back to 1848.

"It's a sanctified space. It has a spiritual dimension. We feel we're carrying on that spirit," Randy Greene said.

The dreaded authors of the *Nanny Diaries* are experiencing publishing backlash. Random House has rejected their \$3 million manuscript, and the New York publishing press (ourselves excluded) is salivating over the mess. Schadenfreude is the apt term **used** by the *New York Observer's* Sara Nelson. (Of course, the story originated with *PW* last week in **NewsLine...**)

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This Weekend on Book TV: Civil War and Civil Rights

Focusing on serious nonfiction and the publishing industry, Book TV airs continuously each weekend from Saturday at 8 a.m. to Monday at 8 a.m. on C-SPAN2. For a full schedule, go to Book TV's **Web site**.

Highlights and featured authors for this coming weekend (all times Eastern):

Saturday, February 14

7 p.m. Encore Booknotes. In May 2000, Brooks Simpson, author of several titles on the Civil War and Reconstruction, discussed his book *Ulysses S. Grant: Triumph Over Adversity, 1822-1865* (Houghton Mifflin). (Re-airs Sunday at 11 a.m.)

8 p.m. Public Lives. Daniel Mark Epstein discusses Walt Whitman and Abraham Lincoln, the subjects of his book *Lincoln and Whitman: Parallel Lives in Civil War Washington* (Ballantine). The poet first encountered Lincoln in New York City on the way to his inauguration and later became a Lincoln supporter while living in the capital. (Re-airs Sunday at 11 p.m.)

11 p.m. History on Book TV. Journalist Jim Carrier talks about the historic places, people and events of the struggle for racial equality as discussed in his book *A Traveler's Guide to the Civil Rights Movement* (Harcourt). (Re-airs Sunday at 8 p.m.)

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The LBJ - JFK controversy is gaining momentum as former Johnson staff members are pressuring the History Channel and other media to censor the revelations contained in Barr McClellan's stunning book, "Blood, Money & Power: How L.B.J. killed J.F.K." Over 100,000 hardcovers in print; paperback rights and international licenses available. For rights inquiries, contact Eric Parkinson at 818-481-5277 or via e-mail at: HannoverHouse@aol.com; ISBN 0-9637846-2-5, &24.95, available through all major wholesalers.

The Book Sense Lists: Hardcover and Trade Paperbacks

The following selected Book Sense weekly bestseller lists are for sales for the week ended Sunday, February 8, and based on reporting from more than 400 independent bookstores across the country.

To get the complete, downloadable lists, which should be up by 5 p.m. at the latest, go to the **Book Sense Web** site.

Hardcover Fiction

1. *The Da Vinci Code* by Dan Brown (Doubleday, \$24.95, 0385504209)
2. *The Last Juror* by John Grisham (Doubleday, \$27.95, 0385510438)
3. *The Five People You Meet in Heaven* by Mitch Albom (Hyperion, \$19.95, 0786868716)
4. *Absolute Friends* by John le Carre (Little, Brown, \$26.95, 0316000647)
5. *The Amateur Marriage* by Anne Tyler (Knopf, \$24.95, 1400042070)
6. *The Lady and the Unicorn* by Tracy Chevalier (Dutton, \$23.95, 0525947671)
7. *Seduced by Moonlight* by Laurell K. Hamilton (Ballantine, \$23.95, 034544356X)
8. *Mr. Paradise* by Elmore Leonard (Morrow, \$25.95, 0060083956)
9. *The Cat Who Talked Turkey* by Lilian Jackson Braun (Putnam, \$23.95, 0399151079)
10. *Pompeii* by Robert Harris (Random, \$24.95, 0679428895)
11. *The True and Outstanding Adventures of the Hunt Sisters* by Elisabeth Robinson (Little, Brown, \$23.95, 0316735027)
12. *The Namesake* by Jhumpa Lahiri (Houghton Mifflin, \$24, 0395927218)
13. *The Time Traveler's Wife* by Audrey Niffenegger (MacAdam/Cage, \$25, 1931561648)
14. *High Country* by Nevada Barr (Putnam, \$24.95, 0399151443)
15. *The Curious Incident of the Dog in the Night-Time* by Mark Haddon (Doubleday, \$22.95, 0385509456)

On the Rise

29. *Holy Fools* by Joanne Harris (Morrow, \$24.95, 0060559128). The bestselling author of *Chocolat* and *Five Quarters of the Orange* (a 76 Pick) goes Gothic in 17th-century France.

Hardcover Nonfiction

1. *The South Beach Diet* by Arthur Agatston M.D. (Rodale, \$24.95, 1579546463)
2. *The Price of Loyalty* by Ron Suskind (S&S, \$26, 0743255453)
3. *American Dynasty* by Kevin Phillips (Viking, \$25.95, 0670032646)
4. *The Proper Care and Feeding of Husbands* by Dr. Laura Schlessinger (HarperCollins, \$24.95, 0060520612)
5. *The Purpose-Driven Life* by Rick Warren (Zondervan, \$19.99, 0310205719)
6. *Lies and the Lying Liars Who Tell Them* by Al Franken (Dutton, \$24.95, 0525947647)
7. *Dude, Where's My Country?* by Michael Moore (Warner, \$24.95, 0446532231)

8. *The Automatic Millionaire* by David Bach (Broadway, \$19.95, 0767914104)
9. *The Ultimate Weight Solution* by Dr. Phillip C. McGraw (Free Press, \$26, 0743236742)
10. *The World According to Mr. Rogers* by Fred Rogers (Hyperion, \$16.95, 1401301061)
11. *Blindsided: Lifting a Life Above Illness* by Richard Cohen (HarperCollins, \$23.95, 0060014091)
12. *The Anatomy of Hope: How People Prevail in the Face of Illness* by Jerome Groopman (Random, \$24.95, 0375506381)
13. *Perfectly Legal: The Covert Campaign to Rig Our Tax System to Benefit the Super Rich--And Cheat Everybody Else* by David Cay Johnston (Portfolio, \$25.95, 1591840198)
14. *Flyboys* by James Bradley (Little, Brown, \$25.95, 0316105848)
15. *The Power of Now* by Eckhart Tolle (New World, \$22.95, 1577311523)

On the Rise

19. *Tour of Duty: John Kerry and the Vietnam War* by Douglas Brinkley (Morrow, \$25.95, 0060565233). A well-known historian examines the new Democratic front-runner's military service, and the life imprint of his Vietnam experience.

Trade Paperback Fiction

1. *The Secret Life of Bees* by Sue Monk Kidd (Penguin, \$14, 0142001740)
2. *Life of Pi* by Yann Martel (Harvest, \$14, 0156027321)
3. *One Hundred Years of Solitude* by Gabriel Garcia Marquez (Perennial, \$14, 0060740450)
4. *Middlesex* by Jeffrey Eugenides (Picador, \$15, 0312422156)
5. *The No. 1 Ladies' Detective Agency* by Alexander McCall Smith (Anchor, \$11.95, 1400034779)
6. *Cold Mountain* by Charles Frazier (Vintage, \$14.95, 1400077826)
7. *Girl With a Pearl Earring* by Tracy Chevalier (Plume, \$14, 0452284937)
8. *Revenge of the Middle-Aged Woman* by Elizabeth Buchan (Penguin, \$14, 0142003727)
9. *All He Ever Wanted* by Anita Shreve (Back Bay, \$14.95, 0316735736)
10. *Three Junes* by Julia Glass (Anchor, \$14, 0385721420)
11. *The Piano Tuner* by Daniel Philippe Mason (Vintage, \$14, 1400030382)
12. *Drop City* by T.C. Boyle (Penguin, \$14, 0142003808)
13. *The Master Butchers Singing Club* by Louise Erdrich (Perennial, \$13.95, 0060935332)
14. *Tears of the Giraffe* by Alexander McCall Smith (Anchor, \$11.95, 1400031354)
15. *Angry Housewives Eating Bon Bons* by Lorna Landvik (Ballantine, \$13.95, 0345442822)

On the Rise

24. *The Kitchen Boy: A Novel of the Last Tsar* by Robert Alexander (Penguin, \$14, 0142003816). A fictional account of the Romanovs' last days from the point of view of the family's real-life kitchen servant.

Trade Paperback Nonfiction

1. *Reading Lolita in Tehran* by Azar Nafisi (Random, \$13.95, 081297106X)
2. *1,000 Places to See Before You Die* by Patricia Schultz (Workman, \$18.95, 0761104844)
3. *What Should I Do with My Life?* by Po Bronson (Random, \$14.95, 0375758984)
4. *Michelangelo and the Pope's Ceiling* by Ross King (Penguin, \$15, 0142003697)
5. *Nickel and Dimed* by Barbara Ehrenreich (Owl, \$13, 0805063897)
6. *The Four Agreements* by Don Miguel Ruiz (Amber-Allen, \$12.95, 1878424319)
7. *Fast Food Nation* by Eric Schlosser (Perennial, \$13.95, 0060938455)
8. *Stitch 'n Bitch* by Debbie Stoller (Workman, \$13.95, 0761128182)
9. *Bringing Down the House* by Ben Mezrich (Free Press, \$14, 0743249992)
10. *The World Almanac and Book of Facts 2004* (World Almanac, \$11.95, 0886879108)
11. *Tuesdays With Morrie* by Mitch Albom (Broadway, \$12.95, 076790592X)
12. *Don't Let's Go to the Dogs Tonight* by Alexandra Fuller (Random, \$13.95, 0375758992)
13. *Running With Scissors* by Augusten Burroughs (Picador, \$14, 031242227X)
14. *What to Expect When You're Expecting* by Heidi E. Murkoff, Arlene Eisenberg and Sandee Hathaway (Workman, \$13.95, 0761121323)
15. *The South Beach Diet Good Fats/Good Carbs Counter* by Arthur Agatston, M.D. (Rodale, \$7.99, 1579549586)

On the Rise

32. *World on Fire: How Exporting Free Market Democracy Breeds Ethnic Hatred and Global Instability* by Amy Chua (Anchor/Doubleday, \$14, 0385721862). A treatise for new global thinking--how exporting capitalism fuels the fires of developing nations.

May We Recommend

Hardcover

The Movies of My Life by Alberto Fuguet (RAYO/HarperCollins, \$24.95). "Seismologist Beltran Soler finds himself recalling 50 of the most important movies of his life, and author Fuguet shows us what it's like to belong to two nations. (Do you really fit into either?) Movie buffs will love this book, as will anyone who has ever been transported in time by re-experiencing a movie, song, or book."--Jim Harris, Prairie Lights Books, Iowa City, Iowa

Idyll Banter: Weekly Excursions to a Very Small Town by Chris Bohjalian (Harmony, \$22). "Bohjalian and his wife traded their bulletproof apartment in Brooklyn for a yellow house in Lincoln, Vermont. His essays paint Keillor-esque images of small-town life, where the ladies' auxiliary still holds a bake sale at the polling station each Election Day. What a delight!"--Jean Sycle Martin, Joseph-Beth Booksellers, Cleveland, Ohio. Also a Random House

Audio (0739309145, abridged CD.)

Paperback

The Woman Who Knew Gandhi by Keith Heller (Mariner, \$12). "*The Woman Who Knew Gandhi* examines the bumps to which even a long-term marriage is subject, and is a meditation on growing old. Martha Houghton, whose friendship with Gandhi only becomes public years after his death, is a believable, many-layered 74-year-old. This is a thought-provoking read."--Janet Rhodes, HearthFire Books of Evergreen, Evergreen, Colo.

For Children Ages 4 to 8

Bagels From Benny by Aubrey Davis, illustrated by Dusan Petricic (Kids Can Press, \$15.95). "When I first read *Bagels From Benny*, I sat down and cried. This warm, tender, and loving book will have you reaching for tissues."--Connie Griffin, Bookworks, Albuquerque, N.M.

Boxes for Katje by Candace Fleming, illustrated by Stacey Dressen-McQueen (FSG, \$16). "Things are desperate in Holland after World War II. This is the story of a package from America, the unselfish girl who receives it, and a friendship between two towns."--Dana Harper, Brystone Children's Books, Fort Worth, Tex.

Booksellers: Don't forget to **vote** for the Best Books: The First Five Years of Book Sense! You might win five free years at BEA! Go here to vote online by February 16.

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JOB OF THE DAY

MARKETING MANAGER

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