

BOOKS:

Doug Ward signed a contract with Temple University Press for his book, "A New Brand of Business: Curtis Publishing Company and the Origins of Market Research." Publication date is late spring 2009.

The second edition of "Strategic Writing: Multimedia Writing for Public Relations, Advertising and More," by **Chuck Marsh, David Guth** and **Bonnie Short**, has been published by Allyn & Bacon.

Simran Sethi's co-authored book, "Ethical Markets: Growing the Green Economy," has been translated into Korean and will be translated into Japanese.

Scott Reinardy's book, *The Essentials of Sports Reporting and Writing*, is now in print. The Routledge-produced book is a beginner's guide to sports writing. Reinardy co-authored the book with the University of Missouri's Wayne Wanta.

Simran Sethi is writing a book on eco-elitism and the power of the middle to effect change, tentatively titled *Cast and Blast: How the Middle will Save the Edges*. The book will be published by Harper Collins and is scheduled for release in March 2010.

Tien Lee's book, "Media, Politics and Asian Americans," co-authored with H. Denis Wu of Boston University and published by Hampton Press, is now in print. It will be available at the ICA conference later this week.

Scott Reinardy's book "The Essentials of Sports Reporting and Writing," co-authored with Wayne Wanta, was reviewed by Edward (Ted) M. Kian, University of Central Florida, in the International Journal of Sport Communication.

David Guth and **Chuck Marsh** have begun work on the fifth edition of "Public Relations: A Values Driven Approach" and, with coauthor Bonnie Short, the third edition of "Strategic Writing," both published by Allyn & Bacon. "Public Relations: A Values-Driven Approach" is now used at 157 colleges and universities; "Strategic Writing" is used at 70. Guth and Marsh's "Adventures in Public Relations: Case Studies and Critical Thinking" (Allyn & Bacon) is used at 79 colleges and universities.

BOOK CHAPTERS:

Chuck Marsh's chapter "Public Relations Ethics" has been accepted for publication in "21st Century Communication: A Reference Handbook" (Sage Publications, 2009).

David Perlmutter has been invited to write the chapter on "War and Visual Media" for the Encyclopedia of War.