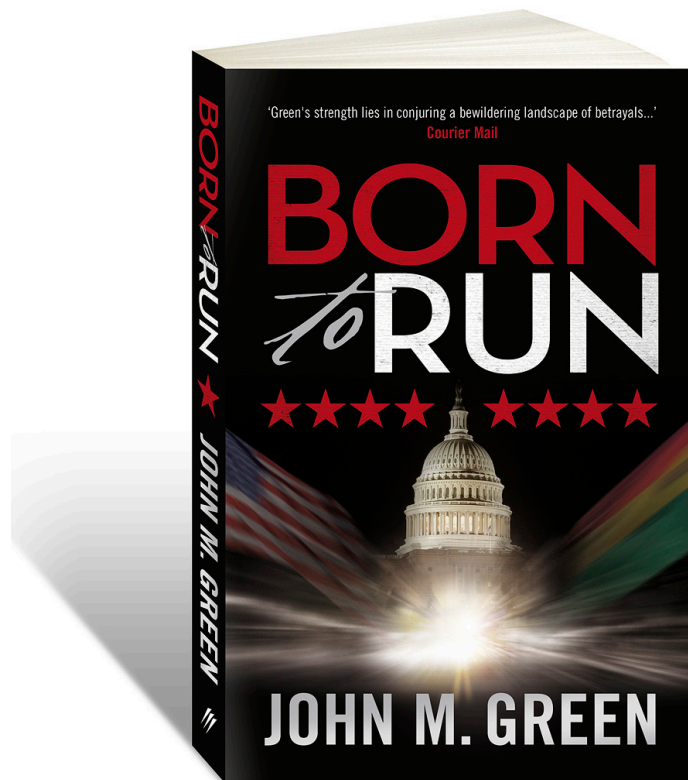


Title: **Born to Run**  
Author: **John M. Green**  
Publisher: **Pantera Press**

ISBN: **978-0-9807418-8-9**  
Format: **C Paperback**  
RRP: **\$29.99**  
Pub Date: **August 2011**  
Subject: **Political Thriller**



#### AT A GLANCE

**Murder, terror and treason**

**"Green's strength lies in conjuring a bewildering landscape of betrayals..." – COURIER MAIL**

**"a spectacular political thriller...it kept me up nights"**

- INTERNATIONAL #1 BEST-SELLING AUTHOR, P.J. O'ROURKE

#### MORE ABOUT THE BOOK

Isabel Diaz is set to be the first woman to win the White House.

But her chances plummet when a Muslim protégé is accused of syphoning funds to terrorists and, seemingly unrelated, an Australian software whizz is tossed off a London skyscraper.

Then, when a TV journalist digs up a dark secret from Isabel's past, her presidential hopes shatter.

With the public stunned, and only days before the vote, terrorists use the Australian's stolen software to launch a daring attack on New York City.

Isabel Diaz is born to run. But can she ever win?

## REVIEWS

### PRAISE FOR JOHN M. GREEN

"John M. Green is the new Michael Crichton... but better!" - P.J. O'ROURKE, INTERNATIONAL BEST-SELLING AUTHOR

"great fun... I really enjoyed it." -JENNIFER BYRNE ON ABC TV'S FIRST TUESDAY BOOK CLUB

"...an atmospheric thriller." - THE AGE

"I found myself very quickly caught up in the story and reading it far later into the night than I had anticipated." - THE BOOK SHOW, ABC RADIO NATIONAL (PETER MARES)

"Michael Crichton is good but [John M Green is] no slacker either... I'm ripping through this book... chapter after chapter [until] the eyes are hurting...it's a really good read... A great mystery. A book has to get you from the opening paragraph... I'm looking forward to reading the rest." - NIGHTS WITH WALTER WILLIAMS , 4BC BRISBANE RADIO

"I could kill you, as I began reading last night and couldn't put it down until early this morning... I enjoyed it... I'm sure it will be successful... It's a good read." - JANINE PERRETT, THE PERRETT REPORT, SKY BUSINESS

"...a gripping thriller which will literally have you on the edge of your seat!" - SATURDAY BREAKFAST, ABC 720 PERTH (JAMES LUSH)

"... Green's strength lies in conjuring a bewildering landscape of betrayals." - THE COURIER MAIL (GILLIAN BRAMLEY-MOORE)

"one of the most surprising thrillers of the year" - CANBERRA TIMES

"the ideas, stories and characters demand attention." - SYDNEY MORNING HERALD

"an exciting page-turner." - GOOD READING

"Not only is this a white-knuckled thriller with a disturbing edge - its initial drafts predicted the future. In August 2001, the author fictionally blew up New York's World Trade Centre. Following 9/11, he revised the novel and included a financial catastrophe before the GFC, which he's now brought in with devastating effect." - READINGS MONTHLY

"THE BEST OF LOCAL FICTION... John M. Green's experience in money matters has been brought to bear in this tight, taut financial thriller... Nowhere Man is a financial thriller with a sharp disturbing edge that crosses over financial deals, corporate crises, murder, love and conspiracy as a woman's search from Sydney to New York for her mysteriously missing husband turns into a search to find herself." - BOOKTOPIA BUZZ (TONI WHITMONT)

## ABOUT THE AUTHOR

When it dawned on John that what got him up in the morning was writing, not his day job, he quit the job. That was after 30 years in executive life. He was then an executive director in a leading investment bank. Earlier, in the 80s & early 90s, he'd been a partner in 2 major law firms.

He is a well-known business writer and commentator and his writing has appeared in a variety of publications in Australia and overseas including: *The Australian*, *The Australian Financial Review*, *Company Director*, *Business Spectator*, *The Age*, *The Bulletin*, and the UK's *Financial Times*.

As well as writing, he's a board member of stock-exchange-listed corporations and not-for-profits, as well as a co-founder of *Pantera Press*. He lives in Sydney with his wife, a sculptor. They have two adult children who share their passions for the arts, books, business and philanthropy.

*Born to Run*, is his second novel. John is also the author of *Nowhere Man*, which was released in July 2010.

## MARKETING

- **WBN** Premium Banner in July & August
- **B+P** Front Cover in June
- **National Airport Ad Campaign** in August
- **Bus Back Ad Campaign** in Sydney, Melbourne and Brisbane in August/September
- **Big guerrilla marketing campaign** in August
- **Good Reading Campaign:**
  - A competition for readers to win 10 pre-release copies of Born to Run in August -to be promoted in print and online and mentioning the release of this title in July.
  - ½ page ad in August
  - ½ page ad in September
  - Homepage banner ad on good reading website in August, September, & October
  - Q&A with John online and promoted editorially in the e-newsletter and in print.
  - Feature in Father's Day gift guide
- **Advertising in bookseller newsletters** and magazines across Australia (including Readings *THE AGE* September edition). **(To advertise in your newsletter, please contact us [Alison.Green@PanteraPress.com](mailto:Alison.Green@PanteraPress.com)).**
- **Facebook and Twitter broadcasting**
  - All elements of the campaign will be promoted continuously through our Facebook and Twitter networks (including The Smith Family)
  - Including the competition, author tour, author events, **teaser video for the book, short video interview with John** and all publicity

## PUBLICITY

- **Short Teaser Video** will be available to booksellers for their websites
- **Short Video of the author** will be available to booksellers for their websites
- **National author tour** (including book signings, talks and events). To book in, let us know [Alison.Green@PanteraPress.com](mailto:Alison.Green@PanteraPress.com)
- **Specific targeted publicity campaign** Extensive media coverage targeted right across national, state based and local media. Stories targeted to appear in literary, news, features and lifestyle print, broadcast media outlets, with keen follow up to secure appropriate levels of both preview and review coverage. Given that the target audience are young keen users of social networking, online media will be a top priority target.
- A selection of target media includes:

FM Radio: specifically 2Day FM, 96.9, FBI radio, Triple M and Triple J.

MX (Sydney, Brisbane, Melbourne), Rave, Rip it up, The Brag, INpress, Xpress, In the Mix, Time Off, Time Out, various Online media outlets, ABC Radio National The Book Show, ABC TV – First Tuesday Bookclub, ABC Local Radio stations around Australia, ABC Radio - Life Matters, Good Reading, Jetstar Magazine, Notebook, Qantas Inflight Entertainment,

QANTAS The Australian Way, Voyeur - Virgin Blue, the (sydney) magazine, The Age, The Sun Herald, The Age - the (melbourne) magazine, The Australian, The Sunday Times, The Sydney Morning Herald, The Weekend Australian Magazine, The Adelaide Review, The Australian - WISH magazine, The Sunday Agethe (adelaide) magazine, The Advertiser, The Canberra Times, The Australian Book Review, The Australian Financial Review Magazine, The Daily Telegraph, The Australian Women's Weekly, The Courier Mail, The Herald Sun, The Mercury, The Sunday Herald Sun, The Good Weekend, The Sunday Mail (QLD), The Sunday Mail (SA), The Sunday Tasmanian, and The Sunday Telegraph