



MICHAEL O'MARA BOOKS

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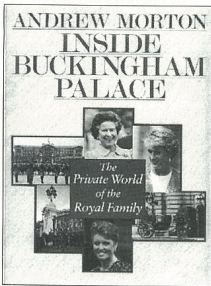
# OUR HISTORY

THROUGH THE YEARS

# An industry feels the Royal tremors

Mike O'Mara claims that he is "more concerned than the Queen" over the gossip now centring on the marriage of Prince Charles and Princess Diana. One can believe him; after all he has a whole industry invested in our Royal family. *Charles and Diana, The ITN Royal Year*, and this autumn, *Inside Buckingham Palace*.

True, *Inside Kensington Palace* might have been a more topical title, but Andrew Morton's inside track of what actually goes on within Buck House is not without its bit of Royal frisson. He traced and interviewed the gentleman who, it will be recalled, broke into the Palace and entered the Queen's bedchamber.



the code in question, JN 25, although what are said to be extracts from it are reproduced in the book; US official sources have also denied all knowledge of the affair, but this week it looked as if the book could make considerable headlines.

O'Mara's eye for a big seller is well-practised. After he left Weidenfeld in 1985 to start his own company, his first two books were Alastair Burnet's *Queen Mother*, which went straight to Number One, and the *ITN Royal Year*, which ended up selling 400,000 copies in hardback.

"So I didn't need to go to the bank," he grins engagingly.

O'Mara believes that the ability to react at speed is one of the great advantages the small publisher has over the conglomerate "Where it may take three weeks to make a decision." Certainly he is heavily involved in the publishing process, and he still writes all the blurbs for the 35 books O'Mara are now producing annually.

The numbers are set to increase; so too is the turnover which is round £2.5 million, generated by a staff of thirteen, but not dramatically so. In two or three years books published could rise to 50 annually, an increase that to some extent will be due to the arrival of that assiduous finder-of-books, David Roberts.

Roberts is moving from Weidenfeld, who are only yards down the road from O'Mara's Clapham offices, and is a long-time associate of O'Mara's. Indeed this is the third time O'Mara has hired him! The first was at Rainbird, and later O'Mara brought him to Weidenfeld when he was MD there.

And there's a place for experiment, too. While non-fiction has been the mainstay, this autumn also sees the publication of what is described as "a provocative first novel". Called *A Darker Shade of Love*, it is by Anne Dunhill, a member of the tobacco family, which seems to prove that there's no fire without smoke.

That its pages generate a certain amount of heat has already been demonstrated. By some error, the whole manuscript was passed on to Dulwich College nursery school, where Mike and Lesley O'Mara's children are enrolled.

"We often send them stuff as scrap paper, so they can scribble on the back," explains O'Mara. "In this instance one of the children took a sheet home to her mother, who read the reverse side. She was very, very shocked indeed. She'd never read words like it, and she rang the school to complain."

No further endorsement needed.



Mike O'Mara

"Previous accounts, which had it that the Queen kept him chatting, don't seem to be correct," says O'Mara. "The man's own account says Her Majesty screamed, and ran out of the room in her nightie."

Like much of the tittle-tattle surrounding the Royals, this revelation is unlikely to draw forth an official denial; on the other hand it is bound to enthrall a vast audience of readers who appear to buy every book about the Royals that is available. O'Mara Books has its own mailing list, and they write to O'Mara, whom they clearly consider to be an ultimate authority on the First Family, saying things like: "I've bought every one of your firm's books — and several copies of each." Or: "I've got 750 Royal books at home".

Small wonder O'Mara, whose publishing house is now in its sixth year, confesses more than a passing interest in the survival of the Royals. Yet while much of the firm's good fortune — and this year promises to be its best ever — rests on Royal books — Michael O'Mara Books has other, potentially formidable, shots in its locker.

This very week sees the publication of *Betrayal at Pearl Harbor*, which contains a number of startling allegations, and which has already attracted official attention and displeasure.

One of its co-authors, Eric Nave, a former code-breaker with the Royal Australian Navy, claims that he broke the Japanese naval code, and that it gave Winston Churchill advance notice of the attack on Pearl Harbour; but the book suggests that Churchill never passed on the information to Roosevelt. Pearl Harbour was attacked, and the US entered the war.

Government sources have denied even the existence of

## THE BOOKSELLER

7 JUNE 1991

### Roberts joins O'Mara

David Roberts, who recently resigned as publisher at Weidenfeld, is to join Michael O'Mara Books on 1st August as editorial director. Mr Roberts has also bought a minority shareholding in the company. Michael O'Mara who set up his eponymous company in 1985, first worked with David Roberts 12 years ago, at Rainbird and then at Weidenfeld. Commenting on the appointment Mr O'Mara said: "I expect our list to expand a bit as a result, with more biography and possibly more television related titles as well."

1625

## PUBLISHING NEWS

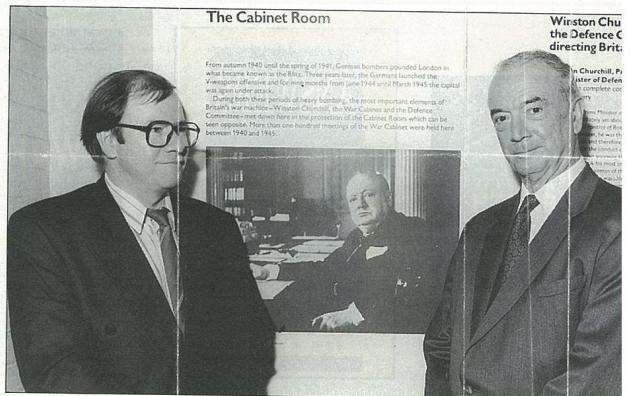
26 JULY 1991

### Explosive publication?

The launch the other day of Michael O'Mara's *Betrayal at Pearl Harbor*, which took place in the Cabinet War Rooms in Whitehall, passed relatively peaceably. But there was already some evidence that the book has its potentially explosive aspects.

When a review copy was sent to ABC Television one of their security people simply didn't like the look of the parcel. The police were summoned, and they, in turn, equally suspicious, turned out the bomb squad.

The building was evacuated, the package delicately prised apart, and the review copy was revealed. Another Pearl Harbour surprise....



Mike O'Mara, left, with co-author James Rus

12 MAY 1992

## Harrods ban that book

HARRODS this week joined Tesco in deciding it will not sell the controversial *Diana Her True Story*. The decision by Harrods' owners, the House of Fraser group, affects 63 other department stores, including Rackman's in Birmingham, Dingle's in Bristol and Kendall's in Manchester.

However the Harrods move is unlikely to dent what now promises to be a considerable sales bandwagon. Even ASDA told *PN* this week that "we've had customers coming in to order the book!"

All the trade wholesalers report brisk business on the title, and none of the major chains appears to be having any second thoughts over selling the book. It will certainly be available at Royal warrant-holders Hatchards. Dillons Chairman Terry Maher told *PN*: "We don't act as censors. This is a similar situation to Rushdie, Maxwell *The Outsider* and the de Sade books, though if it turned out to be defamatory it would be a different matter — although even in those cases we've taken a firm line in the past."

THE DAILY MAIL

1 JUNE 1992

## We didn't block royal book sale at Tesco, say Palace

BUCKINGHAM Palace was accused yesterday of pressuring Tesco into dropping plans to sell a controversial biography on the Princess of Wales in its supermarkets.

Tesco ordered 6,800 copies of the book, *Diana, Her True Story*, a month ago but backed out of the deal within days of its being made public last week.

Publisher Michael O'Mara believes Palace officials contacted Tesco chairman Sir Ian MacLaurin, asking him not to sell the book, which is said to reveal intimate details of the state of the royal marriage.

"Tesco were enormously

Daily Mail Reporter

enthusiastic about this book," said Mr O'Mara, "but the minute the news became public they got cold feet."

Tesco's trading director, Tim Coles, contacted him on Wednesday to tell him that Sir Ian was "very concerned", he said. "Clearly, the Palace put pressure on them," said Mr O'Mara.

The deal was cancelled on Friday when Tesco said in a statement: "The book is not to be sold in our stores. We have great respect for the Royal Family and don't wish to be party to anything which may embarrass them."

Author Andrew Morton, who also believes Palace officials

are behind the decision, which he has attacked as censorship, was not available for comment yesterday. Nor was Sir Ian. But Tesco denied the allegations. "There has been no contact between Sir Ian and the Palace or Prince Charles or the Duchy of Cornwall," it said. "This was a company decision, and it would have been dealt with by commercial areas of the company."

The Palace also denied the claims. A spokesman said: "We initiated no contact whatsoever. Tesco phoned us after the story appeared and said there was no substance to it."

Tesco's decision could cost it over £54,000 profit. Mr O'Mara does not intend to take any legal action for breach of contract.

Daily Mail, Friday, June 5, 1992



'Will that be everything, madam? All our Diana books and a box of matches ...'

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# The secret

*He rose from humble beginnings to rub shoulders with the Royals. Now, at 38, he is set to become a millionaire with a book that claims to reveal the secrets about Diana. But what is the truth about Andrew Morton? Today we turn the tables on him and, for the first time, print the facts about the hack who struck gold*



**T**HE ROYAL press bus was shuttling between photo opportunities during the Prince and Princess of Wales's visit to Japan when talk turned to the future of the monarchy. "It will take 20 years to bring down the House of Windsor," one royal correspondent on board said. "And I am very happy to live off the collapse."

This cynical prophecy, made six years ago, was to come true, at least in part, in spectacular fashion. For the man making it was a Clark Kent look-alike called Andrew Morton who is currently in the process of making himself a happy millionaire through chronicling the marital problems of the royal couple.

Diana, Her True Story, is published in 12 days' time after weeks of rumour, cloak-and-dagger secrecy and, above all, a brilliant public relations operation. What is certain is that it is the publishing hype of the decade.

This book, it is whispered, was written with Princess Diana's support. It will reveal, it is hinted, that she attempted suicide. We are to infer that despite her unhappiness she will never leave her husband and that he is linked to Camilla Parker Bowles, and so on and so on. Indeed, so much has already been said of this unseen work, it will be difficult to overcome a sense of anticlimax when it finally appears.

Morton, however, is confident we shall all be suitably stunned by his revelations. He was on a walking tour of the Lake District this week, affecting a kind of purdah after his publisher insisted he remove himself from any contacts that could demystify his *oeuvre*.

There is a certain piquancy in the idea of Morton dodging reporters, but the greater irony lies in the strange fate that chose this one-time fiery republican to chronicle the Royal Family's more intimate secrets.

For the truth is that Morton is an unashamed royal hack. His formative years were spent writing breathless royal "revelations" for the News of the World and Daily Star newspapers. It was a school of journalism where facts are malleable, where two and two can make ten and the author can usually rest secure in the knowledge that Buckingham Palace never bites back.

Today with his new celebrity, Morton qualifies for precisely the kind of treatment he doles out to the Royals, so the Evening Standard, using impeccable (but necessarily anonymous) sources, dug deep into the background to disclose Morton's True Story. Andrew

## Unexpurgated report by KEITH DOVKANTS

David Morton was born in Dewsbury, Yorkshire, 38 years ago, the son of a framing shop proprietor. He attended Temple Moore grammar school in Leeds, gained 10 O-level passes and passed four A-levels. He went on to take a history degree at Sussex University, where he seems to have survived the Seventies revolutionary turmoil with little more than a predilection for radical chic mixed with an undisguised contempt for the Establishment.

He started in journalism in Manchester, working as a features sub-editor on the Daily Express and Daily Star. The reality of desk-bound sub-editing did not approach his boyhood dreams of an exciting life as a roving reporter, however. In 1981, he switched to reporting and moved to the Daily Star's London office.

The hard-nosed milieu of a pop tabloid suited the young Yorkshireman. Morton, six feet four inches tall, clean cut and square-jawed, with horn-rimmed spectacles, was quickly dubbed Clark Kent. It was a name that stuck and, as our picture shows, the Daily Star once despatched Morton on a Superman stunt. The lad, it seems, would do anything for a story.

According to Fleet Street lore, he was made royal correspondent because he was the tallest reporter in the newsroom and therefore best qualified to peek over the heads of crowds, a talent not to be underestimated.

By 1985, he was deeply immersed in tabloid style and moved to the News of the World where he made a favourable impression with his story of Sandi Jones, a model who said she had a love affair with Prince Andrew.

"Romeo Prince Andrew snuggled up to his girlfriend Sandi Jones as they gazed dreamily into the moonlight from the steps of their remote log cabin deep in the Canadian wilderness," wrote Morton.

"They sat in silence for a long time with their thoughts. Then the Prince turned to blonde Sandi. He looked deep into her cornflower blue eyes. 'Let's get married,' he whispered. 'We're right for each other.'"

The tabloid concept of royalty as fairy tale was eagerly adopted by Morton in his early career, despite a frequently voiced contempt for the Royal Family as an institution. Former colleagues recalled his outspoken views on what he considered shabby notions of rank and privilege.

One, who witnessed his outburst on the press bus in Japan, said: "Andy thought they were an anachronism, something that wouldn't last long into the next century. While they were there, though, he was determined to make as much as he could out of them."

To that end, Morton worked hard. His republican opinions contrasted sharply with the effort he put into cultivating royal contacts and, when possible, the Royals themselves.

"Whenever there was a cocktail party for the press on a royal tour, Andy would put on a loud tie and position himself so he was noticed. He was quite blatant about it."

"Once he told me: 'Diana has been looking at me all day. We've got this great eye contact going. The vibes are fantastic...' Strange as it may sound, I'm sure he was serious." By 1987, Morton had established himself as a royal reporter with stints on the News of the World and Daily Mail.

**H**E HAD already made a successful foray into authorship with a co-written instant book, Andrew — The Playboy Prince, and a profile on the royal yacht Britannia. And it was as he was finishing another book, Inside Kensington Palace, that he was tempted back to the Daily Star where two unconnected incidents were to change the course of his career.

The first was the Michael Cole affair. Shortly before Christmas 1987, royal correspondents on the daily papers arranged a lunch in a restaurant near Fleet Street. They invited Michael Cole, a veteran television reporter and court correspondent of the BBC who knew the newspapermen from tours they had covered together.

During the lunch, Morton asked Cole if he had seen the Queen's Christmas broadcast and whether it contained anything of particular interest. Cole, believing himself in secure company, said he thought it was one of her best, expressing a heartfelt message for the victims of the recent IRA bombing at Enniskillen and an appeal for peace.

There was a brief discussion about the broadcast which Cole considered to be highly confidential and revealed in the nature of a private conversation.

That night Cole learned that various newspapers including the Daily Star

# life of superhack

## MORTON

### His True Story

Revealed for the first time — the private family man whose saga will reverberate around the world. "Sourced by a close circle of friends with his full knowledge." Includes rare private photographs.

"Literary coup of the decade, or at least the week" — *The Sunday Times*

"The corgis will be shocked" — *The Sunday Express*

"Who the Phuket is Morton?" — *The Sun*

proposed running a story about the Queen hitting out at the IRA. Cole was incredulous. In his eyes, this was a cynical betrayal. He desperately tried to contact Morton, but Morton was not available and the story ran widely.

Cole resigned as royal correspondent and went home to his house in Surrey to prepare for Christmas.

According to a close friend, he received a telephone call from Morton on 20 December. The friend said: "Andrew told Cole he had heard he had resigned. He added: 'It's my birthday today and this has ruined it. I'm praying for you.'"

The urbane Cole apologised for ruining Morton's birthday and went on to spend Christmas with his family and, as a reporter, a further 11 months with the BBC. He subsequently accepted the job of public affairs director at Harrods but was still at the BBC when he received another call from Morton.

This time he told him he, too, had lost his job. It happened when Brian Hitchen, a tough former foreign correspondent, took over the editorship of the *Daily Star*. He inherited a deal in which Morton's latest book, *Inside Kensington Palace*, was to be serialised in the paper at a cost of £58,000.

Hitchen didn't think the book was worth it and was furious when he realised part of the deal included the paper paying for a lavish promotion on television which, incidentally, would have benefited Morton's book enormously.

There was, in Hitchen's words, a

"parting of the ways" after a disagreement over Morton's contract. He says now: "In view of his success as an author, I think I did him a big favour."

It was indeed a turning point. Inside Kensington Palace was a moderate success but not enough to long sustain the lifestyle to which Morton had aspired as a well-paid royal correspondent.

The amusingly irreverent Morton who enjoyed making jibes at the Establishment and the stuffer members of the Royal Family had acquired top-drawer taste. He and his wife, Lynne, a teenage sweetheart, had moved into an Edwardian villa near the gates to Alexandra Palace.

**L**YNNE, a former building society manager, was devoting herself to refurbishing the house and garden. There was a professionally designed rockery, a gazebo and the house, according to a friend, was getting "the World of Interiors treatment".

The couple entertained lavishly and insisted on guests to dinner parties wearing evening dress, something many citizens of Dewsbury might consider an affectation. Daughter Alexandra was three and Lydia one in 1987 and it was not a good time to be out of a job. But Morton decided to go it alone.

He formed a company called Palace Press, a vehicle for his journalism and books. At this point, he realised there

were limited prospects in tabloid journalism and he determined to put more class into his act.

With *Duchess*, a profile biography of the Duchess of York and his fourth book, he reached the number four slot in the best-seller list. By now, he was working closely with publisher Michael O'Mara, an American who graduated through Weidenfeld to his own mass market company, based in Clapham.

O'Mara and his wife Lesley are adept at marketing royal books. He has a reputation as a master of build-up and hype, a skill that reached its apotheosis with Morton's latest work.

The question that must be asked, however, is this: just how authoritative is Morton's authorship? Ever since he published *Diana's Diary* two years ago, he has been acknowledged as a man with a source very close to the Princess. *Diana's Diary* detailed her life meticulously, down to the name of the manufacturer of her bathroom suite at Highgrove House. "He has someone on the inside, that's certain," a rival royal watcher said. "We normally try to discover who other people's sources are so we can expose them. But his mole is well hidden."

There have even been suggestions that his contact is none other than the Princess of Wales herself, something he has demurely denied. But rumours persist and there are even those among his peers who believe Clark Kent has, in royal-watcher terms, undergone the telephone box metamorphosis.



LEFT: The young Andrew Morton — nicknamed Clark Kent by his workmates — makes his mark as a reporter on the *Daily Star* by dressing up as Superman. FAR LEFT: His much vaunted book about Diana and (CENTRE) a spoof version, with Morton himself getting the Morton treatment

# Publishing News

WEEKLY FOR PEOPLE IN THE BOOK TRADE

£1.30

## Tesco's Royal back-out

**Supermarket abandons experiment  
with Princess Diana hardback**

TESCO has abandoned its plans to sell its first hardback at the check-outs in its stores, and has cancelled its order for 6800 copies of *Diana Her True Story*. *PN* revealed the story on its front page last week but when the item appeared in the national media it appears that the supermarket had second thoughts.

The book's distributors, Pan Macmillan, were telephoned last Friday by Tesco, to tell them that they had decided not to take the book at all for their stores. The chain had planned to test how effectively it could sell a £14.99 hardback in the prime impulse-buy position by the tills. The book had been read by store executives and indeed the decision to give it maximum exposure was taken in part because of its controversial contents.

The publisher of *Diana*, Mike O'Mara, told *PN* this week that he suspected Tesco's had been "nobbled" by the Palace, an allegation widely made by the media this week. All the popular tabloids carried the story, with the *Express* making it the front-page 'splash'.

However the Tesco decision may more likely have been taken without any undue outside pressure; its chairman, Sir Ian MacLaurin, is a personal friend of Prince Charles.

Either way, the Tesco decision and the resultant publicity



Michael O'Mara:  
'nobbled'

ensures that their customers will be even more aware of the book, and with an initial print order worldwide of 320,000, they should have little difficulty finding it. Pan Macmillan, who say they are "disappointed" at the Tesco decision, report that no other bookseller has followed in Tesco's footsteps.

The book is being serialised by the *Sunday Times*, which has lost no time in fanning the flames of controversy, though whether the content will now be able to live up to the pre-publication hype remains to be seen. The *ST* started TV advertising yesterday, and publication is on Monday June 15th.

PUBLISHING NEWS  
5 JUNE 1992



## Royal couple caught in book war crossfire

BY ALAN HAMILTON

BOOK wars have broken out between two rival Fleet Street newspapers, following a familiar battle plan and with the Prince and Princess of Wales caught in a hail of potentially lethal crossfire. Such is the competition that last night two Sunday newspapers were in the High Court following allegations that one had acquired the other's pictures.

Tomorrow, *The Sunday Times* begins serialisation of a new biography of the princess by Andrew Morton, which a subtle and carefully orchestrated publicity campaign has dubiously built up into the publishing sensation of the year. The newspaper has paid an estimated £250,000 for the serial rights, and has spent almost as much again on press, television and poster advertising.

Yesterday, the *Daily Mail*, which

had shown interest in serialising the Morton book but was outbid by *The Sunday Times*, resorted to a classic spoiling tactic. It found another book containing damaging personal allegations, and began serialisation.

*The Sunday Times* took out a court order to stop Mirror Group Newspapers using pictures from its colour magazine. The editor of *The Sunday Times*, Andrew Neil, said that the *Sunday Mirror* had acquired pictures after members of its staff posed as employees of News International.

An injunction was granted to stop MGN reproducing the material. Mr Neil said: "They admitted getting the pictures and said they would undertake not to use them. But I refused to accept a gentleman's agreement."

MGN said: "We have no comment." According to the *Mail*, the princess is alleged to have attempted suicide in 1986, driven, it is claimed, by the

emptiness of her marriage and by the prince's continuing friendship with another woman. The author of the book, which will be published in the United States, is Nicholas Davies, the former foreign editor of the *Daily Mirror*, who was a confidant of Robert Maxwell but was dismissed after accusations that he had been involved in arms dealing. Neither Mr Davies nor the *Mail* claims to have interviewed the princess.

Nor, indeed, does the rival camp, although Mr Morton's publishers did not go out of their way to deny reports that the princess had approved proofs of *Diana: Her True Story*. Mr Morton has since denied that he interviewed the princess, or that she had co-operated in the writing, or that she had read the text. He interviewed the princess's family and friends, and says that his book is "straightforward journalism".

Palace spokesmen, embattled and embittered by the tide of alleged disclosures that began with a volume of cocktail-circuit gossip by Lady Colin Campbell, have withdrawn their heads beneath the parapet, and are declining to make any comment.

Mr Neil described yesterday's rival effort as "an excellent starter for our main course" and claimed that his paper's disclosures would be tastier. "It is a story of a marriage which has collapsed," Mr Neil said.

Geoffrey Dickens, Tory MP for Littleborough and Saddleworth, was among several MPs who accused both papers of intolerable intrusion into the private lives of the prince and princess. "They should leave this lovely girl alone," he said.

The royal couple are expected to spend the weekend together at Highgrove, hoping to avoid the prying eyes of the press.

THE TIMES  
6 JUNE 1992



# Di and O'Mara: the inside story

DOES *Diana, Her True Story* — to be published shortly by Michael O'Mara Books and serialised by *The Sunday Times* — contain a bombshell about the Wales's marriage? Or has *The Sunday Times* bought another pup? Equally, did Tesco, the supermarket chain, agree — in an audacious marketing initiative — to stock the book at its meat counter, later withdrawing from this arrangement after pressure from the Prince of Wales (a claim that Tesco adamantly denies)?

The answer to these questions lies not, I think, in impertinent speculation about the Wales's marriage (which is neither better nor worse, I imagine, than yours or mine) but about O'Mara's.

Here I can help, I think. I am not myself a royal insider (though I move, of course, with many who are: my best friend, Little Jo, my niece Claudia, the Parker-Bowles woman, Anthony Holden, Tony The Drug Fiend, etc), so my guess as to the form at Highgrove will be only

WILLIAM  
DONALDSON'S  
WEEK

slightly better than yours. I could, however, be described as an O'Mara insider, certainly an O'Mara watcher.

When I first met O'Mara in 1983 or so, he had just been brought in by Weidenfelds to beef up their rather meagre literary list. A gentle, charmingly unworldly, publisher of the old school (he told me once that he loved the *feel* of books, would spend hours simply caressing them), he was a fish out of water in the strenuously philistine, top-of-the-charts-or-bust atmosphere at Weidenfelds' Clapham offices. His first task was to secure the autobiography of Mick Jagger, of whom he affected not to have heard — so he and I got on like a house on fire. Nor will he mind my saying that, since he was more interested in literature than the market-place, he was prone to some delightful gaffes — not least a habit of publishing the same book twice.

Shortly before I met him, I had been engaged by the BBC to turn my novel *Both The Ladies And The Gentlemen* into a TV situation comedy. Nothing came of this, but reading the script through after the BBC had turned it down, it occurred to me that there was material here for a comic novel — quite forgetting that this was what it had been in the first place.

I turned it back into a book and, delighted with the result, showed it to O'Mara, who, in his charmingly vague way, immediately published it again, albeit under a different title. Interestingly enough, it was more successful the second time around — so successful, indeed, that the BBC bought it again, commissioning me to turn it into a situation comedy. That's as may be. In 1985 I

took a sabbatical in Ibiza, where I was joined by O'Mara, who had now left Weidenfeld to set up his own firm. We spent days — weeks even, possibly months — on the beach, discussing books, and then I suggested that if he wanted his firm to thrive, he should, perhaps, fly back to London and get cracking.

He agreed, reluctantly, and returned to London, leaving me in Ibiza, where I followed his progress in the book pages of the Sunday papers. I had expected him to publish a thin but distinguished trickle of poetry, *belles-lettres*, experimental novels and so forth — a list to make Duckworth's by comparison seem common and opportunistic — so imagine my surprise when he opened with a blizzard of books about the royal family (possibly the same book over and over again), all of which went straight to the top of the charts. I'd better get in on this, I thought, so I re-

turned to London and suggested to O'Mara over lunch that he publish some stuff of mine. "All right,"

he said, "but don't tell Lesley." O'Mara was now married, and I realised immediately that Lesley wore the trousers (the secret, as I've said before, I think, of any happy marriage). She obviously ran the firm, leaving O'Mara free to dream his life away, taking long, literary breaks in the Dordogne and endless lunches with bookish types like himself. He did, surreptitiously, bring out a couple of my efforts, but Lesley never discovered this, I think, and they were undoubtedly remandered before publication, certainly never found their way into Tesco, let alone into Hatchards or Waterstone's.

I had lunch with O'Mara this week and asked him to explain all the ballyhoo surrounding *Diana, Her True Story*.

"Off the record?" he said.

"Of course," I said.

"It's one of my cock-ups," he said. "In a fit of absent-mindedness, I commissioned Andrew Morton to write a book about the Princess of Wales — something which he's done, and which Lesley has published, many times before. She was furious, but she went to work, cooking up a PR campaign the like of which has never been seen before, I think. A complete smokescreen, of course, but she's saved my bacon, and not for the first time."

"It's the same book again, then?"

"Certainly not," said O'Mara. "That was a joke, and not before time, if I may say so. I'm sitting on a time bomb. Another brandy? It's only half past four, I see."

Alas, I couldn't stay. The Parker-Bowles woman was coming to dinner and I had to get to Hatchards to buy the cod steaks.

I HATE to sound snobbish, but our Prime Minister really is irredeemably naff. Even Harold Wilson's brown sauce had a nudge-nudge, double bluff quality, since we knew that in real life he was a cigars and cognac man. The spooky thing is that John Major is exactly what he seems.

The shirt-tails in the underpants are well-known. So are the trips to the Little Chef. The pottery doves one might possibly forgive — or even the sheepskin car coat.

But if there is one thing more naff than attending a Frank Sinatra concert, it's going to the party afterwards, as he did last week. Perhaps he even refers to the singer, seriously, as 'Ol' Blue Eyes', a phrase which, as Clive James said, 'has the stink of ad-man's sweat all over it.' But that would be too horrible.

IT HAD to come: the politically correct weather forecast. The *Guardian* last week discussed 'El Nino', the wind which is thought to cause drought in Africa.

'As the world warms through the greenhouse effect of gases, such as carbon dioxide, being added to the air by human activities, some climatologists fear that El Niño will get stronger . . . the next time you see pictures of starving Africans on your TV screens, it may be directly as a result of the profligate use of fossil fuels in the rich world.'

Or perhaps not. Since the computer models being used to predict catastrophic global warming have yet to explain



ing the other 11 countries to sign a separate deal, and he ensured that the British Parlia-

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June 1992  
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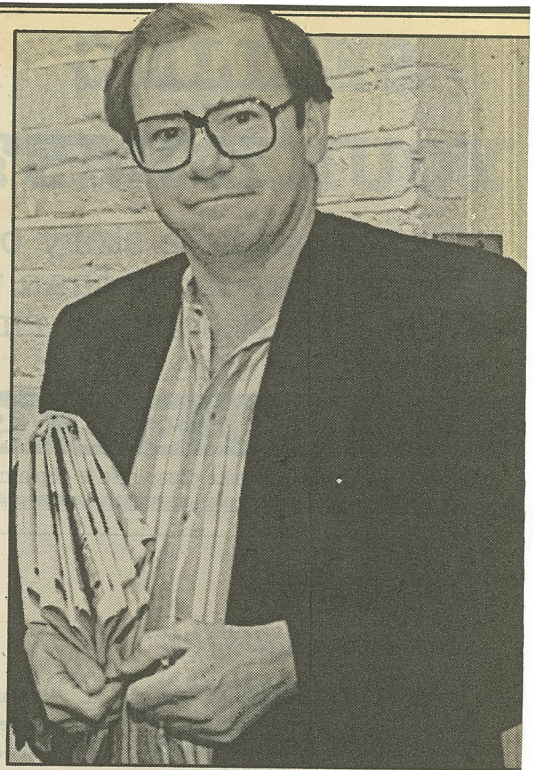
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## CLOSE-UP ON THE PUBLISHER WHOSE NEW BOOK HAS CAUSED A PALACE STORM



O'Mara: Always talking, always thinking, always looking for the angle

# The pushy American who sold the Royals

by WALTER ELLIS

**T**O THE devoted courtier, the worst punishment imaginable, short of death, is banishment. In the case of Michael Phillip O'Mara, once characterised as Royal Publisher-in-Waiting, his devotion must now be seriously in doubt.

In publishing Diana: Her True Story, by Andrew Morton, O'Mara has linked himself inexorably to forces which, for all the hype, may yet pose a threat to the future security of the throne.

And for a brewery worker's son from Philadelphia, who arrived in this country 30 years ago and still retains American citizenship, it is quite a responsibility.

Publishers consider the manuscripts of writers and take a view on whether what is put before them is worthy of their imprint. They encourage where necessary and reject quite ruthlessly.

A packager, by contrast, is a new phenomenon. He casts a cold eye on the market, studies trends, listens. When a 'concept' emerges, suddenly the race is on. A cover is drawn up, pictures are ordered; a designer slots everything together; deals are sewn up with television and supermarkets. And at some point, an author is summoned.

Michael O'Mara is a packager.

If the Princess of Wales helped him with his current blockbuster it is as important a truth as any contained in the narrative. If she did not, the injustice to her is great.

Once O'Mara was known as the publisher the Palace could trust. His South London company, Michael O'Mara Books, published In Private, In Public: The Prince and Princess of Wales by Sir Alastair Burnet and, later, the ITN Book Of The Royal Wedding. The degree of co-operation between publisher and subjects in both instances was considerable. In the first book Palace control was total.

In the late Seventies while still working for Rainbird, the book-packaging specialists, he produced a book of photographs of Lord Mountbatten, selected by the subject.

**L**ATER, having moved on from Rainbird to be deputy chairman of Weidenfeld and Nicolson, he had lunch with Bill Hodgson, director of development at ITN, who told him of the news station's plans for a portrait of the Queen Mother.

It was made clear to him that he, as a sympathetic voice, would be welcomed as publisher of an accompanying illustrated volume, and with this thought, and its accompanying dollar signs firmly in his mind, O'Mara moved into publishing on his own account. The result, The ITN Book Of The Queen Mother, packed with pictures and 20,000 words, broke all records, taking seven days from Sir Alastair's word processor to the sales display bins.

In Private, In Public was next. O'Mara used Japanese technology to convert videotape of a Burnet interview with the royal couple into stills. The speed of production was again breathtaking. The publisher himself worked for hours on the layout then flew by helicopter to Spouthend to monitor the typesetting and by jet to Barcelona for the printing.

He had at first thought of the project as a 'joke', but it put his name in lights and, by helping raise £1.5million for the Prince's Trust, ensured his passage into the most august of circles.

He could have continued indefinitely in a similar vein but when he began publishing slim volumes by Morton the tone changed dramatically. Diana's Diary was controversial, especially in its claims that the royal couple no longer shared a bedroom. But with his latest offering O'Mara's transformation from royal gamekeeper to ruthless poacher was complete.

For O'Mara, like Morton, is

making a fortune from Diana and can easily afford a snub or two from his victims. With its astonishing first print run of 250,000, free advance publicity in practically every national newspaper and a £350,000 serialisation deal with the Murdoch press, the worldwide 'take' is likely to exceed £1.5million — a publisher's dream.

O'Mara's ambition had lowly beginnings. He was born in Philadelphia on June 15, 1944, not quite on the wrong side of the tracks but the son of a railway worker who was later employed in the city's flourishing brewing trade. He did well at school showing interest in literature and music, and, having missed Vietnam, served two years in uniform at a U.S. Air Force base in Scotland.

A degree in politics and history followed and then it was back to Britain and a career in publishing.

He wrote to William Collins & Co (now HarperCollins), the leading Scottish publisher, asking for a job and was turned down. Then fate took a turn. He attended afternoon tea as the guest of Mr Jan Collins, the company chairman, and his wife at their home outside Kilmarnock, and was evidently so charming that he was offered a job.

**H**IS charm has not been lost on women, for at 47 he has been married three times. There was a first wife in Scotland, of whom scarcely anything is known and by whom he had his daughter Nicola. Later he married his second, Paula Breslich, a young publishing executive who went on to head Breslich & Foss, a firm of book packagers in London's Soho. There were no children and they divorced in 1978.

Meeting his blonde, third wife, Lesley Prost, was, however, undeniably a key moment in his life. Ten years younger than him, she was his rights director at Weidenfeld and, reputedly, is the cutting edge behind his business, making deals and tying up international rights.

In between bringing up a boy and a girl at their pleasing, but unrespectable, home in Clapham, South London, the couple run an operation which employs just 15 staff,

using freelance expertise wherever possible to cut costs. His list is small and personal. He will publish just 24 titles this year and promote a further 56 in his backlist. Among his best-known authors are actor and raconteur Peter Ustinov, William Donaldson (of Henry Book fame) and newscaster Martyn Lewis. Another client, who has become a friend, is Barry Humphries.

He is master of the art of networking. At the Frankfurt Book Fair, probably the most vital forum for publishers and packagers in the world, his bespectacled figure this year cut a swathe through six cocktail parties in one evening. But while the champagne flowed freely, with laughter unconfined, manuscripts were read long into the night, followed by breakfast meetings at dawn.

**A**NNUAL turnover of Michael O'Mara Books is now said to be £2million, a high figure for so small an operation — and one set to rise dramatically with the notoriety of the Diana project.

He is always talking, always thinking, always looking for the angle. But he can relax when he has the time, and as a fully signed-up citizen of the United States keeps in touch with his roots by watching American football and baseball — at one point even managing his own baseball team in London and playing at third base.

Authors speak warmly of his interest in their books. Ruffled feathers, if they exist, are smoothed over during long lunches at Le Caprice. Although each author is treated differently, an advance of around £1,000 to £2,000 per book is customary, plus 10 per cent of the sale price of each book. In Morton's case, the advance is rumoured to have been some £100,000, and he could make hundreds of thousands more if the first hardback print run, as expected, sells out.

Jealous rivals are no doubt waiting for a downturn in the company fortunes, and the Palace has already begun turning the screws where it hurts most — in O'Mara's pocket. Highgrove: Portrait Of An Estate, Prince Charles's account of his career as an estate manager and organic farmer, was going to be given to O'Mara but will now be placed elsewhere.

Even Lord Weidenfeld, admiring the progress of his protege, warns: 'A huge book can be your doing or your undoing.' No prizes for guessing which way the Queen and her family hope it will go.

THE DAILY MAIL

9 JUNE 1992

## Taste and decency

SO HARRODS has decided not to sell the true or not-so-true story of Princess Di's strange eating habits. Top bods at the House of Fayed have boycotted Andrew Morton's book strictly, we are told, on the grounds of taste. "We regard it as a scurrilous and offensive volume which the overwhelming majority of our customers would not expect us to stock," says Michael Cole, the company's director of public affairs. Nothing, he insists, whatsoever to do with a certain incident back in 1987 when Cole was the BBC's court correspondent. While carousing with fellow royal hacks at their Christmas lunch he was asked by the royal reporter of the *Daily Star* whether he had seen an embargoed preview of the Queen's Christmas Day broadcast. Yes, he said, and went on to divulge some advance titbits. The *Daily Star* then splashed with these confidences and Cole felt honour-bound to resign. The name of the *Star's* royal reporter at the time: Andrew Morton.

THE INDEPENDENT  
10 JUNE 1992

SUNDAY TIMES  
21 JUNE 1992

## 1m buyers storm the shops for Di's story

by Caroline Lees

THE BOOK, Diana: Her True Story, was launched last week in conditions which one leading book-seller greeted sourly as "another cock-up for the publishing industry". Within hours of it going on sale last Tuesday, many shops had sold out, and even with further deliveries, booksellers complained bitterly they had not been able to take advantage of the biggest boost to their industry in years.

The book, being serialised in *The Sunday Times*, sold nearly 50,000 copies in Britain on publication day and up to 1m copies have been sold or ordered around the world. Demand was so great that one London shop said an American tourist offered £50 for a copy. Others had queues at tills, with some customers buying 10 copies at a time.

One of the busiest branches of Athena Books took 125 telephone orders in an hour, while Hatchards in London sold its stock of 250 copies in less than two hours on Tuesday morning. The Sloane Square branch of WH Smith sold 150 copies and took 1,000 orders on the first day.

Interest in the book caught the publishers by surprise. Michael O'Mara, who commissioned Andrew Morton to write it, said low initial orders had quadrupled in the run-up to publication. "I have never seen anything like it," he said.

O'Mara has reprinted the first run of 50,000 four times. "It has been so successful it has become a terrible problem," he said. "I have booksellers screaming at me for more copies."

Some 500,000 copies are also being printed in the United States, 45,000 in France and more than 20,000 in Australia and Canada.

Industry experts said sales might set a record. "I cannot remember a book which has created such demand within recent trade history," said a spokesman for *The Bookseller*, the trade magazine.

Booksellers complained that the initial print run had been too low. Julian Rivers, marketing director of Dillons, said: "We ordered a substantial quantity and only got a fraction of that. It has been a missed opportunity for us."

THE GUARDIAN  
16 JUNE 1992

## Royal author put through his paces in media circus

Ian Katz

THERE WAS just one problem with the meticulously planned publicity to mark yesterday's publication of Andrew Morton's book on the Princess of Wales: it hadn't actually been published yet.

As bookshops placated customers who had been promised further royal woe, the publishers, Michael O'Mara Books, were busily passing the buck. "I think Sky News started it," a spokeswoman suggested. "It is only being released for review today."

After keeping out of the row he has provoked in the past ten days, Mr Morton emerged into a media circus as frantic as the one which has dogged his subject since extracts from his book, *Diana: Her True Story*, first appeared in the *Sunday Times*.

Royal correspondents frantically combing their copies for new revelations were rewarded with claims that the Prince of Wales made Lady Diana call him "sir" until their engagement was announced.

Mr Morton also says the Prince of Wales refused to speak to his mother for several days after she hinted in her last Christmas broadcast that she had ruled out abdication. He says the Queen implied she was concerned by the state of his marriage.

Mr Morton's schedule began at 8 am with an interview on Radio 4's *Today* programme in which he told



Andrew Morton: emerged into a media circus

John Humphrys that the princess's public tears were "as nothing compared with the misery and despair she faces every day in private".

He said his account of her five suicide attempts had come from sources which had spoken to her directly. But he admitted: "These are cries for help, not deliberate attempts to kill herself."

If the princess did not find some accommodation in her life, he said, she would probably leave the Royal Family.

By 9 am, after interceptions by Japanese TV and a London radio station, he was ensconced in his north London office to give five press interviews.

He told the Press Association that his book had been brought forward because the publishers feared the princess might walk out on her

husband before the original September publication date.

Mr Morton added he had omitted "very strong material" because "people would have reeled back in disbelief". He said the princess firmly believes she will never be queen. "It's also a view articulated by many of the astrologers the princess has consulted," he added.

At 12 am it was on to ITN's central London studios where he revealed that he had written the book after the princess's friends repeatedly asked him "when on earth are you going to write the real story?"

"The fact is that the Palace has failed to face up to this crisis," Mr Morton told Nicholas Owen. "And crisis it is."

Later, facing questions from viewers, he insisted that his motivation was to tell the truth.

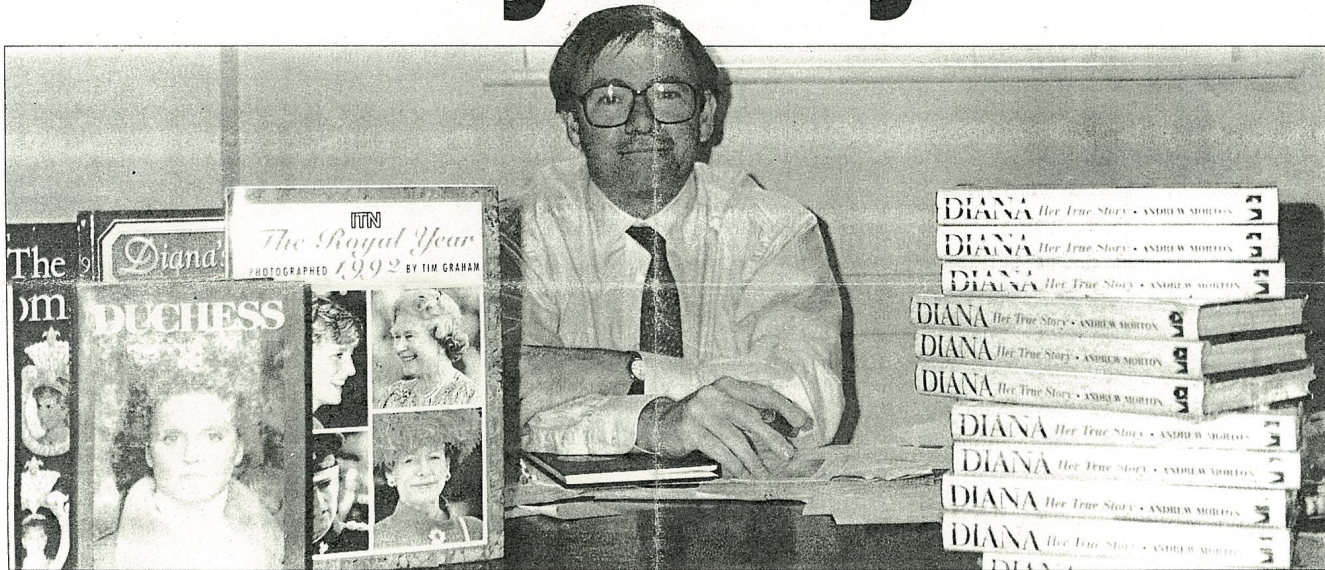
"And make you a very rich man?" asked Mr Owen. "If that's the corollary, then so be it," Mr Morton responded.

BBC TV screened a recorded interview while Mr Morton raced across town, looking a little dishevelled, to reiterate on Sky News that the princess had not directly co-operated with the book.

He said Camilla Parker-Bowles, reported to be close to the Prince of Wales, had been "on the scene since the word 'Go'", but refused to clarify what that meant.

Mr Morton's routine was repeated several times for antipodean audiences before he returned to his Muswell Hill home late in the evening.

# Always say Di!



Mike O'Mara: 'The royals are a great institution'

MIKE O'Mara lights a very large cigar. "Yup," he says, "a bestseller is very welcome." Another plume of smoke. "Nope, I'm not a republican." How far such an assurance will be of comfort to most members of the Royal family has not, as yet, been recorded. But O'Mara, an American citizen, would like to make it clear that he's not after bringing down the monarchy.

Appearances can, of course, be deceptive. But among others, Harrods, Lord St. John of Fawley and Tesco's, have all taken the view that the publication of *Diana Her True Story* from O'Mara's quite modest Clapham offices, is close to an *outrage à la majesté*.

From behind his thick lenses — he hasn't yet needed to adopt dark glasses — O'Mara allows himself a good-natured twinkle. The dark Tower has few fears for him, but anyway, he wants to make it clear he's quite fond of the Royals. "To be perfectly honest, I think the Royals are a great thing, a great institution. Wonderfully British. Very useful. I think America would be better if it had a monarchy."

Certainly they've been jolly useful to O'Mara Books. A whole string of Royal books has emerged, like regal spaghetti; there's been the recurrently successful *The ITN Book of the Royal Year*, *Duchess*, and three previous books by Andrew Morton, *Inside Buckingham Palace*, *Diana's Diary*, and *Theirs Is The Kingdom*, about the wealth of the Windsors.

*Diana's Diary* was the watershed book; it was the one that convinced Princess Diana's friends that Morton could be entrusted to be fed with information and to write a sympathetic and, as they saw it, accurate account. O'Mara says blandly that there was no campaign of 'authorised leaks' but it is certainly the case that this was one book which, rather than being commissioned by O'Mara, first took shape because one of Morton's sources had made it clear that "a number of people might be prepared to help."

It soon became clear that, as Morton began to confide in O'Mara over what he was being told, and what his researches were uncovering, that there would be some quite remarkable and sensational revelations.

Both publisher and author agreed that security was imperative. O'Mara had cameras installed at his offices, the entire place was swept for bugs, and a high-tech alarm system was installed. In fact O'Mara never worked on the book in Clapham, editing it on-screen from Morton's offices, situated above an Indian restaurant in North London. Even there, though, Morton took care not to leave papers in his office, taking them home with him instead.

O'Mara believes these precautions were more than justified. On one occasion Morton's office was broken into. "Nothing was stolen — not the portable TV or the video,

Someone just rifled through everything so I think there was a fair chance they were looking for bits of the book."

By then O'Mara had taken the book to the editor of the *Sunday Times*, Andrew Neil. O'Mara isn't disclosing what he obtained from the serial rights but something of its measure can be taken from the fact that, on the first Sunday extract, the *ST* put on a massive 200,000 additional sales. As publication day approached every other newspaper began to run 'spoilers'; the *Daily Mail* had extracts, buttressed by bits from the *National Enquirer*, from a book by Nick Davies, a former aide on "Mirror to Robert Maxwell... it's crap," says O'Mara laconically. "I was offered it back in February and turned it down."

But despite the mounting press hysteria, there were no leaks from the book itself. The typesetting had been done "out in the country by people I knew. They kept it very tight" but the printing posed a greater problem.

A number of UK printers turned the job down, fearful of legal repercussions, and finally O'Mara settled on a printer in Finland, a company 150 miles north of Helsinki. Among the attractions was that hardly anyone there spoke English and, says O'Mara, "they didn't give a damn what the book was about."

## Breathless expectation

With only hours to go before publication 150 miles north of Helsinki may well have been one of the few places around the globe where *Diana Her True Story* was not being awaited with breathless expectation. As the first books were transferred, under heavy guard, from the printers to a warehouse on the continent, O'Mara — had he had time — might have found good reason to reflect on how the Royal thread running through his publishing career was about to reach heights, or some were to say depths, which he could scarcely have dreamed of when he first came to Britain 24 years ago and took a job at Collins in Glasgow. From there it was on to Harrap, BCA where O'Mara honed his already shrewd instincts for the saleable, and then Rainbird, where as MD of the packagers, he put it to good effect.

It was in partnership with Michael Joseph that O'Mara made his royal 'debut' with one of the many 'fairy-tale' books on the wedding of none other than the Prince of Wales and Diana.

The next stop was Weidenfeld, where Diana's father, Earl Spencer, was one of his authors, the beginnings of a link that enabled him years later, to approach the Earl. "I knew he took a good snap," is how O'Mara puts it now. "And I went to him last December. He knew about the book because his son, Charles,

was one of Andrew Morton's interviewees. I hadn't seen the ms at that stage, but I told Earl Spencer it was going to be a sympathetic portrait, but completely honest, that her best friends were talking." Diana's father was very close to his daughter, he undoubtedly knew her feelings about her marriage. And he consented to O'Mara selecting photographs from the family album.

O'Mara's sojourn at Weidenfeld was always a restless one, though, and his relationship with George Weidenfeld never quite gelled. He left to start on his own and one of his contacts at ITN came up with the idea of a book on the Queen Mother for her 85th birthday. "We very quickly banged one out with Alistair Burnet and it was a number one best-seller," recalls O'Mara.

O'Mara has always worked on the principle: if at first you succeed, do it again. *In Person: The Prince and Princess of Wales*, complete with another oleaginous text by the ITN anchorman, did nothing either to dent the image of the royal couple or the book's sales, which reached 400,000.

O'Mara sucks gratefully on the cigar. Yes, he's got a lot to thank the Royals for; that particular book gave his business much the kind of fairy-tale start that in his 'rose-coloured period', he didn't hesitate to ascribe to most of the Royal marriages that came his way.

He looks back with satisfaction on a quickie souvenir on the wedding of Prince Andrew and Sarah, Unity Hall on *Prince Philip* and on *Royal Women*, and *Robes of The Realm* which happens to have a foreword by Prince Charles.

Who knows, all this impressive chronicling of the icing-sugar monarchy might even have helped his former publicist, Belinda Harley, to a job in the Prince of Wales' personal office. Not unsurprisingly, Harley hasn't been on the 'phone of late — indeed they have had no communication since she and O'Mara ended their professional relationship, but O'Mara is perfectly understanding about such matters. He says, perhaps with rare understatement, that "it's probably awkward for her."

However she has not had to go without news of her former employer this last month or so. For once O'Mara has found himself as much in the spotlight as his royal subjects; the media, TV crews and all, have camped on his doorstep, and one lot even "thumped on the door". They were given the now legendary message relayed, from her bedroom window, by Kevin Maxwell's wife, Pandora, to the police below.

O'Mara declined interviews before publication; one breathless hackette even rang *PN* to ask whether she could be furnished with a full description of the man? "I mean, is he short or tall? Does he give lots of parties? Is he terribly wealthy: which London clubs does he belong to?"

O'Mara has accepted these trials with

much good humour. His mood has been somewhat soured, though, by what he considers to have been the complete misjudgement by booksellers of the sales potential of *Diana Her True Story*.

"Just a week before publication we had 18,000 subs," he records incredulously. "It was a nightmare, really a nightmare. At that stage I'd printed 50,000 for the UK trade and I had to ask Macmillan to bang the side of the computer because I said there couldn't be just 18,000. The largest single order was 4,000 copies — and that was seven days before publication when the book was on the front pages of every newspaper!"

"You had chains, major chains who have a significant portion of the British market, ordering less than 1,000 copies."

Despite the low orders, O'Mara put in a 30,000 reprint. "I just had to take a flyer," he says. "Tom Burns at Pan Macmillan told me I was out of my mind. Then the day after publication, a certain person who had ordered 4,000 on behalf of a chain came back for another 30,000. This is a strong hint that that person got it slightly wrong. Everybody got it wrong, and Terry Maher's chain got it most wrong. Their order was minute. Books etc, who really got it pretty right, took as many as Dillons..."

## A small fortune

However despite some lost sales, O'Mara can comfort himself with the thought that he will make a small fortune from the book; his wife, Lesley, has sold rights and serialisations the world over. French, Dutch and German editions are going well. Spanish, Italian, Portuguese, Swedish, Arabic and Japanese translations are under way. Rights income alone, he grants, will "run into millions" and in the US, Simon & Schuster have 360,000 in print.

But he won't be retiring. "I've got a company to run," he says. "And in this kind of recession a bestseller is very useful." So the book isn't going to change his life, even though he hopes it may have helped to change Princess Diana's. As for more royal books, has *Diana Her True Story* broken the long thread? After all, it seems a touch optimistic to expect the Prince of Wales to write many more forewords for O'Mara Books.

A plume of thickish cigar-smoke looks for a way of escape but everything's probably been sealed for security reasons. "We do royal books better than anyone else," O'Mara grins effishly. "Nobody's said to me 'You're not doing another ITN Book of the Royal Year...'"

And nobody's told him he won't be getting a knighthood, either...

# West print firm's rush order for Diana book

COPIES of the controversial biography of the Princess of Wales rolled off the presses at a West printing firm yesterday.

Staff at Bath Press in the city's Lower Bristol Road have been working round the clock on the reprint of Andrew Morton's best-selling book, *Diana: Her True Story*.

Some 75,000 copies are going out to publishers and the company hopes that an additional order will be placed by the weekend.

Managing director Mr Ken Bateson said: "The average print run is about 8,000 copies so this is the fastest selling hardback we have dealt with for a long time."

The book, which puts the marriage of the Prince and Princess of Wales under close scrutiny, is expected to be turned into a TV mini series in the United States.

It was initially printed in Finland for security reasons



Royal reading: Ken Bateson with a copy of the book



I am indebted to photographer Susan Greenhill, who in her studios discovered — or so she assures me — a footnote of a kind to the Royal saga of the *Diana Her True Story* book. It now appears that we may be heading, if not exactly for a republic, then at least for a currency which features the face not of our own dear Queen, but of a certain Michael O'Mara, the book's publisher. A licence to print money, perhaps?

### TOP HARDBACKS

- 1 (1) **DIANA: HER TRUE STORY**, Andrew Morton (O'Mara £14.99)
  - 2 (5) **FATHERLAND**, Robert Harris (Hutchinson £14.99)
  - 3 (4) **A BRIEF HISTORY OF TIME**, Stephen Hawking (Bantam Press £14.95)
  - 4 (6) **WILD SWANS**, Jung Chang (HarperCollins £17.50)
  - 5 (-) **THE ROAD AHEAD**, Christabel Bielenberg (Bantam Press £14.99)
  - 6 (2) **MICHELIN RED GUIDE 1992: FRANCE** (Michelin £11.95)
  - 7 (7) **BLACK DOGS**, Ian McEwan (Cape £13.99)
  - 8 (8) **SMALL GODS**, Terry Pratchett (Gollancz £14.99)
  - 9 (10) **RHS GARDENER'S ENCYCLOPEDIA OF PLANTS AND FLOWERS**, Christopher Brickell (ed.) (Dorling Kindersley £29.95)
  - 10 (-) **THE CRYSTAL ROOMS**, Melvyn Bragg (Hodder £14.99)
- Compiled by Bookwatch*

### London's best sellers

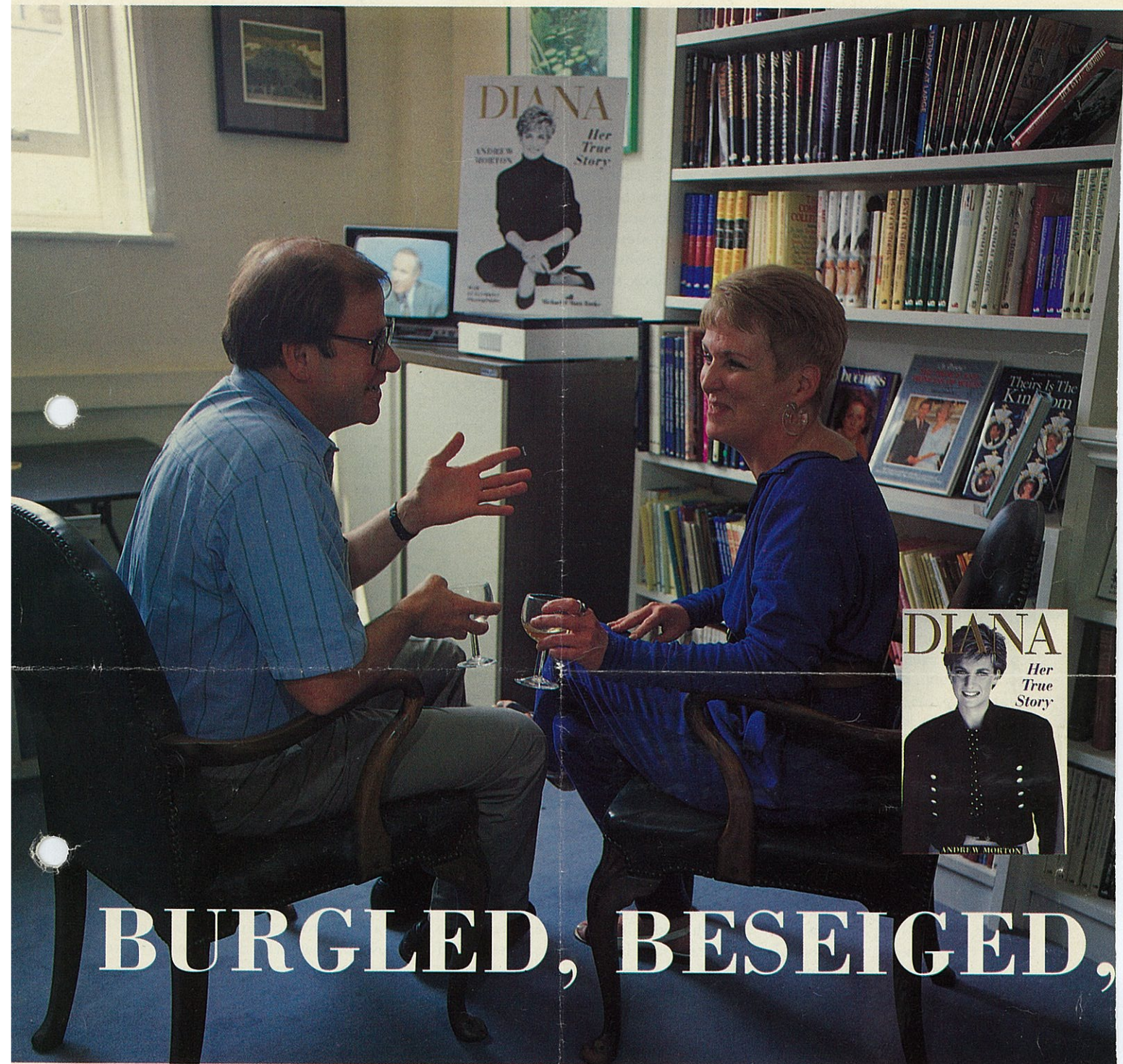
#### FICTION:

1. **BLACK DOGS** by Ian McEwan (Cape £13.99): Fearsome.
  2. **FATHERLAND** by Robert Harris (Hutchinson £14.99): Nazi thriller.
  3. **ENGLISH MUSIC** by Peter Ackroyd (Hamish Hamilton £14.99): Cultural burden.
  4. **JEWELS** by Danielle Steel (Bantam £14.99): Gem saga.
  5. **JOURNEYMAN TAILOR** by Gerald Seymour (Harvill £14.99): Covert operations in Northern Ireland.
- Dark Horse — A CAT'S LIFE** by Yves Navarre (Quartet £12.95): Through feline eyes.

#### NON FICTION:

1. **DIANA: Her True Story** by Andrew Morton (Michael O'Mara £14.99): Angst.
  2. **WILD SWANS** by Jung Chang (HarperCollins £17.50): Moving.
  3. **OUR TREACHEROUS HEARTS: Why Women Let Men Get Their Way** by Rosalind Coward (Faber £14.99): Polemic.
  4. **A BRIEF HISTORY OF TIME** by Stephen Hawking (Bantam £14.99): Universe.
  5. **HAUNTS OF THE BLACK MASSEUR: The Swimmer as Hero** by Charles Sprawson (Cape £15.99): Marine companion.
- Dark Horse — THE LAST WILD YEARS** by Mike Tomkies (Cape £13.99): Rural decline.

● Information supplied by: Books Etc, EC3; Bookshop on Islington Green, N1; Claude Gill, W1; Crouch End Bookshop, N8; Dillons, W1; Fountain Bookshop, W4; Hatchards, W1; John Menzies, EC2; Kilburn Bookshop, NW6; Owl Bookshop, NW5; Stoke Newington Bookshop, N16.



# BURGLLED, BESEIGED,

*The whole saga of how publisher Michael O'Mara rocked the monarchy with *Diana: Her True Story* will be told only after his death.*

*He is wisely keeping a diary which he will leave to his son.*

*Meanwhile he heightens the press frenzy by refusing to speak to any reporters. Until now. He breaks his silence to talk to Patricia Miller, *Bestseller's* Associate Editor and an old friend of Britain's most sought-after small publisher.*

line for her.

Jimmy picked up the phone, resumed his conversation, talking in a low, fast tone, bringing the call to his wife to an end. 'Nicky just came in, Jo honey. I gotta go. Duty calls.' After listening a moment or two longer, he finally said an affectionate goodbye to her and broke the connection. Turning to Nicky, he remarked, 'This is the best damned phone system. Got to hand it to the Chinese, they certainly installed the most up-to-date equipment. Joanna sounded as if she was in the next room, instead of on Eighty-Third and Park, and she'

'It's French,' Nicky interrupted. 'The phone system, I mean.'

'Yep, I guess I knew that. Jo sends her love.'

Nicky smiled at him. 'How is she?'

'Sounds fine. But she's watching the news on television, listening to the same news on the radio and worrying about the four of us. She seems to be handling it well, though, as she usually does.' His brow furrowed. 'But hey, kiddo, you're supposed to be grabbing a few hours' shut-eye, not hovering around here obviously anxious to start planning tonight's newscast.'

'I know, I know, but I couldn't sleep. I have a premonition something . . . no, everything, is going to blow tonight. My gut instinct tells me there's going to be a crackdown. Probably around midnight, or thereabouts.'

Catching the tension in her voice, noting her worried expression and the seriousness of her words, Jimmy looked at her alertly. After five and a half years of working with her in the trouble spots of the world, he trusted her intuition implicitly. Her judgement had rarely been flawed.

'If you say so, Nick, and you know I'm with you all the way. But look, I gotta tell you this, it is pretty quiet out there. At least it was twenty minutes ago.'

Nicky focused her eyes on him, the look in them quizzical. 'Nothing's happening in the square?'

'Not really. The kids in the tent encampment were starting to come out of their tents, mingling with each other and chatting, sort of sharing experiences, I suppose, as they appear to do every night.' For a moment he was thoughtful, before he went on, 'To tell you the truth, I was reminded of Woodstock tonight, without the drugs, of course. Or, if you prefer, one of those summer street festivals we have in New York. Everything was very relaxed, friendly, easygoing I'd say.'

'It won't be for much longer,' Nicky

announced with quiet vehemence, and sat down heavily in a chair. 'I've been doing a lot of thinking, analysing, and I believe that Deng Xiaoping is at the end of his tether. He's been provoked and frustrated by the students for some time, and I'm sure he's about to make his move. It'll be a bungled move, just as he and the government have bungled the whole Tiananmen Square affair ever since it began. He'll have no compunction, you know. He'll order the troops to move on the students.' She sighed, finishing in a low, saddened voice, 'There's going to be a bloodbath, Jimmy.'

He stared at her. 'Not that, Nick, surely not! Deng wouldn't go so far. He wouldn't dare. He'd hardly risk condemnation from the world and its leaders.'

She shook her head. 'You're wrong,

*She was tense, expectant, and she knew the reason why. Her intelligence, judgement and instinct, combined with her experience as a war correspondent, were all telling her the same thing. It was going to happen tonight.*

James. He'll do it all right. And I'll tell you something else, I don't think Deng gives a damn about the rest of the world, its leaders, or what they think of him.'

The magnitude of her words struck him forcibly, and Jimmy exclaimed, 'Oh God! Those kids are so young, so idealistic!' His voice rose as he rushed on, 'And they're so peaceful. All they want is to be listened to . . . they just want to be heard.'

'That's never going to happen,' Nicky replied. 'You know as well as I do what the students call Deng and his cohorts . . . the Gang of the Old, and they're absolutely right. Deng is eighty-five and far, far too old to understand the way it is today. He's completely out of touch with this generation, all he's interested in is clinging to power. We know the students are not making unreasonable demands, and anyway, wanting freedom and democracy is a pretty normal thing, wouldn't you say?'

Jimmy nodded. He took a deep breath. 'Okay, so what do you want to do, Nick?'

'I want to be out there, right in the middle of it when it happens. That's why we're here, isn't it? To report the news, to bring the news to the people, to tell the outside world the way it is in China on this Friday night, the second day of June, in the year 1989.'

'We've still got one big problem, honey, we can't film out there,' Jimmy reminded her. 'The minute we appear, the police will smash the cameras and the sound equipment. Whats more, we could get hauled in for questioning, like some of the other foreign correspondents have been. We could be detained, flung into jail -'

Jimmy broke off, glancing at the door as it opened to admit Arch.

Nicky's producer did not seem surprised to see her as he entered the room. 'And why might we be flung into jail?' he asked, focusing his attention on the cameraman.

'If we try to film in the square,' Jimmy answered.

'Only too true. Nothing's changed since yesterday,' Arch Leverson declared, and came to a stand still next to Nicky. He put a hand on her shoulder, squeezed it, gave her a warm smile, which she returned.

Always elegantly attired wherever he was, Arch was tall and thin, had a saturnine face, prematurely silver hair, and light-grey eyes behind steel-rimmed glasses. Forty-one years old and a veteran of the television news business, he had been lured away from another network by ATN three years ago. Quite aside from the hike in salary they offered, the most exciting inducement they dangled in front of him was Nicky Wells. The man who had produced her shows for several years had retired, and the job was open. There wasn't a producer in the television news business who didn't want to take over her newscasts, not to mention the documentaries she was famous for, and for which she had won several Emmys. His agent had negotiated a good contract for him and he had changed networks, had never once regretted doing so. He and Nicky had hit it off immediately; she was a real professional who had his utmost respect, not to mention his affection. Nicky looked up at Arch, and said, 'There's going to be a crackdown . . . most probably tonight.'

Arch returned her quiet gaze with one equally steady, but he did not immediately respond. After a moment, he said slowly, 'You're not often wrong, Nicky, and I'm inclined to agree with you, military intervention is inevitable.'



**W**e met on a cyclonically busy day at Michael O'Mara Books. Before we could get away to lunch, Mike took two phone calls from Andrew Morton, refused to take half a dozen calls from other journalists, and watched Andrew Neil (the editor of *The Sunday Times* who paid £250,000 to serialize the Princess Di book) delivering on television the press statement they'd released that morning from one of Morton's sources: "Diana's friend says it's all true."

As we left his assistant called: "Be sure to come back early. You've got to sue those Germans." She didn't need to remind him to lock the cabinet where the precious copies of THAT BOOK are kept.

*Diana* is sure to surpass Mike's previous best seller, Sir Alastair Burnet's *In Person: The Prince and Princess of Wales*. The Burnet book sold 400,000 in hardback. But there was a crucial difference between that book and *Diana*. The palace had editorial control over *In Person*.

"My life has been totally dominated by one book for nearly a year," Mike says. "The rest of the people in the office had to do the rest of the list. I said to the author, 'I'm on the job.'"

one another's throats to scoop them. I told Mike about the time a tabloid editor phoned me trying to find out if I knew where the Diana book was being printed. "You sound like a man who has a team of commandos at the ready," I said as a joke. "I have," he answered solemnly.

To foil the commandos Mike printed the English edition in Finland, and the American text in Harrisburg, Virginia, a location he chose for its obscurity. The colour photographs were processed at a separate plant in Willard, Ohio.

Then copies of the book entered this country, and were locked up under heavy guard at a location so secret that at one point O'Mara demanded that not even he be told where.

"And now that I see what has happened I know I was right to be paranoid," he says. "One tabloid was given an unlimited budget to get a copy of the book before publication. Richard Clay, my usual printers, said a man told them he'd been given a wad of cash and told to get a copy. My typesetter Florencetype said an American paper told them it might be worth their while to let them see something..."

"Copies of the *Sunday Times* magazine were stolen before publication by a rival Sunday paper.

phoned to say papers have called them trying to find out something damaging about me.

"I'm suing two British papers, a French and a German one for infringement of copyright.

"Of course we had to deal with the libel laws. We had to rephrase things, not take things out. We tried to avoid worrying people on the edge of it.

"Tesco cancelled their order for the book but it's their loss because Asda took the Tesco copies the day after the cancellation row broke in the papers.

"And Harrods have banned the book."

Mike is aware that many will react to publication of *Diana: The True Story* by saying everything is fine with the royal family, let them get on with it. He warns: "It was precisely that kind of thinking that made Diana's friends unload.

"There is a serious problem in the royal family which affects the succession to the throne, and the problem is the marriage of the Prince and Princess of Wales. Is this satisfactory? I don't think so.

"Neither Andrew nor I is anti royal. We've both done well publishing books about the royal family. It's ridiculous to suggest that we would want to destroy them."

# THREATENED...

## *The perils of publishing Diana: Her True Story*

"With a book like this an author really needs support. It's very lonely and very scary. He needs not just an editor. He needs a friend. He had to work in complete isolation. He had to stay away from his old pals in Fleet Street and keep completely silent about what he was doing. He had information that was like a time bomb. He had it for a year."

The greatest pressure O'Mara and Morton faced was in keeping those secrets, with the world's press cutting

"And there's a court case coming up over allegations that someone stole pictures from the duplication house and offered them to *News of the World*. That would be stupid because *News of the World* is a Murdoch paper, like *The Sunday Times*.

"I've been doorstepped at home and at the office. Twice we called the police to have the pack cleared out of the courtyard. It's private.

"Four or five of my friends have

When did Mike and Andrew Morton begin working together?

"I hired Andrew in 1986 to research *The ITN Book Of The Royal Wedding* and found him very, very good at getting what you ask for. He would come back with chapter and verse. He's intelligent and does his work. He tries to be honest and get at the truth. This is very unusual in royal reporters.

"I commissioned him to write *Inside Kensington Palace*, over which he



fell out with the *Daily Star*. I told him: You'll have to decide either to stay on in Fleet Street or to leave and write a book a year for me. If you write for me, you'll do rather well and become a better writer."

A considerable understatement.

"About a year ago he was between books and we were discussing what to do next. He made his first contact among Diana's friends and that contact intimated that other close friends and relations might be willing to give frank interviews. That was around the time of their tenth anniversary. It's clear that all the unctuous gunk being published at that time made her pals sick, because the reality was so different.

"The first person had so much amazing stuff I couldn't believe it. But I heard the tapes. My reaction was we've

poor people," Mike remembers. He grew up in Philadelphia, where his late father worked as a brakeman until he fell off a train and broke his back. In the caring tradition of American labour, he got the sack. Mike's mother, Anna, with five children to bring up, got him a job loading trucks in a brewery a year later. Despite a broken back, he spent the rest of his working life doing manual labour.

Mike at six and his brother at eight went to work to help out.

Michael O'Mara senior was Irish and Anna O'Mara German, but their son identifies so heavily with the Irish side of his family that over all these years I'd assumed that she was Irish too.

Mike led a gang from the age of six. "This was not for messing around. You had to be in a gang to survive even at that age," he recalls. "But I would

He worked his way up through British publishing, finally becoming deputy chairman to Lord Weidenfeld at Weidenfeld & Nicolson. Then he gave it all up.

"I started my own company, working in my bedroom on an IBM typewriter. I hardly got dressed for lunch. I found out that I had all the time in the world. The time you used to spend running a company, all of the rubbish of business, isn't there. There's nothing to do but think of bestsellers."

He started with no bankers or shareholders, indeed with no money. He got his distributors to pay advances to authors in return for selling his books. He expected to make about £200,000 in the first year but ended up turning over £1.5 million on the strength of two bestsellers, starting with a book about the Queen Mum.

He says he wasn't very interested in the royals until Diana turned up. "From there on it's been a love story," he admits.

"I've published more pictures of her than anyone in the world. You can make something beautiful with her pictures. I go through the trannies saying the hair's not right in this one and here she's too nosy. I'm like Sam Goldwyn with a movie star. I want to show her at her best the whole time."


Lucie O'Mara, aged three, sums it up when she watches television: "Look, Daddy. There's your lovely princess," she says.

Mike has married three times. In 1985 he married Lesley Prost, now MD of MOM Books. They live in Stockwell with their son, J.J., their daughter, Lucie, and Nicola, Mike's daughter from his first marriage, who is waiting to enter graduate film school.

These days he has given up playing third base for the London Warriors baseball team, unconvincingly claiming old age at 47. However he follows baseball and American football avidly on satellite television.

What will he and the other key players do next after the unprecedented bombshell of *Diana: The True Story*? For Mike: "What will I do with the money? What I always do. Put it back into the company."

Andrew Morton? "What Andrew writes next will be governed by what happens next. It will be a follow on but we're waiting to see."

And, crucially, the Princess of Wales? "I genuinely feel the book will change her life for the better . . . time will tell. She'll take anything, anything that's different. I'm sure of that." 

**"Neither Andrew nor I is anti royal. It's ridiculous to suggest that we would want to destroy them."**

got to get a lot of other people to verify the story. We can't go out there telling this story without getting big league credibility.

"I insisted that it be backed up. Thank god I did that. We played it totally straight. Showed it to everybody. You can't go around saying the Princess of Wales tried to commit suicide without being able to prove your sources.

"I knew her father from when I worked at Weidenfeld & Nicolson, where we published *The Spencers of Althorp*. I was aware that he was a good snapper so I phoned him and said 'You take a good snap. I shouldn't be surprised if you've taken some snaps of your gorgeous daughter.' I told him they were going into a favourable biography. It wasn't going to pull any punches but it would be favourable to her. As my mother once told me 'It never hurts to ask'. In return we've paid an advance to the charity Turning Point and will give some more."

A snobbish journalist to whom Mike wouldn't speak called me despairingly the other day. He somehow couldn't believe that an American working class boy had turned into London's currently most successful publisher.

Despite his unpleasant assumption that it must be impossible, Mike's has been a surprising journey.

"We were poor compared to the

have faced up to all the gangs in school rather than the nuns. The one I had in the fourth grade used to hit us with a big stick. She'd say: 'You're a brazen article Michael O'Mara. I'll hammer the lights out of you'."

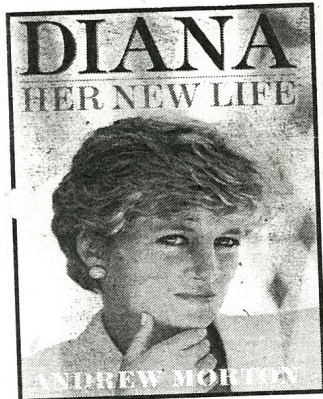
A point of view the Queen might understand.

Mike was thrown out of Catholic school at 11 following a dispute about writing 500 punishment lines which kept doubling when he refused.

"We got to about 15,000 when the mother superior got in touch with my mother. My mother loves her son better than anything. Certainly better than a gang of nuns. She tried to compromise at 1000 but it didn't work so I went to public schools."

He never liked school and made low grades, then passed the college entrance exams with higher marks than anyone else. But he did like reading Scott Fitzgerald, James Joyce, John Cheever and Flann O'Brian, who he now says is the funniest writer ever to have pushed a pen in England and Ireland.

He was drafted and chose to train as a medic in Scotland, then returned to Temple University where he read politics and history. He failed to get into American publishing so came back to Scotland. There he joined Collins as a junior editor.



Revelations . . . new Morton book

THE SUN

19 OCTOBER 1994

# SUN NABS £30,000 BOOK THIEF

EXCLUSIVE by  
IAN HEPBURN

A PUBLISHER'S wife nosed as a Sun reporter yesterday to trap a crook selling extracts from Andrew Morton's sensational new Di book.

Brave Lesley O'Mara, 39, sprang a "sting" in a Paris hotel after the man demanded £30,000.

Many of Morton's secrets had already been revealed by his employers, down-market magazine Voici, in a special edition.

The snare was set up after a man calling himself Luis rang The Sun on Saturday.

He offered us a 176-page French manuscript of Diana: Her New Life, due to be published on

November 8. A meeting took place at the four-star Concorde La Fayette on Sunday.

A genuine girl Sun reporter then stalled for a further meeting at 10am yesterday.

This time her place was taken by mum-of-two Lesley, whose husband Michael is boss of the book's publishers.

French detectives posing as guests were watching as Lesley was approached by the man. She opened a case to show £30,000, and he revealed the manuscript.

As Lesley gave a signal police pounced and bundled Luis off. Last night he was awaiting trial for theft.

Mr O'Mara said: "I am so proud of Lesley. She pulled off a great coup and the guy was caught, red-handed."

"He claimed it was sent to him anonymously but I don't believe that."

"A French manuscript of the book was stolen some time ago."

A spokeswoman for Voici said: "It is all rather embarrassing."



Morton: 'Bonfire'

## The sequel to scandal

PRINCESS Diana says her royal role makes her 'the biggest prostitute in the world', according to Voici's version of the new Andrew Morton book.

She refers to herself as the 'Prisoner of Wales'; he is said to reveal in the sequel to his scandalous

first book. The Princess reportedly built a bonfire with Charles at Highgrove on which they piled all the wedding presents neither wanted.

After the separation in 1992, she threw out the marital bed.

The competition to win the affection of their sons, says the magazine, reached

absurd proportions with the boys ricocheting from one treat to another.

Morton's publisher Michael O'Mara said that some of the magazine's claims were right but added: "There are also substantial distortions and falsehoods, especially on the question of divorce and the legal settlement."

DAILY MAIL

19 OCTOBER 1994



*The Directors of Michael O'Mara Books  
invite you to celebrate their*

***10th Anniversary***

*with a party on 2nd March, 1995*

*at*

*The Ivy, St. Martin's Lane,  
London WC2*

*6.00 pm - 8.00 pm  
Drinks & Canapés*

*RSVP: Lucy Paine  
0171-720 8643*





Royal nemesis: Michael O'Mara says the Duchess of York, subject of his latest book, 'is just a dim girl who happened to marry someone in the Royal Family'

Photograph by JOHN LAWRENCE

# The pen is mightier than the axe

Michael O'Mara, publisher of controversial books about royalty, tells **Milly Jenkins** the monarchy has had its day

"I CERTAINLY couldn't be called a monarchist. That would raise some really loud guffaws," admits Michael O'Mara. He is the publisher who last week forced the Duchess of York into a humiliating climb-down in her legal battle to get a permanent injunction against Dr Allan Starkie's book, *Fergie: Her Secret Life*.

Born in the US, he has lived in Britain for 25 years, but says he cannot get used to British deference to royalty. "Fergie is just a dim girl who happened to marry someone in the Royal Family," he says. And of the High Court judge who originally put a temporary injunction on the book, he recalls: "He was speaking in hushed tones, saying he was very worried what the Queen might think of all this. I sat there thinking, 'Blimey! Where are we here?'"

O'Mara is an old hand at ruffling the Royals. He was the man behind Andrew Morton's *Diana: Her True Story* which in 1992 blew the whistle on Charles and Diana's marriage, hastening the announcement that they were to separate.

The book was the stuff of publishers' dreams. In its first year, 4.5 million copies were sold

world-wide, with translations in 23 languages. In O'Mara's office in Clapham, south London, the shelves are lined with different editions. Morton and O'Mara made millions from it.

O'Mara, 52, says the secret of his success has been to do royal biographies seriously, with rigorous research and no idle speculation or tittle-tattle. "I think I've tried to set a new standard in royal publishing," he says. "Royal biographies have to be more like political biographies when you are trying to give an honest picture of someone's political career."

"I get approached by dozens of people who have the inside story on something or other. But generally speaking they are of the Madame Vasso type and I don't think it's proper to publish that kind of material."

The Diana book radically changed the style and content of royal bestsellers. O'Mara thinks readers are no longer satisfied by books based on what "a Palace source says" or "I understand from a close friend".

The book also had a profound effect on the way the tabloid press reported the Royals. "It totally altered the landscape," says Andrew Morton. "The days



At odds: the Duchess of York and author Allan Starkie

when a tabloid editor would say to his royal reporter 'I want a royal splash for Monday and I don't care if it's true' are gone. The *Sun* was commended recently for the accuracy of its royal stories. In a curious way the whole mythology of monarchy has broken down and people do want the truth."

The idea that O'Mara has set a new standard in books about the Royals might astonish the Queen. But there was a time when he was the Palace's favourite publisher. When he set up Michael O'Mara Books in 1985,

his first project was a tie-in with ITN celebrating the Queen Mother's 85th birthday. The book was an instant best-seller. Later, Prince Charles asked him to do another, based on a TV interview with him and Diana. Again it topped the best-seller list for weeks.

Glossy photo books on Diana became O'Mara's bread and butter. "I did books on how gorgeous she is, what pretty frocks she wears, hasn't she got a nice hairdo. That kind of thing." He even did a complimentary one on Fergie called *Duchess*. "Good

old-fashioned royal books," he calls them now. But Morton's *Diana* killed off the lucrative market in deferential royal glossies. "I guess I kind of spiked my own pitch," he laughs. "Those books are dead. The industry has disappeared."

Royal publishing has instead become a cut-throat industry. Before Morton's book came out, the world's press were desperate to get their hands on it. O'Mara's office was broken into and journalists camped outside his Dulwich home. Fearful of leaks, he had the book printed in a remote part of Finland. The size of his operation helps with secrecy. There are only 20 full-time staff, including his wife, Lesley, who is head of sales. The *Fergie* book, now due out on 4 November, is still on disk, being edited in a secret location.

But books on royals are no longer his mainstay. He is publishing about 70 titles this year and the Starkie book is the only one in that category. While his scoops may be the envy of the publishing world, he says he's not interested in doing more royal splashes.

Even though he has emerged the victor in the battle to get Dr Starkie's book published, it has

left him cynical about British law: "I'm a pretty strong freedom-of-speech man. I think the power of injunction which exists in this country is an outrage. And there's no chance of getting proper freedom-of-speech laws here because people are lined up in a row to prevent it: MPs, the judiciary, the Royal Family, the establishment in general. It's there to protect the elite, the super-wealthy."

"You know Fergie has had four other, successful injunctions out this year. She is becoming the Robert Maxwell of the Nineties. But she was fighting people who don't happen to have a few hundred thousand pounds. I do, and that's the difference."

Andrew Morton thinks O'Mara is one of a "long line of Americans, from Wallis Simpson to John Bryan, who's helped to inadvertently or otherwise bring down the House of Windsor".

But O'Mara scoffs at the idea that he is "the man who blew the lid off the monarchy": "For heaven's sake!" he says. "If ever there was a case of self-demolition, it's the House of Windsor. They are such an anachronism, 100 years past their sell-by date."

# Small publishers raise their profile

**Giles Elliott, charts manager at The Bookseller, looks back on small companies' sales in 2003**

**T**he 2004 Butler & Tanner Book of the Year Nibbie awarded to Profile for Lynne Truss' *Eats, Shoots & Leaves* capped what was in many ways a memorable year for small publishers.

Profile sold 361,935 copies of *Eats, Shoots & Leaves* in 2003 and gained a rare spot for independent publishers on the bestseller lists. Coming in the same year as Canongate's paperback edition of Yann Martel's Man Booker Prize-winning *Life of Pi*—547,727 copies sold in 2003—it proved that small publishers could compete with the big players at the top end of the market.

A side-effect of the success of both books is that Profile and Canongate are small publishers no more. Both saw their total sales through Nielsen BookScan's General Retail Market in 2003 rocket past £3m—our cut-off point for "small" publishers on the bestseller lists on the following pages. With more publishers such as Contender also breaking this barrier, and others swallowed up by larger companies last year, the ranks of the small independents have dwindled a little. But in their absence, other companies made their mark in 2003.

## Growth in the market

The bestseller lists are based on sales through BookScan's Total Consumer Market for the 52 weeks ending 27th December 2003. They show small publishers enjoying strong sales across all genres in what was a good year for

struck lucky with Sandra Gregory's *Forget You Had a Daughter*, which was taken on by the chains after wide media coverage, while Mainstream cashed in on the film adaptation of Stan Redding's *Catch Me If You Can*.

## Spotting trends

In a year notable not just for *Eats, Shoots & Leaves* but also the continued success of Ben Schott's miscellanies for Bloomsbury, small publishers proved adept in spotting market trends, and their language and humour titles sold particularly well. **Michael O'Mara was a particular beneficiary here, with 16 titles among the year's top 5,000 selling books.**

Another niche genre to be capitalised on was critiques of US foreign policy in the wake of the war in Iraq. With the leader of this field, Michael Moore, only outsold by Robert Atkins in 2003's non-fiction charts, small publishers from Atlantic to Zed took a smaller slice of the pie, with John Pilger's *The New Rulers of the World* (Verso) blazing the trail.

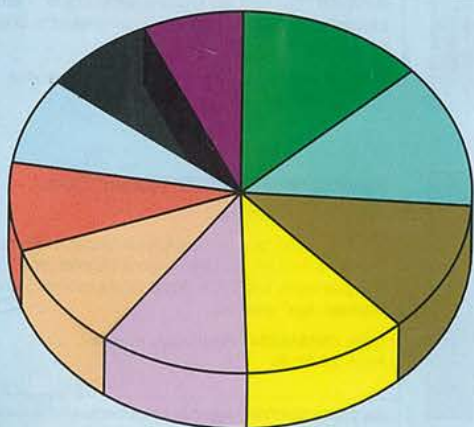
Other areas that continue to prove successful for small publishers include sport, where the spread of publishers is evident again with only Milo Books managing to get two titles in the top 10 books of 2003 from small companies. Football was the leading sport, although Mainstream did join the party to celebrate England's victory in the rugby union World Cup, with *Sweet Chariot* selling more than 20,000 copies in just a month.

## TOP 10 SMALL PUBLISHERS NON-FICTION

Nielsen  
BookScan

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Total
1	<i>The Match Annual</i>	-	Hayden	1903635136	Sep 03	£6.99	£5.08	103,581
2	<i>The Guv'nor</i>	McLean and Gerrard	John Blake	1857825705	Jan 03	£7.99	£7.74	70,498
3	<i>Forget You Had a Daughter</i>	Gregory and Tierney	Vision	1904132278	Jun 03	£6.99	£6.80	61,011
4	<i>Catch Me If You Can</i>	Redding, Stan	Mainstream	1840187166	Jan 03	£7.99	£7.37	51,994
5	<i>Shite's Unoriginal Miscellany</i>	-	Michael O'Mara	1843170647	Sep 03	£9.99	£9.36	44,323
6	<i>The Little Book of Essential . . .</i>	Burgess, Emma	Summersdale	1840242396	May 02	£2.50	£2.50	42,111
7	<i>Rhyming Cockney Slang</i>	-	Abson	0902920049	Nov 71	£1.99	£1.99	37,282
8	<i>The New Rulers of the World</i>	Pilger, John	Verso	185984412X	Feb 03	£8.00	£7.32	33,103
9	<i>Why Do People Hate America?</i>	Sardar and Davies	Icon	184046383X	Jul 02	£7.99	£7.38	32,971
10	<i>Men and Sheds</i>	Thorburn, Gordon	New Holland	1843303299	Oct 02	£6.99	£5.95	31,167

## Top 10 small publishers by value



Constable & Robinson (3) <sup>†</sup>	Phaidon (8)
John Blake (4)	New Holland (7)
Foulsham (1)	Kogan Page (9)
Haynes Sutton (6)	Michael O'Mara (2)
Mainstream (5)	Quadrille (10)

<sup>†</sup> by volume position. Source: Nielsen BookScan Total Consumer Market (52 weeks ending 27th December 2003)

## SEPTEMBER PREVIEW

### HARDBACK NON-FICTION

- |   |                                    |        |
|---|------------------------------------|--------|
| <b>1 Himalaya</b>                           | Michael Palin (Weidenfeld)         | £20    |
| <b>2 Eats, Shoots &amp; Leaves</b>          | Lynne Truss (Profile)              | £9.99  |
| <b>3 What You Wear Can Change Your...</b>   | Woodall & Constantine (Weidenfeld) | £20    |
| <b>4 Feel: Robbie Williams</b>              | Williams & Heath (Ebury)           | £18.99 |
| <b>5 Guinness World Records</b>             | (Guinness)                         | £18    |
| <b>6 Winning! the Story of England's...</b> | Clive Woodward (Hodder)            | £20    |
| <b>7 Eats, Shites and Leaves</b>            | Antal Parody (M O'Mara Books)      | £9.99  |
| <b>8 The Two of Us</b>                      | Sheila Hancock (Bloomsbury)        | £17.99 |
| <b>9 So Me</b>                              | Graham Norton (Hodder)             | £18.99 |
| <b>10 Of Mice and Men: Study Guide</b>      | (Longman)                          | £6.75  |

THE INDEPENDENT FRIDAY  
8TH OCTOBER 2004.

# BESTSELLERS

Copyright Nelson Bookson. These lists do not include children's books, manuals or cookery books.

## Original fiction

- 1 **Nothing to Lose**, Lee Child (Bantam Press, £17.99), 15,379.
- 2 **A Thousand Splendid Suns**, Khaled Hosseini (Bloomsbury, £11.99), 15,130.
- 3 **The Navigator**, Clive Cussler (Michael Joseph, £18.99), 5,642.
- 4 **The Miracle at Speedy Motors**, Alexander McCall Smith (Little, Brown, £4.99), 4,440.
- 5 **A Prisoner of Birth**, Jeffrey Archer (Macmillan, £18.99), 4,037.
- 6 **Thanks for the Memories**, Cecelia Ahern (HarperCollins, £12.99), 3,279.
- 7 **Remember Me?**, Sophie Kinsella (Bantam Press, £17.99), 2,878.
- 8 **Centurion**, Simon Scarrow (Headline, £12.99), 2,859.
- 9 **The Appeal**, John Grisham (Century, £18.99), 2,758.
- 10 **Exit Music**, Ian Rankin (Orion, £10.99), 2,586.

## Original non-fiction

- 1 **Jordan: Pushed to the Limit**, Katie Price (Century, £18.99), 4,863.
- 2 **The Girls' Book of Glamour**, Sally Jeffrie (Buster Books, £7.99), 2,556.
- 3 **The Secret**, Rhonda Byrne (Simon & Schuster, £12), 2,410.
- 4 **Guinness World Records 2008** (Guinness World Records, £15), 2,401.
- 5 **Around the World in 80 Gardens**, Monty Don (Weidenfeld & Nicolson, £20), 1,495.
- 6 **Home: A Memoir**, Julie Andrews (Weidenfeld & Nicolson, £18.99), 1,452.
- 7 **The Boys' Book of Survival**, Guy Campbell (Buster Books, £7.99), 1,174.
- 8 **Don'ts for Wives**, Blanche Ebbutt (A & C Black, £2.99), 1,086.
- 9 **Destroyed**, Jayne Sterne (Headline Review, £12.99), 1,040.
- 10 **Anything Goes**, John & Carole E. Barrowman (Michael O'Mara, £18.99), 1,022.

## Paperback fiction

- 1 **An Absolute Scandal**, Penny Vincenzi (Headline Review, £7.99), 40,632.
- 2 **Skin Privilege**, Karin Slaughter (Arrow, £6.99), 29,002.
- 3 **Engleby**, Sebastian Faulks (Vintage, £7.99), 23,398.
- 4 **Bad Luck and Trouble**, Lee Child (Bantam, £6.99), 20,341.
- 5 **Two Caravans**, Marina Lewycka (Penguin, £7.99), 13,511.
- 6 **Dark Watch**, Clive Cussler & Jack B. Du Bru (Penguin, 6.99), £12,964.
- 7 **Beneath the Bleeding**, Val McDermid (Harper, £7.99), 11,410.
- 8 **The Secret Life of a Stummy Mummy**, Fiona Neill (Arrow, £6.99), 11,271.
- 9 **The Other Boleyn Girl**, Philippa Gregory (Harper, £7.99), 10,716.
- 10 **Going Dutch**, Katie Fforde (Arrow, £6.99), 10,146.

## Paperback non-fiction

- 1 **Call the Midwife**, Jennifer Worth (Phoenix, £6.99), 11,133.
- 2 **Bomber Boys**, Patrick Bishop (HarperPerennial, £7.99), 8,556.
- 3 **Hidden**, Cathy Glass (Harper Element, £6.99), 8,397.
- 4 **Blood River**, Tim Butcher (Vintage, £7.99), 6,462.
- 5 **Tell Me Why, Mummy**, David Thomas (Harper Element, £6.99), 6,278.
- 6 **Deliver Me from Evil**, Alloma Gilbert (Pan, £6.99), 6,044.
- 7 **The Innocent Man**, John Grisham (Arrow, £7.99), 5,411.
- 8 **Jacky Daydream**, Jacqueline Wilson (Corgi, £5.99), 5,348.
- 9 **Not without My Sister**, Kristina & Celeste Jones (Harper Element, £6.99), 4,865.
- 10 **Pies and Prejudice**, Stuart Maconie (Ebury Press, £6.99), 4,697.

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## THE OBSERVER BESTSELLERS LIST

Week ending 8 March

FICTION HARDBACKS		Last week Weeks on list	NON-FICTION HARDBACKS		Last week Weeks
1	<b>A PRISONER OF BIRTH</b> Jeffrey Archer (Macmillan £18.99) 7,009 (7,143)	-	1	<b>JORDAN: PUSHED TO THE LIMIT</b> Katie Price (Century £18.99) 11,791 (135,544)	✓
2	<b>REMEMBER ME</b> Sophie Kinsella (Bantam £17.99) 6,223 (65,835)	1	5	<b>ANYTHING GOES</b> John and Carole Barrowman (Michael O'Mara £18.99) 2,041 (23,024)	✓
3	<b>THE MIRACLE AT SPEEDY MOTORS</b> Alexander McCall Smith (Little, Brown £14.99) 5,965 (8,407)	13	1	<b>LIFE IN COLD BLOOD</b> Sir David Attenborough (BBC £20) 1,975 (23,328)	10 3
4	<b>CENTURION</b> Simon Scarrow (Headline £12.99) 5,451 (5,451)	-	1	<b>AROUND THE WORLD IN 80 GARDENS</b> Monty Don (Weidenfeld £20) 1,868 (14,779)	9 6
5	<b>HONOUR THYSELF</b> Danielle Steel (Bantam £17.99) 4,890 (26,741)	2	3	<b>BECOMING HOLYFIELD</b> Evander Holyfield (Simon & Schuster £16.99) 1,848 (1,848)	- 1
6	<b>THE APPEAL</b> John Grisham (Century £18.99) 3,851 (49,723)	4	6	<b>BROKEN</b> Shy Keenan (Hodder £12.99) 1,775 (11,455)	7 4
7	<b>WRATH OF A MAD GOD</b> Raymond E Feist (HarperVoyager £18.99) 3,338 (7,710)	17	2	<b>MY BOOKY WOOK</b> Russell Brand (Hodder £18.99) 1,390 (486,608)	12 15
8	<b>LORDS OF THE BOW</b> Conn Iggulden (HarperCollins £14.99) 2,789 (64,934)	12	10	<b>BEYOND UGLY</b> Constance Briscoe (Hodder £14.99) 1,137 (24,310)	✓
9	<b>A CURE FOR ALL DISEASES</b> Reginald Hill (HarperCollins £17.99) 2,646 (3,364)	-	1	<b>I BEFORE E (EXCEPT AFTER C)</b> Judy Parkinson (Michael O'Mara £9.99) 1,123 (127,807)	✓
10	<b>DUMA KEY</b> Stephen King (Hodder £18.99) 2,452 (43,832)	6	7	<b>DON'TS FOR HUSBANDS</b> Blanche Ebbutt (A&C Black £2.99) 1,092 (121,273)	23 23

## Children's Books - New York Times

2/12/2007

- 3 **THE ABSOLUTELY TRUE DIARY OF A PART-TIME INDIAN**, by Sherman Alexie. Illustrated by Ellen Forney. (Little, Brown, \$16.99.) A boy leaves his reservation for an all-white school. (Ages 12 and up)
- 4 **KIDS ARE AMERICANS TOO**, by Bill O'Reilly and Charles Flowers. (Morrow, \$24.95.) What rights do children have? An exploration. (Ages 12 and up)
- 5 **THE INVENTION OF HUGO CABRET**, written and illustrated by Brian Selznick. (Scholastic, \$22.99.) A novel "in words and pictures"; an orphaned thief must decipher his father's last message. (Ages 9 to 12)
- 6 **ANA'S STORY**, by Jenna Bush. Illustrated by Mia Baxter. (HarperCollins, \$18.99.) An H.I.V.-positive teenager in Latin America struggles for a better future for herself and her child. (Ages 14 and up)
- 7 **THE GIRLS' BOOK**, by Juliana Foster. Illustrated by Amanda Enright. (Scholastic, \$9.99.) A how-to book. (Ages 9 to 12)
- 8 **THE NIXIE'S SONG**, by Tony DiTerlizzi and Holly Black. (Simon & Schuster, \$10.99.) Fire-breathing giants are on the rampage in the swamps of Florida. (Ages 9 to 12)
- 9 **IT HAD TO BE YOU**, by Cecily Von Ziegesar. (Pammy, \$19.99.) The early days of Serena. Blair

CHARTS: GENRE

# PS, I Love You

Michael O'Mara sets the Valentine's standards

Philip Stone

Along with wet and windy weather, February and March are also memorable for a couple of annual events that give the public a chance to show how much a loved one means to them—Valentine's Day and Mother's Day.

Unlike the latter, and its June companion, Father's Day—both of which are increasingly considered as key periods within the bookselling calendar—Valentine's Day still exists in the shadows of other gift-giving times of year.

However, looking at sales of hardbacks with an r.r.p. of £9.99 or less in the four weeks to 9th February, several titles with a clear Valentine's influence make the chart.

Michael O'Mara—which is developing a strong niche in the gift book market—is the market leader in this period. Its nostalgic duo of Sally Jeffrie's *The Girls' Book of Glamour*: A

*Guide to Being a Goddess* and Guy Campbell's *The Boys' Book of Survival: How to Survive Anything, Anywhere* chart under the Buster imprint with combined sales of 15,796.

Meanwhile, Blanche Ebbutt's companion etiquette guides *Don'ts for Husbands* and *Don'ts*

for Wives (both A & C Black) take third and fourth spot respectively.

Under the "Purple Ronnie" and "Edward Monkton" monikers, Giles Andreae appears four times across the chart. Purple Ronnie makes three appearances with his *Little Poems to Say I Love You*, *Little Book of Love Poems* and *Little Guide to Doing It* (all Boxtree).



(NOT) FREE LOVE

Meanwhile, *Love* (HarperCollins) offered people an opportunity to tell their partners that they were as beautiful as a potato, or mean as much to them as a biscuit, such is the twisted philosophy of Edward Monkton.

But Kate Gribble's *The Lovers' Book* (Michael O'Mara) was perhaps the most obvious gift choice over the period.

## TOP 20 NON-FICTION HBS AT £9.99 OR LESS (FOUR WEEKS TO 9TH FEB 2008)

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	<i>The Girls' Book of Glamour</i>	Jeffrie, Sally	Buster	9781906082130	Dec 07	£7.99	£5.49	10,894
2	<i>I Before E (Except After C)</i>	Parkinson, Judy	Michael O'Mara	9781843172499	Aug 07	£9.99	£9.08	8,999
3	<i>Don'ts for Husbands</i>	Ebbutt, Blanche	A & C Black	9780713687910	Jun 07	£2.99	£2.96	6,568
4	<i>Don'ts for Wives</i>	Ebbutt, Blanche	A & C Black	9780713687903	Jun 07	£2.99	£2.96	5,688
5	<i>501 Must-visit Cities</i>	-	Bounty	9780753716038	Dec 07	£9.99	£7.37	5,503
6	<i>Maw Broom's Cookbook</i>	-	Waverley	9781902407456	Oct 07	£9.95	£9.72	4,995
7	<i>The Boys' Book of Survival</i>	Campbell, Guy	Buster	9781906082123	Dec 07	£7.99	£5.46	4,902
8	<i>The Lovers' Book</i>	Gribble, Kate	Michael O'Mara	9781843172857	Jan 08	£9.99	£7.41	3,090
9	<i>Top 100 Baby Purees</i>	Karmel, Annabel	Ebury	9780091904999	Sep 05	£8.99	£6.59	3,008
10	<i>Purple Ronnie's Little Poems to Say ...</i>	Andreae, Giles	Boxtree	9780752272719	Jan 04	£2.99	£1.97	2,659
11	<i>Love</i>	Monkton, Edward	HarperCollins	9780007178469	Jan 05	£5.99	£4.96	2,567
12	<i>Great British Cooking</i>	-	Parragon	9781407504834	Sep 07	£7.99	£4.99	2,131
13	<i>Top Tips for Girls</i>	Reardon, Kate	Headline	9780755343140	Jan 08	£9.99	£7.64	2,046
14	<i>I Never Knew That About England</i>	Winn, Christopher	Ebury	9780091902070	Apr 05	£9.99	£9.42	2,037
15	<i>The Rules of Modern Policing: 1973 Ed</i>	-	Bantam	9780593060209	Oct 07	£9.99	£7.00	1,988
16	<i>Where's Bin Laden?: CIA Undercover Ed</i>	Waterkeyn/Lalic	New Holland	9781741106237	Sep 07	£4.99	£4.65	1,977
17	<i>501 Must-visit Destinations</i>	-	Bounty	9780753713426	Sep 06	£9.99	£8.52	1,919
18	<i>Purple Ronnie's Little Book of Love Poems</i>	Andreae, Giles	Boxtree	9780752220390	Jan 02	£2.99	£1.88	1,878
19	<i>I Never Knew That About London</i>	Winn, Christopher	Ebury	9780091918576	Oct 07	£9.99	£9.48	1,874
20	<i>Purple Ronnie's Little Guide to Doing it</i>	Andreae, Giles	Boxtree	9780752272627	Apr 01	£2.99	£1.77	1,779

# Some mothers will 'ave 'em

Purple Ronnie looks for Mother's Day dominance

The chart below falls too early to reflect the onslaught of Mother's Day titles in 2008, so a look at last year's charts may prove more useful.

Although, of course, there are no strict criteria as to what constitutes a "Mother's Day"

title, using the same rules as the Valentine's chart above (hardbacks with an r.r.p. of £9.99 or less), there were several titles with a Mother's Day link that charted last year.

Of the 20 titles below, 15 may well have found their way into

the hands of mothers on 18th March in 2007 and, once again, Michael O'Mara leads the field—and by some distance—with Alison Maloney's *The Mums' Book*.

It's four-weekly sale of 27,089 was some 20,979 copies ahead of its nearest rival, which was Giles Andreae/Purple Ronnie, yet again.



MOTHER FIGURES

Although not commanding the volume sales of Maloney or Andreae, gift book specialists Exley Publications had four titles in the chart, the most popular of which last Mother's Day was *Mum*, one of a number within Exley's catalogue

that are illustrated by Joanna Kidney.

Some titles in the chart may not be the most ideal gift for this coming Mother's Day (2nd March). Geoffrey Wheatcroft's *Yo, Blair!* (Politico's), for example, is an interesting choice for a loving parent, although it may be a safer option than Judith Holder's *The Secret Diary of a Grumpy Old Woman* (Weidenfeld).

Possibly the most important piece of information for retailers to know, however, is that all the titles in the chart on the left have a status of "available" according to Nielsen BookData, at the time of going to press.

## TOP 20 NON-FICTION HBS AT £9.99 OR LESS (FOUR WKS TO 17TH MAR 2007)

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	<i>The Mums' Book: For the Mum Who's ...</i>	Maloney, Alison	Michael O'Mara	9781843172468	Feb 07	£9.99	£6.68	27,089
2	<i>Purple Ronnie's Little Book for a Lovely ...</i>	Andreae, Giles	Boxtree	9780752225647	Feb 06	£4.99	£4.42	6,110
3	<i>501 Must-visit Destinations</i>	-	Bounty	9780753713426	Sep 06	£9.99	£7.01	5,321
4	<i>Mums: A Celebration of Motherhood</i>	-	Ebury	9780091910662	Mar 07	£9.99	£7.94	4,596
5	<i>Purple Ronnie's Little Thoughts About ...</i>	Andreae, Giles	Boxtree	9780752264851	Feb 03	£2.99	£2.12	3,931
6	<i>The Mother's Book</i>	-	Boxtree	9780752226293	Apr 07	£5.99	£4.84	3,343
7	<i>Mum</i>	Exley, Helen	Exley	9781861877628	Mar 05	£4.50	£3.20	3,226
8	<i>To a Very Special Mother</i>	Brown, Pam	Exley	9781861873606	Sep 02	£4.00	£3.03	2,710
9	<i>A Little Book for My Mother</i>	-	Exley	9781861871183	Jan 99	£3.50	£2.59	2,241
10	<i>Mum Stuff: Because Mum Knows Best</i>	Cuddeford-Jones, M	Simon & Schuster	9781847370259	Feb 07	£9.99	£7.50	2,196
11	<i>To the World's Best Mother</i>	-	Exley	9781850152965	Aug 92	£3.99	£3.01	1,909
12	<i>The Book of Senior Moments</i>	Klein, Shelley	Michael O'Mara	9781843171645	Apr 06	£9.99	£9.21	1,763
13	<i>Mothers' Wit: Humorous Quotes on ...</i>	Vale/Rattle	Prion	9781853756146	Feb 07	£9.99	£8.86	1,717
14	<i>The Secret Diary of a Grumpy Old Woman</i>	Holder, Judith	Weidenfeld	9780297851493	Oct 06	£9.99	£6.37	1,682
15	<i>Little Oxford English Dictionary</i>	-	OUP	9780198614388	Apr 06	£7.99	£6.97	1,562
16	<i>Mums</i>	Swerling/Lazar	HarperCollins	9780007424078	Mar 07	£5.99	£4.58	1,559
17	<i>Letters from Iwo Jima</i>	Kakehashi, Kumiko	Weidenfeld	9780297853329	Feb 07	£9.99	£8.77	1,501
18	<i>To Mum: (The Kindest of Ladies)</i>	-	Exley	9781850158394	May 97	£4.99	£4.01	1,436
19	<i>Yo, Blair!</i>	Wheatcroft, Geoffrey	Politico's	9781842752067	Feb 07	£9.99	£9.48	1,427
20	<i>Mini History of British Art</i>	-	Parragon	9780752576022	Mar 02	£2.99	£2.03	1,330



## PRESS REVIEW HIGHLIGHTS

Title	Author	Publisher	Newspaper	Date
The Saladin Murders	Matt Rees	Atlantic	Daily Express	15/2
The Point of Rescue	Sophie Hannah	Hodder	Daily Express	15/2
Richard Burton: Prince of Players	Michael Munn	J R Books	Daily Mail	15/2
The Meaning of Sunglasses	Hadley Freeman	Viking	Daily Mail	15/2
Dry Store Room No 1	Richard Fortey	HarperPress	Independent	15/2
The Art of Political Murder	Francisco Goldman	Atlantic	Independent	15/2
The Outcast	Sadie Jones	Chatto	Independent	15/2
My Favourite Wife	Tony Parsons	HarperCollins	Mirror	15/2
Red Cat	Peter Spiegelman	Random House	Sun	15/2
A Real Boy	Christopher & Nicola Stevens	Michael O'Mara	Sun	15/2
Mad, Bad and Sad	Lisa Appignanesi	Virago	Financial Times	16/2
Who Runs Britain?	Robert Peston	Hodder	Financial Times	16/2
Matter	Iain M Banks	Orbit	Financial Times	16/2
The Spanish Bow	Andromeda Romano-Lax	Heinemann	Financial Times	16/2
Duma Key	Stephen King	Hodder	Guardian	16/2
Miracles of Life	J G Ballard	Fourth Estate	Guardian	16/2
Ten Days in the Hills	Jane Smiley	Faber	Guardian	16/2
George Gissing: A Life	Paul Delany	Weidenfeld	Guardian	16/2
Reconciliation	Benazir Bhutto	Simon & Schuster	Guardian	16/2
Trickster Makes This World	Lewis Hyde	Canongate	Guardian	16/2
In Defence of Food	Michael Pollan	Allen Lane	Guardian	16/2
Nigh-No-Place	Jen Hadfield	Bloodaxe	Guardian	16/2
The Mozart Question	Michael Morpurgo	Walker	Guardian	16/2
Broken Soup	Jenny Valentine	HarperCollins	Guardian	16/2
Big Ideas	James Harkin	Atlantic	Daily Telegraph	16/2
The Rowing Lesson	Anne Landsman	Granta	Daily Telegraph	16/2
Serious Things	Gregory Norminton	Sceptre	Daily Telegraph	16/2
Poe: A Life Cut Short	Peter Ackroyd	Chatto	Daily Telegraph	16/2
The Wildest Province	Roderick Bailey	Cape	Times	16/2
The Craftsman	Richard Sennett	Allen Lane	Times	16/2
Foreskin's Lament	Shalom Auslander	Picador	Times	16/2
My Favourite Wife	Tony Parsons	HarperCollins	Times	16/2
Shatter	Michael Robotham	Sphere	Times	16/2
His Illegal Self	Peter Carey	Faber	Independent on Sunday	17/2
Milton	Anna Beer	Bloomsbury	Independent on Sunday	17/2
The Wolf of Wall Street	Jordan Belfort	Hodder	Mail on Sunday	17/2
Counting the Stars	Helen Dunmore	Fig Tree	Mail on Sunday	17/2
Friday Nights	Joanna Trollope	Bloomsbury	Mail on Sunday	17/2
My Favourite Wife	Tony Parsons	HarperCollins	Mail on Sunday	17/2
How Fiction Works	James Wood	Cape	Observer	17/2
The Clothes on Their Backs	Linda Grant	Virago	Observer	17/2
The Rowing Lesson	Anne Landsman	Granta	Observer	17/2
The Meaning of Sunglasses	Hadley Freeman	Viking	Observer	17/2
The Appeal	John Grisham	Century	Sunday Express	17/2
Blood and Rage	Michael Burleigh	HarperPress	Sunday Telegraph	17/2
Starbucked	Taylor Clark	Sceptre	Sunday Telegraph	17/2
My Favourite Wife	Tony Parsons	HarperCollins	Sunday Telegraph	17/2
The Second Crusade	Jonathan Phillips	Yale	Sunday Telegraph	17/2
The Indian Clerk	David Leavitt	Bloomsbury	Sunday Telegraph	17/2
Gentlemen	Klas Ostergren	Canongate	Sunday Telegraph	17/2
Reconciliation	Benazir Bhutto	Simon & Schuster	Sunday Times	17/2
Guilty Robots, Happy Dogs	David McFarland	OUP	Sunday Times	17/2
Propitious Esculent	John Reader	Robert Collins	Sunday Times	17/2
The Indian Clerk	David Leavitt	Bloomsbury	Sunday Times	17/2

## TOP 20 HARDBACK NON-FICTION

Pos	Last	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	1	Delia's How to Cheat at Cooking	Smith, Delia	Ebury	9780091922290	Feb 08	£20.00	£10.29	36,024
2	3	Jamie at Home	Oliver, Jamie	Michael Joseph	9780718152437	Sep 07	£25.00	£15.34	14,331
3	2	Jordan: Pushed to the Limit	Price, Katie	Century	9781846052392	Feb 08	£18.99	£10.90	11,791
4	8	The Secret	Byrne, Rhonda	Simon & Schuster	9781847370297	Dec 06	£12.00	£8.46	3,393
5	9	Guinness World Records: Gamer's ...	—	Guinness	9781904994206	Feb 08	£15.00	£9.20	3,380
6	6	Nigella Express	Lawson, Nigella	Chatto	9780701181840	Sep 07	£25.00	£14.74	2,933
7	18	The Girls' Book of Glamour	Jeffrie, Sally	Buster	9781906082130	Dec 07	£7.99	£6.19	2,588
8	15	My Bump and Me	Klass, Myleene	Virgin	9781905264247	Feb 08	£14.99	£10.77	2,312
9	14	The Collection	Martin, James	Mitchell Beazley	9781845333508	Jan 08	£20.00	£12.42	2,091
10	7	Anything Goes	Barrowman, John	Michael O'Mara	9781843172895	Jan 08	£18.99	£12.27	2,041
11	17	Life in Cold Blood	Attenborough, David	BBC	9780563539223	Dec 07	£20.00	£13.12	1,975
12	New	The Kitchen Gardener	Titchmarsh, Alan	BBC	9781846072017	Mar 08	£20.00	£13.54	1,895
14	16	Around the World in 80 Gardens	Don, Monty	Weidenfeld	9780297844501	Jan 08	£20.00	£13.60	1,868
13	New	Becoming Holyfield	Holyfield, Evander	Simon & Schuster	9781847371379	Mar 08	£16.99	£14.65	1,848
15	13	Broken	Keenan, Shy	Hodder	9780340937426	Feb 08	£12.99	£9.03	1,775
16	19	My Booky Wook	Brand, Russell	Hodder	9780340936153	Nov 07	£18.99	£12.55	1,390
17	Re	The Boys' Book of Survival	Campbell, Guy	Buster	9781906082123	Dec 07	£7.99	£6.19	1,239
18	20	Beyond Ugly	Briscoe, Constance	Hodder	9780340933237	Jan 08	£14.99	£10.46	1,137
19	Re	New Complete Baby and Toddler ...	Karmel, Annabel	Ebury	9780091924850	Jan 08	£14.99	£10.12	1,132
20	Re	I Before E (Except After C)	Parkinson, Judy	Michael O'Mara	9781843172499	Aug 07	£9.99	£8.72	1,123

## TOP 20 HARDBACK NON-FICTION 25th / 04 / 08

Pos	Last Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units	
1	1	Delia's How to Cheat at Cooking	Smith, Delia	Ebury	9780091922290	Feb 08	£20.00	£10.97	23,372
2	2	Jamie at Home	Oliver, Jamie	Michael Joseph	9780718152437	Sep 07	£25.00	£15.31	5,651
3	3	Jordan: Pushed to the Limit	Price, Katie	Century	9781846052392	Feb 08	£18.99	£11.10	3,694
4	5	The Secret	Byrne, Rhonda	Simon & Schuster	9781847370297	Dec 06	£12.00	£9.22	2,687
5	6	The Suspicions of Mr Whicher	Summerscale, Kate	Bloomsbury	9780747582151	Apr 08	£14.99	£11.83	2,628
6	New	An Appeal to Reason	Lawson, Nigel	Gerald Duckworth	9780715637869	Apr 08	£9.99	£8.45	2,318
7	4	Wisden Cricketers' Almanack	-	John Wisden	9781905625116	Apr 08	£40.00	£27.54	1,944
8	7	Nigella Express	Lawson, Nigella	Chatto	9780701181840	Sep 07	£25.00	£15.65	1,920
9	10	Saturday Kitchen: Best Bites	-	BBC	9781846072833	Apr 08	£14.99	£9.48	1,623
10	8	Guinness World Records: Gamer's ...	-	Guinness	9781904994206	Feb 08	£15.00	£9.00	1,476
11	9	The Girls' Book of Glamour	Jeffrie, Sally	Buster	9781906082130	Dec 07	£7.99	£6.09	1,472
12	13	The Collection	Martin, James	Mitchell Beazley	9781845333508	Jan 08	£20.00	£13.82	1,158
13	12	The Kitchen Gardener	Titchmarsh, Alan	BBC	9781846072017	Mar 08	£20.00	£13.37	1,075
14	20	New Complete Baby and Toddler ...	Karmel, Annabel	Ebury	9780091924850	Jan 08	£14.99	£10.33	1,045
15	16	Anything Goes	Barrowman, John	Michael O'Mara	9781843172895	Jan 08	£18.99	£12.70	1,025
16	19	Don'ts for Husbands	Ebbutt, Blanche	A & C Black	9780713687910	Jun 07	£2.99	£2.93	1,007
17	18	Don'ts for Wives	Ebbutt, Blanche	A & C Black	9780713687903	Jun 07	£2.99	£2.93	986
18	11	Home	Andrews, Julie	Weidenfeld	9780297643579	Mar 08	£18.99	£12.60	945
19	Re	Anfield Iron	Smith, Tommy	Bantam Press	9780593059586	Mar 08	£18.99	£12.75	897
20	14	Be the Pack Leader	Millan, Cesar	Hodder	9780340976289	Mar 08	£14.99	£10.76	851

## TOP 20 HARDBACK NON-FICTION 20th June '08

Pos	Last Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units	
1	1	Gordon Ramsay's Healthy Appetite	Ramsay, Gordon	Quadrille	9781844006366	May 08	£20.00	£10.53	10,761
2	2	Purple Ronnie's ... Smashing Grandad	Andreae, Giles	Boxtree	9780752264222	May 08	£4.99	£3.39	8,884
3	3	Purple Ronnie's ... Smashing Dad	Andreae, Giles	Boxtree	9780752225654	May 06	£4.99	£3.51	7,979
4	10	The Dads' Book	Heatley, Michael	Michael O'Mara	9781843172505	May 07	£9.99	£5.89	6,931
5	12	The Pocket Dangerous Book for Boys	Iggulden, C and H	HarperCollins	9780007254019	Jun 08	£10.00	£6.17	4,201
6	15	Top 10 for Men	Ash, Russell	Hamiyn	9780600618171	May 08	£10.00	£6.25	3,804
7	6	Jamie at Home	Oliver, Jamie	Michael Joseph	9780718152437	Sep 07	£25.00	£15.56	3,744
8	New	Westlife: Our Story	Westlife	HarperCollins	9780007288120	Jun 08	£18.99	£11.02	3,667
9	18	Top Gear's Midlife Crisis Cars	Master, Matt	BBC	9781846074974	May 08	£9.99	£6.78	3,279
10	11	Finding My Voice	Watson, Russell	Ebury	9780091922917	Jun 08	£18.99	£12.64	3,021
11	4	Sex and the City: The Movie	-	Headline	9780755318346	May 08	£20.00	£12.67	2,944
12	5	Delia's How to Cheat at Cooking	Smith, Delia	Ebury	9780091922290	Feb 08	£20.00	£11.14	2,828
13	17	The Grandads' Book	Gribble, John	Michael O'Mara	9781843173083	May 08	£9.99	£6.67	2,727
14	7	The Secret	Byrne, Rhonda	Simon & Schuster	9781847370297	Dec 06	£12.00	£9.62	2,614
15	Re	Dad Stuff	Caplin/Rose	Simon & Schuster	9780743275743	Nov 05	£9.99	£7.36	2,514
16	9	Jordan: Pushed to the Limit	Price, Katie	Century	9781846052392	Feb 08	£18.99	£11.78	2,469
17	16	Top Gear: My Dad Had One of Those	Chapman/Porter	BBC	9780563539193	May 07	£9.99	£7.96	2,319
18	20	Russia	Dimbleby, Jonathan	BBC	9780563539124	May 08	£25.00	£15.19	2,171
19	New	Ray Mears Goes Walkabout	Mears, Ray	Hodder	9780340961513	May 08	£20.00	£11.60	2,115
20	19	Forgotten Voices of the Secret War	Bailey, Roderick	Ebury	9780091918507	May 08	£19.99	£11.34	2,035

## TOP 20 HARDBACK BIOGRAPHIES/MEMOIRS (YEAR TO 2ND AUGUST) 15 / 08 / 08

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Total
1	Pushed to the Limit	Price, Katie	Century	9781846052392	Feb 08	£18.99	£10.69	214,221
2	My Booky Wook	Brand, Russell	Hodder & Stoughton	9780340936153	Nov 07	£18.99	£10.39	73,040
3	Anything Goes	Barrowman, John	Michael O'Mara	9781843172895	Jan 08	£18.99	£13.02	36,298
4	On the Edge	Hammond, Richard	Weidenfeld	9780297853275	Sep 07	£18.99	£10.16	35,821
5	Westlife: Our Story	Westlife	HarperCollins	9780007288120	Jun 08	£18.99	£11.90	31,347
6	Beyond Ugly	Briscoe, Constance	Hodder & Stoughton	9780340933237	Jan 08	£14.99	£10.54	29,370
7	Spilling the Beans	Wright, Clarissa D	Hodder & Stoughton	9780340933886	Sep 07	£18.99	£13.05	20,921
8	Speaking for Myself	Blair, Cherie	Little, Brown	9781408700983	May 08	£18.99	£12.25	20,618
9	Broken	Keenan, Shy	Hodder & Stoughton	9780340937426	Feb 08	£12.99	£9.27	20,435
10	My Bump and Me	Klass, Myleene	Virgin	9781905264247	Feb 08	£14.99	£11.38	17,833
11	Life with My Sister Madonna	Ciccione, Christopher	Simon & Schuster	9781847374387	Jul 08	£17.99	£10.73	14,573
12	It's in the Blood	Dallaglio, Lawrence	Headline	9780755315734	Nov 07	£18.99	£11.38	14,127
13	Finding My Voice	Watson, Russell	Ebury	9780091922917	Jun 08	£18.99	£12.76	14,084
14	Playing with Fire	Ramsay, Gordon	Harper	9780007259892	Oct 07	£18.99	£10.59	13,986
15	Miracles of Life	Ballard, J G	Fourth Estate	9780007270729	Feb 08	£14.99	£12.17	13,429
16	The Autobiography	Clapton, Eric	Century	9781846051609	Oct 07	£20.00	£11.04	13,320
17	Somme Mud	Lynch, E P F	Doubleday	9780385612784	Feb 08	£17.99	£10.93	13,205
18	Ronnie	Wood, Ronnie	Macmillan	9780230701311	Oct 07	£20.00	£11.67	11,991
19	Daddy's Little Earner	Landon, Maria	Harper Element	9780007268757	Jan 08	£12.99	£9.37	11,936
20	My Manchester United Years	Charlton, Sir Bobby	Headline	9780755316199	Sep 07	£20.00	£11.80	11,806

Source: Nielsen BookScan Total Consumer Market

# Some mothers will 'ave 'em

## Purple Ronnie looks for Mother's Day dominance

The chart below falls too early to reflect the onslaught of Mother's Day titles in 2008, so a look at last year's charts may prove more useful.

Although, of course, there are no strict criteria as to what constitutes a "Mother's Day"

title, using the same rules as the Valentine's chart above (hardbacks with an r.r.p. of £9.99 or less), there were several titles with a Mother's Day link that charted last year.

Of the 20 titles below, 15 may well have found their way into

the hands of mothers on 18th March in 2007 and, once again, Michael O'Mara leads the field—and by some distance—with Alison Maloney's *The Mums' Book*.

It's four-weekly sale of 27,089 was some 20,979 copies ahead of its nearest rival, which was Giles Andreae/Purple Ronnie, yet again.



MOTHER FIGURES

Although not commanding the volume sales of Maloney or Andreae, gift book specialists Exley Publications had four titles in the chart, the most popular of which last Mother's Day was *Mum*, one of a number within Exley's catalogue

that are illustrated by Joanna Kidney.

Some titles in the chart may not be the most ideal gift for this coming Mother's Day (2nd March). Geoffrey Wheatcroft's *Yo, Blair!* (Politico's), for example, is an interesting choice for a loving parent, although it may be a safer option than Judith Holder's *The Secret Diary of a Grumpy Old Woman* (Weidenfeld).

Possibly the most important piece of information for retailers to know, however, is that all the titles in the chart on the left have a status of "available" according to Nielsen BookData, at the time of going to press.

### TOP 20 NON-FICTION HBS AT £9.99 OR LESS (FOUR WKS TO 17TH MAR 2007)

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	The Mums' Book: For the Mum Who's ...	Maloney, Alison	Michael O'Mara	9781843172468	Feb 07	£9.99	£6.68	27,089
2	Purple Ronnie's Little Book for a Lovely ...	Andreae, Giles	Boxtree	9780752226547	Feb 06	£4.99	£4.42	6,110
3	501 Must-visit Destinations	-	Bounty	9780753713426	Sep 06	£9.99	£7.01	5,321
4	Mums: A Celebration of Motherhood	-	Ebury	9780091910662	Mar 07	£9.99	£7.94	4,596
5	Purple Ronnie's Little Thoughts About ...	Andreae, Giles	Boxtree	9780752264851	Feb 03	£2.99	£2.12	3,931
6	The Mother's Book	-	Boxtree	9780752226293	Apr 07	£5.99	£4.84	3,343
7	Mum	Exley, Helen	Exley	9781861877628	Mar 05	£4.50	£3.20	3,226
8	To a Very Special Mother	Brown, Pam	Exley	9781861873606	Sep 02	£4.00	£3.03	2,710
9	A Little Book for My Mother	-	Exley	9781861871183	Jan 99	£3.50	£2.59	2,241
10	Mum Stuff: Because Mum Knows Best	Cuddeford-Jones, M	Simon & Schuster	9781847370259	Feb 07	£9.99	£7.50	2,196
11	To the World's Best Mother	-	Exley	9781850152965	Aug 92	£3.99	£3.01	1,909
12	The Book of Senior Moments	Klein, Shelley	Michael O'Mara	9781843171645	Apr 06	£9.99	£9.21	1,763
13	Mothers' Wit: Humorous Quotes on ...	Vale/Rattle	Prion	9781853756146	Feb 07	£9.99	£8.86	1,717
14	The Secret Diary of a Grumpy Old Woman	Holder, Judith	Weidenfeld	9780297851493	Oct 06	£9.99	£6.37	1,682
15	Little Oxford English Dictionary	-	OUP	9780198614388	Apr 06	£7.99	£6.97	1,562
16	Mums	Swerling/Lazar	HarperCollins	9780007242078	Mar 07	£5.99	£4.58	1,559
17	Letters from Iwo Jima	Kakehashi, Kumiko	Weidenfeld	9780297853329	Feb 07	£9.99	£8.77	1,501
18	To Mum: (The Kindest of Ladies)	-	Exley	9781850158394	May 97	£4.99	£4.01	1,436
19	Yo, Blair!	Wheatcroft, Geoffrey	Politico's	9781842752067	Feb 07	£9.99	£9.48	1,427
20	Mini History of British Art	-	Parragon	9780752576022	Mar 02	£2.99	£2.03	1,330

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### TOP 20 HARDBACK NON-FICTION

16/03/08

Pos	Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	Delia's How to Cheat at Cooking	Smith, Delia	Ebury	9780091922290	Feb 08	£20.00	£10.46	229,291
2	Jordan: Pushed to the Limit	Price, Katie	Century	9781846052392	Feb 08	£18.99	£10.30	135,544
3	Jamie at Home	Oliver, Jamie	Michael Joseph	9780718152437	Sep 07	£25.00	£15.31	121,875
4	My Booky Wook	Brand, Russell	Hodder	9780340936153	Nov 07	£18.99	£9.71	57,558
5	Nigella Express	Lawson, Nigella	Chatto	9780701181840	Sep 07	£25.00	£14.79	49,775
6	The Secret	Byrne, Rhonda	Simon & Schuster	9781847370297	Dec 06	£12.00	£8.49	33,142
7	On the Edge	Hammond, Richard	Weidenfeld	9780297853275	Sep 07	£18.99	£9.66	30,352
8	The Girls' Book of Glamour	Jeffrie, Sally	Buster	9781906082130	Dec 07	£7.99	£5.60	27,551
9	The Collection	Martin, James	Mitchell Beazley	9781845333508	Jan 08	£20.00	£12.74	26,765
10	Guinness World Records: Gamer's Edition	-	Guinness	9781904994206	Feb 08	£15.00	£9.00	25,374
11	Beyond Ugly	Briscoe, Constance	Hodder	9780340933237	Jan 08	£14.99	£10.20	24,252
12	Anything Goes	Barrowman, John	Michael O'Mara	9781843172895	Jan 08	£18.99	£12.88	23,024
13	I Before E (Except After C)	Parkinson, Judy	Michael O'Mara	9781843172499	Aug 07	£9.99	£8.91	22,590
14	The Mums' Book	Maloney, Alison	Michael O'Mara	9781843172468	Feb 07	£9.99	£6.43	17,216
15	The Pub Landlord's Book of British ...	Murray, Al	Hodder	9780340952177	Oct 07	£18.99	£10.74	15,398
16	Life in Cold Blood	Attenborough, David	BBC	9780563539223	Dec 07	£20.00	£14.36	15,097
17	Maw Broom's Cookbook	-	Waverley	9781902407456	Feb 08	£9.95	£9.12	14,933
18	Around the World in 80 Gardens	Don, Monty	Weidenfeld	9780297844501	Jan 08	£20.00	£13.73	14,779
19	Don'ts for Husbands	Ebbutt, Blanche	A & C Black	9780713687910	Jun 07	£2.99	£2.96	14,629
20	Neris and India's Idiot-Proof Diet Cookbook	Knight and Thomas	Fig Tree	9781905490356	Jan 08	£12.99	£8.60	14,179

### TOP 20 HARDBACK NON-FICTION

Bookseller

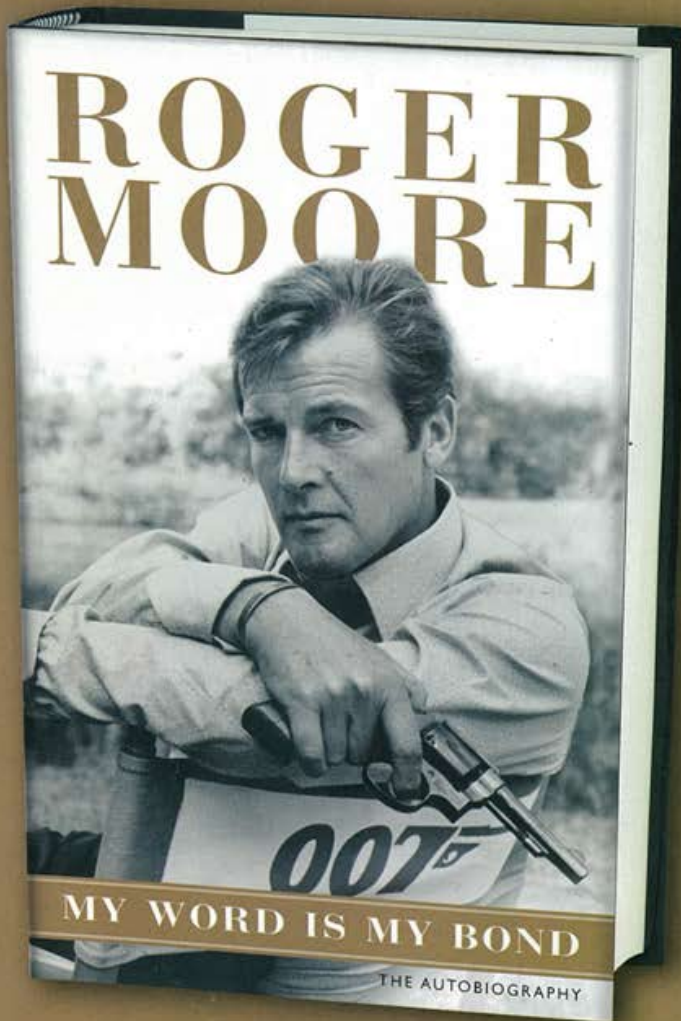
Pos	Last Title	Author	Publisher	ISBN	Pub date	RRP	ASP	Units
1	1 Delia's How to Cheat at Cooking	Smith, Delia	Ebury	9780091922290	Feb 08	£20.00	£10.74	37,507
2	2 Jamie at Home	Oliver, Jamie	Michael Joseph	9780718152437	Sep 07	£25.00	£15.49	12,213
3	3 Jordan: Pushed to the Limit	Price, Katie	Century	9781846052392	Feb 08	£18.99	£11.11	7,095
4	6 The Girls' Book of Glamour	Jeffrie, Sally	Buster	9781906082130	Dec 07	£7.99	£5.59	3,653
5	5 Guinness ... Gamer's Edition	-	Guinness	9781904994206	Feb 08	£15.00	£9.15	3,054
6	4 The Secret	Byrne, Rhonda	Simon & Schuster	9781847370297	Dec 06	£12.00	£9.33	2,918
7	7 Nigella Express	Lawson, Nigella	Chatto	9780701181840	Sep 07	£25.00	£15.66	2,531
8	9 The Collection	Martin, James	Mitchell Beazley	9781845333508	Jan 08	£20.00	£14.61	1,846
9	8 The Kitchen Gardener	Titchmarsh, Alan	BBC	9781906082123	Dec 07	£7.99	£5.48	1,759
10	19 The Boys' Book of Survival	Campbell, Guy	Buster	9781843172895	Jan 08	£18.99	£13.98	1,682
11	10 Anything Goes	Barrowman, John	Michael O'Mara	9781843172895	Jan 08	£20.00	£13.83	1,643
12	11 Around the World in 80 Gardens	Don, Monty	Weidenfeld	9780297844501	Jan 08	£16.99	£15.11	1,372
13	20 Nothing to be Frightened Of	Barnes, Julian	Cape	9780224085236	Mar 08	£18.99	£16.29	1,314
14	19 The Kitchen Gardener	Wright, C Dickson	Hodder	9780340933886	Sep 07	£18.99	£16.29	1,314

22/03/08

# MY WORD IS MY BOND

## THE AUTOBIOGRAPHY OF ROGER MOORE

2nd October 2008



- The first and only official autobiography of screen icon Roger Moore

- Backed by a massive national marketing and publicity campaign to include appearances across all major national radio stations and TV, including **Friday Night with Jonathan Ross**, and interviews in leading magazines, including **Empire**, **GQ** and **Saga**

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### Moore Roger

Roger Moore will be out and about promoting his autobiography, *My Word is My Bond* (Michael O'Mara), throughout October, including an unveiling of his handprints outside Leicester Square Odeon today (10th). His tour takes in book signings at Waterstone's Piccadilly (15th); Waterstone's Bluewater (17th); Waterstone's Norwich (22nd); and a talk and book signing at the National Theatre on the 16th. Moore's appearance is also on the agenda for the Cheltenham Literary Festival on the 18th.

se, Durrington, Worthing, West Sussex BN13 3RB

## BESTSELLERS

Copyright Nielsen Bookscan. These lists do not include children's books, manuals or cookery books.

### Original fiction

- A Thousand Splendid Suns**, Khaled Hosseini (Bloomsbury, £11.99), 21,208.
- Remember Me**, Sophie Kinsella (Bantam Press, £17.99), 13,178.
- Honour Thyself**, Danielle Steel (Bantam Press, £17.99), 6,340.
- The Appeal**, John Grisham (Century, £18.99), 4,955.
- Songbird**, Josephine Cox (HarperCollins, £17.99), 3,392.
- Duma Key**, Stephen King (Hodder & Stoughton, £18.99), 3,059.
- Lords of the Bow**, Conn Iggulden (HarperCollins, £14.99), 2,602.
- Exit Music**, Ian Rankin (Orion, £10.99), 2,517.
- Friday Nights**, Joanna Trollope (Bloomsbury, £18.99), 2,325.
- Matter**, Iain M. Banks (Orbit, £18.99), 2,295.

### Original non-fiction

- Jordan: Pushed to the Limit**, Katie Price (Century, £8.99), 31,332.
- Guinness World Records 2008** (Guinness World Records, £15), 5,748.
- The Secret**, Rhonda Byrne (Simon & Schuster, £12), 4,160.
- Life in Cold Blood**, Sir David Attenborough (BBC Books, £20), 3,701.
- Anything Goes**, John & Carole E. Barrowman (Michael O'Mara, £18.99), 3,387.
- The Girls' Book of Glamour**, Sally Jeffries (Buster Books, £7.99), 3,290.
- Purple Ronnie's Little Book for a Lovely Mum**, Giles Andreae (Boxtree, £4.99), 2,850.
- The Mums' Book**, Alison Maloney (Michael O'Mara, £9.99), 2,758.
- My Bump and Me**, Myleene Klass (Virgin, £14.99), 2,724.
- Miracles of Life**, J.G. Ballard (Fourth Estate, £14.99), 2,082.

### Paperback fiction

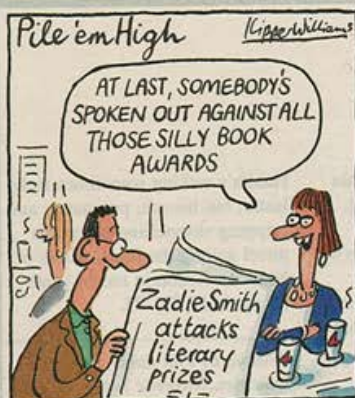
- The 6th Target**, James Patterson (Headline, £7.99), 20,240.
- The Good Husband of Zebra Drive**, Alexander McCall Smith (Abacus, £6.99), 17,630.
- Sisters**, Danielle Steel (Corgi, £6.99), 17,267.
- Notes from an Exhibition**, Patrick Gale (Harper Perennial, £7.99), 16,396.
- The Secret Life of a Slummy Mummy**, Fiona Neill (Arrow, £6.99), 15,865.
- The Visible World**, Mark Slouka (Portobello, £7.99), 15,412.
- Then We Came to the End**, Joshua Ferris (Penguin, £7.99), 15,359.
- The Woods**, Harlan Coben (Orion, £6.99), 15,293.
- Crusade**, Robyn Young (Hodder, £6.99), 15,028.
- The Chocolate Run**, Dorothy Koomson (Sphere, £6.99), 13,662.

### Paperback non-fiction

- Not Without My Sister**, Kristina Jones & Celeste Jones (Harper Element, £6.99), 12,819.
- Tell Me Why, Mummy**, David Thomas (Harper Element, £6.99), 10,621.
- The Innocent Man**, John Grisham (Arrow, £7.99), 9,298.
- Blood River**, Tim Butcher (Vintage, £7.99), 7,744.
- Welcome to My World**, Coleen McLoughlin (Harper, £7.99), 6,498.
- Pies and Prejudice**, Stuart Maconie (Ebury Press, £6.99), 6,142.
- Deliver Me from Evil**, Stuart Maconie (Pan, £6.99), 5,365.
- If I am Missing or Dead**, Janine Latus (Arrow, £6.99), 3,982.
- The Lost Boy**, Duncan Staff (Bantam, £6.99), 3,370.
- And Another Thing**, Jeremy Clarkson (Penguin, £7.99), 3,075.

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## THE SUNDAY TIMES bestsellers



### Hardbacks

This week	GENERAL	Last week	Weeks in top 10	This week
1	<b>Jordan: Pushed to the Limit/Katie Price</b> (Century £18.99) Intimate portrait of the celebrity's recent emotional challenges <b>43,825 (58,460)</b>	1	2	1
2	<b>Anything Goes/John and Carole Barrowman</b> (Michael O'Mara £18.99) Star's rise from Glaswegian childhood to West End fame <b>5,255 (13,005)</b>	7	4	
3	<b>The Lovers' Book/Kate Gribble</b> (Michael O'Mara £9.99) Quirky guide full of tips, facts and amorous anecdotes <b>3,250 (6,545)</b>	9	2	
4	<b>My Booky Wook/Russell Brand</b> (Hodder £18.99) Frank memoir of sex and drugs and rock'n'roll <b>3,085 (480,655)</b>	2	14	
5	<b>Purple Ronnie's Little Book for a Perfect Lover Giles Andreae</b> (Boxtree £4.99) Unique poems and thoughts for those "special" moments <b>2,655 (8,840)</b>	22	2	
6	<b>Around the World in 80 Gardens/Monty Don</b> (Weidenfeld £20) Gardener's World presenter travels the globe in search of great gardens <b>2,605 (7,845)</b>	3	3	
7	<b>Don'ts for Husbands/Blanche Ebbutt</b> (A&C Black £2.99) Facsimile edition of marriage tips from the start of the 20th century <b>2,565 (117,715)</b>	6	22	
8	<b>Miracles of Life/J.G. Ballard</b> (Fourth Estate £14.99) Memoir reflecting on a life affected by the brutality of war <b>2,380 (5,590)</b>	5	2	
9	<b>Broken/Shy Keenan</b> (Hodder £12.99) Shocking story of child abuse from the founder of Phoenix Survivors <b>2,255 (4,055)</b>	13	1	
10	<b>Love/Edward Monkton</b> (HarperCollins £5.99) Illustrated philosophisings from the mind of Edward Monkton <b>2,245 (28,255)</b>	17	2	

### FICTION

This week	FICTION	Last week	Weeks in top 10	This week
1	<b>Remember Me/Sophie Kinsella</b> (Bantam £17.99) Woman wakes up after a crash to find she has a seemingly perfect life <b>18,825 (29,670)</b>	2	2	
2	<b>The Appeal/John Grisham</b> (Century £18.99) Legal thriller involving big business and political corruption <b>9,110 (35,250)</b>	1	3	
3	<b>Duma Key/Stephen King</b> (Hodder £18.99) Man discovers a talent for painting after losing his arm in a freak accident <b>5,645 (34,070)</b>	3	4	
4	<b>Songbird/Josephine Cox</b> (HarperCollins £17.99) A recluse with a beautiful voice witnesses a horrific crime <b>4,255 (9,135)</b>	8	2	
5	<b>Lords of the Bow/Conn Iggulden</b> (HarperCollins £14.99) Genghis Khan continues quest against the Chin; second in series <b>3,940 (56,960)</b>	5	8	
6	<b>Matter/Iain M Banks</b> (Orbit £18.99) Special Circumstances agent Anaplian returns to her war-torn world <b>3,860 (16,250)</b>	4	3	
7	<b>Friday Nights/Joanna Trollope</b> (Bloomsbury £18.99) Bonds are tested in a group of women when one of them meets a man <b>3,705 (10,365)</b>	6	3	
8	<b>7th Heaven/James Patterson</b> (Century £18.99) Women's murder club investigates fatal arson attacks in San Francisco <b>3,165 (46,100)</b>	7	6	
9	<b>An Offer You Can't Refuse/Jill Mansell</b> (Headline £12.99) Years after accepting £10,000 to split with a boyfriend, Lola wants him back <b>2,450 (6,945)</b>	10	2	
10	<b>Lessons in Heartbreak/Cathy Kelly</b> (HarperCollins £14.99) Relatives discover the joys and heartbreaks of infidelity <b>2,210 (11,505)</b>	9	4	

*Life*, helped Granta to a year-on-year revenue increase of 98.7% to thanks to a 217,631 annual sale. antic, whose biggest seller in was Jonathan Glancey's *Spitfire: The Biography* which sold 37,476 copies through the TCM, look set to have a year this year with "R&J" Book nominee, Mark Slouka's *The Visible World* (Portobello). It has already shifted more than double the amount of *Spitfire: The Biography* so far this year.

Meanwhile, Tindal Street Press will be well to cope with surging demand for Catherine O'Flynn's *What Was Lost*, which won the Costa Book award and currently sits high among the fiction bestsellers of 2008 (see page 5).

The recent IPG Awards, Templeton with two wins, received high praise from the judges for being a model independent. Its "Ology" series (see page 8) in particular, was

single out as a strong factor contributing to the group's success. But, arguably, the biggest indie publisher of 2007 was the UK Trade & Investment International Achievement of the Year category winner, Michael O'Mara—a publishing house that has developed a market-leading niche in the gift book market.

The 22-year-old publishing house states on its website homepage that it punches well above its weight—something affirmed by the statistics.

Worth less than £4m to the market in 2006, revenue through the TCM almost doubled to £7.2m in 2007 thanks to its backlist of quirky, nostalgia titles such as *The Girls' Book* and *The Boys' Book*, which sold 199,944 and 140,631 copies respectively last year. Meanwhile, shifting 75,532 in the last three weeks of the year

was Judy Parkinson's compilation of old school mnemonics, *I Before E (Except After C)*, which proved to be the most popular of the quirky Christmas stocking-fillers.



The number-one non-fiction title from Mainstream

**Annual success in children's**  
As both Pedigree and D C Thomson fall into the small publisher category within the children's genre, the chart is dominated by annuals—D C Thomson with *The Beano* and *The Broons* and Pedigree with *Bratz* and *WWE* tie-ins. Further down the list of children's bestsellers is Templar thanks to its "Ology" series, with *Egyptology*, *Mythology* and *Pirateology* all shifting more than 15,000 copies through the TCM last year. Meanwhile, *Stripes* also enjoyed chart success last year with Holly Webb's puppies and kittens series and Alan MacDonald's *Dirty Bertie* publications.

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## THE SUNDAY TIMES bestsellers

### Hardbacks

GENERAL		Last week	Weeks in top 10	FICTION		Last week	Weeks in top 10
1	<b>Jordan: Pushed to the Limit/Katie Price</b> (Century £18.99) Intimate portrait of the celebrity's recent emotional challenges 33,960 (123,755)	1	4	1	<b>Remember Me/Sophie Kinsella</b> (Bantam £17.99) Lexi wakes up after a crash to find she has a seemingly perfect life 16,765 (59,610)	1	4
2	<b>The Mums' Book/Alison Maloney</b> (Michael O'Mara £9.99) Pearls of motherly wisdom by publisher of The Boys' Books 11,530 (70,740)	5	8	2	<b>Honour Thyself/Danielle Steel</b> (Bantam £17.99) Famous actress, involved in an explosion, starts a journey of self-discovery 15,240 (21,580)	2	2
3	<b>Purple Ronnie's Little Book for a Lovely Mum Giles Andreae</b> (Boxtree £4.99) Collection of poetic thoughts eulogising mothers 6,050 (33,930)	4	8	3	<b>Songbird/Josephine Cox</b> (HarperCollins £17.99) A recluse with a beautiful voice witnesses a horrific crime 8,895 (21,420)	4	4
4	<b>Anything Goes/John and Carole Barrowman</b> (Michael O'Mara £18.99) Star's rise from Glaswegian childhood to West End fame 4,590 (20,985)	3	6	4	<b>The Appeal/John Grisham</b> (Century £18.99) Legal thriller involving big business and political corruption 5,665 (45,870)	3	5
5	<b>With These Hands/Pam Ayres</b> (Weidenfeld £9.99) Anthology of humorous verse and sketches from the ever-popular poet 4,230 (6,260)	19	1	5	<b>Things I Want My Daughters to Know Elizabeth Noble</b> (Michael Joseph £12.99) A mother's letters guide daughters after her death 5,350 (9,055)	11	1
6	<b>The Grannies' Book/Alison Maloney</b> (Michael O'Mara £9.99) Compendium of grannies through the ages 3,785 (6,980)	12	1	6	<b>Duma Key/Stephen King</b> (Hodder £18.99) Man discovers a talent for painting after losing his arm in a freak accident 4,250 (41,380)	5	6
7	<b>Broken/Shy Keenan</b> (Hodder £12.99) Shocking story of child abuse from the founder of Phoenix Survivors 3,640 (9,680)	9	3	7	<b>Friday Nights/Joanna Trollope</b> (Bloomsbury £18.99) Bonds are tested in a group of women when one meets a man 3,935 (16,625)	7	5
8	<b>My Bump and Me/Myleene Klass</b> (Virgin £14.99) Popular celebrity's chronicle of pregnancy from conception to birth 3,135 (6,470)	6	2	8	<b>7th Heaven/James Patterson</b> (Century £18.99) Women's murder club investigates fatal arson attacks in San Francisco 3,440 (51,600)	10	8
9	<b>Around the World in 80 Gardens/Monty Don</b> (Weidenfeld £20) Gardener's World presenter travels the globe in search of great gardens 3,090 (12,910)	10	5	9	<b>An Offer You Can't Refuse/Jill Mansell</b> (Headline Review £12.99) Woman tries to rediscover love with man she was paid to leave 3,310 (12,280)	12	1
10	<b>Life in Cold Blood/Sir David Attenborough</b> (BBC £20) Tie-in to the television series uncovering the reptilian and amphibian world 2,910 (21,355)	2	2	10	<b>Lessons in Heartbreak/Cathy Kelly</b> (HarperCollins £14.99) Relatives discover the joys and heartbreaks of infidelity 2,925 (15,915)	14	4

