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Popular Nonfiction Titles for 1998/99

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Popular Non-Fiction Titles for 1998/99

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Scholarly books are not the only ones we send out each week to our customers. All academic book vendors, in fact, need a category to define what we call our "Popular content level" at YBP. We do a brisk trade in some of these titles, which in a few cases outsell most of the scholarly and scientific monographs which are our usual bread and butter. Here are YBP's 50 top-selling "Popular" books, in non-fiction, for the past year.

They break down into categories which themselves are not a bad index of our national preoccupations today. Self-help books of one kind or another outnumber everything else. Medicine, health, fitness, and psychological well-being form the largest category of these, at twenty titles, led by *The Osteoporosis Book* (Oxford). Advice on law and money is bound up together in five titles, for example in, *Bankruptcy: Is it the Right Solution to Your Debt Problems?* (Nolo). Other how-to-do-it topics range from *Origami Omnibus* (Japan Publications), to *Car Smarts* (John Muir).

Coffee table books, another popular genre, tend to cluster in natural history and gardening, where our list records such books as *The American Robin* (Univ of Texas) and *The Free-Spirited Garden* (Chronicle). Interior decoration dots the list with such entries as *Williamsburg: Decorating with Style* (Clarkson Potter). Travel and self-improvement are linked together twice, first by *London Theatre Walks* (Applause), and by the last title on our list, which has sold 33 copies to date, *America's Scientific Treasures* (American Chemical Society).

"Self-knowledge," finally, might be considered a category of its own. *Search: A Handbook for Adopters and Birthparents* (Oryx) was inspired by the author's search for her own birthparents. *Finding Your Roots: How to Trace Your Ancestors at Home and Abroad* (Putnam's) is among the most recent in what has become a very long family tree of genealogy books published over the past 25 years. Our best-selling "popular" title, however, was *Tibet: Through the Red Box* (Farrar, Straus), by Peter Sis, the author's account of his search for knowledge about his father. This was a crossover book, in that it is one of the few where the publisher has been able to attract the attention of adult readers as well as that of readers who are children or young adults. It's an **ALA Notable Children's Book** and a **Caldecott Medal** honors book too. YBP customers have bought more than 200 copies to date.

Sis, Peter. *Tibet: Through The Red Box*. Farrar, Straus 1998 \$25.00 Cloth 0374375526.

Berinstein, Paula. *Finding Statistics Online: How To Locate the Elusive Numbers You Need*. Information Today 1998 \$29.95 Paper 0910965250.

Olson, Kent C. *Legal Information: How To Find It, How To Use It*. Oryx 1999 \$59.95 Cloth 0897749618.

Lane, Nancy E. *Osteoporosis Book*. Oxford Univ Press 1999 \$25.00 Cloth 019511602x.

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Branden, Nathaniel. *Woman's Self-Esteem: Stories of Struggle, Stories of Triumph*. Jossey-Bass 1998 \$18.00 Cloth 0787943711.

Baer, Andrea. *Quit Smoking for Good: A Supportive Program for Permanent Smoking Cessation*. Crossing 1998 \$10.95 Paper 0895949431.

Askin, Jayne. *Search: A Handbook for Adoptees and Birthparents*. Oryx 1998 \$24.50 Paper 1573561150.

Maxwell, Bruce, 1959- *How To Find Health Information on the Internet*. Congressional 1998 \$35.95 Paper 1568022719.

Aaberg, Everett, 1963- *Muscle Mechanics*. Human Kinetics 1998 \$19.95 Paper 0880117966.

Hanaur, Stephen. *Inflammatory Bowel Disease: A Guide for Patients and their Families*. Lippincott-Raven 1999 \$24.00 Paper 0397517718.

Leonard, Robin. *Bankruptcy: Is It the Right Solution to your Debt Problems?* Nolo 1998 \$15.95 Paper 0873374495.

Skowronski, Gayle. *What You Need To Know About Vitamins, Minerals, & Supplements*. Crossing 1998 \$11.95 Paper 0895949350.

Wallace, Daniel J. (Daniel Jeffrey), 1949- *Making Sense of Fibromyalgia*. Oxford Univ Press 1999 \$25.00 Cloth 0195116119.

Strong, Howard. *What Every Credit Card User Needs To Know: How To Protect Yourself and Your Money*. Owl/Henry Holt 1999 \$9.95 Paper 080505314x.

Carter, Rita. *Mapping the Mind*. Univ of California 1998 \$29.95 Cloth 0520219376.

Phillips, Vicky. *Best Distance Learning Graduate Schools: Earning Your Degree Without Leaving Home*. Random House 1998 \$20.00 Paper 0679769307.

Goold, Grant B. *First Aid in the Workplace: What to Do in the First Five Minutes*. Brady Medical 1998 \$18.60 Paper 083595109x.

Lynn, Joanne, 1951- *Handbook for Mortals: Guidance for People Facing Serious Illness*. Oxford Univ Press 1999 \$25.00 Cloth 0195116623.

Woodhouse, Violet, 1948- *Divorce and Money: How to Make the Best Financial Decisions During Divorce*. Nolo 1998 \$26.95 Paper 0873374622.

Slesnick, Twila. *IRAs, 401(K)s & Other Retirement Plans: Taking your Money Out*. Nolo 1998 \$21.95 Paper 0873374487.

Vile, John R. *United States Constitution: Questions and Answers*. Greenwood 1998 \$39.95 Cloth 0313306435.

George, Mike. *Learn to Relax: A Practical Guide to Easing Tension & Conquering Stress*. Chronicle 1998 \$14.95 Paper 0811819086.

Westin, Jeane Eddy. *Finding your Roots: How to Trace your Ancestors at Home and Abroad*. G.P. Putnam's 1998 \$16.95 Paper 087477943x.

Perry, Richard D. *Blue Lakes & Silver Cities: The Colonial Arts and Architecture of West Mexico*. Univ of New Mexico 1997 \$25.00 Paper 0962081132.

Dupont, Robert L. 1936- *Anxiety Cure: An Eight-Step Program for Getting Well*. John Wiley 1998 \$14.95 Paper 0471247014.

Aldridge, Susan. *Magic Molecules: How Drugs Work*. Cambridge Univ 1998 \$24.95 Cloth 0521584140.

Null, Gary. *Complete Guide to Sensible Eating*. Seven Stories 1998 \$16.78 Paper 1888363614.

Cox, Daniel J. 1960- *Mountain Lion*. Chronicle 1999 \$18.95 Paper 0811819302.

Santiago, Esmeralda. *Almost A Woman*. Perseus 1998 \$24.00 Cloth 0738200433.

Kasahara, Kunihiko. *Origami Omnibus: Paper-Folding For Everybody*. Japan Publications 1998 \$22.00 Paper 4817090014.

Practical Guide to Aging: What Everyone Needs to Know; Ed. by Christine K. Cassel. New York Univ Press 1999 \$24.95 Cloth 081471515x.

Randall, R.C. (Robert C.) *Marijuana RX: The Patients' Fight for Medicinal Pot*. Thunder's Mouth 1998 \$14.80 Paper 1560251662.

Williamsburg: Decorating with Style. Clarkson Potter 1998 \$30.00 Cloth 0609600494.

Clarke, Peter. *Surviving Modern Medicine: How to Get the Best from Doctors, Family and Friends*. Rutgers Univ Press 1998 \$38.00 Cloth 0813525551.

Marr, Lisa. *Sexually Transmitted Diseases: A Physician Tells You What You Need To Know*. Johns Hopkins Univ 1998 \$39.95 Cloth 0801860423.

Jackson, Mary, 1946- *Car Smarts: An Easy-to-Use Guide to Understanding Your Car & Communicating with your Mechanic*. John Muir 1998 \$17.77 Paper 1562614576.

Gould, K. Lance. *Heal Your Heart: How You Can Prevent or Reverse Heart Disease*. Rutgers Univ Press 1998 \$25.00 Cloth 0813525233.

Kight, Marsha. *Forever Changed: Remembering Oklahoma City, April 19, 1995*. Prometheus 1998 \$26.95 Cloth 1573922382.

De Young, Jim. *London Theatre Walks: Thirteen Dramatic Tours through Four Centuries of History and Legend*. Applause Theatre 1998 \$14.95 Paper 1557832803.

Wilhide, Elizabeth. *Lighting: A Design Source Book*. Stewart, Tabori, Chang 1998 \$40.00 Cloth 1556706987.

Weinstock, Lorna. *Overcoming Panic Disorder: A Woman's Guide*. Contemporary 1998 \$14.95 Paper 0809231026.

Wauer, Roland H. *American Robin*. Univ of Texas Press 1999 \$17.95 Cloth 0292791232.

Gardner, Jo Ann, 1935- *Herbs in Bloom: A Guide to Growing Herbs as Ornamental Plants*. Timber Press 1998 \$34.95 Cloth 0881924547.

Aves, Melanie. *Comfort Colors: Palettes For Liveable Rooms*. Rockport 1999 \$29.99 Paper 1564964647.

Fuse, Tomoko. *Fabulous Origami Boxes*. Japan Publications 1998 \$17.00 Paper 0870409786.

Bishop, Jan Galen. *Fitness through Aerobics*. Allyn & Bacon 1999 \$24.26 Paper 0205285848.

Sparano, Vin T. *Complete Outdoors Encyclopedia*. St. Martin's/Trade 1998 \$39.95 Cloth 0312191901.

McClure, Susan, 1957- *Free-Spirited Garden: Gorgeous Gardens that Flourish Naturally*. Chronicle 1999 \$18.95 Paper 0811821129.

Woodtor, Dee Parmer. *Finding a Place Called Home: A Guide to African-American Genealogy and Historical Identity*. Random House 1999 \$24.50 Cloth 037540595x.

Cohen, Paul H. *America's Scientific Treasures: A Travel Companion*. Amer Chemical Soc 1998 \$24.95 Paper 0841234442.

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views of Web-based products and to assist those who need to make informed decisions about which products to license or even to examine. *The Advisor* is published in both print and online formats. The print edition will appear quarterly in July, October, January, and April. Subscribers to TCA will automatically receive access to the electronic edition and database, available at <www.charlestonco.com>. We expect to review over fifty products annually and will also feature "in the field" reports and editorial commentary. The editorial above refers to Rebecca Lenzini (President, Publisher, and Editor-in-Chief, George Machovec (Managing Editor), and Katina Strauch (Chair of the Board), *The Charleston Advisor*.

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