



Nonfiction Trends 2012

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**What does 2012
feel like to you?**

BOOK TRENDS FOR 2012

The words that show up in book lists and articles:

Serious

Important

Austerity

My interpretation:

Earnest

Sincere

Buckling down for the future while
looking back



TREND: Election year
NF: Politics/Current
Events

Shirley, Craig

Citizen Newt

(candidate books and bios)

Crowley, Monica

What the (Bleep) Just Happened?

Bleyer, Kevin

Me the People

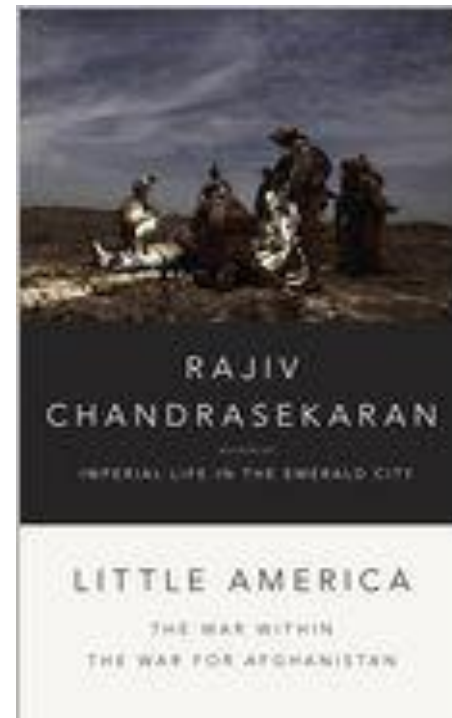
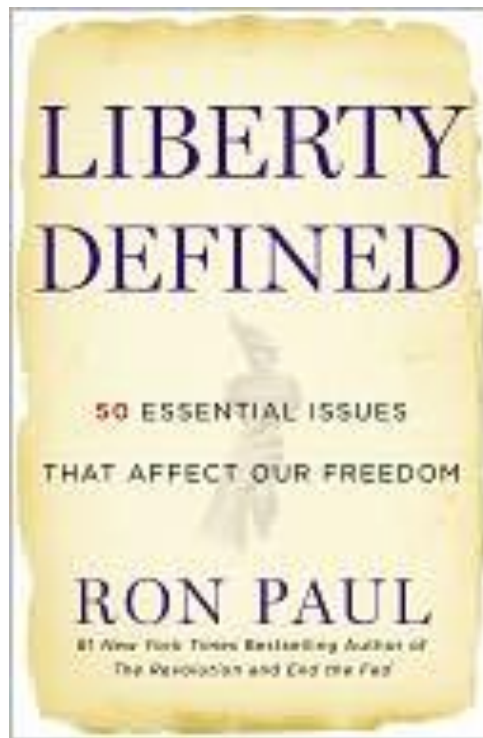
Feingold, Russ

While America Sleeps

Rashid, Ahmed

Pakistan on the Brink

Trend: Election year (cont.)



TREND: Looking Back to Move Forward

NF: History

Aldous, Richard

Reagan and Thatcher

Simon, James F.

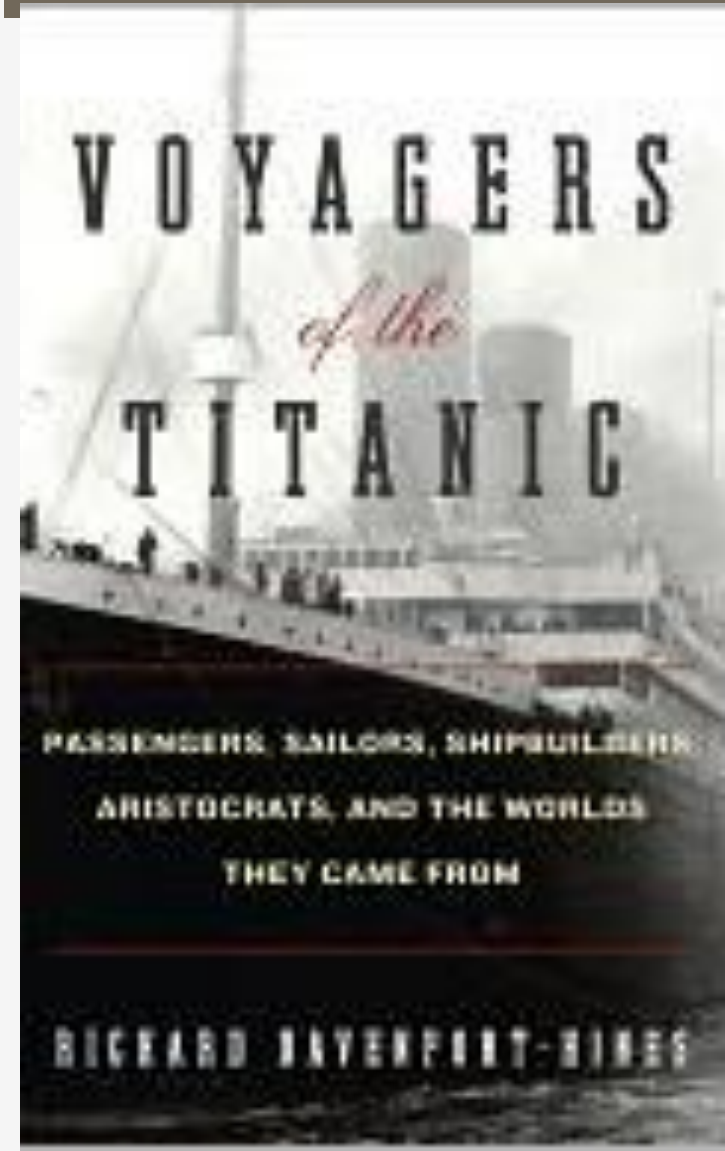
FDR and Chief Justice Hughes

Preston, Diana

*The Dark Defile: Britain's
Catastrophic Invasion of
Afghanistan, 1838-1842*

Tilman, Barrett

*Enterprise: America's Fightingest
Ship and the Men Who Helped
Win WWII*



TREND: All things historical (cont.)

NF: Historical Biography

Smith, Jean Edward

Eisenhower in War and Peace

Fox, Julia

Sister Queens: The Noble, Tragic Lives of Katherine of Aragon and Juana, Queen of Castille

Negev, Eilat, and Yehuda Koren

The First Lady of Fleet Street: The Life of Rachel Beer, Crusading Heiress and Newspaper Pioneer

Stoessinger, Caroline

A Kind of Prayer: A Century of Wisdom from the Life of Alice Herz-Sommer, the Oldest Living Holocaust Survivor

THE TASTE OF TOMORROW



DISPATCHES FROM
THE FUTURE OF FOOD

JOSH SCHONWALD

TREND: Return to Nature

NF: Science/Nature

Haskell, David

*The Forest Unseen: A
Year's Watch in Nature*

Fortey, Richard

*Horseshoe Crabs and
Velvet Worms: The Story of
the Animals and Plants
that Time Left Behind*

Bernd, Heinrich

*Life Everlasting: The Animal
Way of Death*

Where do you look for trends?

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STORY TOOLS

The Women Who Drive Library Technology

Equally fascinated by emerging technologies and how to use them to improve library services

By Eve Miller – *Library Journal*, 5/1/2007

When Darci Hanning entered an electrical engineering program in the 1980s, her goal was to design computers. The man standing in front of her digital design class could give her that knowledge, and Hanning, whose mother led a chapter of the National Organization for Women, grew up feeling she could do anything.

So, she was stunned when the professor announced to the class, "I don't think women should be engineers."

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Speaking from these same trenches, ...
anonymous woman – 05/03/07

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Fated Love: The Work of Valerian Pidmohlyny
BY OLGA JENKINS
Decades after their creation, Pidmohlyny's characters remain poignant.

Birdie's the Word: Mad Men's Pop Culture References
BY LACE OSBORN
The characters in *Mad Men* must emotionally tie to the media they consume, just like we do in real life.

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Trendspotting: Where to Look

Professional Resources:

LJ Prepub Alert; Publisher's Weekly On-sale Calendar; B&N Coming Soon; EarlyWord.com

Literary Resources:

Blogs (The Millions); Google Alert for "books 2012"

Out and about:

Target, Wal-Mart, Costco; magazine articles; NPR

Trendsetting 101



Trendsetting 101 (cont.)

