

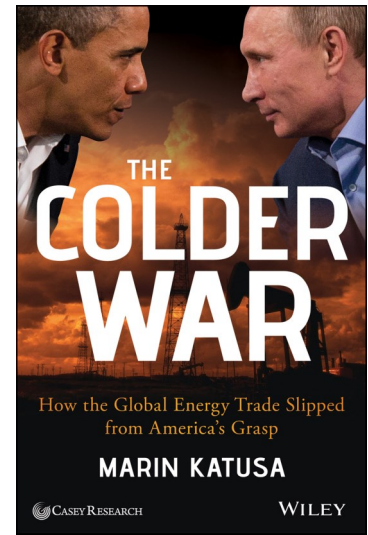
How the massive power shift in Russia threatens the political dominance of the United States

Rumbling underneath the surface of the short-term dramas that enthrall us from day to day is a slowly moving trend that threatens to completely unravel U.S. power and stability. At its helm is Vladimir Putin, the Russian leader who has too often been satirized and simplified in the American media. And at its center is the very stuff that makes the world go: *energy*.

In *The Colder War: How the Global Energy Trade Slipped from America's Grasp*, author Marin Katusa argues that Putin's dream to restore Russia to its former glory revolves around taking control of the world's energy resources. Energy demands are skyrocketing, and while the United States mucks around in political quibbles, Russia is acquiring powerful connections and key resource holdings. If the U.S. doesn't wake up to this reality, it could mean the rapid collapse of the American way of life.

Marin Katusa is uniquely qualified to explain this against-the-grain perspective. By age 30, he had built one of Canada's largest copper mines from the ground up. His experience in commodity production led him into the financial world, where he now runs four successful energy and resource hedge funds. Katusa is one of the best-suited people around to go beyond the conventional wisdom, as he does in *The Colder War*.

MARIN KATUSA is one of the most successful fund managers in the energy and resource exploration sectors. His hands-on approach has taken him around the world to project sites in Russia, Iraq, Kuwait, Colombia, and beyond. The result: his funds are among the top performing in their class. Marin is the author of Casey Research's popular publications—*Casey Energy Report* and *The Colder War Letter*. He is a sought-after speaker and a regular contributor to the BNN, CNBC, *Bloomberg*, and *Forbes*.



978-1-118-79994-9 • Hardcover
US \$34.95 • CAN \$41.95 • £23.99 • €28.00
Available US/Canada November 2014
Available Worldwide December 2014

Marketing Highlights

US

Amazon Merchandising

- Included in Business Economics/Finance On-Site Booklist
- Included in Business/Economics Dynamic Mail, Multi-Title Campaign, and Search Campaign linking to the on-site booklist
- Included in "Tomorrow's Economics Today" cross-publisher event in November (on-site booklist, key titles featured on relevant category pages and linking to full list, possible email campaign)
- Included on New & Notable category page
- Dynamic coop

Wiley Email Campaign (w/Content Marketing)

- Email campaign to Money & Investing and Wealth Management lists
- Content marketing (specific content still TBD—possibly an e-sampler of new/bestselling Econ titles)
- Landing page to house content and direct customers to Wiley.com for purchase

Conferences

- Financial Management Association—Nashville, TN—10/15-10/18/14
- Traders Expo Las Vegas—Las Vegas, NV—11/19-11/22/14
- Allied Social Science Association—Boston, MA—1/3-1/5/15
- World MoneyShow—Orlando, FL—2/4-2/7/15
- Traders Expo NY—New York, NY—2/15-2/17/15
- Global Association of Risk Professionals—New York, NY—2/24-2/25/15
- CFA Institute Annual Meeting—Frankfurt, Germany—4/26-4/29/15

Canada

- Placement on Amazon.ca in the Business and Investing Store and eblast to all business book customers
- Will pitch an excerpt in Investor's Digest of Canada
- Featured title in monthly key release flyer targeting library wholesalers and independent accounts

Author Promotion/Additional Notes

- Author has engaged Goldberg McDuffie to assist with: media coverage/publicity, Google Search & Display ad campaign, GoodReads book giveaway, outreach to niche bloggers, content marketing, pitching author-written op-eds to major newspapers/outlets