



**Press Release  
FOR IMMEDIATE RELEASE**

**Malloy and Berrett-Koehler Collaborate to Get Powerful Book to Market**

**Ann Arbor, MI (January 15, 2009)** Berrett-Koehler Publishers is taking advantage of the new *Express Service* at Malloy Incorporated to release an important economic treatise by best-selling author David Korten. Today, just a few days after they started working on the book, Malloy is shipping 20,000 copies of Korten's thought provoking title, *Agenda for a New Economy: From Phantom Wealth to Real Wealth*. The book will be available on Amazon.com and at bookstores on February 3.

The idea for Korten's latest book was conceived by Berrett-Koehler publisher Steve Piersanti in a Contra Costa County (CA) jury duty waiting room. Anticipating several idle hours at the courthouse, Piersanti brought along some reading materials, including a recent *YES! Magazine* article by Korten arguing that a far-reaching redesign of our economic system was needed to replace the failed institutions of Wall Street. By the next evening Piersanti and Korten had agreed on the idea for a book, with the goal of shipping finished books in time for a major presentation that Korten will be delivering at Trinity Institute on Wall Street on January 23. "It's the right book at the right time by the right author," states Piersanti. "This book has the possibility of reframing our national discussion of what to do about the economic crisis."

In order to get the book from concept to finished product as quickly as possible, Piersanti knew he would need an extraordinarily fast schedule from Malloy. According to Piersanti, "knowing that Malloy could print and bind this book in less than a week enabled us to devote more time to the quality of the content."

"We understand the value to Berrett-Koehler of getting this time-sensitive book out when the new administration takes office" says Bill Upton, president of Malloy. "Publishers need to capitalize on sales opportunities that suddenly materialize due to events beyond their control. We saw this last year with a biography of Sarah Palin when she was picked by John McCain and the overnight success last June of the memoir by former White House Press Secretary, Scott McClellan."

Upton explains Malloy's approach this way, "Whether our customer needs books produced overnight or by the end of the week, with *Express Service*, if it can be done, it will be done!" Upton notes that their *Express Service* may entail some additional cost to the publisher—overtime, expediting materials, etc.—but if the publisher needs more than a few hundred books right away, they come out ahead going with offset printing at Malloy versus a digital printing solution.

**About Malloy:** Malloy Incorporated is a family owned book printer founded in 1960 in Ann Arbor, MI.  
**Contact:** Joe Upton, Vice President, Marketing and Sales, 800 722-3231 or joe\_upton@malloy.com

**About Berrett-Koehler:** Berrett-Koehler is an independent publisher dedicated to an ambitious mission: Creating a World that Works for All.  
**Contact:** Peter Cavagnaro, Publicity Manager, 415 743-6469 or pcavagnaro@bkpub.com

###

*Malloy Incorporated*  
5411 Jackson Rd. /Box 1124  
Ann Arbor, MI 48106  
www.malloy.com

Phone 800 722-3231 Fax 734 665-2326

New York Chicago San Francisco