



on digging. You go, Barney—maybe right onto the bestseller charts?

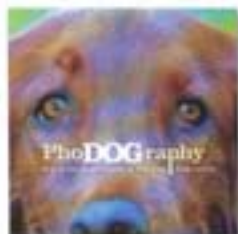
St. Martin's Thomas Dunne imprint bills *Wally's World: Life with Wally the Wonder Dog* as "a memoir about companionship and the lessons learned from a personality loaded, soccer-playing Bull Terrier whose face looks like a bicycle seat with eyes and whose preferences run to organic beef and high-thread-count sheets." (Author Marsha Boulton is in fact Wally's proud mom.)

## Doggone Funny

Two publishers have jumped on the word-play bandwagon this season, with *PhoDOGraphy* and *Indognito*. The former, from Watson-Guipill's Amphoto Books, is subtitled *How to Get Great Pictures of Your Dog* and considers such topics as b&w versus color, indoors versus out, composition and more. Kim Levin's October title follows up her bestselling *Cattitude*; her 15 books have sold more than 400,000 copies and are published in six languages.

*Indognito: A Book of Canines in Costume* (Little, Brown, Oct.) is precisely that, with each page featuring a particular breed in finery that would do a Broadway designer proud ("chicken + pug," "jailbird + Jack Russell terrier," etc.). Photographer Karen Ngo, whose dog images have been published in magazines and on calendars, founded Scout, the first dog boutique in New York City's East Village.

Publisher/author David Ash at Basho Press in Mukiteo, Wash., has just added *Haiku for Dog Lovers* to his burgeoning Haiku for Life series (Poker Players, Catholics, Chocolate Lovers, etc.): "She hits a high C—/ Just outside the concert hall./ Strays form a quartet." Bypassing the dog lovers, St. Martin's Griffin



## Almost Perfect

Mary Shafer, a marketing consultant in Ferndale, Pa., has four spirited cats, all rescued from shelters. This foursome, however, shares an unusual bond: they are each in some way disabled—like Iddie, for example, who was born without eyes. When Shafer, who started WordForge Books in 2005, couldn't find any titles on pet disabilities, she decided to publish one—the result, out next month, is *Almost Perfect: Disabled Pets and the People Who Love Them*.

As the book's press release notes, "It's easy to be happy when life has been safe and protected, but it takes a special kind of critter to triumph over brutal circumstances that would make most people give up." In *Almost Perfect*, 11 writers—Shafer is one—share true tales of courage, ingenuity, perseverance and inspiration on the part of companion animals that have become disabled either through birth defects or injury. And it's not only the animals' stories, Shafer points out: "it's about the humans who found love enough to welcome them into their hearts and homes." Shafer's marketing background is serving her in good stead: she's planning a postcard mailing to U.S. and Canadian public libraries and U.S. school libraries; using her contributors' media contacts to connect with broadcast and print media; inundate the blogosphere via publishers and authors; and target pet-related media with ongoing e-mail publicity.

—D.D.



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