



Decoding 2012

By Melissa Rossi, Bruce C. Scofield

CHRONICLE BOOKS, United States, 2010. Paperback. Book Condition: New. 175 x 124 mm. Language: English . Brand New Book. SALES HANDLE: An investigative look at the myths, predictions, and truths behind the phenomenon that is 2012. HOW WILL THIS TITLE BE DISTINCTIVE: A guide to the guides, and an unraveling of many of the myths surrounding 2012, this title firmly grounds the mania in reality and gives loads of insight into the phenomenon and its background. Beautiful two color illustrations give readers a visual guide to the mysteries and prophecies surrounding the date. NOTABLE AUTHORS OF CONTRIBUTORS: Author Melissa Rossi is a respected author and journalist who has been published in a variety of magazines and newspapers, including Newsweek, Esquire, and Newsday. She is the author of the What Every American Should Know series. EXPERT INTRODUCTION: The book features an introduction by Bruce Scofield, professor of astronomy at University of Massachusetts and expert in the Maya, astrology, metaphysics, and more. Illustrations by artist James Noel Smith. SPEAK TO THE EXISTING TREND/DEFINE CUSTOMER: -Mass potential: the hype leading up to 12/21/2012 is huge, and is only going to get bigger! And more confusing! News stories about 2012-and those obsessed with the date-have...



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