the fire of ambition but unsure where to begin. The authors detail a step-by step framework for readers to brainstorm a winning business idea, test it before they've committed too much time and money, and develop it into something great. Using examples of companies large and small (Zipcar, Parenting magazine, Wal-mart, Google), Burgstone and Murphy teach readers to find and fill an unmet customer need, plan for profitability, strive for sustainability, establish credibility, gather necessary resources, lead and manage effectively, and maintain balance. Their enthusiasm and energy make even complex questions about idea generation, customer acquisition, and leadership accessible; and the practical, easy to understand instruction will be invaluable to the budding entrepreneur. (Mar.)

## More Room in a Broken Heart: The True Adventures of Carly Simon

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Stephen Davis. Gotham, \$27.50 (448p) ISBN 978-1-592-40651-7

Rock and roll biographer Davis was granted Simon's full participation and approval for this involved, revelatory but restrained and courteous look back at her full, rich life as a singer and folk-rock icon—and as a result the work often sounds gooey and promotional. Davis knowledgeably fleshes out the early folk scene, when the Simon Sisters, Lucy and Carly-daughters of the co-founder of Simon & Schuster, Dick Simon, and private school-educated young ladies in matching dresses from Riverdale, N.Y.-won their big breakthrough in 1964 playing "Winkin', Blinkin', and Nod" on the national TV show Hootenanny. When Lucy got married, Carly Simon took off on her own, and despite crippling stage fright, fear of flying, and a residual stutter, managed to secure a record deal with Jac Holzman at Electra, in 1970. In a burst of creative collaboration with lyricist Jake Brackman, she proved from the get-go that she was a talented songwriter, marketed in the 1970s as a kind of feminist troubadour, with hit after hit, attracting famous boyfriends like James Taylor, soon to be her husband, and winning a Grammy in 1972 for Best New Artist. Later her music would be dubbed "shrink couch rock." but her achievements over the decades are

remarkable, plentiful, and well earned. Chronicler Davis has an inconsistent habit of starting chapters in the present tense, but he possesses a fluid, natural style, and there are promised photographs (not seen) by Carly's brother, Peter Simon. Agent: David Vigliano. (Feb.)

### ★ The Forever Fix: Gene Therapy and the Boy Who Saved It Ricki Lewis. St. Martin's, \$25.99 (320p) ISBN 328 0 313 58300 5

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In this impressive, meticulously researched study of the exciting new developments in gene therapy, geneticist and journalist Lewis (Human Genetics) looks closely at the history of setbacks plaguing the treatment of rare genetic diseases as well as recent breakthroughs. The success in reversing eight-year-old Corey Haas's blindness from the rare inherited disorder Leber congenital amaurosis by gene therapy in 2008 has proved the "happy story" that the field needed after the well-publicized death in 1999 of Jesse Gelsinger after gene therapy to treat his inherited metabolic deficiency. Case by case Lewis chronicles the small steps in advancing treatment of rare disorders of the very young, such as severe combined immune deficiency, adrenoleukodystrophy, giant axonal neuropathy, and Canavan and Tay-Sachs diseases afflicting the Ashkenazi Jewish community-all of which have undergone years of trial and error and benefited from the advocacy of parents. Lewis traces the evolution of the idea of gene therapy by William French Anderson from the 1950s, leading to approaches in recombinant DNA technology in the 1970s with animal testing, and culminating in the first sequencing of the human genome in 2000. Issues of patent-control of certain genes inhibit testing while large pharmaceutical companies continue to drag their heels in funding research. Yet with each success, as Lewis recounts in this rigorous, energetic work, possibilities in treating HIV infection and dozens of other diseases might be around the next corner. Agent: Ellen Geiger. (Feb.)

## Agorafabulous! Dispatches from My Bedroom Sara Benincasa. Morrow, \$24.99 (272p) SBN 978-0-06-202441-1

The lowest point for award-winning

comedian and recovering agoraphobe Benincasa in her funny and unflinchingly honest account of her lifelong battle with panic attacks comes in college when she's too terrified to use her bathroom and is left to urinate in Le Creuset bowls. She starts having attacks in early childhood and by 16 is on a diet of antidepressant and antianxiety medications to deal with a long list of fears including driving and being a passenger, wet hair, and riding the subway and bus. When she gets to Emerson College, everything completely unravels. Rescued by her very understanding parents, she recuperates at home in New Jersey, seeing a psychiatrist and getting on the right drugs like Prozac and Xanax. The healing comes slowly, with baby steps like graduating from smoothies to solid food and being able to drive alone with the help of an inspirational mix tape. After surviving her first big test-moving 11 hours away to school in Asheville, N.C.-with only one small crackup, she decides she is ready to handle New York City, where "most people are even crazier than I am." Using humor to help her overcome the anxieties that once dominated her life. Benincasa discovers her gift for comedy and story telling, and finds tranquility. Agent: South Mendel. (Feb.)

# The Lady in Gold: The Extraordinary Tale of Gustav Klimt's Masterpiece, Portrait of Adele Bloch-Bauer Anne-Marie O'Connor, Knopf, \$32,50 (400p)

Anne-Marie O'Connor. Knopf, \$3 2.50 (400p) ISBN 978-0-307-26564-7

One of Gustav Klimt's most celebrated paintings (sold to Ronald Lauder for a record \$135 million in 2006 and now in the Neue Galerie in New York City, encapsulates a fascinating, complicated cultural history of fin-de-siècle Vienna, its Jewish intelligentsia, and their near complete destruction by the Nazis. Washington Post journalist O'Connor traces the multifaceted history of Portrait of Adele Bloch-Bauer (1907) in this intriguing, energetically composed, but overly episodic study of Klimt. Adele Bloch-Bauer, and her niece. Maria Bloch-Bauer who reclaimed five Klimt paintings stolen by the Nazis and was extensively interviewed by O'Connor. According to Maria, Adele was "a modern woman, living in the world of

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PUBLISHERS WEEKLY ■ DECEMBER 19, 2011 44