

June 2011

NEW EDITION (New format)

Title: Country of the Heart
Subtitle: An Australian Indigenous Homeland
Author(s) Deborah Bird Rose, Sharon D'Amico, Nancy Daiyi, Kathy Deveraux, Margaret Daiyi, Linda Ford, April Bright
Format 230x187mm
Extent 176pp, full colour, illustrated
RRP \$44.95
ISBN 9780855757762
Market General interest book that should have some cross-over into tertiary courses.
Bookshelf categories Australiana, Australian history/geography, Indigenous studies
BIC categories GTXO1 JBHG HBJM HBTD RNKH YQG



Endorsements

[B]oth poetic and scholarly, visual and textual...such a work takes years to grow and could only emerge from a scholar at the height of her powers — Dr Tom Griffiths, ANU

Book blurb

Country of the Heart provides an introduction to the connections between Aboriginal people and the land that has sustained and nurtured them for generations.

Through the wonderful photographic images and the stories of the MakMak clan women (white-breasted sea eagle), readers are led into the heart of country: the people, the animals, the plants, the ancestors, the seasons – and the intimate relationships which tie them together.

The story is told through the voices of Indigenous academic, Linda Ford, and her family, the traditional custodians of Wagait country. Their story includes the challenges her people continue to meet to maintain the health of 'country'. As Ford says: 'Country gives us our identity.'

Author/Photographer

Dr Debbie Bird Rose is a much published author, renowned for her scholarship and lyrical writing. Her strong relationship with the MakMak women pours from the pages. She writes across several disciplines, including anthropology, history, philosophy, cultural studies and religious studies, and has worked with Aboriginal people in their claims to land. Previous publications include: *Hidden Histories*, *Dingo Makes Us Human*; *Wild Dog Dreaming*. Sharon D'Amico is an award-winning eco-photographer.

MAIN PROMOTION

Selling points

Major market

- Australians who read coffee-table books and photographic books / Australiana
- armchair or other national and international travelers.

Secondary market

- anthropologists and geographers
- students of Indigenous studies (culture, geography, identity, languages)

Author's local bookshops

- Debbie Bird Rose teaches at Macquarie University (Centre for Research on Social Inclusion) and lives near the Georges River, Sydney.

Marketing and publicity

Promotional material

- included in the 2011-12 catalogue, available February 2011 (university libraries, curriculum advisers, Australian studies centres)
- reading copies will be made available to booksellers, if requested
- targeted flyers to teaching academics
- flyers to AIATSIS members and inclusion in ASP quarterly e-newsletter
- contents, chapter, index and AI available ASP website.

Author promotion

- will re-promote through the media, using a publicist: print/radio
- review copies to national, state and some regional media
- will also target tourism/travel sector and *Australian Geographic* etc.
- expect strong support from Indigenous media.

Specialist media / Journals

- press releases and books to journals in the areas of anthropology, geography, history.

Excerpts of reviews from first edition

- Buy a copy of *Country of the Heart*, treasure it... — *The Litchfield Times*
- Congratulations to all involved in the production of this book. It's superb. — Pick of the Month, *Canberra Times*
- The love of the original Australians for their land is one of the strongest, and least understood, aspects of their culture. *A Country of the Heart* provides a vivid and beautiful description of that relationship and its impact on their lives. — John Graham

