

LEADING THE
125
INDUSTRY
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YEARS

Publishers Weekly MONDAY, JUNE 2, 1997

SHOW DAILY

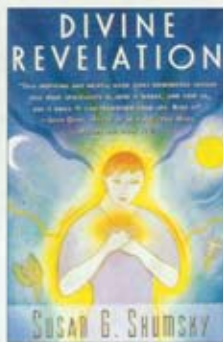
ALL THE BUZZ ON BOOKEXPOT AMERICA

MONDAY, JUNE 2, 1997 PUBLISHERS WEEKLY BEA SHOW DAILY PAGE 21

Revelations About This Revelation

SUSAN G. SHUMSKY'S VISIT to Chicago to promote her spiritual self-help book, *Divine Revelation*, is one of a series of stops the ambitious author has scheduled for herself in an effort to reach a wide audience with the non-denominational message she believes in fervently. Since last August, when the paperback original was published by Simon & Schuster/Fireside,

Shumsky has traveled the country by van from bookstores to health expos to holistic health centers and learning annexes. "I even went on a cruise trip, the Inner Voyage Cruise," she says. "That was the best." She expects to be touring "indefinitely," though she calls



SHUMSKY is touring "indefinitely" for the books.

New York City her home.

Divine Revelation, a selection of Book-of-the-Month Club's One Spirit division, is Shumsky's first book. "It's very popular right now to listen to voices, but people are doing it indiscriminately," she says. "My book is about becoming spiritually street smart. I call it practicing safe spirituality. It's about

learning how to listen to the small, still voice within you and using it in everyday life to discover direction and inner purpose, among other goals." To help readers get past the "ego-chatter" cluttering their path to the spirit, Shumsky devotes a chapter to "Nine Tests to Prevent Psychic Deception."

Shumsky came to BookExpo to meet with booksellers, talk about her book and dispense autographs. "I also hope to sell foreign rights," she says confidently. The tireless author holds a doctor of divinity degree from Teaching of Intuition Metaphysics, a California-based New Thought church that is a member of the International New Thought Alliance. She can be found at booth 1635 in the Religious/Spiritual/Inspiration aisle.

—SUZANNE MANTELL

Reed Business Information™
PUBLISHERS WEEKLY
 The International News Source for Book Publishing and Bookselling

church in the Bronx.

The book "has a really good flow to it" and a "nice community feel," says Hamilton, describing the shiny cross on the imitation leather cover as "sort of that bling-bling look." Holder works an active speaking schedule around the country, and the book will be promoted at his appearances, at Christian youth conferences, to the youth market and to the general trade.

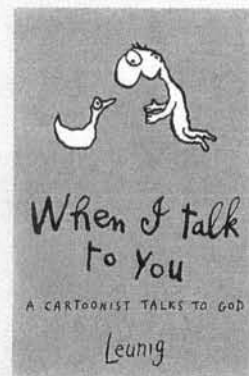
Views from the Stores

With so many choices, how are booksellers deciding what to buy? *PW* spoke with representatives of two independent stores with different customer bases and with a Family Christian Store buyer. (Borders and Barnes & Noble declined to comment.) Hip-hop has made few inroads into South Dakota, where a country or nature angle

Prayer Is a Full

calls "an Australian national treasure," comes from a Christian perspective, but she says most of his "deceptively simple" prayers and drawings could speak to people of any religion.

"We're pitching it for basically anyone who prays. The idea that it's a cartoonist who talks to God adds a whimsical quality to it," she says. The book will be sold in all major chain bookstores and independents.



—J.C.H.

fessor Book Center in Aberdeen. She has a heavily Christian demographic with a strong Catholic base, and her customers are interested in Benedict, Francis, the pope, anything on Mother Mary, and devotionals.

Spring/summer offerings that might appeal to them include *Praying with John Paul II (The Word Among Us)*, June by Jo-Garcia Cobb and Keith E. Cobb and *The Complete Rosary: A Guide to Praying the Rosary* (Loyola, Apr.) by William

G. Storey.

In urban San Francisco, what does Green Apple buyer Kevin Ryan look for in prayer books? "I think I would boil it down to 'I know it when I see it,'" he says. "We don't sell denominational books very well, but we do sell more generally spiritual books." He says books on prayer across faiths or with a more Buddhist perspective or of the searching variety move better at his store, where *How to Pray Without Being Religious* (Element Books, 2004) did well.

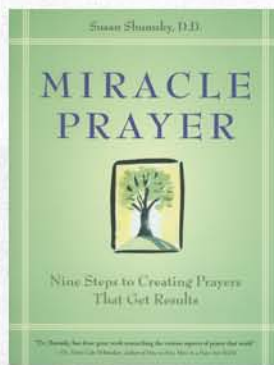
Possibilities for his customers, among a raft of largely Christian books, could include *The Energy of Prayer: How to Deepen Your Spiritual Practice* (Parallax Press, Apr.) by Zen master Thich Nhat Hanh (InProfile, p. S15); *Blessing the Animals: Prayers and Ceremonies to Celebrate God's Creatures, Wild and Tame* (Skylight Paths, Mar.), edited and with introductions by Lynn L. Caruso; and *The Power of Prayer: Make a Joyful Noise* (Baha'i Publishing, May).

The Family Christian chain bases choices on past experience with an author and other factors, says buyer Tim Way. "We never set out to find new books in a particular category." He says the chain is not trying to maintain a certain number of prayer titles at any one time.

Way finds readers generally get more serious about prayer toward year's end

Let's Get Metaphysical

There is a place for books on prayer in the metaphysical, or New Thought, market. *Miracle Prayer: Nine Steps to Creating Prayers That Get Results* (Celestial Arts, June) by Susan Shumsky covers great mystics from many traditions in a way that will appeal to this audience, described by publisher Jo Ann Deck as "someone who would go to a Unitarian Church, a Unity Church, a Religious Science church. I could see where Quakers might like this. Shumsky says if you're here on the planet, you can use these principles."



Deck notes that this audience is willing to dip into Christian traditions and books such as Bruce Wilkinson's wildly popular *The Prayer of Jabez* from Multnomah, and she finds it interesting that these readers and evangelical Christians intersect in their attraction to Christian mystics.

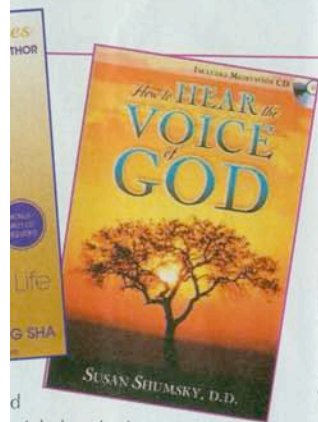
Author Shumsky will appear at numerous church events and at the International New Age Trade Show June 23–26 in Denver. Deck also hopes for reviews from such magazines as *Spirituality & Health*.

—J.C.H.

AMERICA'S GUIDE TO A HEALTHY MIND, BODY AND SPIRIT

NEWLIFE

JULY
AUGUST
2010



How To Hear The Voice Of God

By Susan Shumsky, D.D.
New Page Books

Today, more than ever, a sense of inner knowing is essential. Making wise decisions with confidence is increasingly vital to happiness, health, even survival. Yet many are at a loss when confronted with difficult choices. That is why having an inner counselor, on whom we can rely, can bring peace and solace.

In this world of confusion, how can we discover the right path? The spiritual self-book *How to Hear the Voice of God* provides some

answers. For the "still small voice" within can lead us safely through the wilderness.

Deep within every soul is a wise sage, the source of wisdom. Hidden like a treasure buried at the bottom of the sea, it can only be used when brought to the surface. This book is a journey into the depths to reclaim the "pearl of great price"-the higher self or God within. This book provides an opportunity to meet and consciously communicate with that inner guru.

A special CD bound into the book helps readers open to the inner voice through a powerful, field-proven guided meditation that tens of thousands have used to successfully develop their intuition in a practical way.

Through this inspiring book, readers will learn:

- How to meditate and to experience the divine presence directly.

- How to get clear, precise messages and answers to practical questions from the "in-house counselor."

- How to release blockages that prevent them from hearing the divine voice.

- How to distinguish between the true divine voice and other inner voices.

With *How to Hear the Voice of God*, readers can open the pipeline to Spirit and begin the flow of divine guidance, love, healing, wisdom, and inspiration from the center of being within.

Susan Shumsky, D.D. is a foremost spirituality expert, pioneer in personal development, highly-acclaimed and respected professional speaker, New Thought minister, and award-winning author. She now travels extensively, facilitating workshops, spiritual retreats, and tours to sacred destinations throughout the world.

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eight hundred

Master Sha is sharing the
dom, secrets, and techniques
nsitional times and to usher in
Light Era. *Tao I* is available at
n, bn.com and at booksellers

Master Sha will be at Omega
hinebeck, NY July 18-22 for a
oul Song & Soul Dance work-
ore information please visit:
om.

Miracle Prayer: Nine Steps to Creating Prayers That Get Results

Susan Shumsky, D.D.

Celestial Arts (2006)

ISBN 9781587612565

Reviewed by Paige Lovitt for Reader Views (7/07)

“Miracle Prayer” is a book that is part of Dr. Shumsky’s Divine Revelation teachings. It provides you with the means and knowledge of how to obtain divine guidance to assist you with developing greater spiritually and with realizing God. Within the pages are valuable exercises, affirmations, and prayers to assist you. If you feel like you have been praying forever and that your prayers are not being answered, this book can help you. You will learn the method of “Scientific Prayer,” which will teach you the steps to praying effectively.

I had to give “Miracle Prayer” five stars because it is by far one of the best books on prayers that I have ever encountered. I could not find anything lacking. It is very well-organized, well-thought-out, thought-provoking, and offers affirmations and prayer samples to help you along your way. I am so excited about putting this prayer method into action. I truly feel hope!

“Miracle Prayer” was written for a person like me. I have some beautiful dreams and aspirations, but seem to have hit a roadblock in reaching them. By implementing the nine steps to obtaining my goals, I have also become aware of the ways in which I was blocking myself from obtaining them. This book is written with a great deal of love and faith for the reader. These feelings shine through the pages. I feel truly blessed for having the opportunity to read “Miracle Prayer.”

If you are feeling like everything is hopeless, “Miracle Prayer” will not only give you hope, but also the steps that you need to take to achieving your dreams. As Dr. Shumsky, who sees the beauty in everything, says in her dedication, “Never, never, never, give up.”

❖ CONCEPTS ❖

Volume 2 Issue 47

USA \$3.95

Book & Music Reviews

Exploring Meditation

Dr. Susan G. Shumsky
New Page Books, 2002
254 pgs. \$14.99
ISBN# 1-56414-562-x

Exploring Meditation is Dr. Susan Shumsky's second book on finding the inner self. With this new book, Dr. Shumsky easily pulls together the way to master meditation with ways to master yoga. Using both relaxation techniques in harmony helps us towards enlightenment and inner peace. Dr. Shumsky says that in this book you will learn to easily contact both the impersonal and personal aspects of Spirit, to practice deep meditation, to perfect methods of Yoga, develop intuition and fulfill desires. It also makes East-Indian philosophy and mysticism accessible to everyone. This book is for beginners as well as those who are more advanced on their spiritual paths. Early chapters guide the reader through self exam, meditation and relaxation techniques. Later, Dr. Shumsky discusses Karma and its effects on the body and soul, how to heal the past, finding and listening to your own inner voice and much more. Dr. Shumsky has practiced self development disciplines for nearly 35 years. Her wide experiences from around the world make her uniquely qualified to teach this subject. *Exploring Meditation* offers practical techniques of relaxation and yoga to increase power and energy, reduce stress and bring well being and contentment to everyday life.

NEWLIFE

On Books

BY C.A. JUNG



DIALOGUES WITH THE ANGELS

By Tricia McCannon

Horizons Unlimited, Atlanta, GA
Softcover. \$13.95. 219pp.

Tricia McCannon's search for the divine voice in *Dialogues with the Angels* takes the reader into the realm of angels. Through her explorations, you gain insight into the different types of angels: garden angels, healing angels, the angel of death, etc. You also learn that each of us has spirit guides around us, whether we are aware of them or not, and that they exist to help lead us through our unfolding lives.

"It is only by becoming completely present that you can hope to remember who you are," writes McCannon. "In doing so, you bring all of your multi-dimensional lifetimes together, your past, your present and your future. This moment is the perception of Eternity through the wisdom of what you call time. For the purpose of change, there is no other moment than the NOW. It opens the path of the SELF to all possibilities. Be here with us now and we will lead you to the crossroads of your own self-transformation."

McCannon's message in the world of angels is a simple and heartfelt one: "Your journey will be when you listen up to your own."



DIVINE REVELATION

By Susan Shumsky

Fireside Book.
Softcover. \$11.00. 286 pp.

Learning how to meditate can be one of the most challenging and difficult things to accomplish. Thirty years of daily practice and study has helped Susan Shumsky develop *Divine Revelation*, a simple and practical way to seek spiritual wisdom (Shumsky lived in the Himalayas in complete silence and meditation for seven years, and was on Maharishi Mahesh Yogi's personal staff).

Of *Divine Revelation*, Shumsky says: "Divine Revelation is a technique of

intuitional development, a way to hear the divine voice within. It is a method that enables one to augment his or her innate intuitive abilities, identify the source of intuitive messages and test their authenticity, overcome resistance to

divine contact, and become self-reliant in solving personal problems."

This is a wonderful, step-by-step guide to the path of spiritual discovery. *Divine Revelation* can teach you how to become your own spiritual adviser. ♦



SUTRAS

Donovan

American Recordings,
CD, 14 songs.

Back in the sixties, one of the most charismatic figures of the flower generation was a pixie-faced poet/singer named Donovan. His songs--*Sunshine Superman*, *Mellow Yellow*, *Season of the Witch*, *Wear Your Love Like Heaven*--helped shape the direction of the then youth movement. Donovan's breathy vocal style and optimistic message prompted the press to call him "The Troubadour of Rock." Then in 1970, at the height of his popularity, he vanished from the music scene and remained in relative obscurity for the next twenty five years.

With his new CD, *Sutras*, Donovan is back in full force. Although the CD centers around the acoustic sound that launched his career, *Sutras* is not a retro album, but the expression of a mature master at the top of his form. Donovan accompanies his vocals with acoustic guitar, and is backed by lean, focused instrumentation provided by some of the day's top musicians, including keyboardist Benmont Trench from Tom Petty and the Heartbreakers and Dave Navarro of the Red Hot Chili Peppers.

As the title suggests, *Sutras* is a spiritual recording. Even the love songs seem to come from a deep spiritual source. "Please Don't Bend" is a love ballad with haunting lyrics and an enchanting melody that has the impact of a transcendent experience. "Give it All Up" is a heartfelt and personal pledge of love. He

sings: No diamond brighter than/the light within your eyes/No star I gaze at/Brighter in these skies/No sadness deeper than/this longing for you/I'd give it all up/to be with you.

Other songs worth mentioning are: "The Way," an upbeat setting to music of lines from Lao Tzu's Tao Te Ching featuring Dave Navarro on electric sitar; "The Evernow," an hypnotically tranquil ode to the timeless state of meditation; and the final song, "Universe Am I," an anthem of hope for the day when . . . "the universe will shine."

In 1968, when speaking of Donovan's impact on the music scene, John Lennon said: "Donovan is as important and influential as Bob Dylan and we (The Beatles) are . . . listen, the man's a poet." He still is, and this CD will take you on a poetic and spiritual journey, Donovan-style. ♦

NEW AGE RETAILER

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The #1 Trade Magazine for Retailers of New Age Books, Music & Merchandise

Divine Revelation

Susan G. Shumsky

ISBN 0-684-80162-0, \$11 QP, Simon and Schuster.

Divine Revelation shows readers precisely how to access their divine internal wisdom. Exercises in the book include silencing chatter in the mind, testing the source of received messages, and finding answers to our most difficult questions. Also included are true-life stories of people who have used the plan with positive results.

This book is for those who want a blueprint for meditation and inner wisdom.

Susan G. Shumsky has practiced meditation for 30 years. She developed the theory of divine revelation and conducts classes on the subject. She also has a doctor of divinity degree from Teaching of Intuition Metaphysics.

Cheryl Holland
The Lion and Flamingo
Rockmart, Ga.

ReVIEW

NAPRA

VOL. 8, NO. 2

DEA 1997

DIVINE REVELATION by Susan G. Shumsky. \$11, 0-684-80162-0, Fireside/Simon & Schuster. Hearing the voice of the divine can be as simple, says Shumsky, as opening ourselves up—through a step-by-step meditation—to what is already within. This is a pragmatic, down-to-earth, comprehensive book written by a self-confessed “ordinary person” who reassures us that if she can do it so can we, following techniques tested by thousands at her seminars. In the best tradition of the New Age, she does not proscribe religious belief but shows the common elements in many religions that support the work she is doing. She lucidly spells out the how-tos for spiritual breakthrough, providing nine tests to be sure the source of your message is indeed divine. Lots of pre-pub endorsements suggest a work with widespread appeal. -SC

BOOKVIEWS®

EDITOR: ALAN CARUBA

BOX 40, MAPLEWOOD, NJ 07040

Top Pick of Holiday Gift Books

A spiritual quest is the subject of Susan G. Shumsky's Divine Revelation (\$11, Simon & Schuster), an inspiring and helpful book that provides insight regarding what spirituality is and how it works. This book will teach you how to get in touch with your inner capacity for spirituality and will greatly enhance your life.

Do Unto Others by Rabbi Abraham J. Twerski, M.D., (\$18.95, Andrews McMeel Publishing) is a wonderful look at the way good deeds can change your life. Asserting that goodness is inherent in all of us, Rabbi Twerski has written a wonderful book about self-esteem, spiritual growth, love, or simply breaking old habits that will free you to be the person you want to be.

-- Alan Caruba

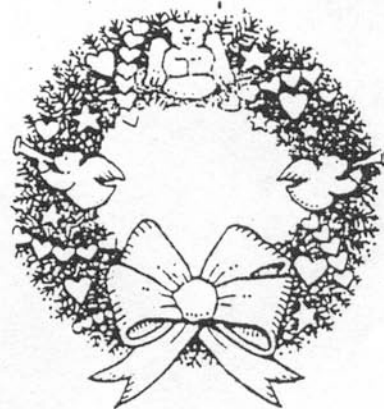


values.

-- Alan Caruba

What is Bookviews?

Bookviews is a monthly newsletter devoted to the latest fiction and non-fiction books, as well as audiobooks. It is edited by Alan Caruba, a charter member of the National Book Critics Circle. If you want more than just bestsellers, you want to read Bookviews!



❖ CONCEPTS ❖

Volume 2 Issue 47

USA \$3.95

Book & Music Reviews

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