**新 书 推 荐**

**中文书名：《小约翰·肯尼迪》**

**英文书名：JFK JR.: An Intimate Oral Biography**

**作 者：RoseMarie Terenzio and Liz McNeil**

**出 版 社：S&S/Gallery**

**代理公司：ANA/Jessica**

**页 数：432页**

**出版时间：2024年7月**

**代理地区：中国大陆、台湾**

**审读资料：电子稿**

**类 型：传记和回忆录**

**#4 on the August 4 New York Times Bestseller list**

**亚马逊畅销书排名：**

**#4 in Rich & Famous Biographies**

**#8 in Political Leader Biographies**

**#9 in United States Biographies**

**内容简介：**

**小约翰·肯尼迪（JFK Jr.）的首部口述传记，以非同寻常的亲切感，全面展现了神话背后的真实人物。他最亲密的朋友、知己、恋人、同学、老师和同事分享了前所未闻的故事和见解，生动描绘了20世纪最受人爱戴的人物之一，让我们得以窥见他如何从一个敬礼的男孩成长为美国人心中的挚爱，以及他如何在不幸去世25年后仍然吸引着公众的想象力。**

小肯尼迪生来就备受瞩目，他的一生短暂而非凡，充满了期待、抱负和来自家族的压力，同时也充满了爱与悲剧。《小约翰·肯尼迪》深入剖析了他复杂的内心世界，探讨了种种假设，揭示了他所处的文化和政治时代，以及这位充满可能性的总统之子如何成为美国人心中的希望之光。

**营销亮点：**

* **为纪念小肯尼迪逝世25周年而出版：**值此小肯尼迪离世25周年之际，我们推出这本书，以纪念这位深受爱戴却鲜为人知的公众人物。读者至今仍然对有关肯尼迪家族的书籍情有独钟，他们如同美国王室般引人关注。从卡莉·西蒙（Carly Simon）的《Touched by the Sun: My Friendship with Jackie》到史蒂文·M·吉隆（Steven M. Gillon）的《America’s Reluctant Prince: The Life of John F. Kennedy Jr.》，再到克林特·希尔（Clint Hill）的《Mrs. Kennedy and Me: An Intimate Memoir》以及弗雷德里克·洛格瓦尔（Fredrik Logevall）的《纽约时报》年度最佳图书《JFK: Coming of Age in the American Century, 1917-1956》，这本书将为阅读过这些《纽约时报》畅销书的读者们提供一个全新的视角，深入了解肯尼迪家族的传奇故事。
* **内容源于100多次的个人访谈和权威资料：**这些包括政治、媒体和娱乐界的知名人士，以及与肯尼迪家族关系密切的朋友们，其中一些人从未公开谈论过他们与小肯尼迪的关系。部分撰稿人包括美国总统比尔·克林顿（Bill Clinton）、卡莉·西蒙（Carly Simon）、西恩·潘（Sean Penn）、迈克·泰森（Mike Tyson）、凯蒂·柯丽克（Katie Couric）、加斯·布鲁克斯（Garth Brooks）、大卫·杜楚尼（David Duchovny）等数十人。
* **内含大量独家资料：**作者罗斯玛丽·特伦齐奥（RoseMarie Terenzio）作为小肯尼迪的私人助理和幕僚长，深入接触到了他的生活，并在他生前的最后几年里成为了他最亲密的知己之一。这一无与伦比的机会，再加上《人物》（*People*）杂志记者利兹·麦克尼尔（Liz McNeil）资深的新闻报道和详尽的研究，为我们提供了对肯尼迪生平和遗产的丰富而详尽的探索。
* **深入而丰富的内幕故事：**通过对最了解小肯尼迪的人进行深入采访，特伦齐奥和麦克尼尔撰写了一本全面的口述传记，为我们揭示了肯尼迪的复杂性，他一直在努力平衡家族的名声和自己的愿望，使自己的生活脱离出生时的标准和期望。
* **备受期待的照片集：**书中将包含一张彩色照片插页，展示二十多幅小肯尼迪一生的个人收藏和首次曝光的照片。
* **联合宣传/营销机会：**伊丽莎白·贝勒（Elizabeth Beller）的《曾几何时》（*Once Upon A Time*）是约翰的妻子卡罗琳·贝塞特·肯尼迪（Carolyn Bessette-Kennedy）的传记，她也在1999年7月的空难中不幸遇难，该书也由Gallery Books出版，于2024年5月上市。这两本重要传记的出版提供了一个独特的联合销售和营销机会。

**作者简介：**

**罗斯玛丽·特伦齐奥（RoseMarie Terenzio）**是《纽约时报》畅销书《被打断的童话》（*Fairy Tale Interrupted*）的作者，也是小约翰·肯尼迪的前执行助理。她在《George》杂志担任幕僚长，负责他的公共关系和慈善事业，直到他于1999年不幸离世。特伦齐奥是Paramount Network《我是小肯尼迪》（*I Am JFK, Jr.*）的执行制片人。她来自纽约，在那里生活和工作，是一名战略传播专业人士。

**利兹·麦克尼尔（Liz McNeil）**是《人物》杂志的责任编辑，她在该杂志工作了三十年。她是Discovery+纪录片《重建希望：911事件中的儿童》（*Rebuilding Hope: The Children of 9/11*）的执行制片人，也是《人物》播客“掩盖”（*Cover-Up*）的编剧和执行制片人。她现居纽约哈德逊河畔黑斯廷斯。

**媒体评价：**

“这部关于小约翰·肯尼迪的口述史提供了数十位熟悉他的朋友和同事的深刻见解和故事。它讲述的不仅仅是政治和名人。它还涉及逆境、友谊、忠诚、痛苦和欢乐等问题。”

——沃尔特·艾萨克森（Walter Isaacson），《纽约时报》畅销书作者

“《小约翰·肯尼迪》篇幅庞大，引人入胜，显然是由热爱他的人撰写的。”

——《华盛顿邮报》（*Washington Post*）

**营销信息：**

**Upcoming national media includes:**

**MSNBC’s *Morning Joe* –**TOMORROW,July 26th at 9:50am ET LIVE

**CNN’s *The Source with Kaitlan Collins*** – August 2nd in the 9pm ET hour LIVE

**JFK JR. is now a NEW YORK TIMES and PUBLISHERS WEEKLY bestseller!**

It will debut at #3 on the NYT hardcover print list and #5 on the combined print and e-book list on 8/4.

It will debut at #4 on the PW hardcover nonfiction list on 7/28.

**Upcoming events:**

**Politics & Prose in DC – July 27th** (Union Market location)

**East Hampton Authors Night** – August 10th

**Cape Cod Book Festival** – November 3rd

**Marketing includes:**

Featured an Instant New York Times Bestseller asset on [Instagram](https://www.instagram.com/p/C92hCF9xw8z/)

A video featuring photos from the book is featured on [S&S YouTube](https://www.youtube.com/shorts/ZSN3obMztck).

Digital advertising continues with AMS and Meta.

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| **Publicity**NATIONAL TV**JUL 16, 2024**    TODAY SHOW / NBC-TV / Taped piece to air in the 8am hour featuring both RoseMarie and Liz. / [LINK](https://www.today.com/popculture/news/jfk-jr-death-plane-crash-rcna160909)**JUL 16, 2024**    EXTRA! / Syndicated Nationally / Airs 7/16 / [LINK](https://wbproductions.app.box.com/s/ni2olrvu968j1n9w7v6dd03v3nv8g4wu)**JUL 16, 2024**    Entertainment Tonight (ET) / Syndicated Nationally / Airs 7/16 / [LINK](https://www.etonline.com/interview-john-f-kennedy-jr-biographers-on-what-happened-during-the-night-of-his-tragic-plane-crash-exclusive)**JUL 20, 2024**    Extra Weekend / Syndicated Nationally / Segment to air on EXTRA! weekend edition.**JUL 26, 2024**    Morning Joe / MSNBC / Live in-studio at 9:50am.**AUG 2, 2024**    The Source with Kaitlan Collins / CNN / Tentative hit time is 9:45pm. NATIONAL RADIO**JUL 18, 2024**    Radio Satellite Tour / PREMIERE RADIO NETWORKS / Live in-studio from 9-11am. NATIONAL PRINT**JUL 11, 2024**    PEOPLE / Cover Feature / COVER STORY. Online on 7/10 with articles promoting it on People.com all week. 8 PAGES IN THE PRINT ISSUE ON-STANDS 7/11.**JUL 14, 2024**    WASHINGTON POST / Book Review / Review ran on 7/14. / [LINK](https://www.washingtonpost.com/books/2024/07/14/john-f-kennedy-jr-book-review/)**JUL 31, 2024**    NEW YORK TIMES / Book Review / Out for review. Date TK.**AUG 4, 2024**    New York Times Book Review / Best Seller List / #3 Print and #5 Print & E Combined! ONLINE**JAN 24, 2024**    People / Cover Reveal / JFK Jr. Remembered: See The Cover Of The New Oral Biography (Exclusive) / [LINK](https://people.com/jfk-junior-remembered-book-cover-reveal-8548266)**JAN 25, 2024**    Kirkus / Announcement / Oral Biography of JFK Jr. Coming This Summer / [LINK](https://www.kirkusreviews.com/news-and-features/articles/oral-biography-of-jfk-jr-coming-this-summer/)**JUN 3, 2024**    Town & Country / Best Books of the Summer / The 39 Must-Read Books of Summer 2024 / [LINK](https://www.townandcountrymag.com/leisure/arts-and-culture/g60721376/best-books-summer-2024/)**JUL 1, 2024**    Amazon.com / Best Books of The Month / Best books of the Month: Bio & Autobio**JUL 15, 2024**    People.com / Author feature article / Would JFK Jr. Have Run For President? A New Book Reveals the Surprising Answer (Exclusive / [LINK](https://people.com/would-jfk-jr-have-run-for-president-a-new-book-reveals-the-answer-exclusive-8676752)**JUL 16, 2024**    Daily Mail / Feature Article / Devastating details of JFK Jr's ultra-secretive burial at sea are revealed for the first time - including his sister Caroline's heart-breaking display of grief as she said her final goodbye / [LINK](#39;s%20ultra-secretive%20burial%20at%20sea%20are%20revealed%20for%20the%20first%20time%20-%20including%20his%20sister%20Caroline&#39;s%20heart-breaking%20display%20of%20grief%20as%20she%20said%20her%20final%20goodbye%20|%20Daily%20Mail%20Online)**JUL 16, 2024**    Katie Couric's Wake Up Call / Newsletter Feature / Runs July 16th or later this week.**JUL 16, 2024**    Next Question with Katie Couric / Podcast Interview / Runs on 7/16. / [LINK](https://katiecouric.com/podcast/next-question/jfk-jr-carolyn-bessette-kennedy-marriage-difficulties-death/)**JUL 16, 2024**    I'd Rather Be Reading podcast / Podcast Interview / Tapes July 3rd to air July 16th. / [LINK](https://urldefense.com/v3/__https%3A/podcasts.apple.com/us/podcast/rosemarie-terenzio-and-liz-mcneil-on-what-john-f/id1572047772?i=1000662454794__;!!MbTiNj2pbBzljg!PSJ5WJV1PdL1QaUOQfEdKP4JpAePxF-XGHXrivIb4kkEcdx24bKp62U8JNQu6PwCW_n5NjKMCHG-9xT4e8tNGS2rUl--0Mm-ZGGRIuJj$)**JUL 16, 2024**    TownandCountry.com / Article with Book and Author Feature / Q&A with short excerpt. / [LINK](https://www.townandcountrymag.com/leisure/arts-and-culture/a61525075/john-f-kennedy-jr-biography-rosemarie-terenzio-liz-mcneil-interview/)**JUL 16, 2024**    PageSix.com / Book Feature / Two stories ran on pub day / [LINK](https://pagesix.com/2024/07/16/celebrity-news/jfk-jr-and-daryl-hannah-broke-up-after-he-accidentally-killed-dog/)**JUL 18, 2024**    WWD.com / Author Interview & Book Feature / New Book Lays Bare the Highs and Lows of JFK Jr. and Carolyn Bessette-Kennedy’s Life Together / [LINK](https://wwd.com/eye/people/jfk-jr-carolyn-bessette-kennedy-new-book-1236497385/)**JUL 19, 2024**    MarieClaire.com / Book Feature / Princess Diana Agreed to a Meeting with John F. Kennedy Jr. Because Sister-in-Law Sarah Ferguson “Had the Hots for Him” and Diana Wanted To “Do One Up on Her” / [LINK](https://www.marieclaire.com/celebrity/royals/when-princess-diana-met-jfk-jr-at-the-carlyle-hotel/)**JUL 24, 2024**    Daily Mail / Article with Mention / The Kennedy family feud laid bare: JFK Jr.'s sister Caroline didn't think Carolyn Bessette was 'good enough' for her brother because of her 'upper middle-class' upbringing / LINK LOCAL TV**JUL 22, 2024**    NYC Metro / FOX 5 (WNYW - New York) / Good Day New York / Live in-studio in 9am hour. LOCAL PRINT**JUL 11, 2024**    NEW YORK DAILY NEWS / Article with book mention / New book details rocky last days of JFK Jr., wife Carolyn Bessette-Kennedy / [LINK](https://www.nydailynews.com/2024/07/11/jfk-jr-wife-carolyn-bessette-kennedy-new-book-marriage-troubles/)**JUL 16, 2024**    Boston Globe / Feature Interview / Online on 7/16 and in-print 7/21. / [LINK](https://www.bostonglobe.com/2024/07/16/arts/jfk-jr-carolyn-bessette-kennedy-25-years-later-book/)**JUL 21, 2024**    NEW YORK POST / Page Six / Feature to run Sunday. Definitely online with possibility of print. / [LINK](https://pagesix.com/2024/07/16/celebrity-news/jfk-jr-and-daryl-hannah-broke-up-after-he-accidentally-killed-dog/) TRADE REVIEWS**JUL 16, 2024**    Kirkus Reviews / Book Review / Will post online on July 16th and in-print issue on August 1st. / [LINK](https://www.kirkusreviews.com/book-reviews/rosemarie-terenzio/jfk-jr/) AUTHOR EVENTS**JUL 27, 2024**    Washington, DC / Union Market Location / In Person / Book Store / Moderated talk and book signing. / [LINK](https://www.politics-prose.com/terenzio-mcneil.)**AUG 10, 2024**    East Hampton, NY / Herrick Park / In Person / Festival/Literary Series / East Hampton Library Authors Night |
| **Marketing**MAILING/OUTREACH**JUN 1, 2024**    Influencer Outreach / Instagram & TikTok / For readers who love ONCE UPON A TIME and FAIRYTALE INTERRUPTED**JUL 14, 2024**    Influencers / Instagram & TikTok / finished copies SOCIAL (EARNED)**JUN 27, 2024**    Instagram / Instagram Feed/Author Collab / JFK JR lifestyle cover post**JUL 5, 2024**    Instagram / Instagram Feed/Author Collab / JFK JR. inclusion in 4th of July lifestyle post**JUL 10, 2024**    Instagram / Instagram Feed/Author Collab / JFK JR and Fairytale Interrupted lifestyle post**JUL 16, 2024**    Instagram / Instagram Feed/Author Collab / JFK JR. animated asset publication post**JUL 16, 2024**    TikTok / JFK JR. animated asset publication post**JUL 19, 2024**    Instagram / Instagram Feed/Author Collab / JFK JR. influencer round-up repost PROMOTIONAL ITEMS**MAY 24, 2024**    Sparkly Blue Jiffies |
| **Advertising**ONLINE**DEC 12, 2023**    Amazon Marketing Services / Sponsored Product**JUL 16, 2024**    Facebook / Instagram / Digital Advertising |

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