

— The Return Of A Women Of Substance —

Barbara Taylor Bradford Revives The Legendary Emma Harte

At 12:01 AM on January 6th, 2004, bookstores across North America simultaneously opened more than 350,000 hard-cover copies of *Emma's Secret* - the much anticipated sequel to Barbara Taylor Bradford's series that began with *A Woman Of Substance*. On the 25th anniversary date of one of the ten-best-selling novels of all-time, Mrs. Bradford has decided to revive the legendary Emma Harte in continuing her fictional epic. The book immediately shot to # 7 on the NY Times Bestseller list in only 4-days of sales.

This eagerly anticipated novel, published by St. Martin's Press, was launched with a national media initiative, including a full-page ad in *The New York Times*, a 2-Page center spread in *Publisher's Weekly*, and national television spots on NBC's *The Today Show*, among others.

Additionally, an unprecedented 2.5 million emails were sent to a list of Barbara's registered readers, offering an excerpt as a sneak preview. To date, this may be the widest such campaign ever undertaken for a book launch.

Barbara Taylor Bradford's *A Woman of Substance* was published in January of 1979 and went on to sell more than 25 million copies worldwide to date. Eighteen bestselling novels later, Bradford was convinced to return to Emma.

Says Barbara, "For years I've been getting letters from readers, asking 'why did you kill off Emma' and 'what ever happened to her descendants'" Mostly, I just kicked myself for leaving no room for a revival. Then recently, it was pointed out that there was a missing decade from Emma's life. It was then that I discovered how to revive Emma through flashbacks and the discovery of her wartime diaries. So now Emma lives on again in the prime of her life."

According to Robert Bradford, discussions with networks are underway for the production of *Emma's Secret* as a mini-series. To date ten (10) of Mrs. Bradford's nineteen (19) bestselling novels have been produced for television. These Emmy Award Winning adaptations have starred such names as Liam Neeson, Sir Anthony Hopkins, Jenny Seagrove, Deborah Kerr, Lindsay Wagner and James Brolin.

A Woman of Substance, which was originally published in 1979 by Doubleday in the US, is widely recognized as one of the top-selling fiction books in history.

For 25 years Barbara Taylor Bradford has been one of the world's bestselling women's authors, having written 19 books, all worldwide bestsellers. To date she has sold an astounding 75 million copies of her novels in 39 languages for more than 90 countries. Barbara lives in New York City with her husband, film producer Robert Bradford.

For more information on Barbara Taylor Bradford, please visit her official website at www.Barbarataylorbradford.com. BT



Photo by Bill Miles

