



C H R O N I C L E B O O K S

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Chronicle Books announces a new nonfiction imprint: Chronicle Prism

SAN FRANCISCO, MARCH 12, 2019: Chronicle Books revealed that its new nonfiction imprint headed by Mark Tauber will be called Chronicle Prism. Tauber joined Chronicle Books last fall to create the imprint, which will publish narrative, prescriptive, and inspirational nonfiction. He will also lead Chronicle Books' first foray into audio. Chronicle Books will officially announce the imprint at London Book Fair this week and host a Champagne toast to celebrate on Wednesday, March 13 at 5:00pm at stand # 6F30.

Chronicle Books president Tyrrell Mahoney said, "With this new imprint we're bringing Chronicle Books' distinctive design sensibility, creative aesthetic, and unmistakable spirit into new subject categories. Chronicle Prism will publish titles that stand out for the quality of their editorial content as well as their exceptional design and peerless book-as-object quality."

Chronicle Prism will launch with three titles in Fall 2019: *Dumpty: The Age of Trump in Verse* by award-winning actor and bestselling author John Lithgow; *Between Heaven and Hell* by journalist David Talbot, an intimate journey through the life-changing year following his stroke; and *Find Your Fuckyeah* by Alexis Rockley, a science-based guide that disrupts today's warm and fuzzy personal-growth fads to help readers discover true happiness and purpose.

Mark Tauber said "The name Chronicle Prism evokes the way our authors illuminate and magnify important topics from surprising perspectives and unexpected angles, often inspiring readers to change or bend course. It also puts a delightful twist on Chronicle Books' motto 'see things differently' and its beloved eyeglasses logo."

About Chronicle Books: One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1967 and over the years has developed a reputation for award-winning, innovative books.

Recognized as one of the 50 best small companies to work for in the U.S. (and the only independent publisher to receive this award), the company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes much-admired illustrated books and gift products in design, art, architecture, photography, food, lifestyle, pop culture, and acclaimed children's titles. Chronicle Books' objective is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity, and value. For more information about Chronicle Books, visit www.chroniclebooks.com.

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CHRONICLE BOOKS

Chronicle Prism publishes narrative, inspirational, and prescriptive nonfiction books written by thought leaders and persuasive influencers that deepen the conversation and practice of our lives. In keeping with the Chronicle Books brand, Chronicle Prism books will stand out in the market for their quality of editorial content as well as distinctive design.

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