

FLASH AND DAZZLE, THE LATEST FROM LOU ARONICA, AUTHOR OF THE NATIONAL BESTSELLERS THE FOREVER YEAR AND BLUE, IS A STORY PLANT TRADE PAPERBACK AND E-BOOK, ON SALE NOVEMBER 5

Aronica Turns His Attention to Friendship and the Secrets Friends Keep in This Story of Two Successful Young Men Suddenly Forced to Examine Their Lives and Their Choices

"Compelling characters quickly engage the reader in a heartfelt tale of romance lost and found."

–Booklist on *The Forever Year*

"An emotion-filled read that is almost impossible to put down."

–RT Book Reviews on *The Forever Year*

"A tender, loving tale of what you can learn if you listen . . . will move you to tears and to laughter all in one beautiful book."

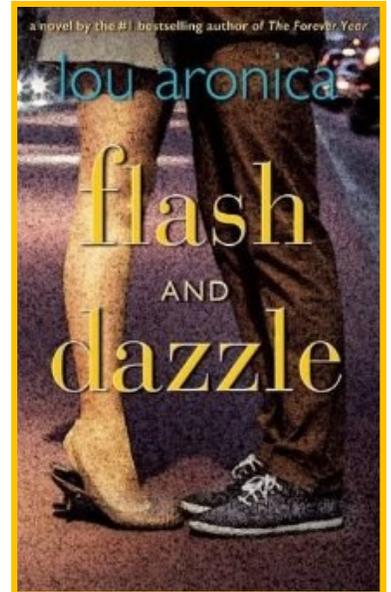
–Single Titles on *The Forever Year*

"A poignant and thought provoking read . . . emotional . . . heart warming . . . a love story on many levels."

–C Mash Reads on *The Forever Year*

"*The Forever Year* is a biting and sweet story . . . sweet romantic fiction . . . realistic and endearing."

–Crystal Book Reviews on *The Forever Year*



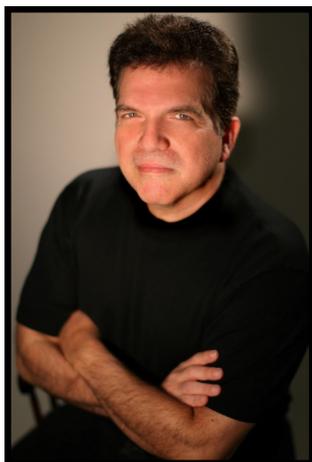
"Loving, emotional details that will tug at the heartstrings." **–Times Record News, Wichita Falls, Texas on *The Forever Year***

"Lou Aronica creates a world that manages to be both surreal and tangible. Reading this book is like experiencing a lucid dream with depth and detail that play on all five senses . . . a story about family, relationships, and the bonds between loved ones . . . relevant and intriguing."

–Blogcritics on *Blue*

"Once-in-awhile, a story comes along that completely surprises me because it delivers so much more than I expected; more depth, more feeling, more story-weaving. *Blue* not only falls into this category, it tops the list." **–Between the Pages on *Blue***

"A lovely fantasy, a brilliant father-daughter piece . . . full of healing and hope." **–Biblioteca on *Blue***



"A rather beautiful and heart-rending story of the relationship between a father and daughter who found themselves learning how to trust each other again after years of disappointments and misunderstanding."

–Curling Up by the Fire on *Blue*

Lou Aronica's **FLASH AND DAZZLE**, on sale November 5th, follows the highly successful print and digital republication of his **The Forever Year**, which became a **USA Today** bestseller and also claimed a spot as a #1 overall Nook bestseller in early 2013. Both novels were originally published under the pen name Ronald Anthony. As with **The Forever Year**, Aronica has revisited **FLASH AND DAZZLE**, updating

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while remaining true to the 2007 original.

In **FLASH AND DAZZLE**, readers see the world from the point of view of Rich Flaster as he and his best friend and colleague Eric Dazman are forced to confront the choices they have made, the secrets they have kept and the importance of understanding what, and whom, they value most. Rich and Eric, now in their late twenties, met in college, earned the nicknames "Flash" and "Dazzle," headed to Manhattan to build their careers, and quickly became Clio-winning collaborators riding high in NYC's ad world. Sharing work, friends, the perks of success, tales of their latest conquests, a city they love and a passion for music, neither stopped to examine life too closely, nor planned too far ahead. Then, for Daz, there was no future.

Ironically, having shared the best of times, it is during the worst of them that Rich and Eric develop a true taste for life. With the clock ticking, they search for a way to break through the surface of their relationship, to explore each other's hearts, and to communicate at a depth that men rarely reach. In doing so, they discover legacies, burdens, and the sort of secrets that are only revealed when there's nothing left to tell.

2013 marks the first time that **FLASH AND DAZZLE** and **The Forever Year** have been published as ebooks, and new print copies of the Ronald Anthony editions have been unavailable for a few years. Since their initial publication, Aronica has built a strong following among readers with his novels **The Forever Year**, **Blue** and the novella ***Until Again***, each of which explores relationships, self discovery and the lessons--and price-- of loving and being loved.

ABOUT LOU ARONICA

Lou Aronica is the author of several works of fiction and nonfiction. His novels include **Flash and Dazzle**, the USA Today and #1 Nook bestseller, **The Forever Year**, the national bestseller, **Blue**, which was a top twenty title on Amazon's general fiction bestseller list, and the novella **Until Again** and **Differential Equations**, written with Julian Iragorri. He is co-author of the New York Times bestsellers, **The Element** and **Finding Your Element** (both with Sir Ken Robinson) and the national bestseller, **The Culture Code** (with Dr. Clotilde Rapaille). Prior to focusing on writing, he spent two decades as a senior executive in the publishing industry, including stints as Publisher of Avon Books and Deputy Publisher of Bantam Books. Currently Publisher of The Story Plant, which publishes a wide range of fiction in both print and electronic formats, he splits his time between writing, publishing and editing.

He is currently at work on a book about education, his third collaboration with Sir Ken Robinson, and preparing to begin his next novel.

He lives in southern Connecticut with his family.

FLASH AND DAZZLE

Lou Aronica

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