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978-0-345-50922-2
\$27.00/\$31.00 Can.

Category: SCIENCE FICTION
BISAC Cat: Fiction - Science Fiction - Space Opera
Order Form Cat: SCIENCE FICTION
Page Count: 352 **Trim Size:** 6-1/8 x 9-1/4
Carton Count: 12
Load Group: 0202
Series: Star Wars
Prod Type: Lucasbooks HC

Marketing and Publicity

- National review and feature attention
- Online review and feature attention
- Author tour: Minneapolis, Salt Lake City, Indianapolis, San Francisco, Phoenix
- Promotions on Facebook and Twitter
- Feature on Suvudu.com
- Feature in the Suvudu and Del Rey *Star Wars* e-newsletters
- Major promotions on StarWars.com
- Book trailer implementing cover art throughout the series
- Contest on StarWars.com, *Star Wars* Books Facebook page, or Suvudu
- Online advertising to tie-in with *The Phantom Menace* rereleasing in theaters in 3-D in February
- Convention promotion at New York Comic Con (10/11) and *Star Wars* Celebration VI (date tk)
- Promotion on the RHPG science-fiction mobile platform
- Extensive excerpt of book one of next *Star Wars* series

Star Wars: Fate of the Jedi: Apocalypse



Troy Denning

The Apocalypse is coming! In this final novel in the thrilling nine-book *New York Times* bestselling *Fate of the Jedi* series, it's Jedi against Sith...and Luke Skywalker against Darkness itself!

In the epic conclusion to the *Fate of the Jedi* series, Luke Skywalker leads a desperate all-out assault against the new face of Darkness: the Lost Tribe of the Sith. The future of Coruscant--and of the Galactic Alliance--hangs in the balance. But victory is far from certain. Luke and his Jedi Order will be tested as never before...and the galaxy will never be the same again.

Key Points/Quotes

- **FINAL BOOK IN SERIES:** *Apocalypse* is the ninth and final novel in the bestselling *Fate of the Jedi* series.
- **SERIES SUCCESS:** There are nearly 850,000 copies of the first six *Fate of the Jedi* series books in print.
- **NEW YORK TIMES BESTSELLERS:** Every title in the *Fate of the Jedi* series has been a *New York Times* hardcover bestseller!
- **EBOOK TIE-IN SUCCESS:** Our free eBook short-story series tying into the *Fate of the Jedi*--*Lost Tribe of the Sith* by John Jackson Miller--has been a huge success, with more than 700K downloads for the first five stories.
- **AUTHOR POPULARITY:** Troy Denning is a *Star Wars* fan-favorite--as well as the author who brought the *Legacy of the Force* series to a triumphant climax.
- **ALSO THIS SPAN:** Spring 2012 will have *Darth Plagueis* releasing in hardcover, as well as the mass market releases of *Fate of the Jedi: Vortex* and *Red Harvest*.
- **THE MOVIES RETURN IN 3-D!** *The Phantom Menace* will be in theaters February 10, 2012, in 3-D. We're also rereleasing the mass market paperbacks of *The Phantom Menace* MTI and *Darth Maul: Shadow Hunter*--with new short stories by *Darth Plagueis* author James Luceno--to tie in to the event.

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Series Overview

A nine-book *Star Wars* adventure featuring Luke, Han, Leia, and a lost tribe of Sith, in which the fate of the galaxy could fall on the shoulders of the next generation--and an unlikely alliance. Set in the time just after the *Legacy of the Force* series.

About the Author/Illustrator

Author Residence: Prescott, WI

TROY DENNING is the author of ten *New York Times* bestselling *Star Wars* novels, as well as *Waterdeep* (under the pseudonym Richard Awlinton) and more than nineteen other novels, including *Pages of Pain*, *Beyond the High Road*, and *The Summoning*. A former game designer and editor, he enjoys hiking, mountain climbing, judo, and any sport that involves going fast with boards strapped to his feet. He lives in western Wisconsin with his wife, Andria.

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Audio: No	Book Club: No	1st Serial: No
British: No	Translation: No	Special Markets:
Restriction: US, Canada, Open Mkt	Agency:	Agent:

Other Editions	ISBN	On sale	Publisher	Price
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Hist/Prev Titles	ISBN	On sale	Publisher	Price
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