



William Morrow

Carton Qty: 24

Selling Territory: W  
350,000

LC: 2009035858

One Day Laydown

On Sale: 10/13/2009

Memoir

Tr 9780061924682

\$25.99 (\$29.99 CAN)

352 pages; 6 x 9

16-page color and 16-page  
b&w photo insert

### Also Available

Highest Duty Unabridged  
CD

CD 9780061953255

\$39.99 (\$51.99)

8 CDs/9 1/4 hours

Unabridg

10/13/2009

Highest Duty LP

lp 9780061927584

\$25.99 (\$33.99)

10/13/2009

## Highest Duty

### My Search for What Really Matters

Capt. Chesley "Sully" Sullenberger

with Jeffrey Zaslow

In this inspirational autobiography, one of the most captivating American heroes of the decade—Captain "Sully" Sullenberger, the airline pilot whose emergency landing on the Hudson River earned the world's admiration—tells his life story and offers insight on the essential qualities—leadership, responsibility, and service—that he believes have been vital to his success

On January 15, 2009, the world witnessed one of the most remarkable emergency landings in history when Captain Chesley "Sully" Sullenberger skillfully glided US Airways Flight 1549 onto the surface of the Hudson River, saving the lives of all 155 passengers and crew aboard. His cool actions not only averted tragedy but made him a hero and an inspiration worldwide. To Sullenberger, a calm, steady pilot with forty years of flying experience who is also a safety consulting expert, the landing was not a miracle, but rather the result of years of practice and training—wisdom he gained in U.S. Air Force jets and in his Texas childhood.

Born to a dentist father and an elementary school teacher mother, Sully fell in love with planes as a young boy. He learned to fly at 16, taking lessons from a cropduster in a vintage airplane from a grass strip nearby. While his father, a World War II veteran, offered encouragement, he also imparted stern advice the future pilot took to heart: a commander is responsible for everyone in his care. They are words that have shaped Sully's life and work and continue to guide him today.

At...

### Marketing Campaign

- Pre-publication Appearances
- Featured title at BEA, Including Author Event
- National Broadcast and Print Media Campaign
- Multi-city Author Tour
- 15-City Television Satellite Tour
- 50-City Radio Satellite Tour
- National Advertising
- Targeted Outreach to Military Outlets, Including Advertising in Military Times
- Radio Promotions
- Online Promotions, Including Video, Audio, E-mail Notifications and Excerpts
- Special Book Trailer with Video Outreach to YouTube.com, Yahoo.com, MSN.com, MySpace.com and Facebook

### Author Bio

Capt. Chesley "Sully" Sullenberger is an airline pilot and safety expert, and has served as an instructor and as an Airline Pilots Association (ALPA) safety chairman and accident investigator. He was named the Outstanding Cadet in Airmanship in his graduating class at the United States Air Force Academy, and he holds two masters degrees. A native of Denison, TX, he lives in Danville, CA, with his wife and family.