

Release Source: David J Rodger

FOR IMMEDIATE RELEASE

British novelist continues global success through publishing “print-on-demand” revolution.

BRISTOL, UK—JANUARY, 2008— David J Rodger is selling his first novel *God Seed* through a global marketplace in conjunction with Lulu, the world’s fastest-growing provider of print-on-demand books.

God Seed is a cyber-thriller that follows the journey of a documentary film-maker, Adam Kyle, as he covers a group of corporate mercenaries. Kyle is propelled into a web of lies, treachery and murder involving fascist extremists, Islamic terrorists, corrupt government officials and a religion as old as Mankind.

David J Rodger wrote *God Seed* as part of a much larger ‘world’ he has created, a world that fits snugly into the futuristic genre of Cyberpunk, and the alien horror of the Cthulhu Mythos. He has taken influences from writers such as William Gibson, Robert Ludlum and H.P.Lovecraft. He has subsequently launched two further novels (Dante’s Fool, Iron Man Project), and a roleplaying game based on his fictional world (Yellow Dawn). He came to Lulu because he wanted to be in control of the publishing process and found Lulu’s print-on-demand service provided immediate access to a global market, with no up-front fees, handled logistics and delivered a high-quality physical product.

“What Myspace has done for music Lulu is doing for new writers.” said David J Rodger. “It’s an excellent business model, very much win-win because nobody has to invest in risky stock that might not sell. *God Seed* has now been picked up by large resellers such as TESCO and Waterstones. I’m very pleased. The Lulu process allows me to bypass the creative bottleneck of the traditional agent/publisher model. I see Lulu as a revolutionary force against this stifling pattern. I’ve cut out the middle-man and get my work out there the way I want it.”

Link to Publication: <http://www.lulu.com/content/673735>
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ABOUT AUTHOR

David J Rodger was born in Newcastle Upon Tyne in 1970. He has published three fiction novels within the Cthulhu Mythos and Cyberpunk genres. He has written freelance non-fiction for UK magazines and had short stories published in the UK, US and Canada. His presence on the Internet got him a place in a BBC documentary in 2000, ‘Through The Eyes of the Young.’ He spent 8 years working for a government agency, within the IT Division, developing a virtual communications service. He now lives in Bristol with a Braun coffee-maker, writing from a house on a hill with a view of the Earth’s curve.

ABOUT LULU

Founded in 2002, Lulu.com is a premier online marketplace that provides a platform for people to create, buy, sell and control digital content on demand. Please see www.lulu.com for more information.

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