

**Release Source: David J Rodger**

**FOR IMMEDIATE RELEASE**

**Dog Eat Dog: first novel to take place within post-apocalyptic world of Yellow Dawn™**

**BRISTOL, UK—NOVEMBER, 2010—** David J Rodger is launching *Dog Eat Dog*, his fifth novel to be released through the print-on-demand service Lulu, and the first to be set within the world formed by his post-apocalyptic role-playing game Yellow Dawn™.

*Dog Eat Dog* takes place in the near future, after the Earth has been devastated by a viral pathogen unleashed when a corporate cargo hauler crashed into the atmosphere; breaking up as a fireball across the sky, it showered Southern Europe and North Africa with a deadly rain of infected debris. Ten years later, over seventy percent of the human population is dead and only a handful of cities survive intact. So called 'Living Cities'. The vast majority of human habitation is abandoned to the undying creatures left mutated through a brutal twist in the infection. Greed and corruption are left hovering over this bleak and brutalized domain and a cosmic horror is now free to infiltrate the remote abandoned corners of the Earth. Above this, the orbital colonies spin within artificial gravity wells, impartial observers, unaffected by the shocking events below.

Within this mix the lives of two survivors collide: a renegade intelligence agent and a cold-blooded master of violence, shaping events with their virulent hunger for money and desire to carve their name onto this new world.

David J Rodger wrote *Dog Eat Dog* as part of a planned series of novels exploring the world of Yellow Dawn; a world that fits snugly into the futuristic genre of Cyberpunk, and the alien horror of the Cthulhu Mythos. He came to Lulu because he wanted to be in control of the publishing process and found Lulu's print-on-demand service provides immediate access to a global market, with no up-front fees; they handle logistics and deliver a high-quality physical product.

Link to Publication: <http://www.lulu.com/product/13507403>

**ABOUT AUTHOR**

David J Rodger was born in Newcastle Upon Tyne in 1970. He has published five novels (fiction) and is the creator of YELLOW DAWN, a successful role playing game based on the world formed by his books. 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, before moving into commercial online project management for a UK media company. 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.

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