

Release Source: David J Rodger

FOR IMMEDIATE RELEASE

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

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

Edge is a cyber-horror centered around the exclusive Zen Dow snowboarding resort, on the slopes of Mount Ruapehu in New Zealand. A young inventor has taken a break from the demands of spending his life in tech labs. At first Zen Dow is just the elixir he needs, but events take a dark turn when people start to go missing. On the other side of the world is Halo Santana, an unscrupulous agent who preys on vulnerable minds with fresh ideas. A random incident gives him a lead on a new technology that's vanished from a corporate R&D division, along with the scientist in charge. Both men find their fate intrinsically entwined as events unfold with increasing tension, plunging them through heart-gripping scenes of terror.

David J Rodger wrote *Edge* 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 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 Rodger. “It’s an excellent business model, very much win-win because nobody has to invest in risky stock that might not sell. 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/4137991>

ABOUT AUTHOR

David J Rodger was born in Newcastle Upon Tyne in 1970. He has published three 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 major 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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MEDIA CONTACT: David J Rodger, E:clovenfeet@hotmail.com, W: davidjrodger.com