

Secrets for a New Age

A bestseller revitalizes interest in mind/body/spirit titles

BY GWENDA BOND

Once a secret gets out, it usually becomes old news. So perhaps the most surprising thing about the blockbuster success of Rhonda Byrne's *The Secret* may be that it keeps getting sold, then sold and sold again. *The Secret* passed the bona fide publishing phenomenon mark a few million copies ago, right around the time Oprah raved about it. But it's not just *The Secret* that's selling. Readers are snapping up other books that explore similar concepts of how people can use "intention" and thoughts to attract prosperity and happiness.

"People underestimate the lifespan of trends," says Mitch Horowitz, editor-in-chief of Penguin's Tarcher imprint. "*The Secret* will be around for some time to come. This is the most significant reintroduction of ideas about spirituality and prosperity in 50 years."

Hay House CEO Reid Tracy says his company has sold hundreds of thousands of copies of Jerry and Esther Hicks's law-of-attraction-related titles as a direct result of *The Secret*. The publisher releases the Hickses' new book, *The Astonishing Power of Emotions*, this week with a

150,000 first printing. "People are definitely searching out other stuff after *The Secret* and it benefits the whole category," Tracy says.

Jo Ann Deck, publisher at Crossing Press/Celestial Arts, agrees. "*The Secret* has revitalized the New Age base. I expect to see many more books on this subject."

Readers' fascination with these titles should come as no surprise, says Sterling president and CEO Charles Nurnberg. "These ideas have been around for a long time. They're drawing in new readers, but people have always been interested in this topic," he says. "*The Secret* has been done a hundred times."

