

How To Find The World's Most Wanted Man...

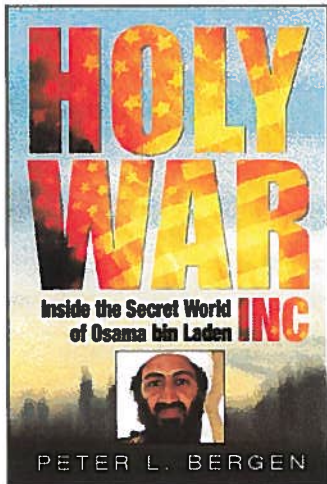
# HOLY WAR, INC

Inside the Secret World of Osama bin Laden  
**Peter L. Bergen**

**Updated for the Paperback Edition**

**Published by Phoenix Paperbacks on 19th July 2002 at £7.99**

With the first anniversary of the tragic events of September 11<sup>th</sup> 2001 approaching, Phoenix Paperbacks publish an updated edition of *Holy War, Inc* by the West's leading authority on Osama bin Laden, Peter L Bergen. As the first authoritative biography on the World's most wanted man *Holy War, Inc* received much critical acclaim:



*"Holy War, Inc helpfully disposes of some of the bizarre myths contained in earlier studies of bin Laden ... Since September 11 even odder stories have surfaced, Holy War, Inc is altogether more plausible."*

*The Sunday Telegraph*

*"Excellent, meticulously researched and highly readable"*

*The Observer*

*"Painstaking, documented detail"*

*Times Literary Supplement*

*"Thanks to Peter Bergen, we now have a detailed portrait of what we are dealing with ... an intelligent appraisal ... Bergen writes with style, clarity and - a rare asset in this genre - common sense. This work has the ring of authority, the result of years of diligent and focused research"*

*The Tablet*

**Award-winning CNN correspondent, Peter L Bergen was approached by bin Laden in 1997 to broadcast his first televised interview to the English-speaking world.** Bergen tells the remarkable tale behind this meeting, as well as details of his exclusive interviews with Bin Laden's colleagues, friends and family - Bergen is one of only a handful of journalists to visit bin Laden's ancestral home and talk to the villagers and remaining family members there.

*Holy War, Inc* is an extraordinary, indepth biography of bin Laden's life and a chilling reinforcement that he, and his personal war against America, have a future - a future which threatens the entire Western world.

Alongside an indepth history of Afghanistan, a country destroyed by over two decades of war, Bergen reveals and accounts for the terrifying worldwide spread of bin Laden's followers, explores how he finances his elaborate, unrelenting campaign of terror, how he justifies his actions through his religious faith and how he attracts and trains an international team of terrorists, willing to die for his cause.

Bergen also explores the pressing questions of why bin Laden hates America with such a passion and what precipitated the events of September 11th.

**This new edition has been fully updated to address the repercussions of the events of 11th September 2001.**

- ▶▶ Includes excerpts of the only television interview bin Laden has given since September 11th. That interview, by al Jazeera television was never broadcast, despite its newsworthiness.
- ▶▶ Includes a description of the final days of the Taliban as US troops broke their resistance.
- ▶▶ Evaluates the present state of al-Qaeda following the 'defeat' of the Taliban and considers the regime's future.
- ▶▶ Describes where bin Laden might be now and considers whether his capture or death would mean the end of al-Qaeda.
- ▶▶ Explores the Bush administration's identification of an 'axis of evil' against which it will wage its war against terrorism.
- ▶▶ Analyses the relationship between the Muslim and Western world post-September 11th.

**For further information please feel free to contact Sophie Mackrell in the Phoenix Publicity Department on: 020 7520 4429 som@orionbooks.co.uk**



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## INSIDE THE SECRET WORLD OF OSAMA BIN LADEN

*Peter L. Bergen*

MASS MARKET PAPERBACK

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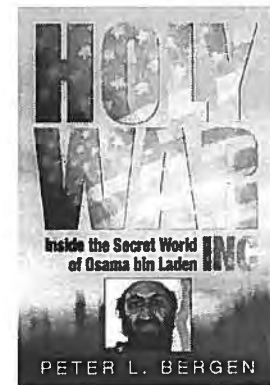
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Peter Bergen came to the UK from Washington, USA, in time for the press date which we set two months after the publication date to allow it to coincide with the world events to mark September 11th.

Following a mailout to all key and specialist media in late July, Peter featured in featured in four articles (two on 20th August 2002, one on 4th September and one on 5th September) in the *GUARDIAN* and also in the *OBSERVER* (8th September 2003).

An LWT TV documentary for *CHANNEL 4*, "The War on Terror on Trial", which was filmed whilst he was in the UK featured an interview with Peter Bergen and this ran the weekend before September 11th 2002.

Peter Bergen was also interviewed live in the studio on *NEWSNIGHT* (BBC2) on 2nd September 2002, where he featured as an expert on terrorism and on bin Laden. *Holy War, Inc* was both mentioned by the presenter and captioned under Peter Bergen's name when it appeared on screen.

This was followed up by interviews on *GMTV* (for broadcast on September 11th), *NEWS OF THE WORLD* (pub date tbc), *OUTLOOK* (BBC World Service), *FI GLOVER SHOW* (Radio 5 Live), *ONE WORD RADIO*, *BRITISH FORCES BROADCASTING SERVICE* (BFBS) and he was interviewed live on *LBC* on the evening of Saturday 7th September 2003.

He was also interviewed in *TRIBUNE* magazine, *ARIEL* - BBC's Staff magazine (10 September), *SOLDIER* magazine (November), and *EYESPY* magazine. A review featured in *THE WORLD TODAY*'s August-September 2002 edition saying *Holy War, Inc* is "one of the most comprehensive explorations of the Bin Laden phenomenon. Bergen's research is impressive. As an insight into the daily functions of the Al Qaeda network, *Holy War, Inc* ... is hard to beat ... highly informative and dispassionate ... unlike others, Bergen does not make the mistake of equating the Taliban with Al Qaeda."

Peter wrote an article about his research and the writing of *Holy War, Inc* for the 'Paperback Writer' slot in the *GUARDIAN REVIEW* and has also written a lengthy article for the *TELEGRAPH* (date of publication tbc). A comment piece by Peter Bergen featured in the *TELEGRAPH* on 27th January 2003 and the *FINANCIAL TIMES* featured an review of *Holy War, Inc* in their 'Other New Titles' section on 27-28th July 2002 saying "This book ... sheds important new light on the intellectual and religious influences on bin Laden and the reach of his terrorist multinational"

Whilst in the UK, Peter did a television interview for *2VAANDAG* (a daily television news and current affairs program broadcast in the Netherlands).

We also managed to schedule Peter to be interviewed on *THE TODAY PROGRAMME* (BBC Radio 4, Monday 2), and *THE WORLD TONIGHT* (BBC Radio 4, for broadcast on September 11th) but sadly they

both had to drop the interviews from their running order at the last minute due to world events.

We had also lined up BBC BREAKFAST for the morning of September 11th, but Peter had to attend the Emmys(!) as he was nominated for his journalism (specifically on subjects Holy War, Inc also features).

Since his return to Washington, USA, we managed to secure an overseas link-up on THE TODAY PROGRAMME for Peter Bergen on 4th February 2003. He also appeared on BBC WORLD SERVICE on 4th February 2003 to discuss the putative Iraq - Al Qaeda connection. An article by Peter Bergen mentioning Holy War, Inc appeared in the GUARDIAN on 29th January 2003 and he was interviewed on BBC RADIO 5 on Wednesday 5th February 2003

The LA TIMES' Calandar Weekend section saw (unlikely fan) rock singer Alice Cooper plugging Holy War, Inc: "We all see this guy as one thing. The thing about this book is that you learn the history of this power mongerer and where his insanity comes from."

Local radio interviews included those with BBC Radio Northampton, BBC Hereford and Worcester, BBC Radio Norfolk, BBC Radio Wiltshire Sound, BBC Radio Shropshire, BBC Radio Nottingham. Other stations also used the book for reviews and competitions.