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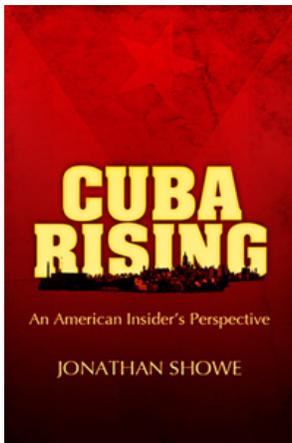
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New Book Takes Readers Deep Within the Island Nation for an American Insider's Perspective and an Understanding of the inevitable Cuba-related headlines to come.

The author's extensive U.S. foreign economic policy experience and almost 80 visits to Cuba establish him as an objective commentator on one of the world's most perplexing countries. He provides important context for understanding coming changes as the Fidel era passes and the Obama era gets traction in the dramatic changes ahead in Cuba and in US-Cuba relations.

"Jonathan Showe is a keen observer and Cuba Rising captures the excitement of the country, its people and their zest for life...[The book] is a fair-minded description of where Cuba is and where it is heading...a must-read book!" ~ Bart S. Fisher, international lawyer, Washington, DC

The newly released *Cuba Rising: An American Insider's Perspective* by Jonathan Showe offers readers of all backgrounds a highly readable and perceptive look at Cuba, including her uniquely challenging past, her extraordinarily rich and varied culture, the evolution of her relationship with the United States, and a front-row view of her changing role in the global community.



Having traveled to Cuba nearly 80 times in the past 12 years, Showe is one of America's most frequent visitors to the forbidden island. He credits "persistence, tenacity, curiosity – and modest irreverence for U.S. travel restrictions" as the answer to how he keeps getting in.

Showe's background in the military combined with a graduate degree in international relations resulted in his joining first the Nixon and then the Ford White Houses, where he was involved in U.S. foreign economic policy and international trade negotiations. Even when his career evolved to include a U.S. multinational corporation, his work analyzing, writing, and making speeches about Cuba continued. Since 1998, Showe has devoted himself to trying to understand Cuba, which has meant frequent visits, and a perspective from an "on the ground" experience of the reality of this enigmatic island.

As Showe succinctly puts it, "How can a small island country with few resources and of little consequence stand toe to toe with the global superpower for fifty years? It can't, but it did." Showe, a lively and perceptive observer whose knowledge about this enigmatic nation is unmatched, has written the highly engaging *Cuba Rising* to explain this mystery, as well as to explore where relations are likely to go from here.

Cuba Rising: An American Insider's Perspective is available at www.amazon.com and bookstores soon. **Review copies are available, as is the author, for speaking engagements and media commentary.** For more information, contact Michael Hemp at mkhemp@thehistorycompany.com.

Cuba Rising: An American Insider's Perspective by Jonathan Showe, Nonfiction; Hard cover; \$26.95; Global Insights Press. ISBN: 978-0-615-32361-9