

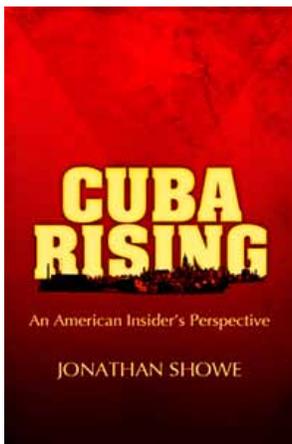
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▪ **New Cuba book provides a fresh voice and perspective for interviews and commentary on the inevitable news of Cuba and Cuban-American relations about to come.**

“*Cuba Rising, An American Insider’s Perspective*” by former White House staffer and foreign policy expert Jonathan Showe, sheds new light on understanding one of the world’s longest standing rogue nations and the inevitable news to come from it. His nearly 80 visits to the enigmatic island nation over the last dozen years provide an unparalleled understanding he shares in “Cuba Rising.” Did you...

- *Realize that Fidel, who most thought would be ousted in a few months, has been in power during ten American presidents?*
- *Know that both the US and Cuba have large diplomatic corps in each other’s capitals – in their former Embassy buildings, despite having no diplomatic relations?*
- *Surprised that Cuba has attracted over 600 foreign business joint ventures, but not a single one is from the US? And yet direct US sales of products to Cuba topped \$3 billion since 2001?*
- *Believe that Cuba outperforms the US in life expectancy, infant mortality and doctors per capita?*
- *Know that Fidel’s Cuba (in 51 years) has never cashed a US rent check for our military base at Guantanamo Bay?*
- *Realize the US political and economic embargo of Cuba has lasted 51 years and failed to cause a regime change?*



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.”

Cuba Rising: An American Insider’s Perspective by Jonathan Showe, Nonfiction; Hard cover; \$26.95; Global Insights Press. ISBN: 978-0-615-32361-9 is available at www.amazon.com and bookstores soon.

Review copies are available, as is the author, for speaking engagements and media commentary.
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