

## FOR IMMEDIATE RELEASE

**Contact:** Michael Hemp, The History Company  
Book Manager for “Cuba Rising, An American Insider’s Perspective”  
6 Merrill Way, Suite One, Carmel Valley, CA 93924  
831-659-2112 (phone); 831-659-3113 (fax)  
[mkhemp@thehistorycompany.com](mailto:mkhemp@thehistorycompany.com); [www.cubarising.net](http://www.cubarising.net)

### **Interviews with Jon Showe, author of “Cuba Rising, An American Insider’s Perspective” air on metro radio in Boston and San Francisco.**

Recently the author’s extensive Cuba experience has been showcased on Boston metro radio’s “The Fairness Doctrine” with Patrick O’Heffernan and Chuck Morse on WDIS AM 1170 and WNSH AM 1570—and on the Pat Thurston Show on KGO 810 AM San Francisco/Northern California. Jonathan has been booked for a return to the KGO airways on May 8<sup>th</sup>.

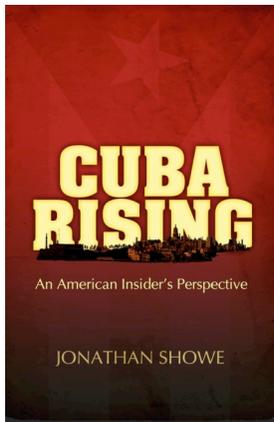
**Featured National Steinbeck Center Author.** A week of airwaves was followed with an engagement as featured author at a special reception, presentation and book signing at the **National Steinbeck Center**, in Steinbeck’s hometown of Salinas, California.

**“Cuba Rising” — First European Review:** *Cuba Rising’s* first European review, from Belgium.

I’ve only been to Cuba only 20 times in 15 years... (not Jonathan Showe’s more than 80) but I may say that it is one of the best books I ever read about Cuba, especially because he’s a US-citizen.

“Cuba is not just a state, it’s a state of mind” as he writes so beautifully. The more you study on Cuba the more it seems impossible to demystify. But Showe makes it look so easy, amusing, hurting, laughable, interesting, fascinating and enjoyable at the same time. This doesn’t make sense you shall say, well that’s all it is about in Cuba, the state of mind is a state of contradictions. This book reveals all these impressions, impossible to be objective, a headache for anthropologists. Fascinating is all you can say, economically poor, culturally rich, historically important. Interested or not you’ll read this book as a novel.

(Paul Evrard, Belgian independent journalist)



The author’s extensive U.S. foreign economic policy experience and over 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.

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.

*Cuba Rising: An American Insider’s Perspective* by Jonathan Showe, Nonfiction; hardcover; \$26.95; Global Insights Press. ISBN: 9780615323619 • available at [www.amazon.com](http://www.amazon.com) and bookstores.

For more information, review copies, or to engage Jonathan Showe as an interview or commentator, contact Michael Hemp at [mkhemp@thehistorycompany.com](mailto:mkhemp@thehistorycompany.com). Details at [www.CubaRising.net](http://www.CubaRising.net)