



For Immediate Release

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Timely new book from a Colorado author: *The Beatin' Path – a lyrical guide to lucid evolution*

Where does a person find solace as the world rushes headless into the Golden Age of Nonsense? If a Netflix binge, a bottle, a bong, or a box of chocolates isn't your cup of tea, you'll find an oasis of sanity in Colorado author John B Lane's new book, *The Beatin' Path – a lyrical guide to lucid evolution*.

"It's frustrating to see our remarkable species continue to make such catastrophic choices," says Lane. "The optimist in me believes it doesn't have to be that way."

The Beatin' Path examines both the enemies of human progress and the better angels of our nature, in a unique new form that constantly engages and challenges the reader. The 100+ pieces in the book are quick to read, but lend themselves to further reflection and discussion. And they are complemented by dozens of rare and compelling graphics. The result is a stimulating experience, filled with new ideas, humor, and a variety of voices and styles. This is not an ordinary book.

It features a cast of characters that includes the bird who wouldn't fly, Flim and Flam (the richest men in the world), Satchel Paige, Galileo, Moondoggie, the monster and the fool, Abraham and Onan, George Orwell, Charles Darwin, young Hector, and the alchemist's apprentice.

And then there's the design of the book, on which Lane worked long-distance with Canadian designer Anile Prakash. "One of our inspirations was the 'electric books' of Marshall McLuhan, from the 1960's. We tried to throw out all the rules and create an environment that is constantly surprising, yet maintains a personality."

Images were selected after hours spent sifting through such public domain sources as the British Library Collection. Even the font itself (Fern) is new. In fact, it was unreleased when design began, and used with permission from the designer himself. "It feels both familiar and fresh at the same time, which was one of the goals of the book itself," says Lane.

"Author" is a new role for Lane, who is an award-winning instructional designer and a pioneer in online learning. In an earlier career, he produced audio books, and will apply those skills to an audio version of *The Beatin' Path* in the months to come.

The Beatin' Path is currently available on shelves at the Boulder Bookstore, the Book Bar in Northwest Denver, and on Amazon.com and BarnesandNoble.com, with more outlets to come. A study guide, special features, and news about upcoming book-related events are available at www.thebeatinpath.com.

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