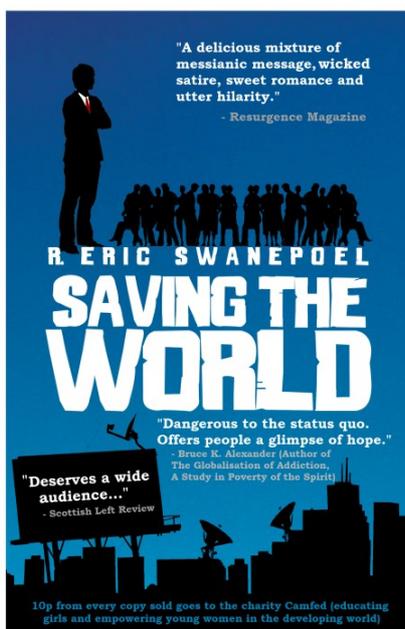


PRESS RELEASE
September 2011

For immediate use

Canadian academic spurs Edinburgh writer to release book “dangerous to status quo”



An Edinburgh-born and -based writer has just released an ebook version of his 2004 paperback political romantic comedy following an unsolicited review from Canadian academic and author, Professor Bruce K. Alexander.

R. Eric Swanepoel, a former member of the committee of the Society of Authors in Scotland, comments: “The paperback version of *Saving the World*, largely researched and written in the late 1990s, was originally praised by Tony Cook of *Red Pepper*, ABCtales.com and *The Big Issue*, and then received excellent reviews from a number of publications including *Resurgence* magazine and the *Scottish Left Review*. However, it was not picked up by the popular press .

Highly topical

“This year, many of the book's concerns have become highly topical.

Murdoch

“The book's tax-dodging, media baron anti-hero, Bear Mudrock, bears a striking resemblance to Rupert Murdoch, and with the *News*

of the World phone-hacking scandal, Murdoch's activities and political influence have been widely discussed.

Riots in England

“My novel examines socio-economic inequality, materialism, celebrity culture and status-consumerism, and these issues are being debated following the riots in England.

Euro crisis

“*Saving the World* also questions the wisdom of European Monetary Union, and this year we have seen the euro in crisis, with countries such as Greece under pressure to extensively privatise public assets.

Prof. Alexander: “dangerous to status quo, offers hope”

“I was thrilled when Prof. Alexander (author of *The Globalisation of Addiction, A Study in Poverty of the Spirit* and conductor of the famous '[Rat Park](#)' experiments) sent me [a review](#) earlier this year. Amongst other things, he said that my book was 'dangerous to the status quo' and 'offers people a glimpse of hope'.

“This spurred me to re-release it as an ebook, the rights having reverted to me. As ebooks cost little to produce I can keep the price low.

Book will help educate girls in developing world

“I hope it will be widely read, not least because I am donating ten pence from every copy sold to [Camfed](#), a charity that educates and empowers women and girls in the developing world. Although I was born in Edinburgh, I grew up largely in Africa, and am convinced that educating girls is the most effective way to improve people's lives.”

Notes to Editors

- *Saving the World* is available at \$4.69/£2.99 from [Smashwords](#) and [Amazon](#).
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- R. Eric Swanepoel is a former veterinarian and ecotoxicologist and the pseudonymous author of the controversial [Pet Hates, The Shocking Truth About Pets and Vets](#) (Argyll, 2006). He researched and wrote most of *Saving the World* while living in Paris in the late 1990s, having finished his Ph.D. on the effects of roofing timber treatments on bats. [More about R. Eric Swanepoel](#).
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- The cover was designed by [Kit Foster](#).
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- Further links and info on *Saving the World*: <http://www.biowrite.co.uk/stwabholders.html>.

Contact

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