

**Release Source: David J Rodger**

**FOR IMMEDIATE RELEASE**

**British novelist pushes for global success through publishing “print-on-demand” revolution.**

**BRISTOL, UK—AUGUST, 2007—** David J Rodger is selling his first novel *God Seed* through a global marketplace in conjunction with Lulu, the world’s fastest-growing provider of print-on-demand books.

*God Seed* is a cyber-thriller that follows the journey of a documentary film-maker, Adam Kyle, as he covers a group of corporate mercenaries. Kyle is propelled into a web of lies, treachery and murder involving fascist extremists, Islamic terrorists, corrupt government officials and a religion as old as Mankind.

David J Rodger wrote *God Seed* as part of a much larger ‘world’ he has created, a world that fits snugly into the futuristic genre of Cyberpunk, and the alien horror of the Cthulhu Mythos. He has taken influences from writers such as William Gibson, Robert Ludlum and H.P. Lovecraft. He plans to publish another two novels over the next 12 months. He came to Lulu because he wanted to be in control of the publishing process and found Lulu’s print-on-demand service provided immediate access to a global market, with no up-front fees, handled logistics and delivered a high-quality physical product.

“What Myspace has done for music, and what LoveFilm has done for DVD’s, Lulu is doing for new writers,” said David J Rodger. “The Lulu process allows me to bypass the creative bottleneck of the traditional agent/publisher model. Established publishing houses are promoting less new authors to protect shrinking profit margins. I see Lulu as a revolutionary force against this stifling pattern. I’ve cut out the middle-man and get my work out there the way I want it.”

Link to Publication: <http://www.lulu.com/content/673735>  
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**ABOUT AUTHOR**

David J Rodger was born in Newcastle Upon Tyne in 1970. He has written freelance non-fiction for UK magazines and his short stories have been published in the UK, US and Canada. His presence on the Internet got him a place in a BBC documentary in 2000, "Through The Eyes of the Young." He spent 8 years working for a government agency, within the IT Division, developing a virtual communications service. He now lives in Bristol with a Braun coffee-maker, writing from a house on a hill with a view of the Earth's curve. This is his first novel.

**ABOUT LULU**

Founded in 2002, Lulu.com is a premier online marketplace that provides a platform for people to create, buy, sell and control digital content on demand. Please see [www.lulu.com](http://www.lulu.com) for more information.

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