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**RESPECTED MEDICAL RESEARCHER ROBERT GUSSIN
COMBINES TWO OF HIS PASSIONS – SPORTS AND SCIENCE –
IN FORTHCOMING BOOK RELEASE**

IPSWICH, Mass. – Respected medical researcher Robert Gussin takes a dramatic turn from authoring scientific publications and contributing to academic textbooks, to creating his first novel, *Trash Talk*. Gussin, who retired from Johnson & Johnson as the Corporate Vice President of Science & Technology and Chief Scientific Officer in 2000, combines two of his passions – science and sports – in this hilarious new book about what happens when disparate worlds collide.

In *Trash Talk*, (Oceanview Publishing, \$14.95, ISBN: 1-933515-04-X) behavior – or rather, *misbehavior*-- in the sports world has escalated to the point where the commissioners have to step in and issue an ultimatum to the athletes: it is past time these players clean up their acts. The commissioners have had enough of the bullying, badgering, misbehavior and misdeeds, and they issue a mandatory non-sports related education requirement to all players of the pro football, baseball, basketball and hockey worlds.

After much grouching, posturing and complaining, the athletes realize that the commissioner s are not backing down and they are going to have to play along. Why on earth they would need “personal improvement” and a “broadening of horizons” is beyond them, but there’s no way out.

To the athletes’ surprise (and delight) their prayers are answered in the form of a newspaper ad announcing an upcoming Trash Talk symposium in Sarasota, Florida, sponsored by the S.E.S. The athletes don’t know – and don’t care – what the S.E.S. is and as far as they are concerned, might as well stand for “sports education sucks.” Delighted by this uncanny stroke of luck, the athletes quickly sign up and sign on, amused that the commissioners’ ridiculous ruling will only result in further educating them on new and better ways to trash talk their opponents. How bad could it be -- spending four full days “bettering” themselves in a skill they can certainly put into practice?

But what the athletes don’t realize is this meeting may well be, in every sense of the phrase, a waste of time. *Trash Talk* is a wildly entertaining, witty, comical story about misbehavior, miscommunications, and major league misunderstandings. Find out what happens when the trash hits the fan in this wickedly funny book.

Susan Greger, President of Oceanview Publishing, commented, “ *Trash Talk* is wonderfully fun, lighthearted and highly enter taining. We are thrilled to support Robert Gussin in his first, but certainly not last, foray into the world of fiction.”

Robert Gussin and his wife, Dr. Patricia Gussin divide their time between Longboat Key, Florida, East Hampton, New York, and their vineyard in Marlborough, New Zealand. Oceanview Publishing is an independent publisher based in Massachusetts. Oceanview’s other titles include Patricia Gussin’s *Shadow of Death*, Ward Larsen’s *The Perfect Assassin* and the forthcoming *South*

Beach Shakedown by Don Bruns and *Death Angel* by Martha Powers. *Trash Talk* will be available in better bookstores nationwide in October, 2006. Members of the news media wishing to request an advance review copy of *Trash Talk*, or an interview with Robert Gussin are kindly asked to contact Maryglenn McCombs by phone – (615) 297-9875, or by email – maryglenn@maryglenn.com