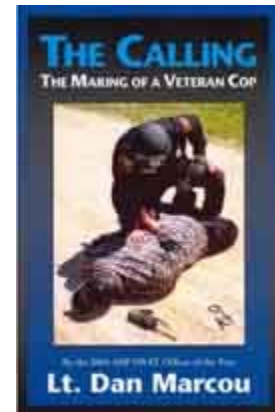


PoliceOne Book Review Leads to #4 on Barnes and Nobles Daily Best Seller List

Provided platform for landing publishing deal for new law enforcement novelist

Background:

Lt. Dan Marcou arrested his last Felon on November 1, 2006. He retired after 32 years 11 months and six days of law enforcement service. He was a highly decorated member of the La Crosse Wisconsin Police Department. He and Officer Robert Michalski were named SWAT Officers of the year for their initial response to an active shooter situation, in which a killer had shot five people and sprayed the top floor of an occupied hotel with a sub-machine gun. With a multitude of other recognitions for exceptional performance, he's certified as an instructor in nearly 20 LE skill areas, from patrol procedures to advanced DT, and is the founder of Kei Satsu Jitsu (the Police Way of Combat), based on his extensive experience in the martial arts.



Challenge:

Author and retired law enforcement officer, Dan Marcou was turned down by every publisher he approached when he submitted his first novel "The Calling: The Making of a Veteran Cop", a realistic fictional portrayal about the first five years of a young police officers career. Rather than wait for a publishing deal and not willing to take no for an answer, he decided to publish the novel on his own.

Solution:

In the fall of 2007, Lt. Marcou's book was [reviewed](#) by [PoliceOne](#) Columnist and law enforcement expert, Charles Remsberg. Mr. Remsberg discovered that two academies in Wisconsin were the first in the nation requiring all recruits to read "The Calling: The Making of a Veteran Cop". These academies felt that Dan's novel would act as a reality check for would-be officers who've grown up with Hollywood's skewed images of police work.

Results:

After Lt. Marcou's book was reviewed on [PoliceOne](#), it quickly shot to the top of the Barnes and Noble's daily best seller list at the number 4 spot. This caught the attention of Thunder Bay Press, a publisher out of Michigan, who struck a deal with Dan to publish the book as well as Marcou's next Novel "SWAT: Blue Knights in Black Armor". No longer fulfilling book orders out of his home, thanks to [PoliceOne](#) Dan exchanged his publishing burden for a nice check and two additional royalty checks per year.

Customer Testimonial:

There were a ton of orders after the PoliceOne review. It took off...they said it created a buzz in New York."

-Dan Marcou, former Lt. and Author of The Calling