



## Spotted Cow Press

### FOR IMMEDIATE RELEASE

**Date**

June 1, 2006

**Contact**

Jerome Martin  
4216 – 121 Street  
Edmonton, AB T6J 1Y8  
Phone: 780.434.3858  
e-mail: <mailto:jmartin@spottedcowpress.ca>  
website: <http://www.spottedcowpress.ca/>

### ALBERTA PUBLISHER LAUNCHES NEW PODCAST FIRST EPISODE NOW AVAILABLE ONLINE

Edmonton's Spotted Cow Press has launched the first in a series of podcasts featuring interviews with its authors. The podcasts are available for free download from [http://spottedcow.typepad.com/spotted\\_cow\\_podcasts/](http://spottedcow.typepad.com/spotted_cow_podcasts/) and the iTunes music store.

The inaugural podcast features well-known radio and television host Bob Chelmick interviewing Dr. Susan Minsos, author of *Weird Tit-for-Tat: the Game of Our Lives*. This is the first in a series of podcasts from Spotted Cow Press. Subsequent shows will discuss Dr. Jerome Martin's *Cappuccino U*, a freely-distributed e-book on the future of learning, and *Survival Secrets*, Brian Emdin's essential, myth-dispelling handbook to wilderness survival.

Minsos's book is a provocative look at how it is that human beings can be both highly selfish and competitive creatures and yet still manage to find a way to work together in a way that often benefits everyone, creating a culture that serves the needs of individual and group alike.

In the podcast, Minsos and Chelmick discuss her argument that the traditional logic of what game theorists describe as "Tit-for-Tat," a model based around the choice of either co-operating or not, is in fact too simple to describe the interaction between individuals within a larger culture.

The game we really play, she proposes, is actually a kind of "Weird Tit-for-tat" in which players of the game of life choose either to dominate, comply or defect, regardless of whether these actions are carried out cooperatively, or through coercion.

A free sample chapter of *Weird Tit-for-tat* is available at the Spotted Cow Press website at <http://www.spottedcowpress.ca/weird.html>

---

**For more information**

If you would like more information about this topic, or to schedule an interview with Dr. Susan Minsos or Dr. Jerome Martin, please call 780.434.3858.

For more information on Spotted Cow Press, visit <http://www.spottedcowpress.ca/>