

TOP STORIES

Big law firms raid small rivals for associates
PAGE 2

Despite cash from selling Barneys, Jones Apparel remains in tatters
PAGE 3

It's back to offices for many projects slated for condo conversions
PAGE 3

Broadway to roll out the red carpet for the ladies
NEW YORK, NEW YORK P. 6



BUSINESS LIVES

LUNCH DEALS
A guide to the city's top cuisine at affordable prices **PAGE 33**



TABLE TALK

4 STARS UPSTATE
New chef revives Monteverde in Westchester **PAGE 39**

AT DEADLINE

TENANTS AT ONE LIBERTY PLAZA, directly across the street from the site of the Sept. 11 commemoration ceremony, are being asked to avoid deliveries and minimize car service pickups because of limited vehicle and pedestrian access in the immediate area around Zuccotti Park and lower Manhattan. Empire Blue Cross Blue Shield will allow employees to work from home, both because of the congestion and the emotional stress the anniversary may bring since the company was **See AT DEADLINE on Page 2**

CRAIN'S
NEW YORK BUSINESS

REPORT
SMALL BUSINESS
Successful vendors; avoiding disasters
PAGE 19

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NO BIG BETS: Chief Executive David Sklar says that Perseus makes modest investments in books that find a target audience.

New Yorkers hail Verizon cable option

Poll: Many would switch providers if they could; brand enjoys positive image

BY AMANDA FUNG

ONE FOR ALL

How would you describe the idea of having one company and one bill for phone, cell phone, cable TV and Internet services?



Small publisher enters big league

Perseus acquires imprints, distributors to grow; will it lose independent touch?

BY MATTHEW FLAMM

IN THE SMALL WORLD of book publishing, there are half a dozen or so major players—and then there's everybody else. But in the last year, unassuming Perseus Books Group has slipped through the doors of that exclusive club.

The company doesn't look like one of publishing's big shots: The ceiling in the main conference

room of its offices occupies three acres of the city's Upper East Side. But Perseus is a different breed. It's a publisher that has spent the last few years aggressively acquiring imprints and distributors. It's a publisher that has a long list of authors, including Nobel Prize winner Toni Morrison and Pulitzer Prize winner Hilary Mantel. It's a publisher that has a strong presence in the independent publishing world. It's a publisher that is now entering the big league.

It still "We are game sellers," a former chief executive **See 3**

iTUNES FOR ALL

TO REINTRODUCE the renovated Mansfield hotel to travel agents, members of the press and others, owner Willow Hotels will throw a splashy party Sept. 20. Emphasizing the beaux arts building's modern touches, like iPod docks in every room, Willow will include iPods in each gift bag—about 500 will be given away.



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