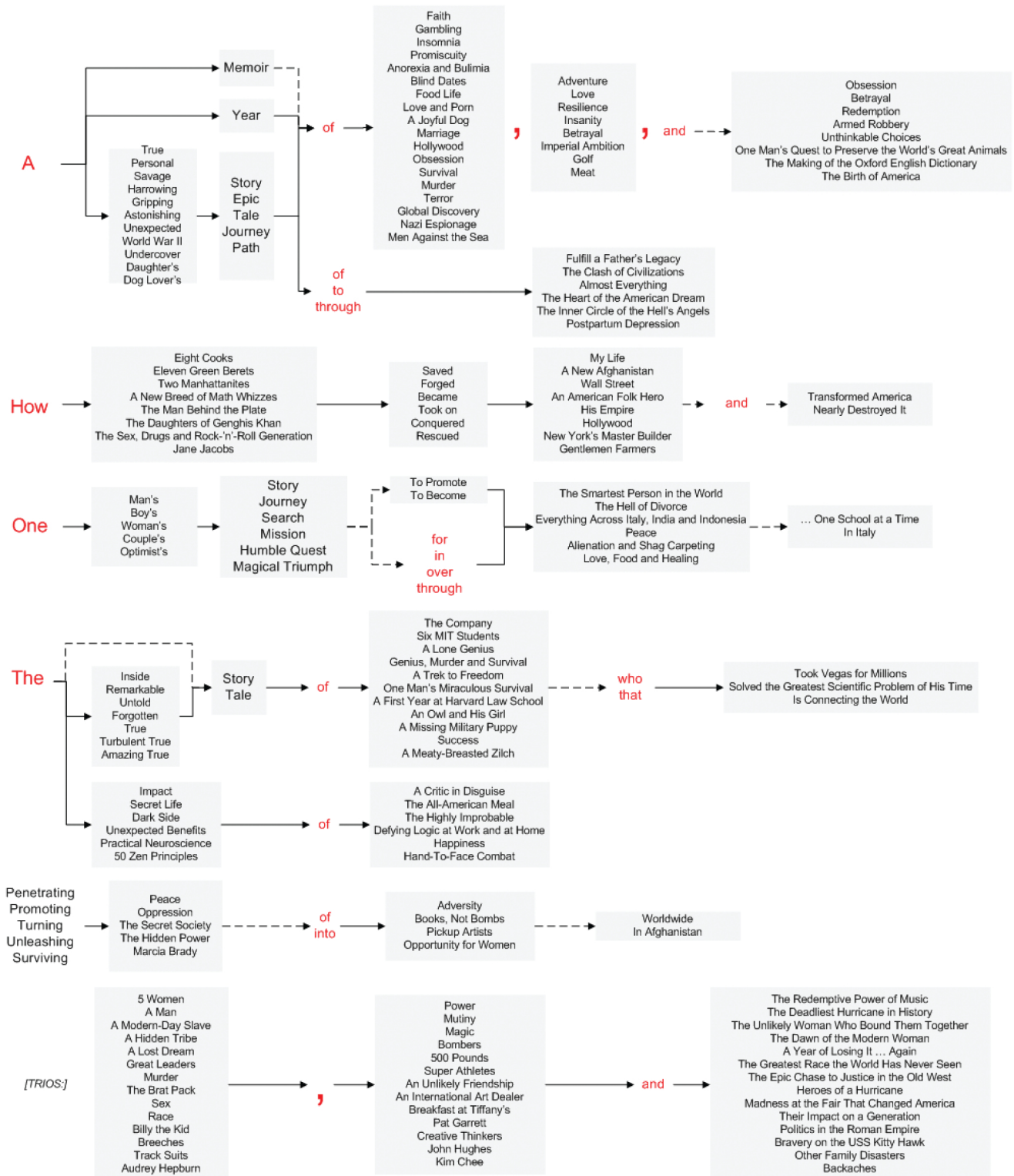


# Subtitle-o-Matic

BY MARTIN KIHN

Congratulations—your nonfiction book is done. The title is perfect. But what about the subtitle? It turns out there are just a

handful of fixed formats to choose from, as this compendium of subtitles from actual recent bestselling and otherwise notable nonfiction books shows.



Pantheon will publish Martin Kihn's memoir, *Bad Dog*, next year. He is working on a subtitle, and his Web site for creating subtitles can be found at [subtitle-o-matic.com](http://subtitle-o-matic.com).