

Book Proposal

FALLING IN LOVE WITH SWEDEN (ONE MISTAKE AT A TIME)

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“Nordic life has more going for it than 1990s Provence, with apologies to Peter Mayle. From clothes and childcare to food and family policies, the lust list is long when it comes to Scandi living.”

The Independent

Synopsis

“What’s it like to live in Sweden?” people ask when my wife and I return from our yearly sojourn in Stockholm. *“Falling in Love with Sweden (One Mistake at a Time)”* is my answer to that question. As the title implies, our time in Stockholm isn’t always easy. But we’ve had our eyes wide open through these experiences and learned as much about America as we have about Sweden. Living somewhere else is not just about escape, like those long dinners and sunny days in Provence or Tuscany. It’s also about changing your identity and discovering insights into your homeland. How does one escape to and then fall in love with a land as far north as Alaska and dark half the year? How do we learn from our mistakes and grow from the challenges of living in another place? That’s the story of my proposed book.

I’m a professor of sociology, so *“Falling in Love with Sweden (One Mistake at a Time)”* will be informed by that perspective. However, it will not be an academic book. You’ll find no footnotes, bibliography or index. A reviewer wrote this about my last book, *“Navigating Environmental Attitudes,”* which was an academic book: “Heberlein’s humor and storytelling skills turn local and international events and behavioral studies into fascinating lessons . . .” which is why the book has sold over 4,000 copies. I’ll bring that same style and even more humor to *“Falling in Love,”* a book that goes beyond myths and numbers to share what it’s like to live in a country that initially seemed much like the United States (“Welcome to little America,” a headline greeted President Obama), but is far different.

Either way, I’m living in a fairytale land with kings and queens and princes and princesses, thousands of miles of hiking trails, and a 23,000-island archipelago at my door. Sweden’s workers receive six weeks of paid vacation, and parents get a year off with 80 percent pay to care for newborns. Sure, you must pay a buck to use toilets in downtown Stockholm, but college is free, and instead of paying tuition, room and board, students get a stipend to cover housing and living expenses. “Toto, we aren’t in Wisconsin anymore.”

“Falling in Love” is an entertaining, yet serious, view of another society that’s not so different from America, yet different enough to suggest alternatives America might consider if she, too, had her eyes open and looked north. That’s the story I want to tell and one that others want to hear. It’s certainly a story Swedes need to tell, but they get all tangled up in their “Swedish modesty.” They need the help of American bravado on this one.

Why Sweden? Why Now?

Sweden is emerging from the shadows. Of course, it has been long known for Volvos, ABBA and beautiful women, but Stieg Larsson’s *“Millennium”* series gave 14 million Americans a darker, more nuanced and intriguing view. The award-winning movie *“The Girl with the Dragon Tattoo”* (based on the first book of the series) gave millions worldwide a visual of Sweden, starting from Stockholm and its Södermalm neighborhood, and extending to a small island estate set in the country’s brooding winter light. The latest book sequel came out in September 2015 with an initial press run of 2.7 million and was published in 25 countries. *“The Lonely Planet”* guide listed the Stieg Larsson tour as the world’s top literary tour. From our garret on Söder, we watch these tours help fans follow the fictional Mikael and Lisbeth around Stockholm.

Countering Larsson’s darker images, Swedish TV revealed the country’s lighter side in 2014 with the U.S. debut of the award-winning *“Welcome to Sweden.”* This was the first Swedish TV series ever sold to a U.S. network (NBC). *“Welcome to Sweden”* is a romantic comedy about an American accountant who leaves his job in New York and moves to Stockholm with his Swedish girlfriend. The show makes fun of Americans and Swedes,

shares Stockholm's beauty, and presents the positive and quirky sides of Swedish life. Even with subtitles and censoring (bare bottoms flashed in the Swedish original were blurred by NBC), the show's inaugural season was a hit among the network's upper-scale market, and averaged at least 3.5 million viewers during a season that's usually a lull.

The Independent recently noted: "Nordic life has more going for it than 1990s Provence, with apologies to Peter Mayle. From clothes and childcare to food and family policies, the lust list is long when it comes to Scandi living."

Overview

This book is a love story in three parts. In Part 1, we're like new lovers, stumbling over ourselves with ignorance and enthusiasm, making mistakes and sometimes learning from them. In Part 2, we're like starry eyed lovers, describing what we absolutely and uncritically love about Sweden, including its trusting society and formal, glittering, fairytale dinners, which are sometimes shared with royalty. And in Part 3, we're like mature lovers, seeing beyond the wonder to evaluate Sweden and America with our loving eyes wide open, which creates a message worth sharing.

In the pages that follow, I'll summarize my chapters for the three parts. First, a look at our mistakes of ignorance, and our enthusiasm run amok. After decades of Swedish living, we still make mistakes, of course. And though now less common, the mistakes keep our relationship with Sweden fresh.

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Chapter Summaries

Mistakes Were Made

1. The Party that Never Was*

My wife, Betty, and I arrived in Sweden for a sabbatical year and threw a party. Nobody came. (That's not quite correct. One person came to tell us nobody else was coming.) We had nothing alcoholic to serve anyway, because on the day of our party we discovered all liquor stores in the *whole country* are closed on weekends.

2. Fugarwi

I clung to a rubber raft called the "Fugarwi" rowing through the Grand Canyon. As our boat plunged many times into deep holes in giant rapids I kept wondering, "Where the fug are we?" I've often had the same lost, terrified feeling during our 25-plus year adventure in Sweden. This chapter introduces Betty and me as real characters, and includes several sketch maps so readers can locate the Nordics and follow along as we describe Sweden and Stockholm. "*Falling in Love*" is more than a travel book, but readers need to know something about the place and its characters.

3. Dinner in the North*

During our first night in Sweden—seven years before the party that never was—we got roaring drunk in Gävle. We were amazed at the dinner's formality and drinking rituals, and humbled by guests who were fluent in four languages. That night inspired us to overcome monolingualism and appreciate formal parties, while providing needed perspectives on the culture of alcohol in Wisconsin and Sweden. "Skål." (pronounced skohl)

4. Gun Running on the QE II*

Two weeks before the party that wasn't, we crossed the Atlantic on Cunard's Queen Elizabeth II. Our romantic crossing was marred by my ill-fated attempt to bring firearms into the United Kingdom on our way to Stockholm. Sweden takes guns just as seriously as the U.K., I soon discovered. My firearms had to be locked up and registered with the police. You could also lose your guns if you drive drunk, beat your wife, or show other signs of irresponsibility. Even so, moose hunting is as popular in Sweden as deer hunting in Wisconsin, but Sweden's firearms death rate is but 10 percent of the United States' toll.

5. Royal Mistakes

I spent a day with His Majesty Carl XVI Gustav, the king of Sweden. This chapter relives my mistakes (of course). His Majesty never corrected me when I addressed him in the wrong person. One should not say, "Do you like moose hunting?" Rather, "Does the King like moose hunting?" I also tried to walk ahead of him up the stairs (I thought we were racing), and when we had a problem in the lecture hall, the king stepped in to fix it. I discovered "kinging" for a lifetime has its drawbacks and that the king is a regular guy.

6. One Word at a Time

I enrolled in Swedish classes in Stockholm and at UW-Madison. One day I invited my Stockholm classmates to join me in the park for a glass of "wool." My teacher repressed her

laughter, and explained in English what I had said. That damn “ö” is the first letter in the Swedish word for beer. It came out like “ull” or “wool, rather than öl” or beer. Later, this prompted Betty to say: “You’re so good at so many things. Why do you work so hard on something you’re so bad at?” I refuse to die monolingual. Care for another glass of wool?

7. Tyvärr, Lagom, Beslutsångest and the Passive Voice

In my struggles to learn the language and the society, three words became important: Tyvärr (unfortunately), Lagom (in the middle), Beslutsångest (decision anxiety). Each means far more than its literal translation. Then there’s the passive voice. Instead of saying “I missed” when hunting you say, ‘Det blev en bom,’” or “It became a miss.” This implies the shot started out as a hit, but things happened and it became a miss. Visitors to Stockholm’s Vasa museum—an exhibit of a ship that sank 30 minutes into its maiden voyage in 1628—want to know why it sank. Whose fault was it? “Det blev en bom.”

8. A Fairytale Dinner*

After watching the Nobel Prize ceremony on TV, I fell in love with the idea of attending, only to discover it’s nearly impossible to get invited. But 10 years later I spent the evening at the ball, and made several irretrievable mistakes (natch). I started by taking the wrong bus and arriving at the gala dinner too early. Next, I introduced myself improperly, tried speaking in pidgin Swedish, and failed to finish my wine, so I never got a refill. I also sat with strangers who found me dull, so dinner became the longest evening of my life. Years later I got a second chance, and got it right.

9. Lost in Translation

Some things just don’t translate, like a Wisconsin cafe breakfast: two eggs over easy, bacon and toast. But when I finally got the longed-for breakfast back in the States, I discovered I now hated American coffee. We attended a Super Bowl party (Packers vs. the Steelers) at the American embassy and something (actually, a whole hell of a lot) was missing. I went to a Crosby, Stills and Nash performance in Stockholm’s Concert Hall, after catching the same concert in Southern California. Yiyeee! In this chapter I also explain the Swedish custom of watching Donald Duck cartoons on Christmas Eve.

10. The Gun, the Dog and the Thermos

If you told a Swede he could go hunting and take only his gun OR his thermos, not both, he would have a hard time choosing. A Wisconsin hunter? Not so much. Although hunting is popular in Sweden, it’s done in a way that reflects cultural values of cooperation, equality, efficiency and animal welfare. Hunting and wildlife management/stewardship is more privately controlled (Eeeek! Capitalism!) than in the United States, where it’s government run. Hunting in America reflects our values of competition and individuality.

Starry-Eyed Love

The book’s second section portrays us as starry-eyed lovers enjoying the things we absolutely and uncritically fell in love with in Sweden. This includes formal, glittering, fairytale dinners, sometimes sitting with the king and sometimes not; and life in a society with so much trust that the closing statement for our apartment purchase was only two pages. We fell in love with this humane society, where college is free, and parents get a paid year off from work to care for newborns. We even fell in love with taxes. We long for something the United States will never provide, at least not in our lifetimes.

11. The Ax, the Boat and the Closing Statement*

This chapter is about living in a society with great trust and—amazingly enough, from an American perspective—people who behave responsibly. When pausing at fire pits during

hikes in public forests, we often find a stack of split wood and an ax. No one uses the ax to attack others or chop up the picnic table. Neither does anyone walk off with the ax. And when forest trails continue to another island, there's a small row boat tied to the shore. Again, no one sinks the boat, steals it or pinches the oars. Likewise, when buying our apartment, we bid by text messages, not fax. Things, all sorts of things, go better with trust.

12. Living in a Fairy Land

I'm living in a fairytale land with kings and queens and princes and princesses. We've watched a royal wedding on TV, attended the king's birthday celebration, and put queen stamps on letters home. I describe the advantages of having a monarch, and Swedish views of the monarchy. Although support for the monarchy is high, republicans make good arguments against it. Betty and I are surprised to realize we've become such royalists. We do not advocate reinstating George III in America, but we believe much can be said for a constitutional monarch.

13. The Nature*

Nature is accessible and part of everyday life for most Swedes. Stockholm is one-third water, one-third green, and one-third built up. Central Stockholm is an island of buildings surrounded by Eco Park, five times larger than Central Park, and waters of the Baltic Sea and Lake Mälaren. The rest of the city has huge nature reserves, and walking and biking paths fan out from each of these subway and commuter-train hubs. Nowhere do you find "No Trespassing" signs because the public has the right to walk in, camp one night, build a fire, and gather mushrooms and berries on private (!) land.

14. Six Things to Love about Swedish Taxes*

High taxes are a myth. Our income taxes in Sweden are no higher than in the United States, and the form comes filled in by the Swedish IRS. Our U.S. tax return takes five days of work, and we pay an accountant \$450 for a review. Sweden has no sales tax, either. If something is priced at 100 kronor, you pay (get this) 100 kronor. But if you look at the receipt, you discover that 25 percent went for taxes. Consumers are never surprised. In the United States, we go out of our way to make taxes hurt. In Sweden, the process is painless and the results grand.

15. The Pride

Swedes have a reputation for modesty. But beneath that appearance burns a special pride. Olympic gold is a big deal here, and we feel as proud as the Swedes when watching Charlotte Kalla overcome a 23-second deficit to win the cross-country skiing relay. At brunch one day, we discussed what kind of animal best describes each other's country. I think we Americans are like Labrador retrievers, always happy and eager to please, but sometimes jumping up on people with our muddy paws. The Swedes? They're a much prouder animal. This discussion, along with pictures in the ambassador's apartment (where we brunched), provide humor and insight about Swedish pride.

16. Family Friendly

While the debate in the United States was whether a woman taking leave from work *without pay* would lose her job, the debate in Sweden was whether the woman should receive 75 or 85 percent of her pay for a year off to care for a newborn. Swedish buses have room for baby buggies, and even dip so carriages can be easily rolled on. The baby rides free, as does the person pushing. Low-cost daycare is available for all. Children are considered the nation's collective wealth. They're not just MY kids. I've learned what "family values" really mean by living in Sweden.

17. Life Without a Car

Living with an efficient, low-cost public transportation system is an eye-opener. In America, we drive our car somewhere, hike a circular route back to the car, and drive home. In Stockholm, we ride the bus, subway or commuter train, and hike through the forest for 10 miles to another bus stop. A short walk from our apartment takes us to five bus lines, a subway stop, and commuter-train station. We seldom check schedules because when we get there a train/bus/subway is waiting. I can get up at 6 a.m. in Stockholm and be in my classroom 400 miles north to teach by 10 a.m.

Love's Lessons

The third section, "Love's Lessons," is a more critical analysis that looks beyond the wonder (and statistics and stereotypes) to gain insights into Sweden and America. Our eyes are wide open, and we have a message to share.

18. The "Toys R Us" Story

Toys R Us refused to hire union labor when it opened in Sweden, but was forced to do so when Swedes refused to shop at its store. In those days, about 90 percent of all Swedish employees (including college professors) were unionized. The current prime minister's last job? He led Sweden's largest union. Betty and I kept hearing this story, as people from all walks of life told us about Toys R Us. We finally realized this wasn't about one company. It was a metaphor for what can be done when a country is dominated by labor rather than capital.

19. The Nanny State—Here and There*

Sweden is supposedly a socialistic country, but we learned it's a lot more capitalistic than we imagined. Likewise, we learned America is a lot more socialistic than we realized. The U.S. national forest system, the University of Wisconsin (where Betty and I spent our careers), and the hunting and fishing opportunities provided by the Wisconsin Department of Natural Resources, are all socialistic. This makes us (and readers) understand some of the good things about the "evils of socialism" in America.

20. Socialized Medicine (Eeeek!) *

Most comparisons Americans see with Sweden and other places are statistical, such as "Sweden ranks x in overall health care." Sweden's health-care costs are less than those paid in the United States, and yet that care is free to everybody. But, what's it like to visit a doctor in Sweden? Can you choose your own doctor? How long do you wait? Our experience shows the Swedish system is much more efficient and friendly than health-care delivery in Wisconsin.

21. A Series of Heartbreaks*

Bill Bryson describes eating in Sweden as a series of heartbreaks. This chapter explores Bryson's thesis (based on what seems to be two nights in the country) of bad food and high prices (the heartbreaks), and reports on our efforts to find an American hamburger and anything resembling Mexican food. It ends with advice about bargains that result from migration streams (forever the source of good international food), and some hidden dining places so beautiful and unexpected they break your heart.

22. The Prize

More people have heard of the Nobel Prize than can find Sweden on a map. This chapter details the Nobel Prize and its background, what it means for Sweden, and what the celebration is like for laureates (a week with a private driver; personal aide-de-camp; and

many lectures, receptions and dinners). I will also explore the human side of science: the conflict between social science and natural science. The economics prize was introduced in 1969 and remains controversial. This chapter reports my interviews with laureates, and my experience at the University of Chicago, a school affiliated with 28 winners of the prize in economics.

23. Immigrants in the Snow.*

Although millions left Sweden in the 19th century, the country has seen substantial immigration since the late 1940s. Today, America starts wars and Sweden takes the refugees. During our war in Iraq, more Iraqi immigrants settled in one small town outside Stockholm than in the entire United States. The Swedes give them food, shelter and health care; but racism and social structures hinder assimilation. Immigrants bring much with them. As in America, many immigrants work harder than the natives to survive, and send money back home. They're simply glad and grateful to live in peace, with opportunities to advance.

24. Of Course, It is Not Perfect Here

Things are not perfect in Sweden, obviously. Swedes can't seem to keep ice and snow off their streets. Thousands of arms, and legs break every year as people fall (not if—when). Ice falling from roofs kills or injures more. Graffiti in Stockholm has skyrocketed. Although I live in a beautiful section of town, I now feel as if I'm living under a Los Angeles viaduct with all the new “decorating.” Begging on the streets rose from almost zero three years ago to one on nearly every busy street corner today. As Swedes become more American, they become more predictable—and less interesting.

25. Reflections

I put on my teacher's cap in this final chapter to review the stories I shared and extract the lessons. My students always ask, “What will be on the exam?” This chapter tells them. The short explanation of why our neighbors skipped our party, which I give in Chapter 1, can now be enriched by material from the other chapters. I'll also answer these questions: What does increasing distrust mean for America? How can we develop programs that empower people? How can U.S. unions readjust to become more cooperative with management, and vice versa? How is Sweden changing? This is the chapter where I reflect on my journey.

Estimated Length and Timetable

Falling in Love is currently 35,000 words (eleven of 25 chapters drafted). The final word count is estimated to be 75,000 words. I can complete a draft within a year.

Competitive Books

Expat books that deal with escape and living elsewhere can be popular: Peter Mayle sold over 400,000 copies of “*A Year in Provence*,” a place hitherto unknown to most Americans. And Julie Barlow and Jean-Benoit Nadeau sold over 50,000 copies of “*Sixty Million Frenchmen Can't be Wrong*” (*why we love France but not the French*). Granted, books on the glories of France, Spain (e.g., “*Driving Over Lemons*,” by Chris Stewart) and Italy (e.g., “*Under the Tuscan Sun*,” by France Mayes) attract readers. But what about that cold, dark region in the North?

Michael Booth, a British writer living in Denmark, takes on all five Nordic countries in “*The Almost Nearly Perfect People: The Truth about the Nordic Miracle*” (2014, Jonathan Cape). He covers Sweden, Denmark, Iceland, Norway and Finland, and addresses a big question for each. For example, “Why do surveys repeatedly show the Danes to be the happiest people in the world?” He is not as funny as Bill Bryson (although some reviewers claim he is). Nor is he as insightful as Malcolm Gladwell. Booth devotes six of his first 38

pages to the Gini coefficient (a discussion far more appealing to statisticians than general readers), and he occasionally gets elementary facts wrong (Sweden's queen is not Spanish). But the book is a good read and, as if to demonstrate the Nordics' coolness, it was the featured 3,500-word review in the *New Yorker* by Nathan Heller in February 2015 <http://www.newyorker.com/magazine/2015/02/16/northern-lights-4>. His book has sold over [confidential] in the US. His target market was the United Kingdom, where it was read on the BBC and reviewed in *The Guardian*, *The Observer*, *The Independent* and *The Times* (no sales figures available). It was also reviewed in U.S. newspapers in Seattle, Boston, New York and Minneapolis. Booth's book was Amazon's #1 bestselling book on Sweden in autumn 2015.

Two other books were published recently by young women who followed their husbands to foreign lands—Denmark and Switzerland.” *A Year of Living Danishly: Uncovering the Secrets of the World's Happiest Country*,” was published in the United Kingdom in 2015 by Icon Books. This book and the next book are what I call “letters home.” In that sense, they're like mine. Helen Russell's letter back to the U.K. informs us that life can be better not far away. Happiness does not lie at the end of a 60-hour work week. Her new Danish life brings an unexpected but long-hoped-for pregnancy (which adds to her story, but is not on my agenda, even for a bestseller). Even though the United Kingdom is her market (again, no figures available), she sold [confidential] in the United States. In the U.K. it was reviewed in the *Independent*, *The Telegraph* and *The Register*. An American, Chantal Panozzo, wrote “*Swiss Life: 30 Things I Wish I'd Known*.” It's a critical and hilarious report on living in Switzerland, and it's “The not-made-for-TV-version,” as her jacket blurb reads. Panozzo is writing for the American expat market. She is visible on the web with a blog, and she has published in the *Wall Street Journal* and other U.S. outlets. Although it was self-published she has sold [confidential] copies. These three recent books illustrate the current interest in Scandic and expatriate life.

Sweden and Norway have not been totally ignored by expat writers, and these books provide lessons for mine. “*On my Swedish Island: Discovering the Secrets of Swedish Wellbeing*” (Penguin 2005) was written by my friend Julie Lindahl, an American international consultant. She married a Swede and moved to an island on Lake Mälaren, where they lived the Swedish good life and raised twins. Julie incorporated Nordic lessons into her book, which is a broad description of Nordic culture, and gave particular attention to healthy living and self-help, including recipes. Her book has sold over [confidential] copies and is still selling after nine years (currently 30th on Amazon's list of books about Sweden).

“*In Cod We Trust: Living the Norwegian Dream*,” by Eric Dregni, must be mentioned, even though it's about Norway, not Sweden. Dregni is a professor in a small Minnesota college, and author of 14 broad humor books (e.g., “*Weird Minnesota*”) or niche-market books (e.g., “*Scooter Mania*”). He reports on his year in Norway on a Fulbright Fellowship. Published by the University of Minnesota Press in 2008, “*In Cod We Trust*” has sold over [confidential] copies, largely, I expect, in the Minnesota and Midwest markets. As the title suggests, it's a light read about the wonders and puzzles of living a year in Norway, with lots of humor and little analysis. But it shows the potential of a Midwest market. Few university-press books sell even a 1,000 copies.

The competitive examples suggest a book on living in Sweden could, with good marketing, sell between 10,000-15,000 copies. While Americans might have a hard time finding Sweden on a map and sometimes confuse it with Switzerland they need a local story and entertaining writing to attract them. What do adventures in Sweden tell them about their American homes and lives? Born and raised in a small Midwestern town, I love Wisconsin as much as I love Sweden, and dividing my time in both countries helps keep my perspective.

“*Falling in Love*” will tell readers as much about America as it does about Sweden. My Swedish has a strong American accent. I am looking for an agent and a publisher who share this vision, and have the motivation and creativity to make the book a success.

The Audience.

Falling in Love with Sweden (One Mistake at Time) will appeal to six audiences: 1) Wisconsin and Minnesota readers, especially those with Swedish or Scandinavian connections; 2) my professional and academic colleagues and students in the U.S. and Sweden; 3) American expatriates in Sweden; 4) Swedes who are interested in how others view them; 5) Americans considering expatriate experiences; and 6) Americans considering Sweden as a model for American social change. Assessing and writing for these markets can make my book a commercial success.

Midwest Market: The 2013 American Community Survey shows nearly 80,000 Wisconsinites and over 240,000 Minnesotans claim Swedish roots. *Falling in Love* can focus on this niche market, which knows and cares about Sweden. As a lifetime resident of the region, I can reach this market. Although my previous book, “*Navigating Environmental Attitudes*,” was published by an academic press (Oxford) it debuted with a reading at the Apostle Islands Book Sellers in Bayfield, Wisconsin, and was followed by readings at the Portage, Mellen and Lodi public libraries. It was also the subject of an hour-long interview on Wisconsin Public Radio <http://www.wpr.org/listen/283276>. I have been a frequent guest on WPR during my career in Madison, and *Falling in Love* would be a likely candidate for the station’s Chapter a Day show. Books by Wisconsin authors (e.g. Michael Perry and James Campbell) are frequently featured on the show; and Chapter a Day spent two weeks reading *A Castle in the Back Yard*, authored by my UW colleague Betsy Draine on her experiences living part-time in rural France.

“*Navigating*” was featured in newspaper articles in the Portage Daily Register and reviewed in six other Wisconsin newspapers. (It was also reviewed in 10 professional journals, including the American Journal of Sociology.) I gave lectures based on the book to the Aldo Leopold Foundation, The Sierra Club, The Friends of Scenic Lodi Valley, The Green Salon (Madison, Wisconsin), Green Film and Lecture Series (Houghton, Michigan), and the University of Wisconsin Memorial Union Distinguished Lecture.

I have name recognition in Wisconsin as a professor who taught thousands of students, as a local activist (founder of the Aldo Leopold weekend, which is now celebrated in many states), and as an outdoorsman and environmental scholar. I am frequently featured in the Wisconsin media. An outdoors columnist (syndicated in newspapers across the state) often visits and writes about my Northwoods cabin. Because of this column, strangers often ask about the latest doings at my Old Tamarack Lodge. With years of practice, I give engaging face-to-face talks and lectures. Madison, Wisconsin, a city of readers and bookstores, organizes a Wisconsin Book Fair every fall that’s attended by thousands. This would be a good local opening for “*Falling in Love*.” I gave my first public presentation on *Falling in Love* as a work in progress for an after-dinner speech at the University Club in Madison last year.

Professional Markets: As an environmental sociologist, I have a network of former students and colleagues around the world to whom I have been visible as an expatriate in Sweden. I have also published papers using Swedish data, and facilitated international exchanges of American and Swedish students and scholars for 20 years. In 2005 I organized a conference in Östersund, Sweden, that attracted over 400 participants from 35 countries. The king of Sweden opened the conference and attended sessions the entire day; and the superintendent of Yellowstone National Park gave the final keynote. Professionals who

attend these meetings and read my work are curious about my personal experiences in Sweden. To promote “*Navigating*” (which used many examples from Sweden), I gave keynote addresses at professional meetings and conferences, including the International Union of Game Biologists (Brussels, Belgium), the International Symposium on Society and Resource Management (Hannover, Germany), the 6th International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas (Stockholm), and the Nordic Wolf Symposium (Vålådalen, Sweden). These public and professional presentations helped “*Navigating*” earn recognition as an “Oxford University Press Best Seller.” (current sales 4,177)

I have been laying the marketing groundwork for *Falling in Love*. I recently I served as a panelist at the 9th Intercultural Forum sponsored by the American Club of Stockholm and The National Geographic Society held at the American Ambassador’s Residence in Stockholm. My focus is a comparison of Swedish and American views of nature.

The Market in Sweden: Swedes are readers. When we first arrived, we were amazed at the yearly book sale that started at midnight in February. Swedes lined up at bookstores like Americans at Walmart to buy, of all things, books. The average Swede spends almost seven hours a week reading at home. Swedes are interested in what others (particularly Americans) think of them. Swedes who have read my chapters, summaries, or drafts of this proposal all say “I want to read this book.” As you will learn from reading *Falling in Love*, Swedes do not say things like this just to be nice. More important, according to EU data, 89 percent of Swedes can read English.

Statistics Sweden reports almost 20,000 Americans live in Sweden. A number of them will read *Falling in Love* just to see how it compares to their experiences, and to see what they can learn about their adopted homeland. This group can be reached through blogs and through clubs like the American Club of Sweden, the American Woman’s Club of Sweden, and The Local—a Swedish newspaper published in English.

Expat Interest: EscapefromAmerica.com has 400,000 subscribers. If you type keywords like “working abroad” into Google you can page through 225 million results. “The Growing Trend of Leaving America,” an article in U.S. News and World Report, estimates over 3 million Americans move abroad each year, and another 7.7 million are “somewhat seriously” contemplating it. Around 7 million Americans currently live abroad. And according to The New York Times, job candidates are more willing to relocate compared to even a year ago. The audience for books on international life is growing, as evidenced by trends in the media, which includes: Alan Paul’s “The Expat Life” in *The Wall Street Journal*; the “Dispatch” series from abroad on McSweeney’s Internet Tendency; features on life abroad in American magazines, e.g., “Confessions of a Trailing Spouse” in *Elle*; websites geared toward information for English speakers about living in Europe (Expatica.com, 500,000 visitors a month or living globally (GoAbroad.com, one million visitors per month).

Whether people move abroad or just dream of it, international careers are more possible than ever. *The Financial Times* reports most companies are expanding their overseas postings, and trailing spouse researcher Yvonne McNulty estimates multinational corporations now spend \$75 billion a year on global relocation.

Sweden as a Model for Changing America: The political dialogue for the 2016 presidential election identified places where Sweden has been and many Americans want to follow. Bernie Sanders, voicing a socialist position, discussed single-payer (government) health care, free higher education, higher minimum wages, and paid maternity and paternity leaves. President Trump keeps ranting about Sweden—and even though he gets it wrong headlines attract attention *and* sell books.

In the past, meaningful dialogue in America has been stifled by stereotypes: Socialism! High Taxes! But as *Falling in Love* shows, these things work well with a tax system that, for most Swedes, is no different than what they would pay in America. However, Sweden's four-page form comes already filled out! *Falling in Love* can introduce a possible American future in an entertaining, easy-to-read format. I published a 2400 word essay Six Things I Love about Swedish Taxes in *VOX* in April 2016 and it got 380,000 individual page views. It was republished on their front page after President Trumps "Look at Sweden" rant in February 2017. I also published an item on what I learned about guns in America in *VOX* in August 2016 and it got over 600,000 page views. These were both taken from my draft chapters. *Falling in Love* . . . is a book that can speak truth to our national angst. What can we learn from the Scandinavia model? People want to know.

Author Biography

I first visited Sweden in 1988 and was appointed as a guest professor in the Tourism Studies Program at Mid Sweden University in 1993. I spent a sabbatical year in Stockholm in 1995-96, and was a visiting research scientist from 1998 to 2005 at the European Institute for Tourism Research, in Östersund, Sweden. I moved to Stockholm in 2004 with my wife, Elizabeth Thomson, who became the chaired professor of demography at Stockholm University. There I continued my scientific research and teaching as a guest professor at the Department of Wildlife, Fish and Environmental Studies at the Swedish University of Agricultural Sciences.

I was born in Portage, Wisconsin, and received a bachelor's degree in sociology from the University of Chicago and a master's degree and Ph.D. in sociology at UW-Madison. I began my career as an assistant professor at the University of Colorado, but was soon recruited back to join the Department of Rural Sociology (now Community and Environmental Sociology) at UW-Madison. As one of the first environmental sociologists, my studies have focused on environmental attitudes, pro-environmental behavior, and human dimensions of outdoor recreation. My vitae can be found at <http://dces.wisc.edu/people/emeritus-faculty/thomas-heberlein/>.

At UW-Madison I taught writing-intensive sociology courses, and published op-ed columns and popular items about Sweden and America. My second book, "*Navigating Environmental Attitudes*," was published by Oxford University Press in 2012, and has been well reviewed and praised in places as diverse as the *American Journal of Sociology* and *The Green Bay Press Gazette*. I have published over a hundred scientific articles in sociology, psychology, economics, tourism, wildlife ecology, and outdoor recreation. My scientific work has won awards from the Rural Sociological Society and the Association of Environmental and Resource Economists.