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Giuliani showing boosts books

The books being written by **Mayor Giuliani** are now must-reads for an ever wider audience. His two-book deal, announced in January and expected to pay him as much as $3 million, also means Talk Miramax Books has the unpublished author of the moment.

The mayor has generated such widespread — indeed international — praise for his leadership the past two weeks that reader interest in what he has to say should remain especially high even after he leaves City Hall.

His first book, a management guide that may be called "Rudy's Rules," was to be listed in Talk Miramax's spring catalogue as an April release.

But it was unclear yesterday if the author and publisher will meet the spring target.

Talk Miramax execs declined to discuss the situation, out of respect for the mayor. A spokeswoman said it wasn't the time.

Giuliani's collaborator on the management book is Money magazine writer **Ken Kurson**.



HOT COPY

PAUL D. COLFORD

Giuliani will later do a memoir.

UPHOLDING A FREEDOM

Editor in chief **Tom Wallace** said Conde Nast Traveler is "adjusting" its November issue and adding material about cancellation policies, travel insurance and other newly topical topics.

But Wallace said he'll keep the annual readers' choice poll as the November cover story. "It's not just an audit [of travel destinations] by readers, but an expression of an exercise of freedom," he added. "That's the thing at stake here — freedom of movement."

Wallace became editor as troops were massing for the Persian Gulf war in 1991. "Travel was back to normal before the end of that calendar year," he recalled.

This time, since hostilities erupted at home, travel mags in particular may face steep ad losses. "I don't know what's going to happen, but I do know that 1991 was not the same as what's happened now," he said.

EDITORIAL SHUFFLES

Premiere, whose ad pages are way down and whose newsstand sales dropped 13.6% in the first half, got a big jolt of life yesterday when **Peter Herbst** was named editor in chief. He succeeds **Michael Solomon**, who got the job last November.

Herbst, whose long list of credits includes a five-year stint as editor in chief of Family Life, will retain his title as associate editorial director of the parent Hachette Filipacchi Magazines.

In another shuffle, **Annemarie Iverson** left the top job at teen mag YM to become editor in chief of Seventeen, replacing **Patrice Adcroft**.

THE VOICE GOES FORTH

A number of streetside distribution boxes and indoor outlets in lower Manhattan used by The Village Voice have been off-limits to the free weekly since the World Trade Center collapsed.

But the 253,000-circulation Voice has been adding the orphaned copies to its other outlets. Reporting few returns last week, the Voice said it decided not to reduce its print run for this week's issue.

WRITERS TO READ

The usually reclusive **Don DeLillo**, author of "Underworld," was among the first writers agreeing to join a reading that The New Yorker will present to benefit the Sept. 11 Fund. Tickets for the event, Oct 11 at Town Hall, will go on sale next week.

Meantime, the annual New York Is Book Country fair, set for Sunday on Fifth Avenue, joined the long list of events cancelled because of last week's upheaval. Wait til next September.

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DENNIS CLAR

Mayor Giuliani's highly praised leadership role amid WTC disaster will help book sales.

DAILY NEWS, FRIDAY, SEPTEMBER 21, 2001

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