

BOOKENDS

A Memoir of Love, Loss, and Literature

By Zibby Owens

300 pp. Little A. 2022.

[Zibby Owens](#) is an unassuming, bighearted rebel in the book world with an instinct for branding and a Harvard MBA. [Bookends](#) is her memoir of growing up as a painfully shy booklover on the Upper East Side and the journey from calamitous personal losses to [Zibby Owens Media](#).

Since her youth, Zibby Owens wanted to introduce the characters in her many books to one another, and then she set out, perhaps unconsciously, to create that universe. A spate of deaths of loved ones (including her best friend in the Twin Towers on 9/11), showed Owens that life is fleeting and to "make a difference" (265) while she could. In 2018, Owens, a mother of four in her forties, launches the author-interview podcast [Moms Don't Have Time To Read Books](#). The podcast expands to the [Zcast](#) podcast network, and is followed by an Instagram Live show; Zibby's Virtual Book Club; the [#22in22](#) campaign to visit twenty-two bookstores in 2022; and more. Her essays on Medium goad moms to [reclaim time with their kids](#). [Zibby Awards](#) acknowledges book features, such as best opening sentence and best table of contents. The [Zibby Books](#) imprint offers profit sharing to its authors. Yes, "[m]oms don't have time to waste" (265), but this late bloomer also learns that "[e]verything happens as it's supposed to" (257). The original podcast earned a [Webby](#) in 2021, and just taped its thirteen hundredth episode.

Zibby Owens never populated the universe of assorted fictional characters; instead, as a book messenger, she built a burgeoning collective of dedicated book people. Reading list included. —Lisa Thaler (author, *Look Up: The Life and Art of Sacha Kolin*), 2 August 2022