

BenBella Books



HELLO THERE!

DEAR READER,

Love him or loathe him, you can't deny the staying power of Geraldo Rivera. In a world where everyone seems to choose sides, Geraldo has always blazed his own trail. He's both a self-proclaimed Jew-Rican New Yorker with progressive views on immigration and a friend of Donald Trump, Sean Hannity, and Roger Ailes. He is both a low-brow entertainer brawling with neo-Nazis and "revealing" Al Capone's empty vault and an award-winning reporter whose work led to the reform of the horrific conditions of institutions for the disabled and who served fearlessly on the front lines in Afghanistan and Iraq. Now, with the perspective of time and with nothing left to prove, Rivera reflects on the ups and downs of his incredible life and career in the spotlight in *The Geraldo Show*.

Did you know that a single chemical in our brains is associated with striving, wanting, and addiction? It is the reason we're constantly seeking rewards but are never satisfied once we've attained them. That chemical is dopamine, and *The Molecule of More* takes a look at the research behind it, and how it impacts everything we do—whether it's love, business, politics, or religion—and how we can strive to be better.

What do highly successful people have in common? In *The Formula*, the reason behind the excellence of the world's top achievers can be distilled into one principle: parenting matters. Combining the latest research on child development with never-before-published findings from the "How I Was Parented Project," Harvard economist and educational "achievement gap" expert Ronald Ferguson and journalist Tatsha Robertson reveal how, regardless of race, class, or background, every student can achieve success.

We know the Standard American Diet does little to promote a healthy lifestyle. Now, evidence points to a plant-heavy diet as the key to longevity and well-being. Learn more about this, plus how the government and big business are standing in the way of our health, in *What the Health*, a companion to the groundbreaking documentary of the same name, which includes over 50 plant-based recipes.

Want to meet the SNL star behind iconic characters like Mango and Mr. Peepers (Chris Kattan's *Baby, Don't Hurt Me*)? Or learn about the unintended consequences of evolving gender roles: Why women are abandoning feminism in unprecedented numbers (*F-Bomb*), and why boys are battling a purpose void (*The Boy Crisis*)? Need an expert's advice on alternatives to college (*A New U*), or a humorist's guide to not quite ruining your kid (*Bare Minimum Parenting*)?

Whether you're a cat lover (*Homer and the Holiday Miracle*), a true-crime buff (*The Menendez Murders*), or something else, BenBella's 2018 list has got you covered!

GLENN YEFFETH

PUBLISHER, BENBELLA BOOKS

GLENN@BENBELLABOOKS.COM

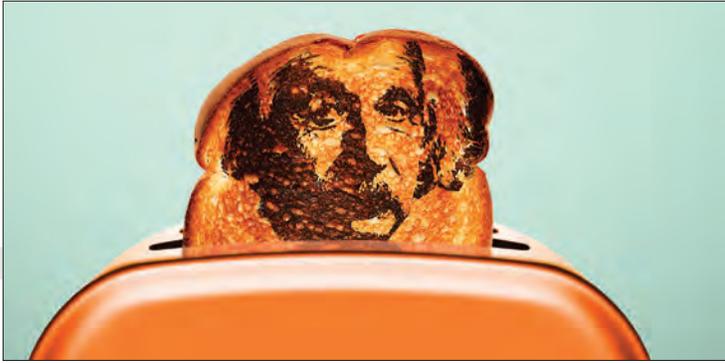
CONTENTS

2



WHAT'S NEW?

BENBELLA 2018 TITLES	4
F-Bomb.....	4
Plant-Powered Beauty	6
Open Wide.....	8
The Boy Crisis	10
The Geraldo Show.....	12
The Dawn Prayer.....	14
The Healthiest People on Earth	16
The New Science of Radical Innovation.....	17
Rewiring Education	18
Lead with Heart.....	20
Go Dairy Free	21
Micro-Meltdown	22
The China Study Cookbook.....	24
BACKLIST FEATURE: The China Study	26
In the Name of the Children.....	28
The Molecule of More.....	30
When the Uncertainty Principle Goes to 11	32
The King of Con	34
The Menendez Murders	35
Back to the Cutting Board.....	36
A New U	38
Man Up	39
Muscular Portfolios	40
An Attitude of Excellence	41
BACKLIST FEATURE: Traction	42
One Million Followers.....	44



Tao Classic of Longevity and Immortality 45

Bare Minimum Parenting..... 46

The Golden Sequence..... 48

How to Be Better at Almost Everything 49

Homer and the Holiday Miracle 50

My Life in a Cat House..... 51

Breakfast with Einstein..... 52

Live Big..... 54

The Positive Shift 56

Baby, Don't Hurt Me..... 57

The Formula 58

Models Do Eat 60

Greatest Forgiveness..... 62

The Psychology of Zelda 63

Space 2.0 64

WHAT'S BEEN HAPPENING?

EXPLORE BENBELLA'S BACKLIST 65

Adult Trade..... 65	Health..... 72
The Best of Business 68	BenBella Vegan..... 73
Science..... 70	Smart Pop 76

WHAT'S ON THE HORIZON?

EXCITING UPCOMING BENBELLA TITLES..... 78

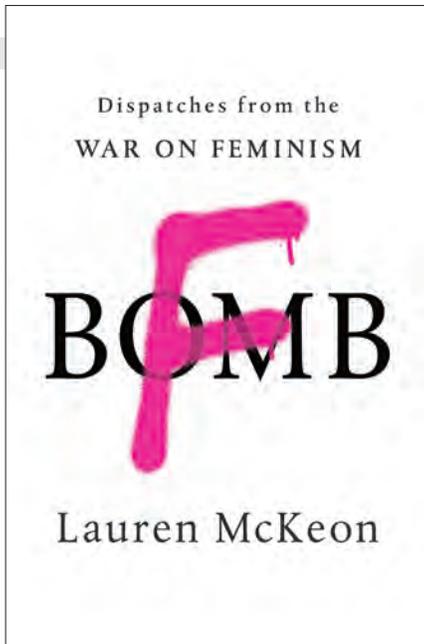
WHAT'S THAT? YOU WANT A COPY?

DOMESTIC AND FOREIGN ORDERING INFORMATION..... 79

F-BOMB

Dispatches from the War on Feminism

LAUREN MCKEON



4

Reporting from the front lines of the war on feminism, journalist Lauren McKeon investigates why women are abandoning feminism—and even leading the charge to send it to its grave.

WOMEN ARE LEADING the fight against feminism and women’s rights. The question is, *why?*

From pop icons to working mothers, women are abandoning feminism in unprecedented numbers. Even scarier, they are also leading the charge to send it to its grave. Women head anti-feminist PR campaigns; they support anti-feminist politicians; they’re behind more than 70 lawsuits across North America to silence the victims of campus rape; they participated in Gamergate, the violent, vitriolic anti-women-in-technology movement; and they’re on the front lines of the fight to end reproductive rights. Everywhere we turn, there’s evidence anti-feminist bombs have exploded, sometimes detonated by the unlikeliest suspects. Between women who say they don’t need feminism and women who can’t agree on what feminism should be, the challenges of fighting for gender equality have never been greater.

F-Bomb takes readers on a witty, insightful, and deeply fascinating journey into today’s anti-feminist universe as investigative journalist and feminist Lauren McKeon explores generational attitudes, debates over inclusiveness, and differing views on the intersection of race, class, and gender. She asks the uncomfortable question: If women aren’t connecting with feminism, what’s wrong with it? And she confronts the difficult truth: For gender equality to prevail, we first need to understand where feminism has gone wrong and where it can go from here.

In a world where sexual harassment allegations regularly dominate news coverage and in which 53 percent of white women voted for Donald Trump, *F-Bomb* presents urgent and necessary discussion on women’s lives today.

- **McKeon is editor of Canada’s preeminent progressive magazine, *This*; a contributing editor at *Toronto Life*; and a frequent writer for *Hazlitt* and *Reader’s Digest***
- **Author has discussed her work on TV (*Global News in Toronto*), radio (CBC Radio, CJRU FemRadio), and at conferences and universities**
- **Outreach to other outlets, including HelloGiggles, the *Atlantic*, and *Salon***
- **Interest received from *New York Post***
- **Academic outreach to gender studies professors**
- **LaurenMcKeon.net**



LAUREN MCKEON is a contributing editor at *Toronto Life* magazine, Canada’s largest circulation city magazine, where she recently wrote about her experiences with sexual assault in the memoir *15 Years of Silence*. In response, she was also prominently featured in the documentary *PTSD: Beyond Trauma*, which aired in January 2017 on David Suzuki’s *The Nature of Things*. Her personal essays, which tackle the world and her experiences through a not-so-rosy feminist lens, have twice been featured on Longreads.com, a popular site dedicated to “helping people find and share the best storytelling in the world.” Her longform work has won her several Canadian National Magazine Awards, including three honorable mentions, one silver, and, in 2015, a gold in the personal journalism category for her *Toronto Life* piece “Save Me from My Workout.” McKeon teaches longform writing at Humber College and has a master of fine arts in creative nonfiction. Residence: Toronto, Ont.

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 HILARY@WCALTD.COM

EVERYWHERE I TURNED, it seemed more and more women were proudly proclaiming, “I’m not a feminist.” They treated the women’s movement as a quaint 1960s relic. And why not? The surface gains women have made in my lifetime have allowed us to spin a dangerously sweet bedtime story of success and equal opportunity. It tells us we’ve already reached our happily ever after, and it’s easy and seductive enough to believe.

After all, in recent years, gender-equality awareness has surged across North America. We are saturated with tampon, soap, and food commercials that proclaim girl power. Brazen feel-good feminists like Malala Yousafzai, FEMEN, and Pussy Riot are household names. In every industry is one famous woman who has made it, allowing everybody to believe we all have—as if women are dolls on a paper chain. But painting feminism as triumphant poses an insidious risk. At best, this post-feminist lie means buying into the rebranding of the status quo as sexy, fun, and free. At worst, it means accepting the status quo as the best we can do. Such victory blindness can freeze us in second place and threaten to send us rocketing backward. What would happen then? The more women I met who snubbed feminism, the more I craved answers and the more I kept writing about them. Soon, I couldn’t help but see these stories as connecting pieces of a bigger picture.

In 2013 I published a profile of a young and prominent anti-abortion activist in Canada’s biggest city magazine, *Toronto Life*. My mother and grandmother couldn’t finish reading the article. My granny, a former union head who’d fought for equal rights in the workplace, had put her husband through school and kept working even after he earned enough to support the family, just because she liked her job. As for my mom, she’d always told me that being a mother was a woman’s choice, not her duty. She ensured that both my sister and I were on birth control as soon as we were old enough to have sex, which was something she believed we should do with pleasure. That any woman could fight to end reproductive rights was unfathomable to either of them. “Why write about this girl, Lauren? She could ruin everything!” They had a point: why her indeed?

As I delved deeper into the anti-feminist movement and continued interviewing women who appeared to advocate against their own rights, I often encountered the argument that I’d be a better feminist if I left them alone. By paying attention, my critics (and loved ones) argued, I legitimized them. I understand the concern. We hope that if we don’t pay attention to people whose ideas we find repugnant, they will disappear, silently slinking away until — poof! — they have no public platform and thus no power. This unfortunately ignores the fact that online communities and social media enable the viral dissemination of ideas without any help at all from mainstream media. We should ignore scary movements that are so far on the fringe they might as well be dusty 1970s macramé, but the anti-feminists aren’t hiding in a dark cave, quietly talking to their three trollish BFFs. Why would they, when they can connect with

and broadcast to thousands? As a journalist, I’ve always believed the real danger comes in ignoring and dismissing, particularly when we don’t like what we uncover. If we ignore these ideas we don’t like, they don’t go away; they fester unchecked. We can’t engage with something, critically or otherwise, if we pretend it doesn’t exist.

Perhaps if I interviewed enough anti-feminist women, I thought, I could understand them. If I only knew why they’d abandoned feminism, I could convince them they were wrong. I also hoped the interviews would prove me wrong: they’d show I’d overreacted, that things weren’t so bad. If only. Every time I interviewed one — from a young anti-abortion activist to a self-styled trophy girlfriend to a woman re-embracing housewifery — I asked the question, “What about feminism?” More often than not, I received a variation of the same shrug: *What about feminism?*

“*F-Bomb* is a wonderfully uncomfortable peek into the lives and perspectives of folks who need to be seen, heard, and understood for the good of the feminist movement . . . a much-needed commentary that will both anger and inspire you.”

—RACHEL RICKETTS
FOUNDER,
LOSSANDFOUND.XO.COM

“*F-Bomb* is the antidote to feeling at a loss for examples of why intersectional feminism is so very urgently needed now . . . McKeon has written a necessary call to action.”

—ERIN WUNKER
AUTHOR, *NOTES FROM A
FEMINIST KILLJOY*

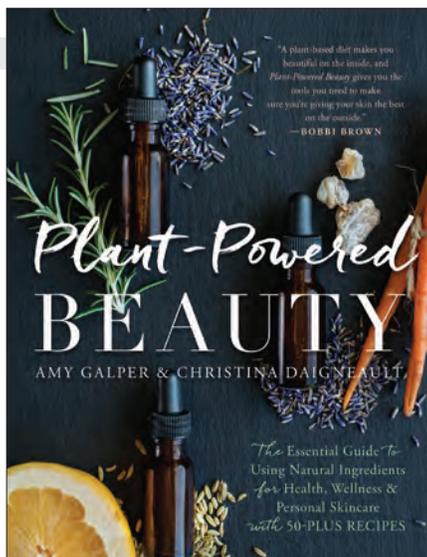
“However you define feminism, read this book . . . This compassionate airing of our failings clears the ways forward. Race, privilege, gender, sexuality; the work to be done, your invitation to the conversation, is here.”

—KAREN WALTON
SCREENWRITER, *ORPHAN BLACK*

PLANT-POWERED BEAUTY

The Essential Guide to Using Natural Ingredients for Health, Wellness, and Personal Skincare (with 50-plus Recipes)

AMY GALPER AND CHRISTINA DAIGNEAULT



6

Two aromatherapists and beauty experts offer plant-based alternatives to mass-produced beauty products with recipes that enable readers to take control of their skin care.

“This book is an invaluable resource for anyone interested in keeping their skin, the body’s largest organ, healthy and radiant without using synthetic chemicals.”

—TATA HARPER
COFOUNDER OF TATA HARPER SKINCARE

YOU KNOW YOUR DIET should be rich in plants for optimal health. So shouldn’t the products you apply to your skin, which are absorbed into your body, also be filled with plants?

If you’ve ever looked at the back of your “natural” facial moisturizer or body cream and seen a list of complicated additives you couldn’t recognize or pronounce, then you know firsthand that mass-produced synthetic beauty products can be something of a mystery.

With *Plant-Powered Beauty: The Essential Guide to Using Natural Ingredients for Health, Wellness, and Personal Skincare (with 50-plus Recipes)*, harness the power of plant-based energy to maintain your natural beauty and let your skin glow like never before. Natural beauty experts Amy Galper and Christina Daigneault show readers how to deconstruct beauty labels, parse ingredients lists, make informed choices about the products they use—and, most important, better understand how their skin works.

At the heart of *Plant-Powered Beauty*, you will find more than 50 easy-to-follow recipes to make your own plant-based skincare and beauty products, such as:

- Almond Milk Facial Cleanser
- Anti-aging Facial Scrub
- Blemish Gel
- Coconut Whip Makeup Remover
- Vitamin-Rich Hair Health Serum
- Quick & Fresh Cucumber-Thyme Body Scrub
- Moisturizing Body Oil for Super-Dry Skin
- Natural Mouthwash

- **National book tour with independent bookstores, health food stores (Whole Foods), beauty/spa shops and hotels, house parties, and more**
- **Book has been featured in and on *Origin Magazine*, *mindbodygreen*, and *Well + Good***
- **Promoting the book at learning institutions and conferences nationwide; planned promotions at the New York Institute of Aromatherapy; The Standard Hotel in Miami, New York, and Los Angeles; and Credo Beauty Store in San Francisco, Los Angeles, Manhattan, and Brooklyn**
- **Tapping into the authors’ networks of natural beauty students, beauty experts, and industry influencers**
- **OrchardAromaTherapy.com/Book**
- **Twitter: @ChristinaEDVB; @NYIofAroma**

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Amy Galper, MA, Dipl. AT, is the executive director and founder of New York Institute of Aromatherapy, and is a nationally celebrated advocate for organic beauty and wellness. She created the award-winning, yoga-inspired line of body care products called Buddha Nose, one of the first organic brands to create national awareness of the need for toxin-free beauty and body care products. Amy has also been featured in dozens of top media outlets including *Cosmopolitan*, *The Dr. Oz Show*, *People*, *Allure*, and *mindbodygreen*. Residence: New York, N.Y.



Christina Daigneault is an attorney and the president of Orchard Strategies, an award-winning public relations and marketing company. She is also a certified aromatherapist and beauty product formulator. Christina has been featured in media outlets including *New York Times*, *New York Law Journal*, and CBS Radio. She earned a certification in aromatherapy from the New York Institute of Aromatherapy and also studied at the esteemed Maison Fragonard in Paris. Residence: New York, N.Y.

Detox Body Scrub

Prep time: 5 minutes or less | Yield: 1 fluid ounce, good for 1 to 2 body scrub sessions

Our skin is a direct reflection of what is going on inside our bodies and how we react and respond to what happens externally. If we don't get enough sleep, or if we subsist on a diet heavy in fats, oils, and processed foods, our skin shows it. What can we do to help kick-start a healthier glow? A body scrub rich with ingredients known to improve circulation and release toxins from the body is a great way to start.

Ingredients:

1 tablespoon finely ground
Dead Sea salt
1 teaspoon fennel seed powder
1 teaspoon ginger powder
2 teaspoons sesame oil
8 drops Detox Essential Oil
Synergy

Tools:

small glass bowl
2 glass or wooden stirrers
1 (1-ounce) glass jar with a
tight-fitting lid

In a small glass bowl, mix all the dry ingredients together and stir until combined.

Add the sesame oil and continue stirring.

Once the wet and the dry ingredients are fully combined, add the synergy and mix to incorporate.

Scoop the mixture into the glass jar and cap tightly. Store away from water. The scrub should last for 2 months.



Day Facial Oil for Balancing and De-stressing Skin

Prep time: 5 minutes or less | Yield: 1 fluid ounce, good for about a dozen uses (one use is about ½ teaspoon)

We can support our skin's natural ability to navigate obstacles by applying facial oil, which can serve as excellent nourishment and a much-needed layer of protection. It can also help keep our skin even-toned, healthy, and calm.

Ingredients:

2½ teaspoons jojoba oil
2½ teaspoons apricot
kernel oil
½ teaspoon borage seed oil
½ teaspoon red raspberry
seed oil
½ teaspoon tomato seed oil
10 drops Day Facial Oil for
Balancing and De-stressing
Skin Essential Oil Synergy

Tools:

glass measuring pitcher
glass or wooden stirrer
1 (1-ounce) glass or non-BPA
plastic bottle with a cap or
dropper cap

In a glass measuring pitcher, combine all the carrier oils together and mix until fully incorporated.

Add the synergy and keep mixing.

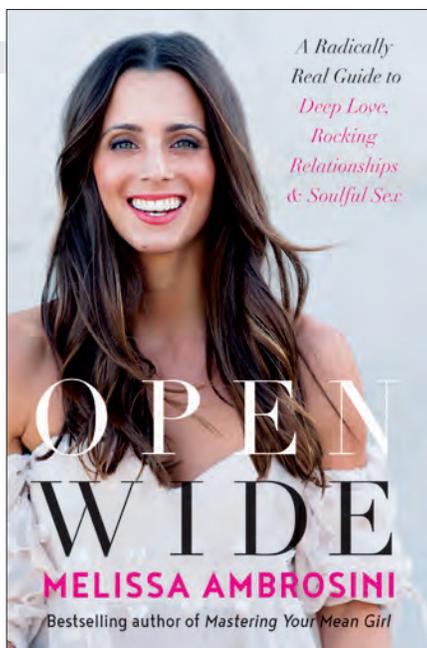
Pour the mixture slowly into the bottle, cap, and shake well. This facial oil will stay fresh for 2 months.



OPEN WIDE

A Radically Real Guide to Deep Love, Rocking Relationships, and Soulful Sex

MELISSA AMBROSINI



A Radically
Real Guide to
Deep Love,
Rocking
Relationships
& Soulful Sex

OPEN
WIDE

MELISSA AMBROSINI

Bestselling author of *Mastering Your Mean Girl*

***Open Wide* is the ultimate relationship guide for the modern woman: It teaches you how to fall in love with yourself, unlock your divine feminine energy, and have mind-blowing soulful sex.**

“Full of relevant insights and deeply personal anecdotes, *Open Wide* offers real tools and accessible advice that we can all put into action and practice. Thank you, Melissa—I’ll be reading this several times and putting your work into practice for many moons to come.”

—ELENA BROWER

AUTHOR OF *PRACTICE YOU* AND *ART OF ATTENTION*

“*Open Wide* is jam-packed with loving guidance, deep wisdom, Melissa’s personal stories, and genuine ‘aha’ moments. It serves up real tools and relatable advice that you can implement immediately so that you can live your best life.”

—CHRISTINE HASSLER

AUTHOR OF *EXPECTATION HANGOVER*

- Author platform from previous book, *Mastering Your Mean Girl*, which has sold over 40K copies, including over 20K in the US
- Author platform from *The Melissa Ambrosini Show* podcast, which hit #1 on iTunes with 100K downloads in its first week
- Planned 2018 author tour to Los Angeles, Australia, and New Zealand; author also has fan bases in the UK and South Africa
- Promotion to author’s combined social media following (over 150K)
- MelissaAmbrosini.com
- **Instagram:** @MelissaAmbrosini
- **Facebook:** /MelissaAmbrosiniTribe
- **Twitter:** @Mel_Ambrosini

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ROCKING RELATIONSHIPS with your family and friends. A soulmate who gets you on the deepest level. And the best soulful sex of your life. Anything is possible when Melissa Ambrosini is by your side!

From the bestselling author of *Mastering Your Mean Girl*, *Open Wide* is the definitive guide to fulfilling and intimate 21st-century relationships, delving into everything from cultivating self-confidence to unleashing your inner goddess to forming lasting friendships . . . and even to experiencing toe-curling orgasms on demand.

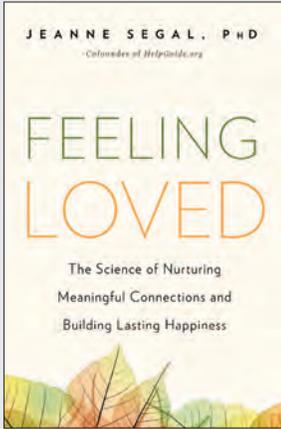
Called a “self-love guru” by *Elle* magazine, Melissa is a voice for the modern woman. Rather than the preachy tone that plagues many relationship guides, she’s your supportive best friend sharing her wisdom in a way that makes your journey fun and simple.

A powerful, life-altering read, *Open Wide* gives you practical tools you can start using immediately to rewrite your future, create authentic connections, and experience heart-bursting love.

MELISSA AMBROSINI is the bestselling author of *Mastering Your Mean Girl*, host of the number-one podcast *The Melissa Ambrosini Show*, a motivational speaker, and a self-love teacher. In her signature straight-talking style, Melissa teaches women how to unlock their full potential, master their inner Mean Girl, smash through limiting beliefs, and ditch the self-doubt so that they can start living the life of their dreams. Her mission is to inspire women to create a heart-centered life that’s wildly wealthy, fabulously healthy, and bursting with love. Residence: Sydney, Australia.

WANT MORE?

Strengthen the most important bonds in your life with our range of titles devoted to relationships—both with romantic partners and with family and friends.

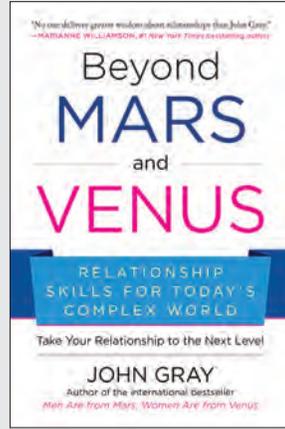


FEELING LOVED

JEANNE SEGAL, PhD

Do your connections with friends, family, or romantic partners leave you feeling empty, dissatisfied, or out of sync? What you may be missing is the close bond that's only experienced with people who make us feel secure and valued—the experience of feeling loved. *Feeling Loved* reframes the way we view love and connection and provides a new roadmap for getting the love we need. A clinical psychologist of more than 30 years and cofounder of HelpGuide.org, author Jeanne Segal, PhD, was a pioneer in the psychology of connection. In *Feeling Loved*, she guides readers in developing new ways of thinking, feeling, and acting in order to make life-altering social and emotional changes.

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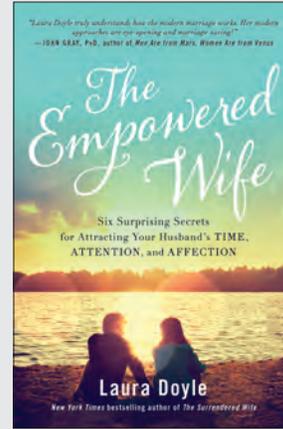


BEYOND MARS AND VENUS

JOHN GRAY

Two decades ago, *Men Are from Mars, Women Are from Venus* revolutionized the way we thought about love and partnership. John Gray has helped countless readers improve and even save their relationships. But as society evolves, relationships do, too. It's time to move beyond Mars and Venus, toward a new relationship model for modern couples. In *Beyond Mars and Venus*, Gray teaches you how to strengthen your bond and grow in love together, so you and your loved one can meet each other's needs in the best way possible, bringing you lasting happiness and a fulfilling partnership.

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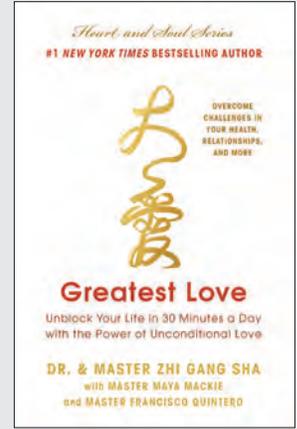


THE EMPOWERED WIFE

LAURA DOYLE

This expanded edition of Laura Doyle's acclaimed *First, Kill All the Marriage Counselors* features real-life success stories from empowered wives and provides a step-by-step guide to revitalizing your own marriage. Laura Doyle's marriage was in trouble, and couples counseling wasn't helping. On the brink of divorce, she decided to talk to women who'd been happily married for over a decade, and their advice stunned her. From it, she distilled Six Intimacy Skills—woman-centric practices that restored the playfulness and passion in her marriage. Now an internationally recognized relationship coach, Doyle has shared her secrets with women around the globe, saving thousands of marriages.

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GREATEST LOVE

DR. & MASTER ZHI GANG SHA
WITH MASTER MAYA MACKIE AND
MASTER FRANCISCO QUINTERO

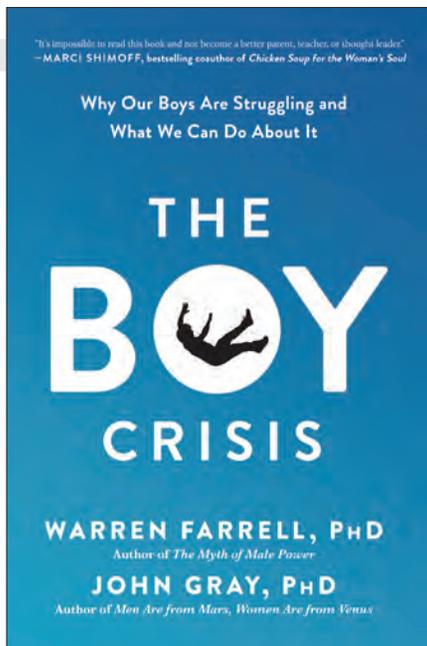
The greatest love is love that truly lasts and has no conditions. It is the love we long to have. We all have challenges that keep us from experiencing this greatest love. These challenges may present themselves in your health, relationships, or finances. With this book, learn how to unblock your life in 30 minutes a day with the power of unconditional love, the greatest love, which surpasses the human and enters the love of all creation. Practice the simple, joyful exercises within this book, and receive powerful blessings from Dr. and Master Zhi Gang Sha, a world-renowned healer, humanitarian, spiritual master, and eleven-time *New York Times* bestselling author.

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THE BOY CRISIS

Why Our Boys Are Struggling and What We Can Do About It

WARREN FARRELL, PHD, AND JOHN GRAY, PHD



Bestselling authors Warren Farrell and John Gray examine the issues plaguing young males and provide solutions for raising boys to grow up to be healthy and productive members of society, benefiting us all.

WHAT IS THE BOY CRISIS?

It's a crisis of education. Worldwide, boys are 50 percent less likely than girls to meet basic proficiency in reading, math, and science.

It's a crisis of mental health. ADHD is on the rise. And as boys become young men, their suicide rates go from equal to girls to six times that of young women.

It's a crisis of fathering. Boys are growing up with less-involved fathers and are more likely to drop out of school, drink, do drugs, become delinquent, and end up in prison.

It's a crisis of purpose. Boys' old sense of purpose—being a warrior, a leader, or a sole breadwinner—are fading. Many bright boys are experiencing a “purpose void,” feeling alienated, withdrawn, and addicted to immediate gratification.

So, what is *The Boy Crisis*? A comprehensive blueprint for what parents, teachers, and policymakers can do to help our sons become happier, healthier men, and fathers and leaders worthy of our respect.

- **Promoting at speaking engagements, workshops, signings, and events for both authors; TEDxMarin event planned for April (12K person mailing list and high attendance expected)**
- **Promoting to thought leader groups and organizations including Boys to Men and Mankind**
- **Farrell's previous books have sold a million copies; Gray's previous books have sold over 50 million copies, with one currently selling 300,000 copies per year**
- **Publicist hired for national media; interest from *Tucker Carlson Tonight*, *Atlantic*, and *CBS This Morning***
- **Aggressive online campaign to health professionals, parenting, general interest, news blogs, and podcasts**

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WARREN FARRELL, PHD, is the author of books published in 17 languages. They include two award-winning international bestsellers: *Why Men Are the Way They Are* and *The Myth of Male Power*. Warren has been chosen by the *Financial Times* as one of the world's top 100 thought leaders. Dr. Farrell is currently the chair of the Commission to Create a White House Council on Boys and Men. He is the only man in the US to have been elected three times to the board of the National Organization for Women (NOW) in New York City. He started more than 300 men and women's groups, including ones joined by men from John Lennon to John Gray. Dr. Farrell has appeared repeatedly on *Oprah*, *Today*, and *Good Morning America*, and been the subject of features on *20/20*, in *Forbes*, *Wall Street Journal*, *People*, *Parade*, and *New York Times*. Residence: Mill Valley, Calif.



JOHN GRAY, PHD, is the author of *Men Are from Mars, Women Are from Venus*. *USA Today* listed Mars/Venus as number six among the most influential books of the last quarter century. In hardcover, it was the number-one bestselling nonfiction book of the nineties. John Gray's books are translated into approximately 45 languages in more than 100 countries. Dr. Gray's more recent books include *Mars and Venus in the Bedroom*, *Why Mars and Venus Collide*, and *Work with Me* (with Barbara Annis). John has appeared repeatedly on *Oprah*, as well as on *The Dr. Oz Show*, *Today*, *CBS This Morning*, *Good Morning America*, etc. He has been profiled in *Time*, *Forbes*, *USA Today*, *TV Guide*, and *People*. He was also the subject of a three-hour special hosted by Barbara Walters. Residence: Mill Valley, Calif.

A BOY'S "HEROIC INTELLIGENCE"—what he absorbs about how to be heroic—undermines his "health intelligence"—what he absorbs about how to take care of himself. Heroic intelligence teaches a man to kill, not to listen; to repress feelings, not express feelings; to take risks more than assess risks; to fake confidence rather than acknowledge fear; to pretend he knows what he doesn't know; to not ask for help—from parents, from peers, from God, from therapists, from his partner, from . . .

The price of heroic intelligence on a boy's emotional intelligence is even greater than the price of heroic intelligence on his physical health intelligence. The great majority of physical health problems—whether a broken leg, virus, or poor diet—are easier to resolve than the problems resulting from a lack of emotional intelligence. For example, taking unassessed risks and faking confidence can lead to the greater propensity of boys to be diagnosed with disorderly conduct, which is linked with antisocial personality disorder, aggression and violence, repetitive lying, theft, destruction of property, and conflicts with authority. The cumulative results of a lack of emotional intelligence, such as the boy-to-girl ratio of fourteen to one in correctional institutions among eighteen- to twenty-one-year-olds, haunt a boy for the rest of his life.

In my freshman year in high school, I aspired to earn my way onto the varsity track team. At an early practice session of the half mile, I spotted the coach watching. At the sound of the starter gun, I immediately jumped out in front of the other runners—including our best. But the coach seemed less than impressed. I soon petered out.

Coach Foster, wiser than I, quietly took me aside: "Pace yourself. Save your strength, then explode with your speed at the end."

As I integrated his save-my-strength strategy and dropped my facade-of-strength strategy, I experienced less weakness and more strength. In the process, I had learned as much about my weakness being my facade of strength as about running.

I had no trouble learning this strategy not because I was special but because I was like every other boy: I wanted the best formula for crossing the finish line first. I needed an authority figure to care enough to take me aside and reinforce what my dad had told me but that didn't sink in until I had lost in real life by ignoring it.

That a facade of strength weakens boys and men is affirmed by science. Each time a frequent rescuer, like a firefighter, responds to an emergency, his testosterone increases, which weakens his immune system. His adrenaline (or epinephrine) also spikes, which makes him vulnerable to blood clotting, and therefore to heart failure.

When your son feels pain, he's more likely than your daughter to "tough it out" and less likely than your daughter to go to the doctor. But if he finally does go, although his situation is by that time more likely to be severe, he is nevertheless less likely to follow up on the doctor's instructions, including advice to avoid strength-depleting activities such as drinking and consuming a lot of sweets. As a result, our sons are 62 percent more likely to have to be readmitted to a hospital than our daughters. His weakness is his facade of strength.

Why do boys do this? **We have taught boys that, while building strength is considered masculine, preventing its loss is feminine.** Thus, moderating drinking and sweets, getting to bed early, pacing ourselves, crying, going to a therapist to reduce stress—all of which can prevent your son from losing the strength he has worked so hard to acquire—have less "cred."

The solution? Help him contemplate a paradigm shift in what it means to be a man.

"It would be impossible to read this book and not become a better parent, teacher, or thought leader."

—MARC SHIMOFF
#1 NEW YORK TIMES
BESTSELLING AUTHOR

"Drs. Farrell and Gray frighten and enlighten us in their brilliant analysis, insights, wisdom, and practical solutions to *The Boy Crisis* . . . essential reading for every parent, teacher, and policy-maker."

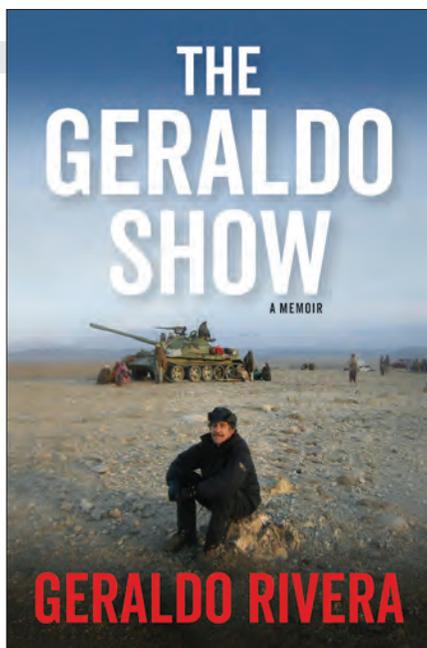
—PHILIP ZIMBARDO, PHD
FORMER PRESIDENT OF THE
AMERICAN PSYCHOLOGICAL
ASSOCIATION

"*The Boy Crisis* brilliantly explores the challenges facing our sons—and everyone. The sections on ADHD, the role of mothering and fathering, and developing boys' health intelligence are priceless and life-changing."

—SUZANNE SOMERS

THE GERALDO SHOW

A Memoir
GERALDO RIVERA



Journalist and entertainer Geraldo Rivera offers his personal memoir about his life and career, including his relationships with some of society's most controversial figures.

DURING MY HALF A CENTURY in public life, my image and reputation have had more ups and downs than the Cyclone roller coaster at Coney Island. I have been called savior and sinner, fool and wise man, crusader and exploiter, hothead and dope. I am routinely scorned, admired, beloved, and belittled—which one is usually based on when the viewer tuned in. Were you around for my early days as a crusading local newsman? Did you waste an evening with me inside Al Capone's empty vault? Were you watching when the bombs dropped in Afghanistan or Iraq, or did you tune in to the raucous talk show when my nose was broken in the best television studio brawl ever caught on tape?

Since the attacks of September 11, 2001, and my employment by the conservative rabble-rousers of Fox News—and, more recently, with the coming of the Age of Trump—my professional life has been even more difficult to define. How could a sincerely progressive native-born Jew-Rican New Yorker like me ever work for an outfit better suited to the vibes of Orange County, California, the Dixie, Appalachia, or the Mountain West? How could I not condemn and obstruct a wrecking ball like Donald Trump?

Over five decades, I have met most of the era's good and bad guys, from Ronald Reagan to Charles Manson, Fidel Castro to Yasser Arafat, Muhammad Ali to John Lennon, and Elvis Presley to Michael Jackson. Two figure heavily in this book, both longtime friends: Roger Ailes, the disgraced yet undeniably brilliant creator of Fox News; and Donald Trump, once a flamboyant playboy, billionaire businessman and now 45th President of the United States.

At the vigorous twilight of a long and largely improvised life lived in plain sight, I have little left to prove. Faced with a series of random chances, for better and worse, what I made of my life is what I made of those chances. Time has enlightened and humbled me. My wife Erica and family strengthen me, though age has wrecked my body, and the cruel calendar of life deflates me. Neither infirmity nor the actuarial table dulls my brain or spirit. In this book, I speak frankly of my failures and successes, my humiliations and triumphs. Throughout, I have strived to provide honest, sometimes groundbreaking advocacy journalism and, where appropriate, great entertainment. Within this memoir, I tell unvarnished truths about both, recount wild adventures, and respectfully offer a few hard-learned life lessons.

Sincerely, *Geraldo Rivera*

Emmy and Peabody Award-winning journalist **GERALDO RIVERA** is a Fox News correspondent-at-large and host of breaking news specials, the *Geraldo Rivera Reports*. He also provides weekly reporting and commentary for FNC's *Fox and Friends* and *Hannity*. A native New Yorker outraged by the terror attacks of 9/11, he left CNBC's *Rivera Live* to become a FNC senior war correspondent and then a senior correspondent on ABC's *20/20*. Winner of the 2000 Robert F. Kennedy journalism award (his third) for his NBC News documentary *Women in Prison*, Rivera has received hundreds of honors for journalism and community service, including the prestigious George Foster Peabody and three national and seven local Emmys. Residence: Cleveland, Ohio.

- **Author has a substantial platform as an Emmy and Peabody Award-winning journalist**
- **Author is a Fox News senior correspondent and host of breaking news specials, rotating cohost on Fox's *The Five*, and provides regular reports and commentary on FNC's *Fox and Friends*, and *Hannity***
- **National TV and radio planned, plus book signings in NYC and LA**
- **Upcoming media includes *Real Time with Bill Maher* (April 6), *The View* (March 30), *Access Hollywood* (March 30), *Inside Edition* (March 30), and *The Sean Hannity Show* (March 26)**
- **Geraldo.com**
- **Facebook: /GeraldoRivera**
- **Twitter: @GeraldoRivera**

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WHEN IT WAS MY TURN, I congratulated Donald Trump warmly, alternating between calling him Mr. President and “Boss,” the nickname I used during *Celebrity Apprentice*. At that moment, he was en route to the various balls with the first lady and his ecstatic children and their spouses, in the elaborate presidential convoy.

Surprisingly, he was not merely accepting of my warm wishes, he was combative, angrily criticizing the media for underestimating the size of the crowd that attended his address on the National Mall, ranting about the “dishonest media.” It was the beginning of his crusade against fake news. I tried to soothe him as best I could and promised to watch his back. A couple of hours later, he and the family showed up at the Freedom Ball. They danced to Paul Anka’s “My Way,” which became Frank Sinatra’s anthem in 1969, but which was seldom more appropriately used than on that inaugural night in 2017.

The next day the gigantic gender revolt, larger by far than his inaugural crowd, manifested itself on the boulevards of the capital and around the country. The vast sea of mostly women and girls hit the streets to demonstrate against Trump’s ascendency to the highest office in the land. It was perhaps the biggest day of protest in American history and an inauspicious way to begin a presidency.

The demonstrators used the color pink to symbolize their profound disquiet that the reins of power had been handed to a chief executive who in their minds, among all the other things, views women as sex objects and their reproductive rights as revocable. Rather than being off-put by the obvious schism in American society, I am heartened that the progressive half of the country, for months before and after the election lethargic and unfocused, that day found its voice. There is now energetic opposition to President Trump, much of it fair-minded and fact-based, though some of it “fake,” to use the president’s characterization. Erica at one point asked me to stop supporting him with tweets because I was embarrassing her with her girlfriends.

“Why the implacable hatred directed at Trump?” I asked my lovely, loving wife during one of our kitchen debates that are reflected in millions of politically divided American households. She replied with anguished sincerity, “I feel like, what is it going to take to stop you defending him?!” She paused before firing another volley, “Him not speaking out about hate crimes or white supremacists? Him wrecking Obamacare and not replacing it? Him doing away with the global warming accord?” And so on. Her brother Josh Levy, a well-regarded Washington lawyer and former Democratic staffer, has apparently stopped speaking to me because of my tireless effort to find silver linings in the president’s actions.

As in my family, the divisions within the country are bad and getting worse. The danger is that the two sides are so scornful of each other, that rather than checking and balancing, we are now at each other’s throats, fighting an ideological civil war. Amidst flashes of economic competence and riding a strong stock market toward optimism, President Trump doesn’t help quell the discord. He still gives ammunition to his enemies, while making life difficult for his friends, careening from Twitter storm to Twitter storm of his own making.

... Despite the contempt in which half the country holds him, I do still consider him a friend. Erica thinks I have stopped being objective. In her opinion, the dark side has seduced me, my moral compass overcome. I disagree, and argue that while there is plenty to criticize the reality is more nuanced. Never, or at least not since Nixon, has any president had a worse relationship with the press. Not the slickest ad-libber, everything President Trump says or does is construed in the most evil, negative way possible. Blessed as I am that many folks still trust what I have to say, I insist that POTUS 45 is not wicked. He has thin skin, but a big heart. He is not his stereotype. Neither am I. Otherwise, how could either of us have defied conventional wisdom for so long?

“This page-turning roller-coaster ride Geraldo takes us on will truly inspire every reader to want to dive even deeper into themselves, to find that part of our souls that wish to be more courageous and bold in the lives we live.”

—SEAN HANNITY
FOX NEWS ANCHOR AND HOST OF
THE SEAN HANNITY SHOW

“With unrelenting pursuit, few were more dedicated to understanding the War on Terror than Geraldo Rivera. A must-read to understand the complexities of the battle overseas and the war over public opinion here at home.”

—BILL HEMMER
FOX NEWS ANCHOR

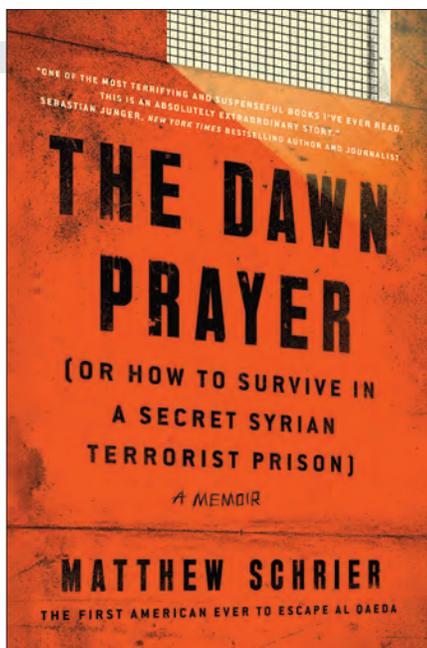
“The Geraldo Show is a poignant account of combat as seen from the one person who has been there with our soldiers every step of the way. He captures war as it was fought; in all its ugliness, all its sacrifices, and all its heroism.”

—JOHN F. CAMPBELL
GENERAL, US ARMY (RETIRED)

THE DAWN PRAYER (OR HOW TO SURVIVE IN A SECRET SYRIAN TERRORIST PRISON)

A Memoir

MATTHEW SCHRIER



Photographer captured in Syria and imprisoned for seven months recounts his story and how he became the first American ever to escape Al Qaeda.

“One of the most terrifying and suspenseful books I’ve ever read. This is an absolutely extraordinary story.”

—SEBASTIAN JUNGER

NEW YORK TIMES BESTSELLING AUTHOR AND JOURNALIST

“A tightly told story of brutal survival, unexpected friendships, and ultimate escape . . . Matthew’s engrossing story took me back to those days of struggle and survival and the desperate need for freedom.”

—BILLY HAYES OF MIDNIGHT EXPRESS

“WHAT IS YOUR NAME?” asked General Mohammad.

“Matthew,” I said. I had stopped saying Matt a while ago because it means dead in Arabic.

On New Year’s Eve in 2012, Matthew Schrier was headed home from Syria, where he’d been photographing the intense combat of the country’s civil war. Just 45 minutes from the safety of the Turkish border, he was taken prisoner by the al-Nusra Front—an organization the world would come to know as the Syrian branch of Al Qaeda.

Over the next seven months he would endure torture and near starvation in six brutal terrorist prisons. He’d face a daily struggle just to survive. And, eventually, he’d escape.

In this gripping, raw, and surprisingly funny memoir, Schrier details the horrifying and frequently surreal experience of being a slight, wisecracking Jewish guy held captive by the world’s most violent Islamic extremists. Managing to keep his heritage a secret, Schrier used humor to develop relationships with his captors—and to keep himself sane during the long months of captivity.

The Dawn Prayer (Or How to Survive in a Secret Syrian Terrorist Prison): A Memoir is a tale of patriotism and unimaginable bleakness shot through with light in a setting of bombed-out buildings and shifting alliances. It’s the story of the first Westerner to escape Al Qaeda—not a battle-hardened soldier, but an ordinary New Yorker who figured out how to set his escape plan in motion when he recalled a scene from *Jurassic Park*. Matthew Schrier’s story is unforgettable—and one you won’t want to miss.

- Story has been featured in the *New York Times*, *Atlantic*, *60 Minutes*, *Daily Mail*, *CNN*, and *Huffington Post*
- Media interest from *Fox News* and *The Howard Stern Show*
- Author has connections with shows like *The Daily Show*, *Real Time with Bill Maher*, *Jimmy Kimmel Live*, *60 Minutes*, *Good Day LA*, and *CNN*
- Author is an active speaker; has given TEDx talk
- Publicist hired; planning outreach to journalism and intelligence community, especially in New York
- Story has international appeal, especially Israel, Brazil, UK, France, Germany, Sweden, Spain, Japan, and Belgium which have had citizens abducted in Syria
- MatthewSchrier.com

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Matthew Schrier is from Deer Park, New York, and a graduate of Hofstra University, where he studied film production and English. His unprecedented escape from Al Qaeda in 2013 has been covered by *60 Minutes*, *New York Times*, and *CNN*. Since his return home, Matthew has devoted himself to working with the US military, using his experience in Syria to educate American troops about survival after capture by extremists. *The Dawn Prayer* is his first book. Residence: New York, N.Y.

LOOK, WHAT DO you guys want from me, man?" I said impatiently. "I didn't do anything to you and I'm not worth shit."
"Don't curse. We have information that there are CIA agents in the area," replied Abdullah.
"CIA? You think I'm CIA? Look at me, my socks don't even match," I said, laughing. "Are you fuckin' kidding me?"
"Please don't use foul language," said Abdullah, firmly.
"Sorry, it's just the most ridiculous thing I've ever heard."
"Well, we have to investigate you. We have to know who you are."
"Well, then bring me my phone and I'll give you the numbers of all my friends in Syria and Turkey, and bring me my cameras and let me show you my photos. I was in Karm al-Jabal and outside Air Force Intelligence. The fuckin' regime almost blew me away for those pictures."

"Don't curse!"
"Sorry, sorry," I said, as sincerely as possible.
This obsession with cursing was a second sign that I was with fanatics. They hate profanity and consider it *haram*—a sin.
"So if everything I say checks out, are you gonna let me go?" I asked.
"Yes, if you are telling the truth we will let you go."
"All right."

For the next ten minutes or so I answered questions about who I knew, where I had been, and where my funding came from. Toward the end of the conversation, Abdullah told me to raise my head and I did.

"Now, take the cap from your eyes," he said.
"No, I'm cool, man. I don't have to see your faces."
"I wasn't asking."
"Look, I don't wanna see you guys. Just make your calls, do your investigation, and then let me go. That's the deal, right?"

Mohammad reached over and lifted the cap for me, but my eyes remained closed. After a second I slowly opened them and got my first look at Abdullah. I was shocked. He was young and very good-looking, with pale skin; he had dark, wavy hair and a neatly shaped goatee. I was expecting a Salafi, one of those ugly bearded maniacs.

"Do you know who Jabhat al-Nusra are?" he asked me.
And that was the third sign that I was not only with fanatics, but *the* fanatics—al-Qaeda in Syria.
"Yes," I said.

"Who are they?"
"They are the fiercest warriors in this war and the reason the opposition has been able to take on the regime so successfully. They are always at the front of the most dangerous battles and have no fear of death. I know that my government has labeled them a terrorist organization *even though they have never committed one terrorist act* or—"

"Okay, that's enough," Abdullah said, smelling the bullshit on my breath. "We are going to search you now and put you in your room."

"But what about my pictures? They'll prove everything I just said to you. Let me show them to you, come on, please?"
"In time."

I remember sitting there for a little while longer, waiting, while my captors put on a surreal kind of show-and-tell. I saw my first suicide belt: this little nerdy guy walked over wearing one and displayed it for me. It was pin-striped—talk about going out in style. Then Mohammad showed me this giant gun, one I think I had seen in some SWAT scene in a movie once.

"American! American!" he said proudly, wearing a huge smile.
"It's very nice," I said, not sure how to respond to this.

Two kids, teenagers, came in and started cleaning out my pockets. They took my passport and wallet with my credit cards in it. After my pockets were emptied, my eyes were covered again and I was led out, where I was allowed to put my sneakers back on, and taken down the hallway and into another room. Abdullah, Mohammad, and a third jihadi called Sheikh Ali followed me in, and Abdullah gave me permission to uncover my eyes. The room was fairly large, and empty except for two wool blankets on the tile floor and a two-liter Pepsi bottle filled with water.

"Whenever you hear the door opening you will stand and put your face to the wall, understand?"
"Yeah," I answered.

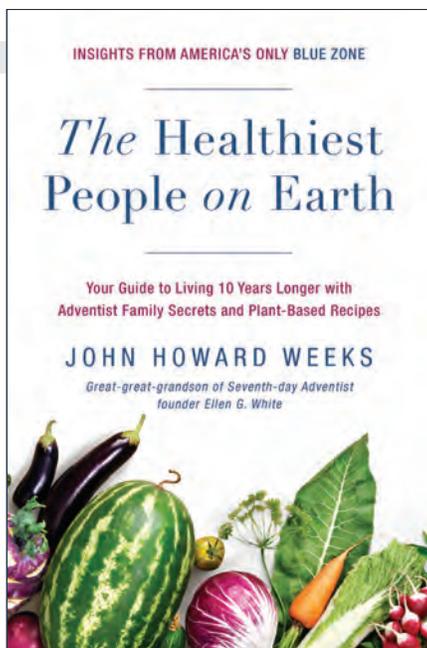
"Good bye, Jumu'ah," said Mohammad as they left. The door shut and locked behind them.

"What the fuck have you gotten yourself into now, Matthew?" I said, looking around. "You might be here for a long time."

THE HEALTHIEST PEOPLE ON EARTH

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JOHN HOWARD WEEKS



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In *The Healthiest People on Earth*, Weeks shares the secrets of how anyone, anywhere, can create a “Blue Zone” of their own. A lively read full of exclusive family stories, gainful tips and tricks, happy home remedies, and 50 plant-based recipes, this book will be your first step on the journey to a longer, healthier life.



JOHN HOWARD WEEKS is a career journalist and longtime columnist for Southern California’s largest newspaper group. He is author, coauthor, or editor of six previous books (*Mojave Desert*, *Inland Empire*, *San Bernardino Bicentennial*, *Choice Words*, *Dream Weavers*, and *Window Beyond the World*). He has degrees in English literature from the University of California at Riverside and Birmingham University in England.

Except for one year in Europe, he has lived for more than 50 years in or near Loma Linda, California, the health-minded community established in 1905 by his great-great-grandmother, Ellen G. White, founder and prophet of the Seventh-day Adventist Church. Residence: San Bernardino, Calif.

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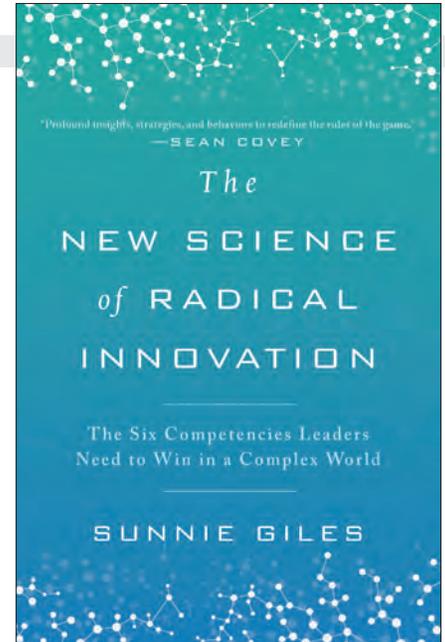
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DR. SUNNIE GILES is president and founder of Quantum Leadership Group. She consults with Fortune 500 companies and new industry leaders to catalyze radical innovation. Her Quantum Leadership program produces new generation leaders fit to deliver radical innovation. Giles received her MBA from the University of Chicago Booth School of Business and a PhD in systemic psychology (marriage and family therapy) from Brigham Young University. She is an advisor at the Stanford Business School Institute of Innovation in Developing Economies. Her global leadership research for innovation was published by *Harvard Business Review* and other articles in *Dialogue Review* in London, *Forbes, Inc.*, and many others. Her TEDx talk on radical innovation can be found on YouTube. Giles is a professional certified executive coach credentialed by International Coach Federation. She has served as VP of marketing at Experian, general manager at Samsung, and program director at IBM, and consulted for Fortune 500 as a strategy manager at Accenture. Residence: Salt Lake City, Utah.



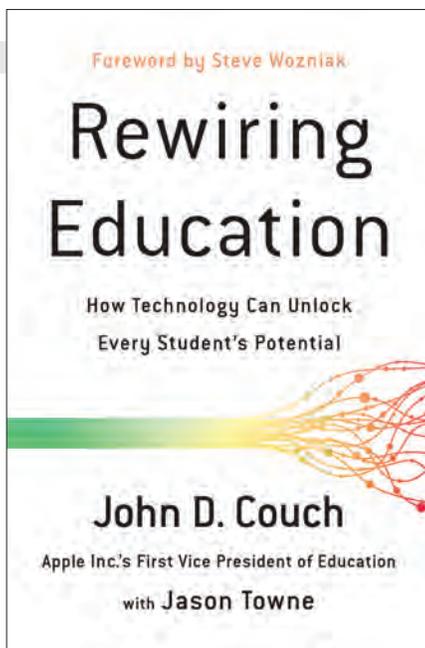
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REWIRING EDUCATION

How Technology Can Unlock Every Student's Potential

JOHN D. COUCH WITH JASON TOWNE



Apple Inc.'s first Vice President of Education provides an insider's look at the roles that innovation and technology have played, and continue to play, in the field of education.

WHAT IF WE COULD unlock the potential in every child? As it turns out, we can.

Apple's iconic cofounder Steve Jobs had a powerful vision for education: employing technology to make an enormous impact on the lives of millions of students. To realize this vision, Jobs tapped John D. Couch, a trusted engineer and executive with a passion for education. Couch believed the real purpose of education was to help children discover their unique potential and empower them to reach beyond their perceived limitations.

Today, technology is increasingly integrated into every aspect of our lives, rewiring our homes, our jobs, and even our brains. Most important, it presents an opportunity to rewire education to enrich and strengthen our schools, children, and society

In *Rewiring Education*, Couch shares the professional lessons he's learned during his 50-plus years in education and technology. He takes us behind Apple's major research study, Apple Classrooms of Tomorrow (ACOT), and its follow-up (ACOT²), highlighting the powerful effects of the Challenge-Based Learning framework. Going beyond Apple's walls, he also introduces us to some of the most extraordinary parents, educators, and entrepreneurs from around the world who have ignored the failed promises of memorization and, instead, utilize new science-backed methods and technologies that benefit all children, from those who struggle to honor students.

Rewiring Education presents a bold vision for the future of education, looking at promising emerging technologies and how we—as parents, teachers, and voters—can ensure children are provided with opportunities and access to the relevant, creative, collaborative, and challenging learning environments they need to succeed.

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- **Author is an active speaker, both domestically and internationally**
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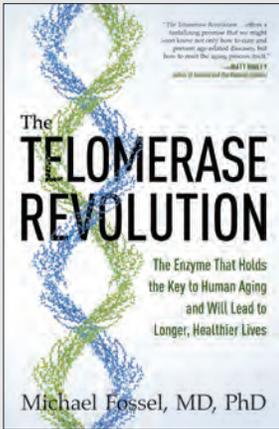


JOHN D. COUCH, Apple's first Vice President of Education, has always been a proponent of personalized learning. Couch was recruited by Steve Jobs in 1978, becoming Apple's 54th employee. He left in 1984 to help a struggling K–12 school in San Diego that is now a National Blue Ribbon School. At Jobs's request, Couch returned to Apple in 2002, tasked with bringing education into the digital age. He was Apple's representative to President Obama's National Education Technology Plan and ConnectEd initiative and has been awarded a "Distinguished Alumni" from the University of California, Berkeley and an honorary doctorate from the University of Philadelphia for "Innovation in Education." Residence: Saratoga, Calif.

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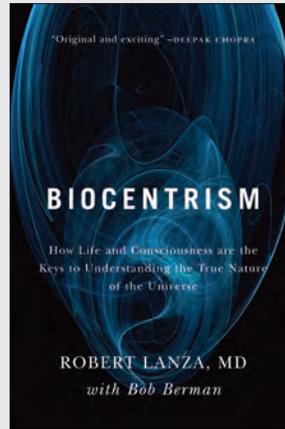


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MICHAEL FOSSEL, MD, PhD

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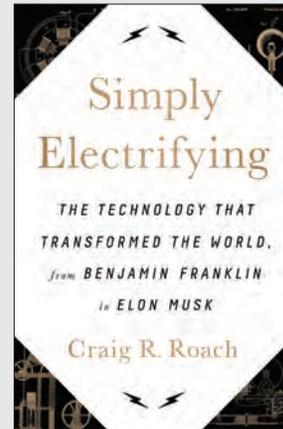


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ROBERT LANZA, MD

The whole of Western, natural philosophy is undergoing a sea change, forced upon us by the experimental findings of quantum theory and leading to doubt and uncertainty in the physical explanations of the universe's genesis and structure. *Biocentrism* completes this shift in worldview, asserting that life is not an accidental byproduct of the laws of physics; instead, biology suggests the exhilarating possibility that life is fundamentally immortal. *Biocentrism* will shatter the reader's ideas of life, time and space, and even death, by turning the universe outside-in and unifying the foundations of science with a simple idea discovered by one of the leading life-scientists of our age.

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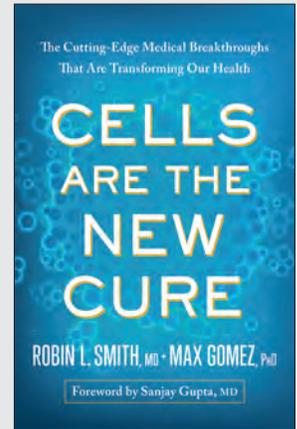


SIMPLY ELECTRIFYING

CRAIG R. ROACH

Selected for J.P. Morgan's 2017 Holiday Reading List. Imagine your life without the internet. Without phones. Without sprawling cities. Without the freedom to continue working and playing after the sun goes down. Electricity is at the core of all modern life. Yet, no book offers a comprehensive history about this technological marvel. Until now. *Simply Electrifying* brings to life the 250-year history of electricity through the stories of the men and women who used it to transform our world. In the process, it reveals for the first time the complete, thrilling, and often dangerous story of electricity's historic discovery, development, and worldwide application.

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CELLS ARE THE NEW CURE

ROBIN L. SMITH, MD, AND
MAX GOMEZ, PhD

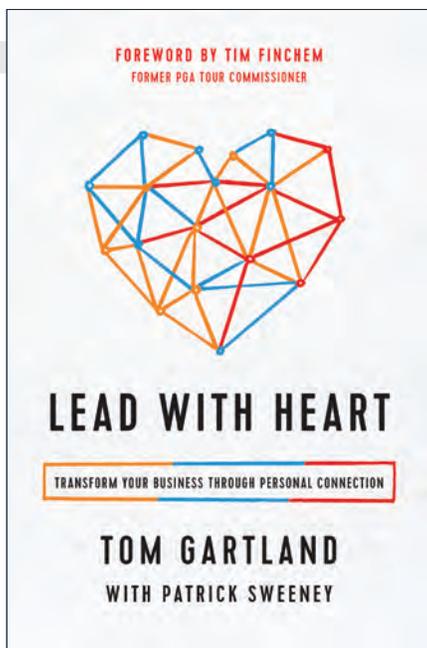
Foreword by Sanjay Gupta, MD. The future of medicine is happening now. Revolutionary new science is providing cures that were considered science fiction just a few years ago—and not with pills, surgery, or radiation, but with human cells. Cellular medicine experts Robin L. Smith, MD, and Max Gomez, PhD, outline the new technologies that make it possible to harness the immune system to fight cancer and reverse autoimmune diseases, like multiple sclerosis. CRISPR, a new technology for targeted gene editing, promises to eradicate genetic diseases, allowing us to live longer lives—possibly even beyond age 100.

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LEAD WITH HEART

Transform Your Business Through Personal Connection

TOM GARTLAND WITH PATRICK SWEENEY



The former president of Avis Budget Group, North America, details how leaders can transform organizations into sanctuaries where people feel deep connections to one another.

IF YOU WANT your company to thrive, you need to break one of the oldest unwritten rules of leadership. Leaders in nearly every industry have learned to keep a professional “distance” between themselves and the people who report to them—to avoid getting too close or too personal. This unwritten rule of leadership is pervasive and quietly destructive, and, little by little, keeping ourselves at arm’s length destroys trust, collaboration, and the very fabric of organizations.

When Tom Gartland became president of Avis Budget Group, North America, he wanted the corporate culture to become more “open and connected”—so he started with himself. His message was “business is personal—very personal.” As he grew closer and connected more with those he was leading, he became a more effective leader, and those around him were inspired to create unprecedented results.

Tom found that when we truly open up and care about the people we work with, we can transform organizations into sanctuaries where people feel a deep connection to one another, a profound sense of being part of an important mission, and extraordinary engagement in their work. The result? Employees who feel valued generate exceptional profits. After applying this business philosophy at Avis, not only did Tom see an increase in employee morale, he also saw a significant increase in the company’s bottom line.

In *Lead with Heart*, Tom provides an unconventional approach to business leadership, including advice and strategies on how to open yourself up as a leader, recognize potential in your employees, and increase employees’ trust in you and the company. *Lead with Heart* is the revolutionary leadership book that will help managers and employees at all levels grow their businesses by connecting, honestly and meaningfully, with the people they lead.

- **Gartland is an experienced public speaker and has influential business connections, including Southwest Airlines, NetJets, Priceline.com, and more**
- **Sweeney has a platform from his previous books, including *How to Hire and Develop Your Next Top Performer* (14.7K sales) and *Succeed on Your Own Terms* (24.6K sales)**



TOM GARTLAND is a compassionate, strategic, and inspiring leader, who—by learning to connect his professional with his personal life—helped transform the culture of a Fortune 500 company into an engaged, collaborative, top-performing organization that experienced unprecedented growth. Described by his colleagues and clients as “compassionate, caring, strategic, driven, disciplined, competitive, confident, focused, decisive, authentic, passionate, and inspiring,” Tom is currently a member of the board of directors of two publicly traded companies (Xenia Hotels and ABM), a senior advisor to a private equity firm that was founded by the Rockefeller and Mellon families (AEA Investors), and the former president of Avis Budget Group, North America. Residence: Jacksonville, Fla.



PATRICK SWEENEY is a consultant in leadership communications and a *New York Times* bestselling author. He specializes in helping executives develop their thought leadership, share their inspiring stories, and deliver key messages in ways that are truly compelling—positioning themselves and their organizations for success. Residence: Yardley, Pa.

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GO DAIRY FREE

The Ultimate Guide and Cookbook for Milk Allergies, Lactose Intolerance, and Casein-Free Living

ALISA FLEMING

If one simple change could resolve most of your symptoms and prevent a host of illnesses, wouldn't you want to try it? *Go Dairy Free* shows you how!

THERE ARE PLENTY of reasons to go dairy free. Maybe you are confronting allergies or lactose intolerance. Maybe you are dealing with acne, digestive issues, sinus troubles, or eczema—all proven to be associated with dairy consumption. Maybe you're looking for longer-term disease prevention, weight loss, or for help transitioning to a plant-based diet.

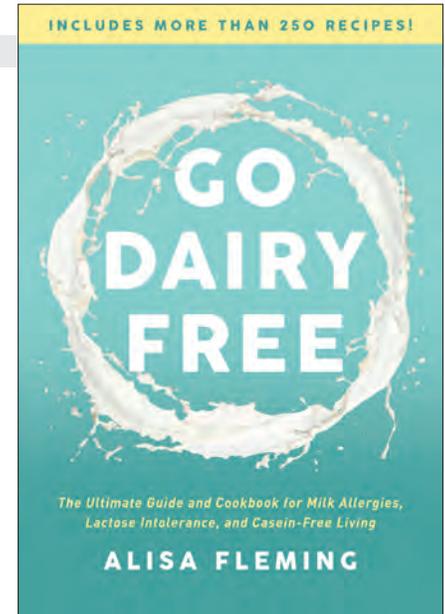
Whatever your reason, *Go Dairy Free* is the essential arsenal of information you need to change your diet. This complete guide and cookbook will be your vital companion to understand dairy, how it affects you, and how you can eliminate it from your life and improve your health—without feeling like you're sacrificing a thing.

Inside:

- **More than 200 delicious dairy-free recipes** focusing on naturally rich and delicious whole foods, with numerous options to satisfy those dairy cravings
- **A comprehensive guide to dairy substitutes** explaining how to purchase, use, and make your own alternatives for butter, cheese, cream, milk, and much more
- **Must-have grocery shopping information**, from sussing out suspect ingredients and label-reading assistance to money-saving tips
- **A detailed chapter on calcium** to identify naturally mineral-rich foods beyond dairy, the best supplements, and other keys to bone health
- **An in-depth health section** outlining the signs and symptoms of dairy-related illnesses and addressing questions around protein, fat, and other nutrients in the dairy-free transition
- **Everyday living tips** with suggestions for restaurant dining, travel, celebrations, and other social situations
- **Infant milk allergy checklists** that describe indicators and solutions for babies and young children with milk allergies or intolerances
- **Food allergy- and vegan-friendly resources**, including recipe indexes to quickly find gluten-free and other top food allergy-friendly options and fully tested plant-based options for every recipe



ALISA FLEMING is the founder of GoDairyFree.org, the leading website and online magazine for dairy-free living since 2004. She is an editor for the international publication *Allergic Living* magazine. Alisa is an expert in recipe creation, lifestyle topics, and informational writing for the special diet industry. She has spoken at several events and continuously works with leading natural food brands to ensure that dairy-free consumers have a never-ending supply of delicious options. Residence: Reno, Nev.



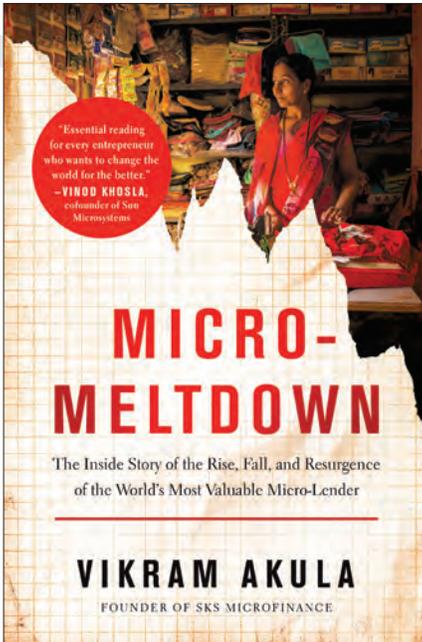
- **Self-published version of *Go Dairy Free* has sold over 50K copies**
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- **Plans for Dairy-Free tour, including cooking classes, dinners, talks, and other events**
- **Cross-promotion with *Eat Dairy Free***
- **Author is a writer and former senior editor of *Allergic Living* magazine**
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MICRO-MELTDOWN

The Inside Story of the Rise, Fall, and Resurgence of the World's Most Valuable Micro-Lender

VIKRAM AKULA



A follow-up to *A Fistful of Rice*, which detailed the SKS model in its prime, *Micro-Meltdown* is the story of SKS's tremendous success, the oversights that led to disaster, its eventual resurgence, and the lessons learned.

VIKRAM AKULA FOUNDED SKS Microfinance with a clear mission: improve the lives of poor people in India by providing small loans. These small loans, used to start businesses and generate earnings, were a proven path out of poverty for thousands around the world. But microfinance institutions were always set up as not-for-profits, so their ability to help was limited by the grants and donations they received.

Vikram wasn't the first person to bring microfinance to India, but his idea was to do it at a previously unheard-of scale, for millions rather than thousands. He would do this by making SKS Microfinance a for-profit institution, capable of raising funds and growing as fast as profits allowed. SKS flourished, distributing billions of dollars of loans and becoming one of the world's most successful microfinance institutions.

The company was applauded for blending philanthropy and capitalism, and Akula appeared on the covers of the *Wall Street Journal* and *Time* magazine as one of the most influential people in the world.

But just as he thought he was really making a difference, a storm was brewing.

In 2010, a fierce political backlash in India created an implosion. Politicians began attacking microfinance and telling those living in poverty not to repay loans. Soon, SKS had to write off \$280 million in loans and lay off 10,000 employees, and the storm was far from over. The fiasco was compounded by bureaucrats and the media, both of which turned against microfinance, painting it as "the new loan sharks." For decades, microfinance was heralded as a key solution to global poverty, and nearly overnight, it came to be viewed instead as a villain.

In the blink of an eye, the company's stellar reputation had vanished. Faced with extortion and murder threats, everything Akula had worked for was up in flames. This book is the story of SKS's tremendous success, the oversights that led to disaster, the eventual resurgence, and the lessons learned.

One of the most exciting recent developments is the rise of new businesses and entrepreneurs committed to social good. Socially conscious businesses have the potential to transform societies, but there are risks as well as benefits. *Micro-Meltdown* is essential reading for any would-be entrepreneur who wants to change the world for the better.

- **Author platform from previous book, *A Fistful of Rice***
- **Plans to do a book tour**
- **In India, release planned alongside a workshop at the India School of Business and will approach CNBC India to telecast this event. Similar plans for US, perhaps at Harvard Business School or Tufts University**
- **Documentary about book in discussion**
- **Opportunities for promotion in India and South Asia**
- **German television has produced an extended segment on the author in German**

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VIKRAM AKULA is the founder of Bharat Financial Inclusion (formerly SKS Microfinance) in India, one of the world's largest microfinance companies. In 2006, *Time* magazine named him one of the world's 100 most influential people. He has received a number of awards, including the World Economic Forum's Young Global Leader (2008) and the Ernst & Young Business Transformation Entrepreneur of the Year in India (2010). Vikram is also the founder and chairperson of the Bodhi School, which provides education for underprivileged children in India. Residence: Englewood, N.J.

IN NOVEMBER 2010 MFIN, the industry association, hired an independent researcher, Davuluri Venkateswarlu, to determine whether the series of suicides had been the result of over-indebtedness of borrowers. We needed hard evidence to counter the Andhra Pradesh government. Davuluri's report would come after the October Microfinance Ordinance had jolted the industry, of course, but the hope was that the central government, the Reserve Bank of India, or even the Supreme Court of India would step in.

On a Thursday afternoon in January 2011, I received a phone call from Davuluri. "I need to meet with you privately, before I present my report to MFIN," he told me. "You need to hear the audiotapes we have of these borrowers."

We met a few days later, at the SKS office in Hyderabad. Our CEO, Rao, and my key aide, Sivani Shankar, joined us.

Davuluri started to play the recordings of SKS borrowers, prefacing each recording with a brief description of the family background. Then he played an excerpt of the tape. Davuluri's researchers had simply asked people to speak about what had happened and why. These family members spoke of over-indebtedness, pressure from their group members to pay, public shaming, verbal abuse, and even threats of physical attacks and sexual violence. Davuluri had brought with him tapes of seventeen cases of borrowers who had received loans from SKS; they had also taken loans from multiple other MFIs.

When he first started playing the recordings, the defensiveness I had felt since the initial newspaper stories kicked in. Despite that defensiveness, I listened. There was the single mother, whose husband had passed away, leaving her to raise four children on her own. She had taken loans from SKS and other MFIs as well as from a local moneylender. With little income to manage her household expenditures and loan repayments and facing pressure from group members as well as the local moneylender, she jumped into a local pond in the village. Unable to swim, she drowned.

Davuluri stopped the tape. The other two researchers looked at me, and one of them asked, "Can't you even give her one extra day to make the payment!?" I started to explain that wasn't how it was supposed to happen in the model SKS adopted from the Grameen Bank. "We train borrowers that they have to help each other out in times of hardship," I said. "The group pressure is only to be used when someone has the money and refuses to pay—a willful default."

Davuluri played another tape.

An SKS borrower described how fellow group members had stopped her from bringing her young son, weak with diarrhea, to the hospital, demanding that she first make her loan payment. She said the other borrowers, who could not get any new loans until she paid, told her that if she wanted to die, they would bring her pesticide. She drank the pesticide but survived.

After listening to that recording and the anguish in the voice of that woman, I did not try to defend. The fact that she was an actual borrower, speaking firsthand about harassment from other members, made it even more real for me. I needed to hear more.

Davuluri played an excerpt of another tape. I listened. He played more: tape 3, tape 4, tape 5, 6, 7, . . . 17. I listened and tried to absorb what I had heard.

There was no denying the authenticity of the voices.

"If this is true, I have to resign." There was silence among the half-dozen people in the boardroom. As I looked around, I could hear my own breath. The three researchers looked at me. Sivani looked at me, and then looked away. Rao—his lips pursed—looked down.

In the lengthy silence after I spoke those words, what was running through my mind was, *How could this have happened?* How could a company that I painstakingly curated over a decade to be focused on the member, focused on the poor women to whom we lent, how could my company have done this? What went wrong?

"On a Thursday afternoon in January 2011, I received a phone call from Davuluri. 'I need to meet with you privately . . . You need to hear the audiotapes we have of these borrowers.'"

"Essential reading for every entrepreneur who wants to change the world for the better."

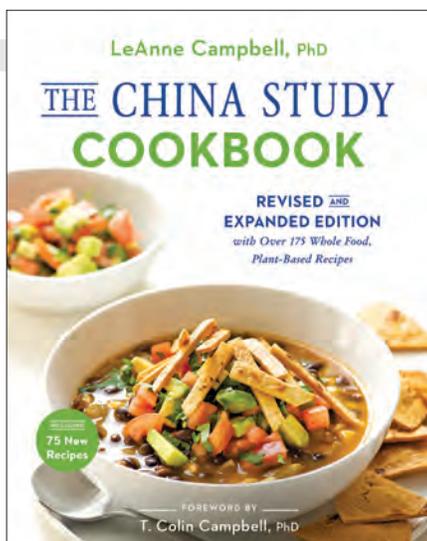
—VINOD KHOSLA
COFOUNDER OF
SUN MICROSYSTEMS

"The fact that she was an actual borrower, speaking firsthand about harassment from other members, made it even more real for me. I needed to hear more . . . There was no denying the authenticity of the voices. 'If this is true, I have to resign.'"

THE CHINA STUDY COOKBOOK

Revised and Expanded Edition with Over 175 Whole Food, Plant-Based Recipes

LEANNE CAMPBELL, PhD; FOREWORD BY T. COLIN CAMPBELL, PhD



Indulge in the revised and expanded edition of the best-selling *China Study Cookbook*—now with more than 175 mouthwatering recipes and stunning all-new photography.

WITH 2 MILLION COPIES SOLD, *The China Study* has been hailed as one of the most important health and nutrition books ever published. It reveals that a whole foods, plant-based diet is the best way to stop widespread growth of obesity, diabetes, heart disease, and cancer.

This new edition of the bestselling *China Study Cookbook* puts the groundbreaking scientific findings of *The China Study* on your plate. Written by LeAnne Campbell, daughter of *The China Study* coauthor T. Colin Campbell, *The China Study Cookbook* is now expanded to feature even more delicious, easy-to-prepare plant-based recipes—with no added fat and minimal sugar and salt.

All of LeAnne's recipes follow three important principles: 1) **optimal nutrition** is based on eating foods, not taking supplements; 2) the closer foods are to their **native states** when eaten, the greater their long-term health benefits; and 3) choosing **locally grown organic produce** whenever possible maximizes nutritional value.

Inside, discover time-tested favorites and brand-new dishes:

- Almond-Topped Blueberry Coffee Cake
- Black Bean Chipotle Burgers
- Ensalada Azteca
- Sweet Potato Enchiladas
- Green Banana Cassava Soup
- Passion Fruit Bliss Cheese(less)
- Peanut Butter Bars
- Cake Delight
- Cassava (Yuca) con Cebollas

LeAnne invites you into her kitchen to share the recipes she uses to nourish her own family. She also offers a look inside her organization, Global Roots, which strives to create sustainable communities around the globe through whole foods, plant-based eating.

Filled with tips on substitutions and keeping foods nutrient-rich, *The China Study Cookbook* shows you how to transform your health and the health of your entire family—along with contributing to the health of your community and the world—all while enjoying incredible meals.

- **Official companion to *The China Study*; original *China Study Cookbook* has sold over 145K copies**
- **Revised and expanded edition contains more than 75 new recipes**
- **Featuring new photography and a larger trim size**
- **Will be promoted by T. Colin Campbell's website, NutritionStudies.org, and social media (156K Facebook fans and 21K Twitter followers)**
- **Aggressive outreach to online plant-based community as well as mainstream food/health publications**
- **Promotion to BenBella Vegan website and newsletter list (12K subscribers)**

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LEANNE CAMPBELL, PhD, has been preparing meals based on a whole foods, plant-based diet for almost 20 years. Campbell has raised two sons—Steven and Nelson, now 18 and 17—on this diet. As a working mother, she has found ways to prepare quick and easy meals without using animal products or adding fat. Residence: La Cumbre de Salcedo, Dominican Republic.

Dominican Chapea

Yield: Makes 6 servings

When I'm in the Dominican Republic, this is one of my favorite stews to make. Chapea tastes different in each house—some like it with chayote squash instead of butternut squash (pumpkin); others add broccoli or green plantains and skip the carrots. But what's common in every stew is the rice and beans, together with onions, garlic, bell peppers, and cilantro.

- ¼ cup minced onion
- 5 garlic cloves, minced
- ½ green bell pepper, minced
- 2 cups vegetable broth,
divided
- 3 cups water
- 1 cup uncooked rice
- ¼ cup grated carrots
- 1½ cups chopped cauliflower
- 2 cups cooked or canned
pinto beans
- 1½ cups diced butternut
squash
- ¼ cup chopped fresh cilantro
- 1 tablespoon lemon juice
- Salt and black pepper,
to taste

In a large saucepan, sauté onion, garlic, and bell pepper in 2 tablespoons of vegetable broth until browned.

Add water and remaining vegetable broth and bring to a boil. Add rice, carrots, cauliflower, beans, and squash. Reduce heat to low, cover, and cook for 20 minutes.

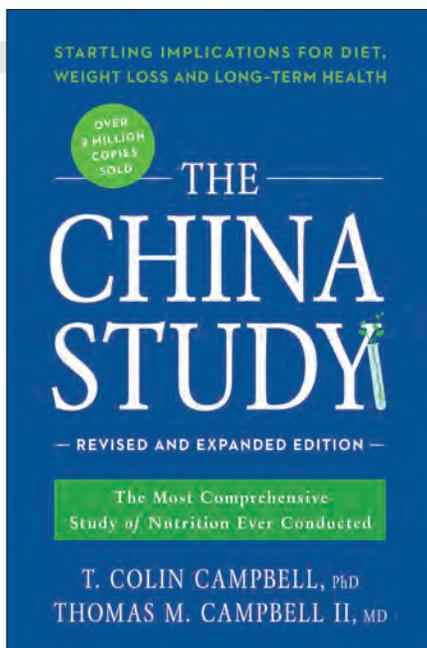
Add cilantro and lemon juice. Cover and cook for an additional 5 minutes. Season with salt and black pepper.



THE CHINA STUDY

Revised and Expanded Edition | The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss, and Long-Term Health

T. COLIN CAMPBELL, PhD, AND THOMAS M. CAMPBELL II, MD



26

The revised and expanded edition of groundbreaking bestseller that has changed millions of lives.

“[These] findings from the most comprehensive large study ever undertaken of the relationship between diet and the risk of developing disease are challenging much of American dietary dogma.”

—NEW YORK TIMES

THE SCIENCE IS CLEAR. The results are unmistakable.

You can dramatically reduce your risk of cancer, heart disease, and diabetes *just by changing your diet.*

More than 30 years ago, nutrition researcher T. Colin Campbell and his team at Cornell, in partnership with teams in China and England, embarked upon the China Study, the most comprehensive study ever undertaken of the relationship between diet and the risk of developing disease. What they found when combined with findings in Colin’s laboratory opened their eyes to the dangers of a diet high in animal protein and the unparalleled health benefits of a whole foods, plant-based diet.

In 2005, Colin and his son Tom, now a physician, shared those findings with the world in *The China Study*, hailed as one of the most important books about diet and health ever written.

Featuring brand new content, this heavily expanded edition of Colin and Tom’s groundbreaking book includes the latest undeniable evidence of the power of a plant-based diet, plus updated information about the changing medical system and how patients stand to benefit from a surging interest in plant-based nutrition.

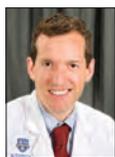
The China Study: Revised and Expanded Edition presents a clear and concise message of hope as it dispels a multitude of health myths and misinformation. The basic message is clear. The key to a long, healthy life lies in three things: breakfast, lunch, and dinner.

- **The China Study has sold over 2M copies worldwide**
- **Includes new research on heart disease, obesity, diabetes, cancer, autoimmune diseases, and other diseases; updated supplementation recommendations; and a chapter on the media’s coverage (or lack thereof) of plant-based diet research**
- **Promotion through the T. Colin Campbell Center for Nutrition Studies newsletter and social media**
- **TheChinaStudy.com**
- **Facebook: /TheChinaStudyBook (93K fans)**
- **Twitter: @TColinCampbell (31K followers)**

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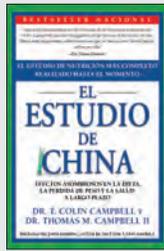


For more than 40 years, **T. COLIN CAMPBELL, PhD**, has been at the forefront of nutrition research. His legacy, the China Study, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University. He has received more than 70 grant years of peer-reviewed research funding and authored more than 300 research papers. *The China Study* was the culmination of a 20-year partnership of Cornell University, Oxford University, and the Chinese Academy of Preventive Medicine. Residence: Ithaca, N.Y.



A 1999 graduate of Cornell University and recipient of a medical degree in 2010, **THOMAS M. CAMPBELL II, MD**, is a writer, actor, and five-time marathon runner. Thomas is author of *The Campbell Plan* and coauthor, with his father T. Colin Campbell, PhD, of *The China Study*. Residence: Rochester, N.Y.

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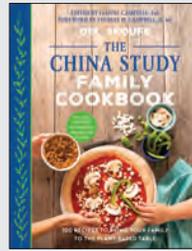
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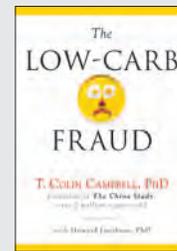
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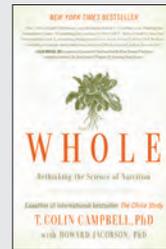
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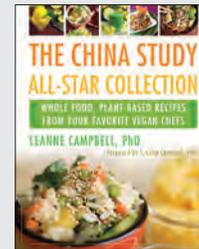
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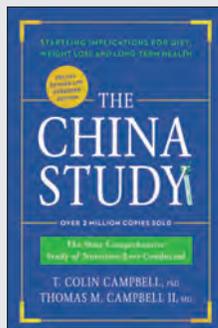
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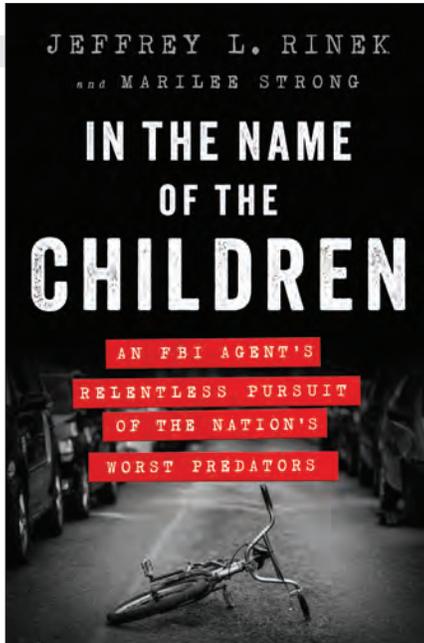
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IN THE NAME OF THE CHILDREN

An FBI Agent's Relentless Pursuit of the Nation's Worst Predators

JEFFREY L. RINEK AND MARILEE STRONG



28

FBI Agent Jeff Rinek, known for a number of high-profile investigations, including the Unabomber, offers a deeply personal account of working on missing child and serial killer cases.

FBI SPECIAL AGENT Jeff Rinek had a gift for getting child predators to confess. All he had to do was share a piece of his soul . . .

In the Name of the Children gives an unflinching look at what it's like to fight a never-ending battle against an enemy far more insidious than terrorists: the predators, lurking amongst us, who seek to harm our children.

During his 30-year career with the FBI, Jeff Rinek worked hundreds of investigations involving crimes against children: from stranger abduction to serial homicide to ritualized sexual abuse. Those who do this kind of work are required to plumb the depths of human depravity, to see things no one should ever have to see—and once seen can never forget. There is no job more important—or more brutal—in law enforcement, and few have been more successful than Rinek at solving these sorts of cases.

Most famously, Rinek got Cary Stayner to confess to all four of the killings known as the Yosemite Park Murders, an accomplishment made more extraordinary by the fact that the FBI nearly pinned the crimes on the wrong suspects. Rinek's recounting of the confession and what he learned about Stayner provides perhaps the most revelatory look ever inside the psyche of a serial killer and a privileged glimpse into the art of interrogation.

In the Name of the Children offers an insider's perspective of the actual case agents and street detectives who are the boots on the ground in this war at home. By placing us inside the heart and mind of a rigorously honest and remarkably self-reflective investigator, we will see with our own eyes what it takes—and what it costs—to try to keep our children safe and to bring to justice those who prey on society's most vulnerable victims.

- Rinek has been featured on A&E's *American Justice* as well as on the Discovery Channel, Investigation Discovery, and Biography
- Jeff has been interviewed multiple times by local newscasts and is a regular guest expert on child safety issues on Sacramento's ABC affiliate
- Rinek is the founder of a start-up allowing parents to determine if their child is at risk of online predation
- Outreach to listservs and law enforcement organizations such as the Society of Former Special Agents of the FBI
- Strong is an award-winning journalist and author of multiple successful true crime books
- Strong's work and name are well known in the UK as well as the rest of Europe

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JEFFREY L. RINEK served 28 years as a special agent with the FBI and is internationally renowned for obtaining a surprise confession from serial killer Cary Stayner in the Yosemite Park Murders. In the Sacramento office of the FBI, he was responsible for assisting police and sheriff's departments throughout Northern California in active and cold-case investigations involving missing children, child kidnappings, and more. In 2003 he was named Investigator of the Year by the California Sexual Assault Investigators Association. Residence: Rescue, Calif.



MARILEE STRONG is an award-winning journalist who specializes in reporting on crime and psychological and social issues. She is the author of two previous books: *A Bright Red Scream* and *Erased*. She is a graduate of Columbia University's Graduate School of Journalism, where she was awarded a Pulitzer Fellowship. Residence: Oakland, Calif.

THE RADIO ROOM notified us that the pizza and the polygrapher had arrived at the same time. John asked Stayner which he wanted first. Stayner could have asked for the pizza and stalled for time, or he could have said he changed his mind about everything and got up and walked out the door. But what he said next sent a shiver down my spine.

“Let’s skip the polygraph,” Stayner said. “I’d like to speak to Jeff alone.”

I went out to advise my longtime partner and our acting FBI supervisor that day, Ken “Hitman” Hittmeier, that Stayner had asked to speak with me privately. This wasn’t the first time someone had asked to speak to me alone right before a polygraph was to be administered, and Hitman kind of rolled his eyes at me like, “Here we go again.” I had become known in the FBI as someone who was particularly good at obtaining confessions, and Hitman and I felt that what Stayner was saying sounded like the beginning of a confession. But we were told Stayner was just a witness, so I was thinking the thing he wanted to confess might concern something different from why we were here, maybe about his uncle’s murder. Hitman told me to go find out what that was, so I went back into the interview room.

Stayner was slumped over with his head down, sobbing, when I reentered the room. I asked him what he wanted to talk to me about and he said, “Jeff, I’m a bad person and I’ve done some really bad things.” He said he struggled all the time with terrible, obsessive thoughts—thoughts about molesting and even killing prepubescent girls.

“Hold on,” I said. I told him what I believed, that doing bad things doesn’t necessarily mean someone is a bad person, nor does having bad thoughts. “So let’s talk about what’s going on with you,” I

offered, “and we’ll figure this out together.”

“I can give you closure.”

“On what?” I asked.

“This,” he responded. “And more.”

“Are you talking about the three tourists?” I asked with trepidation, and he slowly nodded. But before he would say any more he wanted something from me, something that rocked me back on my heels. This was not an attempt to plea bargain. He did not ask for any kind of deal or to even have the death penalty taken off the table but requested something extraordinary, something out of left field, and something I could not possibly deliver. We were on that fragile, delicate precipice together—the threshold of a confession—and one false move could send it crashing down. I had no idea how to get around the obstacle Cary Stayner was now placing in front of me.

I went back to consult with Hitman again, for moral support and to strategize where to go from here. Hitman assured me that I could get through this, that everything I experienced in my life and career had prepared me for that moment.

“I had become known in the FBI as someone who was particularly good at obtaining confessions, and Hitman and I felt that what Stayner was saying sounded like the beginning of a confession.”

“I tried to assure him that not only would he be giving a gift by telling the truth but also that he would be getting something in return: relief.”

Stayner said. “I know they’re going to give me the death penalty. Even if I confess, they are going to give me death.”

“This is gonna be my last pizza,” he said. I tried to buck him up, told him he was a long way from that day, should it ever come. “Never got to see *Star Wars*,” he continued, as random thoughts of things he enjoyed in freedom began popping into his mind.

I tried to assure him that not only would he be giving a gift by telling the truth but also that he would be getting something in return: relief.

“You’re going to feel good,” I said. “Not good,” I corrected myself, “but you’re going to feel peaceful—probably a feeling you haven’t had in a long time.”

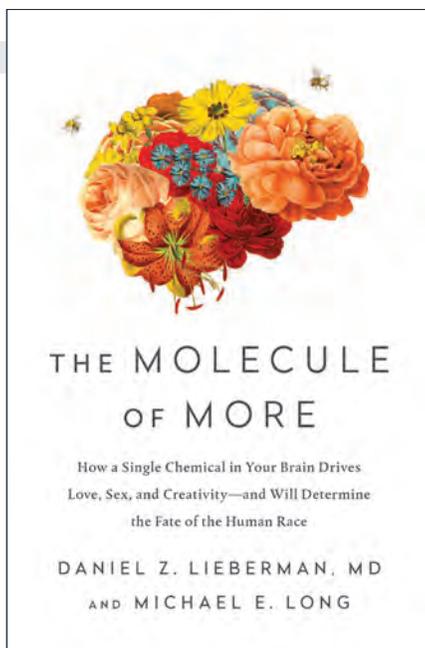
“It means I can die with a clear conscience now, whenever that day comes,”

“We were on that fragile, delicate precipice together—the threshold of a confession—and one false move could send it crashing down. I had no idea how to get around the obstacle Cary Stayner was now placing in front of me.”

THE MOLECULE OF MORE

How a Single Chemical in Your Brain Drives Love, Sex, and Creativity—
and Will Determine the Fate of the Human Race

DANIEL Z. LIEBERMAN, MD, AND MICHAEL E. LONG



Dopamine is the source of our every urge. In *The Molecule of More*, discover how dopamine affects our decisions and desires—and why we prosper.

WHY ARE WE obsessed with the things we want and bored when we get them? Why is addiction “perfectly logical” to an addict? Why does love change so quickly from passion to disinterest? Why are some people die-hard liberals and others hard-core conservatives? Why are we always hopeful for solutions even in the darkest times—and so good at figuring them out?

The answer is found in a single chemical in your brain: dopamine. Dopamine ensured the survival of early man. Thousands of years later, it is the source of our most basic behaviors and cultural ideas—and progress itself.

Dopamine is the chemical of desire that always asks for more—more stuff, more stimulation, and more surprises. In pursuit of these things, it is undeterred by emotion, fear, or morality. Yet, at the same time, it’s why we gamble and squander.

From dopamine’s point of view, it’s not the *having* that matters. It’s getting something—anything—that’s new. From this understanding—the difference between possessing something versus anticipating it—we can understand *in a revolutionary new way* why we behave as we do in love, business, addiction, politics, religion—and we can even predict those behaviors in ourselves and others.

In *The Molecule of More*, George Washington University professor and psychiatrist Daniel Z. Lieberman, MD, and Georgetown University lecturer Michael E. Long present a potentially life-changing proposal: Much of human life has an unconsidered component that explains an array of behaviors previously thought to be unrelated, including why winners cheat, why geniuses often suffer with mental illness, why nearly all diets fail, and why the brains of liberals and conservatives really *are* different.



DANIEL Z. LIEBERMAN, MD, is professor and vice chair for clinical affairs in the Department of Psychiatry and Behavioral Sciences at George Washington University. Dr. Lieberman is a Distinguished Fellow of the American Psychiatric Association, a recipient of the Caron Foundation Research Award, and has published over 50 scientific reports on behavioral science. Dr. Lieberman studied the Great Books at St. John’s College. He received his medical degree and completed his psychiatric training at New York University. Residence: Washington, D.C.



Trained as a physicist, **MICHAEL E. LONG** is an award-winning speechwriter, screenwriter, and playwright. As a screenwriter, his honors include finalist for the grand prize in screenwriting at the Slamdance Film Festival. As a speechwriter, Long has written for members of Congress, US cabinet secretaries, governors, diplomats, and presidential candidates. He teaches writing at Georgetown University. Long pursued undergraduate studies at Murray State University and graduate studies at Vanderbilt University. Residence: Washington, D.C.

- Lieberman has appeared as a medical consultant on CNN, ABC, and CSPAN, and has been featured in *US News & World Report*, *Time*, *Washington Post*, and *Washington Examiner*
- Long has been featured on major US and Canadian radio markets, *Good Day New York*, and *CBC News Now*, and has connections to *USA Today*
- Authors are established international public speakers; Long has spoken for the Centers for Disease Control, US Navy, and Target corporation
- Authors will leverage resources of university associations to help promote the book through George Washington University and Georgetown University

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AS HUMAN BEINGS, we get a dopamine rush from promising surprises: the arrival of a sweet note from your lover (*What will it say?*), an email message from a friend you haven't seen in years (*What's the news going to be?*), or, if you're looking for romance, meeting a fascinating new partner at a sticky table in the same old bar (*What might happen?*). But when these things become regular events, their novelty fades, and so does the dopamine rush—and a sweeter note or a longer email or a better table won't bring it back.

This simple idea provides a chemical explanation for an age-old question: Why does love fade? Our brains are programmed to crave the unexpected and thus to look to the future, where every exciting possibility begins. But when anything, including love, becomes familiar, that excitement slips away, and new things draw our attention.

“Our brains are programmed to crave the unexpected and thus to look to the future, where every exciting possibility begins.”

The scientists who studied this phenomenon named the buzz we get from novelty *reward prediction error*, and it means just what the name says. We constantly make predictions about what's coming next, from what time we can leave work to how much money we expect to find when we check our balance at the ATM. When what happens is better than what we expect, it is literally an error in our forecast of the future: Maybe we get to leave work early or we find a hundred dollars more in checking than we expected. That happy error is what launches dopamine into action. It's not the extra time or the extra money themselves. It's the thrill of the unexpected good news.

In fact, the mere possibility of a reward prediction error is enough for dopamine to swing into action. Imagine you're walking to work on a familiar street, one you've traveled many times before. All of a sudden you notice that a new bakery has opened, one you've never seen. You immediately want to go in and see what they have. That's dopamine taking charge, and it produces a feeling different from enjoying how something tastes, feels, or looks. It's the pleasure of anticipation—the possibility of something unfamiliar and better. You're excited about the bakery, yet you haven't eaten any of their pastries, sampled any of their coffee, or even seen how it looks inside.

You go in and order a cup of dark roast and a croissant. You take a sip of the coffee. The complex flavors play across your tongue. It's the best you've ever had. Next you take a bite of the croissant. It's buttery and flaky, exactly like the one you had years ago at a café in Paris. Now how do you feel? Maybe that your life is a little better with this new way to start your day. From now on you're going to come here every morning for breakfast and have the best coffee and flakiest croissant in the city. You'll tell your friends about it, probably more than they care to hear. You'll buy a mug with the café's name on it. You'll even be more excited to start the day because, *well, this awesome café, that's why*. That's dopamine in action.

It's as if you have fallen in love with the café.

Yet sometimes when we get the things we want, it's not as pleasant as we expect. Dopaminergic excitement doesn't last forever, because eventually the future becomes the present. The thrilling mystery of the unknown becomes the boring familiarity of the everyday, at which point dopamine's job is done, and the letdown sets in. The coffee and croissants were so good, you made that bakery your regular morning stop. But after a few weeks, “the best coffee and croissant in the city” became the same old breakfast.

But it wasn't the coffee and the croissant that changed; it was your expectation.

...When things become part of the daily routine, there is no more reward prediction error, and dopamine is no longer triggered to give you those feelings of excitement. Shawn and Samantha surprised each other in a sea of anonymous faces at a bar, then obsessed over each other until the imagined future of never-ending delight became the concrete experience of reality. Dopamine's job—and ability—to idealize the unknown came to an end, so dopamine shut down.

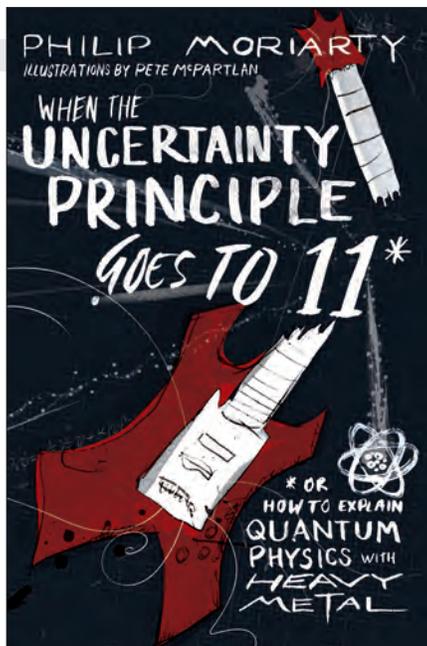
Passion rises when we dream of a world of possibility and fades when we are confronted by reality. When the god or goddess of love beckoning you to the boudoir becomes a sleepy spouse blowing his or her nose into a ratty Kleenex, the nature of love—the reason to stay—must change from dopaminergic dreams to ... something else. But what?

“The thrilling mystery of the unknown becomes the boring familiarity of the everyday, at which point dopamine's job is done, and the letdown sets in.”

WHEN THE UNCERTAINTY PRINCIPLE GOES TO 11

Or How to Explain Quantum Physics with Heavy Metal

PHILIP MORIARTY



32

Discover the principles of quantum physics in a completely new—and fun—way, with the help of popular physicist Philip Moriarty and heavy metal music.

THERE ARE DEEP and fascinating links between heavy metal and quantum physics. No, there are. Really.

While teaching at the University of Nottingham, physicist Philip Moriarty noticed something odd—a surprising number of his students were heavily into metal music. Colleagues, too: a Venn diagram of physicists and metal fans would show a shocking amount of overlap.

What's more, it turns out that heavy metal music is uniquely well suited to explaining quantum principles.

In *When the Uncertainty Principle Goes to Eleven*, Moriarty explains the mysteries of the universe's inner workings via drum beats and feedback: You'll discover how the Heisenberg uncertainty principle comes into play with every chugging guitar riff, what wave interference has to do with Iron Maiden, and why metalheads in mosh pits behave just like molecules in a gas.

If you're a metal fan trying to grasp the complexities of quantum physics, a quantum physicist baffled by heavy metal, or just someone who'd like to know how the fundamental science underpinning our world connects to rock music, this book will take you, in the words of a pioneering Texas thrash band, to A New Level.

For those who think quantum physics is too mind-bendingly complex to grasp or too focused on the invisibly small to be relevant to our full-sized lives, this funny, fascinating book will show you that physics is all around us . . . and it *rocks*.

- **Author is a professor of physics in the School of Physics and Astronomy at the University of Nottingham and has served on many academic science boards**
- **Academic promotions**
- **Interior illustrations and charts; planned enhanced ebook with videos and sound samples**
- **Author has written/contributed to articles in the *Independent*, the *Guardian*, *Times Higher Education*, *BBC Radio 4*, *Die Zeit*, the *Economist*, and *BuzzFeed***
- **Author is a regular contributor to Nottingham's Sixty Symbols YouTube project (690K subscribers, with 72 million views across 300+ videos)**



PHILIP MORIARTY is a professor of physics, a heavy metal fan, and a keen air-drummer. His research focuses on imaging and manipulating single atoms and molecules under computer control; in this nanoscopic world, quantum physics is all. Moriarty has taught physics for almost twenty years and has always been struck by the number of students in his classes who profess a love of metal music, and by the deep connections between heavy metal and quantum mechanics. He's married to Marie and they live with their three children in Nottingham, U.K. Unlike his infamous namesake, Moriarty has never been particularly enamored of the binomial theorem. Residence: Nottingham, U.K.

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The simple relationship between pitch and frequency is often illustrated using a diagram something like this:

The notes toward the left-hand end of the piano keyboard have a longer period than those toward the right-hand end. This means that they have a lower frequency—in other words, fewer cycles are packed in per second. The higher the frequency, the higher the pitch we hear.



I fully realize, however, that keyboards have long divided the metal community. For those who prefer their metal old-school and untainted by newfangled technology, let's convert that keyboard-centric diagram above to something a little more appropriate for the genre . . .

It's the same idea: down toward the left-hand end of the neck we have the low notes (from the perspective of the guitarist, that is, and if you can forgive the right-handed-centric view; apologies to those lefties who are reading). At the other end of the neck we find the face-melting, eardrum-damaging, gurn-generating high-pitched notes that are the bedrock of the metal guitar solo. It's again just a simple matter of low-frequency versus high-frequency notes.



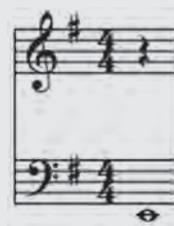
Or is it?
Here's what the opening note of "Sanitarium" looks like in standard musical notation for a guitarist (left):

. . . And here's what it looks like for a pianist (right):

Spot the difference?

No?

That's because there isn't one.



Yet if I were to play that opening note on a guitar and then on a piano, you'd readily discern a difference—it would be clear that a different instrument had been used in each case. Why is this? After all, it's an E note regardless of whether it's played on a guitar, piano, flute, or kazoo. The frequency of that E note is 84 Hz in each case. So how do we instinctively know that the note has been played on different instruments?

Enter Fourier.

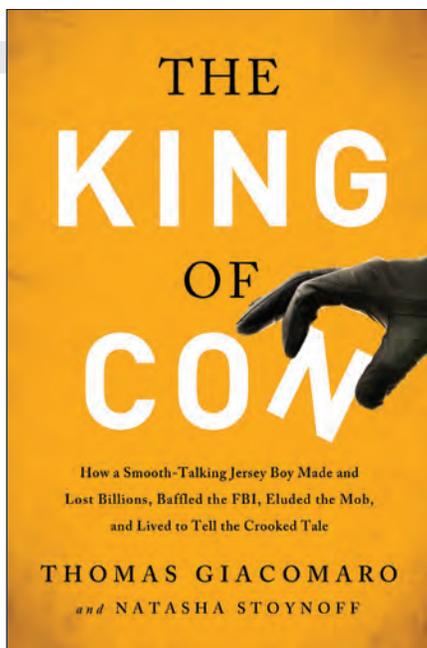
Pitches and Patterns

Let's travel back to a time long Before Sabbath (BS)—before the first distorted notes were wrung from an electric guitar, before rock and roll emerged from the blues, long before the blues itself arose in the Deep South. We're going back to the eighteenth century to consider the remarkable insights and true genius of Jean-Baptiste Joseph Fourier. It's no exaggeration to say that Fourier radically changed the way we understand the world around us, on scales ranging from the subatomic to the ninety-three-billion-light-year diameter of the observable universe. And before we can understand the relationships between metal and quantum physics, we're going to need to take a look at Fourier's elegant approach to the analysis of waves and patterns.

THE KING OF CON

How a Smooth-Talking Jersey Boy Made and Lost Billions, Baffled the FBI,
Eluded the Mob, and Lived to Tell the Crooked Tale

THOMAS GIACOMARO AND NATASHA STOYNOFF



34

Tom Giacomaro, the “King of Con,” shares his story with exclusive details about his dealings with the mob, fraud, and a life of deception.

A JERSEY BOY with a knack for numbers, a gift for making people trust him, and an all-consuming hunger to be king of the business world, Tom Giacomaro could convince anyone of anything.

As a teenager, Giacomaro began working in the mob-laden New Jersey trucking industry. A charming, brash-talking salesman, he climbed the ranks, and let his lust for money and relationships with New York and Philadelphia crime families send him spiraling into a world of drugs and violence. Forced to go on the lam in South Africa and Europe, he returned a year later—with millions of dollars-worth of diamonds stuffed in his underwear. And that’s only the beginning.

In his memoir, Tom details how he eventually hashed out a deal with the FBI, agreeing to become a special crime informant to avoid jail time—only he somehow manages not to rat anyone out and, incredibly, continues his high-finance shady dealings, luring celebrities and other high-profile contacts to invest millions in his new business ventures. When it all inevitably comes crashing down, Tom is thrown in prison for over a decade—yet, even behind bars, he’s able to get what he wants from anyone: the warden, the doctors, the guards, and his fellow inmates . . . and finds a way to get released early.

Cowritten by Natasha Stoyloff, *The King of Con* is the true story about a smart, streetwise Jersey boy who talked his way to the top and became richer and more successful than his wildest dreams. It offers an unforgettable look into the life of a man who became hooked on living life to thrilling and dangerous excess, rubbing elbows with celebrities and crime bosses, until he was humbled by the FBI, by the US Attorney, and by life itself.

Now, Tom is back in his old New Jersey neighborhood. His mob cronies are calling, his palms are itching to make billions again, and the US Attorney’s office is watching. Will he stay on the straight and narrow, or will he return to his old ways and steal back his crown of crime as the King of Con?

- **Documentary series and reality TV show in the works**
- **Giacomaro’s story has garnered big media, including *New York Times*, *New York Post*, *Star-Ledger*, *New York Daily News*, ABC, CBS, and NBC**
- **Stoyloff has a significant platform and reputation as a writer and journalist, including work for *Time* and *People***
- **Stoyloff has been featured on *The Dr. Oz Show*, *Entertainment Tonight*, and CNN**
- **TheKingofCon.com**
- **Facebook: /TheKingofCon**
- **Twitter: @TommyGKingofCon**

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THOMAS GIACOMARO was the owner and president of dozens of million-dollar companies in the trucking and waste industries for over three decades. He graduated from William Paterson University with a degree in business administration. Residence: Wayne, N.J.



NATASHA STOYNOFF is a two-time *New York Times* bestselling author with ten books to her credit. She graduated with a B.A. in English from York University in Toronto and studied journalism at Ryerson University. She began her career as a newspaper reporter/photographer for the *Toronto Star* and columnist/feature writer for the *Toronto Sun*. After working freelance for *Time* magazine, she became a staff writer at

People for over a decade. Residence: New York, N.Y.

THE MENENDEZ MURDERS

The Shocking Untold Story of the Menendez Family and the Killings That Stunned the Nation

ROBERT RAND

An exclusive, in-depth look at the Menendez case from a journalist who covered it from the beginning with details he hasn't shared until now.

A SUCCESSFUL ENTERTAINMENT executive making \$2 million a year. His former beauty queen wife. Their two sons on the fast track to success. Until tragedy struck.

Married for twenty-six years, José and Kitty Menendez appeared to be a happy couple and proud parents. Twenty-one-year-old Lyle Menendez was enrolled at Princeton where he was a star on the tennis team. Eighteen-year-old Erik Menendez had just graduated from Beverly Hills High and was about to start college at UCLA. The Menendezes appeared to be living the American dream.

But it was all a facade.

The Menendez saga has captivated and fascinated people since 1989. The killing of José and Kitty Menendez on a quiet Sunday evening in Beverly Hills didn't make the cover of *People* magazine until the arrest of their sons seven months after the murders, and the case developed an intense cult following. When the first Menendez trial began in July 1993, the public was convinced that Lyle and Erik—"the boys," as they would become known—were a pair of greedy rich kids who had killed loving, devoted parents.

But the real story remained buried beneath years of dark secrets.

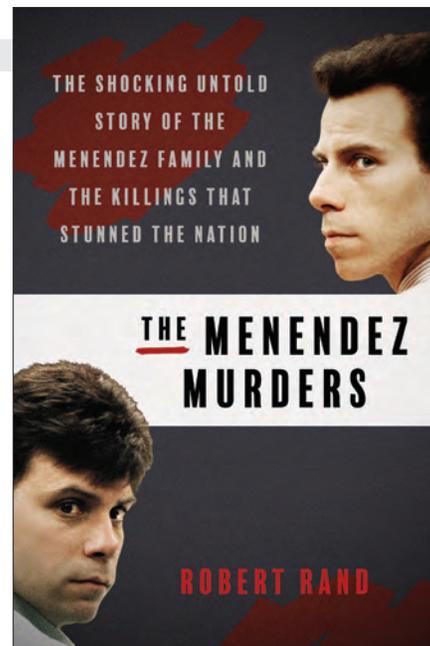
Until now. Journalist Robert Rand, who originally reported on the case for the *Miami Herald*, has followed the Menendez murders from the beginning and has continued investigating and interviewing important sources for twenty-seven years. With unprecedented access to the Menendez family and its history, including direct communication with Lyle, Rand has uncovered extraordinary details that certainly would have changed the fate of the brothers' first-degree murder conviction and sentencing to life without parole.

In *The Menendez Murders: The Shocking Untold Story of the Menendez Family and the Killings That Stunned the Nation*, Rand shares these intimate, never-before-revealed findings for the first time, including a deeply disturbing history of child abuse and sexual molestation in the Menendez family going back generations, and the startling confession O.J. Simpson made to Lyle Menendez when they were both inmates at the LA county jail.



ROBERT RAND is an Emmy Award-winning journalist who works in TV, print, and online media. He has covered stories including the Menendez brothers murder trials, the O.J. Simpson civil trial, the rape of a woman a Florida jury said deserved what she got for wearing a sheer mini-skirt, and the Virgin Mary speaking to 100,000 people through a teenage girl on a remote mountain in southern Ecuador.

During both Menendez trials, he was in court daily and provided on-camera analysis for Court TV, *Good Morning America*, and *CBS This Morning*. Rand has appeared as the primary interview in several high-profile documentaries about the Menendez brothers case, including a documentary produced by the BBC and an episode of A&E's *Biography*. In January 2017, Rand was the featured interview in two documentaries produced by ABC's *20/20* and CNN's sister channel, HLN. Residence: Los Angeles, Calif.



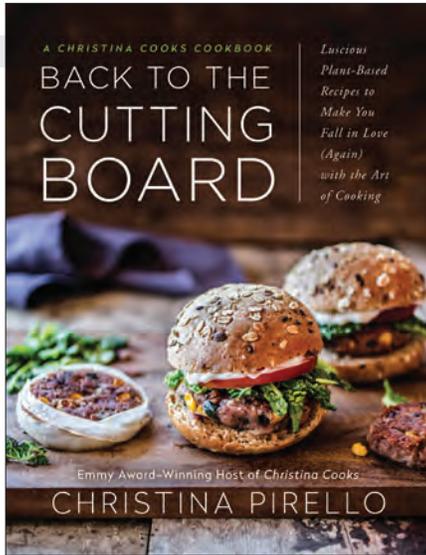
- **Law & Order True Crime: The Menendez Murders** NBC 8-part series produced by Dick Wolf (aired Sept. 2017, ~4M viewers per episode) based on the book
- **Author is the only journalist to cover the original Menendez murder investigation as well as the subsequent murder trials**
- **The book will include original material and scoops that have never before appeared in any media**
- **Author has contacts at Dateline, Playboy, People, and the Guardian**
- **Author is an Emmy Award-winning journalist and has appeared on Good Morning America, Court TV, 20/20, CBS This Morning, and several documentaries on A&E, Discovery ID, and HLN**
- **MenendezMurders.com**

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BACK TO THE CUTTING BOARD

Luscious Plant-Based Recipes to Make You Fall in Love (Again) with the Art of Cooking

CHRISTINA PIRELLO



Christina Pirello of the PBS series *Christina Cooks* returns with a new cookbook encouraging readers to stop stressing and rediscover the simple joys that cooking offers.

WHEN DID COOKING become so *exhausting*? Thanks to information overload and the pressure to impress, we stress over every recipe and every meal.

Back to the Cutting Board helps you set aside all that tension and pretense and rediscover a pure, joyful passion for the art of cooking.

Professional chef and Emmy Award-winning host of PBS's *Christina Cooks*, Christina Pirello takes you on a journey to reengage with the soul of food preparation, from the slice of the knife to the aroma of steam rising from a perfectly roasted winter squash. With simple, delicious recipes and sage advice on streamlining your kitchen and your cooking, Christina empowers you to create personal wellness by nourishing your body, mind, and spirit.

Through more than 100 enriching plant-based recipes that pair the freshest ingredients with cooking techniques meant to optimize their natural, native flavors, Christina reintroduces you to the creative potential of food and transforms the kitchen into a nurturing sanctuary.

- Cranberry-Pecan Bread
- Chickpea Farro Soup
- Sweet Root Vegetable Stew
- Stir-Fried Cauliflower & Mustard Greens in Lemon-Sesame Sauce
- Black Bean Burgers
- Pasta with Broccoli-Pine Nut Pesto
- Cocoa Madeleines
- Orange-Scented Steamed Pudding

In this modern world, with far too much ego at play when it comes to something as simple and beneficial as cooking great food, Christina Pirello invites you to take a step back and truly enjoy every step of the process.

Finding the joy in cooking has never been simpler!



CHRISTINA PIRELLO, MFN, is one of America's preeminent authorities on a healthier lifestyle utilizing natural and whole foods. Christina's love affair with food began at a young age when she spent many happy hours cooking with her mother. At 26, Christina was diagnosed with terminal leukemia. Her now-husband, Robert Pirello, a whole foods advocate, helped Christina change her lifestyle and diet based on healthy eating incorporating whole and unprocessed foods. Christina overcame the odds and, in the process, developed an expertise in cooking with whole, natural foods. Christina studied and became an expert in traditional Chinese medicine, Ayurveda, acupuncture, and macrobiotics; earned a master's degree in nutrition; and authored seven cookbooks on the subject of healthy eating and natural living. Utilizing her TV show, *Christina Cooks*, and her many books, she is "changing the health of the world one meal at a time." Residence: Philadelphia, Pa.

- **Author hosts PBS series *Christina Cooks* (in its 11th season) and has 7 previous cookbooks (around 100K copies sold)**
- **The companion cookbook to the PBS show of the same name airing September 2018**
- **Author owns a travel business, hosting small groups in Europe; has business ties to Spain, Italy, Croatia, Israel, and Scotland; author speaks Italian and Spanish**
- **Leverage BenBella Vegan's newsletter list (12K subscribers) and plant-based contacts**
- **ChristinaCooks.com**
- **Twitter: @ChristinaCooks**
- **Facebook: /Christina-Cooks-128390873854198**
- **Pinterest: /RedHead1222**

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Mocha Cake with Chocolate Ganache

Yield: Makes 10–12 servings

A rich, coffee-flavored cake smothered in chocolate ganache is a decadent treat. I am a firm believer that we need decadence now and then; otherwise life becomes a grim endurance. Spicy and moist, this cake will satisfy your need for richness without compromising your idea of healthy eating.

Cake

2½ cups whole wheat pastry or
sprouted whole wheat flour
3 tablespoons coconut sugar
1 tablespoon baking powder
2 teaspoons finely ground espresso
(or 1 tablespoon coffee flour)
1 teaspoon baking soda
¼ teaspoon sea salt
½ cup Suzanne’s Specialties
brown rice syrup
¼ cup avocado or extra-virgin
olive oil
1 teaspoon pure vanilla extract
½ cup Lily’s Dark Chocolate
Premium Baking Chips
1 cup unsweetened almond, soy,
or other nondairy milk

Ganache

⅔ cup Lily’s Dark Chocolate
Premium Baking Chips
¼ cup unsweetened almond, soy,
or other nondairy milk
2 tablespoons Suzanne’s
Specialties brown rice syrup
1 teaspoon pure vanilla extract

To Serve

Apricot Roses, optional (recipe
included in book)



Make the cake: Preheat oven to 350°F (175°C). Lightly oil and flour a 10-inch Bundt pan.

Combine the flour, coconut sugar, baking powder, ground espresso (or coffee flour), baking soda, and salt in a large bowl. Mix in the brown rice syrup, oil, and vanilla. Warm the chocolate chips and “milk” together, stirring until melted, in a small saucepan over low heat. Stir the chocolate into the flour mixture to make a thick, smooth cake batter. Spoon evenly into the prepared pan.

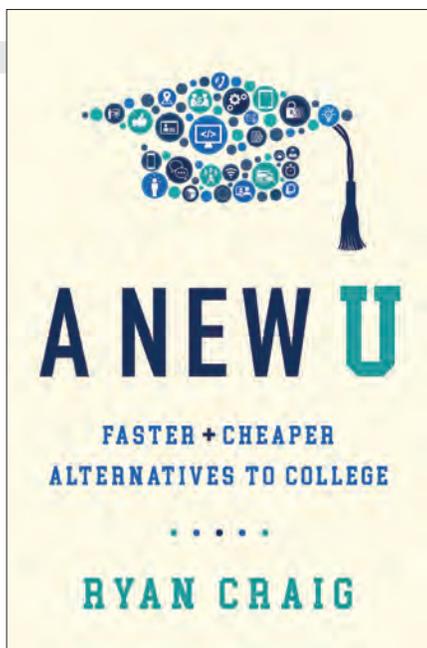
Bake for about 35 minutes, until the center springs back to the touch. Cool the cake in the pan for about 10 minutes. Invert onto a serving plate and cool completely before frosting.

When you’re ready to glaze the cake, place chocolate chips in a heat-resistant bowl. Heat the milk, brown rice syrup, and vanilla until very foamy in a small saucepan over medium heat. Pour the milk mixture over the chocolate chips, whisking to make a creamy, smooth ganache. Spoon over the cake, allowing chocolate to run down sides of the cake. Decorate with Apricot Roses (see Cook’s Tip), if desired.

A NEW U

Faster + Cheaper Alternatives to College

RYAN CRAIG



***A New U* is a roadmap to college alternatives, leading to more student choice, better matches with employers, higher return on investment of cost and time, and stronger economic growth.**

EVERY YEAR, the cost of a four-year degree goes up, and the value goes down. But for many students, there's a better answer.

So many things are getting faster and cheaper. Movies stream into your living room, without tickets or concession-stand costs. The world's libraries are at your fingertips instantly, and for free.

So why is a college education the only thing that seems immune to change? Colleges and universities operate much as they did 40 years ago, with one major exception: they've gotten dramatically more expensive. And they've actually gotten slower, with the average time to graduate now over five years.

As a result, graduates often struggle with enormous debt burdens. Even worse, they often find that degrees did not prepare them to obtain and succeed at good jobs in growing sectors of the economy. Parents and students have accepted this because a college degree has been seen as a prerequisite to a professional career. But now, for the first time, there are real alternatives.

In *A New U: Faster + Cheaper Alternatives to College*, Ryan Craig documents the early days of a revolution that will transform—or make obsolete—many colleges and universities. Alternative routes to great first jobs that do not involve a bachelor's degree are sprouting up all over the place. Boot camps, income-share programs, apprenticeships, and staffing models are attractive alternatives to great jobs in numerous growing sectors of the economy: coding, healthcare, sales, digital marketing, finance and accounting, insurance, and data analytics.

- **Author is managing director of University Ventures**
- **Support from academic marketing firm, White Board Advisors**
- **Outreach to educational media, including *The Chronicle of Higher Education*, *Inside Higher Ed*, *EDUCAUSE Review*, and *Washington Post***
- **Author has contributed to *Wired*, *Forbes*, and *TechCrunch*, and has connections to the *New York Times* and *Wall Street Journal*, which both plan to write about this book**
- **ARC mailing campaign to 400+ influencers in April**
- **Author is an active speaker**
- **UniversityVentures.com**
- **Twitter: @RyanCraigUV**



RYAN CRAIG is managing director of University Ventures, an investment firm re-imagining the future of higher education and creating new pathways from education to employment. He is the author of *College Disrupted: The Great Unbundling of Higher Education*, and his commentary on “where the puck is going” in higher education regularly appears in *Forbes*, EdSurge, Inside Higher Ed, TechCrunch, and VentureBeat. Prior to founding University Ventures, Ryan led the education and training sector at Warburg Pincus where he was the founding director of Bridgepoint Education (NYSE: BPI), one of the largest online universities in the United States. Ryan has also served as an advisor to the US Department of Education and worked with various colleges and universities, such as Columbia and UCLA. Decades ago, Ryan was the beneficiary of a traditional postsecondary education experience with bachelor's degrees summa cum laude and Phi Beta Kappa from Yale University and a law degree from the Yale Law School. Residence: Pacific Palisades, Calif.

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MAN UP

How to Cut the Bullshit and Kick Ass in Business (and in Life)

BEDROS KEUILIAN

Man Up teaches business owners a radical new way to think, structure, and scale their businesses to achieve massive success in half the time.

“BUT I CAN’T...”

“There’s no way . . .”

“It’s impossible . . .”

Enough. Get off your ass and do what you’re meant to do.

After years of coaching and consulting hundreds of start-up rookies as well as seasoned entrepreneurs, executives, and CEOs, Bedros Keuilian realized that most people who want to start a business, grow an existing business, author a book, make more money, or make a bigger impact usually take the long, slow, painful way to get there . . . and more than 80 percent of entrepreneurs never get to their desired destination or achieve their full potential in business. They treat their dream as if it were merely a hobby and dip their toes in the water, but they never commit to diving in—you get the idea.

It’s time to cut the bullshit excuses. Everyone has a gift, a purpose. It’s your duty to figure out what your gift is and how you’re going to share it with the world.

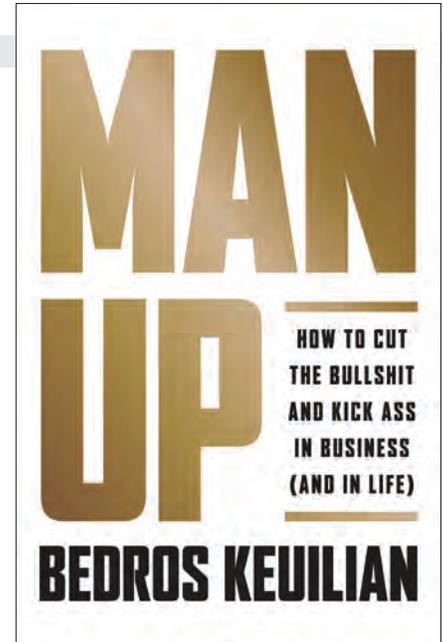
Man Up: How to Cut the Bullshit and Kick Ass in Business (and in Life) is your guide to doing exactly that. Keuilian, known as the “hidden genius” behind many of the most successful brands and businesses throughout multiple industries, will show you how to break out of the sea of mediocrity, get singularly focused on your purpose, and do what it takes—not only to achieve but to dominate your goals.

With Keuilian’s no-nonsense, no-BS approach in both business and personal spheres, you’ll be able to define your purpose and have clarity of vision—and a plan—to make the quantum leap. Whether it’s creating and growing a company, leaving a legacy, making a difference, or launching a new brand, you will discover how to use your passion, purpose, and sheer grit to overcome any adversity that attempts to derail your progress.

If there’s an area of your life in which you need to man up, this book will get you there.



BEDROS KEUILIAN is a serial entrepreneur with multimillion-dollar-generating businesses in franchising, software, digital marketing, and business consulting. He’s known as the “hidden genius” that the entrepreneurs and business experts turn to when they want to quickly scale their business, boost sales, and increase profits. Bedros is best known for his ability to help his clients quickly establish expert and authority positioning and become the predominant brand in their field. His sales, marketing, and business systems are the secret weapons used by thousands of successful businesses, best-selling authors, and entrepreneurs who want to grow their businesses to their fullest potential without the stress, frustration, or uncertainty that most entrepreneurs experience. Residence: Chino Hills, Calif.



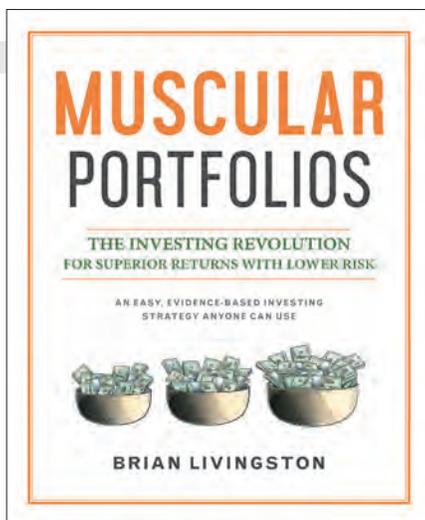
- **Outside publicity firm hired**
- **Author is the CEO of Fit Body Boot Camp International (around 400 locations) and founder/co-owner of several multimillion-dollar businesses**
- **Author has been featured on or in Entrepreneur, Inc., IDEA Fitness Journal, Dr. Oz The Good Life, Shape, Huffington Post, and Spike TV**
- **Promotion through affiliates’ connections and lists**
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MUSCULAR PORTFOLIOS

The Investing Revolution for Superior Returns with Lower Risk

BRIAN LIVINGSTON



An investing expert offers manageable and profitable tips for creating strong modern investment portfolios that pay well and require little time to maintain.

CONVENTIONAL WISDOM has us believing that in order to get big returns, you have to accept big risks. *Muscular Portfolios* shows us this adage is simply not true.

For decades, the financial services industry has sold risky investments, claiming that this was the only path to large gains. But this strategy is highly vulnerable to big losses that can devastate your portfolio.

Today, there's a better approach. It combines the latest academic research in finance with the new ultra-low-cost index funds (ETFs or exchange-traded funds). The result is an approach that provides market-like returns with dramatically smaller losses. And it requires only 15 minutes a month (or less).

Muscular Portfolios lays out the basic principles of this kind of investing so you can manage your own money successfully—without turning it into your second job. Investigative journalist Brian Livingston takes you behind the curtain of Wall Street and lays out a game-changing approach to investing: Muscular Portfolios, which are easy-to-use financial strategies you can set up yourself, even if you have no investment experience at all.

Filled with helpful illustrations, compelling evidence, and simple, no-nonsense instructions, *Muscular Portfolios* is a resource, not a sales pitch. There are no financial products to buy, no secret formula to pay for. Everything is fully disclosed in bite-sized steps—and on a totally free website—that you can start using today to grow your wealth.

Driven by cutting-edge investment research and backed by extensive market testing, *Muscular Portfolios* will revolutionize investing for families and individual investors.

- **David Ratner PR firm hired to support marketing efforts**
- **Author's previous books, *Windows 3 Secrets* and *Windows Vista Secrets*, have 2.5M combined sales**
- **Promotion through author's network, including a robust newsletter**
- **Author connection to Barry Ritholtz, a well-known name in investing**
- **Author tour of Muscular Portfolios seminars across US**
- **Outreach through AARP, AAIL, and BetterInvesting, plus to millions of employees with 401(k) and 403(b) accounts**
- **MuscularPortfolios.com**



BRIAN LIVINGSTON is an investigative journalist with more than two decades of experience, who is now training his sights directly on the investment industry. Based in New York City from 1984 through 1991, he was the assistant information technology manager of UBS Securities; a computer consultant for Morgan Guaranty Trust Co. (now JPMorgan Chase); and technology adviser to Lazard Frères. He founded the Windows Secrets newsletter, which grew to 400,000 subscribers, and coauthored 11 books in the Windows Secrets series (John Wiley & Sons). The 6th Annual Internet Content Summit in New York City named him Entrepreneur of the Year for his creation of a profitable “pay what you wish” model to deliver technology information to consumers. He is a recipient of the Award for Technical Excellence from the National Microcomputer Managers Association. Livingston is president of the Seattle regional chapter of the American Association of Individual Investors. Residence: Seattle, Wash.

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AN ATTITUDE OF EXCELLENCE

Get the Best from Yourself, Your Team, and Your Organization

DR. WILLIE JOLLEY

Fortune 500 consultant and radio personality Willie Jolley shares his wisdom for achieving success by approaching work and life with a great attitude.

WE ALL ENJOY IMAGINING a “new and improved” future version of ourselves—one who has achieved our goals and reached our personal definition of success. The problem is that most people want to be better but have no system to help them achieve it.

But you have the power to make yourself into a winner—simply by deciding to do so. While many think that success is a matter of chance, it really is a matter of choice.

It all comes down to your attitude and a mindset to pursue excellence.

When you make the conscious choice to have a great attitude, you achieve more, enjoy more, have better relationships, take better care of yourself physically and mentally, and vastly improve the quality of your day-to-day life.

And when you mix that positive attitude with a mindset of excellence, then you change the game—you become the one who wins more and who gets ahead further and faster! You become the best version of yourself.

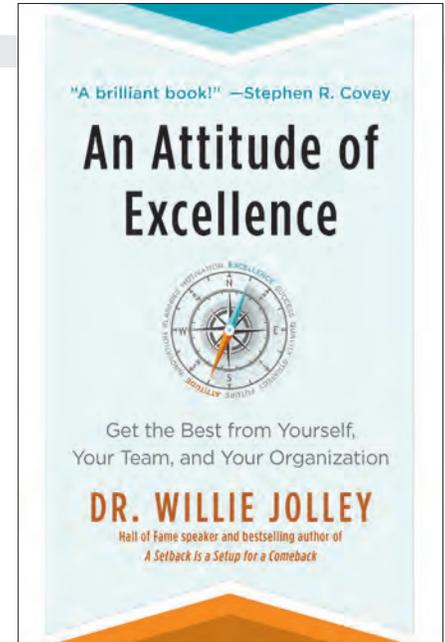
Dr. Willie Jolley is a world-renowned speaker and teacher of attitude and excellence. He is the expert Ford Motor Company turned to while on the brink of bankruptcy, and he helped the company reject a government bailout and go on to billion-dollar profits. In this powerful new book, *An Attitude of Excellence: Get the Best from Yourself, Your Team, and Your Organization*, he teaches readers how to achieve more in their lives—both personal and professional.

His work has inspired millions with this deceptively simple message: The best way to grow your future is to grow yourself, and the best way to grow your organization is to grow your people! If you want better performance from yourself or your team, change your attitude and make a decision to pursue excellence.

This eye-opening book features T.I.P.S. (Tips, Ideas, Principles & Strategies) everyone can use to consistently enhance the quality of our lives and relationships, both at work and at home, using the power of an attitude of excellence.



DR. WILLIE JOLLEY is a world-renowned speaker, singer, author, and media personality. In 2017, he was named “A Legend of the Speaking Industry.” In 2005, he was inducted into the prestigious Speaker Hall of Fame and was chosen to replace the legendary Zig Ziglar on the national Get Motivated tour, upon Zig’s passing. Dr. Jolley is the host of the #1 motivational show in America on SiriusXM, daily radio preceding Steve Harvey on WHUR FM, and host of a popular podcast on iHeartRadio. He is the author of several international bestselling books, including *It Only Takes a Minute to Change Your Life*, *A Setback Is a Setup for a Comeback*, and *Turn Setbacks into Greenbacks*. He speaks globally for many Fortune 100 companies and also broadcasts globally on his new JolleyTV network. Residence: Washington, D.C.



- **Previous self-published edition sold over 30K**
- **Author is the host of SiriusXM radio’s #1 self-help show, *The Willie Jolley Wealthy Ways Show* (airs 4 times per week to 2M listeners)**
- **Author is a consultant to Fortune 500 companies, including GM, Walmart, Verizon, Marriott, and Ford**
- **Chambers of Commerce national tour and pre-order campaign**
- **Influential author connections, including Mark Victor Hansen, Jack Canfield, Les Brown, Jeffrey Gitomer, Harvey Mackay, and more**
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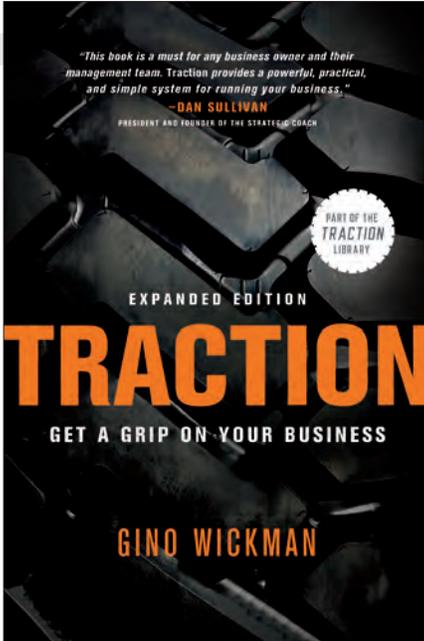
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TRACTION

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GINO WICKMAN

42



The bestselling guide on how to create a management system for maximum efficiency and success.

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DO YOU HAVE A GRIP on your business, or does your business have a grip on you?

All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It’s not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 2,000 companies have discovered what EOS can do.

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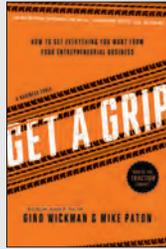
For an illustrative, real-world lesson on how to apply *Traction* to your business, check out its companion book, *Get A Grip*.



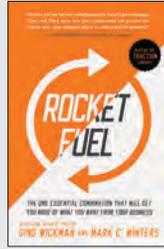
GINO WICKMAN, bestselling author of *Traction*, has a passion for helping people get what they want from their businesses. To fulfill that passion, he created the Entrepreneurial Operating System® (EOS), which helps leaders run better businesses, get better control, have better life balance, and gain more traction—with the entire organization advancing together as a cohesive team. Wickman is the founder of EOS Worldwide, a growing organization of successful entrepreneurs collaborating as certified EOS Implementers to help people experience all the organizational and personal benefits of implementing EOS. Residence: Linovia, Mich.

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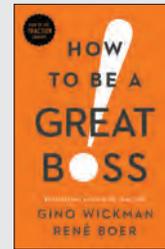
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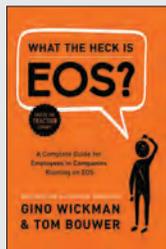
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Praise for Traction

“Having coached and trained over 13,000 entrepreneurs, I know the challenges they face. This book is a must for any business owner and their management team. *Traction* provides a powerful, practical, and simple system for running your business.”

—DAN SULLIVAN
PRESIDENT AND FOUNDER, THE STRATEGIC COACH

“The concepts in this book have changed my life! I’m now able to let go of the day to day, knowing I have developed a team that can efficiently handle the details. We have consistently grown every year for the last four years in a very tough market, while the competition has struggled.”

—RONALD A. BLANK
PRESIDENT, THE FRANKLIN COMPANIES

ONE MILLION FOLLOWERS

How I Built a Massive Social Following in 30 Days

BRENDAN KANE



Social media expert to the stars share insider advice for reaching a large audience quickly and organically.

YOU AND YOUR ORGANIZATION have the ability, talent, and desire to change the world as we know it. The first crucial step is getting your brand's message in front of the right people.

But that's not an easy feat. More than 60 billion online messages are sent into the world every day, and only a select few companies can succeed in the mad scramble for customer attention.

This means that the question for anyone who wants to gain mass exposure—for their transformative content, business, or brand or connect with audiences around the globe—is no longer *if* they should use social media but *how* to best take advantage of the numerous different platforms.

How can you make a significant impact in the digital world and stand out among all the noise?

Digital strategist and “growth hacker” Brendan Kane has the answer and will show you how—in 30 days or less. A wizard of the social media sphere, Kane has built online platforms for A-listers including Taylor Swift and Rihanna. He's advised brands such as MTV, Skechers, Vice, and IKEA on how to establish and grow their digital audience and engagement. Kane has spent his career discovering the best tools to turn any no-name into a top influencer simply by speaking into a camera or publishing a popular blog—and now he'll share his secrets with you.

In *One Million Followers*, Kane gives readers a gimmick-free, step-by-step checklist that will teach you how to:

- Gain an authentic, dedicated, and diverse online following from scratch
- Create personal, unique, and valuable content that will engage your core audience
- Build a multimedia brand through platforms like Facebook, Instagram, YouTube, Snapchat, and LinkedIn

Featuring in-depth interviews with celebrities, influencers, and marketing experts, *One Million Followers* is the ultimate guide to building your worldwide brand and unlocking all the benefits social media has to offer. It's time to stop being a follower and start being a leader.

- **Foreword by Prince EA, rapper, activist, and YouTube star with 7M Facebook followers**
- **Author has built applications and platforms for clients such as Taylor Swift, Rihanna, IKEA, and MTV**
- **Author is recording interviews with key influencers, celebrities, and marketing experts about the book's topics for promotional podcasts**
- **Author employed this strategy for Katie Couric and generated over 150 million views**
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BRENDAN KANE is a growth hacker for Fortune 500 corporations, brands, and celebrities. He helps brands find and engage new audiences, which reward relevant content, products, and services with attention and spending. Currently, he is advising Strike Social regarding entertainment partnerships. Strike Social is the largest TrueView Advertising and YouTube Intelligence company in the world and runs over 2,500 campaigns a day for brands such as Disney, NBC, Netflix, XBOX, and more. Brendan started his career at Lakeshore Entertainment where he oversaw all aspects of Lakeshore's interactive media strategy. At Lakeshore, he worked on 16 films that generated a worldwide gross of \$685 million dollars and pioneered the first-ever influencer campaign to effectively promote Lakeshore's movies. Brendan went on to build applications and platforms for clients such as Taylor Swift, Rihanna, Xzibit, and pro skateboarder Ryan Sheckler. Residence: West Hollywood, Calif.

TAO CLASSIC OF LONGEVITY AND IMMORTALITY

Sacred Wisdom and Practical Techniques

DR. & MASTER ZHI GANG SHA

An essential guide to achieving health, balance, joy, peace, and more through ancient wisdom and practical techniques.

WE ALL WANT long, healthy, happy, and productive lives. What are the spiritual principles and ancient wisdoms needed to achieve this? A Tao Grandmaster distills the essential knowledge from thousands of years of sages and introduces powerful new insights and accessible practices to help you achieve longevity and even move in the direction of immortality, while never losing sight of the true purpose of our existence.

How can longevity be best attained? Is immortality possible? What is the true reason we should want longevity, and even to strive for immortality? How can we do it? The spiritual principles and practical techniques from thousands of years of ancient wisdom, together with powerful new insights and a “how to” practice that will actually yield results, are distilled into this book. Very few will actually attain immortality, but in following the principles and practices in this book, every aspect of life will benefit.

DR. & MASTER ZHI GANG SHA is a world-renowned healer, Tao Grandmaster, philanthropist, humanitarian, and creator of Tao Calligraphy. He is the founder of Soul Mind Body Medicine™ and an eleven-time *New York Times* bestselling author. An MD in China and a doctor of traditional Chinese medicine in China and Canada, Master Sha is the founder of the Institute of Soul Healing and Enlightenment™ and the Love Peace Harmony Foundation™, which is dedicated to helping families worldwide create happier and healthier lives. A grandmaster of many ancient disciplines, including tai chi, qigong, kung fu, feng shui, and the I Ching, Master Sha was named Qigong Master of the Year at the Fifth World Congress on Qigong. In 2006, he was honored with the prestigious Martin Luther King, Jr. Commemorative Commission Award for his humanitarian efforts, and in 2016 Master Sha received rare and prestigious appointments as Shu Fa Jia (National Chinese Calligrapher Master) and Yan Jiu Yuan (Honorable Researcher Professor), the highest titles a Chinese calligrapher can receive, by the State Ethnic of Academy of Painting in China. Residence: San Francisco, Calif.



45

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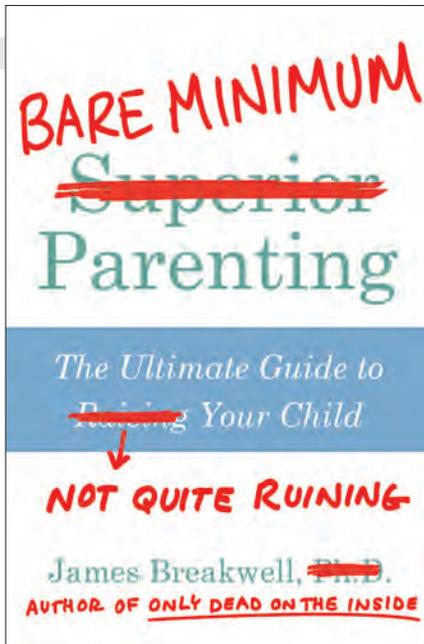
- **Dr. & Master Zhi Gang Sha is an 11-time *New York Times* bestselling author**
- **His previous books include: *Soul Healing Miracles* (360K copies sold), *Soul Mind Body Science System* (70K copies sold), *Soul Over Matter* (27K copies sold), and *Greatest Love* (66K copies sold)**
- **DrSha.com**

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BARE MINIMUM PARENTING

The Ultimate Guide to Not Quite Ruining Your Child

JAMES BREAKWELL



Internet parenting humorist James Breakwell, bestselling author of *Only Dead on the Inside*, returns with a tongue-in-cheek “how to” guide offering to help parents strive for mediocrity.

THIS ISN'T A BOOK about overachieving at parenting.

This isn't even a book about achieving exactly the right amount.

This is a book about doing as little as possible without quite ruining your child.

Overachieving parents want you to believe the harder you work, the better your kid will turn out. That lie ends now.

The truth is most kids end up remarkably unremarkable no matter what you do, so you might as well achieve mediocrity by the easiest possible route. The goal of “bare minimum parenting” is to turn your child into a functional adult with only a fraction of the effort spent by super moms and dads.

If you do it right, your kid will be no better or worse off than other kids, but with more free time left for you. That's more valuable than all the participation trophies in the world.

In *Bare Minimum Parenting*, amateur parenting expert James Breakwell will teach you to stop worrying and embrace your child's destiny as devastatingly average. To get there, you'll have to overcome your kid, other parents, and yourself, all of whom will push you to do more than is absolutely necessary. Honestly, by reading this far, you're already trying too hard. But don't stop now. You're exactly the kind of person who needs this book.



James Breakwell is a professional comedy writer and amateur father of four girls ages 7 and under. His Twitter account @XplodingUnicorn has more than 640,000 followers who check in with him daily as he fails as a parent and a human being. Breakwell's comedy went viral in April 2016 when BuzzFeed featured his kid-centric jokes in an article that quickly drew more than 2 million views. His @XplodingUnicorn account grew by more than 400,000 followers in the following months. His jokes have been featured by *USA Today*, *US Magazine*, DailyMail.com, Metro.co.uk, Huffington Post, theCHIVE.com, CollegeHumor.com, and more. He can open most jars on the first try and is only a little afraid of the dark. He still can't load the dishwasher right. Residence: Indianapolis, Ind.

- **Pre-order campaign**
- **Promotion through author's social media and online outlet connections, including Periscope (weekly live videos), Snapchat, and webcomics**
- **Author's work and jokes have been featured by BuzzFeed (2M+ views), Reader's Digest, Runner's World, The Federalist, CollegeHumor.com, UsMagazine.com, DailyMail.com, theChive.com, AskMen.com, and ABC and Fox TV news affiliates**
- **Author has been a guest five times on HLN's *The Daily Share***
- **ExplodingUnicorn.com; JamesBreakwell.com**
- **Twitter: @XplodingUnicorn; @VeryLonelyLuke (1.3M followers)**
- **Facebook: /ExplodingUnicorn**

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IMAGINE THIS SCENE: A prestigious scientist stands up to receive a prestigious science award. After being handed the prize—something prestigious like a fifty-dollar gift certificate to the lab coat store—the scientist takes their spot behind the podium, well, prestigiously, because I don't own a thesaurus. The crowd falls silent in anticipation of whatever prestigious science words they're about to hear.

The winning scientist clears their throat.

"I'd like to thank my mother for breastfeeding me," they say. "Thank you, and good night."

Mic drop.

Cue the applause. The audience is on its feet. The geology section forms a mosh pit. A chemistry professor crowd surfs. A lone biologist goes streaking.

Does something seem off about this scenario?

Not the partying, of course. Lab coats are made for hiding flasks.

The flaw is that no scientist at an awards ceremony has ever thanked their mom for breastfeeding them. Or for using formula. Or for doing pretty much anything before the scientist was old enough to remember it because, well, they don't remember it.

Countless factors played a role in putting that scientist on the podium, but none of them can be traced back to the ostensibly life-or-death decisions new

parents beat themselves up over every day. No matter how badly you mess up, one wrong parenting decision won't turn a potential academic into a hobo who talks to cats. And even if it did, houses are overrated and everybody loves strays.

As a parent, you need to cut yourself some slack, especially for decisions when your child is very young. Almost any choice you make will probably be okay. There's no need to invent reasons to feel like a failure. There will be plenty of real reasons later on.

When your kid looks back on their childhood, they won't care if you chose the right brand of stroller or co-slept or bought mentally stimulating toys marketed under the name of a famous theoretical physicist. Although, for the record, everything is stimulating to a baby. They're blown away by finding their own toes. And there are ten of those things, so that's a lot of excitement.

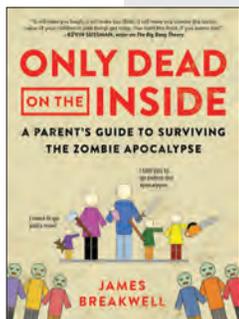
This isn't just a case of kids being ungrateful. There's legitimately no evidence the stuff early parenting books go on and on about makes any difference long term. A baby in the eighty-fifth growth percentile isn't any more likely to be the first person on Mars than a baby in the seventieth percentile. You're raising a child, not a pumpkin. There's no blue ribbon awarded by weight.

The lack of connection between early parenting decisions and a child's success later in life is obvious to anyone who takes a step back and looks at the big picture. That's why new parents never figure it out. They don't have time for perspective. They're too busy dodging baby pee.

"No matter how badly you mess up, one wrong parenting decision won't turn a potential academic into a hobo who talks to cats."

"The lack of connection between early parenting decisions and a child's success later in life is obvious to anyone who takes a step back and looks at the big picture. That's why new parents never figure it out."

"Although, for the record, everything is stimulating to a baby. They're blown away by finding their own toes. And there are ten of those things, so that's a lot of excitement."



ONLY DEAD ON THE INSIDE: A PARENT'S GUIDE TO SURVIVING THE ZOMBIE APOCALYPSE JAMES BREAKWELL

There are plenty of zombie apocalypse guides, but all of them assume readers are young, fit, and unencumbered by children. *Only Dead on the Inside* is the answer for the rest of us. Written by professional comedy writer and amateur father-of-four James Breakwell (@XplodingUnicorn), *Only Dead on the Inside* blends traditional parenting advice with zombie survival tips, bringing together two totally unrelated genres in a book no one asked for but everyone needs.

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THE GOLDEN SEQUENCE

A Manual for Reclaiming Our Humanity

JONNI POLLARD



48

COVER NOT FINAL

Ancient Vedic teachings re-envisioned for a 21st-century mindset, *The Golden Sequence* provides a practical blueprint to owning your purpose and your power.

WHO ARE WE? Why do we behave the way we do? What truly fulfills us?

We are a generation trying to make sense of the world and find our purpose. At the same time, we are constantly battling an age that drowns us with information, in a society that has conditioned us to become mistrusting and cynical. Despite this, our hearts still yearn to connect more deeply and feel like we belong to a world that is compassionate and loving.

Within each of us is an untapped power to create the change we desire in our lives. This change not only benefits us personally, but everyone around us—by allowing all of us to break through our toxic beliefs and conditioning.

The key to unlocking our true selves starts by accepting the responsibility of this power and using it to look within.

The Golden Sequence is a response to the greatest need of our time—reclaiming the power of our humanity. Through his genuine, essential lessons, expert meditation teacher Jonni Pollard presents a powerful case that the current global crisis we are experiencing is rooted in our disconnection from our true purpose and our responsibility of belonging. A global leader in the field of mindfulness, Jonni's programs have helped more than 100,000 people across the world learn how to meditate.

Most self-help books trap readers in an isolated victim mentality, focusing on the person they think they should be rather than seeing the power in who they already are. *The Golden Sequence* shows you how to help yourself by helping the world—by creating authentic, loving connections with everyone and everything around you.

JONNI POLLARD is best known for bringing meditation to the mainstream through his organization, 1 Giant Mind and its Learn to Meditate smartphone app. As one of the top-rated meditation apps, 1 Giant Mind has taught hundreds of thousands of people worldwide how to meditate for free. He is also recognized for leading mass meditations at some of the world's biggest lifestyle events and festivals (Wanderlust, Lightning in a Bottle, The Big Quiet). Jonni also teaches private meditation and personal development for entrepreneurs, CEOs, celebrities, political leaders, and wellness experts across yoga and meditation. Born and raised in Australia, Jonni also has lived in Los Angeles and India, and now currently resides in New York City. Residence: New York, N.Y.

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- **1 Giant Mind launching a new global meditation education platform in summer 2018**
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- **JonniPollard.com; 1GiantMind.org**

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HOW TO BE BETTER AT ALMOST EVERYTHING

Learn Anything Quickly, Stack Your Skills, Dominate

PAT FLYNN

Business expert Pat Flynn lays out the benefits of being a “generalist,” or someone highly skilled in many trades, which is a better path to success than striving to be the best at a single skill.

IT'S ONE OF the biggest lies you've probably heard your entire life: Mastering one specific skill set is the key to success. That may have been true 20 years ago, but in today's global economy, being the best at a single thing just doesn't cut it anymore.

Think about those people who somehow manage to be amazing at everything they do—the multimillionaire CEO with the bodybuilder physique or the rock star with legions of adoring fans. We all quietly envy them from time to time—how do they manage to be so much better at life?

It's tempting to believe they've achieved greatness because they're the very best in their field . . . or think that maybe it's just dumb luck. But it's much more than that. They've defied traditional perceptions of success by acquiring and applying multiple skills to make themselves valuable to others. They've become generalists.

In *How to Be Better at Almost Everything*, bestselling author, fitness expert, entrepreneur, and professional business coach Pat Flynn shares the secrets to learning (almost) every skill, from marketing to music to martial arts to writing to relationships, teaching how to combine interests to achieve greatness in any field.

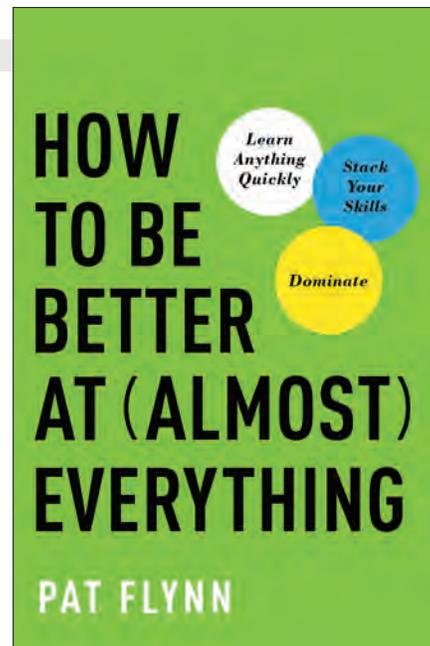
Discover how to:

- Learn any skill with only an hour of practice a day through repetition and resistance
- Package all your passions into a single tool kit for success with skill stacking
- Turn those passions into paychecks by transforming yourself into a person of interest

In today's fast-paced, constantly evolving world, it's no longer good enough to have a single specialty. To really get ahead you need a diverse portfolio of hidden talents you can pull from your back pocket at a moment's notice. *How to Be Better at Almost Everything* teaches you how to gain a competitive edge in both your professional life and personal life.



PAT FLYNN is a generalist: great at many things, not the best at any one. A writer, entrepreneur, musician, and fitness and meditation try-hard, Pat runs multiple six- and seven-figure businesses around his various interests and skills. Residence: West Chester, Pa.



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HOMER AND THE HOLIDAY MIRACLE

A True Story

GWEN COOPER



COVER NOT FINAL

An inspirational holiday and gift book starring the beloved feline Homer, the Blind Wonder Cat.

HOMER, the world-renowned Blind Wonder Cat, returns this holiday season with an ins-purr-ational tale filled with holiday cheer!

Fifteen years earlier, doctors had warned that Homer—a tiny, sightless kitten—was unlikely to survive and probably wouldn't have much of a life even if he did. Miraculously and against all the odds, however, Homer grew into a feline dynamo who scaled seven-foot bookcases with ease, saved his human mom's life when he chased a late-night burglar from their apartment, and rose to global fame—paving the way for other special-needs animals once considered “unadoptable.”

Now, only two weeks before Christmas, with doctors once again decreeing that Homer didn't have much time—that he wouldn't even make it to Christmas Eve—Homer showed everyone that he still had one more miracle left in him. The heroic blind cat proved again, once and for all, that hope and love aren't things you see with your eyes. You see them with your heart.

Humorous and heartwarming, *Homer and the Holiday Miracle* will leave you filled with the true spirit of the season. It's the ideal stocking-stuffer for the cat lover on your list—and the perfect holiday treat for yourself. Read and rejoice!

GWEN COOPER is the *New York Times* bestselling author of the memoirs *Homer's Odyssey: A Fearless Feline Tale*, or *How I Learned About Love and Life with a Blind Wonder Cat* and *Homer: The Ninth Life of a Blind Wonder Cat*; the novels *Love Saves the Day* and *Diary of a South Beach Party Girl*; and the crowd-sourced collection of “cat selfies,” *Kittenish* (a send-up of Kim Kardashian's *Selfish*), 100 percent of the proceeds from which were donated to support animal rescue in Nepal following the 2015 earthquake. Her work has been published in nearly two-dozen languages and territories around the world. She is a frequent speaker at shelters and fundraisers, and donates 10 percent of her royalties from *Homer's Odyssey* to organizations that serve abused, abandoned, and disabled animals. Gwen lives in Manhattan with her husband, Laurence. She also lives with her two perfect cats—Clayton the Tripod and his litter-mate, Fanny—who aren't impressed with any of it. Residence: New York, N.Y.

- **Author has a strong platform from her previous books which have sold over 350K copies in the US combined; *Homer's Odyssey* made the *New York Times* bestseller list in 2009 (4 weeks), 2010 (4 weeks), and 2016 (2 weeks)**
- **Homer the Blind Wonder Cat is ranked #23 on the 2016 “Friskies 50 Most Influential Cats on the Web” (dubbed by *Forbes* as “the Fortune 500 of Internet cats”)**
- **Gwen and Homer have 900K+ followers on social media, including having one of the 20 most-followed cat accounts on Twitter; Gwen reaches 500K unique visitors per day and 2.5M per week via social media**
- **GwenCooper.com**
- **Twitter: @HomerBlindCat**

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MY LIFE IN A CAT HOUSE

True Tales of Love, Laughter, and Living with Five Felines

GWEN COOPER

Gwen Cooper returns with a new collection of true stories about cats and their ability to bring joy to people's lives.

CELEBRATE THE HUMAN-FELINE BOND with all its joys, mysteries, and life-changing moments.

Gwen Cooper—author of the blockbuster international bestseller *Homer's Odyssey*—returns with the ongoing adventures of her much-beloved, world-famous fur family. Ideal for new readers and longtime fans alike, this collection of eight *purr*-fect cat stories is filled with all the humor and heart Gwen's devoted readership has come to know and love.

An adorable, five-week-old rescue kitten slowly learns to trust the woman who saved her. An obsessive cat teaches himself to play fetch and demands it morning and night from his hapless mom—whether she's working, sleeping, eating, bathing, or trying to enjoy some “alone time” with her husband. And Homer, the Blind Wonder Cat himself, returns triumphant in a new story about life and love after worldwide fame.

Read all eight stories in one sitting, or savor each gem of a “tail” on its own. *My Life in a Cat House* will leave you laughing out loud, shedding an occasional tear, and hugging your own cat a little bit closer.

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51

- **Multiple stories to be published individually as ebooks ahead of the publication date, with the print book including 2 exclusive essays**

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PETS & ANIMALS/ESSAYS

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An excerpt from My Life in a Cat House

THERE'S AN OLD TRUISM that a cat might touch a hot stove once, but after that he'll never touch any stove again. That truism doesn't apply to Clayton. If I'm boiling a pot of water, I have to sit next to it and guard it the entire time, because Clayton—despite having singed his fur once or twice—will insist on walking on the stove whenever one of the burners is on, seemingly mesmerized by the pretty blue flame. I've considered the possibility that maybe Clayton doesn't feel pain—that his nerve endings might not reach all the way to his skin, or something of that nature—but he yelps when the vet gives him a shot, or when I pull the glass from his feet, or when he gets close enough to a hot stove to burn himself. He just appears to forget immediately afterward. He doesn't seem to *learn*.

Most cats have two canine teeth. Clayton has one and a half. He lost the other half chewing the ear off a cat-shaped wooden footstool that I found at a flea market one day—and ended up having to put out with the trash that night. Clayton gets a high-quality moist food, daily Dental Greenies for healthy teeth (although it's tough to see the point in vigilant dental care if Clayton's just going to *chew his own teeth off*), and plenty of fresh potted cat grass and raw catnip—so it's not as if he lacks for fiber in his diet. Still, he'll insist on chewing on wood (I've seen him go after the very doorframes on occasion), on plastic, on the metal base of a slender desk lamp while it's lit and hot to the touch. He'll eat—or try to eat—fluff and dust that he finds on the ground, feathers that have shaken free of pillows, long pieces of string, serrated metal bottle caps, Popsicle sticks, bits of plastic shrink-wrap torn from newly opened DVDs, peanut shells, staples, paper clips, the cloth husks of toys he's chewed to pieces, small thumbtacks I didn't even know were there and that have spontaneously dislodged themselves from the undersides of furniture . . . I've become vigilant as a hawk in surveying the floors of our home, scouring the terrain for any random detritus that might find its way from the ground into Clayton's mouth. Still, on a semi-regular basis, Laurence will rush to the top of the stairs upon hearing me yell, “*No*, Clayton! Drop it! **DROP IT RIGHT NOW!**” and find me wrestling with Clayton, my fingers down his throat, as I pull the latest hazard from his gullet before he can finish swallowing it.

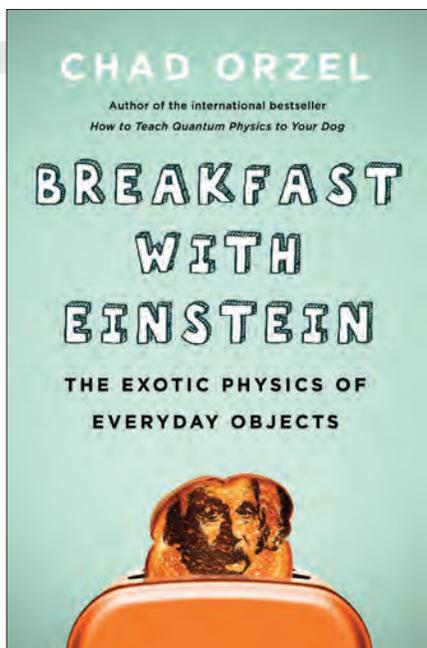
I've seen cats through late-stage cancer, chronic renal failure, liver disease, blindness, diabetes, high blood pressure, hyperthyroidism, a heart murmur, colitis, sprained limbs, infected wounds, major and minor surgeries, and mysterious colds and fevers that took their appetites and required me to force-feed them through a syringe.

I can honestly say that I've never had to work this hard to keep a cat alive.

BREAKFAST WITH EINSTEIN

The Exotic Physics of Everyday Objects

CHAD ORZEL



A typical day is rich with examples of quantum weirdness. *Breakfast with Einstein* reveals the hidden physics all around us.

YOUR ALARM GOES OFF, and you head to the kitchen to make yourself some toast and a cup of coffee. Little do you know, as you savor the aroma of the steam rising from your cup, that your ordinary morning routine depends on some of the weirdest phenomena ever discovered.

The world of quantum physics is generally thought of as hopelessly esoteric. While classical physics gives us the laws governing why a ball rolls downhill, how a plane is able to fly, and so on, its quantum cousin gives us particles that are actually waves, “spooky” action at a distance, and Schrödinger’s unlucky cat. But, believe it or not, even the most mundane of everyday activities is profoundly influenced by the abstract and exotic world of the quantum.

In *Breakfast with Einstein*, Chad Orzel illuminates the strange phenomena lurking just beneath the surface of our ordinary lives by digging into the surprisingly complicated physics involved in his (and anyone’s) morning routine. Orzel, author of *How to Teach Quantum Physics to Your Dog*, explores how quantum physics connects with everyday reality, and offers engaging, layperson-level explanations of the mind-bending ideas central to modern physics.

From the sun, alarm clocks, and the red glow of a toaster’s hot filaments (the glow that launched quantum mechanics) to the chemistry of food aroma, a typical day is rich with examples of quantum weirdness. *Breakfast with Einstein* reveals the hidden physics all around us, and after reading this book, your ordinary mornings will never seem quite as *ordinary* again.

CHAD ORZEL is a physicist, professor, and blogger, and the author of three previous books: *How to Teach Quantum Physics to Your Dog*, *How to Teach Relativity to Your Dog*, and *Eureka: Discovering Your Inner Scientist*. He is an associate professor in the Department of Physics and Astronomy at Union College in Schenectady, N.Y., where he has been on the faculty since 2001. Orzel has been blogging about physics and academia for *Forbes* and ScienceBlogs.com since 2002. He earned a BA in physics from Williams College and a PhD in chemical physics from the University of Maryland, College Park. At that time, he completed his thesis research at the National Institute of Standards and Technology with Bill Phillips (Nobel Laureate in 1997), and he was a post-doc at Yale before starting at Union, studying the quantum physics of ultra-cold atoms. Residence: Niskayuna, N.Y.

- **Author has a platform from his previous books, including *How to Teach Quantum Physics to Your Dog*, which has been translated into 14 languages and has sold almost 58K copies**
- **Author has contributed to *Forbes*, *Physics World*, *Physics Today*, and *ScienceBlogs.com*, among other publications and websites, and is a frequent public speaker**
- **Author wrote four scripts for animated videos about quantum physics at TED-Ed, which have been viewed collectively more than 2.7M times**
- **ChadOrzel.com**
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WHEN I WAS in graduate school in the mid-to-late 1990s, I lived in Rockville, MD, where I rented a room in a house that had the strangest smoke detector I've ever seen, which would go off nearly every time I made toast. I didn't have to burn the toast—the mere act of toasting bread would somehow set off the smoke detector, which tolerated all manner of other cooking, and also one housemate who smoked multiple packs of cigarettes a day.

Many years later, I'm still totally at a loss to explain what it was about toast, specifically, that would set that smoke detector off. While that behavior remains out of reach, though, the basic operation of a normal smoke detector is fairly straightforward. It's also dependent on another of the famous oddities of quantum physics, the ability of particles to pass through barriers that classical physics says should stop them cold.

The Classical Physics of Smoke Detection

Smoke is, pretty much by definition, a collection of small particles lofted into the air by a flame. Detecting smoke, then, means detecting these particles rapidly enough to provide a useful warning signal to alert homeowners to a fire before it can harm them.

The simplest way to detect smoke is essentially the same way we do it when we see smoke: looking for the scattering of light by smoke particles in the air. Smoke becomes visible to our eyes either by reflecting light to us that otherwise wouldn't have reached our eyes, or by blocking light that otherwise would have. A photoelectric smoke detector uses the former of these: a small light source shines through a tube, with a light sensor placed off to the side. Under ordinary conditions, no light hits the sensor, indicating that everything is fine. When smoke enters the tube, some of the light bounces off to the side, generating an electronic signal from the light sensor, which triggers an ear-splitting beep.

Certain kinds of fires can produce particles that don't scatter much light, though, and another detector technology uses quantum physics to pick these up. In an ionization detector, a stream of alpha particles is sent into a small air chamber between two charged metal plates. When an alpha particle strikes an air molecule, the collision can split the molecule into two charged pieces, one positive and one negative. The positive particle is drawn toward the negative plate of the detector, and the negative particle to the positive plate, and the arrival of these particles leads to a small flow of current.

In the absence of any smoke particles, the flow of current is fairly constant, and produces the “all is well” signal for the device. When smoke enters the ionization chamber, the smoke particles disrupt the current flow, absorbing some of the charged particles and preventing them from reaching the plates. This drop in current is detected by the electronics in the detector, and triggers the ear-splitting beep.

These two different detector technologies each have their advantages and disadvantages, and as a result many commercial smoke detectors use both in parallel. Both of these also rely to some extent on quantum physics. The photoelectric type detect light through the photoelectric effect, which we talked about in a previous chapter. In the ionization detectors, the quantum connection comes from the ionization process, which relies on alpha particles generated by the decay of an artificial radioactive element, Americium-241. This decay involves a mystery that pre-dates quantum physics, and was eventually solved by a colorful character from the USSR.

The Mysteries of Radioactivity

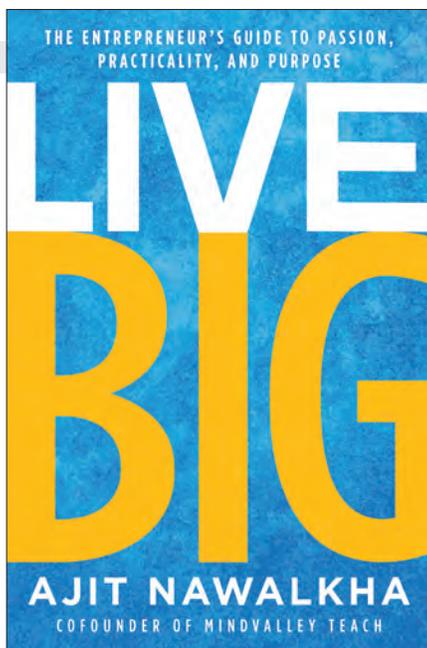
In the late 1800s, physics was rocked by the discovery of two seemingly new forms of radiation. First, in 1895, Wilhelm Conrad Roentgen stumbled on X-rays while experimenting with a vacuum tube. Roentgen noticed that even after he had enclosed his apparatus, a fluorescent screen across the lab would glow faintly when current was flowing. He correctly attributed this to some extremely penetrating rays emanating from the tube, and in short order had produced a now-iconic X-ray photograph of his wife's hand, clearly showing the bones inside. His work almost immediately found medical applications, and he was awarded the very first Nobel Prize in physics in 1901 for his discovery.

As surprising as X-rays were, Roentgen's apparatus was at least *doing* something—passing an electrical current through the tube—to actively supply the energy needed to generate radiation. When the current was shut off, the production of X-rays ceased. The next discovery was far more puzzling: Henri Becquerel, following up on Roentgen's work, found that uranium compounds emit radiation *all the time*, with no energy input. This seemed to involve the spontaneous creation of energy from nowhere, and launched an effort to identify the sources of radioactivity.

LIVE BIG

The Entrepreneur's Guide to Passion, Practicality, and Purpose

AJIT NAWALKHA



54

Mindvalley Teach cofounder Ajit Nawalkha explores the importance of mindset in achieving professional and personal success, offering actionable tips and inspiration.

YOU HAVE THE POWER to accomplish goals, create an impact, and live the life you want.

The key to achieving what you set out for—in business and in life—doesn't lie in perfectly executed strategy. The greatest tool you have is your own mindset—it determines your ability to adapt and persevere. And, like any other tool, you can employ it to your advantage.

While most aspiring entrepreneurs *think* the next business strategy will manifest the life they desire, successful entrepreneurs *know* it's the emotional and mental “shifts” that will bring you closer to your goals.

No one is better equipped to explore these shifts than Ajit Nawalkha, cofounder of Mindvalley Teach and one of the world's leading entrepreneurs and business coaches. In *Live Big: The Entrepreneur's Guide to Passion, Practicality, and Purpose*, Nawalkha shares 25 shifts—changes in your mental, physical, emotional, or even spiritual state—that will propel you on your road to success.

Through Nawalkha's expertise, discover how this book will:

- Bring you out of any funk or stagnant revenue cycle
- Give you the emotional, spiritual, and mental power to fight the ups and downs of business
- Show you ways to deal with everyday challenges, find comfort in them, and get past them in 20 minutes or less
- Help you cope with “entrepreneurial anxiety” and find purpose, passion, and bliss in your business

Live Big is the go-to guide for business owners and entrepreneurs who want to be in a state of flow and creativity, to ensure your passion is backed by purpose and practicality. With principles and foundational thinking habits that allow you to move from a place of defeat and anxiety to one of joy and contribution to humanity, this book will serve as a compass that you can pick up and find direction to keep moving forward in today's world of entrepreneurship.

- **Author is the cofounder of Mindvalley Teach, which will promote the book through its email database (1M+)**
- **Author is backed by several businesses and partnerships including Evercoach and Zentrepreneur**
- **Promotion through author's companies' and partners' social media (1.1M+) and email databases (120K)**
- **Author is an established public speaker and has been featured on the Huffington Post and Inc.com**
- **AjitNawalkha.com**
- **Facebook: /AjitNawalkhaOfficial**

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DECEMBER 2018 • SELF-HELP/BUSINESS

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AJIT NAWALKHA builds businesses. After failing a start-up, struggling through failed partnerships, and going from the ranks of an intern to a cofounder, he found business is lot more about emotional, spiritual, physical, and mental resilience—and not as much about strategy. His passion is to help make the world a better place. He insists entrepreneurs are going to do that. His endeavor is to empower you so you can be the change world needs. Residence: Los Angeles, Calif.

WANT MORE?

Fearlessly blazing your own trail has never been more doable with these business titles, full of actionable expert advice and eye-opening anecdotes.

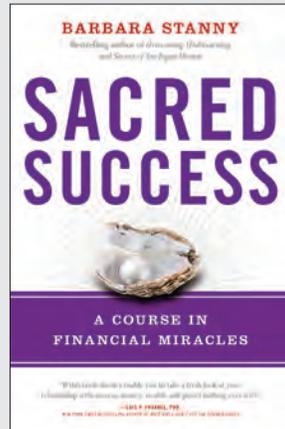


HOW TO GET A MEETING WITH ANYONE

STU HEINECKE

You know how to sell—that’s your job, after all—but getting CEOs and VIPs to call you back is the tricky part. Hall-of-Fame-nominated marketer and *Wall Street Journal* cartoonist Stu Heinecke discovered that he could get past traditional gatekeepers by using personalized approaches he calls “Contact Campaigns.” Including presidents, a prime minister, celebrities, and even the Danish model who became his wife, Heinecke found that getting meetings with unreachable people was easier than ever. *How to Get a Meeting with Anyone* provides you with a new tool kit to put to work right away, making connections essential to your success.

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MARCH 2018

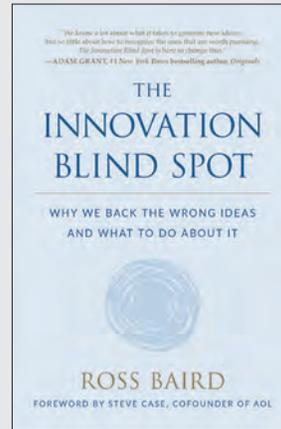


SACRED SUCCESS

BARBARA STANNY

Sacred Success: A Course in Financial Miracles shows women there is a better way to achieve wealth and power: on your own terms. Barbara Stanny, leading expert on women and money, has helped women take control of their finances for two decades. More than a financial guide, *Sacred Success* is a primer on power for women—a tutorial for taking charge of your life by taking charge of your finances, and creating a deeper, richer, more meaningful life. Best described as “*A Course in Miracles* meets the *Wall Street Journal*,” *Sacred Success* gives you a proven process that uniquely blends the practical, psychological, and spiritual work of wealth.

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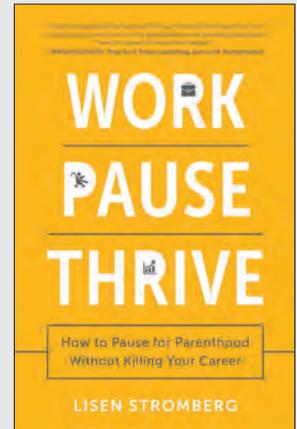


THE INNOVATION BLIND SPOT

ROSS BAIRD

Our innovation economy is broken. But the ideas that will solve our problems are hiding in plain sight. In *The Innovation Blind Spot*, entrepreneur and venture capitalist Ross Baird argues that the innovations that truly matter don’t see the light of day—for reasons entirely of our own making. Most investors are what Baird calls “two-pocket thinkers”—artificially separating their charitable work from their day job of making a profit. Baird ultimately outlines how to create long-term success through eliminating the blind spot that separates “what we do for a living” and “what we really care about.”

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WORK PAUSE THRIVE

LISEN STROMBERG

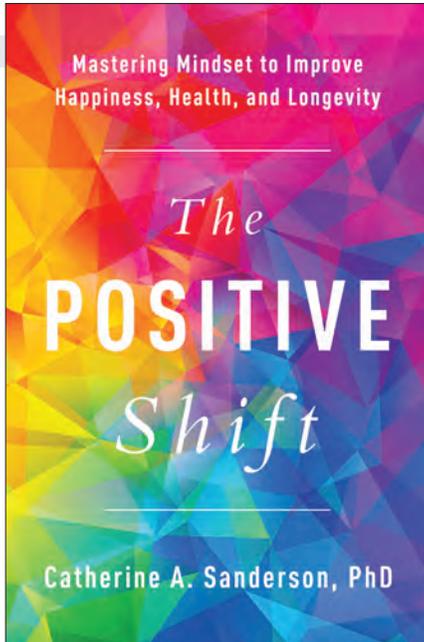
After the birth of her second child, marketing and advertising executive Lisen Stromberg did something she never imagined she would do: she opted out and chose to focus on her family. But her career didn’t end there. Lisen paused, then pivoted to become first a social entrepreneur and then an award-winning journalist writing about women, work, and life in Silicon Valley. Along the way, she met many highly successful women who told her they never “opted out” but had, in fact, temporarily paused or downshifted their careers. Their hidden journeys revealed alternative, nonlinear paths to the top that enabled them to achieve their personal and professional goals.

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JANUARY 2019

THE POSITIVE SHIFT

Mastering Mindset to Improve Happiness, Health, and Longevity

CATHERINE A. SANDERSON



56

Psychology expert and professor Catherine A. Sanderson lays out the significant difference we can really make in our daily lives simply by adjusting our outlook.

IT'S THE REASON WHY spending time on Facebook makes us feel sad and lonely. Why expensive name-brand medicines provide better pain relief than the generic stuff, even if they share the same ingredients. And why a hospital room with a good view speeds up recovery from surgery.

The truth is, the way we think about ourselves and the world around us dramatically impacts our happiness, health, how fast or slow we age, and even how long we live. In fact, people with a positive mindset about aging live on average 7.5 years longer than those without.

That might sound alarming to those of us who struggle to see the bright side, but the good news is we can make surprisingly simple changes or small shifts to how we think, feel, and act that will really pay off.

In *The Positive Shift: Mastering Mindset to Improve Happiness, Health, and Longevity*, Dr. Catherine Sanderson breaks down the science of thought and shows how our mindset—or thought pattern—exerts a substantial influence on our psychological and physical health. Most important, this book demonstrates how, no matter what our natural tendency, with practice we can make minor tweaks in our mindset that will improve the quality—and longevity—of our life.

Combining cutting-edge research from the fields of psychology, neuroscience, and medicine, as well as vivid real-world examples of the power of mindset, *The Positive Shift* gives readers practical and easy strategies for changing maladaptive thought patterns and behaviors so they can live longer, happier lives.

- **Author is Stanford- and Princeton-educated professor with over 20 years of teaching experience and is an expert in her field; she will receive promotional support from Amherst College and plans tap into alumni organizations**
- **Author is an experienced public speaker (~25 talks per year) through organizations like OneDayU.com, IvyConnect.com, and education and corporate organizations**
- **Author and her work have been featured on or in *Washington Post*, *Boston Globe*, *Atlantic Monthly*, *Minneapolis Star*, *Dallas Morning News*, and *Today***



CATHERINE A. SANDERSON is the Manwell Family Professor in Life Sciences (Psychology) at Amherst College. She received a bachelor's degree in psychology, with a specialization in health and development, from Stanford University, and received both master's and doctoral degrees in psychology from Princeton University. Professor Sanderson's research examines how personality and social variables influence health-related behaviors, such as safer sex and disordered eating, the development of persuasive messages and interventions to prevent unhealthy behavior, and the predictors of relationship satisfaction. Professor Sanderson has published more than 25 journal articles and book chapters in addition to five college textbooks, a high school health textbook, and a popular press book on parenting. Professor Sanderson speaks regularly to public and corporate audiences on such topics as the science of happiness, emotional intelligence, the mind-body connection, and the psychology of good and evil. Residence: Amherst, Mass.

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JANUARY 2019 • PSYCHOLOGY/SELF-HELP

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BABY, DON'T HURT ME

Stories and Scars from *Saturday Night Live*

CHRIS KATTAN WITH TRAVIS THRASHER

***Saturday Night Live* veteran Chris Kattan offers a look behind the scenes and at his personal life, complete with celebrity-filled stories and photos.**

YOU MAY KNOW HIM as Mango, Mr. Peepers, the gibberish-spouting Suel Forrester, or one half of the Butabi brothers. Maybe you remember him as the Gothic high schooler Azrael Abyss, Gay Hitler, or the guitarist in the Cowbell Sketch. Whichever it is, Chris Kattan has earned a spot in the hearts of a generation of *Saturday Night Live* fans.

Now, for the first time ever, Kattan opens up about his years being on *Saturday Night Live*, performing alongside friends and future legends including Will Ferrell, Jimmy Fallon, Amy Poehler, and Tina Fey, along with sharing about his fascinating and unusual childhood and his time hanging out backstage watching Pee-Wee Herman and the late Phil Hartman on The Groundlings stage.

But mostly, Kattan shares seven seasons' worth of hilarious and never-before-told stories from his wild ride through *SNL*. From a hysterical and somewhat dark occupation driving a widowed 92-year-old Dutch millionaire on Mulholland Dr. (and her giant poodle Rex) to breaking his neck (literally!) while performing on live television, he chronicles the ups and downs of life in search of the spotlight, and pulls back the curtain on the inner workings of two of comedy's greatest institutions.

Provocative and personal, goofy and heartfelt, *Baby, Don't Hurt Me* is a window into the world of millennium-era *Saturday Night Live*, from the rehearsals to the after-after parties, as narrated by your funniest, wisest-up, weirdest friend—who just so happened to be there for all of it!

CHRIS KATTAN began his comedic career as a member of several improv/sketch comedy troupes, including The Groundlings in Los Angeles. He moved to New York City to work on *Saturday Night Live* from 1995 to 2003. His recurring characters included Mr. Peepers, Mango, Azrael Abyss, and, most notably, one half of the Butabi Brothers with fellow *SNL* (and Groundlings) cast member Will Ferrell, known for their trademark head-bobbing. Kattan and Ferrell continued the characters in 1998's *A Night at the Roxbury*. Kattan has made an appearance on Broadway in Aristophanes's *The Frogs*, and has had roles on TV shows such as *The Middle* and *How I Met Your Mother*. Residence: Los Angeles, Calif.

Bestselling author **TRAVIS THRASHER** has written over 45 books, from love stories to supernatural thrillers. His novelizations include *Do You Believe?* and *God's Not Dead 2*. Travis lives with his wife and three daughters in a suburb of Chicago, and fittingly enough, will have a children's book titled *Brave Girls Confidential* released later in 2017. Residence: Chicago, Ill.



57

COVER NOT FINAL

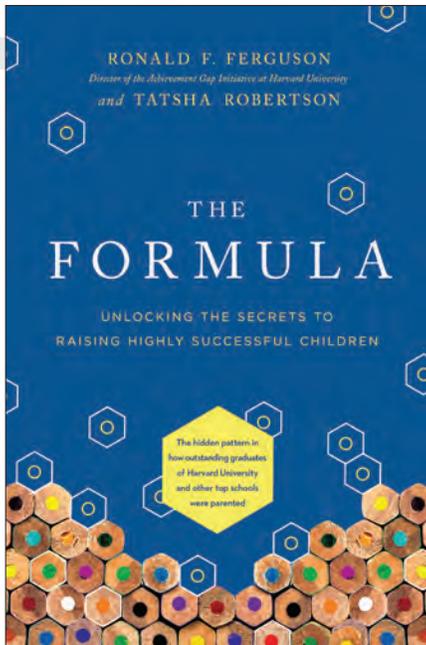
- **Author has a vast network of well-known friends and media contacts, including Jimmy Fallon, Seth Meyers, Conan O'Brien, NPR, KROQ, People, US Weekly, and Entertainment Weekly**
- **Author headlines stand-up shows across the US**
- **Outside publicity firm hired**
- **Top-name potential endorsers, including Tina Fey, Amy Poehler, David Sedaris, Adam McKay, Amy Schumer, Richard LaGravenese, Steven Soderbergh, Paul Thomas Anderson, Guy Oseary, Patricia Heaton, and more**
- **Twitter: @ChrisKattan**

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THE FORMULA

Unlocking the Secrets to Raising Highly Successful Children

RONALD F. FERGUSON AND TATSHA ROBERTSON



Parents in all walks of life can help their children reach their greatest potential. *The Formula* outlines the real-world strategies that enable children from all backgrounds to excel.

WE ALL WANT our children to reach their fullest potential—to be smart and well adjusted, and to make a difference in the world. We wonder why, for some people, success seems to come so naturally. Could the secret be how they were parented?

In *The Formula*, Harvard economist Ronald Ferguson, named in a *New York Times* profile as the foremost expert on the US educational “achievement gap,” along with award-winning journalist Tatsha Robertson, reveals an intriguing blueprint for helping children from all types of backgrounds become successful adults.

Featuring hundreds of interviews with high-achievers and their parents, the book includes never-before-published findings from the “How I Was Parented Project” at Harvard University, which draws on the varying life experiences of 120 Harvard students. Ferguson and Robertson have isolated a pattern with eight roles of the “Master Parent” that make up the Formula: the Learning Partner; the Flight Engineer; the Fixer; the Revealer; the Philosopher; the Model; the Negotiator; and the GPS Navigational Voice.

The Formula combines the latest scientific research on child development, learning, and brain growth and illustrates with life stories of extraordinary individuals—from the Harvard-educated Ghanaian entrepreneur who, as the young child of a rural doctor, was welcomed in his father’s secretive late-night political meetings; to the nation’s youngest statewide elected official, whose hardworking father taught him math and science during grueling days on the family farm in Kentucky; to the DREAMer immigration lawyer whose low-wage-earning mother pawned her wedding ring to buy her academically outstanding child a special flute.

The Formula reveals strategies on how you—regardless of race, class, or background—can help your children become the best they can be and shows ways to maximize their chances for happy and purposeful lives.

RONALD F. FERGUSON, PHD, joined the faculty at Harvard’s John F. Kennedy School of Government in 1983 and has spent his career using teaching, research, and writing to increase the flow of knowledge between the university and the world. An MIT-trained economist, he cofounded Tripod Education Partners in 2014 and shifted into an adjunct role at the university, where he remains a fellow at the Malcolm Wiener Center for Social Policy and faculty director of the university-wide Achievement Gap Initiative (AGI). Ron’s current focus as AGI director is an initiative titled the Boston Basics, which strives to saturate the community with advice and support for the parents of infants and toddlers. Residence: Boston, Mass.

TATSHA ROBERTSON, MA, is an award-winning editor and writer with more than twenty years of experience handling investigative, feature, and news stories. As the first female New York City Bureau Chief and National Rover for the *Boston Globe*, she began studying how parents raise successful children some ten years ago. Most recently, she was a senior editor at *People*. Residence: New York, N.Y.

- **Outside publicity firm hired**
- **Ferguson is an accomplished economist, researcher, and cofounder of consulting company Tripod Education Partners**
- **Ferguson is director of the Harvard Achievement Gap Initiative and speaks frequently at international schools, colleges, and conferences**
- **Contacts include Geoffrey Canada, star of documentary, *Waiting for Superman*; Michael Casserly, director of the Council of the Great City Schools; and Marian Wright Edelman, founder of the Children’s Defense Fund**
- **Robertson, a journalist, has close contacts at *Washington Post*, *New York Times*, *Essence*, *Denver Post*, *Boston Globe*, CNN, MSNBC, Fox News, and *Today***

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FEBRUARY 2019 • PARENTING/EDUCATION

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LIBBY WAS ONLY two years old when she began learning the basics of violin performing. But her earliest memory is from when she was three or four: standing in the living room of her family's Long Island home with her little violin tucked under her chin, her mother holding a cup of tea and watching closely as the toddler tried to stand still within a foot chart, as directed, in order to play.

Asking a small child to stand still, as Libby's mother did, may seem extreme. But is it that much different from teaching a very young child to hold a baseball bat, to build a house of cards, or to read words? Libby's mother made it a normal part of her day. And that habit planted the seeds of Libby's greatness.

"It's not really a problem if you wiggle when you're three, but if you're standing in front of an orchestra playing Tchaikovsky, you can't produce enough sound to be heard over a hundred-person orchestra if you're wiggling around. It's physics," Libby said.

Ryan Quarles's academic achievement and leadership as Kentucky's Agriculture Commissioner link directly back to growing up in a make-it-or-break-it farm lifestyle, where even as a small child he had important chores to do and a father who modeled high standards. Sangu's successes can be tracked to deep philosophical conversations he had as a pre-kindergarten child with his father in the mornings. Some of these mornings were after late nights, when, having dressed himself in a suit, he would sit around listening to Liberian or Sierra Leonean war refugees who had come to their home to talk to his father and tell their stories.

Digging into the lives of high-achieving individuals like Ryan, Sangu, and Libby reveals something extraordinary: the same basic story arc, linked to the same parenting principles, over and again.

Class doesn't seem to matter.

Race doesn't seem to matter.

The successful parenting philosophy of a father who worked at a fast food restaurant was very similar to that of a mother who was a well-respected judge. A Caribbean mother and father whose Ivy League-educated son grew up to be a video-game guru and Twitter star unknowingly followed the same effective parenting strategies that Albert Einstein's mother used to raise him a century ago.

A struggling immigrant in Los Angeles who rode the bus to clean homes in Hollywood Hills used the same parenting style as a former president of the United States.

In our interviews with nearly two hundred high-achieving children and parents, a clear pattern emerged: the approaches parents of high achievers adopted beginning in the earliest years of life bore real and striking similarities, despite widely divergent backgrounds and life circumstances.

We've given this pattern a name: "the Formula."

The Formula is made up of eight different roles, each played by one or both parents (or, in some cases, another family member or family friend) at particular points in a child's life:

- The Learning Partner
- The Flight Engineer
- The Fixer
- The Revealer
- The Philosopher
- The Model
- The Negotiator
- The GPS Navigational Voice

Each of these roles represents a strategic pattern of behaviors—overlapping actions and decisions implemented over the course of many years. Together, they comprise a set of essential principles for successful parenting. And while the precise fashion in which a family enacts the Formula differs based both on the family's circumstances and the parents' worldviews, the basic prescription is remarkably the same.

"A Caribbean mother and father whose Ivy League-educated son grew up to be a video-game guru and Twitter star unknowingly followed the same effective parenting strategies that Albert Einstein's mother used to raise him a century ago."

"The Formula is made up of eight different roles . . . And while the precise fashion in which a family enacts the Formula differs based both on the family's circumstances and the parents' worldviews, the basic prescription is remarkably the same."

MODELS DO EAT

More Than 100 Recipes for Eating Your Way to a Beautiful, Healthy You

JILL DE JONG



60

COVER NOT FINAL

Getting fit and the body you want doesn't mean giving up delicious food.

“FIT” AND “HEALTHY” have become some of the most popular tags on social media; it's sexy to take excellent care of our bodies and minds. That's why Jill de Jong, fitness model and personal trainer who provided the real-life body for video game adventure icon Lara Croft, along with nine of her fellow models have come together to share their food philosophies, expertise, and favorite recipes—their secrets to feeling healthy and looking great.

Models Do Eat is more than a simple cookbook—it invites you to think critically about nutrition and make better choices for yourself. Inside, discover more than 100 delicious, healthful recipes that promote energy, glowing skin, shiny hair, and weight loss, including **Mediterranean Breakfast Cups, Gluten-Free Endless Energy Matcha Muffins, Wholesome Mushroom Tacos, Coconut Basil Sweet Potato Fries, Bison Stew and Bone Broth, Charred Cauliflower with Peppers & Egg, Raw Vegan Cheesecake Bars**, and more. These meals will jump-start your own unique path to looking and feeling like your best self.

In addition to their recipe recommendations, you'll get personal stories and insights from:

- Taylor Walker Sinning (Under Armour model with a master's in physical education)
- Courtney James (certified health coach and the face of Aerie and American Eagle)
- Lauren Williams (personal trainer and fitness model for Nike, Athleta, Target, and *Women's Health*)
- Colleen Baxter (functional medicine practitioner who's walked for Oscar de la Renta and posed for *Vogue*)
- Adela Capova (integrative nutritionist featured in *Elle*, *Harper's Bazaar*, and *GQ*)
- Liana Werner-Gray (Miss Earth Australia and bestselling author of *The Earth Diet* and *10-Minute Recipes*)
- Summer Rayne Oakes (certified holistic nutritionist featured in the elite *Pirelli* Calendar)
- Nikki Sharp (naturopath, raw foods expert, and frequent face on *Access Hollywood* and *Extra! TV*)
- Sarah DeAnna (bestselling author of *Supermodel You*).

Anyone can eat like a model and reap the benefits, inside and out. *Models Do Eat* shows you how.

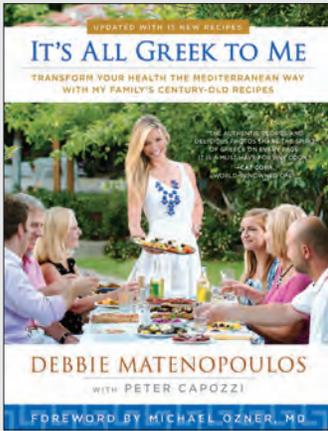
JILL DE JONG was born in Holland, and her successful modeling career brought her to the US. She was based in New York for many years, explored Miami for a few years, and then fell in love with Los Angeles, where she currently resides; a great place to pursue her passion for health and wellness. She made the career shift from full-time modeling to health coach, personal trainer, and chef, and has never looked back. When Jill is not working, you can find her in the kitchen cooking or outside in Malibu running, biking, surfing, or stretching in a yoga class. She recharges by spending time with her boyfriend and friends. Meaningful conversations and delicious food make her heart sing. To stay motivated to exercise, she signs up for triathlons and Spartan races. Residence: Malibu, Calif.

- **Outside publicity firm hired**
- **Book releasing during New York Fashion Week**
- **Endorsement from *Sports Illustrated* cover model Robyn Lawley**
- **The contributors have a combined social media reach of 750K and network of major influencers, including celebrities, TV stations (*Good Day LA*, *Access Hollywood Live*, *ESPN Latin America*), magazines (*Shape*, *Health*, *Women's Health*), popular blogs (*mindbodygreen*, *Huffington Post*, *Pop Sugar*, *Refinery 29*, *BuzzFeed*), professional athletes, the contributors' modeling agencies, collaboration brands (MPG Sport, Lululemon), photographers, and other models**
- **ModelsDoEat.com**

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Find your perfect kitchen companion and cook up something delicious!

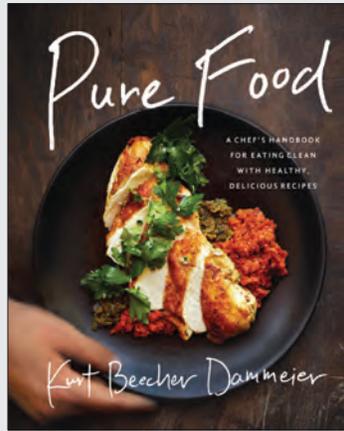


IT'S ALL GREEK TO ME

DEBBIE MATENOPOULOS

In *It's All Greek to Me*, Debbie Matenopoulos shares 120 of her family's traditional Greek recipes and adds her own touch to make them even healthier and easier to prepare. After tasting Debbie's dishes, such as her mouthwatering version of *Spanakopita* (Spinach Feta Pie), *Kalamaria Kaftera* (Spicy Calamari), and *Arni kai Patates* (Classic Roasted Leg of Lamb with Potatoes)—you'll be amazed these delicious foods are good for you. With a foreword by Dr. Michael Ozner, the recipes adhere to the healthiest diet on the planet: the traditional Mediterranean diet. A portion of all proceeds will benefit the ALS Association.

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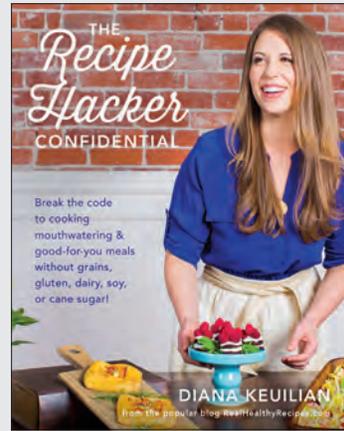


PURE FOOD

KURT BEECHER DAMMEIER

Winner of the Gourmand Award—*US Cookbook of the Year!* Taking control of your diet doesn't have to be a challenge. Part handbook and part cookbook, *Pure Food* shows you how easy—and how much healthier—it is to cook clean, delicious foods. Dammeier, an esteemed chef, restaurateur, food entrepreneur, retailer, and educator, has spent the past 30 years of his life working to rid his own diet of food additives, and nearly 20 years creating and selling pure, unadulterated foods through his Seattle-based family of food businesses. Here he shares his own story and provides a roadmap (with over 80 recipes) for readers to forge a diet based on pure, additive-free foods.

PAPER OVER BOARD
9781942952176
EBOOK: 9781942952183
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JULY 2016

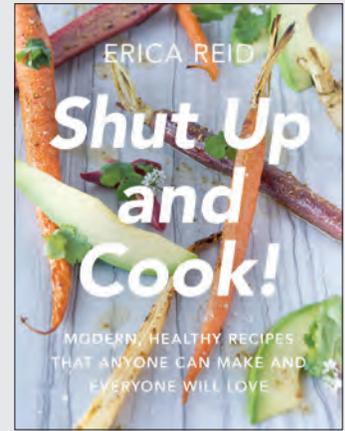


THE RECIPE HACKER CONFIDENTIAL

DIANA KEUILIAN

In today's era of rampant food allergies, gluten-free popularity, and the rise of paleo eating, putting together a meal that will satisfy everyone at your table is easier said than done. With Diana Keuilian's unique approach for "hacking" recipes, however, you'll learn how to easily recreate beloved, traditional comfort foods without the grains, gluten, dairy, soy, or cane sugar. The long-awaited follow-up to *The Recipe Hacker*, *The Recipe Hacker Confidential* is bursting with more than 100 new recipes and stunning photos that will tantalize your taste buds while trimming your waist.

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DECEMBER 2016



SHUT UP AND COOK!

ERICA REID

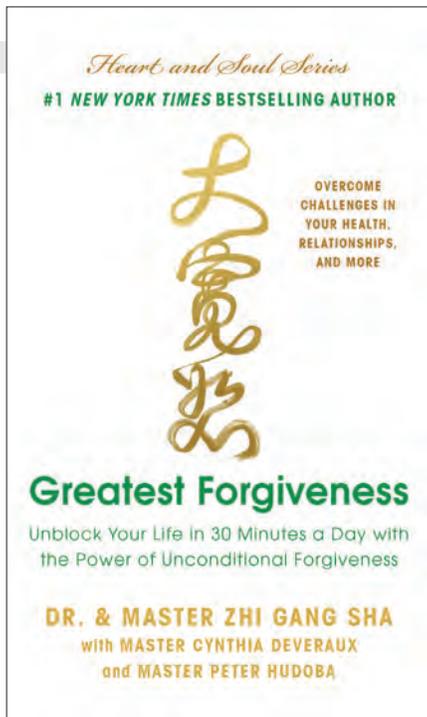
Say goodbye to your excuses and hello to easy, healthy recipes! In *Shut Up and Cook!*, Erica—a healthy-living expert, mother, and wife to legendary music mogul LA Reid—shows you that prioritizing your health and creating nourishing meals can be inspiring and fun! *Shut Up and Cook!* features 101 healthy, everyday recipes with adaptations to suit your health needs that are easy for any level of experience. With the right tools and Erica by your side, you can cook wholesome, delicious food. Set aside the reasons why you can't be healthier and shut up and cook!

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EBOOK: 9781942952510
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MAY 2017

GREATEST FORGIVENESS

Unblock Your Life in 30 Minutes a Day with the Power of Unconditional Forgiveness

DR. & MASTER ZHI GANG SHA WITH MASTER CYNTHIA DEVERAUX
AND MASTER PETER HUDOBA



62

COVER NOT FINAL

Dr. & Master Sha returns with a book highlighting the healing power of forgiveness. On the heels of his previous title *Greatest Love*, Master Sha continues to help readers discover their “untapped potential” for spiritual growth and wholeness.

GREATEST FORGIVENESS will provide every reader with practices and exercises that will enable them to forgive themselves and others. There is no emotion more effective for healing than forgiveness. Forgiveness practices will enhance your relationships with your children, your parents, and those closest to you. The greatest Valentine’s Day gift you can give your loved one is the gift of forgiveness. This book is a precious jewel for use throughout the year.



DR. & MASTER ZHI GANG SHA is a world-renowned healer, Tao Grandmaster, philanthropist, humanitarian, and creator of Tao Calligraphy. He is the founder of Soul Mind Body Medicine™ and an eleven-time *New York Times* bestselling author. An MD in China and a doctor of traditional Chinese medicine in China and Canada, Master Sha is the founder of the Institute of Soul Healing and Enlightenment™ and the Love Peace Harmony Foundation™, which is dedicated to helping families worldwide create happier and healthier lives. A grandmaster of many ancient disciplines, including tai chi, qigong, kung fu, feng shui, and the I Ching, Master Sha was named Qigong Master of the Year at the Fifth World Congress on Qigong. In 2006, he was honored with the prestigious Martin Luther King, Jr. Commemorative Commission Award for his humanitarian efforts, and in 2016 Master Sha received rare and prestigious appointments as Shu Fa Jia (National Chinese Calligrapher Master) and Yan Jiu Yuan (Honorable Researcher Professor), the highest titles a Chinese calligrapher can receive, by the State Ethnic of Academy of Painting in China. Residence: San Fransisco, Calif.

- **Dr. & Master Zhi Gang Sha is an 11-time *New York Times* bestselling author**
- **His previous books include *Soul Healing Miracles* (360K copies sold), *Soul Mind Body Science System* (70K copies sold), *Soul Over Matter* (27K copies sold), and *Greatest Love* (66K copies sold)**
- **DrSha.com**

9781946885760
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130 PAGES • US \$12.95
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THE PSYCHOLOGY OF ZELDA

Linking Our World to the *Legend of Zelda* Series

EDITED BY ANTHONY BEAN, PhD

Psychologists explore underlying themes in the beloved and iconic *Legend of Zelda* video game series.

IT'S DANGEROUS to go alone! Take this (book).

For more than 30 years, *The Legend of Zelda*—which immerses players in a courageous struggle against the shadowy forces of evil in a world of high fantasy—has spanned more than 30 different installments, selling over 75 million copies. Today, it is one of the most beloved video game franchises around the globe.

Video game sales as a whole have continued to grow, now raking in twice as much money per year as the entire film industry, and countless psychologists have turned their attention to the effects gaming has on us: our confidence, our identity, and our personal growth. *The Psychology of Zelda* applies the latest psychological findings, plus insights from classic psychology theory, to Link, Zelda, Hyrule, and the players who choose to wield the Master Sword.

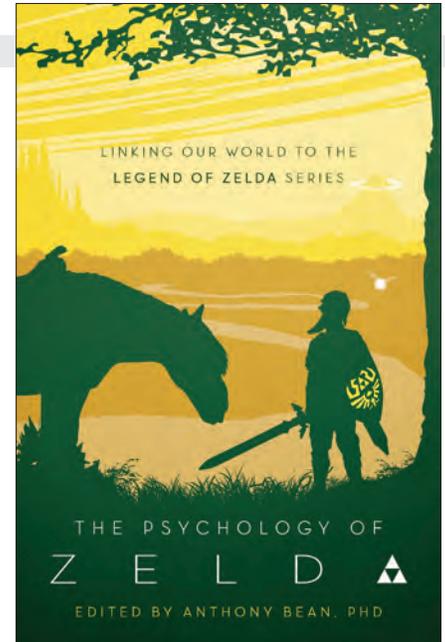
In *The Psychology of Zelda*, psychologists who love the games ask:

- How do Link's battles in *Ocarina of Time* against Dark Link, his monstrous doppelganger, mirror the difficulty of confronting our personal demons and the tendency to be our own worst enemies?
- What lessons about pursuing life's greater meaning can we take away from Link's quests through Hyrule and beyond the stereotypical video game scenario of rescuing a Princess (Zelda)?
- What do we experience as players when we hear that familiar royal lullaby on the ocarina, Saria's spirited melody in the Lost Woods, or the iconic main theme on the title screen?
- How do the obstacles throughout *Majora's Mask* represent the five stages of grief?
- What can Link's journey to overcome the loss of the fairy Navi teach us about understanding our own grief and depression?
- Why are we psychologically drawn to the game each and every time a new version becomes available even when they all have a similar storyline?

Think you've completed the quest? *The Psychology of Zelda* gives you new, thrilling dungeons to explore and even more puzzles to solve.



DR. ANTHONY BEAN specializes in video games, children and adolescents, and the virtual worlds played in by all ages. He is considered an expert in this growing field and has been published extensively in the discipline. He works with children, adolescents, and adults who play video games and with their families to better understand the immersive psychological effects video games have upon the individual and resulting family dynamics. Dr. Bean has worked with children, adolescents, and adults on discovering their own symbolic transformations through the playing of video games and dealing with depression, trauma, anxiety, social isolation, and other common diagnoses to great success. Residence: Fort Worth, Texas.



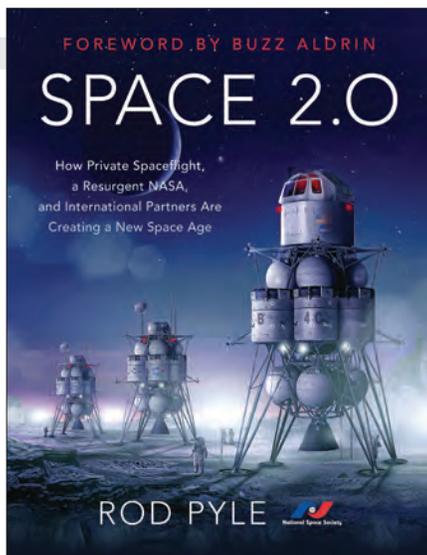
- **Outreach for adoption in academic courses in psychology, media/communications, popular culture, and more**
- **Leverage extensive reach and popularity of *The Legend of Zelda* games (total game series sales estimated at 83M)**
- **Editor is a licensed clinical psychologist and has been published extensively on the topics of psychopathology, video gaming, personality of gamers, and adolescents gaming**
- **Other online outreach through forums and other sites frequented by video gamers**
- **Japan is Nintendo's primary market for their video games**
- **BeanPsychologicalServices.com**

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SPACE 2.0

How Private Spaceflight, a Resurgent NASA, and International Partners
Are Creating a New Space Age

ROD PYLE



Along with the National Space Society, a foremost space historian and author offers an inside look at the next 20 years in space flight.

WE'RE ON THE CUSP of new era in the great adventure of space exploration.

More than a half-century ago, humanity first hurled objects into space, and almost 50 years ago, astronauts first walked on the moon. Since then, we have explored Earth's orbit with shuttles, capsules, and space stations; sent robots to Mars, Venus, Mercury, Jupiter, Saturn, and Uranus; sampled a comet; sent telescopes into orbit; and charted most of our own planet.

What does the future hold?

In *Space 2.0*, space historian Rod Pyle, in collaboration with the National Space Society, will give you an inside look at the next few decades of spaceflight and long-term plans for exploration, utilization, and settlement.

No longer the exclusive domain of government entities such as NASA and other national agencies, space exploration is rapidly becoming privatized, with entrepreneurial start-ups building huge rocket boosters, satellites, rocket engines, asteroid probes, prospecting crafts, and even commercial lunar cargo landers to open this new frontier. Research into ever more sophisticated propulsion and life-support systems will soon enable the journey to Mars and destinations deeper in our solar system. As these technologies continue to move forward, there are virtually no limits to human spaceflight and robotic exploration.

While the world has waited since the Apollo lunar program for the next “giant leap,” these critical innovations, most of which are within our grasp with today's technology, will change the way we live, both in space and on Earth. A new space age—and with it, a new age of peace and prosperity on Earth, and settlement beyond our planet—can be ours.

Speaking with key leaders of the latest space programs and innovations, Pyle shares the excitement and promise of this new era of exploration and economic development. From NASA and the Russian space agency Roscosmos to emerging leaders in the private sector such as SpaceX, Blue Origin, Moon Express, Virgin Galactic, and many others, *Space 2.0* examines the new partnerships that are revolutionizing spaceflight and changing the way we reach for the stars.



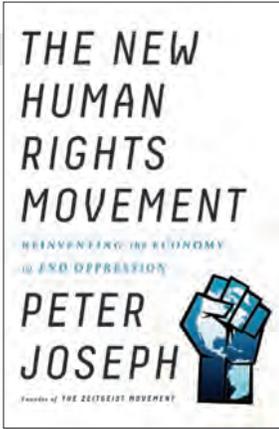
ROD PYLE is a space historian who has worked with NASA at the Jet Propulsion Laboratory and the Johnson Space Center. He has written nine books on the history and technology of space exploration and science for major publishers in the US, UK, and Asia. As a journalist, Rod's work has appeared in Space.com, LiveScience.com, Huffington Post, *Popular Science*, and many other print and online venues. Rod has also produced documentary programming on spaceflight for the History Channel, as well as Discovery Communications. He worked on the TV series *Star Trek: Deep Space Nine* as a visual effects coordinator, and spent a decade at the Griffith Observatory in Los Angeles. Rod is a graduate of Stanford University and the Art Center College of Design in Pasadena, California, and a member of the National Space Society, the Author's Guild, the National Association of Science Writers, and the Producers Guild of America. Residence: Pasadena, Calif.

- **The National Space Society (nearly 30K members) will provide financial and marketing support and co-branding**
- **Author is a frequent conference speaker, and past books have sold 90K copies**
- **Author has produced documentaries for the History Channel and Discovery**
- **Author contributes to Space.com, Live Science, NBC News Online, Yahoo News, Daily Telegraph, Huffington Post, BBC, NPR, and Science Fantastic**
- **PyleBooks.com**
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THE NEW HUMAN RIGHTS MOVEMENT

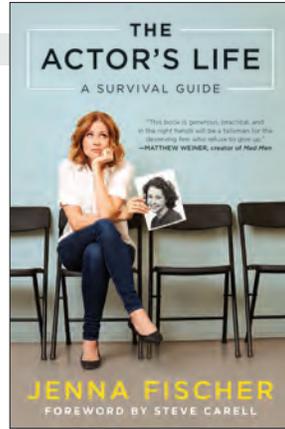
PETER JOSEPH

If true human rights progress is to be achieved today, it is time we dig deeper—rethinking the very foundation of our social system. In this engaging, important work, Peter Joseph, founder of the world's largest grassroots social movement—The Zeitgeist Movement—draws from economics, history, philosophy, and modern public-health research to present a bold case for rethinking activism in the twenty-first century. *The New Human Rights Movement* illuminates the structural causes of poverty, social oppression, and the ongoing degradation of public health, and presents the case for an updated economic approach.

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CURRENT AFFAIRS/POLITICS
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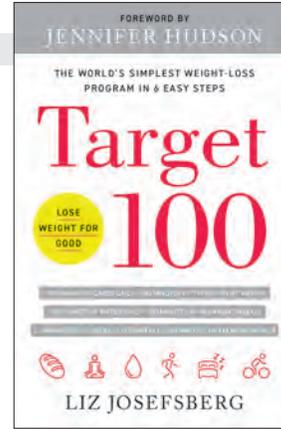
THE ACTOR'S LIFE

JENNA FISCHER

Jenna Fischer's Hollywood journey began at the age of 22 when she moved to Los Angeles. It would be eight long years before she landed her iconic role on *The Office*. If only she'd had a handbook for the aspiring actor. Or, better yet, someone to show her the way—an established actor who could educate her about the business, manage her expectations, and reassure her in those moments of despair. Jenna wants to be that person for you. With amusing candor and wit, she spells out the nuts and bolts of getting established in the profession, based on her own memorable and hilarious experiences.

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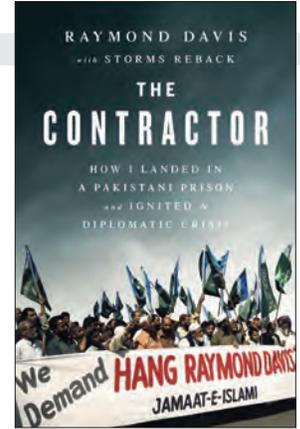
TARGET 100

LIZ JOSEFSBERG

A 15-year veteran of the weight-loss industry who lost—and kept off—65 pounds herself, Liz Josefsberg has accrued high-profile clientele. She helped Jennifer Hudson lose weight and transform her life and coached Jessica Simpson to shed over 50 pounds of baby weight (twice!). But along with the likes of Charles Barkley and Katie Couric, Josefsberg has also coached thousands of others. Along the way, she's learned what works—and what doesn't—when it comes to lasting weight loss, and she's ready to share her secrets. *Target 100* streamlines the weight-loss process into six easy-to-follow guidelines and shows you how to adjust them to fit your lifestyle.

TRADE PAPERBACK
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US \$16.95 • DIET/HEALTH
JANUARY 2019



THE CONTRACTOR

RAYMOND DAVIS

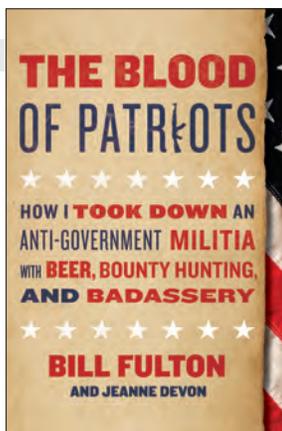
A lot has been written about the time contractor Raymond Davis spent in a Pakistani jail in 2011. Unfortunately, much of it is misleading—or downright false—information. Now, the man at the center of the controversy tells his side of the story. Davis offers an up-close and personal look at the 2011 incident in Lahore, Pakistan, that led to his imprisonment and the events that took place as diplomats on both sides of the bargaining table scrambled to get him out. An eye-opening memoir, *The Contractor* takes the veil off Raymond Davis's story and offers a sober reflection on the true cost of the War on Terror.

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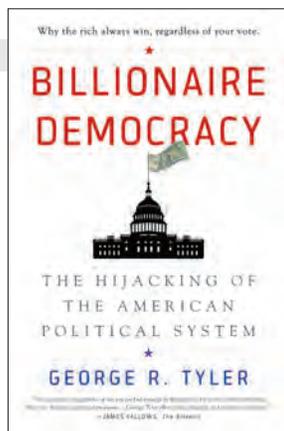


THE BLOOD OF PATRIOTS

BILL FULTON AND JEANNE DEVON

When Bill Fulton arrived in Alaska, he was optimistic. When he left, it was under FBI escort. Bill was army infantry. When his knees gave out, he opened a military surplus store in Anchorage and started hiring fellow vets. And then, the FBI asked Bill to go undercover. Schaeffer Cox believed no government had authority over him, and his private militia was plotting to kill judges and law enforcement officers. Bill's mission: to take down Cox and his militia without a shot being fired. Raucously funny and stark, *The Blood of Patriots* depicts men, once brothers in arms, finding themselves in a deadly test of the intricacies of liberty and the true meaning of patriotism.

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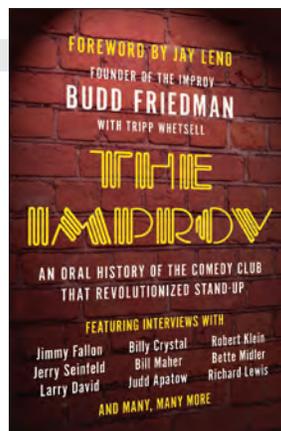


BILLIONAIRE DEMOCRACY

GEORGE R. TYLER

We're told that when we vote we're gaining a voice in government. But if that's true, why don't American politics actually translate our preferences into higher living standards? The answer is that, in America, the wealthy few have built a system that works in their favor, while maintaining the illusion of democracy. The election of Donald Trump shocked the world, but for many Americans, it came as a stark reflection of mounting frustrations with our current system and anger at the status quo. In *Billionaire Democracy*, economist George R. Tyler lays out the fundamental problems plaguing our democracy and offers solutions for the future.

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THE IMPROV

BUDD FRIEDMAN

Get an insider's oral history of the world's most iconic comedy club. In 1963, 30-year-old Budd Friedman opened a coffee house for Broadway performers called the Improvisation. Later shortened to the Improv, it became the first venue to present live stand-up in a continuous format, and in the process reinvented the art form. Now, in *The Improv*, Friedman, along with famous alumni—including Jay Leno, Jerry Seinfeld, Jimmy Fallon, Larry David, Billy Crystal, Lily Tomlin, Judd Apatow, Al Franken, Paul Reiser, Howie Mandel, Bob Saget, Drew Carey, and many more—tell it like it was in the first-ever oral history of how this game-changing comedy club came to be.

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HUMOR/ENTERTAINMENT
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SOMETIMES YOU HAVE TO CROSS WHEN IT SAYS DON'T WALK

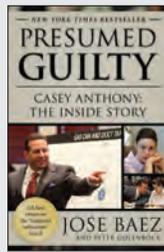
LESLEY VISSER

When Lesley Visser was 11, she told her mother that she wanted to be a sportswriter. The job didn't exist for women in 1964, but her mother—instead of suggesting she become a teacher or a nurse—replied, “Great! Sometimes you have to cross when it says, ‘Don’t walk.’” That answer changed Lesley's life. Lesley covered sports for over 40 years, pioneering women's journalistic presence in men's professional sports, from inside the locker room to out on the field. Lesley's memoir reads like a walk down memory lane, full of behind-the-camera, VIP-access stories involving John Madden, Jerry Jones, Bill Belichick, Joe Torre, and many more.

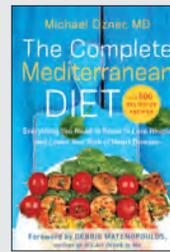
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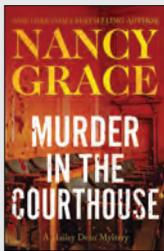
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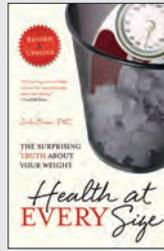
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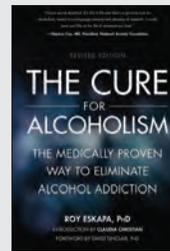
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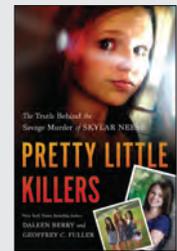
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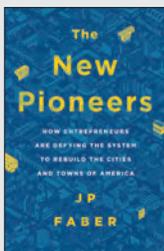
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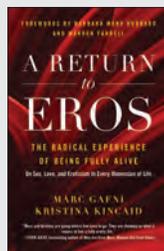
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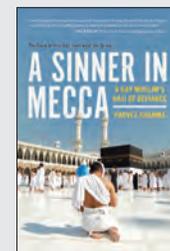
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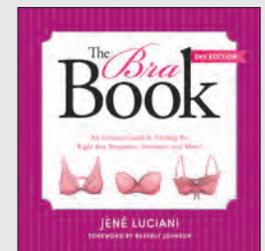
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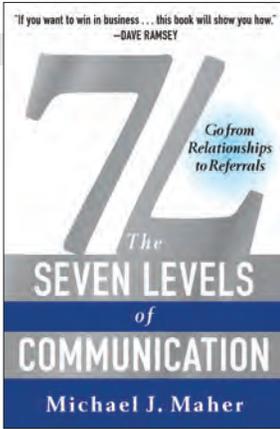
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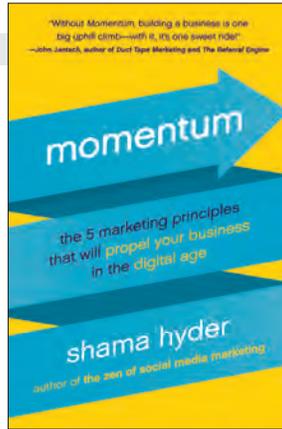


7L: THE SEVEN LEVELS OF COMMUNICATION

MICHAEL J. MAHER

Discover the entertaining and educational story of Rick Masters, who is suffering from a down economy when he meets a mortgage professional who has built a successful business without advertising or personal promotion. Rick soon learns that the rewards for implementing these strategies are far greater than he had ever imagined. This heartwarming tale of Rick's trials and triumphs describes the exact strategies that helped him evolve from the Ego Era to the Generosity Generation. This book is about so much more than referrals. This is about building a business that not only feeds your family, but also feeds your soul.

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9781942952473
EBOOK: 9781940363707
US \$16.95 • BUSINESS
APRIL 2016

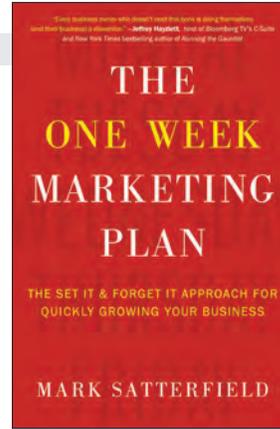


MOMENTUM

SHAMA HYDER

To this complicated and fast-moving world, award-winning entrepreneur Shama Hyder brings her uniquely Zen approach—separating the critical from the trivial and the foundational rules from the ephemeral gimmicks. Offering five essential principles that will transform your current approach into an effective, struggle-free, ROI-driven strategy, *Momentum* will help you learn how to spot opportunities to grow your organization and brand in the midst of marketplace chaos. Shama draws on her experience guiding clients ranging from small businesses to Fortune 500s to demystify the marketing landscape and give you the foresight needed to operate effectively in an increasingly digital world.

TRADE PAPERBACK
9781944964749
EBOOK: 9781942952268
US \$14.95 • BUSINESS
FEBRUARY 2018

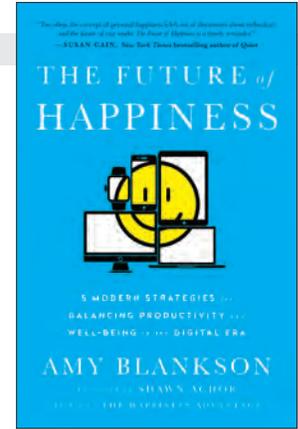


THE ONE WEEK MARKETING PLAN

MARK SATTERFIELD

One week. That's all it takes for most small and medium-sized businesses to dramatically improve their marketing. Mark Satterfield's *The One Week Marketing Plan* lays out a step-by-step system entrepreneurs can put in place in just five business days. Tailored to each company's niche market, this innovative plan can generate a consistent stream of customers for an out-of-pocket expense as little as \$300. Satterfield, founder and CEO of Gentle Rain Marketing, Inc., has more than two decades of experience helping clients in more than 75 niche industries grow their businesses without cold calling or hard selling.

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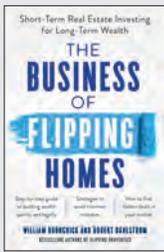


THE FUTURE OF HAPPINESS

AMY BLANKSON

Technology, at least in theory, is improving our productivity, efficiency, and communication. The one thing it's not doing is making us happier. In *The Future of Happiness*, author Amy Blankson, cofounder of the global positive psychology consulting firm GoodThink, unveils five strategies successful individuals can use, not just to survive—but actually thrive—in the Digital Age. By rethinking when, where, why, and how you use technology, you will not only influence your own well-being but also help shape the future of your community. Discover how technologies can transform the idea of “I’ll be happy when...” to being happy now.

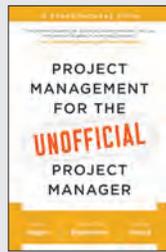
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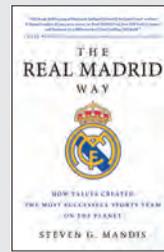
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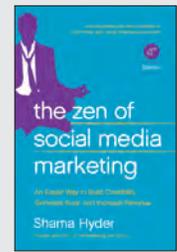
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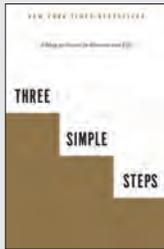


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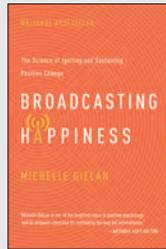
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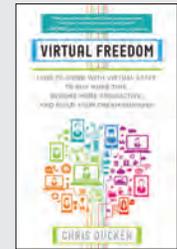
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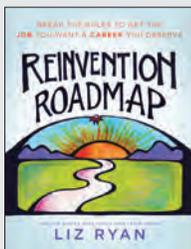
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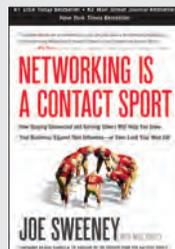
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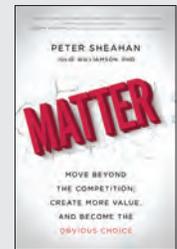
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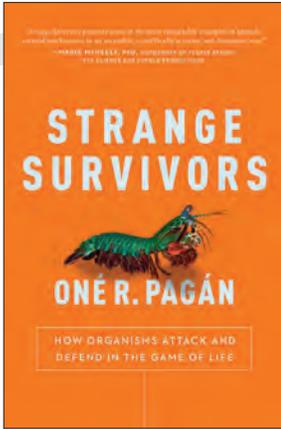
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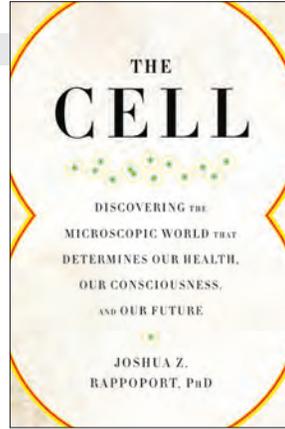


STRANGE SURVIVORS

ONÉ R. PAGÁN

Life is beautiful, ruthless, and strange. In the evolutionary arms race that has raged on since life began, organisms have developed an endless variety of survival strategies. From sharp claws to brute strength, camouflage to venom—these tools keep their bearer alive long enough to reproduce and avoid extinction. In *Strange Survivors*, biologist Oné R. Pagán takes us on a tour of the ingenious and bizarre ways that creatures fight for life. Inside this funny, fascinating field guide to nature's most colorful characters, you'll meet killer snails, social bacteria, and an animal with toxic elbows. *Strange Survivors* is a love letter to science and an argument for the continuing relevance of this evolutionary battle.

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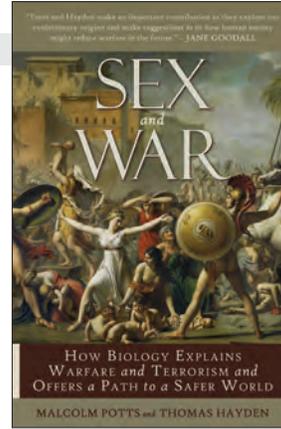


THE CELL

JOSHUA Z. RAPPOPORT, PhD

Your body has trillions of cells, and each one has the complexity and dynamism of a city. But what do you really know about what goes on inside you? *The Cell: Inside the Microscopic World That Determines Our Health, Our Consciousness, and Our Future* is a fascinating story of the incredible complexity and dynamism inside the cell and of the fantastic advancements in this microscopic world. At the forefront of this field is Dr. Joshua Z. Rappoport, who will take you on a journey to discover the latest scientific research, illustrating the diversity of cell biology and what it means for your everyday life.

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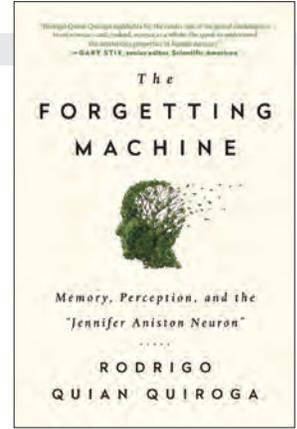


SEX AND WAR

MALCOLM POTTS
AND THOMAS HAYDEN

As news of war and terror dominates the headlines, scientist Malcolm Potts and veteran journalist Thomas Hayden take a step back to explain it all. In the spirit of *Guns, Germs and Steel*, *Sex and War* asks the basic questions: Why is war so fundamental to our species? And what can we do about it? Combining their own experience with scientific findings in primatology, genetics, and anthropology, Potts and Hayden explain war's pivotal position in the human experience—including how men in particular evolved under conditions—propose a rational plan for making warfare less frequent and less brutal in the future.

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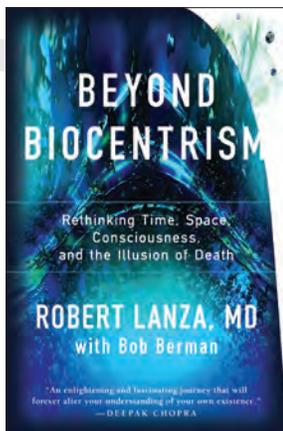


THE FORGETTING MACHINE

RODRIGO QUIAN QUIROGA

If we lose our memories, are we still ourselves? What separates us from animals and computers? From Plato to *Westworld*, these questions have fascinated philosophers and scientists for centuries. In *The Forgetting Machine*, neuroscientist Rodrigo Quian Quiroga explains how the mechanics of memory illuminate these discussions, from understanding Alzheimer's disease to Artificial Intelligence. You'll also learn about what Quian Quiroga coined "Jennifer Aniston Neurons," brain cells responsible for representing specific concepts, such as a celebrity's face. Discover how we turn perceptions into memories, how language shapes our experiences, and the crucial role forgetting plays in human recollection.

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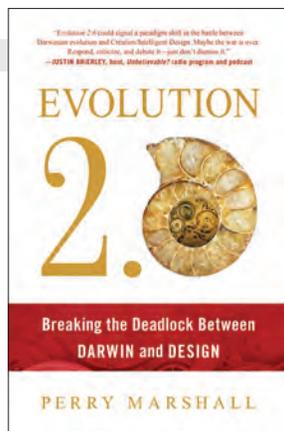


BEYOND BIOCENTRISM

ROBERT LANZA, MD

Biocentrism shocked the world with a radical rethinking of the nature of reality. But that was just the beginning. In this follow-up to the international best-seller, acclaimed biologist Robert Lanza and leading astronomer Bob Berman take the reader on an intellectual thrill-ride as they re-examine everything we thought we knew about life, death, and the universe. *Beyond Biocentrism* challenges us to fully accept the implications of the latest scientific findings in fields ranging from plant biology and cosmology to quantum entanglement and consciousness. By listening to what the science is telling us, it becomes increasingly clear that life and consciousness are fundamental to any true understanding of the universe.

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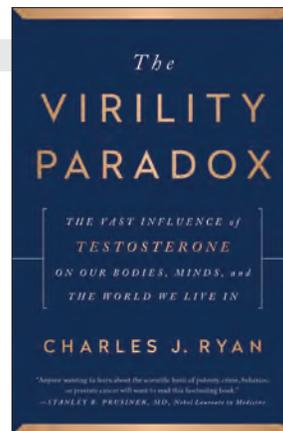


EVOLUTION 2.0

PERRY MARSHALL

Perry Marshall approached evolution with skepticism for religious reasons. As an engineer, he rejected the concept of organisms randomly evolving. But an epiphany—that DNA is code, much like data in our digital age—sparked a 10-year journey of in-depth research into more than 70 years of under-reported evolutionary science. This led to a new understanding of evolution—an evolution 2.0 that not only furthers technology and medicine, but fuels our sense of wonder at life itself. *Evolution 2.0* pinpoints the central mystery of biology, offering a multimillion dollar technology prize at NaturalCode.org to the first person who can solve it.

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THE VIRILITY PARADOX

CHARLES J. RYAN

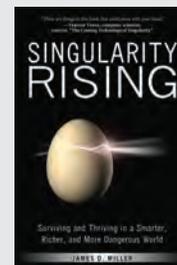
Testosterone makes us stronger, happier, and smarter. It also makes us meaner, more violent, and more selfish. In *The Virility Paradox*, internationally renowned oncologist and prostate cancer researcher Charles Ryan explores this complex chemical system responsible for a diverse spectrum of human behaviors and health in both men and women. Through the stories of real men and women, he also looks at the connections between testosterone and conditions like dementia, autism, and cancer, as well as the biological underpinnings of sexual assault and the effects it has on everything from crime to investing to everyday choices we make.

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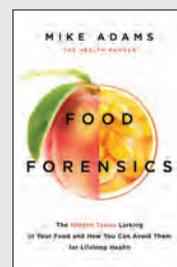
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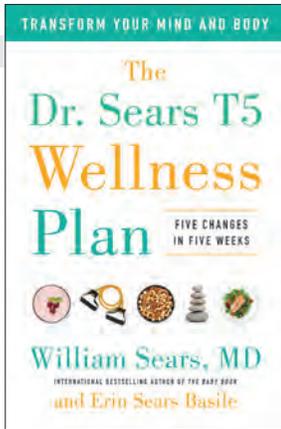
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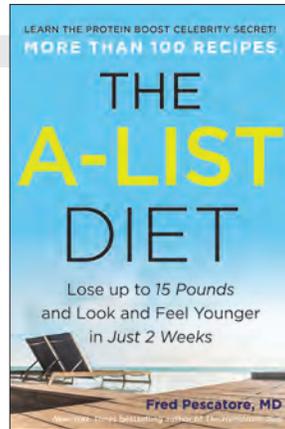


THE DR. SEARS T5 WELLNESS PLAN

WILLIAM SEARS, MD, AND ERIN SEARS BASILE

The best of today's science-based nutrition and lifestyle research is finally available in one crystal-clear plan. All you need is five steps and five weeks. For more than 20 years, *The Baby Book* author William Sears's advice has been trusted by millions of parents around the world. Now, along with his daughter Erin, a health coach and fitness instructor, Sears turns his science-based guidance to creating better health for everyone. *The Dr. Sears T5 Wellness Plan* is a book for all ages and all ailments. Decrease inflammation, protect your brain and heart, strengthen your gut, balance your hormones, and even make your own medicine.

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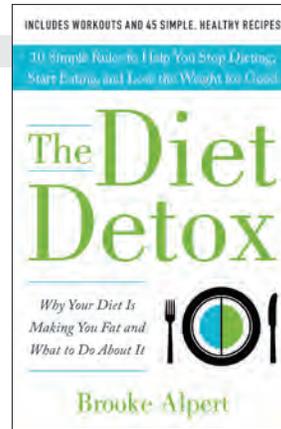


THE A-LIST DIET

FRED PESCATORE, MD

From red carpet premieres to TV interviews, celebrities are always under pressure to look their best. Dr. Fred Pescatore, author of *New York Times* bestseller *The Hamptons Diet*, is sharing—for the first time—the secret diet he uses with his A-list clientele. You can drop up to 15 pounds in as little as two weeks—while enjoying delicious and satisfying food! With a unique dieting innovation, more than 100 delicious recipes, and easy-to-follow meal plans, *The A-List Diet* helps you identify what type of dieter you are so you can customize his strategies to work best for you, so this is truly your diet secret.

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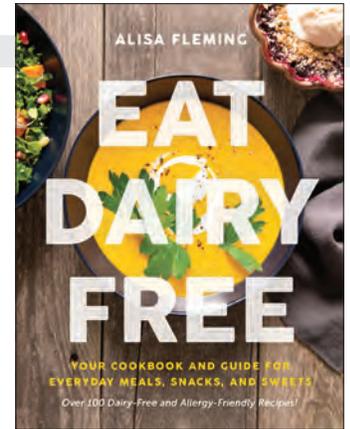


THE DIET DETOX

BROOKE ALPERT

Your diet is making you fat. Forget the fads and finally lose weight for good with 10 simple rules—and no BS. After popular 30-day diets end, people slide back into the same bad habits. Nutrition expert Brooke Alpert has seen this happen far too often. She knows that in order to lose the weight and keep it off, you must develop habits that will help you stop dieting and start eating well for the rest of your life. In this book, you'll find: a one-week kickstart program; nutritionist-tested weekly food plans and shopping lists; 45 delicious recipes; and 10 workouts from one of NYC's top gyms.

TRADE CLOTH
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US \$24.95 • HEALTH/NUTRITION
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EAT DAIRY FREE

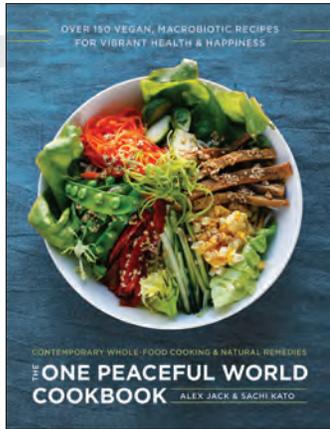
ALISA FLEMING

What's the one thing plant-based eaters, the paleo movement, and the Whole30 diet all agree on? Eating dairy free! For millions of people, this one simple change—cutting out milk and other dairy products—has resolved most, if not all, of their adverse health symptoms. Alisa Fleming, author of the bestselling dairy-free guide and cookbook *Go Dairy Free*, shares more than 100 recipes for satisfying yet nutritious dairy-free breakfasts, lunches, dinners, snacks, and healthier desserts. Completely free of milk-based ingredients, including casein, whey, and lactose, these recipes are safe for those with milk allergies and other dairy-related health issues.

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JANUARY 2018

BENBELLA VEGAN

Supporting your journey toward health with scrumptious recipes and vegan reads.

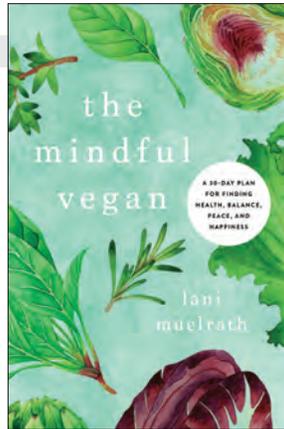


THE ONE PEACEFUL WORLD COOKBOOK

ALEX JACK AND SACHI KATO

Drawing upon traditional and contemporary cuisines from around the globe, *The One Peaceful World Cookbook* shows you how to prepare delicious, satisfying meals that nourish your body and mind. Based on the authors' decades-long experience as teachers, dietary counselors, and chefs, on scientific and medical studies documenting the health benefits of a vegan macrobiotic way of eating, and on other cutting-edge research on health, vitality, and fitness, this book features 150-plus easy-to-follow recipes. *The One Peaceful World Cookbook* empowers you with the tools and recipes you need on your path to optimal health and well-being.

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THE MINDFUL VEGAN

LANI MUELNRATH

Mindfulness can be the deciding factor between your successful adoption of a healthy vegan diet and repeated frustrating attempts. Certified mindfulness meditation facilitator, award-winning health educator, and longtime vegan advocate Lani Muelrath has been practicing mindfulness meditation for 25 years. Backed by extensive research, with step-by-step instructions, personal stories, and a handful of delicious recipes, *The Mindful Vegan* will help you emancipate yourself from the stranglehold that mindless and compulsive eating have on your weight, health, food choices, and, most of all, peace of mind.

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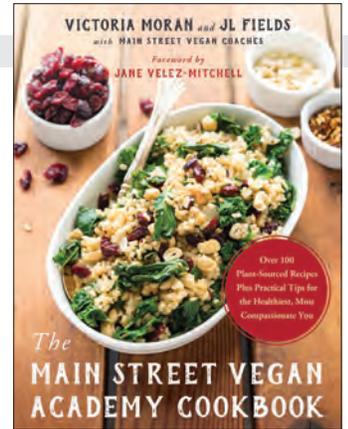


THE COLORFUL KITCHEN

ILENE GODOFSKY MORENO

You don't need fancy equipment or expensive exotic ingredients to make delicious, healthy, vegan meals at home. Let *The Colorful Kitchen* take the mystery out of plant-based cooking and make the experience of cooking and eating vegan easy and delicious. Certified health coach and plant-based food blogger Ilene Godofsky Moreno's cooking philosophy is "colorful, not complicated." When you fill your plate with color, you're not only adding flavor and visual appeal—you're filling your plate with health. For too long, vegan food has had a bad reputation: tasteless, boring. Mostly brown. Full of unfamiliar ingredients that take way too long to prepare. Not in *The Colorful Kitchen!*

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THE MAIN STREET VEGAN ACADEMY COOKBOOK

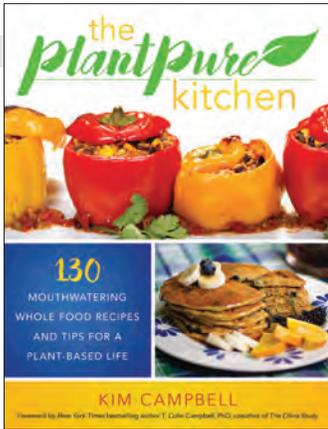
VICTORIA MORAN AND JL FIELDS

When someone goes vegan on Park Avenue or Beverly Drive, they have a private chef and a personal assistant to do the troubleshooting. When we make the shift on Main Street, we could use some help, too. In *The Main Street Vegan Academy Cookbook*, Victoria Moran and JL Fields, along with over a hundred certified vegan lifestyle coaches, join you in the kitchen as you discover more than 100 of their favorite plant-sourced recipes. This is more than a cookbook; it's a complete guide to going vegan, from FAQs, troubleshooting, and menu plans to inspiration for navigating the culinary and social landscape of plant-based eating.

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US \$19.95 • COOKING
DECEMBER 2017

BENBELLA VEGAN

Supporting your journey toward health with scrumptious recipes and vegan reads.



THE PLANTPURE KITCHEN
KIM CAMPBELL

The grassroots plant-based nutrition movement inspired by the film *PlantPure Nation* has helped foster a growing community of whole food, plant-based eaters. Key to its success has been the PlantPure Director of Culinary Education Kim Campbell's inspiring and delicious recipes. Now, Campbell is back with even more inventive recipes bursting with flavor in *The PlantPure Kitchen*. Campbell builds on favorites from her last cookbook, turning recipes like the Creamy African Stew into tasty African Wraps, and shares tons of new recipes that will turn any plant-based eater into a chef with ease.

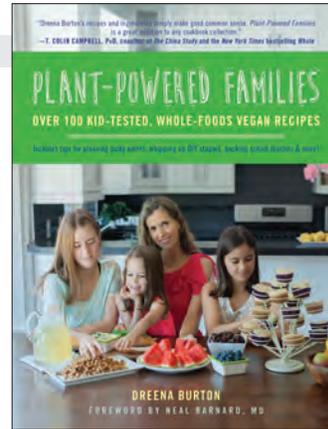
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JANUARY 2017



SWEET, SAVORY, AND FREE
DEBBIE ADLER

Sweet Debbie goes savory with more than 100 plant-based recipes free of the top eight food allergens—dairy, eggs, peanuts, tree nuts, soy, wheat, fish, and shellfish, plus free of refined sugar and oils. Motivated by her own son's life-threatening allergies, Debbie Adler has spent the last six years creating meals to nourish and delight her entire family, meals that are both savory and safe. Her supersatiating and easy-to-prepare recipes show just how incredible, versatile, and flavorful allergy-free, plant-based cooking can be! Her entrées, pastas, soups, sides, breads, and sweets are a guaranteed hit—and guaranteed safe—for school, kids' parties, work events, and more.

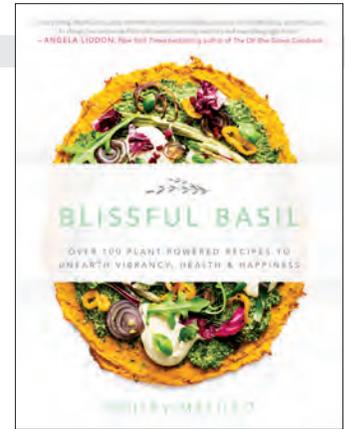
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US \$19.95 • COOKING
JUNE 2017



PLANT-POWERED FAMILIES
DREENA BURTON

Get your whole family excited about eating healthy! Veteran cookbook author Dreena Burton shows a whole foods, plant-based diet can be easy, delicious, and healthy for your entire family. In her book, Burton shares over 100 whole foods, vegan recipes—tested and approved by her own three children. Your family will love the variety of breakfasts, lunches, dinners, desserts, and snacks. With tips for handling challenges that come with every age and stage, it's a perfect reference for parents raising “weegans” or families looking to transition to a vegan diet.

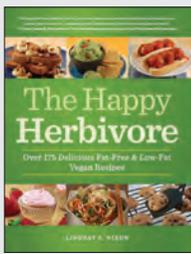
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US \$19.95 • COOKING
MAY 2015



BLISSFUL BASIL
ASHLEY MELILLO

Experience the happiest side of life through beautiful, nourishing foods. Ashley Melillo believes in enjoying a wide array of wholesome foods in order to thrive—physically, mentally, and emotionally. For her blog, *Blissful Basil*, she finds innovative ways to use plants for fun, flavorful dishes that keep her readers coming back. Her gorgeous debut cookbook brings brand-new recipes, plus a handful of signature dishes, from her kitchen to yours. *Blissful Basil* focuses on bringing out the best flavors of whole foods and features more than 100 plant-based dishes that will delight vegans, vegetarians, and meat-eaters alike. What's more, most of the recipes are free from gluten, soy, and refined sugars.

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THE HAPPY HERBIVORE

LINDSAY S. NIXON

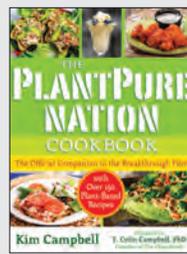
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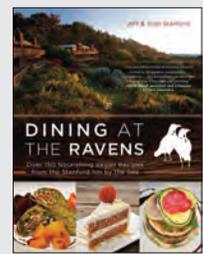
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THE PLANTPURE NATION COOKBOOK

KIM CAMPBELL

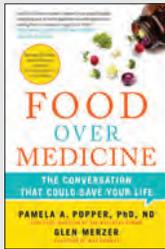
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DINING AT THE RAVENS

JEFF AND JOAN STANFORD

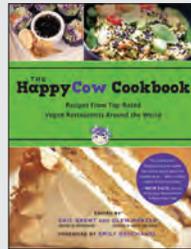
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FOOD OVER MEDICINE

PAMELA A. POPPER, PhD, ND,
AND GLEN MERZER

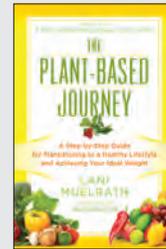
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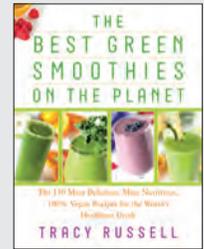
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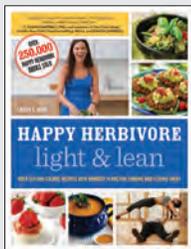
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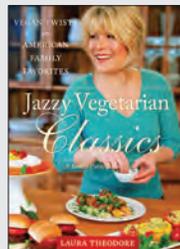
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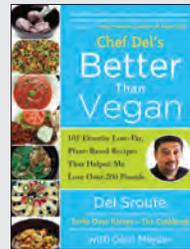
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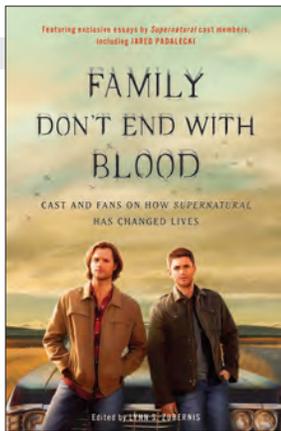
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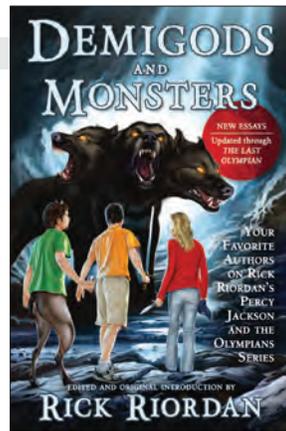


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Supernatural, a three-time People's Choice Award winner for Favorite Sci-Fi/Fantasy TV Show, has made a name for itself with a memorable line from early in the show's run, "Family don't end with blood." This line became an inspiring mantra for many who found community in the fandom. In 25 powerful chapters written by *Supernatural*'s actors and fans, including series lead Jared Padalecki, plus special messages from Jensen Ackles, Misha Collins, and Mark Sheppard, *Family Don't End with Blood: Cast and Fans on How Supernatural Has Changed Lives* examines the far reach of the show's impact for more than a decade, inspiring fans to change their lives.

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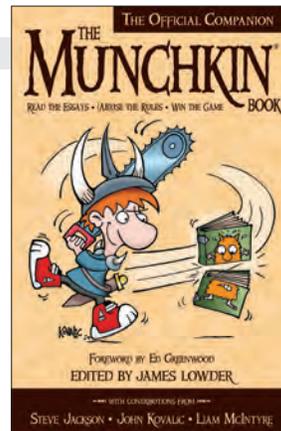


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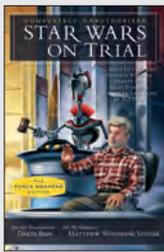


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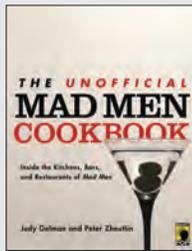
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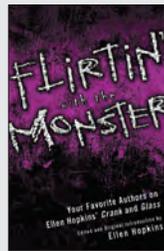
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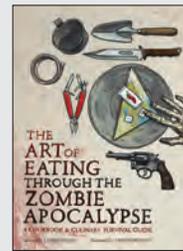
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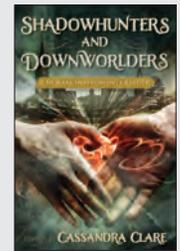
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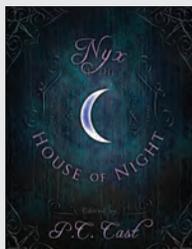
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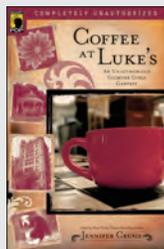
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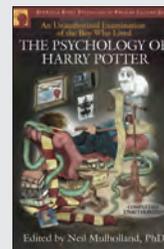
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**KIP ANDERSEN AND
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WITH EUNICE WONG**

From Kip Andersen and Keegan Kuhn, creators of the groundbreaking documentary *What the Health*, comes the film's definitive companion, arming you with the facts and figures, plus 50 plant-based recipes, to help you start changing your health for the better. With the help of writer Eunice Wong, Andersen and Kuhn take readers on a tour of the existing research on the hazards of eating animal products and the benefits of the plant-based diet (for you and for our world), with the same fresh, engaging approach that made their documentary so popular with viewers.

**FALL 2018
HEALTH/COOKING**

BECOMING SUPER WOMAN

NICOLE LAPIN

Is working like crazy driving you crazy? Are you on the verge of burnout? Near a breakdown from trying to be Superwoman and balance work, family . . . everything? It's time to stop trying to take care of everyone else and start taking care of ourselves first. It's time to be a super woman. We've been told that being successful is having it all and doing it all. But the pressure to work more and harder at "it all" is making our quest for success backfire. In *Becoming Super Woman*, *New York Times* bestselling author Nicole Lapin candidly shares her own stories of career burnout and how she finally figured out how to be her own hero when she needed one most, and lays out a 12-step plan for you to become the she-ro of your own story, too. This book shows that it's not success that brings us happiness, but the other way around.

**SPRING 2019
BUSINESS/SELF-HELP**

NOW ACCEPTING ROSES

**AMANDA STANTON
WITH ALLIE KINGSLEY**

Ever since Amanda Stanton made it to the final four on *The Bachelor* and got engaged on *Bachelor in Paradise*, media outlets and millions of fans have wanted to know: *What's he really like? What's the scoop on her? Was she telling the truth about him?* But when she thinks about "her story" in relation to the show's story line, she sees something bigger than some tabloid. In *Now Accepting Roses: How Being on The Bachelor Made Me a Better Bachelorette*, Amanda, with cowriter Allie Kingsley, takes readers behind the scenes of the popular television series and dishes out hard-won advice from her time there, plus lessons learned about dating as a single mother. Being on *The Bachelor* has made her understand the way dating works and how she can make it work for her. Now, she'd like to share it with you.

**SPRING 2019
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THE GENE HUNTERS

BIJAL TRIVEDI

The Gene Hunters is a character-driven narrative about patients suffering from incurable genetic diseases and the families and scientists fighting to save their lives. Science journalist Bijal Trivedi tells the riveting story of Joey O'Donnell, who succumbed at twelve to cystic fibrosis; his parents, who stand at the forefront of the push for a cure; and the innumerable others—parents and patients, physicians and philanthropists, scientists and engineers—working alongside Joey's parents to revolutionize medicine. The cures these heroes have pioneered have changed the way drugs are developed and paid for, and laid the foundation for a new era of "personalized" medicine—showing us how patients have the power to fight both rare and common diseases that alter many of our lives. This book celebrates the victories of personalized medicine and provides a roadmap for those to come.

**FALL 2019
SCIENCE**

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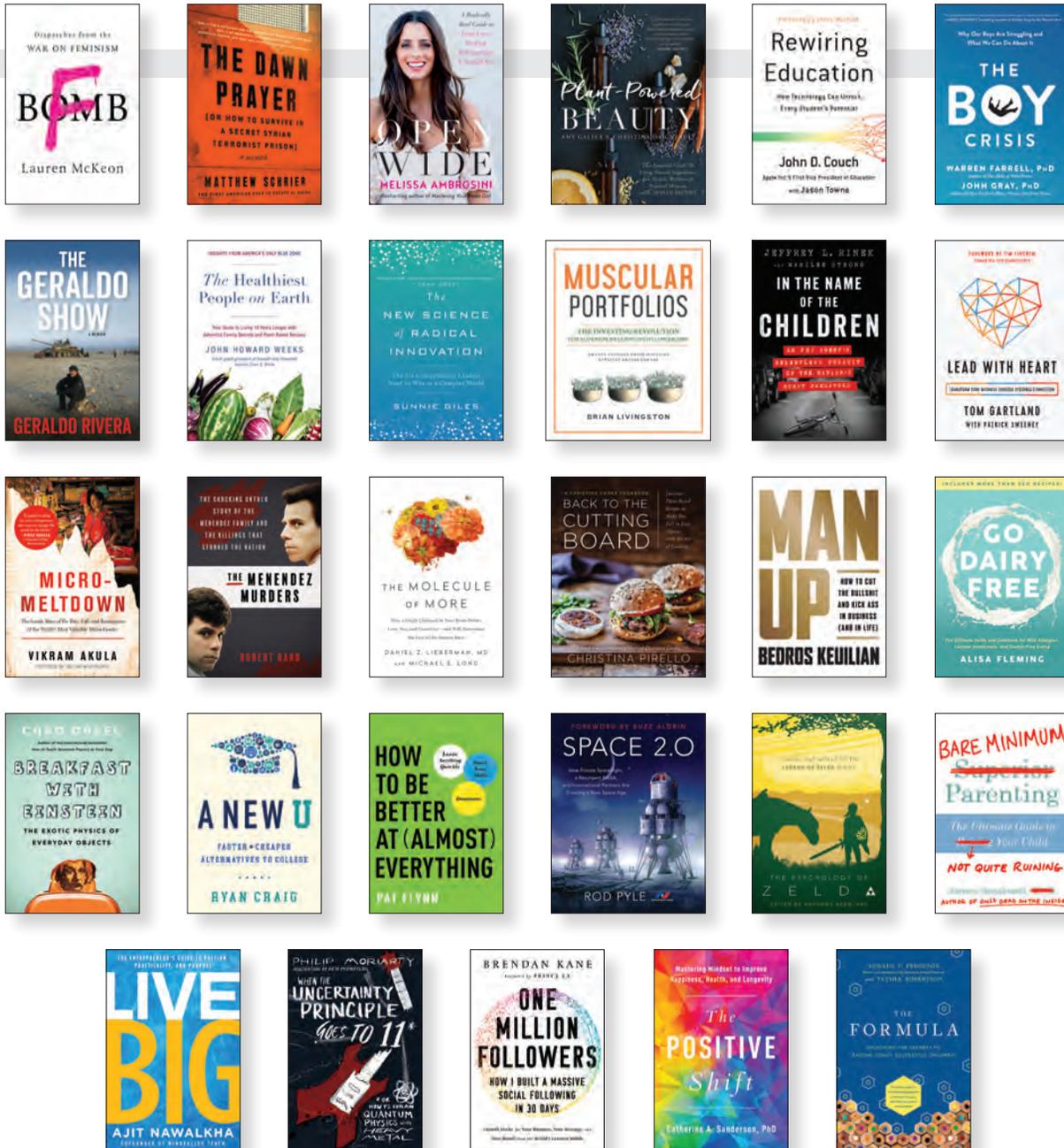
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