BenBella Books

18 YEARS OF INNOVATIVE PUBLISHING

SPRING 2021 CATALOG

BENBELLA

Letter from the publisher

HELLO THERE!

DEAR READER,

When it comes to climate change, the media presents us with one of two narratives: either the world is in imminent, irreversible danger—or global warming is a complete hoax. The reality, however, is far more nuanced than the alarmist or dismissive spin offered by mainstream media. Amid the politicization of climate change, we often miss the facts—the actual climate science—that we need to be fully informed. In *Unsettled*, Steven Koonin, a leader in US science policy and former science advisor for the Obama administration, offers a scientific, apolitical look at climate change, dispels common myths, and offers a realistic but hopeful look at the future of our planet.

It's easy to forget, amid the turmoil of the COVID-19 crisis, that this is not our first brush with such a disaster. Humans have been dealing with pandemics since *Homo sapiens* appeared on earth nearly 300,000 years ago, and yet we still remain vulnerable to them. Veteran infectious disease specialist Dr. John Froude explores humanity's ongoing battle with disease and pandemics—from the Black Death to COVID-19—in *Plagued*, a timely yet evergreen look our relationship with plagues, and how we can stop them for good.

You're no doubt familiar with the Paleo diet—you may even consider it a fad. But Paleo is far from a fad, and it's much more than a diet: it's a philosophy that can make us healthier, happier, and can even save the planet. In *Primal Uprising*, Michelle and Keith Norris, cofounders of Paleo *f(x)*, the largest ancestral health conference in the country, offer their own expert insight and consult with many other authorities—from health practitioners and scientists to biohackers and chefs—to explore how the modern Paleo movement can improve our health, our communities, and our world.

There are countless guides to becoming a writer, but few come from prolific, successful writers themselves, and even fewer focus on the practicalities of staying a writer once you've managed to become one. In *Becoming a Writer, Staying a Writer*, *New York Times*–bestselling author and award-winning screenwriter J. Michael Straczynski offers actionable advice on making a career as a writer. With over thirty years of experience writing for film, TV, books, and comics, Straczynski shares hard-won advice for writers—from writing to editing to reinventing your career—in a comprehensive and entertaining guide.

Perhaps you're looking for a flexible, holistic way to improve your overall health (*Vibrant*) or a guide to losing weight in a way that's actually enjoyable (*Feel Great, Lose Weight*). Or maybe you'd like a humorist's poignant take on his fraught relationship with masculinity (*How to Be a Man [Whatever That Means]*).

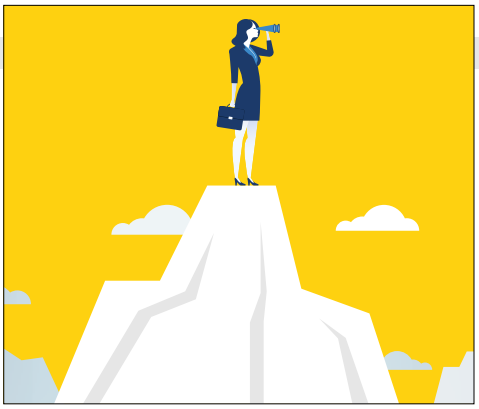
Whether you want practical advice on how to be a better, more supportive manager for women (*The Good Boss*) or how to protect your business and yourself from cybersecurity threats (*Cyber Crisis*), BenBella's Spring 2021 list can deliver!

Enjoy!

Sincerely,

GLENN YEFFETH
PUBLISHER, BENBELLA BOOKS
GLENN@BENBELLABOOKS.COM

CONTENTS



WHAT'S NEW?

BENBELLA SPRING 2021 TITLES 4

The Good Boss 5

Vibrant 6

Feel Great, Lose Weight 8

Greater Fortune 10

Unsettled 12

Comparisonitis 14

Plagued 15

Primal Uprising 16

Cyber Crisis 18

Becoming a Writer, Staying a Writer 20

Your Cancer Road Map 21

How to Be a Man (Whatever That Means) 22

MATT HOLT BOOKS

Trajectory: Startup 25

What Happens in Tomorrow World? 26

Intentional Mindset 27

The Day the Markets Roared 28

Lead with Hospitality 30

Create Amazing 31

The New Kindred Spirits 32

~~Not~~ Today 33

Quit Drifting, Lift the Fog, and Get Lucky 34

SMART POP BOOKS

The Book of Karen 36

The Con-a-Sutra 38

WHAT'S BEEN HAPPENING?

EXPLORE BENBELLA'S BACKLIST 40

Science 40

Health 41

Self-Help 42

Politics 43

BenBella Vegan 44

General Nonfiction 47

Smart Pop 50

WHAT'S ON THE HORIZON?

EXCITING UPCOMING BENBELLA TITLES 52

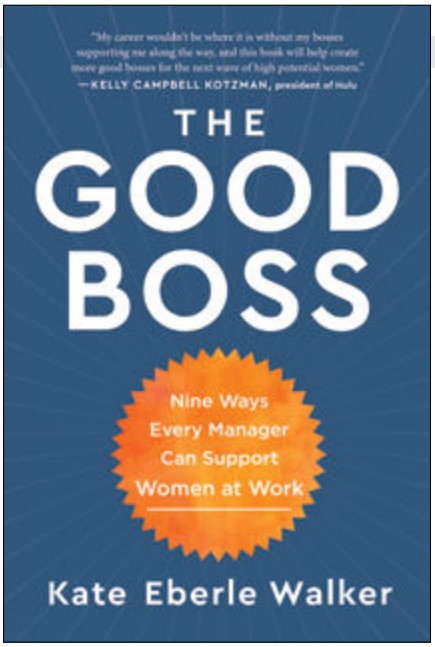
WHAT'S THAT? YOU WANT A COPY?

DOMESTIC AND FOREIGN ORDERING INFORMATION 54

THE GOOD BOSS

Nine Ways Every Manager Can Support Women at Work

KATE EBERLE WALKER



From Kate Eberle Walker, CEO of PresenceLearning and former Goldman Sachs investment banker, *The Good Boss* offers simple strategies for managers across all industries to be better bosses for women employees.

WHEN IT COMES TO a woman's day-to-day experience and her career trajectory, one key player has the most significant impact: her boss. To truly support women in the workplace, managers—men and women alike—need to step up.

The good news is that many of the things you can do to be a better manager for women are easy.

In *The Good Boss*, CEO and business consultant Kate Eberle Walker offers timely, tactical advice based on her experience coaching managers, as well as the lessons she learned working her own way up the corporate ladder. Eberle Walker outlines nine straightforward rules that any manager can follow to help the women on their team—whether they oversee one, one hundred, or one thousand employees.

You'll learn how to:

- Relate to the women you work with by finding authentic connections
- Know what to do (and what not to do) when a new parent returns to work
- Deal with problematic comments and behaviors from coworkers
- Use honesty, not chivalry, to show respect as a boss
- Determine when the right time is to be a tough boss and how to navigate difficult conversations

Eberle Walker also shares insights from CEOs across a range of industries who use creative, forward-thinking methods to support women throughout an entire organization. This guide is for all managers who want to avoid common missteps, get great results from their employees, and put them on the path to happy and fulfilling careers.

KATE EBERLE WALKER is the CEO of PresenceLearning, the leading provider of online special education services for K-12 schools. In this role, she leads a majority female employee population, whose mission is not only to serve students with learning needs, but to provide a flexible career path for nearly 1,000 special education clinicians, many of whom are working mothers. Eberle Walker worked her way up to become CEO of The Princeton Review at age 39. While CEO, she not only made the business profitable; she did so while building a 50 percent female executive team, making her C-suite fully aligned with the gender balance of the organization as a whole. She offers straight, tells-it-like-it-is advice to her fellow managers, and is an approachable and relatable mentor to younger women, whom she regularly supports and advises on career decisions. Eberle Walker and her husband have two daughters, ages eleven and eight. As her children can attest, she loves telling prople what she thinks they should do, and most of the time people find it worth listening. Residence: Brooklyn, N.Y.

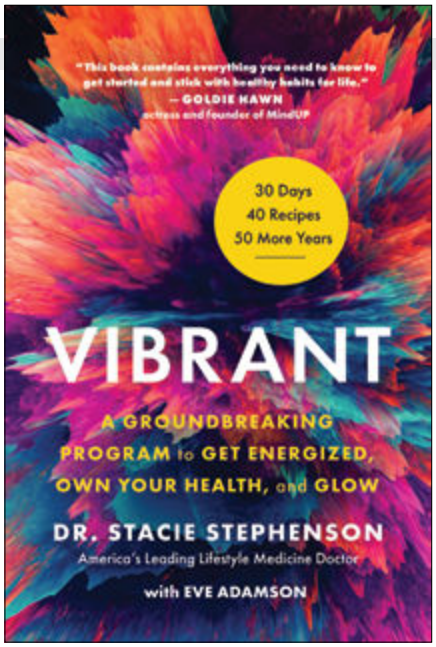
- **Eberle Walker is the CEO of PresenceLearning and former CEO of The Princeton Review**
- **Author has an MBA from Harvard Business School**
- **Author led 440 full-time employees and over 7K part-time employees, of whom more than half were women**
- **Author will contribute content to Fairygodboss, a site that reaches over 4M career-focused women**
- **Author has been featured on/in *USA Today*, *Business Wire*, *Fortune*, and more**
- **Author has spoken at ASU-GSV Summit, EdTech Women conference events, and NYU StartEd Conference**
- ***LinkedIn:* /EberleWalker**

9781950665815
EBOOK: 9781953295163
5.5X8.25 • TRADE CLOTH
256 PAGES • $24.95
MARCH 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: JOHANNA CASTILLO, JCASTILLO@WRITERSHOUSE.COM
AUDIO RIGHTS: SOLD

VIBRANT

A Groundbreaking Program to Get Energized, Own Your Health, and Glow

DR. STACIE STEPHENSON WITH EVE ADAMSON



- **Stephenson is the founder and CEO of VibrantDoc and is a board member for the American Nutrition Association**
- **Author has partnered in a joint "Healthy Communities" venture with the American Heart Association, and is the Vice Chair of Gateway for Cancer Research**
- **Preorder and publicity campaigns planned**
- **Promotion to the Cancer Treatment Centers of America, American Nutrition Association, American Heart Association, and Gateway of Cancer Research**
- **VibrantDoc.com**

9781950665822
EBOOK: 9781953295170
6X9 • TRADE CLOTH
368 PAGES • $29.95
MARCH 2021 • HEALTH & FITNESS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ALEX GLASS, ALEX@GLASSLITERARY.COM
AUDIO RIGHTS: SOLD

With practical steps to improve everything from brain health and energy to immunity and weight, *Vibrant* reframes health as something each person can control for themselves, rather than something that happens to them.

STOP THINKING OF YOUR own well-being as something that's beyond your control.

In *Vibrant*, Dr. Stacie Stephenson introduces readers to a new and empowering way of looking at their health. A recognized leader in functional and integrative medicine, Stephenson has helped thousands by focusing not on treating disease, but on creating health—by giving individuals the knowledge, confidence, and inspiration they need to do so for themselves.

By the end of this life-changing book, readers will have the tools to transform their energy, weight, fitness, and general wellness, tackling everything from enhancing sleep quality to building an iron-clad immune system. Beginning with basics such as the truth about the best diet, the critical role of exercise in vitality and longevity, and the importance of human connection, *Vibrant* also dives deeper to give a holistic picture of health and how to achieve it. With helpful breakdowns on supplements, detoxification, and how to think about disease, this is much more than just another wellness book.

It's also packed with practical, useful features, including:

- Self-assessment tools to aid you in listening to your body
- A foolproof two-week meal plan
- 40 delicious, healthful chef-created recipes
- 30 days of baby steps to start building the habit of health

With Stephenson's candid and conversational voice, *Vibrant* is like having a friend who also happens to be a leading health authority take you under her wing. Along with practical advice, she shares powerful insights that will change the way you think about everything from exercise to relationships, and sends readers off with an inspirational chapter on how health has a ripple effect that can change your family and your community, and help to create a more vibrant world.

With a step-by-step program for making foundational lifestyle shifts, *Vibrant* shows you how to reclaim your health and energy, reverse aging, and glow—not just on the outside, but from deep within yourself.

DR. STACIE STEPHENSON is a recognized leader in functional medicine focused on integrative, regenerative, antiaging, and natural medicine modalities. In addition to her functional medicine and antiaging board certifications, she is a certified nutrition specialist and doctor of chiropractic medicine. Dr. Stephenson is the founder and CEO of VibrantDoc, a company dedicated to making integrative medicine concepts and optimal wellness accessible to all. Residence: Barrington, Ill.

IMAGINE YOU, BUT BETTER. You, but with enough energy to zip through your day in a good mood without ever thinking about how nice it would be to take a nap. You, but with an immune system that vanquishes the colds and flus everyone else around you seems to suffer from, while you keep feeling amazing. You, but with firmer, clearer, more luminous skin. You, but with an inner glow that radiates outward, so that everyone who sees you wonders what your secret is. You, but at your ideal weight, which you easily maintain. You, but stronger, more resilient, and with less pain. You, but younger looking. You, but more vibrant.

Health is hard to define because it means different things to different people. To most doctors, health means the absence of disease. To others, it may mean not being overweight, or being pain-free, or feeling more energetic, or looking better or younger, or finally overcoming a chronic disease condition. When I assess someone's health, whether it is one of the patients I used to see when I was in private practice, a friend who comes to visit, or just someone I notice as I'm out and about, I do so according to whether or not they are *vibrant*.

The root of the word vibrant is "vibration," and its original meaning was "light." To me, this perfectly describes what it means to be vibrant: to be full of lightness and the vibration of positive energy. But vibrant is also something that I believe can be more objectively assessed. To be vibrant means to have:

"The root of the word vibrant is 'vibration,' and its original meaning was 'light.' To me, this perfectly describes what it means to be vibrant: to be full of lightness and the vibration of positive energy. But vibrant is also something that I believe can be more objectively assessed."

- Good muscle tone, and the ability to walk, run, sit down, carry things like groceries, pick up children or pets, and get down on or up off the floor easily and without pain.
- An amount of body fat that helps your body function but does not interfere with organs, movement, or comfort.
- No chronic systemic inflammation (low-grade hidden cellular inflammation that puts you at high risk for serious health problems including heart attacks and autoimmune conditions) as measured by advanced laboratory testing.
- Normal blood pressure, blood sugar, and cholesterol levels as measured by standardized lab tests.
- Good cardiovascular fitness, including a strong heart, flexible arteries, and good lung capacity, as evidenced by the ability to walk a brisk mile or climb a flight of stairs without getting out of breath.
- No daily pain, such as joint pain, headaches, or stomachaches.
- Easy digestion without chronic bloating, gas, reflux, constipation, diarrhea, or nausea.
- A sharp, clear mind that can concentrate, focus, remember, and think quickly and creatively.
- A good sleep on most nights, with sufficient REM (dream) and deep (refreshing and reparative) sleep to regenerate the body and mind and feel awake and alert in the morning and all day long.
- A positive outlook and the capacity to feel a wide range of natural emotions without getting stuck in chronic depression and/or anxiety.

"To be vibrant is to have the motivation to do whatever it is you want to do every day, as unencumbered by fatigue and pain as you can possibly be. It means waking up ready to embrace whatever's coming with passion and optimism. If you are slogging through your day, you aren't vibrant. If you move through your day with a feeling of vitality, with a sharp mind and an open heart, that's vibrant."

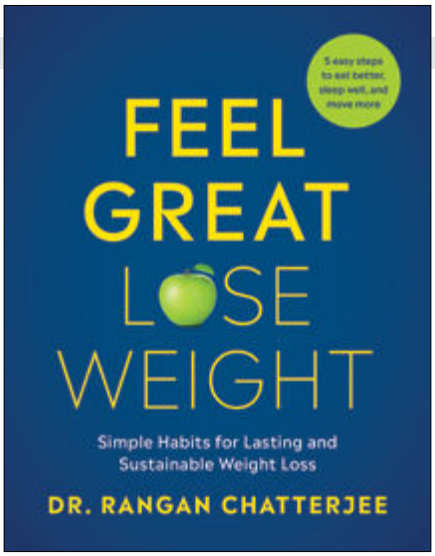
Vibrancy is also somewhat subjective. You likely have your own idea about whether or not you feel vibrant, and that's just what vibrant is: an assessment of how *you feel* every day. How you feel indicates how healthy you are. To be vibrant is to have the motivation to do whatever it is you want to do every day, as unencumbered by fatigue and pain as you can possibly be. It means waking up ready to embrace whatever's coming with passion and optimism. If you are slogging through your day, you aren't vibrant. If you move through your day with a feeling of vitality, with a sharp mind and an open heart, that's vibrant. When you live mostly free of aches and pains and stiffness as well as anxiety, fear, and overwhelm . . . *that* is what vibrant means to me.

This book is my way of reaching out to you, in a world that can be stressful, toxic, and challenging in ways that I believe deeply compromise inner health. I want to help you break free from crippling mainstream ideas of how we are supposed to live, so you can aim higher, with loftier, more empowered goals for health and vibrancy. And I want to help you achieve those goals. The more vibrant we are as a society, the more successful, resilient, happy, and long lived we all will be.

FEEL GREAT, LOSE WEIGHT

Simple Habits for Lasting and Sustainable Weight Loss

DR. RANGAN CHATTERJEE



- **Author hosts the *Feel Better, Live More* podcast that has received more than 8M downloads (14% of listeners are from US and Canada)**
- **Author's previous books include the international bestsellers *Feel Better in 5* and *The Stress Solution***
- **Author and his work have been featured in publications such as the *New York Times* and *Forbes***
- **Author's TEDx talk, "How to Make Diseases Disappear," has been viewed more than 3.3M times**
- **Promotion to author's email list (60K)**
- **DrChatterjee.com**
- ***Twitter:* @DrChatterjeeUK 51.8K followers**
- ***Facebook:* /DrChatterjee (97,216 followers)**
- ***Instagram:* @DrChatterjee (237K followers)**

9781953295057
EBOOK: 9781953295194
7X9 • TRADE PAPERBACK
272 PAGES • $19.95
MARCH 2021 • HEALTH & FITNESS
DISTRIBUTION: NORTH AMERICA
TRANSLATION AND AUDIO RIGHTS:
EMMA PARRY, EPARRY@JANKLOW.COM

From Dr. Rangan Chatterjee, author of *Feel Better in 5*, this book offers a refreshing, positive approach to weight loss that focuses on when, where, how, and why to eat, and why it's important to enjoy the process of improving our health.

WEIGHT LOSS ISN'T A race. It isn't one size fits all. Everyone wants fast results, but when it comes to losing weight with crash diets, what goes down nearly always comes back up. And weight-loss programs designed to fit "everyone" are often too broad and restrictive to fit into the complicated lives of real people.

Drawing on 20 years of experience, Dr. Rangan Chatterjee—BBC personality and author of the bestselling *Feel Better in 5*—has created a conscious, compassionate, and sustainable approach to weight loss that goes far beyond fad diets to find the individual strategies that will work for you.

Packed with quick and easy interventions, this book will help you:

- Understand the effects of what, why, when, where, and how we eat
- Discover the root cause of your weight gain
- Nourish your body to lose weight without crash diets or grueling workouts
- Build a toolbox of techniques to help you weigh less while living more

Feel Great, Lose Weight, is a new way to look at weight loss—a 360-degree view that goes beyond calories to see the bigger picture, including not just physical but also mental and environmental factors. With Dr. Chatterjee's guidance and encouragement, you'll turn simple and sustainable lifestyle changes into a more energized, confident, and healthier you.

DR. RANGAN CHATTERJEE is regarded as one of the most influential doctors in the UK. A practicing GP for the last two decades and resident *BBC Breakfast* doctor, Dr. Chatterjee wants to inspire people to transform their health through making small, sustainable changes to their lifestyles. Leading the charge on how healthcare and medicine is understood in the UK, Dr. Chatterjee most recently co-created a lifestyle medicine course with the Royal College of GPs, which has now been delivered to more than 400 GPs and healthcare professionals. Host of the #1 iTunes podcast, *Feel Better, Live More*, and presenter of BBC 1's *Doctor in the House*, Dr. Chatterjee is the author of two *Sunday Times* bestselling books and his TED talk, "How to Make Diseases Disappear," has now been viewed over 3.3 million times. Dr. Chatterjee lives with his wife and two children. Residence: Wilmslow, England.

BECOMING YOUR OWN MECHANIC

As you read through this book, I will teach you how to fix your own signals, so your body asks for less food and stores less of what you do eat as fat. I'll also be helping you to dial down your weight point. This will result in you becoming slimmer without suffering from hunger and fatigue. You will lose weight *and* feel great.

Just as every car that goes to the garage with a mechanical issue will have a different history and a different set of problems under the hood, so every patient who walks through my clinic door has their own particular issues. I'm not going to tell you exactly what to do in this book, because I haven't had the opportunity to personally assess you. Instead, I'm going to teach you how to become your own mechanic, so you can design your own made-to-measure weight-loss program.

I have split this book into five separate sections that, I hope, will reframe the way you think about the causes of carrying excess weight. Of course, food is going to feature prominently throughout the book but it is not only *what* you eat that is important—*why* you eat, *when* you eat, *how* you eat, and *where* you eat are critical factors to consider as well.

What We Eat

Some foods damage your hunger signal, and stop you from feeling full. Some foods increase your cravings, increase your weight point, and over-activate your store-fat signal. Healthy whole-food meals will help reset your body's signals so you eat just enough and feel satisfied.

Why We Eat

Lots of people who struggle with their weight eat not because they're hungry for food but because they're hungry for emotional satisfaction. They might be lacking in love for themselves or suffering from too much stress or lack of sleep. This can be tackled by moving in the right way and by learning some simple techniques to make us calm in the day and rest properly at night.

When We Eat

When we eat can be just as important as what we eat. It's important to understand that the body has daily rhythms, and when we eat out of sync with them, we make it more likely we'll put on excess weight. We should also be careful not to eat too frequently and have set periods in the day where we don't eat in order to help reset our signals.

How We Eat

A lot of us feel constantly busy and seem never to stop rushing around. This results in us not paying attention to our food when we eat. When we do this, we can eat too much and our body doesn't process our food efficiently. Eating mindfully can help decrease the hunger signal and can result in eating less but still feeling satisfied.

Where We Eat

Our environment influences our behavior much more than we think. Simple tweaks to our home and work environments can nudge us into making healthy habits easier to do, making behaviors we are trying to avoid just that little bit harder.

YOU CAN LOSE WEIGHT AND FEEL GREAT

You're worth looking after. You're worth feeling good about. You have a life that's worth protecting and extending. So, please, come with me on this life-changing journey. I'm going to help you lose weight in a responsible way, in a sustainable way and in a way that's going to make you more energetic, will increase your self-esteem, and help you live longer. If it's going to work, this program must be enjoyable, it must not leave you hungry and it must work around your life. This is my recipe for lasting success.

GREATER FORTUNE

Essential Lessons from the Entrepreneur Who Bought the Company That Fired Her

MARIE COSGROVE

- **Author is an international speaker and has shared the stage with motivational speaker Les Brown and *New York Times* bestselling authors Brian Tracy and John Maxwell**
- **Author's previous book, *Break Through*, has sold 11K copies**
- **Author serves on the Forbes Coaches Council and on the John Maxwell Presidential Advisory Council**
- **Author has been featured in *Hispanic Executive* magazine and recently won the iChange Nations Global Golden Rule Business Award**

In this inspiring self-help book, business expert and frequent speaker Marie Cosgrove details the obstacles and hardships she overcame on the road to buying the company that fired her—and making it as an industry leader.

"Marie Cosgrove knows what it's like to fail, over and over, and to get back up every time. Her book is more than just an inspiring read: It's a gift to the rest of us to be able to learn from her incredible experiences."

—NICK VUJICIC, EVANGELIST, MOTIVATIONAL SPEAKER, AND *NEW YORK TIMES* BESTSELLING AUTHOR

WHEN SHE REFUSED TO take a pay cut, Marie Cosgrove was cut loose. So she started her own business . . . and a few years later, she bought the company that had fired her.

She didn't give up—she became greater. And you can, too.

Whether it's everyday problems or seemingly insurmountable challenges, we all face hardships in our personal and professional lives. In *Greater Fortune*, business mastermind and motivational speaker Marie Cosgrove guides you in discovering how to use these hardships to propel you forward.

Key lessons include valuable insights, tools, and techniques for:

- Walking away without guilt from whatever might be holding you back and focusing on the future
- Overcoming fears and responding to disappointment in a constructive way
- Stepping up your game by being bold and taking calculated risks after setbacks
- Jumping on opportunities whenever they arise (especially in challenging times)
- Dealing with toxic people, cutthroat competition, and bias in the business world
- Embracing the future and giving back to others to cultivate continuous growth

Just as we all have disadvantages, we all have talents and resources we can tap. In this book, you will uncover your unique opportunities for greater accomplishment and fulfillment, as well as learn how to wield your perceived weaknesses as strengths and use them to achieve success.

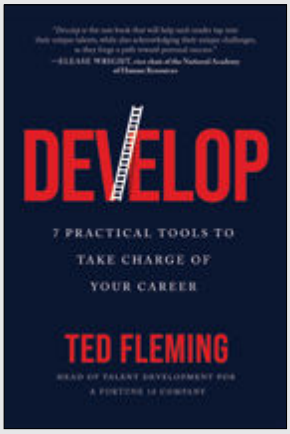
Greater Fortune is both an inspirational story and a road map to a better life of your own, filled with hard-won wisdom and practical strategies that will help you make the most of the greatness that is within you already.

MARIE COSGROVE is the owner of balanceback™, the world's leader in fall prevention, concussions, brain and balance disorder diagnostic and treatment devices for clients including Dartmouth, Yale, Vanderbilt, University of Miami, VA hospitals, and Air Force bases nationally, as well as major hospitals and universities worldwide. Residence: Dayton, Ohio.

9781950665389
EBOOK: 9781953295156
6X9 • TRADE CLOTH
272 PAGES • $27.95
MARCH 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: ENGLISH
TRANSLATION RIGHTS: FRANK WEIMANN, FWEIMANN@FOLIOLIT.COM
AUDIO RIGHTS: SOLD

WANT MORE BUSINESS?

Blaze your own personal path to success with BenBella's wide range of business titles, filled with expert advice for the modern professional.

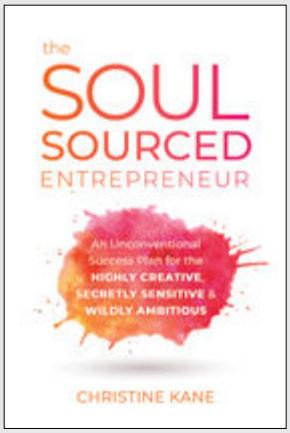


DEVELOP

TED FLEMING

Why are some people able to climb the corporate ladder easily while others get stuck? How can you set yourself on a rewarding career path and avoid job frustration? In *Develop*, Ted Fleming shares simple, powerful advice for finding the right job or growing in an existing role. Fleming offers actionable tools and step-by-step techniques that anyone can apply to crystallize and achieve their career goals. He also offers straightforward advice for navigating discrimination, gender biases, and other barriers to success. Designed as a practical reference to return to again and again, *Develop* will equip you to take charge of your professional life and find your way to a happier, more meaningful career.

TRADE CLOTH
9781950665358
EBOOK: 9781950665525
US $24.95 • BUSINESS
OCTOBER 2020

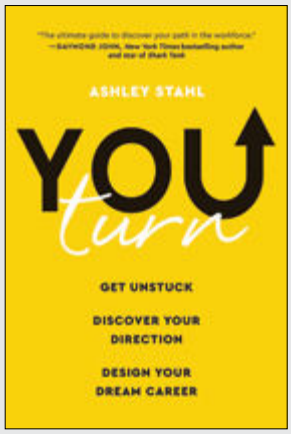


THE SOUL-SOURCED ENTREPRENEUR

CHRISTINE KANE

Far too many of us have swallowed the notion that business owners have to be a certain way to be successful—strategy-obsessed, data-driven, and relentlessly aggressive. Bookstore shelves are lined with guides for entrepreneurs that urge them to "Crush it!" "10X It!" or "Unf**k it!" Those who aren't crushers or unf**kers of anything are left wondering if something's wrong with them. Like, maybe they're just not cut out for business. Christine Kane shows a new class of entrepreneurs another way. It's time to connect, not crush. In *The Soul-Sourced Entrepreneur*, Kane shares the insights that have helped thousands find success without losing themselves.

TRADE CLOTH
9781950665440
EBOOK: 9781950665563
US $24.95 • BUSINESS
NOVEMBER 2020

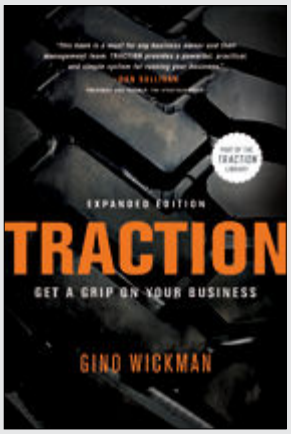


YOU TURN

ASHLEY STAHL

Whether you're living for the weekends or counting the minutes until 5 PM every day, life is too short to wish it away because you feel stuck in your job. The good news is that you have the power to stop living on autopilot and turn your career around. In *You Turn*, counterterrorism professional turned career coach Ashley Stahl shares the strategies she's used to help thousands ditch their Monday blues, get clarity on what work lights them up, and devise an action plan to create a career they love. This book gives readers access to Stahl's coveted 11-step roadmap that has guided thousands of coaching clients in 31 countries to self-discovery and success.

TRADE PAPERBACK
9781950665693
EBOOK: 9781950665747
US $18.95 • BUSINESS
JANUARY 2021



TRACTION

GINO WICKMAN

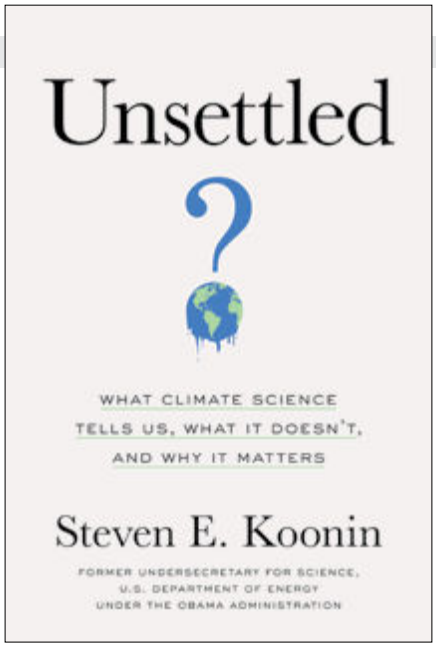
Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations such as personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. In *Traction*, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment.

TRADE PAPERBACK
9781936661831
EBOOK: 9781936661824
US $16.95 • BUSINESS
APRIL 2012

UNSETTLED

What Climate Science Tells Us, What It Doesn't, and Why It Matters

STEVEN E. KOONIN



- **Koonin is a member of the National Academy of Sciences and a leader in science policy in the United States**
- **Author is an NYU professor and founded their Center for Urban Science and Progress**
- **Author previously served as Undersecretary for Science in the US Department of Energy under President Obama**
- **Author has connections at the *New York Times*, *Wall Street Journal*, *Washington Post*, *Science*, and *E&E News***

9781950665792
EBOOK: 9781953295248
6X9 • TRADE CLOTH
240 PAGES • $24.95
APRIL 2021 • SCIENCE/CURRENT EVENTS
DISTRIBUTION: NORTH AMERICA
TRANSLATION RIGHTS: KEITH URBAHN, KEITH@JAVELINDC.COM; MATTHEW LATIMER MATT@JAVELINDC.COM; AND DYLAN COLLIGAN DYLAN@JAVELINDC.COM
AUDIO RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

From Steven Koonin, a leader in US science policy and former science advisor for the Obama administration, *Unsettled* is an up-close, apolitical exploration of the many misconceptions and shortcomings in the mainstream presentation of climate science—which is far less black-and-white than many people realize.

WHEN IT COMES TO climate change, the media, politicians, and other prominent voices have declared that "the science is settled." In reality, the long game of telephone from research to reports to the popular media is corrupted by misunderstanding and misinformation. Core questions—about the way the climate is responding to our influence, and what the impacts will be—remain largely unanswered. The climate is changing, but the why and how aren't as clear as you've probably been led to believe.

Now, one of America's most distinguished scientists is clearing away the fog to explain what science really says (and doesn't say) about our changing climate. In *Unsettled*: *What Climate Science Tells Us, What It Doesn't, and Why We Get It Wrong*, Steven E. Koonin draws upon his decades of experience to provide up-to-date insights and expert perspective free from political agendas.

Koonin takes readers behind the headlines to the more nuanced science itself, showing us where it comes from and guiding us through the implications of the evidence. He dispels popular myths and unveils little-known truths: despite a dramatic rise in greenhouse gas emissions, global temperatures actually *decreased* from 1940 to 1970. What's more, the models we use to predict the future aren't able to accurately describe the climate of the past, suggesting they are deeply flawed.

Koonin also tackles society's response to a changing climate, using data-driven analysis to explain why many proposed "solutions" would be ineffective, and discussing how alternatives like adaptation and, if necessary, geoengineering will ensure humanity continues to prosper. *Unsettled* is a reality check buoyed by hope, offering the truth about climate science that you aren't getting elsewhere—what we know, what we don't, and what it all means for our future.

DR. STEVEN E. KOONIN was a professor of theoretical physics at Caltech, and also served as Caltech's vice president and provost for almost a decade. He is currently a professor at New York University, with appointments in the Stern School of Business, the Tandon School of Engineering, and the Department of Physics. Since 2014, he has been a trustee of the Institute for Defense Analyses, and chaired the National Academies' Divisional Committee for Engineering and Physical Sciences from 2014-2019. He is currently an independent governor of the Lawrence Livermore National Laboratory. Residence: New York City, N.Y. / Cold Springs, N.Y.

"THE SCIENCE." WE'RE ALL supposed to know what "The Science" says. "The Science," we're told, is settled. How many times have you heard it?

Humans have already broken the earth's climate. Temperatures are rising, sea level is surging, ice is disappearing, and heat waves, storms, droughts, floods, and wildfires are an ever-worsening scourge on the world. Greenhouse gas emissions are causing all of this. And unless they're eliminated promptly by radical changes to society and its energy systems, "The Science" says Earth is doomed.

Well . . . not quite. Yes, it's true that the globe is warming, and that humans are exerting a warming influence upon it. But beyond that—to paraphrase the classic movie *The Princess Bride*: "I do not think 'The Science' says what you think it says."

For example, both the research literature and government reports that summarize and assess the state of the science say clearly that heat waves in the US are now *no more common* than they were in 1900, and that the warmest temperatures in the US have not risen in the past 50 years. When I tell people this, most are incredulous. Some gasp. And some get downright hostile.

"Both the research literature and government reports that summarize and assess the state of the science say clearly that heat waves in the US are now *no more common* than they were in 1900, and that the warmest temperatures in the US have not risen in the past 50 years."

But these are almost certainly not the only climate facts you haven't heard. Here are three more that might surprise you, drawn from the most recent assessments of climate science published by the US government and the UN:

- Humans have had no detectable impact on hurricanes over the past century.
- Greenland's ice sheet isn't shrinking any more rapidly today than it was 80 years ago.
- The net economic impact of human-induced climate change will be minimal through at least the end of this century.

So, what gives?

If you're like most people, after the surprise wears off, you'll wonder *why* you're surprised. Why haven't you heard these facts before? Why don't they line up with the narrative—now almost a meme—that we've already broken the climate and face certain doom unless we change our ways?

Most of the disconnect comes from the long game of telephone that starts with the research literature and runs through the assessment reports to the summaries of the assessment reports and on to the media coverage. There are abundant opportunities to get things wrong—both accidentally and on purpose—as the information goes through filter after filter to be packaged for various audiences. The public gets their climate information almost exclusively from the media; very few people actually read the assessment summaries, let alone the reports and research papers themselves. That's perfectly understandable—the data and analyses are nearly impenetrable for non-experts, and the writing is not exactly gripping. As a result, most people don't get the whole story.

"The public gets their climate information almost exclusively from the media; very few people actually read the assessment summaries, let alone the reports and research papers themselves."

But don't feel bad. It's not only the public that's ill informed about what the science says about climate. Policymakers, too, have to rely on information that's been put through several different wringers by the time it gets to them. Because most government officials—and others involved in climate policy for the public and private sectors—are not themselves scientists, it's up to scientists to make sure that non-scientists making key policy decisions get an accurate, complete, and transparent picture of what's known (and unknown) about the changing climate, one undistorted by "agenda" or "narrative."

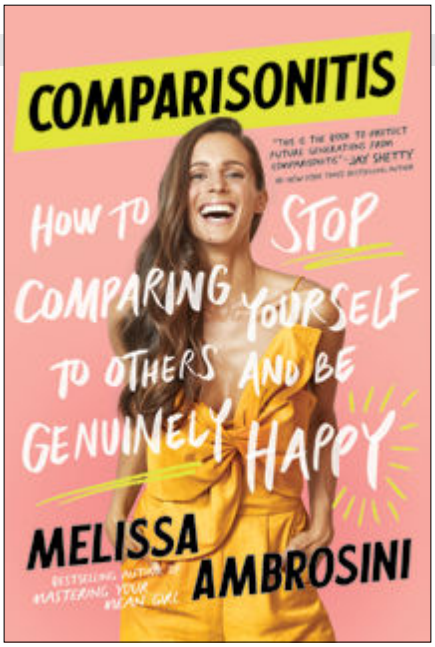
As the late representative John Lewis, the conscience of Congress, said in his speech about the first impeachment of President Trump: *When you see something that is not right, not just, not fair, you have a moral obligation to say something, do something.*

With scientists' unique role comes a special responsibility. We're the only people who can bring objective science to the discussion, and that is our overriding ethical obligation. Like judges, we're obligated to put personal feelings aside as we do our job. When we fail to do this, we usurp the public's right to make informed choices and undermine their confidence in the entire scientific enterprise. There's nothing at all wrong with scientists as activists, but activism masquerading as The Science is pernicious.

COMPARISONITIS

How to Stop Comparing Yourself to Others and Be Genuinely Happy

MELISSA AMBROSINI



- **Ambrosini is the author of *Mastering Your Mean Girl* (80K sold worldwide)**
- **Promotion on *The Melissa Ambrosini Show* podcast (over 11M total downloads) leading up to and during the launch of the book**
- **Social media campaign, podcast tour, and promotion to author's email list (100K subscribers)**
- **Author plans to leverage her network of contacts including celebrities and influencers, companies, and her husband, Nick Broadhurst (200K+ followers)**
- **MelissaAmbrosini.com**
- ***Instagram:* @MelissaAmbrosini (135K followers)**
- ***Facebook:* /MelissaAmbrosiniTribe (66,721 followers)**

9781950665860
EBOOK: 9781953295262
6X9 • TRADE PAPERBACK
304 PAGES • $17.95
MAY 2021 • SELF-HELP
DISTRIBUTION: WORLD X AUS/NZ
TRANSLATION AND AUDIO RIGHTS: BILL GLADSTONE, BGLADSTONE@WATERSIDE.COM

From Melissa Ambrosini, the author of *Mastering Your Mean Girl*, *Comparisonitis* highlights how toxic and harmful the widespread "comparison culture" can be, while offering tips and strategies to break the unhealthy habit of comparing ourselves to seemingly glamourous individuals online.

IT CREEPS UP ON YOU without warning—perhaps while chatting with a friend, scrolling through social media, or even just while walking down the street.

All it takes is the *hint* of someone doing or having something you perceive as "better" than you, and it hits. A feeling takes over—intense, blinding, gutting. Your brain starts spinning with toxic thoughts about yourself (or others), and you're left feeling ashamed, guilty, and even worthless.

It's called comparisonitis. And if you've suffered from it, you're NOT alone.

Comparisonitis is a contagious, socially transmitted condition that occurs when you compare yourself to others so frequently and fiercely that you're left paralyzed, with your confidence in tatters and your self-worth plummeting. It may sound trivial, but this affliction can have serious adverse effects on our mental health, leading to depression, anxiety, overthinking, and regret.

To make matters worse, our comparison culture is only expanding. Thanks to social media, we have more opportunities to compare ourselves than ever before, and even kids are falling into the trap.

From bestselling author Melissa Ambrosini, *Comparisonitis* puts this toxic condition under the microscope, unpacking the symptoms, and offering practical tips you can start using immediately to break the cycle of comparison, free up mental bandwidth, and live life on your own terms.

Described as a "self-help guru" by *Elle* magazine, Melissa has experienced the effects of comparisonitis first hand, having worked extensively in industries like acting, modeling, and dancing, where comparison culture is not only rampant but openly encouraged.

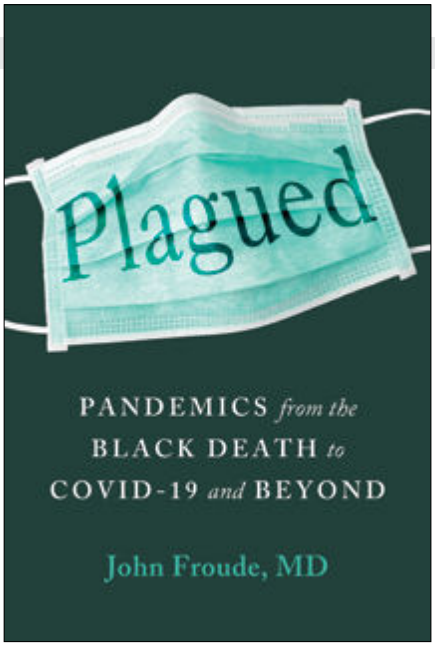
Melissa knows all too well how comparisonitis is infecting our minds and hurting our hearts, and in this book, she'll help you heal from this disease, liberate your headspace, and raise your self-worth so radically that you'll never let comparison rob you of your joy and happiness again.

MELISSA AMBROSINI is the bestselling author of *Mastering Your Mean Girl*, *Open Wide*, and the Audible Original *PurposeFULL*. Described as a "self-help guru" by *Elle* magazine, she is a speaker, self-love teacher, and entrepreneur. She's also the host of the top-rated podcast *The Melissa Ambrosini Show*, where she shares her wisdom and interviews world-class performers and experts from around the globe including Seth Godin, Wim Hof, Sir Ken Robinson, Bruce Lipton, John Gray, and Jack Canfield. Residence: Noosa Heads, Australia.

PLAGUED

Pandemics from the Black Death to COVID-19 and Beyond

JOHN FROUDE, MD



This book offers a comprehensive look at the history of pandemics and pestilence, detailing how plagues have shaped human history from the moment *Homo sapiens* appeared on earth 300,000 years ago to the present day.

FROM THE BLACK DEATH to COVID-19, pandemics have shaped and reshaped human society. Science and history can give us insight into two urgent questions: Why do they persist? And how can we survive them?

Pandemics have been with us since *Homo sapiens* appeared on earth nearly 300,000 years ago. Forty percent of our genes are made of DNA from viruses. Yet we still remain vulnerable. Today, we are engulfed by a new pandemic: SARS-CoV-2, a deadly coronavirus that originated in China and, within four months, had spread to every country in the world.

Thanks to advances in molecular biology and new tools with which to probe our tiniest enemies, we are also in the midst of a golden age of understanding. DNA technology is rewriting history, resolving disputes that have persisted for decades—and giving us crucial insights that may safeguard our future.

Infectious disease specialist Dr. John Froude has worked on four continents over nearly 50 years, treating sufferers of plagues that arose over a century ago and never left us (like malaria and cholera) and battling new threats (like AIDS and COVID-19) as they emerge. In *Plagued*, he offers a gripping and timely account of the pandemics that have driven our evolution and shaped our history.

Plagued tells the stories of yellow fever, smallpox, syphilis, the bubonic plague, influenza, typhus, cholera, malaria, tuberculosis, AIDS, and COVID-19. Blending science and narrative, Froude explores not only the unstoppable march of pestilence and its effects, but our intimate relationship with bacteria and viruses. He also unpacks the complex wonder that is human immunity, which itself is the consequence of an arms race between microbes and our animal ancestors that started 3.5 billion years ago. Along the way, we meet the dogged geniuses who have brought us back from the brink and see what it might take to do it again.

Plagues arise without warning. But as we watch the current cataclysm unfold in real time, we have a unique opportunity to forge a path ahead that avoids both denial and panic. This book illustrates how lessons from the past, both distant and recent, may be the key to understanding why pandemics continue to plague us, and what can be done to stop them.

- **National media campaign planned**
- **Dr. Froude is a practicing physician and infectious disease specialist who graduated from Guy's Hospital London**
- **Author has worked globally, including in the UK, Nigeria, Uganda, Zimbabwe, Saudi Arabia, and Oman; in the US, he has worked at Rockefeller University and New York University**
- **Author is a Fellow of the Royal College of Physicians in England**

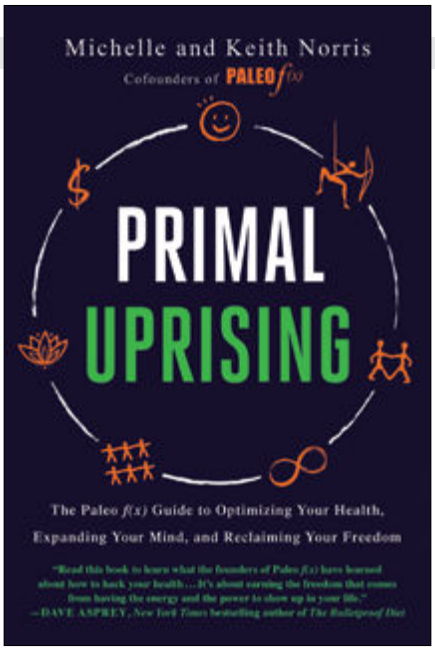
JOHN FROUDE, MD, is a practicing physician and infectious disease specialist who graduated from Guy's Hospital London and has worked in the UK, Nigeria, Uganda, Zimbabwe, Saudi Arabia, Oman, and the United States. In the US, he has worked at Rockefeller University and New York University. Currently, he works in upstate New York (out of semi-retirement for the COVID-19 pandemic) and has written about his current experiences in *Air Mail*, an online magazine. He is a Fellow of the Royal College of Physicians. Residence: Sussex, England; Woodstock, N.Y.

9781950665754
EBOOK: 9781953295361
6X9 • TRADE CLOTH
304 PAGES • $26.95
MAY 2021 • HISTORY
DISTRIBUTION: US/CANADA
TRANSLATION RIGHTS: AL ZUCKERMAN
AZUCKERMAN@WRITERSHOUSE.COM
AUDIO RIGHTS: ADRIENNE LANG,
ADRIENNE@BENBELLABOOKS.COM

PRIMAL UPRISING

The Paleo *f(x)* Guide to Optimizing Your Health, Expanding Your Mind, and Reclaiming Your Freedom

MICHELLE AND KEITH NORRIS



- **Michelle and Keith Norris are the cofounders of Paleo *f(x)*, one of the nation's premier health conferences and the largest Paleo platform and event in the world (over 8K attendees per day in 2019)**
- **Authors have been featured on the podcasts *Mentor in the Mirror*, and *Primal Blueprint Podcast***
- **Past speaking events have included Academy of Regenerative Practices Symposium, Advance Your Reach, Health Optimisation Summit, and Mindshare Mastermind**
- **Promotion to authors' email newsletters (160K subscribers)**
- **PaleoFX.com**
- ***Facebook:* /PaleoFX (82.5K followers)**
- ***Instagram:* @PaleoFX (58.3K followers)**

9781950665853
EBOOK: 9781953295255
6X9 • TRADE CLOTH
256 PAGES • $26.95
MAY 2021 • HEALTH & FITNESS
DISTRIBUTION: WORLD
TRANSLATION AND AUDIO RIGHTS:
ADRIENNE LANG,
ADRIENNE@BENBELLABOOKS.COM

The paleo movement of today is focused on the future (not on cavemen), and *Primal Uprising* isn't just another paleo book; it's a manifesto for better health, stronger communities, and a cleaner planet.

WHAT DOES IT MEAN to be healthy? True well-being means so much more than just looking good—it means living without chronic aches and pains, waking up with energy every morning, and maintaining a resilient immune system that protects you from getting ill.

The benefits don't end with your own body. Genuinely healthy living empowers you to improve your community—and even the world.

Until now, other food philosophies have dominated the conversation of diet as an ethical or socially responsible choice. This eye-opening book argues that paleo isn't just a diet: The modern paleo way of eating, thinking, and living not only makes us healthier and happier, it may even save the planet and our souls.

Michelle and Keith Norris are cofounders of Paleo *f(x)*, one of the premier wellness conferences in the world and the largest dedicated ancestral health conference in the nation. In *Primal Uprising*, Michelle and Keith reveal the seven pillars of human health: the physical, mental, emotional, relational, financial, spiritual, and tribal pillars that contribute to making us truly whole. They dive deep into how your body is meant to eat, move, handle stress, accumulate resources, connect with others, and live as long and as strongly as possible.

Featuring practical tips from experts—cutting-edge health practitioners, scientists in a variety of fields, coaches and gym owners, community and sustainability activists, biohackers, chefs, and more—*Primal Uprising* will help you create a game plan to step into your full potential and thrive.

Not "just another paleo book," *Primal Uprising* defines what it means to be paleo today and beyond—a manifesto for better health, a longer life, emotional intelligence, an enlightened mind, free-flowing abundance, stronger communities, and a cleaner, brighter future.

MICHELLE AND KEITH NORRIS are the cofounders of Paleo *f(x)*™, the largest paleo platform and event in the world. They are passionate speakers and motivators to those seeking deliverance from a broken healthcare system and disabled economic system. Having left the corporate grind far behind, they are now serial entrepreneurs in the health and wellness space, as well as tireless firebrands for advancing the paleo movement—a cultural reawakening for the 21st century. In addition to leading the Paleo *f(x)* movement, Michelle and Keith speak at events and conferences worldwide on the topics of self-empowerment and breaking free of the human zoo. Residence: Austin, Texas.

REALITY CHECK: Are we living in a human zoo?

You may not think you are, but let's consider the human condition as we know it today, in the twenty-first century. We work under artificial light. We eat artificial food. Our discussions, arguments, purchases, opinions, even our thoughts are largely shaped by social media and news that has become increasingly untrustworthy. We are dependent on medication, junk food, and sugar. We are told what's "best" for us, encouraged to be suspicious of those who are different (the ones in the other cages), and lulled into complacency that somebody else is in charge. We have become easily manipulated, inattentive, and emotionally reactive. We are kept, we are cowed, and we are controlled.

This, from where we are sitting, sounds like life in a zoo. We are metaphorically caged—just tired enough, stressed enough, and afraid enough to do what they tell us. How did we get here? When did life become so painfully predictable, sedentary, artificial, and confined? When did we become captives to the structures and systems created by our own human ingenuity?

As a species, humans were born free. Life was hard for our ancestors, sure. They had to build shelters, find food, and rely on each other. They had to think on their feet, and when they were in actual danger, they had to use their wits and speed to survive. They had to be strong and flexible, with endurance and fortitude, but they lived on their own terms, subject only to the fluctuations of the natural world.

Are you safe in your cell? Maybe . . . sort of . . . but is that the kind of life you want?

A friend once shared with us the way captive elephants are trained. When they are very young, a bracelet is put on their leg, and the bracelet is chained to a stake in the ground. The stake is stronger than a baby elephant, so when the elephant tries to walk away, it can't. It can move only as far away from the stake as the chain allows. The baby learns how far it can roam, and what its boundaries are. As the elephant grows, it quickly becomes large, strong, and fully capable of pulling that stake right out of the ground and running away. But it doesn't. It still believes it is limited by the boundaries its captors set for it from the beginning of its life. It stays chained, even though there is no reason why it can't set itself free.

"Let's consider the human condition as we know it today, in the twenty-first century. We work under artificial light. We eat artificial food. Our discussions, arguments, purchases, opinions, even our thoughts are largely shaped by social media and news . . . We have become easily manipulated, inattentive, and emotionally reactive. We are kept, we are cowed, and we are controlled. This, from where we are sitting, sounds like life in a zoo."

"As a species, humans were born free. Life was hard for our ancestors, sure. They had to build shelters, find food, and rely on each other. They had to think on their feet, and when they were in actual danger, they had to use their wits and speed to survive."

This is called learned helplessness. The elephant believes that it can't escape, and so it never does, and that is the attitude of a captive. But it's not true that just because you have failed in the past, you will always fail, or that because you were told there are boundaries, or even shown actual boundaries, that there are still boundaries. If you believe, *I can't ever be that healthy, I can't ever be that strong, I can't ever be that happy, I can't ever feel good, I'll never have enough money, I can't find true love, I can't have real friends who accept me for who I am,* then you are self-limiting, like that elephant on the chain. An attitude of "I can't" is an attitude of scarcity, want, and powerlessness. Every limit that you think holds you back is just a story somebody told you about what you can or can't do. Do you believe the story?

What if you didn't? What if you knew you could pull out the stake and be everything you dream of? What if you didn't believe in those boundaries anymore? What if you had an attitude of "I can," of claiming your right to abundance, hope, creativity, and personal power? You can start wherever you are, recognize where you've been, and move forward into a more-empowered life.

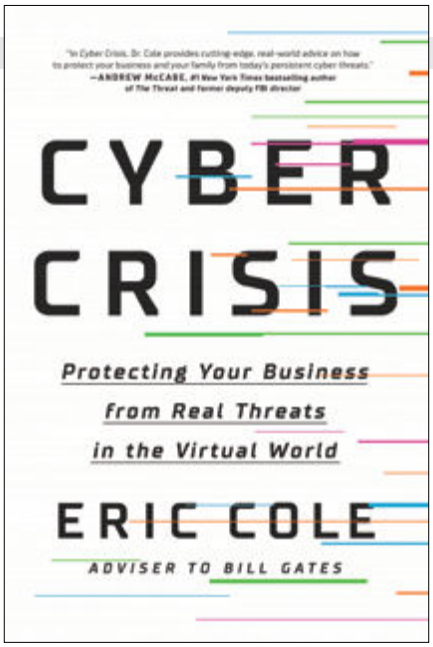
"What if you had an attitude of 'I can,' of claiming your right to abundance, hope, creativity, and personal power? You can start wherever you are, recognize where you've been, and move forward into a more-empowered life."

The truth is that there is no stake in the ground. There is no cell door and there are no limits to what you can be. Human ingenuity is an eternal spring, and the power structures seeking to control you know that. That's what *they* fear: an optimized population of people who are awake and unified. Healthy people are very difficult to control.

CYBER CRISIS

Protecting Your Business from Real Threats in the Virtual World

ERIC COLE



- **Cole has worked in cybersecurity for over 30 years for the government and major corporations, including at the CIA for 10 years (starting as a professional hacker) and for the Gates and the Obamas**
- **Author has appeared in/on CNN, *Wall Street Journal*, CBS, FOX News, History Channel, *60 Minutes*, *New Yorker*, and more**
- **Judge Jeanine Pirro, host of the Fox News show *Justice with Judge Jeanine*, will promote the book**
- **Secure-Anchor.com**
- ***Facebook:* /DrEricCole (92K likes)**
- ***Instagram:* @DrEricCole (93.7K followers)**
- ***Twitter:* @DrEricCole (43.3K followers)**

9781950665839
EBOOK: 9781953295279
6X9 • TRADE CLOTH
256 PAGES • $27.95
MAY 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION AND AUDIO RIGHTS:
ADRIENNE LANG,
ADRIENNE@BENBELLABOOKS.COM

From cybersecurity expert and former CIA hacker Eric Cole, *Cyber Crisis* explains why cybersecurity should be the top concern for all professionals, and offers actionable advice that anyone can implement for increased safety and protection.

BASED ON THE NEWS, you might think there's a major cybersecurity threat every few months.

In reality, there's a cybersecurity attack happening every minute of every day.

We live our lives—and conduct our business—online. Our data is in the cloud and in our pockets on our smartphones, shuttled over public Wi-Fi and company networks. To keep it safe, we rely on passwords and encryption and private servers, IT departments and best practices. But as you read this, there is a 70 percent chance that your data is already compromised.

Cybersecurity attacks have increased exponentially, but because they're often invisible, many don't realize the danger. By the time they discover a breach, most individuals and businesses have been compromised for more than three years. Instead of waiting until a problem surfaces, avoiding a data disaster means acting now to prevent one.

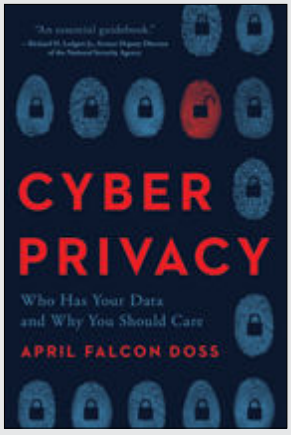
In *Cyber Crisis*, Eric Cole gives readers a clear picture of the information war raging in cyberspace. Drawing on 30 years of experience—as a professional hacker for the CIA, the Obama administration's cybersecurity commissioner, and a consultant to clients around the globe from Bill Gates to Lockheed Martin and McAfee—Cole offers practical, actionable advice that even those with little technical background can implement, including steps to take on a daily, weekly, and monthly basis to protect their businesses and themselves.

No matter who you are or where you work, cybersecurity should be a top priority. The information infrastructure we rely on in every sector of our lives—in healthcare and finance, for governments and private citizens—is both critical and vulnerable, and sooner or later, you or your company will be a target. This book is your guide to understanding the threat and putting together a proactive plan to minimize exposure and damage, and ensure the security of your business, your family, and your future.

DR. ERIC COLE has worked in cybersecurity for over 30 years, helping organizations of all shapes and sizes properly protect and secure their information. Dr. Cole has done work for Lockheed Martin and McAfee and has consulted clients all around the world, including Saudi Aramco, Nouryon, electrical utility companies, nuclear reactors, financial organizations, and healthcare providers. He has written several books on cybersecurity, and he's often featured on many news channels including CNN, FOX, CBS, and NBC. He was one of the authors of the Nuclear Regulatory Commission's cybersecurity guide, and he received a cyber wingman award from the Air Force and was pinned with his Cyber Wings for building out and developing their entire cybersecurity program. Residence: Ashburn, Va.

WANT MORE TECHNOLOGY?

Discover eye-opening innovations, useful life hacks, and in-depth scientific research from experts on the front lines of their industries.

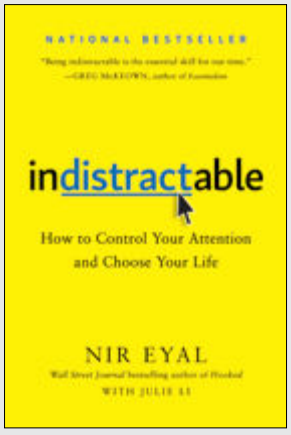


CYBER PRIVACY

APRIL FALCON DOSS

We live in an era of unprecedented data aggregation, and the trade-offs between individual privacy, personal convenience, and national security and cybersecurity have never been more challenging to negotiate. Technology is evolving quickly, while laws and policies are changing slowly. In *Cyber Privacy*, April Falcon Doss explores the most common types of data being collected about individuals today and delves into how it is being used—sometimes against us—by the private sector, the government, and even our employers and schools. Doss also offers realistic solutions to restore individuals' control over information about us that is created, collected, combined, and manipulated every day.

TRADE CLOTH
9781948836920
EBOOK: 9781950665532
US $27.95 • SOCIAL SCIENCE
NOVEMBER 2020

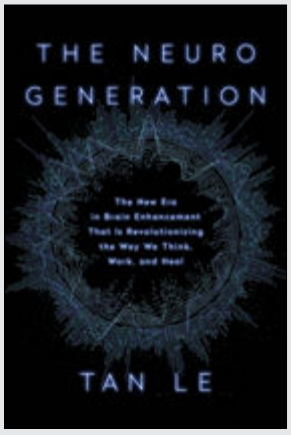


INDISTRACTABLE

NIR EYAL

International bestselling author, former Stanford lecturer, and behavioral design expert, Nir Eyal wrote Silicon Valley's handbook for making technology habit-forming. Five years after publishing *Hooked*, Eyal reveals distraction's Achilles' heel in his groundbreaking new book. In *Indistractable*, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices: abstinence is impractical and often makes us want more. Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model. *Indistractable* reveals the key to getting the best out of technology, without letting it get the best of us.

TRADE CLOTH
9781948836531
EBOOK: 9781948836784
US $26.95 • BUSINESS
SEPTEMBER 2019

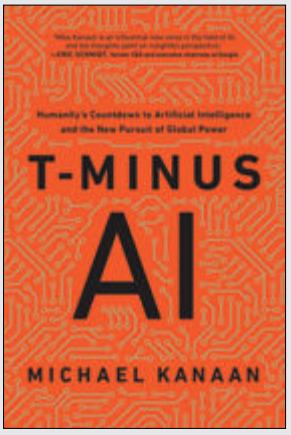


THE NEURO-GENERATION

TAN LE

In *The NeuroGeneration*, award-winning inventor Tan Le explores exciting advancements in brain science and neurotechnology that are revolutionizing the way we think, work, and heal. Join Le as she criss-crosses the globe, introducing the brilliant neurotech innovators and neuroscientists at the frontiers of brain enhancement. Along the way, she reveals the dizzying array of emerging technologies and explores how these futuristic innovations will impact our world, disrupt the way we do business, upend healthcare as we know it, and remake our lives in wondrous and unexpected ways.

TRADE CLOTH
9781948836487
EBOOK: 9781948836739
US $27.95
TECHNOLOGY & ENGINEERING
JANUARY 2020



T-MINUS AI

MICHAEL KANAAN

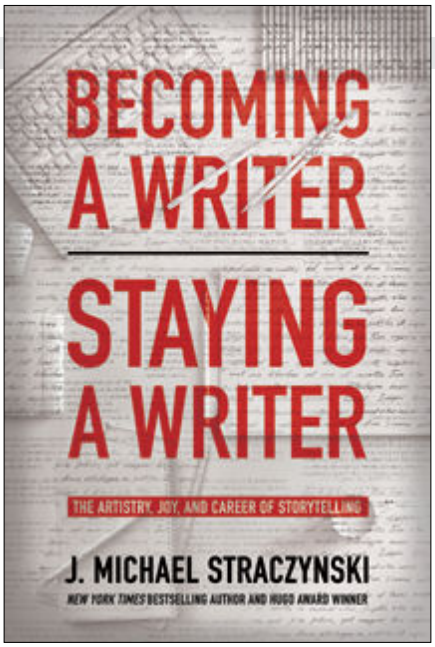
To most of us, AI remains shrouded by a cloud of mystery and misunderstanding. Michael Kanaan, a recognized national expert and the US Air Force's first Chairperson for Artificial Intelligence, weaves a compelling new view on our history of innovation and technology to masterfully explain what each of us should know about modern computing, AI, and machine learning. As we march toward a future far different than ever imagined, *T-Minus AI: Humanity's Countdown to Artificial Intelligence and the New Pursuit of Global Power* leaves the fiction behind, paints the alarming implications of AI for what they actually are, and calls for unified action to protect fundamental human rights and dignities for all.

TRADE CLOTH
9781948836944
EBOOK: 9781950665136
US $27.95
TECHNOLOGY & ENGINEERING
AUGUST 2020

BECOMING A WRITER, STAYING A WRITER

The Artistry, Joy, and Career of Storytelling

J. MICHAEL STRACZYNSKI



- **Straczynski is a successful writer who began his career as a reporter for the *Los Angeles Times*, *Los Angeles Herald Examiner*, and *TIME***
- **Author has written numerous books; hundreds of comics for Marvel, DC, and Image Comics (over 13M in sales collectively); and multiple *New York Times* bestselling graphic novels**
- **Author has won the Hugo Award (twice), Eisner Award, Ray Bradbury Award, Saturn Award, and the E Pluribus Unum Award**
- ***Twitter:* @Straczynski (53.6K followers)**
- ***Facebook:* /OfficialJMSPage (33K followers)**

9781950665884
EBOOK: 9781953295309
6X9 • TRADE PAPERBACK
288 PAGES • $17.95
JUNE 2021
LANGUAGE ARTS & DISCIPLINES
DISTRIBUTION: WORLD
TRANSLATION AND AUDIO RIGHTS:
ADRIENNE LANG,
ADRIENNE@BENBELLABOOKS.COM

Award–winning screenwriter and *New York Times* bestselling author J. Michael Straczynski, shares his expert insider advice to help new and established writers achieve and maintain lasting careers as storytellers.

IN THE WORDS OF novelist Harlan Ellison, "The trick is not becoming a writer. The trick is staying a writer."

Years before he created hit shows like *Babylon 5* or *Sense8*, or wrote the Academy–Award nominated *Changeling*, J. Michael Straczynski knew he wanted to be a writer. But he didn't know how to start a career as a writer, and was a long way from figuring out how to stay one.

Becoming a Writer, Staying a Writer is the kind of guide this *New York Times* bestselling author wishes he'd had: a comprehensive handbook filled with personalized tips and techniques that cannot be found in any other book about writing.

Straczynkski culls from his more than 30 years of experience writing for film, television, books, and comics to offer writers—at any stage of their career—a book of insightful and often humorous wisdom that gives readers an honest look at what it means to be, and stay, a writer. Included are such topics as:

- What fledgling writers need to know to improve and sell their work—and avoid wasting valuable time
- Tips for experienced writers who want to get to the next level
- Staying disciplined when writing is your day job
- Why writers should never wait for inspiration
- Techniques for effective story-planning and memorable world-building
- How to get an agent and survive the writer's journey in more personal relationships
- Revising and editing with precision
- When and how to reinvent yourself as an artist

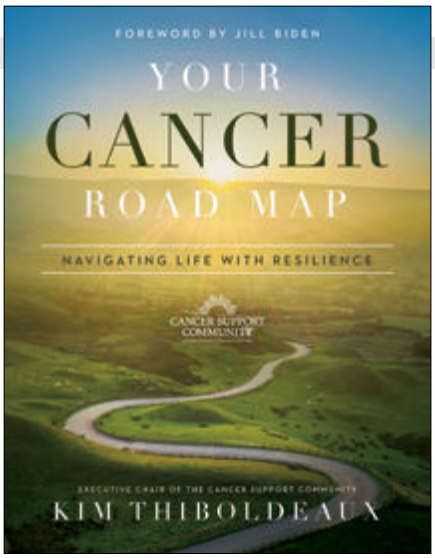
Becoming a Writer, Staying a Writer includes Straczynski's unique, tried-and-true methodologies that will help storytellers sharpen their work so that it's polished and ready for publication. Part toolbox and part survival guide, this book will be an indispensable resource throughout your entire writing career, offering fresh and practical insights every step of the way.

J. MICHAEL STRACZYNSKI has written for TV, film, streaming video and audio, comic books, fiction and nonfiction. He has created series such as *Sense8* for Netflix, and wrote the Oscar-nominated *Changeling* directed by Clint Eastwood. His other work includes *Babylon 5*, *Thor* (both the movie and the comic), audio dramas for Syfy and Penguin/Random House, and a six-year run on *The Amazing Spider-Man*. His autobiography, *Becoming Superman*, was published in 2019 to rave reviews in the *Wall Street Journal*, NPR, BBC and the *Washington Post*. His work in comics has sold 13 million individual copies, and his graphic novels have frequently appeared on the *New York Times* bestseller list. His latest novel, *Together We Will Go*, will be released in July 2021 from Simon & Schuster. Residence: Los Angeles, Calif.

YOUR CANCER ROAD MAP

Navigating Life With Resilience

KIM THIBOLDEAUX



From the CEO of the Cancer Support Community, *Your Cancer Road Map* provides a comprehensive, reassuring guide to individuals facing cancer and their families.

NO ONE SHOULD HAVE to face cancer alone.

Each year, 1.8 million people are diagnosed with cancer in the United States. Upon learning this difficult news, individuals also have a minefield of complex information to navigate regarding treatment plans, insurance coverage, clinical trials, and more.

Your Cancer Road Map: *Navigating Life With Resilience* is a compassionate, comprehensive guide for cancer patients, their families, and caregivers, designed to take the guesswork out of these crucial decisions every step of the way.

For more than 35 years, the Cancer Support Community (CSC) has been a trusted resource, demystifying the emotional, physical, financial, and logistical challenges related to cancer. From CSC CEO Kim Thiboldeaux, *Your Cancer Road Map* is a comprehensive guidebook, providing advice and comfort at every point on the cancer journey, from the moment of diagnosis to survivorship and beyond.

Your Cancer Road Map covers hard-to-talk-about topics such as treatment options, finances, how cancer can affect your fertility or sexuality, survivor care, hospice care, and end-of-life planning.

Now more than ever, patients need the tools to participate fully in their healthcare, and communicate their preferences and priorities to their healthcare team so that they can make the best decisions for themselves and their loved ones while living with the highest possible quality of life.

Filled with incredible personal stories from people who could be your friends or neighbors, as well as celebrities and influencers, plus workbook pages, checklists, recommended resources, and more, *Your Cancer Road Map* will be a powerful companion for anyone with questions about cancer.

KIM THIBOLDEAUX is an innovative, internationally recognized leader who has dedicated her career to improving the lives of cancer patients, survivors, and caregivers. She oversees a global nonprofit network of 175 locations, including 47 CSC and Gilda's Club centers, 10 hospital and clinic-based affiliates, and a multitude of satellite locations that deliver more than $50 million in free support services to patients and families. Thiboldeaux coauthored *Reclaiming Your Life After Diagnosis* and *The Total Cancer Wellness Guide*, and hosts the award-winning "Frankly Speaking About Cancer" radio show. She also serves on multiple advisory boards, speaks at leading conferences, and frequently appears in national media outlets. In June 2017, former Vice President Joe Biden appointed Thiboldeaux to serve on the Biden Cancer Initiative's Board of Directors. Residence: Philadelphia, Pa.

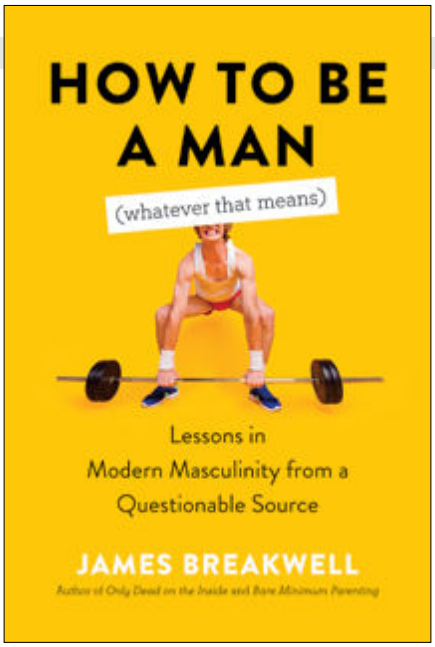
- **Foreword by Jill Biden**
- **Thiboldeaux is CEO of the Cancer Support Community (CSC)**
- **CSC is supported by celebrities such as ESPN reporter Holly Rowe and Broadway star Jason Danieley, and has been featured in the *Washington Post*, *Forbes*, *Wall Street Journal*, Associated Press, and *Fortune***
- **Author hosts the "Frankly Speaking About Cancer" radio show (183K listeners in 70 countries) and organizes the MyLifeLine Digital Community (40K patients and caregivers)**
- **Promotion planned through the mailing (508K), email lists (292K), and social media of CSC's global nonprofit network**
- ***Twitter:* @CancerSupportHQ (17.9 followers)**
- ***Facebook:* /CancerSupportCommunity (52K likes**

9781950665914
EBOOK: 9781953295347
7X9 • TRADE PAPERBACK
240 PAGES • $19.95
JUNE 2021 • HEALTH
DISTRIBUTION: WORLD
TRANSLATION AND AUDIO RIGHTS:
ADRIENNE LANG,
ADRIENNE@BENBELLABOOKS.COM

HOW TO BE A MAN (WHATEVER THAT MEANS)

Lessons in Modern Masculinity from a Questionable Source

JAMES BREAKWELL



Internet humorist James Breakwell, author of *Only Dead on the Inside* and *Bare Minimum Parenting*, gets more personal in *How to Be a Man (Whatever That Means)*, a collection of essays exploring his often-confusing relationship with masculinity through memories and witty observations.

"This book isn't just for men. Women will also laugh out loud at James's tales of making sense of crazy family stories and the ups and downs of life—and ultimately be inspired to realize that the right way to be a man (or a woman) is simply to embrace who you really are."

—JEN FULWILER, STANDUP COMIC AND BESTSELLING AUTHOR

THERE ARE COUNTLESS WRONG ways to be a man.

James Breakwell should know. He's tried just about all of them. Journalism. Pig ownership. Felony lawn gnome theft. Whatever masculinity is supposed to be, this can't be it. But can you really fail at something no one can quite define? Apparently.

Now, in a series of funny, sharply observed, and occasionally poignant essays, everyone's favorite internet-famous father of four daughters lays down a lifetime of lessons in what it means to be a man. You'll laugh. You'll cry. You'll wonder what *really* happened to those creepy lawn gnomes on that deserted country road. (Spoiler alert: *They're right behind you.*)

If you ever wanted to know how to fail at altruism, dodge the priesthood, and stumble your way into unexpected wisdom, this book is for you.

How to Be a Man (Whatever That Means) presents a vision of manhood that looks very different from what you'll see on TV. And that's a good thing. Probably.

- **Author's work has been featured by BuzzFeed (2M+ views), *Reader's Digest*, and *The Federalist*, and his jokes have been featured by *US* magazine, DailyMail.com, 9GAG, theChive.com, CollegeHumor.com, and various ABC and Fox TV news affiliates**
- **Author has been a guest five times on HLN's *The Daily Share***
- **JamesBreakwell.com (403K monthly views)**
- ***Twitter:* @XplodingUnicorn (1M followers)**
- ***Facebook:* /ExplodingUnicorn (300K followers)**

JAMES BREAKWELL is a professional comedy writer and amateur father of four girls, ages eleven and under. He is best known for his family humor Twitter account XplodingUnicorn, which boasts more than a million followers. *Only Dead on the Inside: A Parent's Guide to Surviving the Zombie Apocalypse* offers useful advice for how to raise happy, healthy children in a world overrun by the undead. *Bare Minimum Parenting: The Ultimate Guide to Not Quite Ruining Your Child* teaches regular moms and dads to best overachieving parents by doing less. *How to Save Your Child from Ostrich Attacks, Accidental Time Travel, and Anything Else That Might Happen on an Average Tuesday* is a guide for dealing with literally everything else. His most recent book, *Prance Like Nobody's Watching*, is a guided journal specifically for kids. Residence: Indianapolis, Ind.

9781950665907
EBOOK: 9781953295316
5.5X8.25 • TRADE PAPERBACK
240 PAGES • $16.95
JUNE 2021 • HUMOR/SELF-HELP
DISTRIBUTION: UNITED STATES AND CANADA
TRANSLATION RIGHTS: MARK GOTTLIEB, MGOTTLIEB@TRIDENTMEDIAGROUP.COM
AUDIO RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

ON AVERAGE, MEN SHUFFLE off this mortal coil at an earlier age than women. This trend holds true around the world, which means the cause is likely biological rather than environmental. Perhaps there's something poisonous about testosterone, making masculinity literally toxic. Twitter would have a field day over that. Or maybe it's male behaviors, not the hormones behind them, that shorten men's lives. Testosterone won't kill you, but showing off to your friends how you can light yourself on fire with bug spray might. Not that I've witnessed that first hand or anything.

I have several theories about why men die earlier than women, but this is a lighthearted comedy book. Let's talk about cancer.

Like all great man stories, this one starts with my balls. My wife and I were watching the Summer Olympics. I don't care about sports, but I do like winning, so I was deeply invested in finding out if athletes from my country were the best at sports I'd never heard of. In between these quick hits of narcissistic patriotism, the TV network showed interviews with the athletes to highlight their heroic backstories. One male swimmer beat testicular cancer while still competing. As someone who has seriously considered leaving work early over a hangnail, I was impressed. But the swimmer wasn't just racing; he was advocating. He said that all men should check their own testicles just in case.

Touching my own balls while watching TV fit within my lazy parameters for self-care, so I gave it a try. I found a lump.

I drove straight to an immediate-care clinic. A nurse ushered me into an exam room right away. The staff there understood how serious the situation was. Moments later, a female doctor walked in. Her gender upped the awkwardness a little, but this was life or death, and she was a trained professional.

She put on a glove and felt around. I braced myself for the news. No matter how long I live, I'll never forget the words she said next.

"All I'm feeling are your testicles."

There was no cancer. There wasn't even a lump. There were only my testicles, feeling exactly how testicles are supposed to feel. Only I hadn't known that. I, a man in my twenties, didn't know what my own male parts were supposed to feel like, and I had to have it explained to me by a woman in her fifties who was definitely going to tell people about this, HIPAA be damned. I'm sure she still laughs about me at cocktail parties. It's just one more reason I never leave the house.

This was a story I could never tell anyone. Not my friends. Not my family. Not people who would read a book I might write in the future about how to be a man. I would take this secret to the grave. Then I remembered I had to go home and face my wife, who would probably want to know that I wasn't dying. I wasn't sick; I was stupid. If only something had been wrong with my testicles instead of my head.

That's a terrible thing to say. If I had received a serious diagnosis, I'm sure I would have given anything to have experienced a little harmless embarrassment instead. I can say that now as a calm, rational human being writing about it years after the fact. But in that moment, as a man whose macho pride had been wounded, there was only one thought on my mind: I was never going to the doctor again.

That is why men die before women. On the drive home from immediate care, I understood every man who stubbornly refused to seek medical attention up to and including the moment their untreated condition killed them. By man logic, an early grave is better than mild humiliation. It makes no sense, unless you have testicles, in which case it makes all the sense in the world.

INTERESTED? YOU MAY ALSO LIKE ...

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.

TRADE PAPERBACK: 9781946885326 • EBOOK: 9781946885623 • US $16.95 • NOVEMBER 2018

MATT HOLT

Letter from the editor

HELLO THERE!

HELLO READER,

This has been a year of extremes. As the pandemic spread and most people sheltered in their homes, many turned to books. Books have been my preferred mode of escapism (although it's hard to resist some of the amazing things streaming—I'm looking at you, *Tiger King* and *The Queen's Gambit*).

Books are not only a means of escapism; they are a way for us to share information and to impart skills to the reader. The list of books you'll find here is meant to be practical and support you in navigating the world. Whether you're starting your career or are more experienced, you will find resources meant to help you in your journey. The authors who we are fortunate to work with are experts in their respective fields and their work represents countless hours honing their craft.

With the promise of tomorrow looking bright, there is work to be done. Startup expert and entrepreneur Dave Parker will help you examine your dreams of starting your own business. Whether it's a small or large endeavor, *Trajectory: Startup* pulls back the curtain on the mysterious world of startups and guides you along the way.

"Legendary" is a term that is thrown around a lot today, but Dr. Henry Kaufman is a true legend. His 1982 memo shook the financial world and caused the bull market run that followed. You'll be alongside Henry as that day unfolds, see the impact of his memo, and learn lessons for today's market. *The Day the Markets Roared* is a truly a remarkable story.

F. Paul Pacult is the world's leading authority in beverage alcohol, bar none. In *The New Kindred Spirits*, Paul has created a massive work of 2,400-plus reviews of spirits that all bartenders, spirits professionals, and enthusiasts should have by their sides.

As five-year-old Ari Schultze fought for his life, authors Erica and Mike Schultz learned a new way to work. After recovering from their unimaginable loss, Erica and Mike codified their learnings and have taught thousands of people how to focus and be radically productive. *~~Not~~ Today* will teach you to better manage your time and live a more meaningful life.

Speaking of productivity, leadership expert Dave Anderson gives you the secrets to developing your mental toughness and the instincts to create the life you want. With *Intentional Mindset,* you will quickly learn that Dave's no-nonsense approach strips away the fluff of most self-help books and gives you the tools and techniques to be the best version of you.

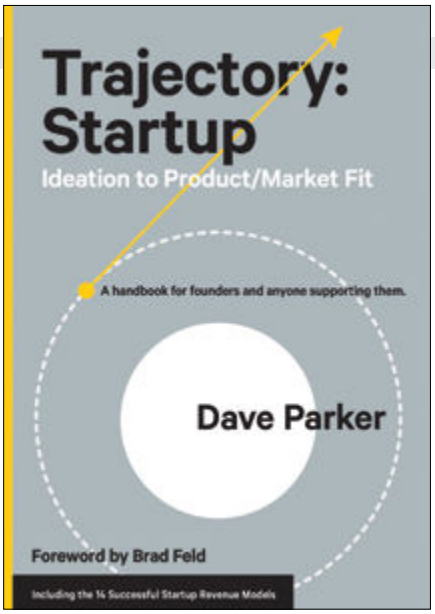
This is only the beginning. Thank you, and happy reading.

MATT HOLT
EDITOR-IN-CHIEF
MATT HOLT BOOKS
MATT@BENBELLABOOKS.COM

TRAJECTORY: STARTUP

Ideation to Product/Market Fit—A Handbook for Founders and Anyone Supporting Them

DAVE PARKER



For any founders navigating the treacherous waters of early-stage startups, this handbook will become a much-needed life jacket.

> **"I look to invest in founders with big ideas and a track record of hitting their milestones. Dave Parker and *Trajectory: Startup* provide a helpful road map for entrepreneurs on how to go from idea to that first VC pitch."**
>
> —STEVE CASE, CHAIRMAN AND CEO OF REVOLUTION AND COFOUNDER OF AOL

HAVE A STARTUP IDEA? Want to launch it fast?

People often spend years working on startup ideas that fail—and they could have known long before, had they asked the hard questions earlier. Five-time tech founder Dave Parker has been there, and in *Trajectory: Startup* he offers a path to get you from ideation to launch to revenue in just six months.

With a track record of starting companies from scratch, raising both angel and venture capital, and participating in 10 exits as founder, operator, board member, and advisor, Parker's experience is practical and actionable. Having sold three of his own startups and closed two, Parker learned just as much from his failures as from his successes, and he brings this wit and wisdom into his writing in a transparent way.

Parker shares advice on:

- What makes a good idea that makes money
- Recruiting and working with cofounders
- Asking customers what product they want
- How to build a tech product even as a non-tech founder
- How to get out of your head, ship a product, and make your first sale

Trajectory: Startup removes the mystery from the startup process and outlines a road map of tasks and time frames, with monthly milestones and resources. This pre-accelerator program will help you get the momentum you need. Skip the Executive MBA and make money instead! This guide makes starting a company accessible to a broad range of founders, investors, and employees who have the spark of innovation and drive to follow their dreams.

DAVE PARKER is a five-time founder, entrepreneur, and professional board member for tech growth companies. His 20-plus year career has highlighted his ability to innovate new ideas and scale products and companies in the United States and internationally. He is a frequent speaker at university and community events. He also volunteers as the lead coordinator of Seattle's Startup Week and is part of the Seattle startup community. He also launched a Pay It Forward scholarship program, funding more than $600,000 for women, underserved minorities, and veterans as part of a personal mission on diversity. Residence: Seattle, Wash.

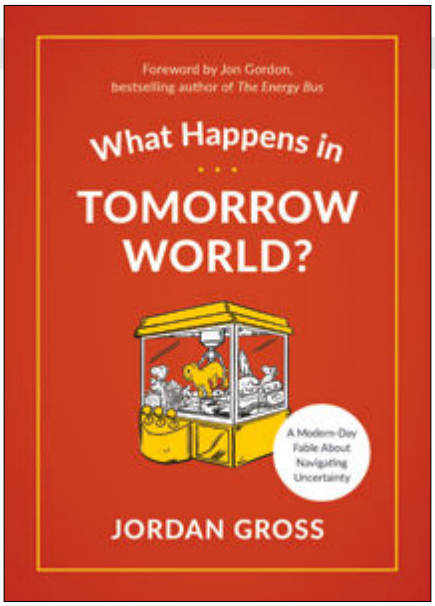
- **Author is a frequent contributor to a number of high-profile digital startup blogs and websites, a few outlets include Fi.co and Techstars.com**
- **Promotion planned to Techstars' Twitter account @StartupWeekend (178K followers) with electronic chapters of the book**
- **Promotion through Global Accelerator Network (GAN.co) and F6S.com, the largest network of startups worldwide**
- **Promotion to the author's email list (2K subscribers) and Startups.com email list (80K subscribers)**

9781953295071
EBOOK: 9781953295149
6X9 • TRADE CLOTH
256 PAGES • $28.00
MARCH 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM
AUDIO RIGHTS: SOLD

WHAT HAPPENS IN TOMORROW WORLD?

A Modern-Day Fable About Navigating Uncertainty

JORDAN GROSS



- **Gross has over 150 appearances on shows that have had guests like Seth Godin, Ed Mylett, Bob Burg, Nir Eyal, and Mark Manson**
- **Author is the host of the *Cloud Nine Living* podcast, which includes hundreds of interviews and releases new episodes every three days**
- **Author is two-time TEDx speaker**
- **Author planning around 50 talks in the year of release**
- **Promotion to the author's email list (2K subscribers) and Medium audience (6.2K followers, 40K views per month)**
- **Foreword by bestselling author Jon Gordon**
- **Jordan-Gross.com**

9781950665952
EBOOK: 9781953295187
5X7 • TRADE CLOTH
112 PAGES • $17.00
MARCH 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM
AUDIO RIGHTS: SOLD

Bestselling author and TEDx speaker Jordan Gross's *What Happens in Tomorrow World?* offers a poignant, relatable, and necessary parable for navigating uncertainty.

WHAT HAPPENS IN TOMORROW WORLD? tells the story of Opti, Pessi, Chill, and Sage—prizes found in a traditional arcade claw machine game, and what happens when one special player, Cayla "Catch" Alltoys, plays their game.

As Catch maneuvers the claw over, down, and around them, the four prizes face their own crisis—the uncertainty of what will happen when they are removed from their safe environment and thrust into the unknown "real" world. Each prize reacts in one of the four typical responses most people have to facing uncertainty. And it is through those reactions, and subsequent actions, that they—and we—learn how our own response to uncertainty can either help or harm ourselves, those around us, and society as a whole.

An urgently needed instrument for managing the anxiety and ambiguity in our daily lives, this book will help readers thrive in challenging situations.

Through this memorable story, you'll learn:

- How to embrace uncertainty in all parts of life
- Why no single response to uncertainty works for every situation
- How various personality types typically respond differently to uncertainty
- How to identify the types of people who do well in uncertainty
- Why it's crucial to resist responding negatively to uncertainty
- Why it's important to take action, no matter how uncertain you feel

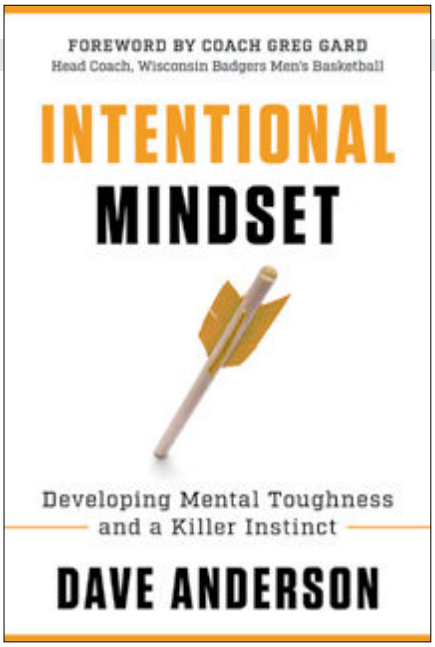
In the spirit of Spencer Johnson's *Who Moved My Cheese?*, *What Happens in Tomorrow World?* presents a modern, unique, and useful toolbox for confronting and managing the overwhelming amount of uncertainty we face every day.

JORDAN GROSS believes that personal development is a never-ending process of imagining who you want to be, interpreting why you want to be that person, creating a plan to get there, and then implementing that plan in the most enjoyable and fulfilling way possible. Through his platform, he helps guide people to think differently and make daring changes in their lives. Jordan is trailblazing in the personal development field by using creative storytelling to allow people to gather their own insights from the characters he creates and the stories he shares. He is a graduate of the Kellogg School of Management at Northwestern University. Jordan is a former startup founder, restaurant manager, and soccer goalie. A solopreneur, podcast host, two-time TEDx speaker, editor, and coach, he is the bestselling author of *Getting COMFY: Your Morning Guide to Daily Happiness* and *The Journey to Cloud Nine*. Residence: New York, N.Y.

INTENTIONAL MINDSET

Developing Mental Toughness and a Killer Instinct

DAVE ANDERSON



Intentional Mindset is a crash course in developing the 10 key traits necessary to increase your killer instinct and mental toughness so you can reach bolder goals in all of life's vital arenas.

SOME PEOPLE SEEM TO be born with a mental makeup that predestines them for success. But anyone can master their mindset. Dave Anderson shows you how.

Killer instinct. Mental toughness. Whether you're looking for financial advancement, success in the workplace, better relationships, or personal transformation, these two qualities are the keys to achieving your goals. Together, they make up the mindset that will get you where you want to go.

In *Intentional Mindset*, LearnToLead founder Dave Anderson shows you how to purposefully develop both killer instinct and mental toughness by cultivating and strengthening 10 specific traits. Built as a 10-week course, this is a no-nonsense, tough love path to professional development that will change your life.

The author of 15 books and host of the popular podcast *The Game Changer Life*, Dave's guidance has impacted readers and listeners in more than 145 countries. Now, he shares a unique blueprint for developing the mindset you need to succeed, presenting foundational strategies for intentionally developing and strengthening what he calls the ACCREDITED traits: Attitude, Competitiveness, Character, Rigor, Effort, Discipline, Intelligence, Tenacity, Energy, and Drive.

Throughout the book, readers will follow the progress of three "case studies." The frustrations, progress, and victories of "Fred," "Frank," and "Frances" will replace the sterile or academic approach so common in personal development books with a more readable, personal, and actionable experience. What's more, Dave provides readers with an optional 70-day follow-up course to integrate the book's lessons into one's daily routine and accelerate results. All materials for this course, including a downloadable workbook and 70 supporting videos—one for each day—are provided at no cost on LearntoLead.com.

Intentional Mindset is a true game changer—a book that gives you the tools to shape your future by shaping your mind.

DAVE ANDERSON, "Mr. Accountability," is a leading international speaker and author on personal and corporate performance improvement. After an extensive career in the automotive retail business, Dave began LearnToLead with the goal to help individuals and organizations reach their personal and corporate potential. Dave's no-nonsense messages impact listeners and readers in more than 145 countries. Dave speaks more than 100 times per year to a wide array of businesses and nonprofits, and works as a mental toughness consultant for individual athletes and teams. Residence: Agoura Hills, Calif.

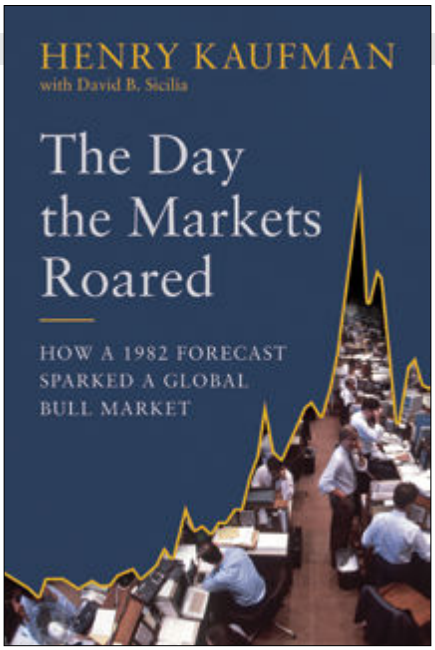
- **Anderson is the author of 15 business books and host of *The Game Changer Life* podcast (26K downloads per month across 145 countries)**
- **Author speaks to business owners all over the US, averaging 60 events per year**
- **Promotion to author's email list (30K subscribers)**
- ***Twitter:* @DaveAnderson100**

9781953295026
EBOOK: 9781953295217
6X9 • TRADE CLOTH
240 PAGES • $25.00
APRIL 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM
AUDIO RIGHTS: SOLD

THE DAY THE MARKETS ROARED

How a 1982 Forecast Sparked a Global Bull Market

HENRY KAUFMAN WITH DAVID B. SICILIA



- **National publicist Mark Fortier hired**
- **Author speaks often, and will resume in-person speaking in late 2021**
- **A-level national print media campaign targeting outlets like the *New York Times*, *The Economist*, *Bloomberg Businessweek*, and *Barrons*.**
- **Outreach to top-tier news outlets such as *Wall Street Journal*, *Financial Times*, and *Washington Post***
- **Author has connections in the financial space and brings many media connections to the table**
- **Extensive broadcast and podcast outreach to span across the financial, economic, and business genres**

9781953295088
EBOOK: 9781953295200
6X9 • TRADE CLOTH
240 PAGES • $25.00
APRIL 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION AND AUDIO RIGHTS:
ADRIENNE LANG,
ADRIENNE@BENBELLABOOKS.COM

Legendary economist Dr. Henry Kaufman shares a classic Wall Street story that has never been fully told: a firsthand account of the day in August 1982 that would define US economics for decades.

DR. KAUFMAN HAS BEEN the subject of *New Yorker* cartoons, had cameos in drama productions and two seminal literary works of the 1980s, received death threats, and enjoyed the nickname "Dr. Doom." But the pinnacle of his influence arrived one late summer day almost 40 years ago.

After years of painfully high interest rates and the inflation of the late 1960s and 1970s, consumers were paying 17 percent and higher to borrow money. But on August 17, 1982, the stock market underwent its second-biggest rally since WWII, while bond prices soared and interest rates plunged. It was Kaufman himself who wrote the memo that helped spark this tremendous boom, setting the global markets on fire and marking the start of almost four decades of US economic growth.

The Day the Markets Roared answers the questions:

- Why did Dr. Kaufman break with his longstanding bearish views to make a momentous prediction that spurred blaring headlines everywhere from Brazil to Beijing?
- How could a private individual exercise such profound influence over global financial markets?
- How did we get to today's rock-bottom and even negative rates? And what is their continuing impact on the economy, our financial markets, and our livelihoods?

The Day the Markets Roared is a firsthand, minute-by-minute account of one of the most remarkable days in financial and economic history, with a rich cast of characters, from Salomon's John Gutfreund, to interest rate guru Sydney Homer, to Dr. Kaufman's longtime friend Fed Chairman Paul Volcker. Kaufman reflects on the lessons of the historic August 1982 episode, and offers penetrating insights about business and financial markets in the near future.

DR. HENRY KAUFMAN is a highly esteemed Wall Street economist. While at Salomon Brothers (1962-1988), he was a senior partner, chief economist, and director of research, helping to make the firm the most profitable investment bank in the world. He holds a PhD in banking and finance from New York University Graduate School of Business Administration as well as honorary doctorates from NYU, Yeshiva University, and Trinity College. The author of four previous books and hundreds of articles, Dr. Kaufman has given addresses at leading business and financial organizations around the world. Residence: New York, N.Y.

WHEN I ENTERED THE ROOM the morning of August 17, 1982, the roar was at record levels. The avalanche of orders easily overwhelmed our state-of-the-art communications equipment, which added to the need for cross-row shouting. Some of the traders and salespeople glanced up at me, the cause of all the uproar, and stared for a few seconds before returning to the fray. As I walked to my office, some of the partners and managers tried to grab a word with me or offered exclamations like "Look what's going on, Henry!" or "I've never seen such a day!"

At my office I was greeted by a long list of phone messages from clients and journalists in the United States and abroad who were asking for interviews. On normal days, I fielded such requests myself, but on more momentous occasions I called on our Manhattan-based outside public relations firm, Adams & Rinehart, Inc. That day, the PR firm helped manage the flood of media requests. For the time being, we declined them all.

The rest of the day was a blur of cascading trade orders, market reports, and shattered records. It took only 15 minutes after Treasury bonds traded on the Chicago Board of Trade to reach their daily limit of two points after trading there began at 9:00 AM. Stock trading similarly surged immediately after opening, so that by 10:19 the Dow Jones Industrial Average was up 5.90 points, with the ticker tape running two minutes behind. One minute later, Manufacturers Hanover Trust cut its prime rate from 14.5 percent to 14 percent. By 11:00, the Dow was up nearly 11 points. After retreating slightly, it hit 807.74 at 2:00 in the afternoon—a huge gain of 15.31 points. More bank rate cuts followed, with Bankers Trust announcing at 2:08 that it was slashing its broker-loan rate from 12.50 to 11.75 percent, followed by a reduction in Citibank's prime from 14.50 to 14.00 percent less than 90 minutes later.

"As I walked to my office, some of the partners and managers tried to grab a word with me or offered exclamations like 'Look what's going on, Henry!' or 'I've never seen such a day!'"

When the closing bell sounded at 4:30, the Dow stood at 831.24, an increase of 38.81 points, or 4.90 percent. (To put this in present-day perspective, a 4.90 percent gain on a Dow of 30,000 would mean a one-day gain of 1,470 points.) Similarly, the Standard & Poor's Index, which had closed the previous day at 104.09, had gained nearly 5 points, for a 4.76 percent gain. Both were the largest single-day gains in Wall Street history up to that point. The Dow nearly set a daily volume record as well, with some 92,860,000 shares traded.

The bond market also enjoyed a massive rally. The *New York Times* reported that "bond prices soared and interest rates plunged as the credit markets turned in one of the sharpest single-day rallies on record. Dealers reported heavy trading volume in almost all sectors of the market," with most short-term rates falling by more than half a point. "The bond rally," the *Times* continued, "swept hundreds of millions of dollars of new corporate debt offerings to quick sellouts." These included $100 million offerings by Anadarko Production Co. and Avco Financial Services, Inc. Salomon itself greeted heavy demand for its $1 billion offering of "tigers"—zero-coupon certificates backed by US Treasuries, a brand-new kind of security rolled out by Merrill Lynch just the previous week.

"In the United States, the S&P peaked for the month on August 23 at 118, or 14.5 percent higher than the closing price the night before my announcement."

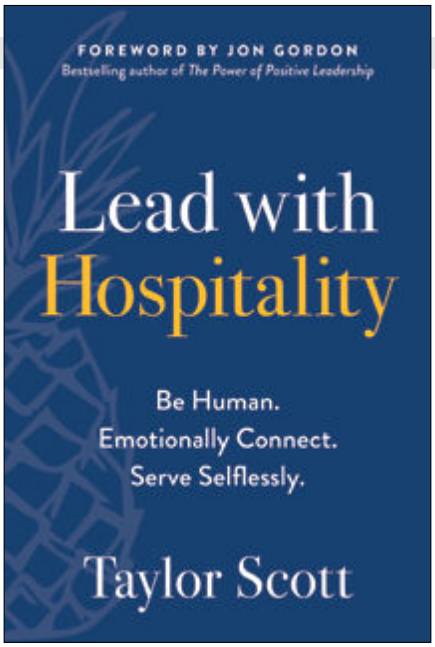
The rally also proved to have "legs" by traveling in space and time. In London, new hopes for lower interest rates drove up the *Financial Times* industrial index in London by more than 2 percent (to 558.2) on August 18. (Stocks listed on Tokyo's Nikkei-Dow Jones index fell, however, because of a weakening yen.) In the United States, the S&P peaked for the month on August 23 at 118, or 14.5 percent higher than the closing price the night before my announcement.

When I returned to New Jersey that evening, several reactions to the day raced through my mind. I was most astonished by the magnitude of the apparent market reaction to my bullish announcement. I had not been the first to predict an overall reversal in the direction of interest rates. The afternoon's media reaction also surprised me, even though by then I was being quoted in the financial press almost daily. I mulled over the day's major political, business, and financial developments in search of other explanations for the markets' ending in record territory. Was it possible that my pronouncement was the precipitating cause?

LEAD WITH HOSPITALITY

Be Human. Emotionally Connect. Serve Selflessly.

TAYLOR SCOTT



- **Scott is a speaker, trainer, and graduate of Cornell University's hospitality program**
- **Outreach to author's contacts in the hotel, casino, and resort world, including bulk sales opportunities**
- **Author has lead teams for organizations including The Walt Disney Company, Gaylord Hotels and Resorts, Wynn Resorts, and The Cosmopolitan of Las Vegas**
- **Foreword by bestselling author Jon Gordon**

9781950665945
EBOOK: 9781953295224
5.5X8.25 • TRADE CLOTH
240 PAGES • $25.00
APRIL 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM
AUDIO RIGHTS: SOLD

***Lead with Hospitality* encourages emotionally connecting with employees before attempting to lead, creating environments and experiences rich with inspiration, motivation, and transformation.**

ACROSS ALL INDUSTRIES AND LEVELS OF ORGANIZATIONS, one key leadership trait inspires and motivates more than any other: hospitality.

We have all encountered inspirational leaders who've helped us, taught us, encouraged us, pushed us to get outside our comfort zones, or motivated us to become the best version of ourselves. Turns out, we admire these leaders for the same reasons we love our favorite hotels, resorts, restaurants, or bars: How they make us feel is essential. Members of today's workforce—especially millennials and Gen Z—are looking for inspiring environments and work that truly fulfills them.

Speaker, consultant, and hospitality industry veteran Taylor Scott knows that the most effective leaders approach their roles with heart, emotionally connecting with their team members before attempting to manage them.

Drawing from his two decades in leadership roles at respected hotels, resorts, and restaurants, Taylor distills the principles of gracious hospitality, translating them into actionable lessons that apply in any industry, such as:

- How *making people feel welcome* fosters loyalty and keeps workers engaged with an organization's purpose
- How *serving people with empathy and compassion* sparks workers' highest productivity
- How *making people feel comfortable* encourages exploration, curiosity, and discovery while inviting everyone to lean into their creativity
- How *making people feel significant* drives them to deliver their best work

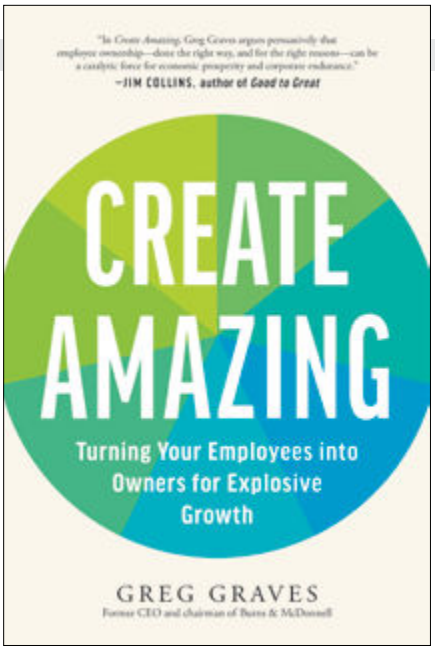
Lead with Hospitality is a call to action to connect with people on a human level, which ultimately inspires teams, organizations, and companies to go to the next level.

TAYLOR SCOTT has a passion for leadership that began at a young age, growing up in Kentucky as a point guard on his high school basketball team. He learned the power of influence and persuasion, which all leaders require. Taylor has worked for notable brands such as Disney Parks and Resorts and The Cosmopolitan of Las Vegas. He graduated with honors from Florida Southern College, earning a BS in Business Administration. Later in his career, he earned a Masters of Management in Hospitality from Cornell University. Residence: Las Vegas, Nev.

CREATE AMAZING

Turning Your Employees into Owners for Explosive Growth

GREG GRAVES



Create Amazing is the go-to guide for creating incredible results for workers, companies, and our country through employee ownership.

ARE YOU CONSIDERING STARTING an Employee Stock Ownership Plan (ESOP) or converting your company to an ESOP? Or maybe making the big leap to a 100 percent employee-owned company? *Create Amazing* is your practical field guide to creating an amazing company and leaving a great legacy.

The results of employee ownership are well-proven: Employees with even a small capital interest in their firms' successes are more likely to stay, have greater loyalty and pride, are willing to work hard, and make more suggestions for improvement.

Create Amazing demonstrates how ownership can provide the ultimate competitive advantage to a growing company—and, by equalizing opportunity and addressing economic injustice, our nation. Written by Greg Graves, a CEO who operated one of the most successful ESOPs in American history, *Create Amazing* covers:

- The history of employee ownership in America and the principles of its purpose
- Why employee ownership is a viable solution fiscally and futuristically
- What an ESOP is, what it does, and what's happening in Washington, DC, to promote this model
- How ESOPs work, and how they're structured legally, fiduciarily, and financially
- A deep dive into the impact of ESOPs on America and on employee owners personally

If you're a business owner considering an ESOP startup or a transition to employee ownership, a current employee owner who believes your firm can do more, or simply believe that our nation needs a shot of steroids to be both more productive and just, this book will speak to you from a realworld, executive-to-executive perspective about the process, the problems (and how to avoid them), and the deliverables.

Create Amazing explores how employee ownership (done the right way) sparks an ownership mindset among employees and can be a catalytic force for economic prosperity and corporate endurance.

GREG GRAVES is the former CEO/Chairman of Burns & McDonnell Engineering Company. He has also chaired the boards of numerous greater Kansas City civic institutions in the fields of healthcare and the arts. Graves is currently the lead independent director for UMB Financial Corporation. Residence: Stilwell, Kan.

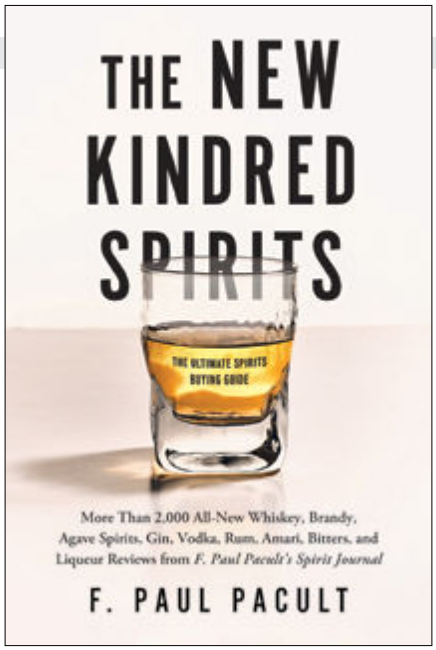
- **Graves is the retired CEO of Burns & McDonnell, a $5B engineering and construction company**
- **Author is now chair of a 10K person academic hospital and lead director of a $25B bank**
- **Book launch event planned in St. Louis at Burns & McDonnell**

9781953295002
EBOOK: 9781953295231
6X9 • TRADE CLOTH
256 PAGES • $25.00
APRIL 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM
AUDIO RIGHTS: SOLD

THE NEW KINDRED SPIRITS

More Than 2,000 All-New Whiskey, Brandy, Agave Spirits, Gin, Vodka, Rum, Amari, Bitters, and Liqueur Reviews from *F. Paul Pacult's Spirit Journal*

F. PAUL PACULT



- **Pacult is the world's most respected and trusted spirits authority, critic, journalist, consultant, and author**
- **Author has connections with every major liquor brand and will facilitate bulk sales**
- **Aggressive media outreach to spirit-centered outlets and reporters**
- **Author frequently acts as a judge in national spirit competitions and festivals and will facilitate introductions for in-person sales opportunities**
- **Influencer outreach to leaders in the beverage and spirits space**
- **Large galley mailing to top industry contacts and reviewers**

9781950665969
EBOOK: 9781953295286
6X9 • TRADE PAPERBACK
656 PAGES • $50.00
MAY 2021 • COOKING/REFERENCE
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM
AUDIO RIGHTS: SOLD

Discover the definitive spirit review resource, featuring 2,400+ all-new reviews of all categories of distilled spirits.

IN 2008, F. PAUL PACULT published the second edition of his groundbreaking book of reviews, *Kindred Spirits*. In the dozen years since, interest in distilled spirits has exploded, and craft distilleries have popped up around the country and the world.

Now, in *The New Kindred Spirits*, Pacult provides a new and comprehensive compilation of more than 2,400 detailed evaluations of whiskeys, brandies, vodkas, tequilas, rums, gins, and liqueurs—an indispensable reference for any spirits enthusiast or professional.

The New Kindred Spirits is essential for:

- *Consumers* who are just beginning their personal adventure in spirits and want the dependable tutelage of the expert whom *Imbibe Magazine* recently called "…an all-knowing spirituous oracle, a J.D. Power of liquor."
- *Seasoned spirits consumers* looking to expand their repertoire and in need of a reliable, highly detailed purchasing guide.
- *Industry insiders* who would like to increase their knowledge about all spirits categories—and see what the competition is up to.
- *Retailers* looking for both a trusted guide to help their clientele make buying decisions and an educational textbook for their sales staff.
- *Restaurateurs/bar owners/bartenders* who sell spirits and need to know more about them in a time of increasingly knowledgeable customers.
- *Journalists, educators, and other writers* who regularly or occasionally cover or teach distilled spirits and mixology.

New in this edition, *The New Kindred Spirits* will also cover the craft distiller explosion—wherein thousands of small, independent distillers have burst onto the scene—through hundreds of reviews of craft spirits.

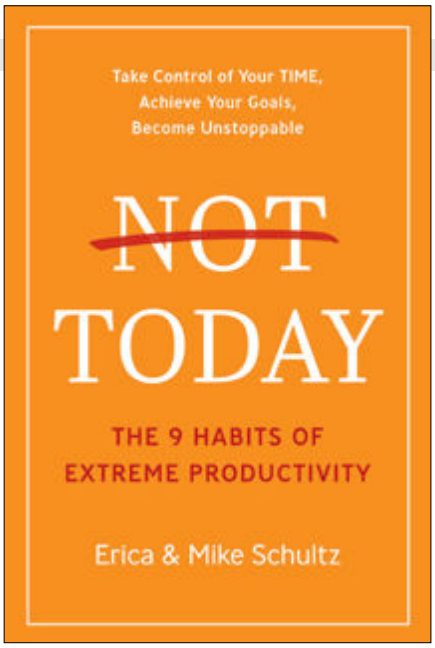
Whether reviewing old standby spirits or up-and-comers, readers can count on Pacult's steely, unemotional critic's eye. More comprehensive than ever before, *The New Kindred Spirits* remains true to the guiding principles of careful judgment, no advertising allowed, occasional wisecracks, and totally unbiased opinions.

Called "America's foremost spirits authority" by Forbes.com, **F. PAUL PACULT** has been the publisher/editor of *F. Paul Pacult's Spirit Journal* since 1991. Through Spirit Journal, Inc., Pacult consults to many large and small suppliers of the beverage alcohol industry, assisting with product improvement, development, marketing, category counsel, and messaging. Pacult is a founding member of the award-winning spirits and mixology training company Beverage Alcohol Resource LLC (BAR) and is likewise a founding member and judging chairman of the innovative beverage competition company Ultimate Beverage Challenge LLC. Residence: Wallkill, N.Y.

~~NOT~~ TODAY

The 9 Habits of Extreme Productivity

ERICA AND MIKE SCHULTZ



With a transformative model of how to think about time, *~~Not~~ Today* redefines productivity and offers actionable tips for anyone who wants to better manage their time and live a more energetic and meaningful life.

WHEN THEIR FIVE-YEAR-OLD SON fought for his life, business leaders Erica and Mike Schultz learned a new way to live, work, and succeed—discovering how to achieve extreme productivity with heart and purpose.

Ari Schultz was an extraordinary baby, beginning life in a pitched battle against heart disease. The same year, his parents launched their business, and they had to keep it going strong, even while living full-time at the hospital for months on end. For the next five years, Erica and Mike learned how to balance the demands of their jobs, commuting to the hospital, and spending time with their growing family—along the way noting the tricks and techniques that allowed them to get work done, even while living in the cardiac ICU and later through heartbreaking loss.

After reflection and recovery, Mike and Erica codified their method of coping and working and set out to study the work habits of extremely productive people. They discovered what those people do differently than everyone else, and went on to create The Productivity Code—a new approach to productivity that has helped tens of thousands of people manage their time for greatest effectiveness, fulfillment, and happiness.

Now, Erica and Mike reveal the 9 Habits of Extreme Productivity along with easy-to-apply techniques, including:

- How to stay focused—and positive—even in difficult times
- Clearly defining your motivations through written goals and four-three-four planning
- Helpful hacks to stop procrastinating
- How to disrupt unproductive thought cycles and break bad habits for good
- Changing your mindset to prioritize time doing things you love
- Setting boundaries and saying no to tasks that don't serve you
- Tricks to become impossible to distract
- Working in powerful planned "sprints" to get in the zone
- Finding ways to refuel your mental and physical energy
- Resetting and correcting when you've gone off course

Interweaving their son's poignant story with effective productivity and happiness strategies, *~~Not~~ Today* shows how anyone can better manage their time—while living a more energetic and meaningful life.

MIKE AND ERICA SCHULTZ are Ari's parents (their greatest life achievement) as well as the leaders of RAIN Group, a world-leading sales training company helping organizations such as Toyota, Monitor-Deloitte, Harvard Business School, and hundreds of others to unleash sales performance. Residence: Boston, Mass.

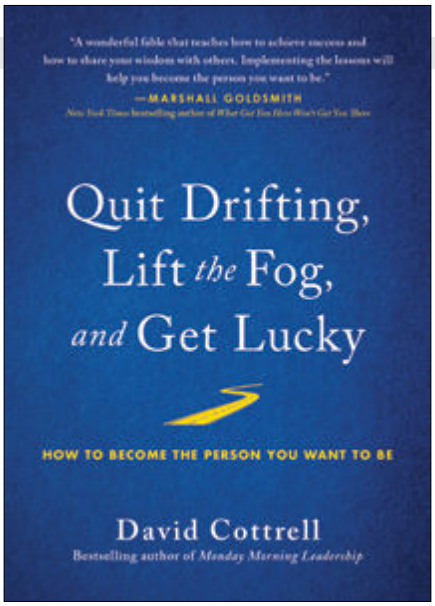
- **Mike & Erica Schultz train approximately 18K people per year in RAIN Group programs**
- **PR company hired for major media outreach**
- **Promotion tied to launch of MyProductivityCode.com and The Productivity Code training**
- **Major book launch and partner campaign featured on RAINGroup.com (1M unique visitors per year)**
- **Promotion to authors' email newsletter (60K subscribers)**

9781950665976
EBOOK: 9781953295330
6X9 • TRADE CLOTH
256 PAGES • $25.00
JUNE 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM
AUDIO RIGHTS: SOLD

QUIT DRIFTING, LIFT THE FOG, AND GET LUCKY

How to Become the Person You Want to Be

DAVID COTTRELL



- **Author is the president and CEO of CornerStone Leadership**
- **Cottrell is the author of the international bestseller *Monday Morning Leadership* and 24 other books (total sales of more than 2M copies)**
- **Promotion to author's email list (20K subscribers, emailed twice weekly)**

In this business parable, a hard worker finds himself dissatisfied and unfulfilled until he meets two successful mentors with unique perspectives on success and happiness that readers can use to improve morale, productivity, and satisfaction.

"In *Quit Drifting, Lift the Fog, and Get Lucky*, David Cottrell proves something I've been saying for years: most successful people would not be where they are without the help of trusted advisors and mentors along the way. This little book is full of big learnings."

—KEN BLANCHARD, COAUTHOR OF *THE NEW ONE MINUTE MANAGER*

FROM THE BESTSELLING AUTHOR of *Monday Morning Leadership*, this "little book full of big learnings" provides wisdom and a practical framework to help you become your very best.

Imagine how it would feel to greet each day enthusiastic about your work and your life, with renewed energy and optimism, at peace with yourself and those around you. What would it take to get there, rather than just "getting by"?

In *How to Quit Drifting, Lift the Fog, and Get Lucky*, leadership authority David Cottrell tells the story of Jack Davis, a hard worker who had thrived early in his career, but finds himself unmotivated, dissatisfied, and unfulfilled. He wants more for himself and for his family, but he doesn't know how to get it—until two unexpected mentors change his outlook, and his life, for good. Through Jack's meetings with two successful mentors, Cottrell illustrates unique perspectives on achieving success and happiness that anyone can use to improve morale, productivity, and satisfaction at work and in life.

This simple yet profound novelette, written to be read in one sitting, provides practical tools and inspiration to help you on your own path to success. Enjoy the journey!

DAVID COTTRELL is the president and CEO of CornerStone Leadership. He is a premier authority on leadership and has worked with many of today's most successful organizations, mentoring leaders to peak performance. Before founding CornerStone, David held leadership positions with Xerox and FedEx and led the successful turnaround of a Chapter 11 company. He has shared his leadership philosophy and lessons with more than 400,000 leaders worldwide. David has authored more than 25 books, including the perennial bestseller *Monday Morning Leadership* and his autobiography, *Grace Upon Grace*. His books are available in more than a dozen languages and have sold more than 2 million copies worldwide. Residence: Dallas, Texas.

9781953295033
EBOOK: 9781953295385
5X7 • TRADE CLOTH
128 PAGES • $22.00
JUNE 2021 • BUSINESS & ECONOMICS
DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM
AUDIO RIGHTS: SOLD

Letter from the editor

HELLO THERE!

DEAR READER,

Welcome to the rebooted Smart Pop!

What do you mean "rebooted?"

It's kind of weird that I can hear you across space and time, but whatever!

Smart Pop's history of publishing unexpected and thoughtful takes on some of the world's best-loved pop culture properties has put us in the perfect position to level-up in Spring 2021 to become an ultimate publishing destination for all of fandom. I mean, check out that new logo—isn't it great?!

Yeah, the logo's great, but what do you mean "fandom?"

I'm glad you like it, but still a little weirded out that I can hear you, tbh. Fandom is, at heart, a group of like-minded folks who share a passion for something in pop culture. So, whether you're a fan of movies, television, books, music, theater, video or tabletop games, or sports, you'll find a safe, welcoming, inclusive and equally-as-fanatical home here at Smart Pop.

Smart Pop will offer readers a curated list of original and licensed gift and humor books, cookbooks, reference sources, memoirs, tie-ins, and original fiction. Spanning from galaxies far, far away to the final frontier and every meme, trend, and talked-about moment in between, each book will be entertaining, engaging, and innovative, as well as a fan-centric natural extension of, and addition to, the pop culture landscape.

Smart Pop books will be created by authors, illustrators, and experts who are firmly established in fandom. And though we like to have fun, we take pop culture very seriously and believe our books deserve quality editorial support, packaging, and design to earn the time, attention, and support of our readers. So, each Smart Pop book will feel and be authentic because it will be cared for *by* pop culturalists *for* pop culturalists from idea all the way through publication.

And if all that wasn't exciting enough, look out for news concerning our brand-new website, updated social media channels, and even a newsletter! In the meantime, here are our first two titles! First up is a book so timely and clamored for we had to release it early: *The Book of Karen: Activities for Reactionary Adults*, a fun and funny subversion of the format that centers Karens and Kevins—those folks whose internet-famous behaviors would be comical were they not so awful—as the entitled villains they are. It also serves as a practical call to action that encourages readers to support organizations that fight deplorable Karen-like behaviors. Next is one that will have everyone talking from convention floors to bedroom floors: *The Con-a-Sutra: An Adult Guide to Full-Frontal Nerdity* which puts the graphic in graphic novel, via 50 classic comic book–style illustrations that talk to nerds, geeks, gamers, and cosplayers about sex in a language they understand . . . and I don't mean Klingon!

It's a super time to be a part of Smart Pop. I hope you'll join us!

Let's get poppin'!

ROBB PEARLMAN
EDITOR-IN-CHIEF, SMART POP
ROBB@BENBELLABOOKS.COM

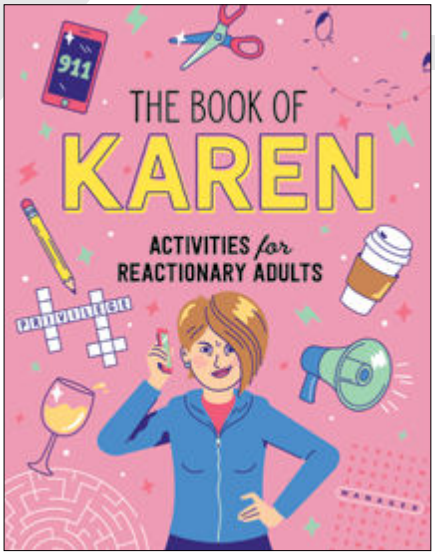
RECENTLTY RELEASED

January 2021 • Humor

THE BOOK OF KAREN

Activities for Reactionary Adults

KAREN K. KLAREN; ILLUSTRATIONS BY KAREN JANSON



- **Book serves as a call to action by providing consumers with real information about contacting and supporting "anti-Karen" organizations, including Black Lives Matter, Anti-Defamation League, Human Rights Campaign, the Equal Justice Initiative, The Trevor Project, PlannedParenthood, and other progressive nonprofits**
- **Portion of the proceeds will directly benefit The Equal Justice initiative**
- **Ongoing promotion via the Smart Pop newsletter (1K subscribers) and social media accounts (4.2K followers total)**

Filled with the same kinds word searches, connect-the-dots, and puzzles that found in a traditional adult activity book, this gift-book-in-disguise subverts the genre by mocking the horrible and horribly privileged women and men whose videoed and memed behaviors have made the name "Karen" cringeworthy.

MAZES, ACTIVITIES, GAMES, AND MORE! Karens and Kevins demand a lot these days. From refusing to leave before speaking to a manager, insisting on seeing birth certificates, to requiring permits to sell lemonade, there's no 911 call they won't make, no societal norm they won't transgress, nor social grace they won't upend in an effort to exercise and maintain their privilege. But *The Book of Karen: Activities for Reactionary Adults* is a 100% American-made book that turns the tables on their terrible behavior and demands only one thing of readers: That they cry gallons of liberal tears as you laugh at those oh-so-put-upon terrible people who try to make our lives awful.

Help Karen through the maze so she can return clothing without a receipt! Join Kevin as he pins the blame on the immigrant! Fill in the blanks to create your own list of grievances! Answer riddles and math problems that prove that 2+2 doesn't always equal 4! Connect the dots to uncover the truth behind a variety of conspiracy theories! Create your own mini books to spread your manifesto to friends and neighbors! Cross stitch trite décor for your walls!

As much call to action as it is an activity book, *The Book of Karen* encourages readers to actively make a change by providing a useful list of anti-Karen nonprofits—including those focusing on social justice, voting rights, pay equity, LGBTQIA rights, immigration, hunger and food instability, disability services, and victims' rights—to support, learn more about, and work with to fight the status quo.

A portion of the proceeds from *The Book of Karen* will benefit The Equal Justice Initiative, a nonprofit committee working to end mass incarceration and excessive punishment, challenging racial and economic injustice, and protecting basic human rights for the most vulnerable Americans.

KAREN K. KLAREN lives, loves, and laughs with her husband, Kevin, and their children, Kaleigh and Kevin Jr., in the USA. She enjoys giving directions for people to go back where they came from, and would like to speak to the manager.

KAREN JANSON, illustrator, is a newly single mother to three unvaccinated kids and one unleashed dog. When she's not dialing 911, Karen enjoys cross-stitching "No Trespassing" signs.

9781953295064
EBOOK: 9781953295453
7X9 • TRADE PAPERBACK
112 PAGES • $14.95
JANUARY 2021 • HUMOR
DISTRIBUTION: WORLD
TRANSLATION AND AUDIO RIGHTS:
ADRIENNE LANG,
ADRIENNE@BENBELLABOOKS.COM

KAREN'S WORD SEARCH

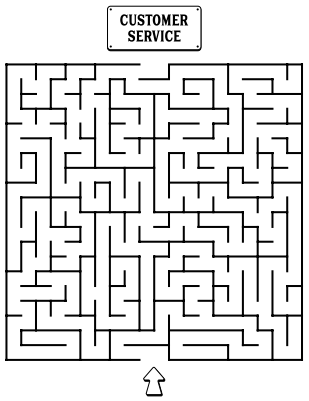
W E Y A R M A N I P E D I E K F N G E
O H A F C L E T I K I O L D K D F H P
M U T T E V A G E G A C K L O P R U F
A O C A M E H Y I N S T A W O R T H Y
N Y C O P A G A J O F A C M F I I J L
A O R S M N M U G S M F G F F B D N N
G I C T A P P B U O E F C K E E I I U
E I Z C D I L M D M R R E F N L P E Y
R G G I H Y O A K F T A T V D A A E B
D H N S M O E C I R I U D Q E G N N W
O R I P E N M F P N G L E E D E I T B
X C N E P P I E N D T A L N E N B I C
U A E H J I N R S O Y O G A P A N T S
C P O M P T I O N C M Y O I T K T L E
L C N E O N V H A R H K E O G H R E P
E S E P M A A L A S O O N E F A O D N
S O O I B N N T K K O V O Q A R P I E
I A N S K O M E T Y I M G L W O H T R
R S E O N A N T T B O M U T E K Y S O

nine one one
manager
instaworthy
entitled
manipedi
yoga pants
minivan
homeschool
offended
complaint

Answers on p. 98

I'D LIKE TO SPEAK TO THE MANAGER

Karen wants to return a dress she doesn't have a receipt for but wore only once. Can you help her get to the Customer Service desk?



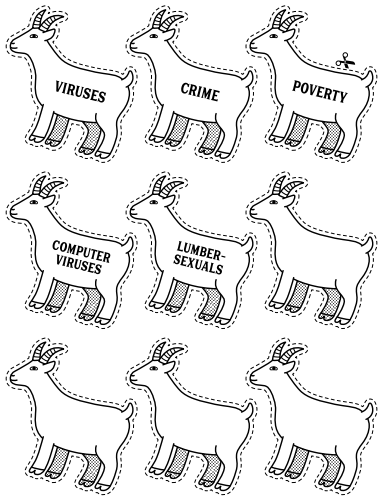
Answer on p. 98

PIN THE BLAME ON THE IMMIGRANT

Planning a neighborhood potluck is a lot like designing an immigration system. It all starts with a carefully curated guest list, one based on what each person is likely to bring, how they'll blend with the others present, and how much you think they'll take from the buffet. If all goes well you can trumpet yourself as the perfect hostess, but if something goes wrong, you'll need to quickly shift the responsibility to a scapegoat. Like Kevin Jr., who insisted on inviting his friend Mohammed. This fun game lets you have it both ways, as it perfectly combines passing the time and passing the buck!

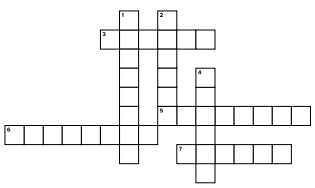
1. Cut out the scapegoats on page 7 and the flags on page 9.
2. Tape the flags to a wall, and insert pins into the scapegoat-shaped pieces.
3. Drink a tall glass of Kool-Aid, then blindfold yourself.
4. Try to pin the blame on an immigrant's country of origin.

Bonus Activity for your Crafting Club: Use the extra goat shapes to create your own problems!



BOYS WILL BE BOYS!

To avoid having their lives ruined by pesky rape charges, boys need to be kept occupied. Like any good mother, Karen packs her son's schedule so full that he won't have the time or energy to get into trouble (not that it would be his fault if he did, of course!). Use these clues to discover some of the activities that keep Kevin Jr. on the right path.



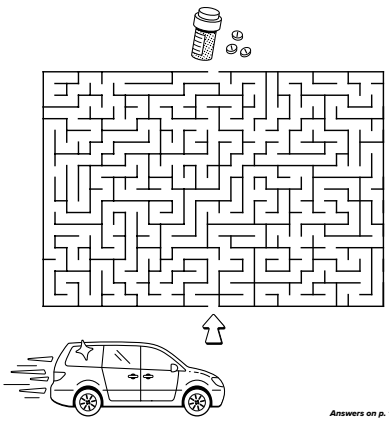
Down
1 Saturdays 11am–1pm
2 Fridays 6pm–8pm
4 Mondays, Wednesdays, and Fridays 5pm–6pm

Across
3 Mondays and Wednesdays 7pm–9pm
5 Saturdays 8am–10am
6 Sundays 11am–1pm
7 Tuesdays and Thursdays 6:30pm–8pm

Answers on p. 100

MINIVAN MOM

Karen needs to pick up Kevin Jr. from soccer practice, Kayleigh from dance class, and Kevin from happy hour with the boys (so he doesn't get another DUI). Can you help her chauffeur her family home so she can finally relax with a bubble bath, a Xanax, and a copy of Ivanka Trump's memoir?

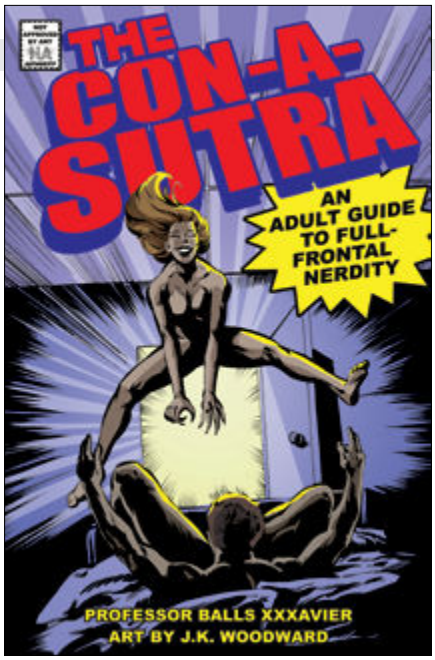


Answers on p. 100

THE CON-A-SUTRA

An Adult Guide to Full-Frontal Nerdity

PROFESSOR BALLS XXXAVIER; ART BY J.K. WOODWARD



- **Promotion at pop culture conventions, including Comic-Con International and, notably, in-person at San Diego Comic-Con (150K+ attendees) and New York Comic Con (250K+ attendees)**
- **Print advertising in convention events guides**
- **Extensive outreach to geek, comic, pop culture, humor, sexual health, and well-being media outlets**
- **Preorder campaign partnership with key retailers**
- **Lead placement across all Smart Pop platforms including the newsletter (1K subscribers) and social media accounts (4.2K followers total)**

9781950665938
EBOOK: 9781953295354
7X10 • PAPER OVER BOARD
112 PAGES • $19.95
JUNE 2021 • HUMOR
DISTRIBUTION: WORLD
TRANSLATION AND AUDIO RIGHTS:
ADRIENNE LANG,
ADRIENNE@BENBELLABOOKS.COM

***The Con-a-Sutra* literally and figuratively illustrates the modern nerd's sexual experience (or inexperience) through 50 classic comic book–inspired illustrations that reference the most celebrated and iconic elements of pop culture.**

FOR ANYONE WHO CONSIDERS themselves to be a geek in the streets and a freak in the (*Star Wars*) sheets—or wants to be—comes a guide for nerds, by nerds.

Today's nerds are loud, proud . . . and thirsty. They've stepped away from their action figure collections and toward an infinitely diverse collection of like-minded folk who are as turned on by cosplay as they are by foreplay.

But as knowledgeable as they are about movies and television shows, nerds aren't always experts when it comes to the logistics of sex. Enter *The Con-a-Sutra*: *An Adult Guide to Full-Frontal Nerdity*: a book that is much more than *The Idiot's Guide to Mensa Sex* and light years ahead of a collection of IKEA "put tab Blaarf into slot Numdoggal" instruction sheets.

Accompanied by classic comic book–inspired art, noted fictional sexpert Professor Balls Xxxavier puts the graphic in graphic novel as he presents the modern nerd's wildest fantasies through a series of hilarious (if occasionally unachievable) sexual positions. *The Con-a-Sutra* recognizes that nerds come in all body types, gender identities, and sexual orientations and is written to be as inclusive and welcoming as any convention. Whether you prefer "The Splash Page," "Wookiee Nookiee," or "The Wayne Manner," this book offers everyone a good time—even if it's only a hysterical and reference-packed diversion from writing your own fanfic!

From viral fan artists to passionate gamers, and from talented cosplayers to bookworms with overflowing comic collections, nerds are found in every demographic of modern society, making this the perfect gift for your boyfriend, girlfriend, husband, wife, brother, sister, office-mate, nerd-in-law, or any of the millions of people who proudly belong to a pop culture fandom.

A comical compendium of con-friendly coitus, *The Con-a-Sutra* invites you to boldly go where no nerd has gone before.

PROFESSOR BALLS XXXAVIER is as real as his credentials. He lives in a secret lair and spends his summers following pop culture conventions to share his love of movies, TV, books, and games, and his passion for passion with like-minded consenting adults.

J.K. WOODWARD is a lifelong comic book fan who started his professional comics career in 2003. He is best known for his work on IDW's Star Trek comics like "Mirror Broken" and Harlan Ellison's "The City on the Edge of Forever," and has worked with Marvel, DC, Dark Horse, BOOM!, and Image Comics, as well as other companies and individuals for specialized commissions.

ANIMAL XING

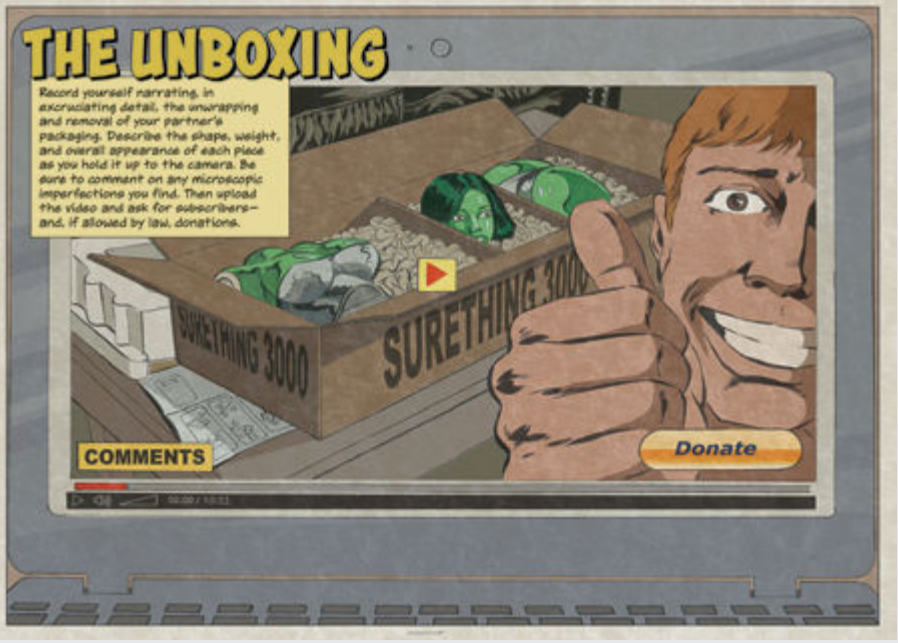
Whether you're at home or switching it up in public, get to know your partner's beaver or peacock by offering unique goods and services. Don't expect constant explosions—this isn't grand theft autoerotica or an ass ass'in screed. Instead, be open-minded and open-ended, and appreciate the slower pace and deeper connection that proves that no man (or woman) is an island. **Note:** Feel free to dip in and out of this position, time and time again, whenever you have a few minutes to spare and nothing else to do.

THE XXX-FILES

Is the G-spot a myth? Is anal probing an alien concept? The truth isn't as out there as you'd think. Grab some flashlights and a sexually charged combination of skepticism and curiosity and investigate.

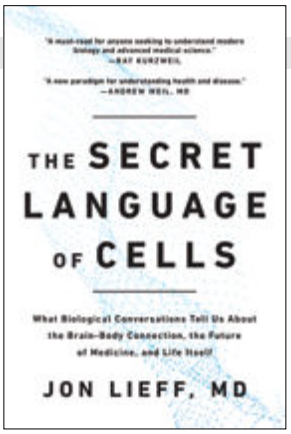
THE UNBOXING

Record yourself narrating, in excruciating detail, the unwrapping and removal of your partner's packaging. Describe the shape, weight, and overall appearance of each piece as you hold it up to the camera. Be sure to comment on any microscopic imperfections you find. Then upload the video and ask for subscribers—and, if allowed by law, donations.



SCIENCE

Geek out with fascinating science titles featuring new insights into our own minds and the world around us.

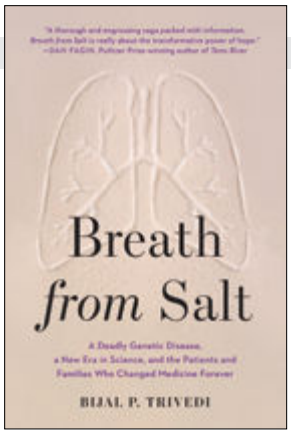


THE SECRET LANGUAGE OF CELLS

JON LIEFF, MD

In *The Secret Language of Cells*, doctor and neuroscientist Jon Lieff explains the surprising science of how very different cells—bacteria and brain cells, blood cells and viruses—all speak the same language. Lieff presents a fascinating and accessible look into cellular communication science—a groundbreaking and comprehensive exploration of this biological phenomenon. With applications for immunity, chronic pain, weight loss, depression, cancer treatment, and virtually every aspect of health and biology, cellular communication is revolutionizing our understanding not just of disease, but of life itself.

TRADE CLOTH
9781948836043
EBOOK: 9781948836333
US $26.95 • SCIENCE
SEPTEMBER 2020

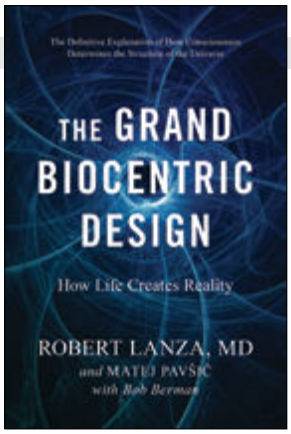


BREATH FROM SALT

BIJAL P. TRIVEDI

Recommended by Bill Gates on his blog, Gates Notes, *Breath from Salt* chronicles the riveting saga of cystic fibrosis, from its ancient origins to its identification in the dank autopsy room of a hospital basement, and from the CF gene's celebrated status as one of the first human disease genes ever discovered to the groundbreaking targeted genetic therapies that now promise to cure it. Told from the perspectives of the patients, families, physicians, scientists, and philanthropists fighting on the front lines, *Breath from Salt* is a remarkable story of unlikely scientific and medical firsts, of setbacks and successes, and of people who refused to give up hope.

TRADE CLOTH
9781948836371
EBOOK: 9781948836623
US $28.95 • SCIENCE
SEPTEMBER 2020

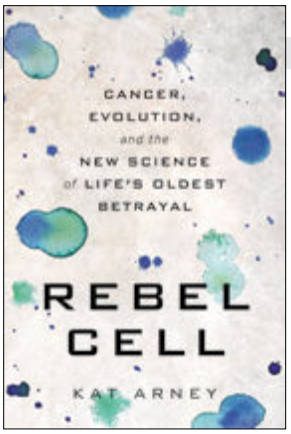


THE GRAND BIOCENTRIC DESIGN

ROBERT LANZA, MD, AND MATEJ PAVSIC WITH BOB BERMAN

This engaging, mind-stretching exposition of how the history of physics has led us to Biocentrism—the idea that life creates reality—takes readers on a step-by-step adventure into the great science breakthroughs of the past centuries, from Newton to the weirdness of quantum theory, culminating in recent revelations that will challenge everything you think you know about our role in the universe. *The Grand Biocentric Design* is a one-of-a-kind, groundbreaking explanation of how the universe works, and an exploration of the science behind the astounding fact that time, space, and reality itself, all ultimately depend upon us.

TRADE CLOTH
9781950665402
EBOOK: 9781950665556
US $26.95 • SCIENCE
NOVEMBER 2020



REBEL CELL

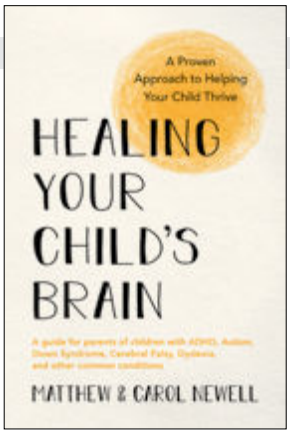
KAT ARNEY

Cancer exists in nearly every animal and has afflicted humans as long as our species has walked the earth. In *Rebel Cell: Cancer, Evolution, and the New Science of Life's Oldest Betrayal*, Kat Arney reveals the secrets of our most formidable medical enemy, most notably the fact that it isn't so much a foreign invader as a double agent: cancer is hardwired into the fundamental processes of life. New evidence shows that this disease is the result of the same evolutionary changes that allowed us to thrive. Evolution helped us outsmart our environment, and it helps cancer outsmart its environment as well—alas, that environment is *us*. *Rebel Cell* is a story about where cancer came from, where it's going, and how we can stop it

TRADE PAPERBACK
9781950665303
EBOOK: 9781950665518
US $16.95 • SCIENCE
OCTOBER 2020

HEALTH

Your path to wellness begins here—with titles that help you make the best possible choices for your body and mind.

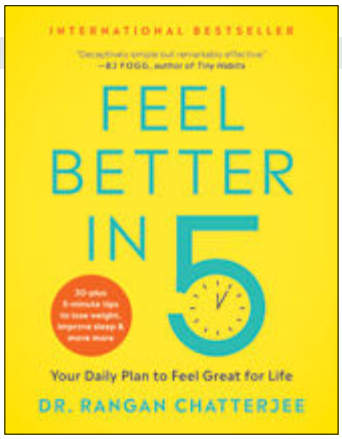


HEALING YOUR CHILD'S BRAIN

MATTHEW & CAROL NEWELL

In *Healing Your Child's Brain*, child development experts Matthew and Carol Newell arm parents with the knowledge, confidence, and tools they need to help their special-needs child flourish. The Newells have treated more than 20,000 children and are the parents of two special needs children. They know firsthand, as both parents and practitioners, what works—and what doesn't. With insight into how your child's unique brain functions, you can move beyond managing symptoms to establishing a home regimen that fosters neurological growth. It is possible to transform the structure of your child's brain—from the cells themselves to the connections between them.

TRADE PAPERBACK
9781950665433
EBOOK: 9781950665587
US $17.95 • HEALTH & FITNESS
FEBRUARY 2021

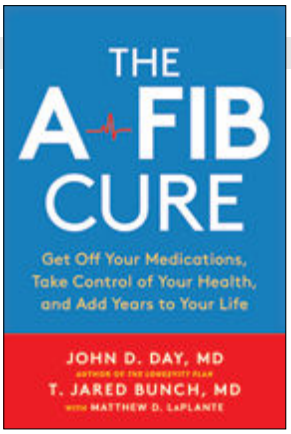


FEEL BETTER IN 5

DR. RANGAN CHATTERJEE

Feel Better in 5 outlines a daily five-minute plan that is easy to follow, easy to maintain, and requires minimum willpower. From Dr. Rangan Chatterjee, a pioneer in the emerging field of progressive medicine and star of BBC's *Doctor in the House*, *Feel Better in 5* draws on his 20 years of experience, including real-life case studies from his medical practice, to identify simple, effective strategies that will help you become healthier, happier, and less stressed. To get healthy and stay that way, you need a program that doesn't force you to shape your life around its demands. *Feel Better in 5* gives you a program that shapes itself around your life. It is your daily five-minute prescription for a happier, healthier you.

TRADE PAPERBACK
9781950665686
EBOOK: 9781950665723
US $21.95 • HEALTH & FITNESS
SEPTEMBER 2020



THE AFIB CURE

JOHN D. DAY, MD,
AND T. JARED BUNCH, MD
WITH MATTHEW LAPLANTE

Most doctors will tell you that there isn't much you can do to treat atrial fibrillation, aside from taking medications for the rest of your life. Cardiologists and a-fib specialists John D. Day and T. Jared Bunch disagree. In clear, accessible, patient-centric language, Drs. Day and Bunch share their revolutionary approach to treating atrial fibrillation, developed through a combined 53 years working with a-fib patients. The effectiveness of their plan has been proven through countless medical studies. And now, in *The AFib Cure: Get Off Your Medications, Take Control of Your Health, and Add Years to Your Life*, they share that plan with you.

TRADE PAPERBACK
9781950665426
EBOOK: 9781950665648
US $18.95 • HEALTH & FITNESS
FEBRUARY 2021

IT TAKES GRIT

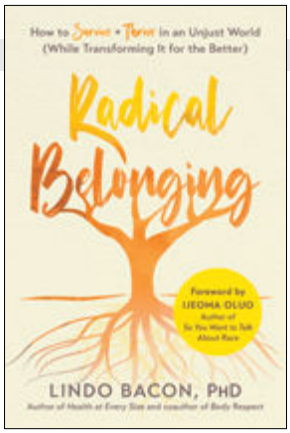
REBECCA LOUISE

Ready to transform your body and mind into the healthiest, happiest you? You're going to need enthusiasm, an open mind, and a good deal of grit. In *It Takes Grit*, fitness expert and mindset coach Rebecca Louise shares her tried-and-true tools to lock onto your purpose, uncover your inner grit, and get in the right mindset to go after your goals. Rebecca also shares her 30-day targeted daily workout program (with bonus online workout videos) to make sure you're never overworking your body, recipes for every meal, and daily tasks that will help you get to the next level. It Takes Grit will give you the tools needed to take control of your health and happiness.

TRADE PAPERBACK
9781950665280
EBOOK: 9781950665297
US $16.95 • HEALTH & FITNESS
SEPTEMBER 2020

SELF-HELP

Discover titles that will help you become the best version of yourself—so you can live your best life.

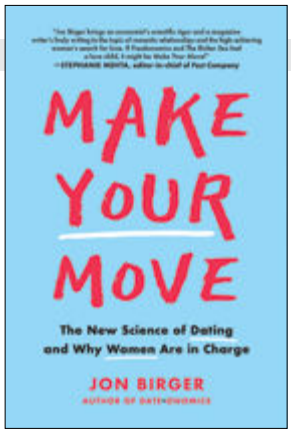


RADICAL BELONGING

LINDO BACON, PHD

We are in the midst of a cultural moment. Those of us who don't fit into the "mythical norm" (white, male, cisgender, able-bodied, slender, Christian, etc.)—which is to say, most of us—are demanding our basic rights: To know that who we are matters. To belong. With Lindo Bacon's signature blend of science and storytelling, *Radical Belonging* addresses the political, sociological, psychological, and biological underpinnings of your experiences, helping you understand that the alienation and pain you are experiencing is not personal, but human. The problem is in injustice, not you as an individual.

TRADE PAPERBACK
9781950665341
EBOOK: 9781950665495
US $16.95 • SELF-HELP
NOVEMBER 2020



MAKE YOUR MOVE

JON BIRGER

Society is changing, which means it's time for dating to evolve. Millennial and Gen Z women are more than capable of seeking out what—and who—they want. They're leaders in the workplace and trailblazers in city halls, state houses, and Congress. So why would we tell a generation of badass women that they're not allowed to be bold when it comes to finding love? Jon Birger, author of *Date-onomics*, offers women bold new strategies for finding the one. *Make Your Move* is an honest, solution-based guide to finding love that lasts. If you're tired of playing by old rules, look no further: Make your move and win.

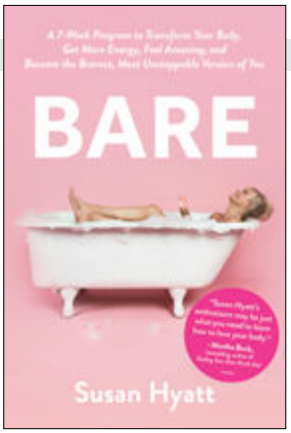
TRADE PAPERBACK
9781948836906
EBOOK: 9781950665624
US $16.95 • RELATIONSHIPS
FEBRUARY 2021

CLOSE YOUR EYES, SLEEP

GRACE SMITH

You toss and turn at night, trying to quiet your thoughts enough to fall asleep. Or you wake up hours before your alarm and stare at the ceiling, hoping that this time you'll manage just a little bit more rest before sunrise. Either way, it's actually your fear of not getting enough sleep that's keeping you awake. The only way to finally get a good night's sleep is to retrain your subconscious mind and eliminate that fear. Grace Smith, world-renowned hypnotherapist, has helped hundreds of people do exactly that. Using the phenomenally successful power of hypnosis, *Close Your Eyes, Sleep* teaches you to access your subconscious and get your long-needed rest.

TRADE PAPERBACK
9781950665037
EBOOK: 9781950665204
US $16.95 • HEALTH
DECEMBER 2020



BARE

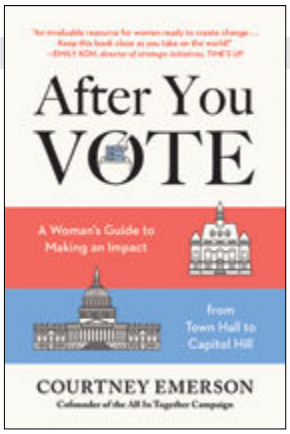
SUSAN HYATT

Get ready to shed everything that's weighing you down, treat your body like a beloved friend, and seize each day like you mean it! You are a badass, whole woman with big dreams, big feelings, and big potential. What are you hiding behind that shield of overeating? Who do you want to be when you put down the shield and take on life's battles Bare? In her second book Susan Hyatt presents an empowering approach to transforming your body and your life. This is a must-read book if you want to take excellent care of yourself, upgrade your mental and physical health, build confidence, conquer your goals, crush the patriarchy, and look and feel damn good doing it. *Bare* is not a weight-loss plan. It's a life-gain plan.

TRADE CLOTH
9781946885432
EBOOK: 9781948836173
US $24.95 • SELF-HELP
MARCH 2019

POLITICS

Staying informed has never been easier with titles that inspire critical thinking and dive deep into current events.

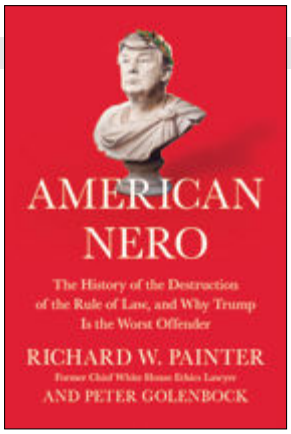


AFTER YOU VOTE

COURTNEY EMERSON

Today, women in the United States are more educated and politically ambitious than ever before. However, the record numbers of women running for office, casting votes, and marching for change haven't translated into full and equal political participation. On average, women are less likely than men to engage in a huge range of important political activities—from speaking up on the issues they care about to holding their representatives accountable. *After You Vote* is a nonpartisan, nonjudgmental starting point for all women who want to do more but aren't sure where to start, featuring stories and tactics from changemakers across the country.

TRADE PAPERBACK
9781950665396
EBOOK: 9781950665594
US $17.00
POLITICAL SCIENCE/HISTORY
JANUARY 2021



AMERICAN NERO

RICHARD W. PAINTER
AND PETER GOLENBOCK

From Richard W. Painter, a senate candidate and law professor who served as White House chief ethics counsel under President George W. Bush, and *New York Times* bestselling author Peter Golenbock, *American Nero* presents a clear description of rule of law—arguably the single most important principle underlying our civilization. The authors also describe the abuses of power that have occurred throughout our nation's history. Beginning in Puritan New England with the infamous Salem Witch Trials, *American Nero* makes stops at The Red Scare of the 1920s, Japanese-American internment, the McCarthy Era, and, much more recently, President Trump's attempt to ban Muslims from entering the US.

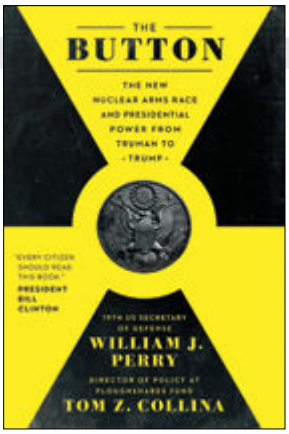
TRADE CLOTH
9781948836012
EBOOK: 9781950665273
US $26.95
HISTORY/CURRENT EVENTS
MARCH 2020

STILL STANDING

GOVERNOR LARRY HOGAN
AND ELLIS HENICAN

As the rookie Republican governor of deep-blue Maryland, Larry Hogan beat some daunting odds. But none of that prepared him for the challenge he would have to face next: a highly aggressive form of late-stage cancer. Could America's most popular governor beat the odds again? As he began his second term cancer-free, Hogan's next challenge went far beyond Maryland: bringing our divided country together for "urgent action" to confront a once-in-a-generation pandemic. *Still Standing* is a timely reminder that perseverance in the face of unexpected obstacles is at the heart of the American spirit.

TRADE CLOTH
9781950665044
EBOOK: 9781950665211
US $26.95 • MEMOIR/POLITICS
JULY 2020



THE BUTTON

WILLIAM J. PERRY
AND TOM Z. COLLINA

Almost every governmental process is subject to institutional checks and balances. Why is potential nuclear annihilation the exception to the rule? For decades, glitches and slip-ups have threatened to trigger nuclear winter: misinformation, false alarms, hacked warning systems, or even an unstable president. And a new nuclear arms race has begun, threatening us all. *The Button: The New Nuclear Arms Race and Presidential Power from Truman to Trump* reveals the shocking tales and sobering facts of nuclear executive authority throughout the atomic age, delivering a powerful condemnation against ever leaving explosive power this devastating under any one person's thumb.

TRADE CLOTH
9781948836999
EBOOK: 9781950665181
US $27.95
HISTORY/CURRENT EVENTS
JUNE 2020

BENBELLA VEGAN

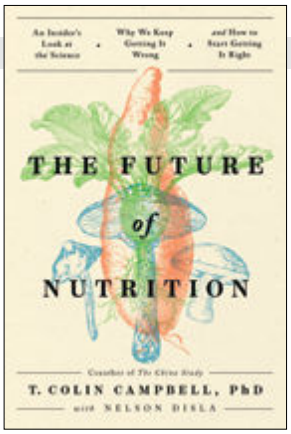
Discover our plant-based line, packed with delicious recipes, beautiful photos, and tips for your healthy lifestyle.

THE FRIENDLY VEGAN COOKBOOK

TONI OKAMOTO AND MICHELLE CEHN

As all plant-based cooks know, when it comes time to please a crowd, the pressure is on. You want to serve delicious, memorable dishes, and you're also well-aware that many will be skeptical of vegan food measuring up to their favorites. Enter Michelle Cehn and Toni Okamoto, longtime friends and two of the most trusted figures in the online vegan community. Michelle and Toni share 100 amazing recipes for satisfying meals, snacks, and treats, designed for both the veggie-curious and longtime vegans looking for a trusted recipe resource.

TRADE PAPERBACK
9781950665365
EBOOK: 9781950665549
US $22.95 • COOKING
OCTOBER 2020

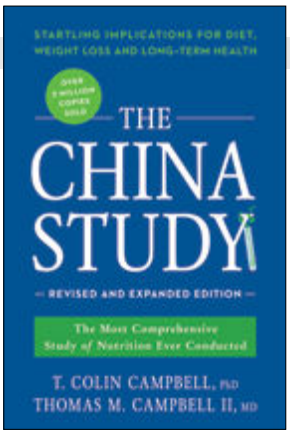


THE FUTURE OF NUTRITION

T. COLIN CAMPBELL, PhD

The Future of Nutrition takes on the institution of nutrition itself: the history of how we got locked in to focusing on "disease care" over health care; the widespread impact of our reverence of animal protein on our interpretation of scientific evidence; the way even well-meaning organizations can limit what science is and is not taken seriously; and what we can do to ensure the future of nutrition is different than its past. This book offers a fascinating deep-dive behind the curtain of the field of nutrition—with implications both for our health and for the practice of science itself.

TRADE CLOTH
9781950665709
EBOOK: 9781950665730
US $27.95
HEALTH & FITNESS
DECEMBER 2020



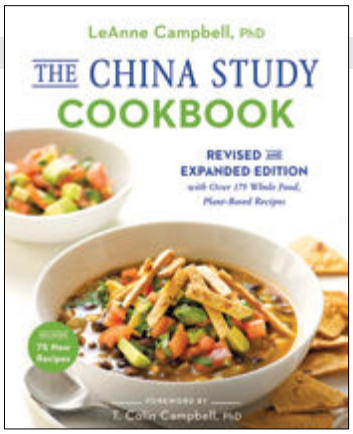
THE CHINA STUDY

Revised and Expanded Edition

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

More than thirty years ago, nutrition researcher T. Colin Campbell embarked upon the China Study, the most comprehensive study ever undertaken on the relationship between diet and the risk of developing disease. In 2005, Colin and his son Tom shared those findings in *The China Study,* and opened the eyes of millions to the dangers of a diet high in animal protein. Featuring brand-new content, this heavily expanded edition includes the latest 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.

TRADE PAPERBACK
9781941631560
EBOOK: 9781942952909
US $17.95 • HEALTH/NUTRITION
DECEMBER 2016



THE CHINA STUDY COOKBOOK

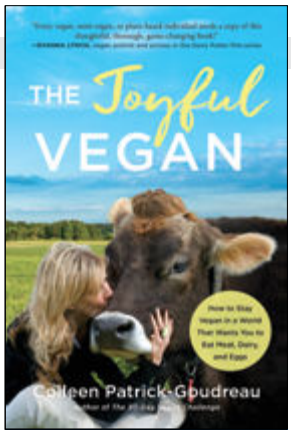
Revised and Expanded Edition

LEANNE CAMPBELL, PhD

This new edition of the best-selling *The 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. *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.

TRADE PAPERBACK
9781944648954
EBOOK: 9781946885302
US $24.95 • COOKING
JUNE 2018

Visit benbellabooks.com or benbellavegan.com for a full list of available titles.

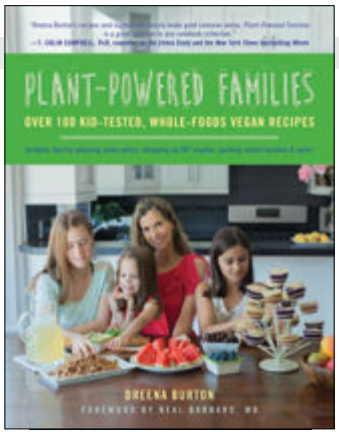


THE JOYFUL VEGAN

COLLEEN PATRICK-GOUDREAU

Colleen Patrick-Goudreau, known as the "Joyful Vegan," has guided countless individuals through the process of *becoming* vegan. Now, in *The Joyful Vegan*, she shares her insights into why some people *stay* vegan and others don't. Understanding that the *food* is the easy part of being vegan, Colleen turns her attention to what she believes is the most challenging—dealing with the social, cultural, and emotional aspects: being asked to defend your eating choices, living with the awareness of animal suffering, feeling the pressure (often self-inflicted) to be perfect, and experiencing guilt, remorse, and anger.

TRADE PAPERBACK
9781948836463
EBOOK: 9781948836715
US $16.95
HEALTH/ANIMAL RIGHTS
NOVEMBER 2019

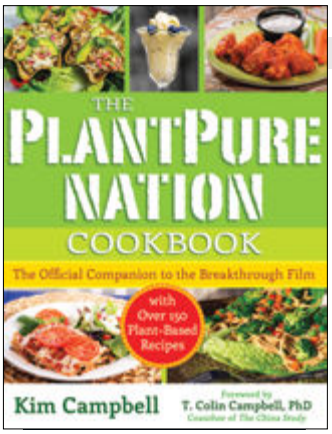


PLANT-POWERED FAMILIES

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.

TRADE PAPERBACK
9781941631041
EBOOK: 9781941631058
US $19.95 • COOKING/VEGAN
MAY 2015

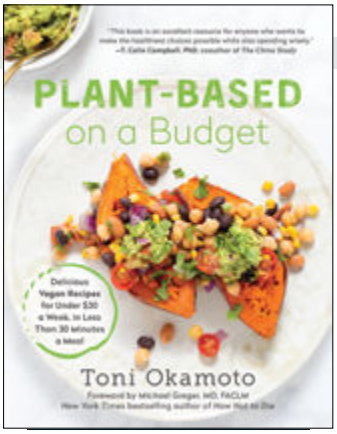


THE PLANTPURE NATION COOKBOOK

KIM CAMPBELL

From the producer and writer of *Forks Over Knives*, the documentary *PlantPure Nation* captures the inspiring story of plant-based nutrition's impact on a small town in the rural South and the effort to bring about historic political change. As the film's official companion cookbook, *The PlantPure Nation Cookbook* brings this powerful, science-based approach to nutrition to your kitchen with some of the same recipes that kick-started the revolution. Experience the health benefits of a plant-based diet with 150 recipes, including Buffalo Beans and Greens, No-Bake Chocolate Pumpkin Pie, and Spinach Lasagna.

TRADE PAPERBACK
9781940363684
EBOOK: 9781940363691
US $19.95 • COOKING
MARCH 2015

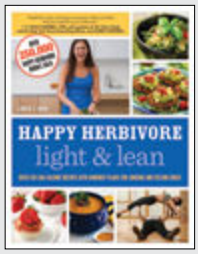


PLANT-BASED ON A BUDGET

TONI OKAMOTO

Between low-paying jobs, car troubles, student loans, and credit card debt, Toni Okamoto spent most of her early adult life living paycheck to paycheck. So when she became a vegan at age 20, she worried: How would she be able to afford that lifestyle? With *Plant-Based on a Budget: Delicious Vegan Recipes for Under $30 a Week, in Less Than 30 Minutes a Meal*, going vegan is not only an attainable goal, but the best choice for your health, the planet—and your wallet. Inside, discover 100 of Toni's "frugal but delicious" recipes, including: 5-Ingredient Peanut Butter Bites, Lentil and Sweet Potato Bowl, Tofu Veggie Gravy Bowls, and more.

TRADE PAPERBACK
9781946885982
EBOOK: 9781948836241
US $21.95 • COOKING
MAY 2019



HAPPY HERBIVORE LIGHT & LEAN

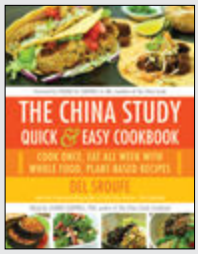
LINDSAY S. NIXON
TRADE: 9781937856977
US $21.95 • COOKING
EBOOK: 9781937856984

PLANT-POWERED BEAUTY

Updated Edition
AMY GALPER
AND CHRISTINA DAIGNEAULT
TRADE: 9781950665679
US $22.95 • HEALTH & FITNESS
EBOOK: 9781950665716

JAZZY VEGETARIAN CLASSICS

LAURA THEODORE
PAPER OVER BOARD:
9781937856939
US $26.95 • COOKING
EBOOK: 9781937856946

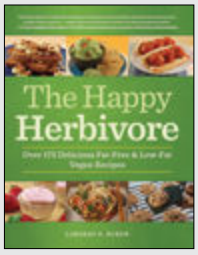


THE CHINA STUDY QUICK & EASY COOKBOOK

DEL SROUFE
TRADE: 9781940363813
US $19.95 • COOKING
EBOOK: 9781940363912

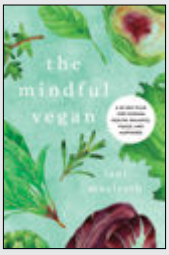
BACK TO THE CUTTING BOARD

CHRISTINA PIRELLO
TRADE: 9781946885364
US $19.95 • COOKING
EBOOK: 9781946885487



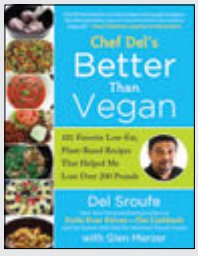
THE HAPPY HERBIVORE COOKBOOK

LINDSAY S. NIXON
TRADE: 9781935618126
US $19.95 • COOKING
EBOOK: 9781935618645



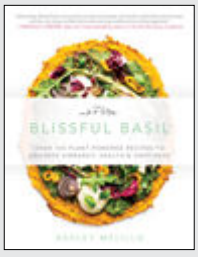
THE MINDFUL VEGAN

LANI MUELRATH
PAPER OVER BOARD:
9781944648473
US $17.95 • BODY, MIND & SPIRIT
EBOOK: 9781944648480



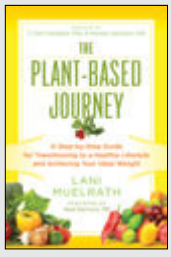
BETTER THAN VEGAN

DEL SROUFE
TRADE: 9781939529428
US $19.95 • COOKING
EBOOK: 9781939529435



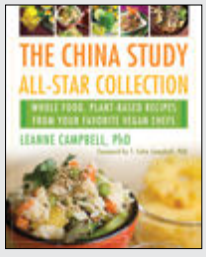
BLISSFUL BASIL

ASHLEY MELILLO
TRADE: 9781942952459
US $21.95 • COOKING
EBOOK: 9781942952466



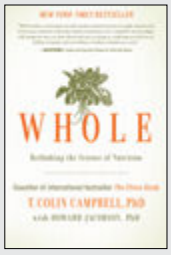
THE PLANT-BASED JOURNEY

LANI MUELRATH
TRADE: 9781941631362
US $16.95 • HEALTH & FITNESS
EBOOK: 9781942952091



THE CHINA STUDY ALL-STAR COLLECTION

LEANNE CAMPBELL, PhD
TRADE: 9781939529978
US $21.95 • COOKING
EBOOK: 9781940363011



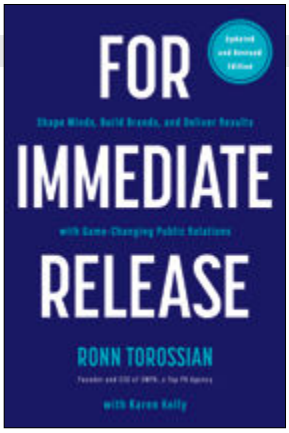
WHOLE

T. COLIN CAMPBELL, PhD
TRADE: 9781939529848
US $16.95 • HEALTH & FITNESS
EBOOK: 9781937856250

Visit benbellabooks.com or benbellavegan.com for a full list of available titles.

GENERAL NONFICTION

Whether you're looking for entertainment, personal growth, career advice, or simply a great read, we've got you covered.



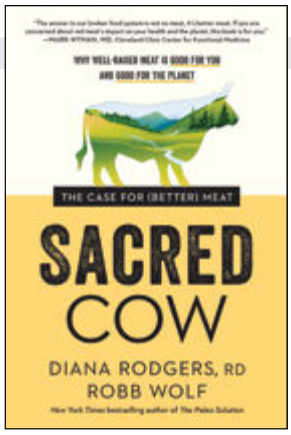
FOR IMMEDIATE RELEASE

Updated Edition

RONN TOROSSIAN

It is essential that businesses know how to communicate quickly, often preemptively, and effectively to survive—and at a cost that is far lower than comparable marketing and ad campaigns. In *For Immediate Release*, the first book by the owner of a top 50 PR agency, Ronn Torossian reveals how public relations can do just that—while also defining brands; helping companies and individuals court the press or avoid it; growing business without alienating loyal customers; resolving crises quickly; and improving first page results on the most powerful search engine in the world (Google).

TRADE PAPERBACK
9781953295095
EBOOK: 9781953295477
US $19.95
BUSINESS & ECONOMICS
MARCH 2021

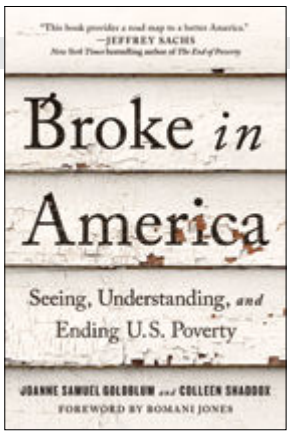


SACRED COW

DIANA RODGERS, RD,
AND ROBB WOLF

We're told if we care about our health—or our planet—eliminating red meat is crucial. But science says otherwise. Taking a critical look at the assumptions and misinformation about meat, this book points out the flaws in our current food system and in the proposed "solutions." Inside, revealed are contrarian but science-based findings, such as: a sustainable food system cannot exist without animals; a vegan diet may destroy more life than sustainable cattle farming; and regenerative cattle ranching is one of our best tools for mitigating climate change. With scientific rigor, compassion, and wit, *Sacred Cow* argues that meat (done right) should have a place on the table.

TRADE CLOTH
9781948836913
EBOOK: 9781950665112
US $24.95 • HEALTH & FITNESS
JULY 2020

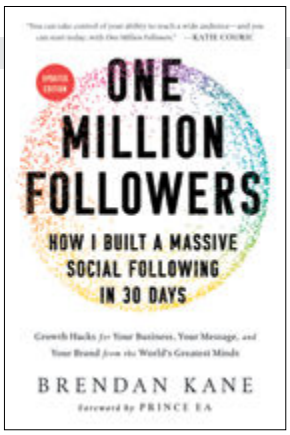


BROKE IN AMERICA

JOANNE SAMUEL GOLDBLUM
AND COLLEEN SHADDOX

Water. Food. Housing. The most basic and crucial needs for survival, yet 40 percent of people in the United States don't have the resources to get them. With key policy changes, we could eradicate poverty in this country within our lifetime—but we need to get started now. From Joanne Samuel Goldblum and Colleen Shaddox, *Broke in America* offers an eye-opening and galvanizing look at life in poverty in this country: how circumstances and public policy conspire to keep people poor, and the concrete steps we can take to end poverty for good.

TRADE CLOTH
9781950665464
EBOOK: 9781950665631
US $26.95 • SOCIAL SCIENCE
FEBRUARY 2021



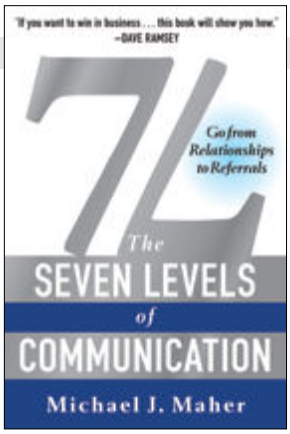
ONE MILLION FOLLOWERS

Updated Edition

BRENDAN KANE

Over 60 billion online messages are sent on digital platforms every day, and only a select few succeed in the mad scramble for customer attention. In this updated edition, digital strategist and "growth hacker" Brendan Kane will show you how to stand out in the digital world—in 30 days or less. Featuring interviews with celebrities, influencers, and marketing experts, this 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.

TRADE CLOTH
9781950665471
EBOOK: 9781950665662
US $26.95
BUSINESS & ECONOMICS
NOVEMBER 2020

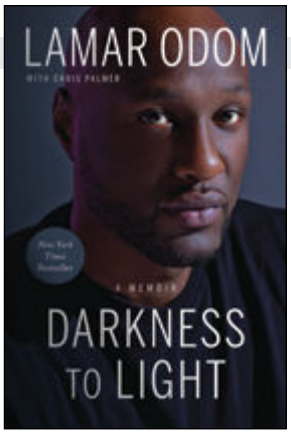


7L: THE SEVEN LEVELS OF COMMUNICATION

MICHAEL J. MAHER

Can you imagine receiving a referral each and every day? Neither could real estate agent Rick Masters. *(7L) The Seven Levels of Communication* tells 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. This heartwarming tale of Rick's trials and triumphs is about so much more than referrals. This is about building a business that not only feeds your family, but also feeds your soul.

TRADE PAPERBACK
9781942952473
EBOOK: 9781940363707
US $16.95
BUSINESS & ECONOMICS
APRIL 2016

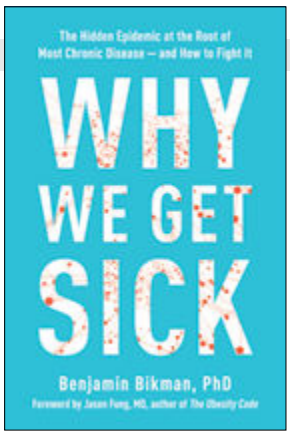


DARKNESS TO LIGHT

LAMAR ODOM

Fame. Sex. Pain. Drugs. Money. Addiction. Redemption. The world knows Lamar Odom as a two-time NBA world champion who rocketed to uncharted fame, thanks to being a member of both the Los Angeles Lakers and the ubiquitous Kardashian empire. But who is Lamar Odom, really? In his exclusive and revealing memoir *Darkness to Light*, Lamar recounts the highs and lows of fame, including the pain of his unraveled marriage to Khloé Kardashian and the vices he used to cope. From his near-death experience to his miraculous return, this is Lamar Odom: human being. And his journey is far from over.

TRADE CLOTH
9781948836081
EBOOK: 9781948836203
US $24.95 • MEMOIR
MAY 2019

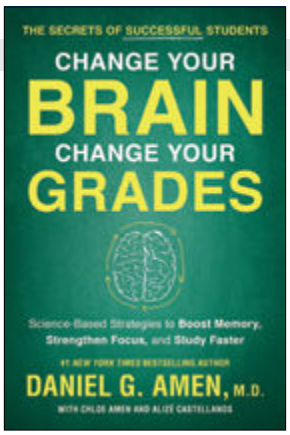


WHY WE GET SICK

BENJAMIN BIKMAN PHD

In *Why We Get Sick*, internationally renowned scientist and pathophysiology professor Benjamin Bikman explores why insulin resistance has become so prevalent and why it matters. Unless we recognize it and take steps to reverse the trend, major chronic diseases will be even more widespread. But reversing insulin resistance is possible, and Bikman offers an evidence-based plan to stop and prevent it, with helpful food lists, meal suggestions, easy exercise principles, and more. Full of surprising research and practical advice, *Why We Get Sick* will help you to take control of your health.

TRADE CLOTH
9781948836982
EBOOK: 9781950665174
US $26.95 • HEALTH & FITNESS
JULY 2020



CHANGE YOUR BRAIN, CHANGE YOUR GRADES

DANIEL G. AMEN, MD

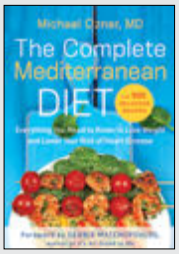
Doing well in school isn't just a matter of smarts or more studying: It takes good habits, practical tools—and a healthy brain. *Change Your Brain, Change Your Grades* draws on Dr. Daniel Amen's experience as a neuroscientist and psychiatrist as well as the latest brain science to help you study more effectively, learn faster, and stay focused so you can achieve your academic goals. For underachievers, stressed-out studiers, and students from middle school to college and beyond, this book gives you the knowledge and tools you need to get the best out of yourself.

TRADE CLOTH
9781948836852
EBOOK: 9781948836869
US $16.95 • EDUCATION
AUGUST 2019

PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER

KORY KOGAN, SUZETTE BLAKEMORE, AND JAMES WOOD

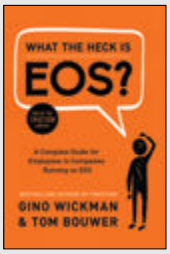
TRADE: 9781941631102
US $16.95 • BUSINESS
EBOOK: 9781941631119



THE COMPLETE MEDITERRANEAN DIET

MICHAEL OZNER, MD

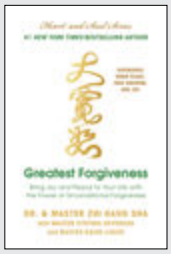
TRADE: 9781939529954
US $19.95 • HEALTH
EBOOK: 9781939529961



WHAT THE HECK IS EOS?

GINO WICKMAN AND TOM BOUWER

PAPER OVER BOARD:
9781944648817
US $19.95 • BUSINESS
EBOOK: 9781944648831



GREATEST FORGIVENESS

DR. AND MASTER ZHI GANG SHA

PAPER OVER BOARD:
9781946885760
US $12.95 • BODY, MIND & SPIRIT
EBOOK: 9781946885753

ALWAYS EAT AFTER 7PM

JOEL MARION

TRADE: 9781948836524
US $19.95 • HEALTH & FITNESS
EBOOK: 9781948836777

GO BE KIND

LEON LOGOTHETIS

PAPER OVER BOARD:
9781948836050
US $19.95 • SELF-HELP
EBOOK: 9781948836227

THE ACTOR'S LIFE

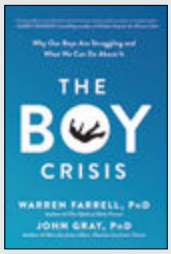
JENNA FISCHER;
FOREWORD BY STEVE CARELL

TRADE: 9781944648220
US $17.95 • PERFORMING ARTS
EBOOK: 9781944648237

HEALTH AT EVERY SIZE

LINDA BACON

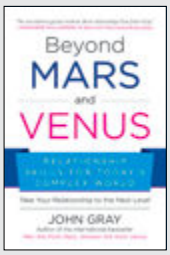
TRADE: 9781935618256
US $14.95 • HEALTH & FITNESS
EBOOK: 9781935618287



THE BOY CRISIS

JOHN GRAY, PHD
WARREN FARRELL, PHD

TRADE: 9781948836135
US $17.95
FAMILY & RELATIONSHIPS
EBOOK: 9781942952725



BEYOND MARS AND VENUS

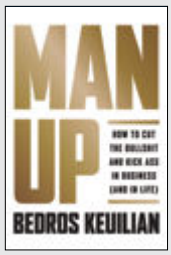
JOHN GRAY

TRADE: 9781953295132
US $17.95
FAMILY & RELATIONSHIPS
EBOOK: 9781942952305

THE EMPOWERED WIFE

LAURA DOYLE

TRADE: 9781944648381
US $16.95 • RELATIONSHIPS
EBOOK: 9781944648602



MAN UP

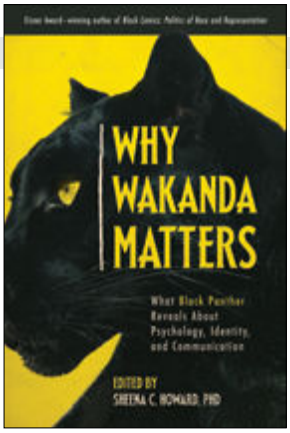
BEDROS KEUILIAN

CLOTH: 9781946885036
US $24.95
BUSINESS & ECONOMICS
EBOOK: 9781946885562

Visit benbellabooks.com for a full list of available titles.

SMART POP

Dive into fascinating discussions and essays about your favorite pop-culture phenomena.

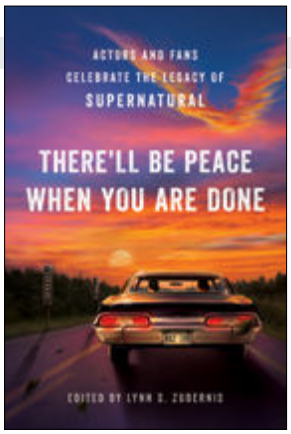


WHY WAKANDA MATTERS

EDITED BY
SHEENA C. HOWARD, PhD

In 2018, the Marvel Cinematic Universe finally delivered on something fans had long been waiting for: a feature film with a solo Black superhero. The unforgettable story, coupled with the film's mega-success, has undoubtedly shaped the future of superhero cinema, in addition to genuinely changing viewers' lives. *Why Wakanda Matters* gives this iconic film the in-depth analysis it deserves under the lens of the latest psychological concepts—as well as delving into the lasting cultural impact of this unforgettable story.

TRADE PAPERBACK
9781950665419
EBOOK: 9781950665617
US $14.95
PERFORMING ARTS/PSYCHOLOGY
FEBRUARY 2021

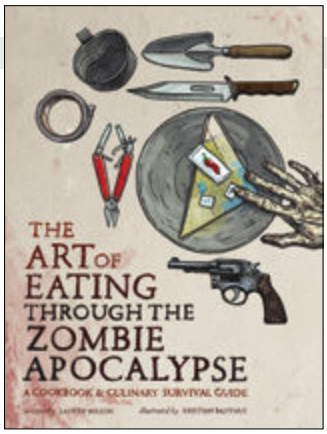


THERE'LL BE PEACE WHEN YOU ARE DONE

EDITED BY LYNN S. ZUBERNIS

With heartfelt chapters written by both the series' actors and its fans—plus full-color photos and fan illustrations—this book is an emotional look back at the beloved television show *Supernatural* as it wraps up its final season after 15 unprecedented years on air. Both a celebration of the show and a way of remembering what made it so special, *There'll Be Peace When You Are Done* is a permanent reminder of the legacy it leaves behind and a reminder to the SPN Family to, like the series' unofficial theme song says, "carry on."

TRADE PAPERBACK
9781950665327
EBOOK: 9781950665488
US $16.95 • TELEVISION/FILM
MAY 2020

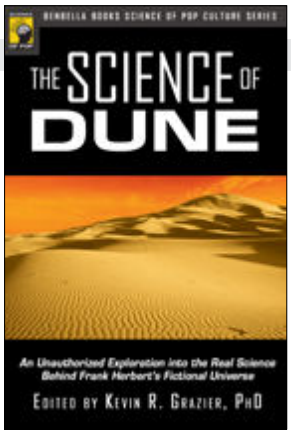


THE ART OF EATING THROUGH THE ZOMBIE APOCALYPSE

LAUREN WILSON AND
KRISTIAN BAUTHUS

When the zombie apocalypse tears down life and society as we know it, it will mean no more takeout, no more brightly lit, immaculately organized aisles of food just waiting to be plucked effortlessly off the shelves. No, when the undead rise, eating will be hard, and doing it successfully will become an art. *The Art of Eating through the Zombie Apocalypse* is the ideal handbook for efficient food sourcing and inventive meal preparation in the event of an undead uprising, and includes more than 80 recipes and scads of gastronomic survival tips.

TRADE PAPERBACK
9781940363363
EBOOK: 9781940363370
US $19.95 • COOKING/POP CULTURE
OCTOBER 2014



THE SCIENCE OF DUNE

EDITED BY KEVIN GRAZIER

Since its original publication in 1965, the *Dune* series has entranced generations of readers with its complex plotting, fascinating characters, grand scope, and incredible scientific predictions. *The Science of Dune* scrutinizes Frank Herbert's science fiction world by asking questions such as: Is the ecology of *Dune* realistic? Is it theoretically possible to get information from the future? Could humans really evolve as Herbert suggests? Which of Herbert's inventions have already come to life? This companion is a must-have for any fan who wants to revisit the world of *Dune* and explore it even further.

TRADE PAPERBACK
9781933771281
US $19.95 • YOUNG ADULT/FILM
EBOOK: 9781935251408

FAMILY DON'T END WITH BLOOD

EDITED BY LYNN S. ZUBERNIS

TRADE: 9781944648350
US $16.95 • TELEVISION
EBOOK: 9781944648367

IMMORTAL

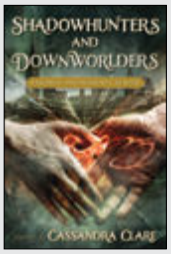
EDITED BY PC CAST

TRADE: 9781933771922
US $8.95 • JUVENILE FICTION
EBOOK: 9781935618294

COFFEE AT LUKE'S

EDITED BY JENNIFER CRUSIE

TRADE: 9781933771175
US $17.95 • PERFORMING ARTS
EBOOK: 9781935251156



SHADOWHUNTERS AND DOWNWORLDERS

EDITED BY CASSANDRA CLARE

TRADE: 9781937856229
US $12.95 • JUVENILE FICTION
EBOOK: 9781937856298

DEMIGODS AND MONSTERS

Revised Edition

EDITED BY RICK RIORDAN

TRADE: 9781937856366
US $12.95
JUVENILE NONFICTION
EBOOK: 9781937856373

THE PSYCHOLOGY OF SUPERHEROES

EDITED BY ROBIN S. ROSENBERG AND JENNIFER CANZONERI

TRADE: 9781933771311
US $17.95 • SOCIAL SCIENCE
EBOOK: 9781935251361

FLIRTIN' WITH THE MONSTER

EDITED BY ELLEN HOPKINS

TRADE: 9781933771670
US $15.95
JUVENILE NONFICTION
EBOOK: 9781935251231

THE PSYCHOLOGY OF ZELDA

EDITED BY ANTHONY BEAN, PHD

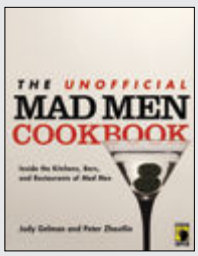
TRADE: 9781946885340
US $16.95 • PSYCHOLOGY
EBOOK: 9781946885739

THE GIRL WHO WAS ON FIRE

Movie Edition

EDITED BY LEAH WILSON

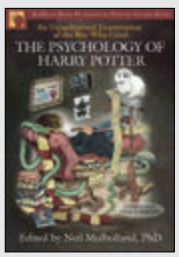
TRADE: 9781936661589
US $12.95
JUVENILE NONFICTION
EBOOK: 9781936661596



THE UNOFFICIAL MAD MEN COOKBOOK

JUDY GELMAN
PETER ZHEUTLIN

TRADE: 9781936661411
US $16.95 • COOKING
EBOOK: 9781936661404



THE PSYCHOLOGY OF HARRY POTTER

EDITED BY NEIL MULHOLLAND

TRADE: 9781932100884
US $17.95 • PSYCHOLOGY
EBOOK: 9781935251378

FINDING SERENITY

EDITED BY JANE ESPENSON

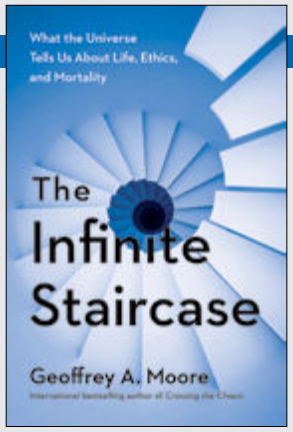
TRADE: 9781932100433
US $19.95 • PERFORMING ARTS

Visit benbellabooks.com for a full list of available titles.

Upcoming Titles

WHAT'S ON THE HORIZON?

A sneak peek at our upcoming titles.



GEOFFREY A. MOORE

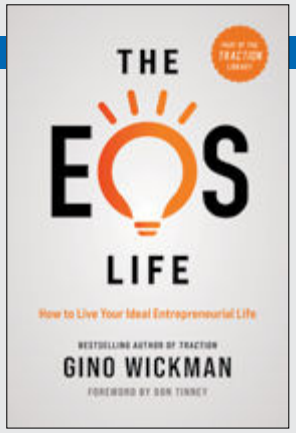
Two questions fundamental to human existence are "where do I fit in the grand scheme of things?" and "how should I behave?" Religion is no longer a source of answers for many people, and nothing has replaced it. High-tech's best-known strategist, Geoffrey Moore, uses his signature framework-based approach and accessible and entertaining writing style to answer these questions through physics, chemistry, biology, the social sciences, and the humanities. Along the way, he builds a metaphorical ladder that leads from the big bang to the need for ethical action in our daily lives, providing a coherent and unified platform for a full human life.

PHILOSOPHY/SCIENCE
AUGUST 2021
BENBELLA BOOKS

DREENA BURTON

From veteran cookbook author Dreena Burton comes a collection of 100 dependable and delicious plant-based whole-food recipes that everyone will love. No more scouring social media, sifting through food blogs, or flipping through every book on the shelf; this is a one-stop resource for recipes that are reliable, flavorful, and healthy. Whether you need weekly staple meals or want a dish to wow for a special occasion, *Dreena's Kind Kitchen* has you covered. You'll find a variety of breakfasts, salads and dressings, small bites, soups, entrées, and sweets, plus helpful guidance on techniques, time-saving tips, and suggestions for repurposing leftovers into delicious new dishes.

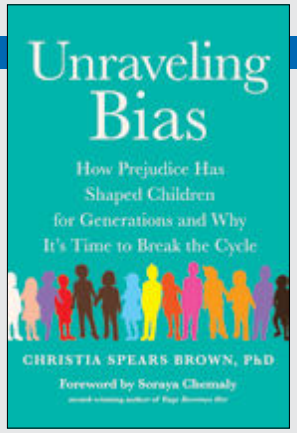
COOKING/VEGAN
AUGUST 2021
BENBELLA BOOKS



GINO WICKMAN

This invaluable guide inspired by the Entrepreneurial Operating System (EOS) will help you to discover, clarify, and customize the life you want to live: one where you do what you love every day, with the people you love doing it with—while at the same time making a huge difference and impact, getting compensated very well for doing it, and still having plenty of time to pursue other passions, hobbies, and interests that energize you. From Gino Wickman, creator of the Traction Library, *The EOS Life* will give you practical, real-world, time-tested tools and insights to maximize your productivity, vitality, happiness, and work-life balance.

BUSINESS
SEPTEMBER 2021
BENBELLA BOOKS



COVER NOT FINAL

CHRISTIA SPEARS BROWN, PHD

Developmental psychologist and international expert on stereotypes and discrimination in children, Dr. Christia Spears Brown knows that biases begin when children are young, exposed to prejudice in their classrooms, after-school activities, and homes. The only way to have a more just and equitable world—and more broad-minded, empathetic children—is for parents to closely examine biases beginning in childhood and how they infiltrate our kids' lives. Part science, part history, part current events, and part call to arms, *Unraveling Bias* provides the tools to unravel our biases—starting with the future leaders of the world.

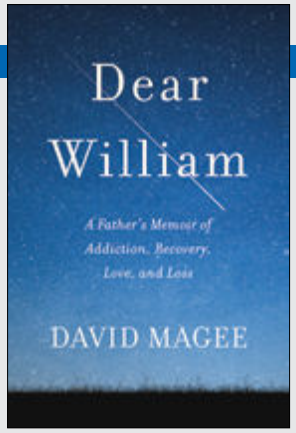
SOCIAL SCIENCE
NOVEMBER 2021
BENBELLA BOOKS

Visit benbellabooks.com for a full list of available titles.

MARK MILLER

Have you ever wondered what it would take to be a better leader, or achieve your wildest dreams, or make a bigger difference in the world? The answer lies in the choices you make about everything from how you spend your time to the way you view the world. *Smart Leadership* is the latest essential business title from internationally bestselling author of *Win the Heart* and *Chess Not Checkers,* Mark Miller. In this book, he shares the four research-based "keystone choices" the best leaders make to scale their influence and results. With this guide, your leadership—and your life—will be transformed forever.

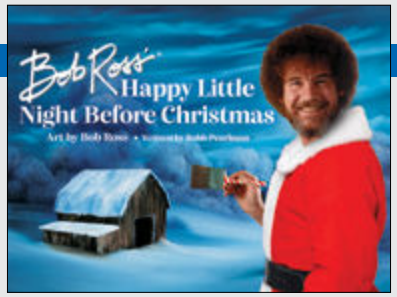
BUSINESS & ECONOMICS
JANUARY 2022
MATT HOLT BOOKS



DAVID MAGEE

Award-winning columnist and author David Magee addresses his poignant story to all those who will benefit from better understanding substance misuse so that his hard-earned wisdom can save others from the fate of his late son, William. This is more than just another addiction story. It's about a father making sense of his son's addiction and death while seeking his own identity, a broken family fighting to repair itself, and, ultimately, a commitment to making a difference from and through grief. In times more uncertain than ever before, *Dear William* answers the call for increased attention to individual and family substance use and mental health

MEMOIR
NOVEMBER 2021
MAT HOLT BOOKS

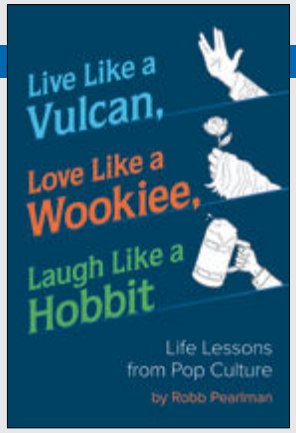


ART BY BOB ROSS
TEXT BY
ROBB PEARLMAN

Bob Ross is a cultural icon whose cross-generational popularity as an artist, teacher, and inspiration continues to grow. This fully authorized retelling of the classic poem centers around how, on one snowy Christmas Eve, Bob is artistically and spiritually inspired by the spirit of the season. Featuring more than 35 of Bob's most beloved wintertime landscapes, readers will be transported to the snow peaked mountains, frost covered trees, and frozen lakes that complement this warm-and-toasty tale of creativity, peace, and joy. Perfect for readers of all ages, it will surely become a new and treasured part of every family's holiday tradition.

HOLIDAY
OCTOBER 2021
SMART POP BOOKS

COVER NOT FINAL



ROBB PEARLMAN

A parable that sits on bookshelves between *The Prophet* and *Mad* magazine, this is a tale of three cosplayers who muse about life, love, and what blockbuster franchises they binged. Because though anyone can have trouble dealing with, well, everything, pop culture fans know that their favorite movies, shows, books, and games are much more than mere entertainment. They contain practical, hilarious life lessons including: most villains are just old men using scare tactics (*Scooby-Doo*); anything a group of bike riding kids is escaping from, or running to, is a vast conspiracy (*Stranger Things*); and always—*always*—bring a bigger boat (*Jaws*).

POP CULTURE
OCTOBER 2021
SMART POP BOOKS

Looking for a publisher? Email your proposal to submissions@benbellabooks.com to throw your hat in the ring!

WHAT'S THAT? YOU WANT A COPY?

Find BenBella titles available wherever books are sold and . . .

BENBELLA BOOKS IS DISTRIBUTED BY TWO RIVERS DISTRIBUTION, AN INGRAM BRAND

US ORDERS AND CUSTOMER SERVICE

Ingram Content Group LLC
One Ingram Boulevard
La Vergne, TN 37086
Tel: (866) 400-5351
ips@ingramcontent.com

SHARED SALES

Matty Goldberg
VP, Shared Sales and Acquisitions
Tel: (212) 340-8120
matty.goldberg@ingramcontent.com

FIELD SALES

Elise Cannon
VP, Field Sales
Tel: (510) 809-3730
elise.cannon@ingramcontent.com

Leslie Jobson
Field Sales Support Manager
Tel: (510) 809-3732
leslie.jobson@ingramcontent.com

Ray Gonzales
Sales and Support Rep, Field Sales
Tel: (510) 809-3704
ray.gonzales@ingramcontent.com

SPECIAL MARKETS

Special Channels:
Eric Green
Director of Sales, Special Channels
Tel: (510) 809-3750
eric.green@ingramcontent.com

Sandy Hernandez
Manager, Special Markets
Tel: (818) 914-9433
sandy.hernandez@ingramcontent.com

Wholesale, Mail Order, and Educational Wholesale:
Sonya Harris
Sales Manager, Special Sales
Tel: (610) 662-4173
sonya.harris@ingramcontent.com

Wholesale, Premium, Online Sales:
Erin Procario
Sales Representative, Special Sales
Tel: (646) 854-2780
erin.procario@ingramcontent.com

Samantha Leong
Sales Assistant, Special Markets
Tel: (212) 340-8168
samantha.leong@ingramcontent.com

Specialty Retail
Steve Quinn
Sales Manager, Specialty Retail
Tel: (401) 209-9869
steve.quinn@ingramcontent.com

Tom Lupoff
Sales Representative, Special Markets
Tel: (510) 809-3754
tom.lupoff@ingramcontent.com

Gift Sales
Judy Witt
Gift Sales Manager
Tel: (219) 395-6947
judy.witt@ingramcontent.com

Katie Gallagher
Gift Sales Manager
Tel: (510) 809-3752
katie.gallagher@ingramcontent.com

Lydia Doane
Gift Sales and Support Rep
Tel: (510) 809-3749
lydia.doane@ingramcontent.com

GIFT SALES

Anne McGilvray & Company
Atlanta Gift Mart, Building 2, #1718
40 John Portman Boulevard
Atlanta, GA 30303
Tel: (800) 679-00703
Fax: (214) 638-4535
info@annemcgilvray.com
Territories: AL, FL, GA, KY, MS, NC, SC, TN

Anne McGilvray & Company
International Market Center
455 South Grand Central Parkway, Suite C1090
Las Vegas, NV 89106
Tel: (702) 289-4832
Fax: (702) 289-4841
lvshowroom@annemcgilvray.com
Territories: CO, ID, MT, NV, OR, WA

Anne McGilvray & Company
AMCI Showplace
2332 Valdina Street
Dallas, TX 75207
Tel: (214) 638-4438
Fax: (214) 638-4535
info@annemcgilvray.com
Territories: AR, AZ, IL, IN, KS, LA, MI, MO, NM, OH, OK, TX, DC, DE, MD, WV, VA, PA

Anne McGilvray & Company
Minneapolis Gift Mart
10301 Bren Road West
Orange Gallery Room #378
Minnetonka, MN 55343
Tel: (952) 932-7153
Fax: (952) 912-0273
mnshowroom@annemcgilvray.com
Territories: IA, MN, ND, NE, SD, WI

Anne McGilvray & Company
Seattle Gift Mart
200 SW Michigan Street
Seattle, WA 98106

Tel: (800) 527-1462
(order desk)
Fax: (214) 638-4535
washowroom@
annemcgilvray.com
Territories: ID, MT, OR, WA

Karen Sobolesky & Associates
331 E 87th Avenue, Suite 102
Anchorage, AK 99515
Tel: (907) 929-3161
Fax: (907) 929-3944
info@kscoalaska.com
Territories: AK

Stephen Young
LA Gift Mart
1933 South Broadway #830
Los Angeles, CA 90007
Tel: (800) 282-5863
Fax: (888) 748-5895
info@stephenyoung.net
Territories: CA, HI, UT, WY

Total Communications, Inc.
332 Bleeker Street
New York, NY 10014
Tel: (917) 846-2628
barbaratoback@gmail.com
Territories: NY Manhattan, Brooklyn

Winters Group
150 Hazard Avenue, #C1
Enfield, CT 06082
Tel: (860) 749-3317
Fax: (860) 265-7906
info@wintersgroupinc.com
Territories: CT, MA, ME, NH, RI, VT, NJ, NY except Manhattan, Brooklyn

INGRAM PUBLISHER SERVICES INTERNATIONAL

United Kingdom, Ireland, Europe (inquiries)
INGRAM
5th Floor
52 – 54 St. John Street
Clerkenwell, London
EC1M 4HF
IPSUK_enquiries@
ingramcontent.com

United Kingdom, Ireland, Europe (orders)
NBNi/INGRAM
1 Deltic Avenue
Rooksley
Milton Keynes
Tel: 01752 202301
NBNi.cservs@
ingramcontent.com

Latin America, Caribbean
Matthew Dickie
Manager, International Sales
INGRAM UK
5th Floor
52 – 54 St John Street
Clerkenwell, London
EC1M 4HF
matthew.dickie@
ingramcontent.com

Australia, New Zealand, Canada (inquiries)
Tricia Remark
Senior Sales Representative
Ingram Publisher Services International
1400 Broadway, Suite 520
New York, NY 10018
Tel: (212) 581-7839
tricia.remark@
ingramcontent.com

Australia (orders)
NewSouth Books
Orders and Distribution
Tel: (02) 4390 1300
adscs@alliancedist.com.au

Canada (orders)
Canadian Manda Group
664 Annette Street
Toronto, M6S 2C8
Canada
Tel: (416) 516-0911
info@mandagroup.com

South Africa (inquiries)
Karis Moelker
Sales & Support Representative
Ingram Publisher Services International
1400 Broadway, Suite 520
New York, NY 10018
Tel: (212) 714-8196
karis.moelker@
ingramcontent.com

South Africa (orders)
Jonathan Ball Publishers
Office C4, The District 41
Sir Lowry Road
Woodstock, Cape Town
South Africa 7925
Tel: +27 (0) 21 469 8932
Fax: +27 (0) 86 270 0825
services@jonathanball.co.za
(inquiries)
orders@jonathanball.co.za
(orders)

Asia, Middle East, North Africa
Edison Garcia
Senior Manager, International Sales
Ingram Publisher Services International
1400 Broadway, Suite 520
New York, NY 10018
Tel: (212) 340-8170
edison.garcia@
ingramcontent.com

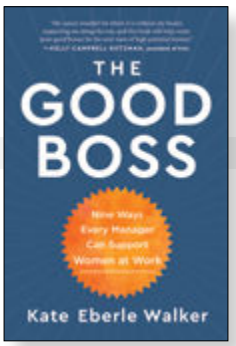
India (orders)
Penguin Books India Pvt. Ltd.
7th Floor, Infinity Tower C
DLF Cyber City, Phase – III
Gurgaon-122 002 Haryana
India
Tel: +91 124 478 5600
sales@
penguinrandomhouse.in

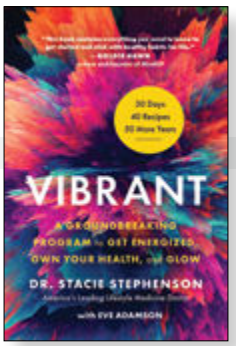
Middle East (orders)
IPR Team
Middle East Sales Group
IPR
PO Box 25731
1311 Nicosia
CYPRUS
Tel: + 357 22872355
Fax: + 357 22872359
iprschl@spidernet.com.cy

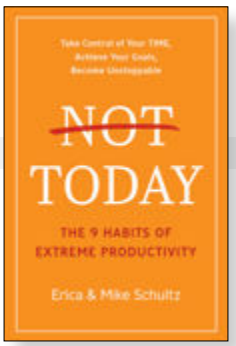
For all other markets and general international inquiries
Ingram Publisher Services International
1400 Broadway, Suite 520
New York, NY 10018
IPS_Intlsales@
ingramcontent.com

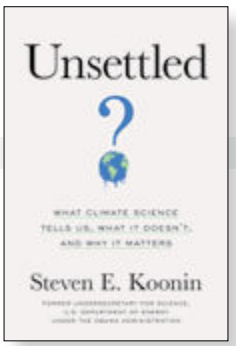
International orders
Please send orders and remittances to:
IPS_International.Orders
@ingramcontent.com

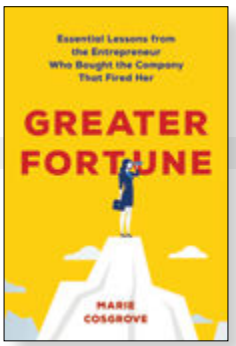
BenBella Books: Spring 2021

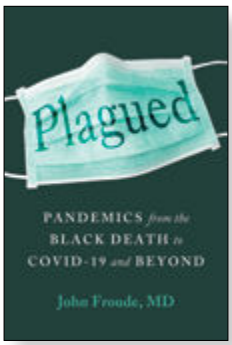


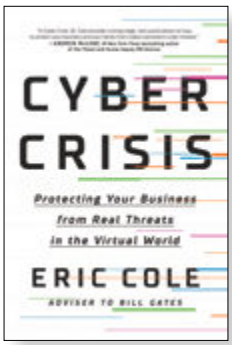


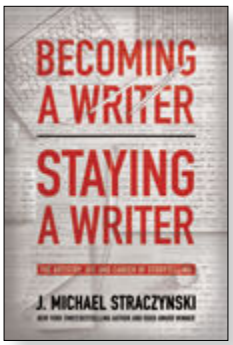


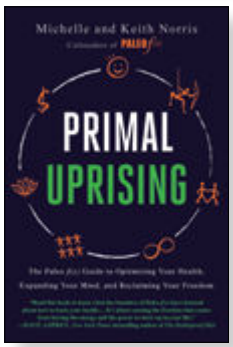


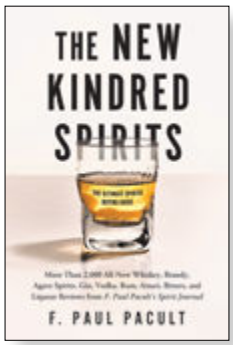


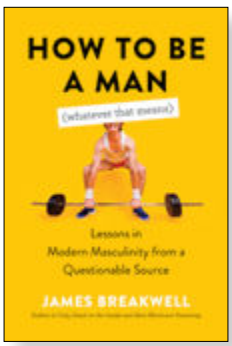


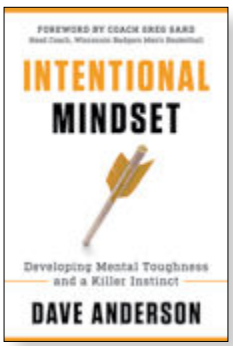


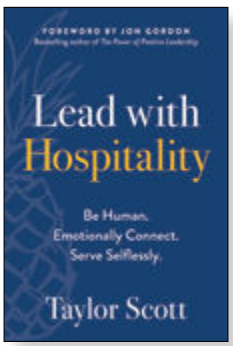


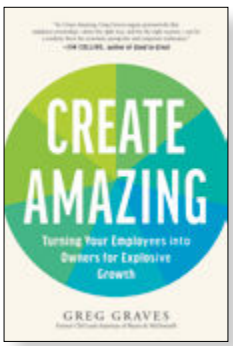


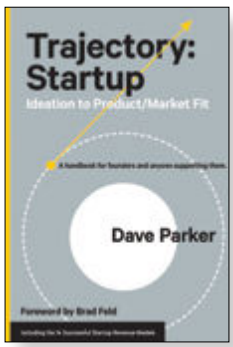


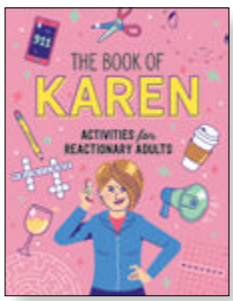


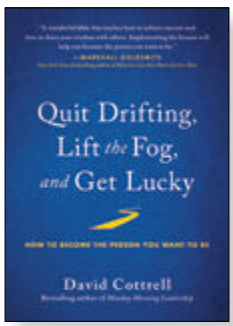


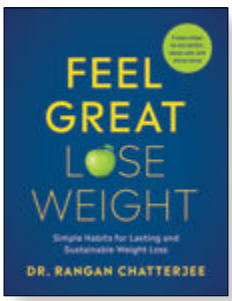


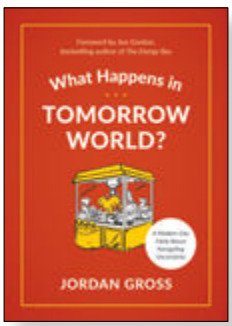


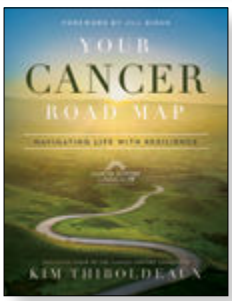












BENBELLABOOKS.COM
Twitter: @BenBellaBooks
Facebook: /BenBellaBooks

SMARTPOPBOOKS.COM
Twitter: @SmartPopBooks
Facebook: /SmartPopBooks

MATT HOLT BOOKS
Twitter: @MattHoltBooks
Instagram: @MattHoltBooks