

HELLO THERE!

DEAR READER,

What if I told you that the average human life expectancy could exceed 150 years within your lifetime? Incredible advancements in longevity science make this not only possible, but virtually unavoidable. Some of the technologies that will lead to dramatic life extension are already in use, and some are further afield—but all will change what it means to grow old, and how we live in the meantime. In the accessible, optimistic, and wildly entertaining *The Science and Technology of Growing Young*, industry investor and insider Sergey Young acts as a tour guide of the thrilling frontier of longevity and showcases what we can do now to “live long enough to live forever.”

Society’s traditional benchmark for “success” (read: financial wealth) is long overdue for an overhaul. Achieving such success has required that we sacrifice our physical and mental wellbeing, our communities, and our creativity—costs that workers are increasingly unwilling to pay. In *Redefining Rich*, Shannon Hayes pulls from her Appalachian farm sensibilities and entrepreneurial success to empower readers to make changes in their world, and provides the tools necessary to thrive in a dysfunctional economy. No matter where you live or what you do, this book will show you how you can earn a living sustainably, and for the benefit of all.

It’s an age-old problem: getting your child to eat their vegetables. But with *More Veggies Please!*, gone are the days of dinner-table meltdowns and food bribery. In her latest book, celebrated chef and cookbook author Nikki Dinki packs her family-favorite comfort food recipes with veggies—both covert and showcased—in a way that’s guaranteed to satisfy everyone’s hunger and foster an appreciation for vegetables for the kid in your life.

5G technology represents the potential for unprecedented innovation. As it rolls out worldwide, the race to harness this technology represents a global battle for influence over our businesses, our national security, and our personal lives—and the Chinese government and tech megacompany Huawei are dominating the field, leaving the US in the dust and at risk. In *Wireless Wars*, industry insider Jonathan Pelson looks at the crash of the US telecom industry, how it paved the way for China to monopolize control of our wireless networks, and what the US and private companies are doing to fight back.

Looking to enact social change through your spending habits (*Wallet Activism*) or by breaking harmful cycles of prejudice for future generations (*Unraveling Bias*)? Or perhaps you’re looking for an educational romp through a one-of-a-kind pop science title (*Drunk Flies and Stoned Dolphins* and *A Brief History of Timekeeping*)?

Whether you are a vegan (*Dreena’s Kind Kitchen*), carnivore (*The Provider Cookbook*), or true-crime fan (*Surviving Dirty John*), BenBella’s Fall 2021 list has got you covered!

Enjoy!

Sincerely,

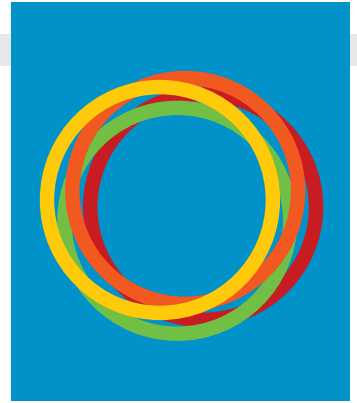
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THE INFINITE STAIRCASE

What the Universe Tells Us About Life, Ethics, and Mortality

GEOFFREY A. MOORE

From the author of *Crossing the Chasm*, which has sold more than 1M copies, *The Infinite Staircase* combines science and philosophy to answer two fundamental questions for humanity: the metaphysical “Where do I fit in the grand scheme of things?” and the ethical “How should I behave?”

“For many years, I’ve had the benefit of sage advice from Geoffrey Moore, one of the world’s most influential business strategists. In this profound, remarkable work, he explores the meaning of human existence and opens our minds to a new paradigm for understanding our place in the universe and a set of strategies for living an ethical life.”

—MARC BENIOFF, CHAIR AND CEO OF SALESFORCE

IN THIS BOLD BOOK, high-tech’s best-known strategist makes a seminal contribution to the search for meaning in a secular era.

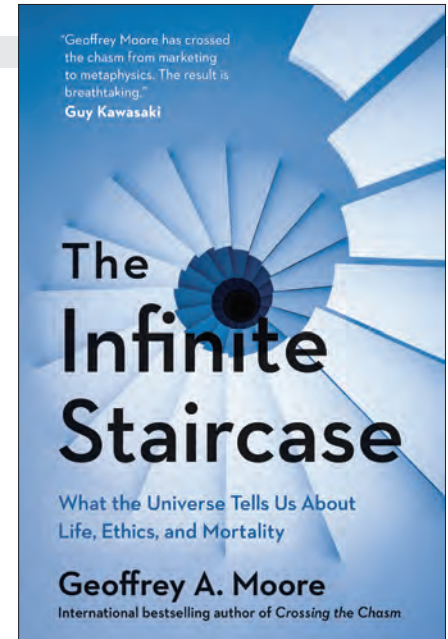
Two questions fundamental to human existence have always been the metaphysical, “Where do I fit in the grand scheme of things?” and the ethical, “How should I behave?” For many people, religion is no longer a source of answers, and despite a century or more of efforts, nothing has really replaced it.

Moore uses his signature framework-based approach to tackle this challenge, taking us on an intellectual roller-coaster ride through physics, chemistry, biology, the social sciences, and the humanities. Along the way, he builds a metaphorical staircase that leads from the Big Bang to the foundations for ethical action in our daily lives.

Combining an extraordinary range of scholarship with an accessible and entertaining writing style, *The Infinite Staircase: What the Universe Tells Us About Life, Ethics, and Mortality* provides a coherent and unified platform for a full human life.



GEOFFREY A. MOORE is an author, speaker, and high-tech business advisor best known for his seminal book, *Crossing the Chasm*. First published in 1990 and still in print, having sold more than a million copies. It has been translated into more than a dozen languages, and is still required reading in most business schools. Since then, he has published six other bestselling business books and advised high-tech enterprises including Salesforce, Microsoft, Intel, Adobe, Autodesk, Box, Airbnb, and Splunk. Moore has a bachelor’s degree in American literature from Stanford University and a PhD in English literature from the University of Washington, where his dissertation was on strategies for living in Edmund Spenser’s *The Faerie Queene*. Subsequently, he taught literature, conceptual models, and writing at Olivet College before returning to the Bay Area to take up a career in business. Residence: Los Altos Hills, Calif.



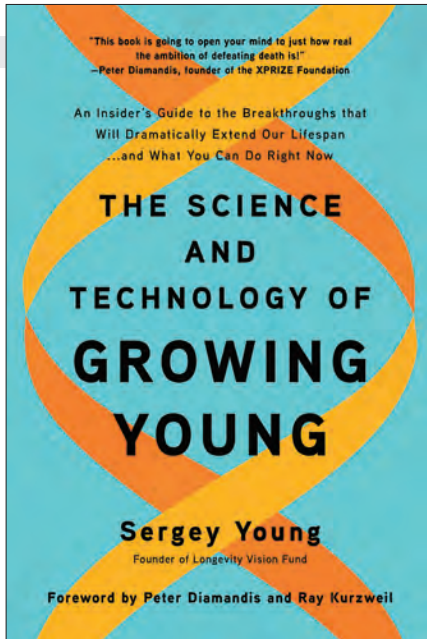
- **Moore’s previous book, *Crossing the Chasm*, is an international bestseller with over 1M copies in print and has been translated into 14 languages**
- **Other previous books include *Inside the Tornado* (271K copies sold), *Living on the Fault Line* (78K), *Dealing with Darwin* (53K), and *Zone to Win* (44.3K)**
- **Author typically gives 50 to 80 speeches per year**
- **GeoffreyAMoore.com**
- **LinkedIn: /GeoffreyAMoore (661K+ followers)**
- **Twitter: @GeoffreyAMoore (13.3K followers)**

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THE SCIENCE AND TECHNOLOGY OF GROWING YOUNG

An Insider's Guide to the Breakthroughs That Will Dramatically
Extend Our Lifespan ... and What You Can Do Right Now

SERGEY YOUNG



- **Foreword by Peter Diamandis and Ray Kurzweil**
- **Young is founder of the \$100M Longevity Vision Fund, which invests in companies that develop technologies, products, and services to extend the human lifespan to 200 years**
- **Targeted mailings through connections with longevity organizations, including: Aging Analytics Agency, Longevity Leaders and LSX, The Network for Life Science Executive Leaders, and Lifespan.io**
- **Author will promote at conferences and other influencer gatherings**
- **SergeyYoung.com**

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A longevity investor takes us through everything that is happening in the longevity space, with a focus on information readers can use to become empowered consumers and healthier people and discover new medical options for life extension and age reversal.

THE PROSPECT OF LIVING TO 200 YEARS OLD isn't science fiction anymore. A leader in the emerging field of longevity offers his perspective on which cutting-edge breakthroughs are on the horizon, as well as the practical steps we can take now to live healthily to 100 and beyond.

In *The Science and Technology of Growing Young*, industry investor and insider Sergey Young demystifies the longevity landscape, cutting through the hype and showing readers what they can do now to live better for longer, and offering a look into the exciting possibilities that await us. By viewing aging as a condition that can be cured, we can dramatically revolutionize the field of longevity and make it accessible for everyone.

Join Young as he gathers insights from world-leading health entrepreneurs, scientists, doctors, and inventors, providing a comprehensive look into the future of longevity in two horizons:

- **The Near Horizon of Longevity** identifies the technological developments that will allow us to live to 150—some of which are already in use—from AI-based diagnostics to gene editing and organ regeneration.
- **The Far Horizon of Longevity** offers a tour of the future of age reversal, and the exciting technologies that will allow us to live healthily to 200, from Internet of Bodies to digital avatars to AI-brain integration.

Combining practical advice with an incredible overview of the brave new world to come, *The Science and Technology of Growing Young* redefines what it means to be human and to grow young.



SERGEY YOUNG is a longevity investor and visionary with a mission to extend healthy lifespans of at least one billion people. To do that, Young founded Longevity Vision Fund to accelerate life extension technological breakthroughs and to make longevity affordable and accessible to all. He is on the board of directors of the American Federation of Aging Research (AFAR) and the development sponsor of the Age Reversal XPRIZE global competition designed to cure aging. Young is also a “Top-100 Longevity Leader” who is transforming the world one workplace at a time with Longevity @ Work—the first nonprofit corporate longevity program of its kind. He has been featured as a top longevity expert and contributor on FOX News, BBC, Sky News, CNN Business, *Forbes*, and Thrive Global. Residence: London, England.

UNRAVELING BIAS

How Prejudice Has Shaped Children for Generations and
Why It's Time to Break the Cycle

CHRISTIA SPEARS BROWN, PhD

Part science, part historical and current events, and part call to arms for parents, teachers, and policymakers, this timely book details how bias—in all its forms—impacts children, and what we can do to protect them.

POLICE SHOOTINGS THAT GIVE RISE to the Black Lives Matter revolution . . . rampant sexual harassment of women and the subsequent #MeToo movement . . . extreme violence toward trans men and women.

It would be easy to fix these problems if the examples stopped with a few racist or sexist individuals, but there are also biases embedded in our government policies, media, and institutions.

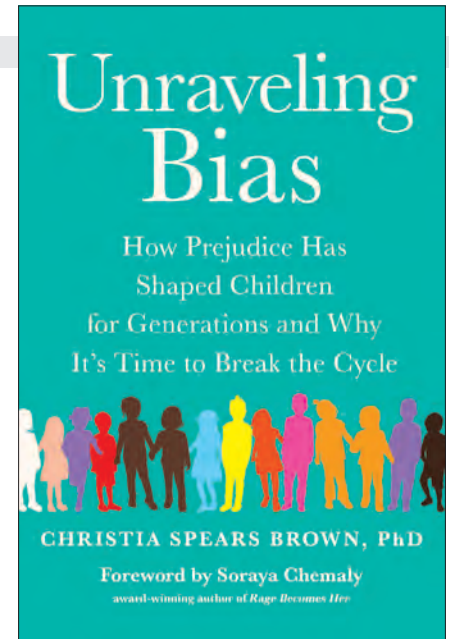
As a developmental psychologist and international expert on stereotypes and discrimination in children, Dr. Christia Spears Brown knows that biases and prejudice don't just develop as people become adults (or CEOs or politicians). They begin when children are young, slowly growing and exposed to prejudice in their classrooms, after-school activities, and, yes, even in their homes, no matter how enlightened their parents may consider themselves to be. The only way to have a more just and equitable world—not to mention more broad-minded, empathetic children—is for parents to closely examine biases beginning in childhood and how they infiltrate our kids' lives.

In her new book, *Unraveling Bias: How Prejudice Has Shaped Children for Generations and Why It's Time to Break the Cycle*, Dr. Brown will uncover what scientists have learned about how children are impacted by biases, and how we adults can help protect them from those biases. Part science, part history, part current events, and part call to arms, *Unraveling Bias* provides readers with the answers to vital questions:

- How do biased policies, schools, and media harm our children?
- Where does childhood prejudice come from, and how do these prejudices shape children's behavior, goals, relationships, and beliefs about themselves?
- What can we learn from modern-day science to help us protect our children from these biases?



CHRISTIA SPEARS BROWN, PhD, is a professor of developmental psychology and the director of the Center for Equality and Social Justice at the University of Kentucky. Her research focuses on children's experiences with ethnic, racial, and gender discrimination and stereotypes and how racism and sexism impacts the academic, social, and psychological lives of children and teens. In addition to writing award-winning scientific research articles, chapters, and academic books, and receiving numerous teaching awards, she is the author of *Parenting Beyond Pink and Blue: How to Raise Children Free of Gender Stereotypes*. Brown was the 2019 Society for Research in Child Development Scholar-in-Residence. She regularly speaks with and consults parent groups, schools and teachers, toy and media companies, and businesses about reducing the impact of stereotypes; is regularly featured in international media outlets; and has served as an expert witness for the ACLU on cases of gender discrimination in schools. Residence: Lexington, Ky.



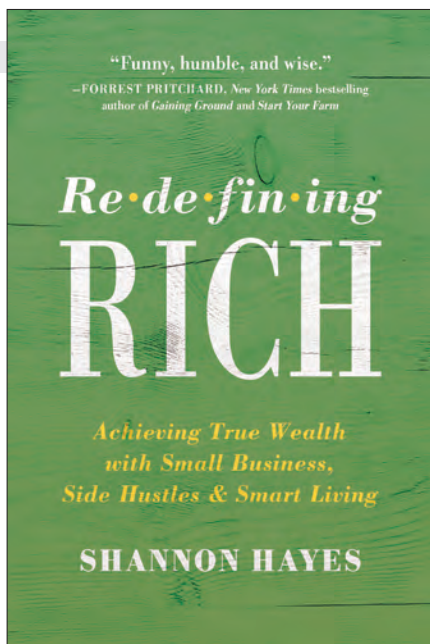
- **Brown's developmental psychology research has been funded by the Foundation for Child Development and National Science Foundation**
- **Author has served as an expert witness on gender discrimination in schools for the ACLU and on racial bias in adolescents for The Institute for Compassion in Justice**
- **Author has appeared on/in NBC, CBS News, Today, Good Morning America, NPR, USA Today, New York Times, Scientific American, New Yorker, and Vogue**
- **ChristiaBrown.com**

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REDEFINING RICH

Achieving True Wealth with Small Business, Side Hustles, and Smart Living

SHANNON HAYES



- Hayes's previous books include *Radical Homemakers* and *The Grassfed Gourmet Cookbook* (25K copies sold per title)
- Her work has appeared in the *New York Times*, *Boston Review*, *U.S. News & World Report*, NPR, *Atlantic*, *Yes!*, *Brain Child*, and *Elle*
- Potential interest from Anderson Cooper, Katie Couric, and *Entertainment Tonight*
- Promotion through author's weekly blog (40K-50K visits per month) and email list (3.5K subscribers)
- TheRadicalHomemaker.net

A look at how to balance the most important things in life, *Redefining Rich* will empower readers with the tools to make changes in their own world and to build a happier, more fulfilled life in harmony with family, community, and planet.

IN OUR DYSFUNCTIONAL ECONOMY, “success” often comes at great personal cost . . . We’re tired, we’re stressed out, and we have no time for family and friends. It’s time to redefine “rich.”

Shannon Hayes was in the final months of her PhD program, recently engaged, and beginning to plan her future. Having grown up on a northern Appalachian sheep farm, she had two advantages: a hard-won education and hillbilly pragmatism. But when it came time to enter the job market, Hayes made a tough discovery: the economy just doesn’t work. It doesn’t work for women, for free thinkers, for the working class, or for white-collar professionals. It doesn’t work in rural America, much less in the cities and the suburbs. It forces us to choose between career and family, profit and creativity.

So, Hayes and her husband walked away from their career paths and chose to forge a life on her family’s frost-plagued mountain farm, starting up a small café in town. Together, they found their sweet spot: a place where the Appalachian farm culture and sensibilities she and her community have lived by helped them thrive, even in a tough economic environment. Against the odds, the Hayes family built a business that lets them live abundantly, spend time with loved ones, and enjoy the gifts of nature—and the business even helped reinvigorate their chronically economically depressed town.

With humor, lively stories, and assurance, Hayes reveals the best lessons she’s learned for taking an alternate path, whether it lies in rural America, in the ‘burbs, or the heart of the city. She outlines the fundamentals of sustainable wealth, how to develop income streams, get organized, bring family into the business, ask for fair prices, and market efficiently, and—the most important lesson of all—set personal boundaries and say “no” even while maintaining relationships. Hayes shows entrepreneurship is the means to build sustainable communities, keep families together, and foster great creative fulfillment.



SHANNON HAYES is the chef and CFO of Sap Bush Hollow Farm, LLC. She and three generations of her family raise grassfed and pastured meats and operate Sap Bush Cafe (a farm-to-table and neighbor-to-neighbor experience in the Catskill Mountains), as well as vacation rentals, long-term rentals, and an online general store. Hayes is the author of several books, including *The Grassfed Gourmet Cookbook*, *Long Way on a Little*, and *Radical Homemakers*. She is the host of *The Hearth of Sap Bush Hollow* podcast, which chronicles stories and lessons from a life tied to family, community, and the land. Hayes holds a PhD in sustainable agriculture and community development from Cornell University and makes it a life goal to spend a few hours in the woods each day doing nothing except pondering the mysteries of the universe. Residence: West Fulton, N.Y.

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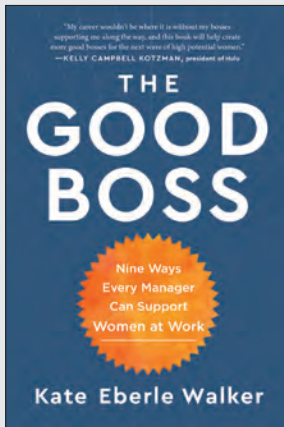
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WANT MORE BUSINESS?

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



THE GOOD BOSS KATE EBERLE WALKER

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. If we really want to support women in the workplace, managers must step up. 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, 100, or 1000 employees.

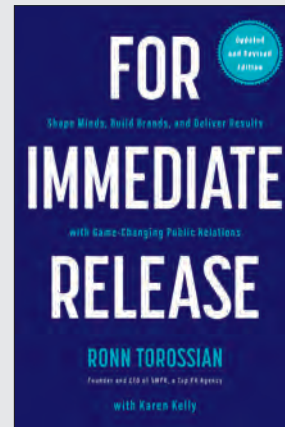
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PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER KORY KOGAN, SUZETTE BLAKEMORE, AND JAMES WOOD

In today's workplace, employees are routinely expected to coordinate and manage projects. Yet, chances are, you aren't formally trained in managing projects—you're an unofficial project manager. *Project Management for the Unofficial Project Manager* offers practical, real-world insights for effective project management and guides you through the essentials of the people and project management process.

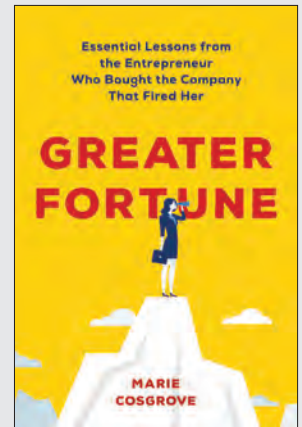
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FOR IMMEDIATE RELEASE Updated and Revised Edition RONN TOROSSIAN WITH KAREN KELLY

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*, 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).

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GREATER FORTUNE MARIE COSGROVE

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. Born into poverty, Cosgrove persevered through a tumultuous upbringing and an abusive marriage; throughout it all, she raised four children on her own while struggling to make her way in the business world. Not only did she survive, she turned the lessons of adversity into advantage, becoming a multi-millionaire entrepreneur and innovator. *Greater Fortune* is both an inspirational story and a road map to a better life of your own.

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DREENA'S KIND KITCHEN

100 Whole-Foods Vegan Recipes to Enjoy Every Day

DREENA BURTON



Trusted chef and bestselling author Dreena Burton is back with delicious plant-based recipes that everyone will love!

“Once again, Dreena Burton proves that her cookbooks should be a staple in any plant-based home.”

—T. COLIN CAMPBELL, PHD, COAUTHOR OF *THE CHINA STUDY*

VETERAN COOKBOOK AUTHOR DREENA BURTON has been creating plant-based, whole-food recipes for more than 20 years. Home cooks know they can trust her recipes to turn out great—and to be delicious! Now, she has created this one-stop resource for making kinder, more compassionate food choices, for other beings, for the planet, and for yourself. Whether you need weekly staple meals for your family or want a dish to “wow” your friends for a special occasion, *Dreena's Kind Kitchen* has you covered with these reliable, flavorful, and healthy recipes.

You'll find a variety of breakfasts, salads and dressings, small bites, soups, entrées, and sweets, including:

- Lemon-Poppyseed Muffins
- Wow 'Em Waffles
- Potato-Cauliflower Scramble
- Chipotle Chickpea Fries
- White Bean and Corn Chowder
- Pressure Cooker Quicken Noodle Soup
- Truffle-Salted Nut Cheese
- Beyond Beet Burgers
- Fiesta Taco Filling
- Italian Ratatouille
- Holiday Dinner Torte
- Crackle Blender Brownies
- Mango Carrot Cake
- Heavenly Baklava

With helpful guidance on techniques, answers to cooking FAQs, time-saving tips, and suggestions for repurposing leftovers into delicious new dishes, *Dreena's Kind Kitchen* will be a reliable companion for every step of your plant-powered journey.



DREENA BURTON is one of the pioneering vegan cookbook authors. Vegan for 25 years, Burton is also a mom to three “weegans.” She has charted her journey as a plant-based cook and mother of three through five bestselling cookbooks. Burton has also collaborated with renowned plant-based physician Dr. Barnard on *The Cheese Trap* and coauthored their most recent *Cookbook for Reversing Diabetes*. Burton's recipes have been featured with groups including PCRM, Forks Over Knives, Blue Zones, and the Food Network. Dreena was also the culinary coordinator with The Food Revolution Network's Whole Life Club. Residence: Vancouver, British Columbia, Canada.

- **Burton is the author of five bestselling cookbooks, including *Plant-Powered Families* (59K copies sold)**
- **Pre-order campaign**
- **Foreword by John Robbins, bestselling author and president of the Food Revolution Network**
- **Author's recipes have been featured with groups such as Forks Over Knives, Blue Zones, and Food Network**
- **Author is a regular contributor to Forks Over Knives, Engine2Diet, Kris Carr, and PCRM, and has written in the past for *Yoga Journal*, *VegNews*, and *Alive***
- **DreenaBurton.com**
- **Facebook: DreenaBurtonPlant PoweredKitchen (57K followers)**
- **Instagram: @DreenaBurton (26K followers)**

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Mythical Cheesecake

MAKES 1 CHEESECAKE, SERVES 8

This is like the unicorn of vegan cheesecakes. Without dairy, most cheesecakes are made either with processed vegan cream cheese substitutes or with nuts like cashews. This one has neither! The magic happens when yellow sweet potato combines with coconut, lemon juice, and a few other key ingredients into an unbelievably luscious filling.

Crust

- 1¼ cups rolled oats
- 1 cup pitted dates
- ½ cup pumpkin seeds
- ⅛ teaspoon sea salt
- 1 teaspoon pure vanilla extract

Filling

- 1 cup plus 1–2 tablespoons coconut butter (see note)
- ¾ cup cooked yellow sweet potato flesh, cooled (see note)
- ½ cup plain or vanilla nondairy yogurt
- ⅓ cup refrigerated canned coconut cream (see note)
- ⅓ cup pure maple syrup
- ¼ cup fresh lemon juice
- ¼ teaspoon (scant) sea salt
- ½ teaspoon pure vanilla bean powder or 1 teaspoon pure vanilla extract (optional)
- ½–1 teaspoon grated lemon zest

Line a 9-inch springform pan or 9–10-inch pie plate with parchment paper.

To prepare the crust, combine the oats, dates, pumpkin seeds, salt, and vanilla in a food processor. Pulse to begin to incorporate the ingredients, then process until the mixture becomes sticky and begins to form a dough on the blade. It will take time to break down the components; give it about 2 minutes and see the magic happen! The heat from the processing will break down the fat in the pumpkin seeds and the mixture will come together. Transfer the mixture to the prepared pan, pressing the mixture onto the base (and up the sides, if you like, but I prefer the crust at the bottom only).

Combine all the ingredients for the filling (except the lemon zest) in a blender (preferably a high-powered blender). Puree until very, very smooth, stopping to scrape down the blender a couple of times as needed. Add the lemon zest and stir in with a spatula. Pour the mixture on top of the crust and spread with a spatula to distribute. Cover the pan with aluminum foil and refrigerate to set overnight, or at least 3 hours.

Coconut Butter Note: If your coconut butter is very hard and difficult to spoon out to measure, you may want to place the jar in a warm water bath for 20 minutes or so. If the coconut butter is cooperative for measuring, you can generously fill the cup and eyeball the measurement rather than measuring the extra 1–2 tablespoons.

Sweet Potato Note: Yellow sweet potato works so beautifully in this recipe. It adds body, a touch of sweetness, and a hint of color. If you want to use orange sweet potato, the color will change quite a lot—and the potato flavor will be more noticeable. If you do use it, I recommend making an orange cheesecake, replacing the lemon zest with orange zest and replacing the vanilla with 1 teaspoon pure orange extract.

Coconut Cream Note: Use regular (not light) coconut milk in this recipe. Before using, refrigerate the can overnight or for a few days. The thick cream will rise to the top and be easy to scoop and measure. Use only the thick cream (reserve the thin coconut milk for another use).



SURVIVING DIRTY JOHN

My True Story of Love, Lies, and Murder

DEBRA NEWELL WITH M. WILLIAM PHELPS



Told in a survivor's own words, this is an up-close-and-personal look at the sensational, high-profile true story known as "Dirty John," one of the biggest true-crime cases of the last decade.

"Debra Newell's journey, her tale of survival, and her openness in sharing her story, is awe inspiring."

—ERIC BANA

NOW THAT ARTICLES, PODCASTS, NEWS MAGAZINES, AND MINISERIES have had their sensationalistic say, Debra Newell, one woman who truly knows what it was like to survive "Dirty John" Meehan, shares the full story—the reality—with the world for the first time.

Debra Newell is nothing if not a survivor. By the time she met John Michael Meehan online, she had lived through a near-fatal childhood illness, an attempted rape in her 20s, the traumatic death of her sister at the hands of her brother-in-law, and multiple failed marriages. But despite those tragedies, she seemed to have it all: adoring children, a successful business, and a fabulous penthouse apartment.

Still, to her, there was something missing: the blinding, all-consuming love she first read about while passing time in her childhood sickbed. And she thought she found that love for real with John Meehan.

Debra's story is one of trauma, heartbreak, and deception. But it is also a relatable, inspirational, and hopeful story of forgiveness and, most of all, love: the boundaries children and parents cross to protect and save the people they love; the love one must find for oneself; and the ways the illusion of love can be used to manipulate and harm.

Told in her own words with the help of *New York Times* bestselling author M. William Phelps, this book is filled with exclusive stories about Debra and her family, previously unpublished photos, and the unvarnished, unapologetic, and unbelievable reality of *Surviving Dirty John*.

- **The *Los Angeles Times* podcast *Dirty John* is one of the most downloaded true-crime podcasts of all time**
- **Newell is an international advocate and speaker on domestic abuse and coercive control**
- **Bravo (2018) and Netflix (2019) released a dramatized limited series starring Connie Britton as Debra Newell and Eric Bana as John Meehan**
- **Newell has been featured in and has contacts at *People*, *US Magazine*, *Harper's Bazaar*, *Forbes*, *New Yorker*, *Vulture*, *Refinery29*, *Bustle*, *The Kelly Clarkson Show*, *NBC*, *Dr. Phil*, *Dr. Oz*, *Megyn Kelly Today*, and *FOX News***



DEBRA NEWELL is the founder and president of Ambrosia Home, Inc., headquartered in Las Vegas, as well as the founder and former president of the multimillion-dollar company Ambrosia Interior Design, Inc., in Orange County, California. In October 2017, the *Los Angeles Times* launched a six-part article series and accompanying podcast titled *Dirty John*. The story was adapted into a miniseries, which premiered on Bravo in November 2018 and on Netflix in February 2019. Due to her staggering real-life experiences, Newell now spends much of her time as an advocate for change and awareness helping women caught up in coercive controlling relationships. She is currently working to criminalize coercive control, a form of abuse that often goes unpunished because of the lack of awareness and existing legal ramifications. Residence: Las Vegas, Nev.

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PAIN ERASERS

The Complete Natural Medicine Guide to Safe, Drug-Free Relief

MICHELLE SCHOFFRO COOK, PhD, DNM

From internationally bestselling author Michelle Schoffro Cook, this handbook introduces readers to safe, natural substitutes for harmful drugs commonly used for pain relief.

“If you suffer from any kind of pain, you want to get your hands on this book—and the sooner, the better!”

—CAROL BROOKS, EDITORIAL DIRECTOR OF *WOMAN'S WORLD* AND *FIRST FOR WOMEN*

AT LAST! Here's a safe, reliable, *drug-free* guide to relieve millions of pain sufferers worldwide.

This long-awaited guide to pain relief offers a wide variety of natural alternatives to help you take control of your pain—and ultimately, your life.

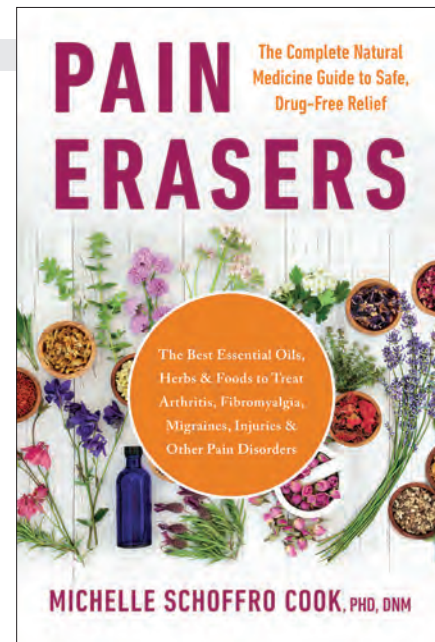
Michelle Schoffro Cook, PhD, DNM, is a trusted natural medicine expert and the internationally recognized author of *60 Seconds to Slim* and *The Ultimate pH Solution*. After suffering from serious injuries sustained in a car accident, she found that conventional medicine failed to ease her intense pain. Through her quest for a solution, she discovered a whole new world of safe, effective pain relief.

Pain Erasers reveals new ways to erase your pain, often permanently! You'll discover dozens of natural painkillers, from a little-known but highly effective resin from the rainforest to stand-bys such as ginger and turmeric. And to boost the effects of these remedies, you'll get helpful tips to change your diet and lifestyle for optimal health.

Dr. Schoffro Cook guides readers through the best natural medicines for conditions such as back pain, fibromyalgia, joint pain, migraines and headaches, neck pain, plantar fasciitis, temporomandibular joint syndrome, tendonitis, trigeminal neuralgia, whiplash, and more. No matter what type of chronic or acute pain you're struggling with, this guidebook will set you on a path toward long-term healing.



MICHELLE SCHOFFRO COOK, PhD, DNM, is an international bestselling author and a popular natural health blogger. Her health articles have appeared on Yahoo, WebMD, Reviews.com, Yahoo Shine, Yahoo Green, Discovery's *Planet Green*, DivineCaroline, *HuffPost*, and many other popular sites. She is a board-certified doctor of natural medicine, doctor of acupuncture, registered nutritionist, certified herbalist, and aromatherapist with more than 25 years of experience in these and many other forms of natural medicine. Residence: Ottawa, Ontario, Canada.



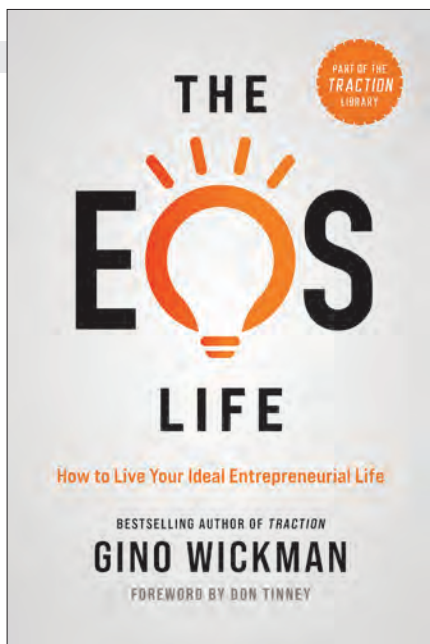
- **Schoffro Cook is a board-certified doctor of natural medicine, doctor of acupuncture, registered nutritionist, certified herbalist, and aromatherapist**
- **Author's previous books include *60 Seconds to Slim* (100K copies sold) and *The Ultimate pH Solution* (40K)**
- **Author's health articles are frequently syndicated to Yahoo!, WebMD, Discovery's Planet Green, and HuffPost**
- **Author is connected to the doTERRA essential oil community**
- **Promotion to author's email list (10K subscribers)**
- **DrMichelleCook.com (1M annual views)**

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THE EOS LIFE

How to Live Your Ideal Entrepreneurial Life

GINO WICKMAN



Written by the author of the national bestseller *Traction*, this book provides practical, real-world, time-tested tools and insights to maximize your productivity, energy, happiness, and work-life balance so that you can customize a life where you do what you love every day.

DO WHAT YOU LOVE—with people you love. Make a huge difference. Get compensated accordingly. And still have time for other passions.

The EOS Life will help you 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 hobbies and interests that energize you.

From Gino Wickman, creator of EOS (Entrepreneurial Operating System) and author of *Traction*, *The EOS Life* will give you practical, real-world, time-tested tools and insights to maximize your productivity, vitality, happiness, and work-life balance. This book is a must-read for all entrepreneurs and their leadership team members interested in living their ideal life.

- **Wickman is author of the bestselling Traction Library series (+900K copies sold combined)**
- **Targeted marketing to EOS Worldwide, including the 100K companies running on EOS, EOS implementers, EOS podcasts, and EOS conferences and events**
- **EOSWorldwide.com**
- **YouTube: /EOSWorldwide (13K subscribers)**
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GINO WICKMAN, bestselling author of *Traction*, has a passion for helping people get what they want from their businesses. To fulfill that passion, he created the Entrepreneurial Operating System® (EOS), which helps leaders run better businesses, get better control, have better life balance, and gain more traction—with the entire organization advancing together as a cohesive team. Wickman is the founder of EOS Worldwide, a growing organization of successful entrepreneurs collaborating as certified EOS Implementers to help people experience all the organizational and personal benefits of implementing EOS. He also delivers workshops and keynote addresses. Residence: Livonia, Mich.

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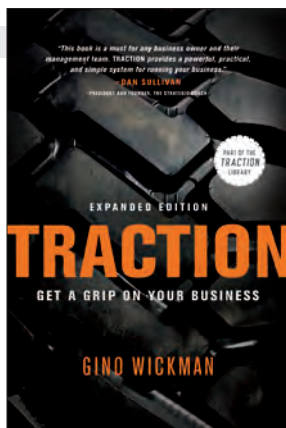
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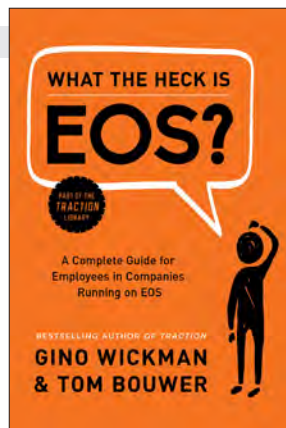
Learn how the Entrepreneurial Operating System can change your business and work life for the better.



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.

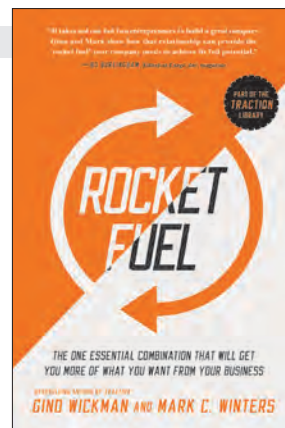
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WHAT THE HECK IS EOS? GINO WICKMAN AND TOM BOUWER

Has your company struggled to roll EOS out to all levels of your organization? Do your employees understand why EOS is important or even what it is? Designed to engage employees in the EOS process and tools, *What the Heck Is EOS?* uses simple, straightforward language and provides questions about each tool for managers and employees to discuss creating more ownership and buy-in at the staff level. After reading this book, employees will not only have a better understanding of EOS but they will be more engaged, taking an active role in helping achieve your company's vision.

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ROCKET FUEL GINO WICKMAN AND MARK C. WINTERS

Visionaries have ground-breaking ideas. Integrators make those ideas a reality. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you. *Rocket Fuel* details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, this book also features assessments so you're able to determine whether you're a Visionary or an Integrator.

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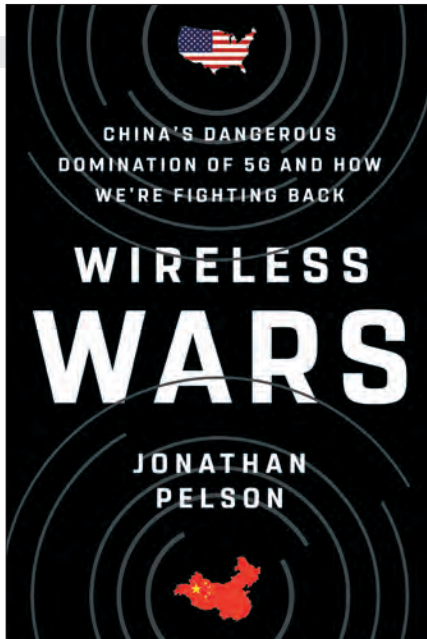


THE EOS LIFE
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WIRELESS WARS

China's Dangerous Domination of 5G and How We're Fighting Back

JONATHAN PELSON



- **Pelson previously worked for Lucent, an American multinational telecommunications equipment company, and held leadership roles for Nextel and British Telecom**
- **Author has strong relationships with government leaders considered central to US telecom policy, including Senator Mark Warner, vice chairman of the Senate Intelligence Committee**
- **Promotion to author's contacts at CNBC, FOX Business, CNN, FOX News, and MSNBC, including Jim Cramer on CNBC's *Mad Money***
- **Author will promote book at speaking engagements, as well as in interviews, guest blog posts, and media appearances**

This insider story from a telecommunications veteran gives a deep dive into the crash of the US telecom industry and the rise of Huawei, the leader in 5G, featuring extensive interviews from the front lines.

AS THE WORLD ROLLS out transformational 5G services, it has become increasingly clear that China may be able to disrupt—or even access—the wireless networks that carry our medical, financial, and even military communications.

In *Wireless Wars*, author Jonathan Pelson explains how America invented cellular technology and taught China how to make the gear, effectively handing over the market. Pelson shares never-before-told stories from the executives and scientists who built the industry and describes how China undercut and destroyed competing equipment makers, freeing themselves to export their nation's network gear—and their surveillance state. This timely book reveals China's successful program to purchase the support of the world's leading political, business, and military figures in their effort to control rival nations' networks.

Drawing on his lifelong experience in the telecommunications industry and remarkable access to the sector's leaders to reveal how innovative companies can take on the threat and work with counterintelligence and cybersecurity experts to prevent China from closing the trap. He offers unparalleled insights into how 5G impacts businesses, national security, and you. Finally, *Wireless Wars* proposes how America can use its own unique superpower to reclaim the lead.

For anyone curious about the hottest issue at the intersection of technology and geopolitics, *Wireless Wars* offers an immersive crash course and an unforgettable read.



After an early career as a writer and marketer with Young & Rubicam, **JONATHAN PELSON** joined Lucent Technologies during the telecom boom of the '90s, helping create and market some of the company's breakthrough technology solutions. He later served as the chief of convergence strategy for British Telecom, developing a global wireless plan for the company. During his time with these and other telecom companies, he traveled to China and saw that country's fledgling telecommunications companies grow and, eventually, seize the world lead. With deep personal experience in the sector and rare access to the people who ran the world's largest telecom companies, he decided to investigate how the lead was lost to China and what we could do to take it back. Pelson has a degree in economics from Dartmouth College and an MBA from the University of Virginia Darden School of Business. Residence: Great Falls, Va.

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THE BRAIN UNDER SIEGE

Solving the Mystery of Brain Disease, and How Scientists
Are Following the Clues to a Cure

HOWARD L. WEINER, MD

A Harvard neurologist takes you inside the brain under attack while creating a compelling narrative of human interest and the dramatic pursuit of medical science.

ONE IN SIX PEOPLE suffer from brain diseases such as MS, Parkinson's, ALS, and Alzheimer's. Now, a Harvard neurologist takes you inside the brain under attack—and illuminates the path to a cure.

Chances are, you know someone with a neurologic disease. Because the brain controls so much and is integral to our identity, the diseases that affect it are uniquely devastating both to patients and families. And because it remains the most mysterious of our vital organs, treating the brain is an ongoing puzzle.

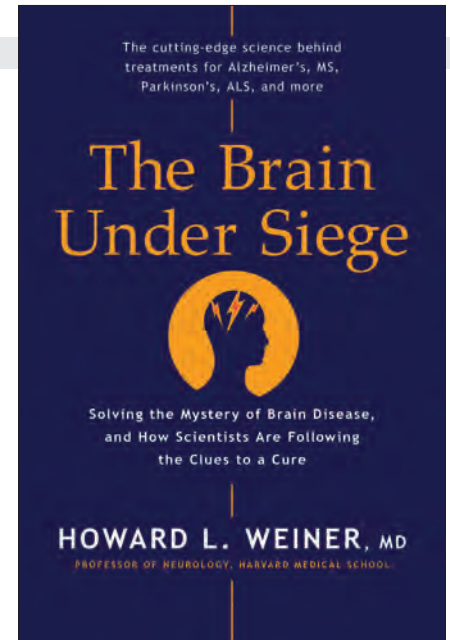
In *The Brain Under Siege*, Howard L. Weiner likens the brain to a crime scene, showing readers how “clues” point to causes and suggest paths to a cure. He takes readers on a journey through the latest technological advances, exploring which routes of investigation have gone cold and which have led to breakthroughs. Readers couldn't ask for a better guide: A professor of neurology at Harvard Medical School and codirector of the Ann Romney Center for Neurologic Diseases, Weiner is an internationally renowned expert, who pioneered immunotherapy in MS and is currently investigating an Alzheimer's vaccine.

This groundbreaking book tells the story behind the science—painting a picture of the discoveries, setbacks, false leads, and victories on the front lines of brain research. Weiner also offers unique insight by exploring the experiences of the brave patients and families who make cutting-edge clinical trials possible.

Both a clear-eyed assessment of where the science stands and a gripping and poignant narrative of the dramatic pursuit for a cure, *The Brain Under Siege* is a must-read for patients, families, and anyone interested in unraveling the mysteries of the brain.



HOWARD L. WEINER, MD, is the Robert L. Kroc Professor of Neurology at the Harvard Medical School, director and founder of the Brigham Multiple Sclerosis Center, and codirector of the Ann Romney Center for Neurologic Diseases at Brigham and Women's Hospital in Boston. He has pioneered therapy in multiple sclerosis and has investigated disease mechanisms in brain diseases including MS, Alzheimer's, ALS, stroke, and brain tumors. Dr. Weiner is a recipient of the John Dystel Prize for MS Research and received the NIH Director's Transformative Research Award for his research in Alzheimer's disease. He has pioneered the investigation of the mucosal immune system for the treatment of autoimmune and other diseases, and is currently developing a nasal vaccine to treat Alzheimer's and novel therapies for MS and ALS. Harvard Medical School honored him with the establishment of the Howard L. Weiner Professorship of Neurologic Diseases. Previous writing credits include *Curing MS*, *Neurology for the House Officer*, and *The Children's Ward*; the documentary *What Is Life? The Movie*; and the feature-length drama, *Abe and Phil's Last Poker Game* starring Martin Landau and Paul Sorvino. Residence: Brookline, Mass.



- **Dr. Weiner is the Robert L. Kroc Professor of Neurology at the Harvard Medical School, director and founder of the Brigham Multiple Sclerosis Center, and codirector of the Ann Romney Center for Neurologic Diseases at Brigham and Women's Hospital in Boston**
- **Author's previous book, *Curing MS*, sold 11K copies across print and ebook formats**
- **Author is the 2012 recipient of the NIH Director's Transformative Research Award**
- **Author lectures internationally on neurologic diseases**

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MORE VEGGIES PLEASE!

Easy Kid-Approved Meals and Family-Friendly Comfort Foods
with Surprising Veggie Twists

NIKKI DINKI



These delicious recipes taste just like the classics we know and love, while delivering the nutrition we're all searching for—and helping children learn to celebrate veggies.

LOOKING FOR WAYS to get your kids to eat their veggies?

Packed with creative recipes, this modern, mindful approach to classic family-favorite comfort foods ups the nutritional ante—getting TONS of healthful vegetables, legumes, and squash into every meal (even snacks and desserts!)—while always putting flavor first.

As a chef and cookbook author, Nikki Dinki loves veggies. But like most parents, getting her kids to love them is a work in progress. There will always be a side of veggies on their dinner plates, but when those veggies go untouched, Nikki doesn't stress. That's because her cooking incorporates vegetables at every turn: the kids may not have eaten their sides of peas, but they ate cauliflower and sweet potatoes in their mac and cheese, devoured green eggs (with spinach) and white bean pancakes for breakfast, and asked for seconds of the eggplant chicken tenders at lunch!

Although the veggies are sometimes hidden—your kids will be eating mushrooms and eggplant without thinking twice!—the real goal is using the qualities of each vegetable to make each classic, family meal even better than the original version. In these recipes, mushrooms enhance the beefy taste of the Mushroom and Onion Burgers, while eggplant replaces egg for breading on Chicken Tenders and Chicken Parmesan, which keeps them irresistibly moist.

Inside, discover other delicious recipes that will become mealtime staples, including:

- Chicken Pot Pie with Sweet Potato Crust
- Cauliflower + Yogurt Bagels
- Eggplant Parm Meatballs
- Pumpkin Pasta Dough
- Taco Meat with Pinto Beans
- Mac and Cheese with Cauliflower + Sweet Potato
- Chicken Nuggets (with Beans + Carrots)
- Creamed Spinach Garlic Bread
- Loaded Queso (with Butternut Squash)
- Banana Carrot Oatmeal Muffins
- Eggplant Marinara Sauce
- Brooklyn Blackout Cake (with Beets + Avocado)
- Sweet Potato Cinnamon Rolls

But fear not: there are no fancy ingredients or complicated cooking techniques. These easy, accessible recipes have been tested hundreds of times by Nikki and other parents for surefire family food wins!

NIKKI DINKI is a chef, author, mom, TV host, and picky-eater-turned-veggie-lover who is spreading the delicious veggie word! You can flip through her award-winning first book, *Meat on the Side*; follow her food-driven adventures and unique creations on multiple Food Network and Cooking Channel series; and watch her share recipes regularly on the *Wendy Williams* and *Dr. Oz* shows. She also candidly reveals her successes and struggles of navigating three kids (including a set of twins!) and offers up more tasty, veggie-focused recipes on social media and her blog. Residence: Port Washington, N.Y.

- **Dinki was a contestant on the ninth season of *Food Network Star* and cohost of the Cooking Channel's *Junk Food Flip***
- **Promotion to author's contacts, including Bobby Flay, Dr. Oz, Damaris Phillips, Catherine McCord, Food Network's *The Kitchen*, *Parents*, Danielle Walker, Hallmark's *Home and Family*, *Cooking Light*, *BuzzFeed*, *O: The Oprah Magazine*, *FOX News*, *HuffPost*, *Today*, and *Parade***
- **NikkiDinkiCooking.com**
- **Instagram: @NikkiDinki (26K followers)**
- **Facebook: /NikkiDinkiCooking (23K followers)**

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Tomato Soup with Basil Yogurt Drizzle

MAKES 8 CUPS SOUP + 1½ CUPS DRIZZLE; SERVES 4

While tomato soup already has a lot of tomatoes (#Obvi), I thought I could make it into a real powerhouse dish. I decided to invite zucchini and cannellini beans over for lunch. Zucchini's bright summer flavor brings a subtle background note to the tomatoes, and the beans add a creamy finish without adding a bean taste. Altogether, this soup has a super classic flavor while delivering a modern nutritional punch.

Basil Yogurt Drizzle

- 1 cup plain Greek yogurt (8 ounces)
- 1 cup fresh basil leaves
- ½ teaspoon kosher salt

Tomato Soup with Zucchini + Beans

- 4 tablespoons unsalted butter
- 2 medium zucchini (14 ounces), chopped (3 cups)
- 1 medium yellow onion (8 ounces), chopped (1½ cups)
- 4 garlic cloves, minced
- Kosher salt
- 1 (15-ounce) can cannellini beans, drained + rinsed
- 2 (14-ounce) cans diced tomatoes
- 1 (32-ounce) can tomato juice
- Ground black pepper
- 1 cup heavy cream
- Fresh basil leaves, for a garnish

To make the drizzle:

Blend the yogurt, basil, and salt in a blender or food processor along with ½ cup water until the mixture is mostly smooth. If your blender has an extra-large base, you may need to use the food processor for this.

To make the soup:

Melt the butter in a large pot over medium heat. Add the zucchini, onion, garlic, and 1 teaspoon salt, and cook until the vegetables are tender and fragrant—5 to 7 minutes.

Add the cooked veggies to a blender along with the cannellini beans and diced tomatoes; puree until very smooth. Return the mixture to the pot and add the tomato juice, another 1 teaspoon salt, and ¼ teaspoon pepper. Bring the mixture to a simmer and cook until slightly thickened—about 10 minutes. Add the cream to the pot and stir to combine.

To serve, divide the soup into bowls and top with the Basil Yogurt Drizzle, some basil leaves, and some pepper.

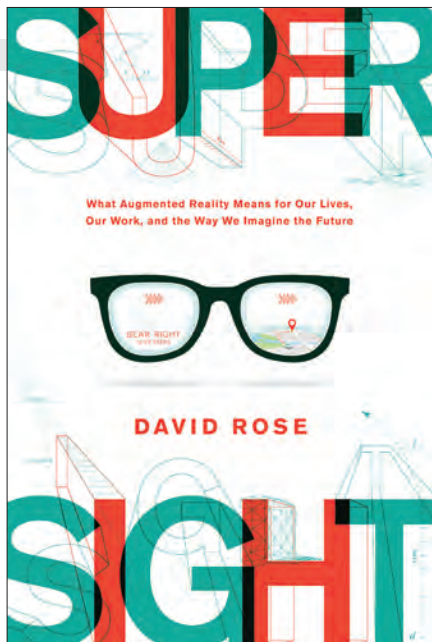
Freeze It: Freeze for up to 5 months. Thaw on the stovetop with a splash of water.



SUPERSIGHT

What Augmented Reality Means for Our Lives, Our Work,
and the Way We Imagine the Future

DAVID ROSE



From the former vice president of vision technology at Warby Parker, *SuperSight* offers an insider's look at the emerging applications of computer vision.

FOR THOUSANDS OF YEARS, human vision has been largely unchanged by evolution.

We're about to get a software update.

Today, Apple, Google, Microsoft, Facebook, Snap, Samsung, and a host of start-ups are racing to radically change the way we see. The building blocks are already falling into place: cloud computing and 5G networks, AI computer vision algorithms, smart glasses and VR headsets, and game engines that drive spatial experiences like Pokémon GO. But what's coming next is a fundamental shift in how we experience the world and interact with each other.

Over the next decade, what we see and how we see it will no longer be bound by biology. Instead, our everyday vision will be augmented with digital information to give us what spatial computing pioneer David Rose calls "SuperSight." As our view of the world becomes layered, blended, and altered through the lenses of reality-bending smart glasses, it will fundamentally change the way we learn, shop, work, play, and much, much more.

Rose provides an insider's guide to the way our lives are about to change, while also unpacking the downsides of this coming world—what he calls the six hazards of SuperSight, from equity and access issues to social isolation—and proposing rational, actionable ways around them.

From selfies that show our internal organs and museums that let us talk with dead artists to new ways to envision sustainable cities, the scope of augmented vision is boundless. *SuperSight* offers a rich speculative preview of the future and its implications, both shocking and thrilling.

- **Rose is currently a futurist at EPAM Continuum and is a former VP of vision technology at Warby Parker and lecturer at the MIT Media Lab**
- **Author's work has been featured at MoMA; covered in the *New York Times*, *WIRED*, and the *Economist*; and parodied on *The Colbert Report***
- **Author has affiliations with the following organizations: The Institute for the Future, MIT's DesignX program, Harvard iLab, IDEO, and Copenhagen Interaction Design Institute**
- **LinkedIn: /DavidLoringRose**
- **Twitter: @DavidRose (7K followers)**



DAVID ROSE, MIT inventor, and five-time entrepreneur, draws on culture, design, travel, and music to envision future products and businesses sparked by the next generation of technology. His last book, *Enchanted Objects*, is the definitive title on designing the Internet of Things. Rose wrote the seminal patent on photo-sharing, founded an AI company focused on computer vision, and was VP of vision technology at Warby Parker. He is known for translating complex technologies into delightfully intuitive new products and consulting with businesses on how to thrive during digital disruption. Rose's work has been featured at the New York Museum of Modern Art; covered in the *New York Times*, *WIRED*, and the *Economist*; and parodied on *The Colbert Report*. His home was featured in a *New York Times* video "The Internet of Things" about inventions that incorporate magic into mundane objects: a Google Earth coffee table that responds to gesture, Skype cabinetry in the living room, and a doorbell reminiscent of Mrs. Weasley's clock that rings when a family member is on their way home. He even got Jon Stewart to belly-laugh when he was a guest on the *The Daily Show*! Residence: Boston, Mass.

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IMAGINE THIS: you are strolling down Lafayette Street in New York on a gloomy December morning, wearing your new augmented glasses. Thanks to the tiny data projector and optical combiner in these stylish spectacles, virtual and real are nearly indistinguishable. A holographic digital layer blends and “sticks” to the world as you move your head. And this new way of seeing is tailored just for you. The person walking next to you has a different curated projection.

The first thing you notice is how much richer and saturated with information the world has become. As you look up, the skyline includes translucent future buildings, some still in a sketch style to invite your feedback for the next zoning meeting, others rendered with detailed materials and flagged with their estimated completion date. Better not stare up at those high-rise residences too long or you’ll start getting ads for their units projected into your current apartment’s windows. Following your system preferences, highly rated family-owned restaurants float huge, recommended dishes across your path. Here comes tortellini from the right; now a sushi boat from your left; and dead ahead, a steaming bowl of projected ramen—that’s worth a quick stop.

The second, more problematic thing you notice is that these augmentations aren’t neutral. Your AI “reality editor” infers that you don’t want to see the trash cans it detects lining the street this morning, so it replaces them with virtual bushes and trees transplanted from your childhood front yard. New York City never looked so good! (If only there were a search-and-replace for smells . . .) And because the glasses sense your mood through EEG (brain-wave profiles) and EDA (electro-dermal activity) on your temples and track your pupillary saccades (how your eyes subconsciously dart around to absorb a scene), what you see responds dynamically. Reacting to your sullen affect this morning, your glasses bend your reality, hoping to buoy your spirits: they brighten the overcast sky, add rays of summer sun, and fade up some music with a beat that matches your footfalls.

Third, you realize this new way of seeing is even more intensely social than Facebook. Instead of street advertising, billboards feature videos of friends and favorite celebrities speaking to you, translated into Spanish to help you polish up your vocabulary for an upcoming holiday. Thanks to the TindAR smart glasses app, you automatically “edit out” any recent dates you happen to pass that didn’t go so well—like that one who ghosted you last week (ouch!). You said you never wanted to see them again; these glasses make it so.

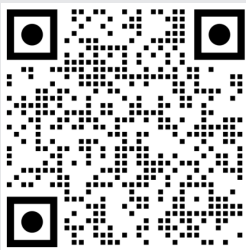
Later, you go back out, this time for a run. Navigation is easy since you follow a yellow brick road painted for your eyes only, and your glasses superimpose a pack of zombies chasing after you. They won’t catch you if you exceed yesterday’s pace, which you do! These glasses bend and edit reality, but they also project the future. As you run past a shop window, the reflected image of you is older: your hair is graying, but you wear a 2032 Olympics T-shirt, and you look lean, fast, and healthy.

I call this new visual reality *SuperSight*.

Let’s innovate a bit on the form of a book itself. Of course, I wanted to make this a full-color, 17" × 20" coffee table book, but you probably wouldn’t have purchased that for \$150 . . . at least that’s what my agent said. So, instead, you can use your smartphone to view color photos, videos, and animated diagrams when you see this glyph:



If you want to just read without a phone in your hand, I applaud that decision, too. All of the color images, animations, and videos are also available on SuperSight.world.



View the augmented reality book trailer! Use the QR code to download and open the SuperSight AR app, then point your iPhone or Android camera at the front cover image on the opposite page.

THE PROVIDER COOKBOOK

Fish and Game Recipes for Eating Wild and Living Off the Land

CHAD BELDING AND CHAD MENDES



- Belding's *The Fowl Life* TV series is nationally broadcast on The Outdoor Channel (5.5M views per year, 12 seasons)
- Belding is the founder of Banded, a video production and merchandising company
- Belding hosts the podcast *This Life Ain't For Everybody*, where he has had guests such as MLB Hall of Famer George Brett, UFC Hall of Famer Urijah Faber, Leith Loftin, and Brent Cobb
- Mendes competed in three UFC world title fights and headlined five main events
- Mendes is the founder of Finz and Featherz, a celebrity hunting and fishing guide service
- Potential cobranding partners include Oakley, Budweiser, Dickies Clothing, and Pelican

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A chef and a MMA star present innovative wild game, fish, and fowl recipes to modern-day providers: those who hunt, fish, garden, and cook.

IN OUR MODERN WAYS of cooking and eating, we've gotten out of touch with Mother Nature. Those who hunt, fish, and enjoy wild game know that we should always respect and cherish our food and where it comes from.

For chef Chad Belding and MMA star Chad Mendes, hunting and ethical farming are crucial ways to reinforce our connection to nature. In *The Provider Cookbook*, Belding and Mendes share recipes and stories to celebrate this way of life and keep it alive for generations to come. Here you'll find everything from comfort-food classics to more refined cuisine, including:

- Wild Game Stroganoff
- Bear Bourguignon
- Elk Pizza Meatballs
- Korean BBQ Venison Street Tacos
- Wild Turkey Nuggets
- Mossy Pond's Smother-Fried Quail
- Duck Egg Rolls
- Pulled Goose BBQ Sandwiches
- Seared Tuna Medallions
- Cajun Fried Catfish Sandwiches
- Brian's Coconut Curry Halibut
- Slow Cooked Venison Ragù

They also share tips for properly processing food, plus recipes for domestic meats and their favorite vegetable sides and sauces. Accompanied by gorgeous food and landscape photography, the recipes and stories in *The Provider Cookbook* will take you on a journey from field and farm to table.



CHAD BELDING is a lifelong sportsman and outdoors enthusiast. Belding's passion eventually led him to predator and waterfowl hunting, and he later became involved in competitive duck and goose calling while attending college. In 2008, he founded Banded, a video production and merchandising company that specializes in hunting gear and accessories. That same year, he became a part of *The Fowl Life*, which is still airing on The Outdoor Channel. Belding is also closely involved with The Provider, a new brand that will provide live workshops on dog training, hunting and shooting, and preparing your bounty. Residence: Reno, Nev.



CHAD MENDES was born and raised in central California, where wrestling, hunting, and fishing were a huge part of his life growing up. He was recruited to wrestle at Cal Poly SLO, where his small-town palate was introduced to a whole new world of cuisines. After graduating, Mendes moved to Sacramento and began his UFC career. Within his 10 years of fighting, he fought for the UFC world title three times, competing against opponents such as Conor McGregor and José Aldo. With hunting being such a huge part of his life still, he teamed up with Chad Belding of *The Fowl Life* to bring readers *The Provider Cookbook*, featuring their favorite recipes. Residence: Auburn, Calif.

Elk Pizza Meatballs

SERVES 4

With all the flavors of a pizza wrapped up in a tender meatball, these are always a huge hit at any get-together!

Ingredients

- 3 tablespoons Italian bread crumbs
- ¼ cup milk
- 1 tablespoon olive oil
- ½ white onion, finely chopped
- 1 pound bulk Italian elk sausage
- 1 large egg
- ⅓ cup chopped fresh parsley
- 2 garlic cloves, minced
- 2 tablespoons grated parmesan cheese
- 1 (24-ounce) jar marinara sauce
- 8 ounces fresh mozzarella cheese, sliced

In a bowl, soak the bread crumbs in the milk for 20 minutes.

Meanwhile, heat the olive oil in a large skillet over medium-high heat. Sauté the onion until tender, 10–15 minutes.

In a mixing bowl, combine the sausage, onion, bread crumb mixture, egg, parsley, garlic, and parmesan cheese. Mix well, cover, and refrigerate for at least 1 hour and up to overnight.

Preheat your grill (we use a Traeger) or oven to 450°F.

Lightly grease a 2-quart casserole dish or cast-iron skillet. Form the meat into balls about 1½ inches in diameter and place in the dish. Pour the marinara pasta sauce over the meatballs.

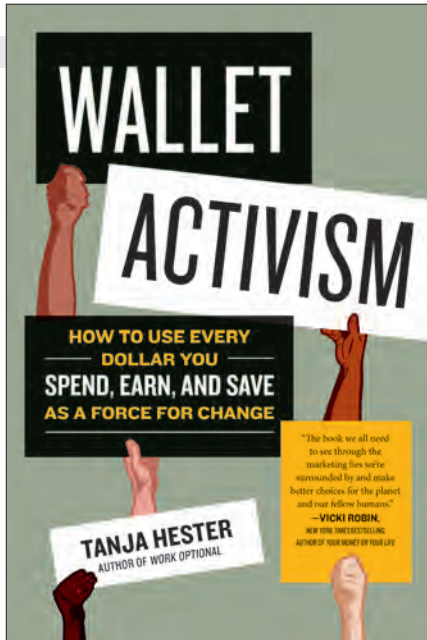
Place in the grill or oven for 15 minutes. Add the mozzarella cheese slices to cover all the meatballs. Cook for another 5–10 minutes, until the cheese is melted and bubbly. Let cool for about 10 minutes before serving.



WALLET ACTIVISM

How to Use Every Dollar You Spend, Earn, and Save as a Force for Change

TANJA HESTER



- Hester is the author of *Work Optional* (20K copies sold)
- Author writes the award-winning blog *Our Next Life* (150K monthly views)
- Author has been featured in/on *Nightline*, *New York Post*, *CNBC*, *New York Magazine*, *New York Times*, *Real Simple*, *Forbes*, and *Bustle*
- Author has been invited to speak at FinCon, Google, Tesla, and Sofi
- Promotion to author's email list (8K subscribers)
- OurNextLife.com
- Twitter: @Our_NextLife (11K followers)

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Author Tanja Hester empowers all of us to change the world in accordance with our values, so we can feel confident spending, earning, and saving money in ways that align with our beliefs.

HOW DO WE VOTE with our dollars, not just to make ourselves feel good, but to make a real difference?

While we call the American system a democracy, capitalism is the far more powerful force in our lives. The greatest power we have—especially when political leaders won't move quickly enough—is how we spend our money: where we shop, what we buy, what institutions we entrust with our money, who we work for, and where we donate determines the trajectory of our society and our planet.

From Tanja Hester, *Our Next Life* blogger, and author of *Work Optional*, comes the mind-set-shifting guide to help you put your money where your values are. *Wallet Activism* goes beyond simple purchasing decisions to explore:

- How to create a personal spending philosophy based on your values
- Practical questions to quickly assess the “goodness” of a product or an entity you may buy from
- The ethics of earning money, choosing what foods to eat, paying others, investing responsibly, and choosing where to live

For anyone interested in leaving the world better than you found it, *Wallet Activism* helps you build habits that will make your money matter.



TANJA HESTER retired early from a career in political and social change communications, and journalism before that, to devote all her time to purpose-driven projects. Called the “matriarch of the FIRE (financial independence/retire early) movement” by the *New York Times* and a “female financial influencer you should be following” by *U.S. News & World Report*, Hester has used her leadership position within the personal finance media community to push for more social and environmental awareness, more diversity and inclusion, and more philanthropy, not simply wealth accumulation. She draws on her journalism background to research how best to incorporate values into financial decisions. Hester is the author of the award-winning book *Work Optional: Retire Early the Non-Penny-Pinching Way*, called the “best step-by-step guide to retire early” by MarketWatch; she writes the award-winning blog *Our Next Life*; and she cohosts *The Fairer Cents*, an economics podcast about women and financial inequality. She is a columnist for MarketWatch and has spoken at Google, Tesla, and conferences around the world. Residence: North Lake Tahoe, Calif.

IT'S A FAMILIAR SCENE: a door opens, a family walks through, and shouts of “Oh my God!” erupt as the camera pans across a newly renovated home, interspersing the ugly, poorly lit “before” pictures with the gleaming bright “after.” Inevitably, the renovation features a big new kitchen island with lots of prep space. A homeowner will ask, “What is this countertop material? It’s so nice.”

“Quartz!” the host replies. “And it’s recycled! It’s a green product.”

“Wow, that’s great! We care about the planet,” the homeowner replies. Homeowners and fans of home improvement shows must be forgiven for falling for this line. Because it’s a lie: quartz is not a green product.

Not long ago, the most popular countertop material was granite. Granite is an igneous rock that forms over millions of years deep underground. It comes out of the ground at quarries and is cut into thin slabs, polished, and shipped thousands of miles to become people’s kitchen prep surfaces (at least until the next home renovation happens). Because it takes so long to form, all the granite that’s in the ground is essentially all we’ll ever have.

The countertop material we call quartz is more accurately called engineered stone, a mix of quartz dust and mining byproducts, perhaps some recycled glass or stone, and a composite of plastics that binds it all together. Because it doesn’t have to be quarried in slabs and doesn’t require sealing with chemicals like granite does, engineered stone is an improvement in environmental terms. It’s also cheaper than granite. But the price shown for engineered stone at the store does not reflect its true cost.

The process of going from raw quartz to an installed countertop looks like this: Large slabs of engineered stone are made in factories around the world. Those slabs are then shipped to stone yards and big-box stores close to where people live. After homeowners select their preferred finish, workers visit the home to measure the space, then cut and polish the slabs to make sure everything fits perfectly.

Though it seems like a minor step, that cutting is a big problem. When engineered stone is cut, it releases silica dust. That silica dust, if a worker inhales it, causes the deadly lung disease silicosis, in addition to other problems like kidney failure, lung cancer, and autoimmune disease. In response to the threat to workers’ health, OSHA created rules to reduce workers’ exposure to silica dust. But studies have found that most

of the protections offered to workers are inadequate, and with most countertop fabrication done by small companies and independent contractors, it’s virtually impossible to monitor compliance.

The price a homeowner pays for a slab of quartz countertop does not reflect the cost of those workers’ health care. It does not reflect the cost to society or their families for their lost labor. Nor does it reflect the long-term climate impacts of the fossil fuels burned to make and ship it. When we think about the cost to us, we’re only looking at part of the picture.

Economists call the cost of the countertop workers’ health care an externality: an impact created by the production or consumption of something that’s not included in the price consumers pay for it. It’s a cost you’re imposing on someone else so that you can get something at an artificially low price. The most common and problematic externality is the pollution created by manufacturing and transporting the goods we buy. If every factory existed within a closed bubble, it would

have no choice but to institute (and pay for) systems to clean up the air and water emissions it produces, so that the bubble didn’t quickly fill with pollution and become impossible to operate in. But the only bubble is the great big one of the planet we all share. So instead, producers don’t pay the price for their pollution, we as consumers don’t pay directly for the pollution, and the costs to the climate and to people’s health for that pollution get shifted to . . . *well, we’d just prefer not to think about that.*

To practice wallet activism, we must think about externalities. And we must clarify that when we say externalities, what we really mean is unjust harm to certain people and parts of the planet especially.

To make the best choices possible, it’s important to understand the full cost of something, externalities and all, not just what’s written on the price tag.

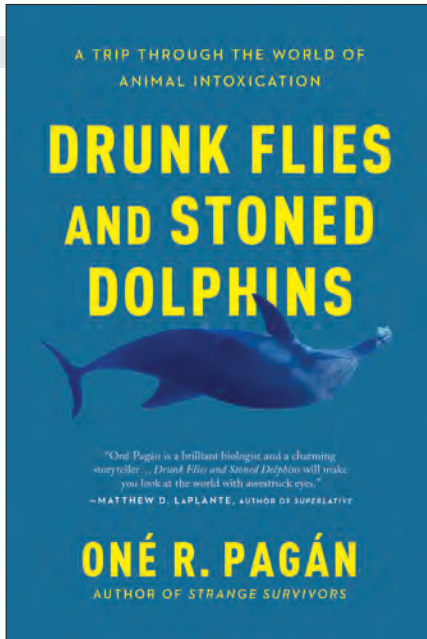
“The price a homeowner pays for a slab of quartz countertop does not reflect the cost of those workers’ health care. It does not reflect the cost to society or their families for their lost labor. Nor does it reflect the long-term climate impacts of the fossil fuels burned to make and ship it.”

“To practice wallet activism, we must think about externalities. And we must clarify that when we say externalities, what we really mean is unjust harm to certain people and parts of the planet especially.”

DRUNK FLIES AND STONED DOLPHINS

A Trip Through the World of Animal Intoxication

ONÉ R. PAGÁN



A biologist's quirky exploration of recreational inebriation and self-medication throughout the animal kingdom.

FROM THE CUP OF coffee that jump-starts the day to dangerously addictive drugs, the recreational use of plants with psychoactive properties has a long history among humans.

But, as with many things, it turns out that other animals got there first.

Whether it's parrots or primates, consuming medicinal chemicals is an instinctive behavior that helps countless organisms fight infection and treat disease. But the similarities don't end there: Like us, many creatures also consume substances that have no apparent benefit... except for inducing intoxication. In fact, animals have been using drugs for recreational purposes since prehistoric times. We may even have animals to thank for the idea—legend says that coffee was discovered by observing the behavior of goats that had eaten it.

In his previous book, *Strange Survivors*, author and biologist Oné R. Pagan introduced readers to some of the truly bizarre strategies animals use to survive in the cutthroat world of natural selection. Now, in *Drunk Flies and Stoned Dolphins*, he sheds light on the surprising cravings they indulge when it's time to unwind.

In this book, you'll get an eye-opening glimpse into the mind-altering behavior of the non-human members of the animal kingdom, spanning insects to elephants—including the dolphin species that apparently likes to pass around an intoxicating pufferfish as if they were sharing a joint.

Combining fascinating science with humor and enthusiasm, Pagan's latest is full of the kind of unforgettable stories and odd facts that you'll find yourself repeating to everyone you meet. From fruit fly happy hour to the evolutionary reasons behind nature's drugs, *Drunk Flies and Stoned Dolphins* takes you on a trip through the colorful world of animal intoxication—and along the way, explores what this science reveals about the surprising connections between all the world's creatures.

- **Pagan is a professor of biology at West Chester University of Pennsylvania and has been published in scientific journals including the *International Journal of Developmental Biology*, *Neuroscience Letters*, *Toxicon*, and *Neurochemical Research***
- **Author's previous book, *Strange Survivors*, was featured in *Booklist* and *Science***
- **Author's writing has previously contributed to *Mental Floss* and *Decoded Science***
- **BaldScientist.com (2,500 unique views/month, linked to ScienceSeeker and The Nature Blog Network)**
- **Twitter: @BaldScientist (5K followers)**

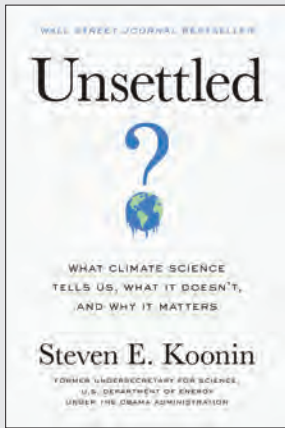


ONÉ R. PAGÁN is a husband and a father, as well as a biology professor, scientist, blogger, and author. He is in absolute awe of the natural world, especially the fact that it can be understood through science and mathematics. He spends quite a bit of his time explaining science to family, students, and essentially anyone within earshot. He also loves learning about nature firsthand through his scientific research. He has published original work in various scientific journals including the *International Journal of Developmental Biology*, *Neuroscience Letters*, *Toxicon*, *Neurochemical Research*, and *Pharmacology, Biochemistry, and Behavior* among others. He holds an undergraduate degree in natural sciences and a master's degree in biochemistry, both from the University of Puerto Rico, and a doctorate in pharmacology with an emphasis in neurobiology from Cornell University. Residence: West Chester, Pa.

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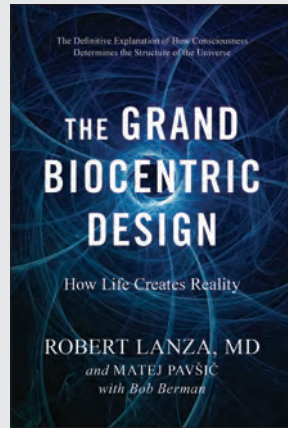
What does the future hold? Dive into these titles and see how science and technology are continually changing our world.



UNSETTLED STEVEN E. KOONIN

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. Now, one of America’s most distinguished scientists explains what science really says (and doesn’t say) about our changing climate. In the *Wall Street Journal* bestseller *Unsettled*, Steven E. Koonin draws upon his decades of experience—including as a top science advisor to the Obama administration—to provide up-to-date insights and expert perspective free from political agendas.

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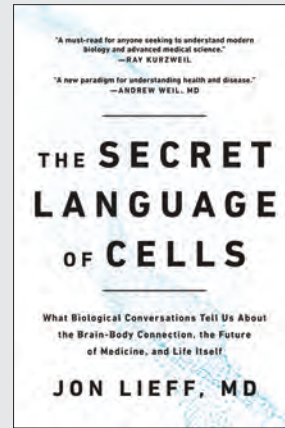


THE GRAND BIOCENTRIC DESIGN

ROBERT LANZA, MD, AND
MATEJ PAVŠIĆ 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 greatest science breakthroughs of the past centuries, 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.

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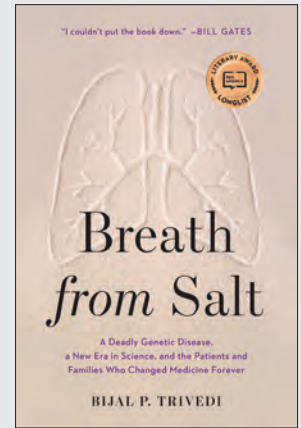


THE SECRET LANGUAGE OF CELLS

JON LIEFF, MD

Doctor and neuroscientist Jon Lief explains the surprising science of how very different cells—bacteria and brain cells, blood cells and viruses—all speak the same language. Lief 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.

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BREATH FROM SALT

BIJAL P. TRIVEDI

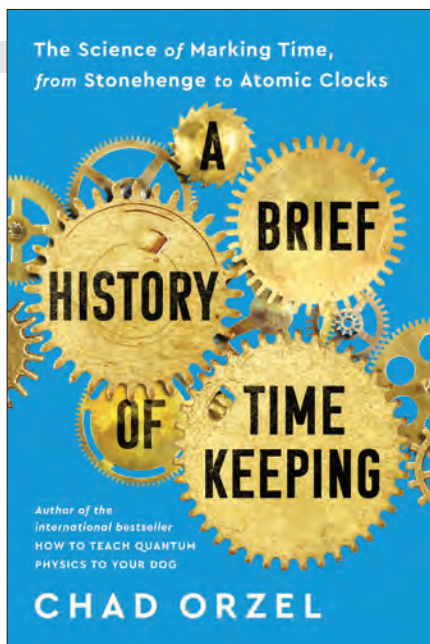
Recommended by Bill Gates and long-listed for a PEN Literary Award, *Breath from Salt* chronicles the riveting saga of cystic fibrosis, from its ancient origins to its identification in the dank autopsy room of a hospital basement, and from the CF gene’s celebrated status as one of the first human disease 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.

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A BRIEF HISTORY OF TIMEKEEPING

The Science of Marking Time, from Stonehenge to Atomic Clocks

CHAD ORZEL



In keeping with his tradition of demystifying intimidating scientific concepts for students and readers, Chad Orzel's fifth book looks at the history of science and technology itself through the history of human efforts to track time.

IT'S ALL A MATTER of time—literally.

From the movements of the spheres to the slipperiness of relativity, the story of science unfolds through the fascinating history of humanity's efforts to keep time.

Our modern lives are ruled by clocks and watches, smartphone apps, and calendar programs. While our gadgets may be new, however, the drive to measure and master time is anything but—and in *A Brief History of Timekeeping*, Chad Orzel traces the path from Stonehenge to your smartphone.

Orzel, a physicist and bestselling author, continues his tradition of demystifying thorny scientific concepts by using the clocks and calendars central to our everyday activities as a jumping-off point to explore the science underlying the ways we keep track of our time. Ancient solstice markers (which still work perfectly 5,000 years later) depend on the basic astrophysics of our solar system; mechanical clocks owe their development to Newtonian physics; and the ultraprecise atomic timekeeping that enables GPS hinges on the predictable oddities of quantum mechanics.

Along the way, Orzel visits the delicate negotiations involved in Gregorian calendar reform, the intricate and entirely unique system employed by the Maya, and how the problem of synchronizing clocks at different locations ultimately required us to abandon the idea of time as an absolute and universal quantity. Sharp and engaging, *A Brief History of Timekeeping* is a story not just about the science of sundials, sandglasses, and mechanical clocks, but also the politics of calendars and time zones, the philosophy of measurement, and the nature of space and time itself.

For those interested in science, technology, or history—or anyone who's ever wondered about the instruments that divide our days into moments—the time you spend reading this book may fly, and it is certain to be well spent.



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

- Orzel's previous books include *How to Teach Quantum Physics to Your Dog* (21K copies sold, translated into 14 languages)
- Author is a frequent public speaker and has written four scripts for animated videos about quantum physics for TED-Ed, which have been viewed collectively 2.7M times
- Author has contributed to *Forbes*, *Physics World*, *Physics Today*, and *ScienceBlogs.com*
- ChadOrzel.com
- Twitter: @OrzelC (8K followers)

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GIVEN THE SIMPLICITY OF THE IDEA, it's surprising that sandglasses were a rather late development in the history of timekeeping, with the first documented appearance of a sandglass in Europe being a 1338 fresco by Ambrogio Lorenzetti titled *Il Buon Governo* in Siena, Italy. The sandglass held by the allegorical figure of Temperance is instantly recognizable, suggesting that these timers had been in use long enough to reach more or less their final form by that time, but no clear record dates their invention. Some attribute the creation of the first sandglass to a French monk in the late 700s, but there's no real support for this story, only mentions in later accounts of timekeeping—and the utter absence of anything identifiable as a sandglass in the next 500 years of art and literature tends to suggest this is a legend invented after the fact.

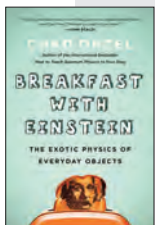
Whenever sandglasses were invented, though, beginning in the 1300s they became nearly ubiquitous as timekeeping devices for activities of relatively short duration: for timing sermons and other speeches, measuring cooking times in recipes, or timing breaks from other work. The most significant drawback of the sandglass as a timekeeper is that for most shapes, it's an all-or-nothing device: sand tends to drain from the center of the pile, making a slowly expanding conical hole. This “plug flow” means that the visible level of sand against the walls of the glass doesn't begin to drop until very late in the process, making it almost impossible to usefully subdivide the interval of the full glass. Multiple glasses were sometimes mounted in a single frame to address this problem: a set of four with running times of 15, 30, 45, and 60 minutes, for example, to allow the user to track quarters of an hour.

In the same way that outflow-type water clocks need regular refilling, sandglasses need to be turned regularly if one wants to use them to measure time periods longer than the duration of a single glass. In situations where this was necessary—mostly involving ships at sea tracking time for navigational purposes—pages were delegated to watch the glass and turn it when needed; generally, arrays of several overlapping glasses would be used as a hedge against lapses of attention that might delay the turning.

Due to their susceptibility to jamming, the filling material for sandglasses was the subject of much experimentation in Europe during the late medieval period. In addition to ordinary river sand, there are records showing the use of powdered marble, silver, tin, and lead, filings of iron and copper, fine emery, and even ground cinnamon (which must've made for an incredibly expensive clock). A particularly prized material was “Venetian sand,” an extremely dense powder combining charred tin and lead, which flowed much more slowly than other materials (a 24-hour glass of Venetian sand was about the size of a 1-hour glass of ordinary river sand). A more economical but still highly regarded alternative was powdered eggshells, which were particularly popular for marine sandglasses.

Sandglasses had a good run as the most reliable and portable timekeeping technology, from the 1300s up until around 1600 CE, and a bit longer onboard ships; the British navy continued to use sandglasses to calibrate mechanical watches up until 1839. For all their advantages, however, the accuracy of sandglasses was woefully limited, and they were quickly replaced once European scientists and engineers hit on the idea of purely mechanical clocks. Still, there is something powerful and poignant about the operation of a sandglass, with the slowly dwindling sand in the upper reservoir as a visible reminder of the passage of time. For this reason, while the era of the sandglass as a precision timekeeper has passed, it continues to enjoy a long afterlife as a metaphor for the passage of time—whether in the credits of a long-running soap opera, or as an icon to indicate that your computer is slowly working through some (much more modern) problem.

“There is something powerful and poignant about the operation of a sandglass, with the slowly dwindling sand in the upper reservoir a visible reminder of the passage of time.”



INTERESTED? YOU MAY ALSO LIKE ...

BREAKFAST WITH EINSTEIN: THE EXOTIC PHYSICS OF EVERYDAY OBJECTS CHAD ORZEL

A typical day is rich with examples of quantum weirdness. This book explores how the quantum connects with everyday reality, and offers engaging, layperson-level explanations of the mind-bending ideas central to modern physics by digging into the surprisingly complicated physics involved in your morning routine.

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HELLO READER,

As I look at the wonderful authors whose work we share this season, three things quickly come to mind: **expertise**, **empowerment**, and **inspiration**. At the core of great books are world-class authors sharing their knowledge to help us all learn something new, be better, and reflect that back into the world. The best books challenge us to think differently, sometimes in ways unexpected, and they work their way inside our hearts and minds and help us grow. Each of our offerings for Fall 2021 do exactly that.

This season we have an eclectic mix of voices, including a former Olympic athlete, company founders, leading consultants, and corporate leaders, just to name a few. We have books that look forward into the future, like *The Five Forces That Change Everything* by Steven S. Hoffman, aka Captain Hoff, that looks at technological advancements and how they will impact our lives. *Roadmap to a Brighter Future* by Paul A. Laudicina, founder of the Global Business Policy Council, shows us a path to a better world. We also have books that look into our past, such as the fascinating *Tractor Wars* by John Deere archivist and historian Neil Dahlstrom. If you thought big tech company battles were a recent phenomenon, you would be mistaken. Neil tells the story of how John Deere, International Harvester, and Ford were innovating and competing for the American farm.

There have been only a handful of books I've read in my life that have impacted me as much as *Dear William*, in which award-winning columnist and author David Magee tells a father's heartbreaking story of love, addiction, loss, and recovery. I urge all of you to read this poignant story and share it with your friends and family.

Finally, we have a wonderful list of books that will help you become a better leader, manager, and employee, like Simon Mainwaring's *Lead With We*, Jay Steinfeld's *Lead from the Core*, and Mark Miller's *Smart Leadership*. These books are written by authors with a wealth of experience running companies, managing workforces, and coaching people to be their best. Now you can incorporate their guidance into your own professional life.

There is something for everyone in this season's list, and we are humbled and honored to work with these wonderful authors and share their stories with you.

Cheers and happy learning.

MATT HOLT

EDITOR-IN-CHIEF, MATT HOLT BOOKS

MATT@BENBELLABOOKS.COM

BRINGING UP THE BOSS

Practical Lessons for New Managers

RACHEL PACHECO

Bringing Up the Boss situates its new-manager advice squarely in the context of the bizarre, stressful, ever-changing world of the fast-growing start-up.

MANAGING IS HARD. Managing for the first time is even harder.

A new start-up comes on the scene filled with a team of talented people. The start-up grows, the team expands, and those early joiners all of a sudden are responsible for leading a team. Just a few years prior, these folks were barely able to figure out their own roles in their crazy, ever-changing company. Now, as managers, they are expected—often without any direction or role models—to know how to develop, coach, structure work, review, and set expectations for a whole bunch of new, incredible people.

First-timers want to quickly learn what it takes to be a successful manager—like they learned how to code, how to design, how to sell—and put those learnings into practice. But what does it mean to manage, and how do you teach someone to be a good manager?

Enter Rachel Pacheco, an expert at helping start-ups solve their management and culture challenges. Pacheco, a former chief people officer and founding team executive at multiple start-ups, conducts research on management and works with CEOs and their managers to build the skills necessary to navigate a rapidly scaling organization.

In *Bringing Up the Boss: Practical Lessons for New Managers*, Pacheco shares these skills, along with cutting-edge research, data, anecdotes, how-to exercises, and more, to help overwhelmed employees become expert managers.



RACHEL PACHECO has long helped start-ups solve their people and culture challenges. She is on the board of advisors for numerous start-ups, primarily in the digital health and wellness space. Previously, she was on the executive teams of a health-care start-up in the Alphabet family, a healthcare venture fund and advisory firm, and a big data start-up incubated within JPMorgan Chase. Pacheco has also lived and worked in Saudi Arabia, Dubai, Indonesia, and Kazakhstan, and thus has experienced the joy (and pain!) of leading and managing organizations across many distinct cultures. She conducts research on management—specifically on power and conflict—at the Wharton School. She is a member of the founding faculty of the Entrepreneurship in Education Program at the University of Pennsylvania, where she teaches a popular foundations in management course to budding entrepreneurs and has developed numerous university courses that focus on the practical side of working in a small organization. She holds a PhD and an MBA from the Wharton School and a BS from Georgetown University. Residence: Washington, D.C.



- Pacheco was on the founding executive team of the JPMorgan Chase Institute
- Promotion to start-up venture capital groups, CEO networks, and HR conferences
- Outreach to female-focused business, professional development, and entrepreneurial media
- Academic outreach to management courses, including contacts at NYU and University of Pennsylvania
- Author sits on the board of advisors for Maven Clinic, Onduo, Wellthy, and Vicarious Surgical
- BringingUptheBoss.com

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THE FIVE FORCES THAT CHANGE EVERYTHING

How Technology Is Shaping Our Future

STEVEN S. HOFFMAN



The CEO of Founders Space, one of the world's leading start-up incubators, gives an extraordinary journey into the minds and ideas of the visionaries shaping our lives and leading us into the future.

AS MACHINES BECOME CAPABLE of doing most of the work people have performed for centuries, we are headed for a massive social reorganization.

Nanotech is at the point where it's possible to unleash invisible robots and new materials into the world that permanently alter life on Earth. With genetic engineering, we have taken evolution into our own hands, creating species of plants and animals. We're developing AI that can predict future events, create lifelike simulations, and learn from their own mistakes.

In *The Five Forces That Change Everything*, Steve S. Hoffman, venture capitalist and CEO of Founders Space, takes you on a journey to see what the most brilliant minds of our age are dreaming up. Hoffman reveals how new scientific breakthroughs and business ventures are poised to reshape our lives and turn science fiction into fact. From Silicon Valley biohackers boosting their IQs to scientists in Japan creating lifelike robots, to Chinese labs developing human-monkey chimeras, Hoffman gives an inside look at the limits of what's possible—and the impact these developments will have.

He delves into the hard questions: Should we modify the genetic code of life to produce new crops, cures for cancer, and DNA-edited babies? Is it possible to preserve any privacy in a world with billions of surveillance devices, where every action we take is parsed, analyzed, and recorded in a database? What happens when AI reaches or exceeds the level of human intelligence?

Along the way, Hoffman shows how these innovations are part of the five fundamental forces driving humanity forward. The decisions we make in the coming years will determine who and what the human race becomes.



STEVE S. HOFFMAN, or "Captain Hoff" as he's called in Silicon Valley, is the CEO of Founders Space, one of the world's leading start-up incubators. He's also a venture investor, serial entrepreneur, and author of several award-winning books, including *Make Elephants Fly* and *Surviving a Startup*. Hoffman was also the founder and chairman of the Producers Guild Silicon Valley Chapter, Board of Governors of the New Media Council, and founding member of the Academy of Television's Interactive Media Group. Residence: San Francisco, Calif.

- **Hoffman is CEO of Founders Space, one of the world's leading incubators and accelerators, which is headquartered in San Francisco**
- **Promotion to the author's email list (100K subscribers)**
- **Founders Space has relationships with top universities, including Stanford, MIT, Brown, Harvard, UC Berkeley, and USC**
- **The author has relationships with journalists at *VentureBeat*, *Business Insider*, *Mashable*, *Forbes*, *Entrepreneur*, *Fast Company*, *Business Insider*, and *USA Today***
- **FoundersSpace.com**
- **Facebook: /FoundersSpace (17K members)**

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STORY DASH

Find, Develop, and Activate Your Most Valuable
Business Stories ... In Just a Few Hours!

DAVID HUTCHENS

This book offers a repeatable process that will help you find, develop, and tell the most urgent stories about who you are, what you do, and why you do it.

STORYTELLING IS HUMANITY'S OLDEST WAY of connecting to others. But for businesses and managers, it can also be a powerful tool to help organizations grow and thrive.

A leader's role is to create engagement and belief so that people will act. And there's no more powerful way to grab attention, be remembered, and engage action than by telling stories—about who you are, what you do, and why you do it.

Today, “storytelling” is a hot topic in organizations ... but most leaders still struggle to act upon it. How do we find and tell our stories *quickly* in an environment of urgency where we can hardly pause to catch our breath?

For more than a decade, Hutchens has tested his method of rapid and strategic story development with innovation teams in Silicon Valley, across global Fortune 100 leadership teams, and with senior leaders around the world. He has honed a unique process that is active, potent, and strategically focused ... and also a lot of fun.

In *Story Dash*, Hutchens shares a repeatable process to find, develop, and deploy your “narrative assets”—that is, your urgent core stories that hold value. Even better, he will help you do it *fast*, often in less than a day.

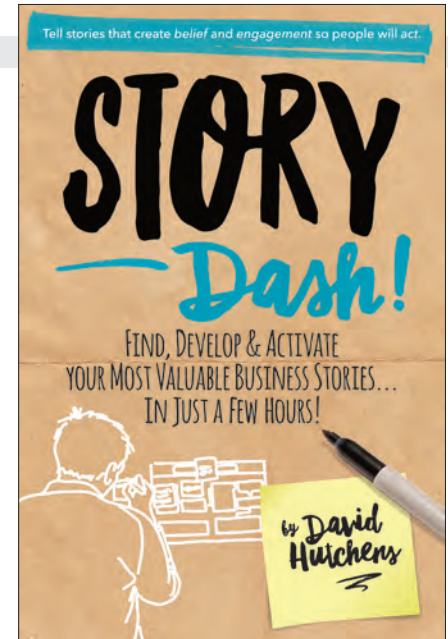
Story Dash will help you:

- Access your natural capacity for storytelling
- Find your stories—and figure out which ones to tell
- Build your narrative so it lands with unforgettable impact
- Find your own voice of authentic leadership
- Bring more of who you are to your teams and your markets

Fully illustrated and written in a clear, sharp voice, *Story Dash* shares the fastest way to find lots of stories that will create action around the work you care about most.



DAVID HUTCHENS has been working at the intersection of complexity, story, and organizational learning for more than 20 years. A bestselling author, business writer, and leading designer, he creates solutions for the Coca-Cola Company, PayPal, Walmart, IBM, L'Oreal, the US Olympic Committee, and others. He speaks to organizations and thousands of leaders all around the world on the topic of storytelling as an organizational capacity. As an executive speechwriter, he has developed mission-critical messages for the CEOs of Coca-Cola Company and the global Dentsu Advertising organization. Residence: Smyrna, Tenn.



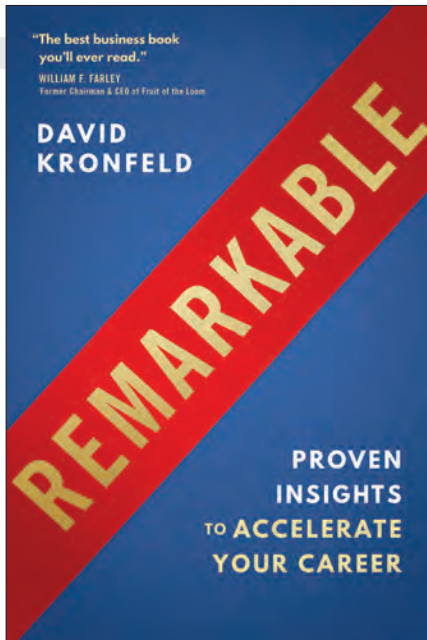
- **Hutchens is a designer, speaker, and trainer**
- **Planned promotion through author's email list (6K) and influencer campaign**
- **Author has connections with Coca-Cola, PayPal, Wal-Mart, IBM, L'Oreal, the US Olympic Committee, Harvard Business Review, and the INSEAD School of Business (France)**
- **Author is the lead facilitator of the Gold Medal Leadership Experience at the Chula Vista Olympic Training Center**
- **DavidHutchens.com**
- **Twitter: @DavidBHutchens (8K followers)**

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REMARKABLE

Proven Insights to Accelerate Your Career

DAVID KRONFELD



Discover the *Remarkable* way to supercharge and accelerate your career.

BECOME THE MOST VALUABLE team player in your company, climb the ladder as a top performer, and gain the utmost recognition and respect from your peers and superiors.

A comprehensive guide to what really counts and isn't taught in business school, *Remarkable* is the first and last professional playbook you'll ever need. Step-by-step advice takes you from the early stages of a business career to the top-level executive position. Follow the journey, lessons, and remarkable insights of an executive who has seen it all, and now offers pragmatic and infallible wisdom that you can use immediately.

David Kronfeld has mentored professionals and executives throughout organizations across the world who now lead successful careers. He's been a management consultant with Booz Allen, a corporate executive, and the founder and chairman of JK&B Capital, a leading venture capital firm. His extensive top management experience and roles serving on boards of directors means he's been actively involved with the highest-priority challenges facing dozens of companies. Kronfeld has championed strategies that flourished, helmed businesses that thrived, and knows what makes leaders prosper or fail. Be it hiring or firing, he's decided the fates of employees and managers at all levels, including CEOs.

Within *Remarkable*, Kronfeld offers his incomparable life lessons, experience, and proven insight for your entire career, from entry-level skills—writing a great résumé, performing well in interviews, how to get promoted—to the management-level expertise that covers becoming a better negotiator, employer, and company leader. With his extensive guidance, you'll learn how to accelerate your career and powerfully impact your effectiveness and career trajectory.

- **Kronfeld is the founder of JK&B Capital**
- **A-level media and high-impact influencer campaign planned to leverage young entrepreneurs**
- **Author is a highly accomplished venture capital investor and telecommunications industry executive with over 40 years of business experience**
- **Author has a marketing, branding, and PR team to promote the book, develop a speaking platform, and leverage the author's professional memberships and networks**



DAVID KRONFELD is an experienced venture capital investor and telecommunications industry executive with more than 40 years of experience. He founded JK&B Capital in 1996 and prior to that, was a general partner at Boston Capital Ventures (BCV), where he focused on making venture capital investments within companies in the telecommunications and software industries. Before joining BCV, Kronfeld was the vice president of acquisitions and venture investments at Ameritech, responsible for directing Ameritech's venture capital investments and all of Ameritech's mergers and acquisitions activities. In addition, Kronfeld was a senior manager at Booz Allen and a systems analyst at Electronic Data Systems (EDS). Kronfeld earned a bachelor of science in electrical engineering with high honors, a master of science in computer science from Stevens Institute of Technology, and a master of business administration from the Wharton School of Business. Residence: Chicago, Ill.

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ACE IT!

How Sales Champions Win New Business

BERNIE WEISS

Looking for a competitive advantage that will set you apart from your colleagues and competition and take your sales game to the next level? Learn how sales champions win new business and *Ace It!*

“Over the past ten years, Bernie and his team have connected countless sponsors with our show, many of which have become long-term partners. If you want to understand exactly what it takes to become the next sales superstar, this book is for you.”

—ELVIS DURAN, HOST, *ELVIS DURAN AND THE MORNING SHOW*

WITH INCREASED TECHNOLOGICAL DISRUPTION and competitive pressure straining even the most established client relationships, generating new business revenue is more important than ever. Unfortunately, many salespeople are ill-equipped to make the vital transition from a more reactive account management style to a mindset that puts acquiring new customers at the center of their sales success.

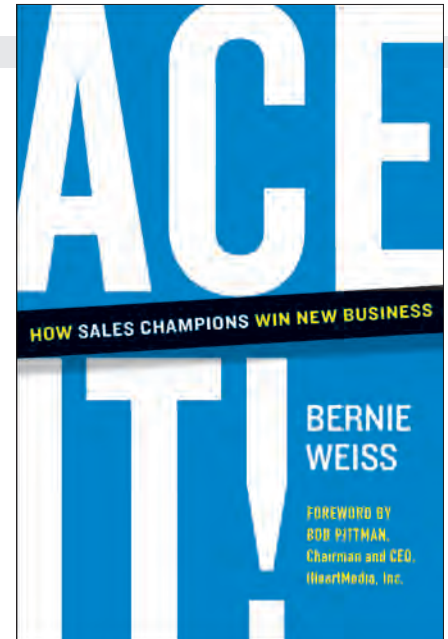
In *Ace It!*, iHeartMedia New York President Bernie Weiss provides a practical and accessible ten-step approach to selling that covers the whole sales journey, from finding prospects all the way to the start of new, and hopefully long-term, client relationships.

Whether you're a sales novice who has recently switched careers, a recent college graduate just starting a sales job, a sales veteran in need of a boost to jumpstart a plateaued career, or a sales manager looking for an accessible guide to help train new hires to produce significant new revenue quickly, Weiss's book gives you the tools you need to sell more and sell better.

Filled with proven, real-world techniques and scripts easily applied to any real-world sales situation, *Ace It!* shows you how to become a new business star who consistently beats budget even in today's challenging and fast-changing marketplace.



BERNIE WEISS is president of iHeartMedia New York. After starting out selling radio advertising for a New York-based hip-hop station, he rose quickly through the sales and sales-management ranks of iHeartMedia, America's #1 audio company and is now overseeing some of the most prestigious radio brands in the world. Over the course of 20 years, Bernie has coached hundreds of salespeople—rookies and veterans—many of whom went on to become sales superstars and rose to leadership positions themselves. Residence: East Hampton, N.Y.



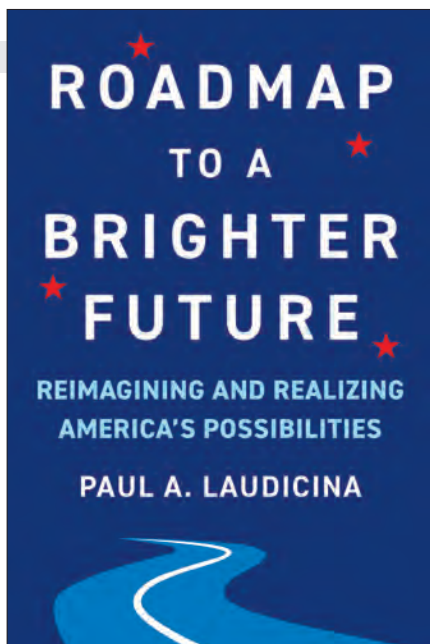
- **Weiss is president of iHeartMedia New York, America's #1 audio company**
- **Author plans to maximize book exposure on iHeart-owned properties (on-air and digital)**
- **Author plans to be on the annual National Association of Broadcasters (NAB) Show in Las Vegas, as well as the annual Radio Advertising Bureau (RAB) Show in New Orleans**
- **Author plans to leverage author's connections in the British, Australian, Canadian, and European broadcast industries**
- **Author will be profiled in *Radio Ink* magazine**

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ROADMAP TO A BRIGHTER FUTURE

Reimagining and Realizing America's Possibilities

PAUL A. LAUDICINA



America's best days should still lie ahead. Here's the realistic and definitive path to get us there.

"This sensible, powerful, and supremely practical book is a welcome prescription to help us navigate out of the maze of political discord and bitterness in which America finds itself today."

—ADMIRAL JAMES STAVRIDIS, US NAVY (RET); FORMER DEAN, FLETCHER SCHOOL OF LAW AND DIPLOMACY, TUFTS UNIVERSITY; FORMER NATO SUPREME ALLIED COMMANDER EUROPE

THE FUTURE DOESN'T JUST happen. It's a choice that we can and must help determine. But as our deeply divided nation reels from converging crises and seemingly intractable discord, where do we begin when the stakes are unfathomably high?

With multiple possible futures before us, Americans need to understand the specific consequences of our immediate choices, seize the opportunity to renew the nation's promise, and set the stage to benefit current and future generations. If we chart our course correctly, we can emerge from our current troubles with a brighter future in reach of all Americans.

Based on decades of expertise in envisioning and articulating policy options, Paul A. Laudicina lays out four vastly different visions for America's future. In *Roadmap to a Brighter Future*, he explains why the best version of America will only come about if the correct actions are taken *now*—and outlines the ten steps needed to decisively tackle our most pervasive problems and address critical priorities.

Laudicina, who led one of the world's most-respected management consultancies and has worked as a longtime senior advisor to Joe Biden, also integrates the uncensored views and fresh ideas of dozens of the world's leading thinkers, CEOs, scientists, government officials, and innovators, to show why optimism about the United States is not only warranted, but crucial.



PAUL A. LAUDICINA is chairman emeritus of Kearney, one of the world's largest strategy consulting firms, and founder of its Global Business Policy Council, a top-ranked think tank helping CEOs and government/civil society leaders anticipate and rise to the challenge of navigating a transformed world. Earlier in his career, he served as then-Senator Joe Biden's legislative director and as founder of the policy division of SRI International (formerly the Stanford Research Institute). Laudicina is also the author of several books and a CEO coach working with Korn Ferry, the world's leading executive search, human resources, and leadership development firm. *Consulting Magazine*, which regularly named him in its ranking of the Top 25 Consultants, awarded Laudicina its Lifetime Achievement Award in 2019—the profession's highest honor. He divides his time between Santa Fe, N.M.; Scottsdale, Ariz.; his office in Washington, D.C.; and client sites and podiums across five continents. Residence: Washington, D.C.

- **Laudicina has been a strategic planner for Mobil Oil Corporation, research associate at the United Nations, Associate Fellow at an economic policy think tank, legislative director for then-Senator Joe Biden, and a senior executive of SRI International**
- **Author has been named to *Consulting Magazine's* Top 25 Most Influential Consultants multiple times**
- **Author hosts the podcast *Coronavirus: A World Transformed*, whose guests include Nestlé Chairman Paul Bulcke and *Financial Times* Chief Economics Commentator Martin Wolf**

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TO MANY, THE COVID-19 PANDEMIC felt like the last straw in an already deeply unsettled and polarized world, forcing changes we could barely have envisioned, much less understand. Whether we like it or not, we now live in a world transformed. Many of the “preexisting conditions” in the background before COVID have been advanced and greatly amplified. It’s no exaggeration to say we are living through the most complex and challenging period in our lifetimes—possibly in modern history. No wonder the public is severely disoriented while many of their leaders look for a playbook.

Like a tide rolling out to expose the vestiges of shipwrecks, the pandemic revealed our nation’s weaknesses and fault lines (and, more rarely, its strengths). Some of these vulnerabilities were already evident in our societies, governments, companies, and institutions of all kinds; others heaved just below the surface.

But a hard-headed look at the facts—and human history—offers reasonable hope for better days ahead. The future need not be just an endless cascade of crises rendering us this helpless, prompting some to pull radical political levers, check out from positive social connection, or—worse yet—become one of the mounting tally of “deaths of despair,” including those lost to suicide or substance abuse. The public, in the US and worldwide, yearns for better times, imbued with decency, security, and hope. With the right leadership—and the right new policies—we can and will be able to realize those legitimate, universal expectations. But it will take a change in mindset and behavior, as likely driven—and demanded—from the bottom up as from the top down.

In this book, I will explain what I believe we concretely and pragmatically must do to get ourselves on a much better track to the future, in a sustainably resilient way. With such solutions in hand, we’ll be able to handle whatever future mega-problems or crises come our way, having learned from our success and failures when we grappled with the consequences of 9/11, the global financial crisis of the late 2000s, and, more recently, the evolving pandemic. As COVID-19 has

made all too tragically clear, the stakes are enormous, both for our present and our potential futures. If we’re not smart enough to imagine and anticipate possible futures, both desirable and flawed, we surely won’t be ready to steer toward better outcomes.

Of all the converging existential threats we face, I am optimistic about how America can and will address four in particular by taking bold steps to protect public health, generate inclusive economic growth, reverse climate change, and establish racial justice.

Why am I optimistic? Simply put, I believe (1) we are not now, and never have been, mere hostages to forces beyond our control; (2) a different trajectory and better outcomes are more possible today than ever; and (3) leadership still matters—enormously, in fact—and can help midwife that better future. And we already see the difference that effective, purposeful, and principled leadership can make, as the Biden administration has set its sights on taking action to address all four of the aforementioned threats—much as was promised during the 2020 campaign—and is already showing progress on what is clearly a long-term agenda.

But first we need to envision the future we want, and then act with resolve and determination to will into being the specific outcomes we want for ourselves and future generations. “More of the same” and “business as usual” won’t cut it, nor will more kicking the can down the road. Yale Law School professor Daniel Markovits has called our tendency to try to find low-budget remedies for profound problems “cheap cures for deep ills.” Enough is enough. So let’s return to our quintessentially American pragmatic approach to problem-solving and create a better future. We can’t afford not to. The stakes are enormous. We’ll either get this right, and we’ll all benefit—or we won’t, and we will all lose.

“We’ll be able to handle whatever future mega-problems or crises come our way, having learned from our success and failures when we grappled with the consequences of 9/11, the global financial crisis of the late 2000s, and, more recently, the evolving pandemic.”

“The future need not be just an endless cascade of crises rendering us this helpless, prompting some to pull radical political levers, check out from positive social connection, or—worse yet—become one of the mounting tally of ‘deaths of despair,’ including those lost to suicide or substance abuse.”

GOOD COMES FIRST

How Today's Leaders Create an Uncompromising Company Culture That Doesn't Suck

S. CHRIS EDMONDS AND MARK S. BABBITT



Discover the practical, step-by-step guide to creating a work culture that's good for employees *and* your bottom line.

FOR DECADES, TALENTED PEOPLE have tolerated toxic company cultures, workplaces that suck, and old-school leaders who put results before respect. But those days are over, and if leaders want to attract and retain the best employees—while improving productivity, customer service, employee satisfaction, and profits—it's time for them to create work cultures where good comes first.

In *Good Comes First*, S. Chris Edmonds and Mark S. Babbitt go beyond theoretical advice, using their combined 50 years of experience to present proven strategies for creating purposeful, positive, and productive work cultures that ensure good comes first for employees, customers, leaders, and stakeholders—and where improved business outcomes quickly follow.

This book will show you how to make *respect* as important as *results* in your organization, guiding you through the authors' proven three-phase culture change process:

- 1. Define** your desired work culture through a formalized organizational constitution, which specifies your servant purpose, values, and measurable behaviors, strategies, and goal
- 2. Align** your desired work culture by modeling, coaching, measuring, and celebrating aligned players and practices
- 3. Refine** your desired work culture by coaching and mentoring players and adjusting practices that don't align with your organizational constitution

What's more, *Good Comes First* shows you where potential barriers to success hide—and how to push through them—and illuminates the moments when you'll feel the most satisfaction and gain the most traction. After reading this book, you will see that, done right, change is not only possible; it's practical, powerful, and profitable.

- **Foreword by Venus Williams**
- **Babbitt has been featured on *HuffPost*, *Forbes*, and *Harvard Business Review***
- **Edmonds has been featured on/in the *Wall Street Journal*, CNN, NBC, *Forbes*, and the *Economist***
- **Promotion to authors' email list (2.9K subscribers, twice-monthly mailings)**
- **DrivingResultsThroughCulture.com**
- **Twitter: @SCEdmonds (130K followers) and @MarkSBabbitt (47.2K followers)**



S. CHRIS EDMONDS (left) is an executive consultant and culture coach with The Purposeful Culture Group and The Ken Blanchard Companies. Chris has worked with companies such as V Starr Interiors, World Kitchen, Consolidated Electrical Company, and Time Investment Company. Chris is the author of *The Culture Engine*, *Leading at a Higher Level* with Ken Blanchard, and five other books. Included in *Inc.*'s "100 Top Leadership Speakers," Chris is an in-demand presenter and was a featured speaker at South by Southwest. Residence: Conifer, Colo.

MARK S. BABBITT (right) is the president of WorqIQ, where workplace intelligence (WQ) comes front and center as today's business leaders attempt to improve their leadership style and company culture. He has worked with companies from IBM to faith-based nonprofits and Silicon Valley start-ups. Mark is the coauthor of *A World Gone Social: How Companies Must Adapt to Survive*. Residence: Colorado Springs, Colo.

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COMMIT & DELIVER

On the Frontlines of Management Consulting

CYRUS FREIDHEIM

Consider this your career guide to the world of business, from college through retirement—in any profession or industry.

“A top-tier management consultant, CEO, and respected board member, Cyrus Freidheim has done it all—and all exceedingly well! From this wealth of experience, Cyrus shares with us his incisive ‘lessons learned’ to help us achieve business success and, more importantly, lead a full and good life.”

—PAUL EVANSON, FORMER CHAIRMAN AND CEO, ALLEGHENY ENERGY

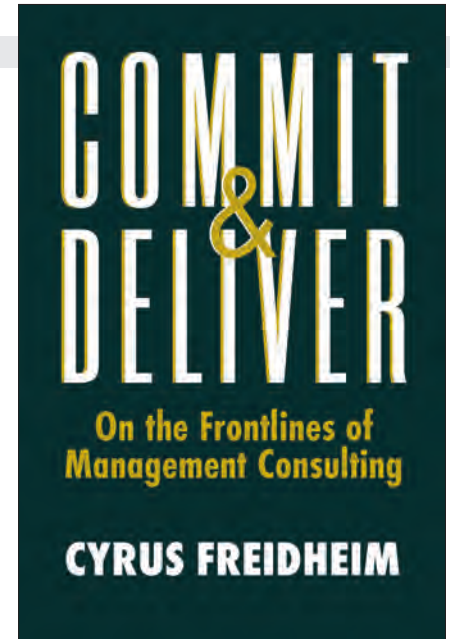
WHETHER YOU’RE JUST BEGINNING your career, a seasoned professional considering a new direction, or preparing for retirement, there’s one crucial key to success: objective insider advice. That’s where *Commit & Deliver* comes in—it’s vital mentorship in memoir form.

Cyrus Freidheim, management consultant, two-time CEO of public companies, veteran of more than 30 corporate and not-for-profit boards, and author of *The Trillion-Dollar Enterprise*, uses the framework of his storied career to explore how career and personal decisions can be prepared for and made, how to grow professionally, and how to think through complex business problems from a practitioner’s perspective.

Commit & Deliver provides intimate insight into what management consultants do, how they interact with their corporate clients, and what it takes to become a good consultant. Freidheim paints a picture of what life is like at the bottom, middle, and top of the career ladder, detailing what is expected at each stage. He shows what it takes to move up that ladder in virtually any industry, how to get on corporate boards and what it takes to be a good director, and why it is important to become involved in community activities and how to do so. Finally, it guides you through preparing for a productive retirement.



CYRUS FREIDHEIM’s 55-year business career began at Union Carbide Corporation and PricewaterhouseCoopers, then Carnegie Tech’s Graduate School of Industrial Administration, followed by Ford Motor Company, Booz Allen Hamilton, Chiquita Brands International, and Sun-Times Media Group. Along the way, he served on 15 corporate boards and more than 20 not-for-profit boards, acting as chairman on five. He has worked with more than 100 CEOs and in more than 20 countries and every continent, except Antarctica. The majority of his clients and the companies he ran were undergoing major transformations or turnarounds. He is also the author of *The Trillion-Dollar Enterprise*. Residence: Lost Tree Village, Fla.



- **Freidheim’s career has spanned Union Carbide Corporation, PricewaterhouseCoopers, Carnegie Mellon’s Graduate School of Industrial Administration, Ford Motor Company, Booz Allen Hamilton, Chiquita Brands International, and Sun-Times Media Group**
- **Author has served on 15 for-profit and 20 nonprofit corporate boards, including as chairman on five boards**
- **Author has worked in more than 20 countries and 6 continents, including as a Russian interpreter for the Navy**
- **Author’s previous book *The Trillion-Dollar Enterprise* (25K copies sold) was translated into 5 languages**

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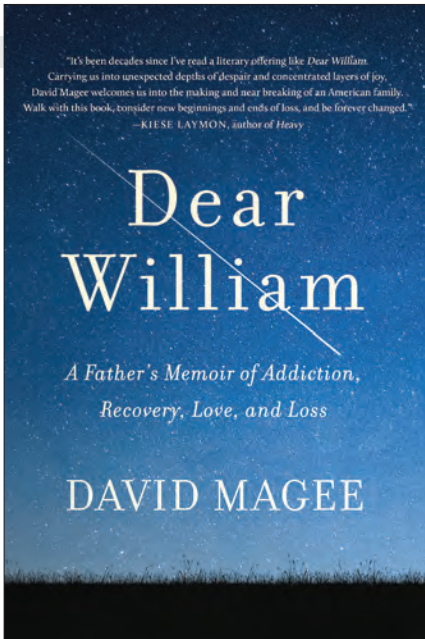
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DEAR WILLIAM

A Father's Memoir of Addiction, Recovery, Love, and Loss

DAVID MAGEE



***Dear William* imparts wisdom author David Magee gained after his son William's death, as well as a message that students and parents throughout the world need to hear about addiction and recovery.**

"It's been decades since I've read a literary offering like *Dear William*. Carrying us into unexpected depths of despair and concentrated layers of joy, David Magee welcomes us into the making and near breaking of an American family. Walk with this book, consider new beginnings, and ends of loss, and be forever changed."

—KIESE LAYMON, AUTHOR OF *HEAVY*

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. His is a message that students and parents throughout the world need to hear. And as a creator of the national William Magee Institute for Student Wellbeing at the University of Mississippi, David Magee is on a mission to find and share solutions to one of America's biggest problems that touches too many high school and college students—self-medication and substance use disorder.

Through a story of family destruction and rebirth, this inspirational book guides readers toward finding purpose and resilience—and breaking the cycles that damage too many individuals and the people who love them.

David Magee wrote this moving book so that any deeply suffering soul can know—and experience—that devastation can be repaired, voids can be filled, and peaceful, even profound, lasting happiness is possible.

- **Bestseller campaign**
- **Author leads the Magee Center at Ole Miss; university will promote the book and include it in the first-year reading program**
- **Previous books include *Turnaround* (130K copies sold), *How Toyota Became #1* (30K), and *The John Deere Way* (25K)**
- **Author is the lead of a TV program in development by Conde Nast/Advance Originals based upon the Magee Institute, named after his late son**
- **DavidMagee.com**

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DAVID MAGEE is the executive director of institute advancement at the University of Mississippi—the role he started after helping create and launch The William Magee Center for AOD and Wellness Education at the university, named after his late son. The Magee Center focuses on substance misuse education, support, and research within and beyond the university, and it's about to transform into the university's next standalone national institute newly named the Magee Institute for Student Wellbeing. Residence: Oxford, Miss.

“FIGURES MAGEE WOULD SNATCH UP the perfect girl at the opening party,” the classmate later told a friend.

Yes, I did snatch up the perfect girl, yet here I am, on the lam from that relationship, busy explaining to a child that we created together why he should build a code of ethics based on honesty and responsibility. I left her, not because she stopped being perfect for me, but because I felt unworthy of her love due to my shame and guilt. Lord, I want to embrace her now. This very minute, I want to pull her sharp shoulders into my chest and never let them go. Still, the car keeps moving due west.

“I love your mother,” I say, looking at William with a smile and placing a hand on his knee.

“I know, Dad,” he says, placing a hand on top of my hand.

We’re into the higher altitudes of northern New Mexico, and the sun set an hour ago. The night shimmers from vivid starlight, brightened by the dry, crisp air. The temperature is dropping, already the lowest we’ve ever witnessed in our lives: 16 degrees below zero. I’m worried about my Honda’s hybrid battery, but with no hotels near, we press on.

“It feels like we’re traveling in space,” I say with a chuckle, “whatever that feels like.”

William smiles. “Well,” he says, “we should stop and run around outside for a minute to see what it feels like.”

“That sounds fun,” I say, “but here’s an update: it’s now 18 below zero, according to the car. The wind chill factor is probably 30 below.”

“Well, Daddio,” he says, “you only live once.”

I slow the car onto the shoulder, shift into park, and leave the engine running, sure it would not restart. We pull on jackets, look at one another, and grin.

“Let’s go!” I say. We fling the car doors open and bolt into the frigid night air.

“Ahhh,” William says, laughing, “my lungs are burning.”

I’m sprinting into outer space with my son, laughing clouds of crystals, my eyes smarting with happy tears, mucus in my nose freezing. We curve in wide parabolas, running fast, fast, faster, then meet behind the car, away from the headlights. We’re panting, bending over, hands on our hips, grinning like deranged escapees. Then, I pass my arm through his, and we lean our heads back and lock arms as we gaze into the starry night.

“We’re in the center of the universe,” I say. “It’s never been so cold at this spot at this moment, and we are here for it.”

“Woohooooo!” William shouts into the night. “Woohooooo!”

I look up at the stars. I’ve never seen so many, and I’m sure they’ve never shined so bright. The vastness, the beauty, the reality—for the first time, that logical part of my brain that works to keep faith at arm’s length, away from my soul, gives way. I have an insight, and I don’t mean the car before us. I am but a man traversing a universe so much larger than myself, a universe managed by a higher power. And I must trust because I, just a man, am

powerless, and my life has become unmanageable.

I cup my hands around my mouth and shout into the night, “Thank you, Lord.”

“Woohooooo,” William shouts. “Thank you, Lord.”

**“I am but a man
traversing a universe so
much larger than myself,
a universe managed by
a higher power. And I
must trust because I, just
a man, am powerless,
and my life has become
unmanageable.”**

**“I’m sprinting into outer space
with my son, laughing clouds
of crystals, my eyes smarting
with happy tears, mucus in
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escapees. Then, I pass my arm
through his, and we lean our
heads back and lock arms as
we gaze into the starry night.”**

LEAD WITH WE

The Business Revolution That Will Save Our Future

SIMON MAINWARING



This generation's *Good to Great*, *Lead with We* provides an urgent, compelling, and lively prescription for a new paradigm of corporate growth in our current reality.

"Lead With We is what business desperately needs today to rise to the moment . . . with practical frameworks and potent questions that will inspire and enable all of us—and especially business leaders—to co-create an inclusive and regenerative future."

—VIRGINIE HELLAS, CHIEF SUSTAINABILITY OFFICER, PROCTER & GAMBLE

DISCOVER AN URGENT PRESCRIPTION for a new business paradigm—one that better serves humanity and the planet.

The global coronavirus pandemic has thrown into stark relief how “business as usual” is no longer serving us. The economic, business, and environmental models of the past do not reflect our current realities. And for our economy—for us—to survive, we need nothing less than a seismic shift in the way we do business.

Enter Simon Mainwaring, *New York Times* bestselling author and founder and CEO of We First. A decade ago, he showed how business leaders and consumers could use social media to build a better world in *We First*. Now, after decades of research and field experience at the vanguard of the world's most successful brand revolutions, he provides in *Lead with We* a blueprint for doing business better in today's challenged world.

By leading with “we”—putting the collective above the individual, holding the sum above the parts, and emphasizing the importance of the role that everyone plays—you can not only help solve the escalating challenges of today but also unlock extraordinary growth for your business and abundance on our planet.

Timely and compelling, this book's message is simple: the future of profit is people's purpose, aligned. *Lead with We* not only examines why we must all conduct business differently in order to grow in today's market, but provides the how—concrete steps any reader, wherever they find themselves in the business hierarchy, can take toward success.

- **Pre-order campaign planned**
- **Publicist and outside PR firm hired**
- **Author has consulted and/or spoken for Google, Coca-Cola, General Motors, Samsung, Toyota, Gucci, JPMorgan Chase, NHL, and Patagonia**
- **Author leads over 30 corporate workshop programs a year, including for Sony Pictures, and Entertainment Television**
- **Author is a regular contributor to *Fast Company*, *HuffPost*, *Guardian*, and *Forbes***
- **SimonMainwaring.com; WeFirstBranding.com**
- **Twitter: @SimonMainwaring (126K followers)**

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SIMON MAINWARING is founder and CEO of We First, the award-winning strategic consultancy that has built many of today's most iconic purpose-driven brands from TOMs to Virgin to Timberland. He regularly contributes to *Forbes*, *Guardian*, *Fast Company*, and *HuffPost* on corporate purpose, culture building, and impact branding. Mainwaring is a member of the Advisory Council of Conscious Capitalism LA, the Steering Committee of the Business Alliance for the Future, and a Fellow of the Royal Society of Arts in London. Residence: Los Angeles, Calif.

THE EARTHQUAKE

Your Journey from Setback to Breakthrough

VINCE POSCENTE

From the *New York Times* bestselling author of *The Age of Speed* and *The Ant and the Elephant* comes an engaging parable to help you escape being stuck and start thriving after a professional or personal crisis.

CATASTROPHES ARE LIKE AN EARTHQUAKE: they leave us too shaken to know what to do next, afraid that every step we take might spark another upheaval. But we can learn to resist our human instinct to hide from challenges. In this entertaining modern-day fable, Vince Poscente introduces us to the well-intentioned, conscious ant and the habitually fearful, self-conscious elephant as seismic destruction ultimately forces them to leave their oasis to enter a world of uncertainty.

What Adir the Ant and Elgo the Elephant learn—and what you'll learn by journeying with them—is the linear path they used to reach the oasis in *The Ant and the Elephant* does not work in the chaos after an earthquake. How can they break through and thrive after a life-altering setback?

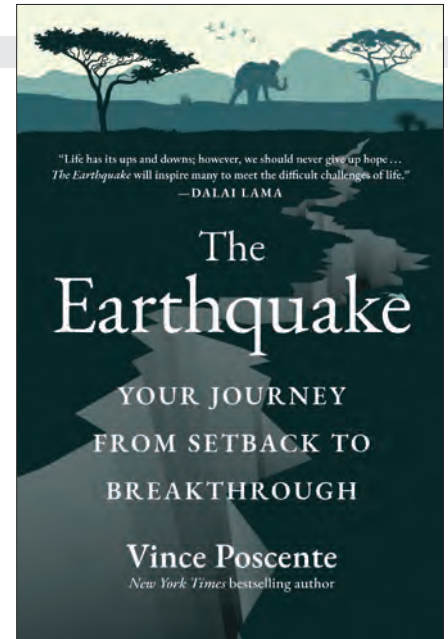
The answer lies in the “Solution Loop,” a tool that teaches them to use collaboration, curiosity, and creativity to:

- Reframe dark times as illuminating experiences
- Resist the impulse to go it alone
- Find fresh perspectives
- Seek a path where you can enjoy the journey

Based on Poscente's study of practices such as decoding human behavior, the neuroscience of performance, and interpersonal dysfunction around fear, **The Earthquake** is for anyone looking for sustained hope, plus a diversion from the messy and debilitating challenges caused by devastation. For specific solutions to the setback you're currently facing, or to help others bounce back from their personal earthquake, read this book.



VINCE POSCENTE is one of the most in-demand presenters today. He is an expert on resiliency—the ability to overcome challenges and bounce back stronger than ever before. During this current crisis, he has been a guest on multiple programs, podcasts, and virtual meetings giving audiences the tools to thrive. His client list includes Fortune 500 companies with one commonality: they understand that success is not just about managing challenges but proactively pivoting from setbacks and overcoming obstacles to become smarter, stronger, and more focused than ever before. Vince knows firsthand the power that attitude, determination, and innovation play in your future success, especially when life doesn't go as planned. Residence: Dallas, Texas.



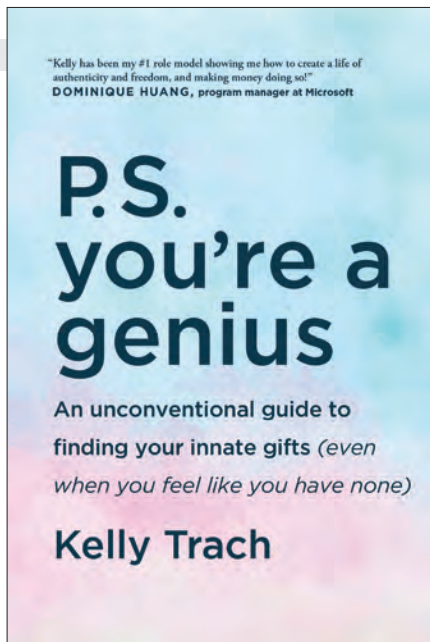
- **Poscente's previous books include *The Age of Speed* (*New York Times* bestseller, 65K copies sold) and *The Ant and the Elephant*, which FedEx uses in leadership training**
- **Promotion to author's email list (27K subscribers)**
- **Author is the MC for Microsoft's Lessons in Leadership Series (14 times per year)**
- **Social media campaign with celebrities and influencers**
- **Author has appeared in/on CNBC, Fox, NPR, NBC, CBS, *Time*, *Dallas Morning News*, *Chicago Tribune*, and *Sports Illustrated***
- **VincePoscente.com**

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P.S. YOU'RE A GENIUS

An Unconventional Guide to Finding Your Innate Gifts
(Even When You Feel Like You Have None)

KELLY TRACH



This book cuts through the monotone “find your strengths” advice and injects tried-and-true tactics with a modern and witty voice.

DO YOU FEEL LIKE you’re doing it all and it’s still not enough?

Discover your shortcut to success in *P.S. You’re A Genius*.

After a lifetime of overachieving, aiming to be excellent at everything, and three failed tech start-ups in Silicon Valley, Kelly Trach was stirred by a simple question: What if I just did what I’m good at?

Now a six-figure business coach, Kelly poses the same question to you: What if you just did what you’re good at? Despite conventional wisdom, the gifts and experience you need are already innate. Having that “it factor” or “special ingredient” isn’t as elusive as you may think.

P.S. You’re a Genius takes you on a self-reflective journey to find your own gifts (especially when you don’t feel “gifted” at all), asking questions like:

- How are your idols a reflection of your own genius?
- What are you great at that nobody taught you how to do?
- How is your darkest shadow your greatest gift?
- What have you been unexpectedly criticized for?

Through these questions and more, you’ll uncover the ways you naturally excel, relinquish the lie that you’re not “good enough,” and discover how to convincingly convey your value to anyone. In the process, you’ll unlock the gumption to go after what you really want and ditch the mindset blocks holding you back—because YOU have an inherent genius. You just have to find it.



KELLY TRACH is a business coach, podcast host, and online course educator who has spent the last three years helping visionary women build a soulful digital business with one-on-one services and online courses based on their genius. Then, she helps them make \$5K and \$10K each month so that they can do what they adore full-time. Due to her “raw ’n’ real” vibe, savvy internet marketing skills, and the fact that she tapped into her genius, Trach built a six-figure business before she turned 26. Kelly holds a bachelor’s degree in commerce, with honors, from the UBC Sauder School of Business, one of Canada’s most competitive and selective business schools with only a six percent acceptance rate. She studied on full scholarship, specialized in marketing, and graduated on the dean’s list honor roll. In addition, Trach also studied media and communications in Paris at Sciences Po, which is one of Europe’s most elite schools. Residence: West Vancouver, Canada.

- **Pre-order campaign planned with bonus package including a free online course**
- **Trach has connections at Facebook, Google, Tesla, Microsoft, Slack, DoorDash, Uber, LinkedIn, Airbnb, NASDAQ Center, Hootsuite, Amazon, Shopify, Teachable, and Bench Accounting**
- **Promotion on author’s podcast (100K downloads) and email list (6K subscribers)**
- **Author has been featured on mindbodygreen**
- **Promotion to author’s contacts at The University of British Columbia (337K members) and The Sauder School of Business (40K)**
- **KellyTrach.com**

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ABOUT ONCE A YEAR, I get this urge to move to Bali. It comes every fall as the clouds begin to settle in Vancouver, right about when I start hating my life and resenting the fact that I live in a rain forest where it pours 165 days a year.

Three things always come to mind:

1. Buy a new navy-blue coat. Specifically, one that I've been trying to track down since I saw a fashion blogger wearing it three years ago and it's no longer in stock. (AKA retail therapy.)
2. Get a radical new haircut. (*Cut it all off? Dye it blonde? Shall I try bangs? Because, you know, a new haircut will make me feel like a new person. My life will suddenly get way cooler and awesome.*)
3. Move. Either to California or Australia or Hawaii or Bali. (Then I get overwhelmed with how I'll move, worry that the airline will break my beloved iMac, and decide that buying the navy coat and living here is the better, easier option.)

I personally blame Julia Roberts in *Eat Pray Love* for this annual yearning. Because eating all that pizza in Naples and having all that sex in Bali with Javier Bardem looks way more fun than whatever the hell I'm doing right now.

One of the lies we tell ourselves is that we need different circumstances before we start.

We say things like:

I need to book a babysitter for my kids and then I'll start.

I need a new office nook with the right ergonomic chair and then I'll start.

I need a day to myself, alone in the house, to do my best thinking and then I'll start.

You don't need to move to Bali and *Eat Pray Love* your life to create a new, radical expression of genius. You can just do more of what you're already good at. If your tax accounting job lights you up because it feels like solving a complicated puzzle every day when you sit down at your desk, then keep doing it. But don't make the mistake of thinking you need a trust fund and two years abroad with limited Wi-Fi service to create a unique expression of your soul. Don't assume that you need a five-hour Transcendental Meditation practice to "get in the flow" and the latest laptop to produce your best work. Your genius doesn't need all those fancy bells and whistles. It just wants you to spend time with it.

Things to remember when you're trying to track down that sold-out navy coat on eBay . . . even though you'll never find it:

- The more frustrating your current circumstances, the more alluring the fantasy of a new environment is. But running away from your life doesn't work. I've tried it before. When you hit this feeling, ask yourself: What am I trying to run away from or avoid? Sometimes, it's the hard conversation, the hard choice, or the hard thing in front of you.
- One of the games I like to play with myself is to take away little things that my ego holds on to so that I remember that my genius will always flourish regardless of conditions. (*Oh, you want to fly to Palm Springs and write this book in peace? How about you write this at your parents' house where they still have a landline phone that rings every five minutes?*)
- Get in the habit of not making excuses. (*I don't have the money, the time, the experience, the right lamp . . . Blah blah blah.*) Take note of what you do have.
- People who stay stuck are the ones who think their external reality dictates their internal one. It's actually the reverse. When you change the inside (aka your thoughts, beliefs, and actions), the outside ends up changing. Usually, exactly how you want it to.

45

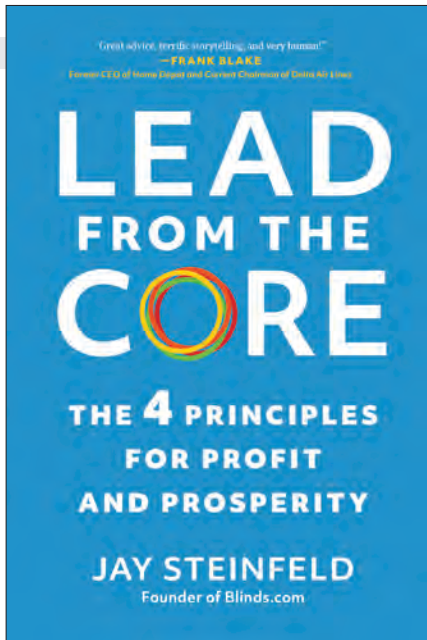
"If your tax accounting job lights you up because it feels like solving a complicated puzzle every day when you sit down at your desk, then keep doing it. But don't make the mistake of thinking you need a trust fund and two years abroad with limited Wi-Fi service to create a unique expression of your soul."

"The more frustrating your current circumstances, the more alluring the fantasy of a new environment is. But running away from your life doesn't work. I've tried it before. When you hit this feeling, ask yourself: What am I trying to run away from or avoid?"

LEAD FROM THE CORE

The 4 Principles for Profit and Prosperity

JAY STEINFELD



- Steinfeld is the founder of **Blinds.com**, named one of the “50 Most Engaged Workplaces in America”
- Author has been named Ernst and Young “Entrepreneur of the Year” and AMA “Marketer of the Year”
- Promotion to the Home Depot team (450K employees)
- Author has been cited in books such as Dave Ramsey’s *EntreLeadership*
- Author has written for or been featured in *Inc.*, *CBS Money Watch*, and *Forbes*
- **Twitter:** @JaySteinfeld (9K followers)

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From the CEO of Global Custom Commerce (Blinds.com), *Lead from the Core* is a business memoir offering expert self-help tactics and recommendations for expanding one’s personal and professional horizons.

JAY STEINFELD, ERNST & YOUNG ENTREPRENEUR OF THE YEAR (2006) and the founder and CEO of Blinds.com, never planned to create the world’s largest e-commerce site for window coverings. But after overcoming a series of hardships that helped him define his core values—and rethink his entire definition of success—he was determined to never give up.

Told with humor and heart, *Lead from the Core* is an insightful guide to help make your company a resounding success. Steinfeld shares how Blinds.com grew from a van to the company it is today, along with prescriptive, easily adaptable methods for any entrepreneur to master, no matter where you are in your career.

These tiny incremental changes in behavior, when done consistently, begin to compound, just like money compounds overtime, amassing both prosperity and a life of consequence.

Readers will learn Steinfeld’s “4 Es”—a set of guiding principles that will help you overcome any obstacle to your organization’s success:

- Evolve Continuously
- Experiment Without Fear of Failure
- Express Yourself
- Enjoy the Ride

With keen business sense and more than 20 years of boots-on-the-ground experience, Steinfeld is here to help you supercharge your efforts to become a better leader while living a fuller life.



JAY STEINFELD, a founder and CEO of Global Custom Commerce (GCC), was an early mover in e-commerce. In 1993, he bootstrapped his website, built for just \$1,500 and operated from his garage, into the world’s #1 online window coverings retailer. In January 2014, GCC was sold to The Home Depot, and Jay continued on with the company until mid-2020, leading GCC as its CEO and joining the Home Depot Online Leadership Team. Jay is an Ernst & Young Entrepreneur of the Year and has earned a Lifetime Achievement Award by the Houston Technology Center. Jay has spoken at national speaking engagements on topics such as corporate culture, core values, organizational design, mergers and acquisitions, disruption, and talent development. Jay has published more than 100 articles for CBS MoneyWatch and Inc.com. Jay is currently on the Innovation Board of XPRIZE, whose mission is to bring about “radical breakthroughs for the benefit of humanity.” He teaches as an entrepreneur-in-residence at Rice University’s Jones Graduate School of Business, serves on the Advisory Council at the University of Texas’s Herb Kelleher Entrepreneurship Center, is on multiple start-up boards, and supports numerous charities. Residence: Bellaire, Texas.

DOING AI

A Business-Centric Examination of AI Culture, Goals, and Values

RICHARD HEIMANN

Richard Heimann, Chief AI Officer at Cybraics, attempts to expose the mismatch of the values and goals of scholars as compared to the values and goals of businesses when it comes to artificial intelligence.

THE POSSIBILITIES OF ARTIFICIAL INTELLIGENCE (AI) have captured our imaginations—and become a distraction. Businesses are rushing to “do AI,” embracing the oversized narratives that surround them . . . meanwhile losing sight of the original problems they set out to solve.

Doing AI is an essential handbook for anyone interested in AI, business, and especially the overlap of the two.

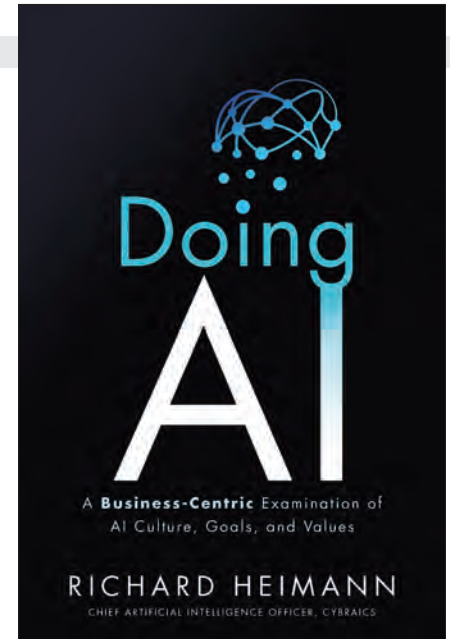
Today, discussions about AI focus almost exclusively on its strengths, but almost never on its limitations. Consequently, many professionals believe the hype about artificial minds outpacing human intelligence. Businesses are creating solution-focused strategies where the target of those strategies is ill-conceived. Often absent is sound reasoning for why they should go down this path in the first place.

Doing AI is about what AI is and what it is not, and how to best think about it from a business perspective. In these pages, author Richard Heimann unravels the tricky relationship that exists between problems and solutions, exploring the pitfalls in common approaches to problem-solving and explaining how businesses should rethink their solutions. This book demystifies artificial intelligence from a business-oriented perspective. Heimann, the inventor and patent owner of AI technology at celebrated cybersecurity company Cybraics, explains what AI is and exposes how previous examinations of it have misdirected the business community. He shares how businesses can stop falling victim to “solution envy” and instead focus on the company’s actual goals. Additionally, he outlines general strategies for identifying problems and effectively solving them.

Doing AI is a must-read for anyone looking for clarity and effective problem-solving rather than getting sidetracked by a shiny new “solution” that doesn’t actually solve anything.



RICHARD HEIMANN is Chief AI Officer at Cybraics, a VC-backed cybersecurity company and the first fully managed AI cybersecurity company. Founded in 2014, Cybraics commercialized many years of DARPA research on the Network Defense program. Heimann is also an inventor and patent owner of Cybraics’ core technology. He consults at the Pentagon on various AI projects and on AI strategy. He was a chief data scientist and technical fellow at L-3 National Security Solutions (NSS) (NYSE: LLL); an adjunct professor at the University of Maryland, where he taught computational statistics and statistical reasoning; and an instructor at George Mason University, where he taught computational social science. He continues to be an advisor at George Mason University’s DataLab and several early-stage artificial intelligence ventures. Heimann has also performed on DARPA’s Nexus 7 program, the Naval Research Laboratory, National Geospatial-Intelligence Agency, National Military Command Center, and formerly JIEDDO COIC. Residence: Washington, D.C.



- **Heimann is an inventor, patent owner, and Chief Artificial Intelligence Officer at Cybraics**
- **Author consults at the Pentagon on various AI projects and strategy, and brings a list of high-profile tech and AI contacts to be used for promotional needs**
- **Author is an advisor at George Mason University’s DataLab and several early-stage artificial intelligence ventures**

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SMART LEADERSHIP

Four Simple Choices to Scale Your Impact

MARK MILLER

SMART LEADERSHIP

Four Simple
Choices to Scale
Your Impact

MARK MILLER

- Miller is VP of high performance leadership at Chick-fil-A, and the book will be shared at their corporate event in February
- Author will write articles and blog content on a variety of leadership topics leading up to launch
- Social media campaign utilizing celebrity and influencer endorsements
- Coordinating limited in-person and/or virtual speaking events including key book signings, seminars, and leadership conferences
- TMarkMiller.com
- Twitter: @LeadersServe (90.5K followers)

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Chick-fil-A's vice president of high performance leadership helps leaders in any industry improve their effectiveness and make a real difference—both in their organizations and the world.

ESCAPE THE MEDIOCRITY THAT ensnares so many in business and become a better, more effective leader.

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 international bestselling author of *Win the Heart* and *Chess Not Checkers*, Mark Miller. In this book, he shares the four research-based “smart choices” the best leaders make to scale their influence and results.

By teaching you how to Confront Reality, Grow Capacity, Fuel Curiosity, and Create Change, Miller will help you:

- Bring fresh eyes and fresh thinking to your leadership approach.
- Increase your confidence in your ability to make a difference.
- Lead at levels you never thought possible.
- Accelerate your learning curve so that all these benefits come faster and more naturally.

With this guide, your leadership—and your life—will be transformed forever.



MARK MILLER is vice president of high-performance leadership at Chick-fil-A and a bestselling author, leadership coach, and highly sought-after speaker. He began his career at Chick-fil-A more than 40 years ago as an hourly team member in one of the local restaurants. Shortly thereafter, he became the 16th corporate employee when he went to work in the warehouse. Since that day, Mark has worked in many departments throughout the company. He started the Corporate Communications Group, and the Quality & Customer Satisfaction Team, and also led Restaurant Operations, Training & Development, Leadership Development, and more. Today, Chick-fil-A sees annual sales of more than \$13 billion. In addition, Mark has had the privilege of teaching, coaching, and leading nonprofit organizations both domestically and globally. For the last 20 years, Mark has spent his time serving leaders: helping them grow themselves, their teams, and their organizations. He has authored nine books to date, including bestsellers *The Secret* (with Ken Blanchard) and *The Heart of Leadership*, with more than one million copies of his books in print in 25 different languages. All of his books have been based on new research including front-line interviews with a variety of highly successful leaders and companies around the world. Residence: Marietta, Ga.

THE 6-MINUTE WORK DAY

An Entrepreneur's Guide to Using the Power of Leverage
to Create Abundance and Freedom

DOUGLAS VERMEEREN

Your one-stop guide to entrepreneurial success and financial freedom—in just six minutes each day. There's no need to spend countless hours of your precious time to grow your income. Financial freedom is at your fingertips! All you have to do is crack open *The 6-Minute Work Day* to gain insight from one of the most successful gorilla marketers of our time.

YOU'VE HEARD AGAIN AND AGAIN that getting rich means working hard and being willing to put in long hours, often at the expense of everything else in your life.

The 6-Minute Work Day is here to dispel that myth—and show you how to grow your income without wasting all your time and energy on work.

So many financial gurus, business books, and corporate training seminars teach you to hustle, grind, work harder, start work early, and stay late to move forward in your career—or even just make ends meet.

But then you get that promotion or pay off that debt and the hustle starts again. And again. And again.

The truth is, you don't need to put in more hours to make more money. In fact, you should put in less—specifically, six minutes. Douglas Vermeeren, an award-winning entrepreneur trainer, has distilled his proven advice into this book to help you cast off your work day, optimize your time and freedom, and dramatically increase your income.

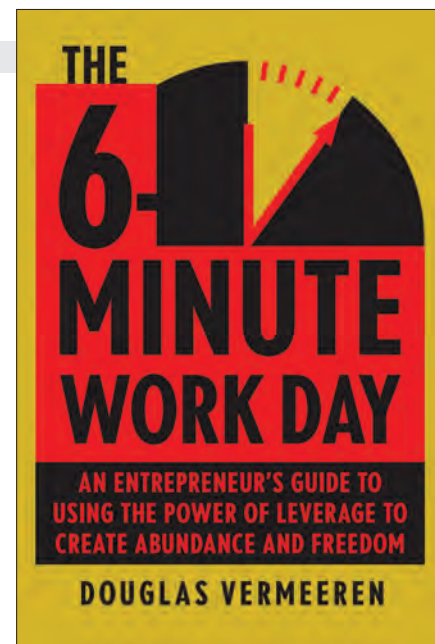
In *The 6-Minute Work Day*, Vermeeren breaks down:

- Why we go to work—and why we don't need to do that to accomplish our goals
- What we can really do in six minutes
- How we can create and maintain a six-minute work day
- How we can expand on the income streams that our six minutes have generated to gain even more wealth

If you want to ditch the daily grind and spend your time living instead of working while still making money, *The 6-Minute Work Day* is the straightforward, actionable guide you need.



DOUGLAS VERMEEREN discovered the books *Think and Grow Rich* and *How to Win Friends and Influence People* at age 19. Those books changed his life and set him on a course to learn from some of the globe's top achievers. He has personally interviewed leaders of many companies, including Nike, Reebok, Fruit of the Loom, FedEx, American Airlines, UGG boots, Uber, KFC, McDonald's, Disney, United Airlines, Ted Baker, and others, to share their success secrets with you. ABC television and FOX Business refer to him as the “modern-day Napoleon Hill.” He is also the producer and director of four out of the top ten personal development movies ever made—and now the new hit film, *How Thoughts Become Things!* Vermeeren has also authored three books in the Guerrilla Marketing series. He is a regularly featured expert on FOX, CNN, ABC, NBC, CTV, CBC, and others. Residence: Calgary, Alberta, Canada.



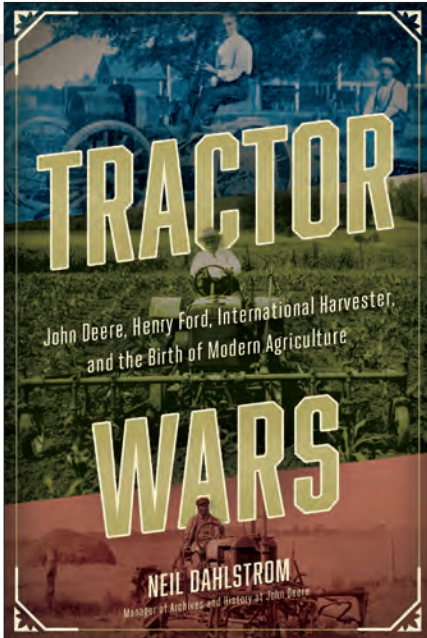
- Vermeeren has partnered with two publicity agencies, Conscious Media Services and EMSI
- Author has interviewed business leaders and companies, such as Nike, Reebok, Fruit of the Loom, FedEx, American Airlines, Uber, KFC, McDonald's, and Disney
- Author is regularly featured on FOX, CNN, ABC, NBC, CTV, and CBC
- Fox Business refer to the author as the modern-day Napoleon Hill
- Promotion through Daniel John Hanneman
- DouglasVermeeren.com
- Facebook: @DouglasVermeeren (42K followers)

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TRACTOR WARS

John Deere, Henry Ford, International Harvester, and
the Birth of Modern Agriculture

NEIL DAHLSTROM



A celebration of brilliant engineers, relentless entrepreneurs, visionary leaders, and revolutionary machines as told by an official John Deere historian.

DISCOVER THE UNTOLD STORY of the “tractor wars,” the 20-year period that introduced power farming—the most fundamental change in world agriculture in hundreds of years.

Before John Deere, Ford, and International Harvester became icons of American business, they were competitors in a forgotten battle for the farm. From 1908 to 1928, against the backdrop of a world war and economic depression, these brands were engaged in a race to introduce the tractor and revolutionize farming.

By the turn of the 20th century, four million people had left rural America and moved to cities, leaving the nation’s farms shorthanded for the work of plowing, planting, cultivating, harvesting, and threshing. That’s why the introduction of the tractor is an innovation story as essential as man’s landing on the moon or the advent of the internet—after all, with the tractor, a shrinking farm population could still feed a growing world. But getting the tractor from the boardroom to the drafting table, then from factory to the farm, was a technological and competitive battle that until now has never been fully told.

A researcher, historian, and writer, Neil Dahlstrom has spent decades in the corporate archives at John Deere. In *Tractor Wars*, Dahlstrom offers an insider’s view of a story that entwines a myriad of brands, characters, stakes, and plots, including the Reverend Daniel Hartsough, a pastor turned tractor designer; Alexander Legge, the eventual president of International Harvester and former cowboy who took on Henry Ford; and William Butterworth and the oft-at-odds leadership team at John Deere that partnered with the enigmatic Ford but planned for his ultimate failure.

With all the bitterness and drama of the race between Ford, Dodge, and General Motors, *Tractor Wars* is the untold story of industry stalwarts and disruptors, inventors, and administrators racing to invent modern agriculture—a power-farming revolution that would usher in a whole new world.

- **Dahlstrom is manager of archives and history at John Deere**
- **John Deere, the world leader in farm equipment sales, will support the book (Facebook: 4.7M followers)**
- **Social media support from The Smithsonian (Twitter: 2.6M followers, Instagram: 970K, and Facebook: 662K)**
- **Author has been featured in/ on Agriculture.com, Wall Street Journal, PBS’s History Detectives, and National Geographic’s Ultimate Factories**
- **Author will leverage relationships with agricultural contacts**
- **NeilDahlstrom.com**



NEIL DAHLSTROM is the author of *The John Deere Story: A Biography of Plowmakers John and Charles Deere* and *Lincoln’s Wrath: Fierce Mobs, Brilliant Scoundrels, and a President’s Mission to Destroy the Press*. Since the release of these two books, he’s built a career in corporate archives and agricultural history and brand history. Today, Dahlstrom is the manager of archives and history at John Deere, the most well-known agriculture equipment brand in the world. Recently, he has held a variety of leadership positions in archival organizations, with colleagues in some of the most prestigious archives and museums. Currently, he’s a member of the Kitchen Cabinet, the Food and Agriculture Advisory Board of the Smithsonian National Museum of American History, and chair of the Society of American Archivists Business Archives Section, which includes more than 500 corporate archivists. Residence: Moline, Ill.

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HENRY FORD'S MODEL T WAS, in his mind, perfection. In the decades after its debut, few Americans disagreed. Still, the Model T was only part of Ford's vision for the new American century. Well before he began to think about transportation, the man who by 1913 was building half of the automobiles sold in the United States "had the idea of making some kind of a light steam car that would take the place of horses—more especially, however, as a tractor to attend to the excessively hard labour of ploughing."

Ford's relentless pursuit of the farm tractor was driven by his mechanical abilities, a growing nostalgia for his family's homestead, and a mixed empathy and contempt for farmers, who he thought were unprepared for the technological revolution before them. "From the beginning, I never could work up much interest in the labour of farming," he wrote. But solving the centuries-old struggle to make the farm efficient was certainly worthy of his attention.

Soon after his first encounter with a steam engine, Ford was crawling across the railroad yards to watch the steam-belching locomotives up close, seeking to understand the complex relationship between size and power. As his understanding of mechanical power grew, so too did his disdain for human inefficiency and wasted labor. His sister, Margaret, said he "wanted things done with the least loss of time and energy. If a job could be done more simply, that was the way it should be done."

Ford continued to fine-tune his mechanical abilities under the daily direction of his father, William, and benefited from the well-equipped workshop on the family farm.

The Fords were a common, self-sustaining farm family. Henry

and his siblings fed and cared for the animals, fetched water, helped with the cooking and cleaning, and joined in the monotonous, manual labor that defined each day. He grew increasingly impatient with its operation over time. He vividly remembered his father buying a harvester, a horse drawn implement that cut grain, in 1881 and years later, as an adult, was bewildered that so little advancement had been made on the basic machine form. Everything was still done by hand, he later wrote, and should be replaced by machinery. "Power-farming is simply taking the burden from flesh and blood and putting it on steel," he rationed.

"The farmer makes too complex an affair out of his daily work," he penned in *My Life and Times*, an autobiographical manifesto of his methods and motivations written after the world had crowned him the flivver king, a reference to his cheap automobile. "Power is utilized to the least

possible degree. Not only is everything done by hand, but seldom is a thought given to logical arrangement. A farmer doing his chores will walk up and down a rickety ladder a dozen times. He will carry water for years instead of putting in a few lengths of pipe. His whole idea, when there is extra work to do, is to hire extra men. He thinks of putting money into improvements as an expense." To Ford, the waste of farm inefficiency led to wasted effort, high prices, and low profits.

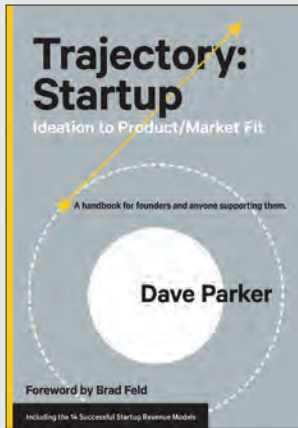
"Nothing could be more inexcusable than the average farmer, his wife, and their children drudging from early morning until late at night," he wrote from experience.

"Ford's relentless pursuit of the farm tractor was driven by his mechanical abilities, a growing nostalgia for his family's homestead, and a mixed empathy and contempt for farmers, who he thought were unprepared for the technological revolution before them."

"He vividly remembered his father buying a harvester, a horse drawn implement that cut grain, in 1881 and years later, as an adult, was bewildered that so little advancement had been made on the basic machine form."

"To Ford, the waste of farm inefficiency led to wasted effort, high prices, and low profits."

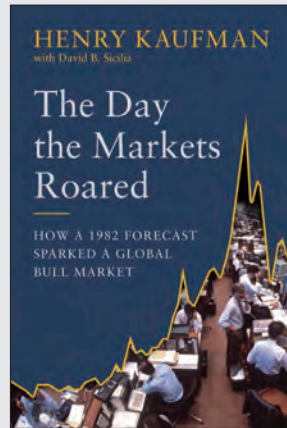
WANT MORE MATT HOLT BOOKS?



TRAJECTORY STARTUP DAVE PARKER

People often spend years on 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 and revenue in just six months. With a track record of starting companies from scratch, raising both angel and venture capital, and participating in eight exits as founder, operator, and board member, Parker's experience is practical and actionable. He 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.

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THE DAY THE MARKETS ROARED HENRY KAUFMAN WITH DAVID B. SICILIA

Dr. Henry Kaufman is the most famous economist Wall Street has ever seen, renowned well beyond the financial industry. His pinnacle of influence arrived on August 17, 1982. *The Day the Markets Roared* is a firsthand, minute-by-minute account of one remarkable day in financial and economic history, with a rich cast of characters, from Salomon's John Gutfreund and interest rate guru Sydney Homer, to Dr. Kaufman's longtime friend, Fed Chairman Paul Volcker. Dr. Kaufman reflects on the lessons of the historic August 1982 episode, harkening back to a more optimistic moment in American history, and offering inspiration for better times ahead.

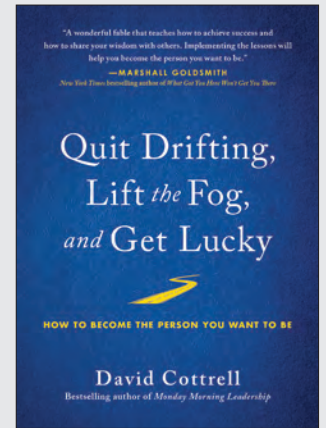
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CREATE AMAZING GREG GRAVES

There are more than 10 million employee owners in America today. The results of employees owning a piece of the pie have been proven throughout American history, even before Employee Stock Ownership Plans (ESOP) became IRS law in 1974. 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 the nation. Employee ownership—done the right way—can be a catalytic force for economic prosperity and corporate endurance.

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QUIT DRIFTING, LIFT THE FOG, AND GET LUCKY DAVID COTTRELL

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 *Quit Drifting, Lift the Fog, and Get Lucky*, David Cottrell tells the story of Jack Davis, a hard worker who thrived early in his career, but now finds himself unmotivated, dissatisfied, and unfilled. He wants more for himself and his family—but he doesn't know how to get it. This simple yet profound novelette, provides practical tools and inspiration.

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DEAR READER,

In a world where space and time have lost a bit of meaning, it's hard to believe that it's already fall. On the other hand, can you believe it's already fall!?

As we get ready for early sunsets, pumpkin-spiced everythings, and long-awaited reunions with beloved family and friends, it's good to know that, despite the deluge of media choices available, people from all walks of life still value books. As gifts or self-purchases, books remain an integral and meaningful part of our pop culture landscape. And as we at Smart Pop continue our mission to provide readers with accessible, inclusive, entertaining, and unique pop cultural experiences, we're confident that our books will help you check off every name on your holiday shopping list.

So much more than a beautiful showcase of some of the iconic painter Bob Ross's most famous winterscapes, *Bob Ross' Happy Little Night Before Christmas* is a fully authorized and thoughtful meditation on the holiday season, the beauty of nature, and the artistic spirit. We think it's nothing short of the perfect meeting point of man and moment. A great gift for readers of all ages, this is a lovely, timeless, and natural addition to any family's holiday tradition.

Regardless of whether you've been naughty or nice, all you'll ask Kris Kringle for this Christmas is *I'm Dreaming of a Chris for Christmas*. This first of its kind coloring and activity book is tailor-made for anyone who's Christmas miracle involves getting any (or all) of today's hottest stars—all of whom seem to be named Chris—under the mistletoe! Fun, feisty, and full of PG-rated holiday cheer, this book will keep your chestnuts roasting throughout the holiday season.

There's no experience quite like the fun and excitement that comes from sharing fandom and passions with other like-minded folks at an in-person pop culture convention. *Live Like a Vulcan, Love Like a Wookiee, Laugh Like a Hobbit: Life Lessons from Pop Culture* is a fable about fans who meet to talk about life, love, and what they watched. Great for superfans, cosplayers, gamers, LARPerS, and even casual movie or TV buffs, it highlights the real and practical lessons anyone can learn from the world's most popular and beloved films, shows, games, and books of all time.

And speaking of cons, connections, and fandom, *Star Trek: Starfleet is...* is a fully authorized celebration of the most notable and cherished tenets of the United Federation of Planets' exploratory service, and how those principles are reflected by and within Star Trek fandom. Told in simple, one-word descriptions and full-color images from throughout the more than 50 years of the franchise, it also features a beautiful foreword written by *Star Trek: Discovery*'s Kenneth Mitchell. And, in the spirit of creator Gene Roddenberry's hopeful, cooperative, and egalitarian vision of the future, proceeds from this book will benefit The ALS Association.

Keep on poppin'!

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

BOB ROSS' HAPPY LITTLE NIGHT BEFORE CHRISTMAS

ART BY BOB ROSS; WRITTEN BY ROBB PEARLMAN

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- **Robb Pearlman is a *New York Times* bestselling author who has written more than 40 books**
- **Promotional support on official Bob Ross platforms**
 - **BobRoss.com**
 - **Facebook: /TheJoyofPaintingWithBobRoss (1.57M followers)**
 - **Instagram: @BobRoss_TheJoyofPainting (174K followers)**
- **Outreach to pop culture media and holiday gift guides**
- **Promotion through the Smart Pop platform**

Peace, friendship, and creativity blanket the entire holiday season like a happy little snowfall in *Bob Ross' Happy Little Night Before Christmas*.

AN INSTANT HOLIDAY CLASSIC. A happy little Christmas miracle.

Pop culture icon, painter, host, and teacher Bob Ross has never been more heralded than he is today. His memorable quotes, friendly face, and signature hairstyle grace merchandise and memes around the world. But what makes Bob so beloved is ultimately his core values and peaceful, joyful demeanor, which encourage his students and viewers to appreciate not only their natural talents but also the natural world around them. Bob was, in many respects, the embodiment of the classic holiday spirit that encourages peace on Earth and goodwill toward men.

Now, for the first time, inspired by the classic Clement C. Moore poem, this fully authorized tale of a painter (and his little squirrel friend) on a cold winter night pairs Bob Ross' most beautiful wintertime landscapes with a meditation on embracing not only your inner creativity but the beauty of nature and the feelings of peace, friendship, and harmony that blanket the entire holiday season like a happy little snowfall.

Great for families, fans, and painters of all ages, *Bob Ross' Happy Little Night Before Christmas* is the perfect addition to any holiday tradition.



ROBB PEARLMAN is a #1 *New York Times* bestselling author, editor, and pop culturalist. He has written more than 35 books, including *Bob Ross and Peapod the Squirrel*, *Bob Ross: My First Book of Colors*, *The Bob Ross Cookbook*, *The Bob Ross Happy Little Creativity Journal*, *Bob Ross by the Numbers*, and *Life Lessons from Bob Ross*. Residence: Garwood, N.J.

BOB ROSS (1942–1995) was an American painter, art instructor, and the creator and host of PBS's *The Joy of Painting*, an instructional painting technique television series that originally ran from 1982 until 1994.

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Twas the night before Christmas when all through the trees,
the moonlight shone down on frost-covered leaves.



55



Every tree deserves a friend.
And look, that one's tired, so give it a bend.
Add some shadows: they show the light.
And don't forget snow—use a touch that's quite slight.

He looked at the mountaintops, covered with snow,
and saw the ice forming on streams far below.
Happy clouds floated by in the sky oh-so-clear.
The spirit of the season drew even more near.



STAR TREK: STARFLEET IS ...

Celebrating the Federation's Ideals

ROBB PEARLMAN; FOREWORD BY KENNETH MITCHELL



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- Publishing to coincide with Star Trek Day (9/8), which will include all-day national marketing and sales initiatives
- Proceeds from the sale of this book benefit ALS research
- Promotional support from on official Star Trek platforms
 - StarTrek.com
 - Facebook: /StarTrek (3.5M followers)
 - Twitter: @StarTrek (480K followers)
 - Instagram: @StarTrek (111K followers)
- Promotion at 2021 New York Comic Con (250K+ attendees) and Sci-Fi Summit New Jersey
- Outreach to sci-fi, pop culture, and Star Trek fandom media outlets, along with holiday gift guides
- Promotion through the Smart Pop platform

Boldly go where no reader has gone before, and hope for a future that celebrates infinite diversity in infinite combinations so that we may all Live Long and Prosper.

WHAT IS STARFLEET? It is the universe's most famous and inspirational coalition of all time. It has boldly gone where no pop culture franchise has gone before. It is the foundation for a thriving community of passionate fans.

Creator Gene Roddenberry said *Star Trek* "was an attempt to say that humanity will reach maturity and wisdom on the day that it begins not just to tolerate but take a special delight in differences in ideas and differences in life forms . . . If we cannot learn to actually enjoy those small differences, to take a positive delight in those small differences between our own kind, here on this planet, then we do not deserve to go out into space and meet the diversity that is almost certainly out there."

After more than 50 years, 11 television series, 13 movies, and countless fan conventions later, *Star Trek* fans of all ages continue to gather—in person or virtually—and enjoy, share, and live up to Roddenberry's optimistic vision of the future.

Fully authorized and filled with full-color images spanning the entire canon, *Star Trek: Starfleet Is . . .* celebrates Roddenberry's vision. This commemorative book highlights 50 key traits of the *Star Trek* universe and demonstrates, through memorable images and beautiful artwork, how these ideals are personified by everyone from Kirk and Spock, to Picard and Janeway, to Burnham and Mariner, and their voyages to everywhere from Earth to Vulcan, from Q'onoS to the Delta Quadrant, and even to the Mirror Universe and back in time—and how they are actively and sincerely lived by the *Star Trek* fans themselves. The book features a foreword, written exclusively by fan-favorite *Star Trek: Discovery* actor Kenneth Mitchell.

What is Starfleet? Starfleet is **fun**. Starfleet is **not always logical**. Starfleet is **adventure**. Starfleet is **brave**. Starfleet is **compassion**. Starfleet is **diverse**. Starfleet is **evolving**.

And it is by sharing their passions, supporting one another through difficult times, celebrating one another's successes, and boldly going into a bright and hopeful future that *Star Trek* fans show how, above all, Starfleet is **family**. Starfleet is **forever**.



ROBB PEARLMAN is a #1 *New York Times* bestselling author, editor, and pop culturalist. He has written more than 40 books, including *Star Trek: Fun with Kirk and Spock*, *The Wit and Wisdom of Star Trek*, *Star Trek: Body by Starfleet*, *Star Trek: Search for Spock*, and *Star Trek: Redshirt's Little Book of Doom*. Residence: Garwood, N.J.

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StarFleet is...



Bold

"They used to say if man could fly, he'd have wings ... but he did fly. He discovered he had to. Do you wish that the first Apollo mission hadn't reached the moon, or that we hadn't gone on to Mars or the nearest star? ... I'm in command, I could order this. But I'm not ... because ... Dr. McCoy is right in pointing out the enormous danger potential in any contact with life and intelligence as fantastically advanced as this. But I must point out that the possibilities, the potential for knowledge and advancement is equally great. Risk ... risk is our business! That's what this starship is all about ... that's why we're aboard here!"

—CAPTAIN JAMES T. KIRK

StarFleet is...



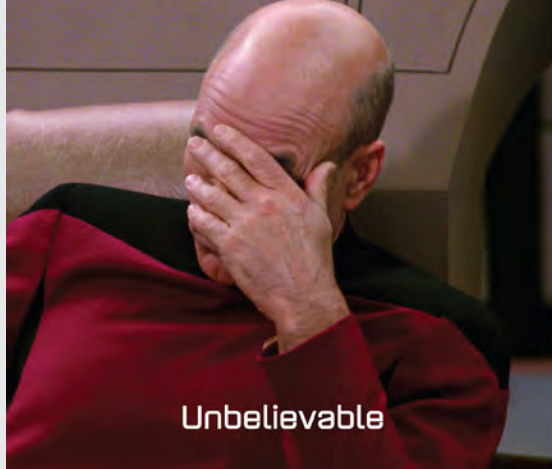
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Inclusive

StarFleet is...



Unbelievable

StarFleet is...



Innovative

LIVE LIKE A VULCAN, LOVE LIKE A WOOKIEE, LAUGH LIKE A HOBBIT

Life Lessons from Pop Culture

ROBB PEARLMAN



For anyone on a quest to level-up and live their best life, this hilarious and epic adventure through pop culture's best and most beloved characters, movies, television shows, books, and games will uncover the lessons fans of any age can use to live, love, and laugh.

AS ANY FAN KNOWS, much like a dragon-guarded mountain filled with stolen dwarf gold, pop culture is far more than just a side quest or afternoon's entertainment: it contains a veritable treasure trove overflowing with life lessons.

If there's one takeaway from more than 40 years of *Scooby-Doo* mysteries, it's that the vast majority of life's villains are old white men using literal scare tactics to hold on to whatever privilege they have: *Stranger Things* and *E.T.* taught us that any group of bike-riding kids is either running from or toward a vast governmental conspiracy; Marvel and DC movies and shows demonstrated that people are stronger together (even if some of those people are space raccoons or fish-riding kings); *Jurassic Park* and *Independence Day* are peer-reviewed studies that validate the hypothesis that we should listen to scientists; *Grand Theft Auto* presents judgement-free evidence that it's OK to let off some steam sometimes; and *Jaws* offers clear evidence that no matter how prepared you think you are, you should always expect the unexpected, so you should always assume that you're going to need a bigger boat.

This modern-day fable takes the best elements of *My Dinner with Andre*, *The Big Bang Theory*, and *How to Make Friends and Influence People* to tell the story of cosplayers who, after an adventurous day roaming the halls of a pop culture convention, join forces to form a Fellowship to talk about life, love, and what they watched.

Live Like a Vulcan, Love Like a Wookiee, Laugh Like a Hobbit invites readers to pull up a seat, order some food, and join in on a slightly skewed, reference-rich, never-before-seen, hilarious and heartfelt look at the most memorable moments in well-known films, shows, books, comic books, graphic novels, and video games, such as *Star Trek*, *Star Wars*, *The Lord of the Rings*, *The Princess Bride*, *The Avengers*, *Justice League*, *The Matrix*, *Alien*, *Indiana Jones*, *Dungeons & Dragons*, *Dune*, *Halo*, *The Oregon Trail*, and much more. By the end of this pop culture tour, fans of all ages will be given more inside knowledge than could ever be collected at a comic convention, more self-help tools than could fit into any utility belt, more treasures than could be found in any cave of wonders, and more smiles than could be seen on any joker's face.

- **Promotion at New York Comic Con (250K+ attendees), and Sci-Fi Summit New Jersey**
- **Outreach to pop culture/geek outlets and holiday gift guides**
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ROBB PEARLMAN is a #1 *New York Times* bestselling author, editor, and pop culturalist. He has written more than 40 books, including *Star Trek: Fun with Kirk and Spock*, *What Would Skeletor Do?*, *Life Lessons from Bob Ross*, *Rick and Morty's Book of Gadgets and Inventions*, *I Adulted: Stickers for Grownups*, and *The Office: A Day at Dunder Mifflin Elementary*. Residence: Garwood, N.J.

PUSHED AGAINST THE TAVERN'S MASSIVE OAK DOOR, but it would not yield. I shook off the disappointment and pushed again. Harder. Stiffening my arms, leaning over, and pressing both hands firmly against the door's splintering, worn facade. Nothing.

I was as frustrated as I was exhausted. It had been a long day, and as much as I wanted to sleep, I knew I wouldn't rest—couldn't rest—until I was able to rid myself of the hunger that had walked with me these last few hours. The dim, gaslit corridor was just bright enough for me to find a placard written in English, Spanish, and grammatically incorrect Elvish, indicating that the pub would be open all night to accommodate weary travelers.

I looked around the doorway for a latch or lock that would reveal the source of the blockade. Finding none, I peered through the square of glass at the top of the door and saw no one but an Elder, his head bowed in quiet contemplation, sitting at a small table.

I took a step back, a deep breath, and threw my shoulder into the door. Again, I failed to move the door an inch, but the thudding sound was loud enough to garner the Elder's attention. I watched him look up. I held my breath, steeling myself for whatever the consequences would be for disturbing the old man's meditation.

"PULL!" he shouted.

I stepped back again and followed his instructions. The door swung toward me and brought the faint sounds of John Williams's *Superman* score and the overpowering aroma of fried foods with it. I stepped over the threshold.

As I approached the Elder, I couldn't help but admire the degree to which he was able to regain his composure and restart his meditation after being disturbed by my door-banging.

"Thanks for your help with the door. I would have been out there all night," I said. I noticed that his head was bowed not in silent contemplation, but to better see the game of Tetris being played on the phone he held in his lap.

"I couldn't let you suffer out there," the Elder said without looking up. "But now that you're inside, prepare for a bit of a wait. The waiter's in the back, either crying or drinking. Probably both." I wasn't offended by the Elder's lack of eye contact—I could see that he was a microsecond away from maneuvering a long green rectangle between two blocks. The Elder paused his game and finally looked at me. "You might as well take a seat here and wait for him." The old man pocketed his phone into a hidden fold of his flowing gray and white robes. He leaned over and pulled up a chair from a nearby table. He patted the seat, inviting me to join him.

"Oh, I don't want to interrupt," I said, pointing to the three empty seats already surrounding the table.

"It's no bother at all. My friends and I were just talking about . . . well, all manner of things. Big things and small things. There's always room for one more."

"I insist," he said. I mumbled thanks and sat in the chair.

I forced a smile on my face and braced myself for what I knew would be a terribly awkward meal. I would have to eat quickly if I wanted to escape the uncomfortable silences and retreat into the comfortable silence of my hotel room without embarrassing myself. But in the meantime, I vowed to keep that smile on my face for as long as I could.

"Ah, here they are now," said the Elder, directing his gaze across the room.

My feigned smile became genuine. For it was then when I saw, emerging from the gender-neutral, pan-species, and all-fandom restroom on the opposite side of the tavern, a Vulcan, a Wookiee, and a Hobbit.

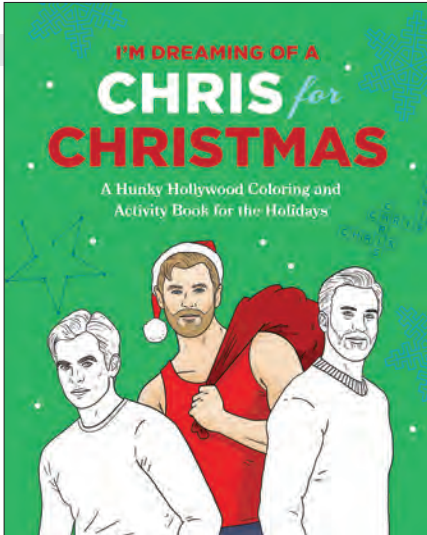
"The dim, gaslit corridor was just bright enough for me to find a placard written in English, Spanish, and grammatically incorrect Elvish, indicating that the pub would be open all night to accommodate weary travelers."

"The Elder paused his game and finally looked at me. 'You might as well take a seat here and wait for him.' The old man pocketed his phone into a hidden fold of his flowing gray and white robes. He leaned over and pulled up a chair from a nearby table. He patted the seat, inviting me to join him."

I'M DREAMING OF A CHRIS FOR CHRISTMAS

A Hunky Hollywood Coloring and Activity Book for the Holiday

ROBB PEARLMAN



This Chris-filled coloring and activity book stuffs so many drawings, mazes, fill-in-the-blanks, crossword puzzles, games, cryptograms, and holiday song parodies into your stocking that your days will be very merry and bright (and your nights will be a little less silent).

DO YOUR BELLS JINGLE every time Chris Evans comes on screen? Does your tree light up every time you see Chris Pine? Do you have visions of Chris Rock, Chris Hemsworth, and Christoph Waltz dancing in your head? No, it's not because you've had too much eggnog. It's because the world's most popular (and handsome) celebrities are all named Chris.

So pour yourself a cup of Christmas cheer and sharpen those colored pencils, because baby, it's hot inside! *I'm Dreaming of a Chris for Christmas* is packed with more holiday-themed line drawings and activities based on the most notable celebrity Chrises from the worlds of Hollywood, music, and sports than can fit under any tree. Everyone's favorite Chrises, from Pratt to Rinaldi, Jericho to Noth, Redd to Walken, and Sullivan to Waltz—and, of course, Kris Kringle—are all here to light up your yule! Whether they're illustrated in or out of a variety of holiday-themed outfits and situations, the end goal in a maze, or the subject of a Chris-crossword puzzle, this ode to boy—uh, we mean joy—*I'm Dreaming of a Chris for Christmas* also features holiday-themed fill-in-the-blanks, cryptograms, and parody lyrics to traditional holiday songs.

Grown-ups will be delighted to indulge in their goodwill toward these men as they illustrate their own Chris cookies, connect the dots to see what Christopher Mintz-Plasse has under his menorah, play a game of improv with Christopher Guest, help Christopher Lloyd get back to the future, follow Criss Angel as he escapes a maze, join in Christopher Walken's-in-a-Winter Wonderland, and sing along with songs like "Oh Chris Pine Tree," and "The 12 Days of Chris-mas."

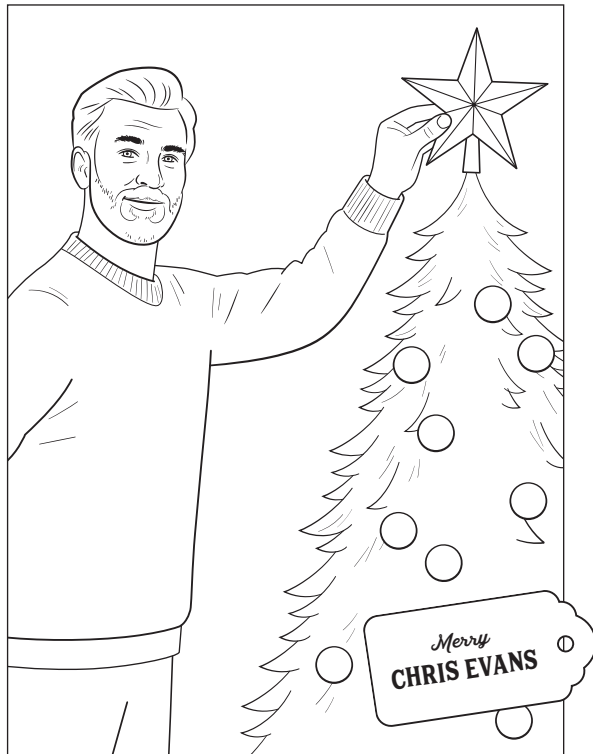
The perfect gift for any naughty or nice girl or boy on any Christmas list, *I'm Dreaming of a Chris for Christmas* is sure to inspire everyone from the most serious of Scrooges to the most ho ho hos.

- Outreach to pop culture and celebrity gossip media and holiday gift guides
- Outreach to celebrity fan social media accounts
- Pre-order incentive: downloadable coloring pages
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Chris-Crossword Puzzle

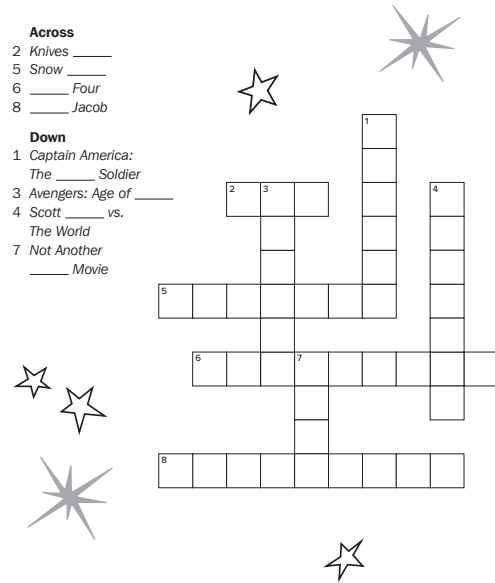
Chris Evans is as much a hometown hero as he is a hot Hollywood hunk. Can you complete the titles of some of his most notable films and shows?

Across

- 2 Knives _____
5 Snow _____
6 _____ Four
8 _____ Jacob

Down

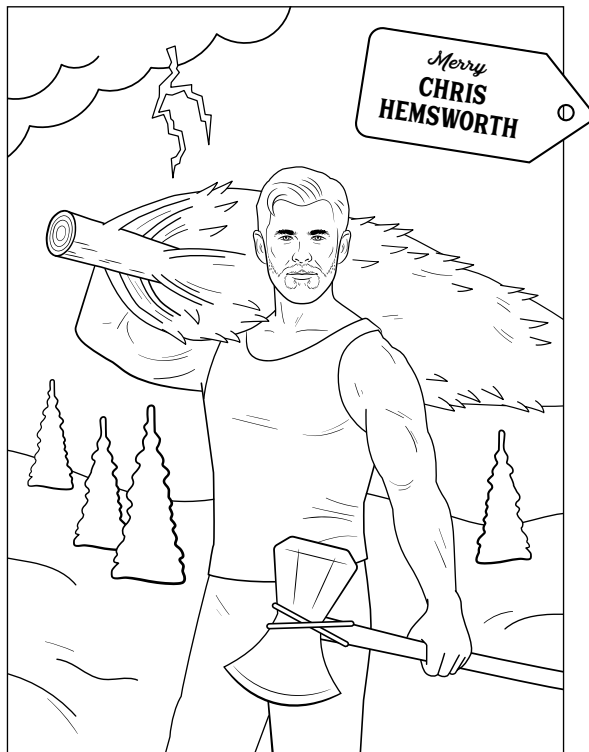
- 1 Captain America:
The _____ Soldier
3 Avengers: Age of _____
4 Scott _____ vs.
The World
7 Not Another
_____ Movie



Answer on p. 101

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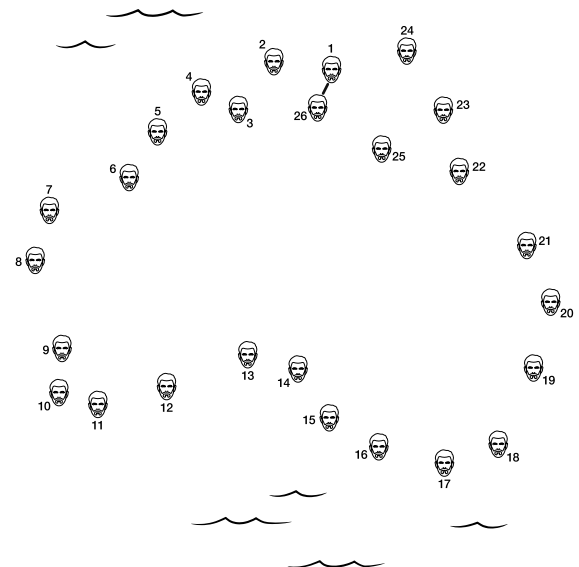
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2

Connect the Chrises

Chris Hemsworth may reside in our hearts, but connect these Chrises to find out where he came from!



Answer on p. 100

3

WANT MORE SMART POP BOOKS?

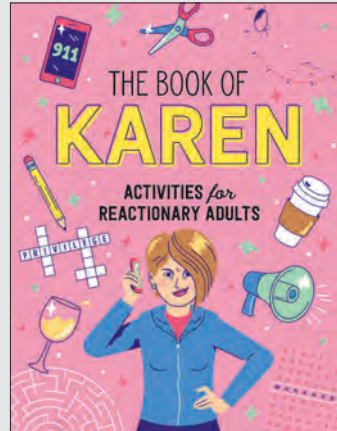
Dive into these titles that celebrate pop culture and fandom in all its forms!



**THE
CON-A-SUTRA**
PROFESSOR BALLS XXXAVIER;
ART BY J.K. WOODWARD

Today's nerds are loud, proud . . . and thirsty. But as knowledgeable as they are, 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*. Accompanied by classic comic book-inspired art, noted fictional sexpert Professor Balls Xxxavier literally and figuratively illustrates the modern nerd's wildest fantasies through a series of hilarious (if occasionally unachievable) sexual positions. Written to be inclusive of LGBTQ nerds, *The Con-a-Sutra* recognizes that nerds come in all body types, gender identities, and sexual orientations.

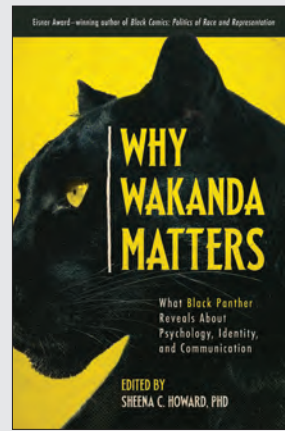
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JUNE 2021



**THE BOOK
OF KAREN**
KAREN K. KLAREN;
ART BY KAREN JANSON

Filled with all kinds of stickers, brain teasers, word searches, crossword puzzles, riddles, connect-the-dots, crafts, fill-in-the-blanks, and prompts found in any traditional adult activity book, *The Book of Karen* also highlights the horrible behaviors of the entitled women and men who's videoed and memed behaviors would be comical were they not so condemnable. As much an activity book as it is a call to action, this book contains a comprehensive and useful list of anti-Karen non-profits. In addition, a portion of the proceeds from *The Book of Karen* will directly go to benefit The Equal Justice Initiative.

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**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. Edited by Sheena C. Howard, *Why Wakanda Matters* features a collection of essays from leading experts in a variety of fields who offer insightful perspectives on topics such as cognitive dissonance, intergenerational trauma and resistance, social identity, collective identity, and cultural and racial identity.

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**FAMILY DON'T
END WITH BLOOD**
EDITED BY LYNN S. ZUBERNIS

In 25 powerful chapters written by *Supernatural*'s actors and fans, *Family Don't End with Blood* examines the far reach of the show's impact for more than a decade. *Supernatural* has inspired fans to change their lives, from getting "sober for Sam" to escaping a cult to pursuing lifelong dreams. But fans aren't the only ones who have been changed. The actors who bring the show to life have also found, in the show and its community, inspiration, courage, and the strength to keep going when life seemed too hard. This book provides an insightful and often uplifting look into the way international fan communities become powerful, positive forces in the lives of so many.

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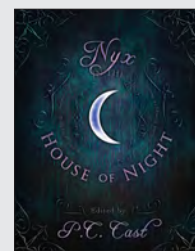
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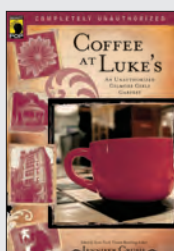
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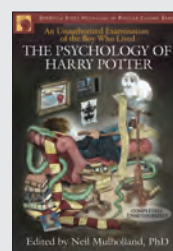
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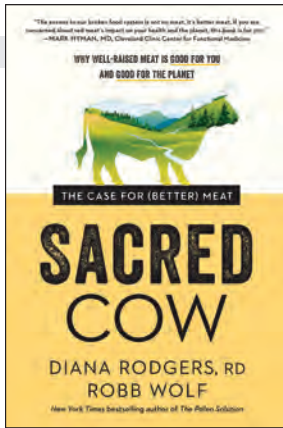


THE SCIENCE OF DUNE

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HEALTH

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



SACRED COW
DIANA RODGERS, RD,
AND ROBB WOLF

We're told that if we care about our health—or our planet—eliminating red meat from our diets is crucial. That beef is bad for us and cattle farming is horrible for the environment. But science says otherwise. In *Sacred Cow*, registered dietitian Diana Rodgers and former research biochemist and *New York Times* bestselling author Robb Wolf explore the quandaries we face in raising and eating animals—focusing on the largest (and most maligned) of farmed animals: the cow. Inside, you'll also find practical guidance on how to support sustainable farms and a 30-day challenge to help you transition to a healthful and conscientious diet.

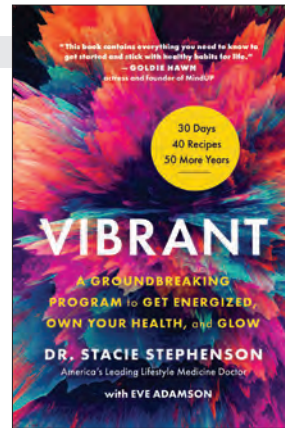
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WHY WE GET SICK
BENJAMIN BIKMAN, PhD

Around the world, we struggle with diseases that were once considered rare. We treat the symptoms, not realizing that all these diseases and disorders have something in common. These diseases are caused or made worse by a condition known as insulin resistance—and you might have it. Odds are you do. Over half of all adults in the United States are insulin resistant, with most other countries either worse or not far behind. In *Why We Get Sick*, internationally renowned scientist and pathophysiology professor Benjamin Bikman offers an evidence-based plan to stop and prevent insulin resistance, with helpful food lists, meal suggestions, easy exercise principles, and more.

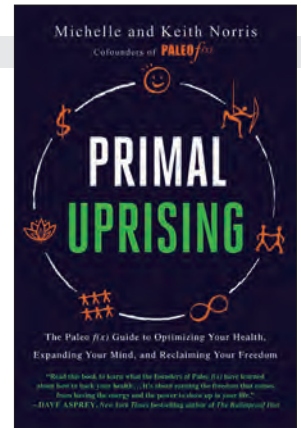
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VIBRANT
DR. STACIE STEPHENSON
WITH EVE ADAMSON

From a recognized leader in functional and integrative medicine, *Vibrant: A Groundbreaking Program to Get Energized, Own Your Health, and Glow* introduces readers to a new and empowering way of looking at health. This book is packed with practical, useful features including self-assessment tools to aid readers in listening to their body, a foolproof two-week meal plan, 30 days of baby steps to start building the habit of health, and 40 delicious, healthful, chef-created recipes. This *Wall Street Journal* and *USA Today* bestseller shows readers how to reclaim their health and energy, reverse aging, and glow—not just on the outside, but from deep within.

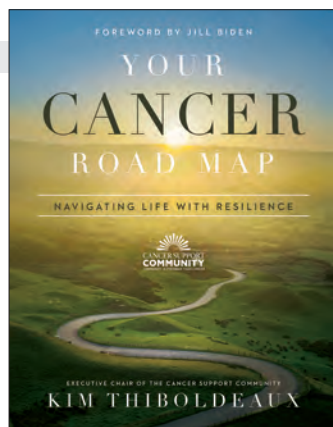
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PRIMAL UPRISING
MICHELLE AND KEITH NORRIS

What does it mean to be *healthy*? In *Primal Uprising*, Michelle and Keith Norris 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, find your tribes, and live. In each chapter, they've consulted with the experts—cutting-edge health practitioners, scientists in a variety of fields, coaches and gym owners, popular bloggers, community and sustainability activists, biohackers, chefs, and more—who provide practical advice and tips to help you create a game plan to step into your full potential and thrive.

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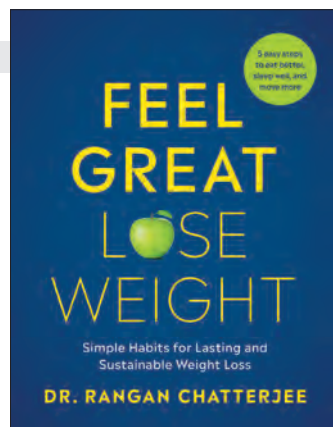


YOUR CANCER ROAD MAP

KIM THIBOLDEAUX;
FOREWORD BY JILL BIDEN

From the CEO of the Cancer Support Community (CSC) comes a compassionate, comprehensive guide for cancer patients, their families, and caregivers, designed to take the guesswork out of the crucial decisions every step of the way. *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. In the CSC tradition, the book ensures that people impacted by cancer can live their lives to the fullest and enables them to gain a sense of control during what can be an overwhelming and chaotic time.

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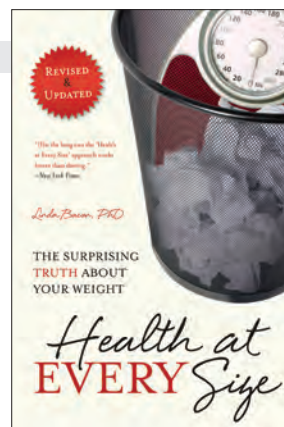


FEEL GREAT, LOSE WEIGHT

DR. RANGAN CHATTERJEE

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, sustainable approach to weight loss that goes far beyond fad diets to find the individual strategies that will work for you.

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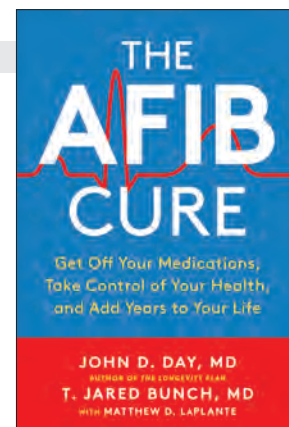


HEALTH AT EVERY SIZE

Revised and Updated Edition
LINDA BACON, PhD

Tune in to your body's expert guidance. Find the joy in movement. Eat what you want, when you want, choosing pleasurable foods that help you to feel good. You too can feel great in your body right now—and *Health at Every Size* will show you how. Updated with the latest scientific research and even more powerful messages, *Health at Every Size* is not a diet book, and after reading it, you will be convinced the best way to win the war against fat is to give up the fight.

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THE AFIB CURE

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

Most doctors will tell you that there isn't much you can do to treat atrial fibrillation, aside from taking medications, aside from the rest of your life. Cardiologists and AFib 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 AFib 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.

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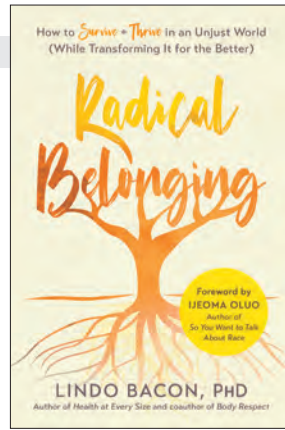


COMPARISONITIS

MELISSA AMBROSINI

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. 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.

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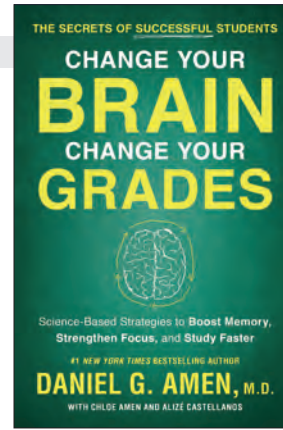


RADICAL BELONGING

LINDO BACON, PhD;
FOREWORD BY IJEOMA OLUO

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 right: 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
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EBOOK: 9781950665495
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NOVEMBER 2020

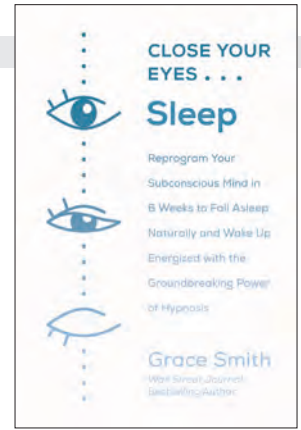


CHANGE YOUR BRAIN, CHANGE YOUR GRADES

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 G. 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 students, 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 PAPERBACK
9781948836852
EBOOK: 9781948836869
US \$16.95
SELF-HELP/EDUCATION
SEPTEMBER 2019



CLOSE YOUR EYES, SLEEP

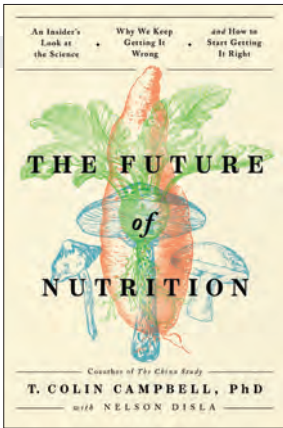
GRACE SMITH

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
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BENBELLA VEGAN

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



THE FUTURE OF NUTRITION

T. COLIN CAMPBELL, PhD,
WITH NELSON DISLA

Despite extensive research and overwhelming public information on nutrition and health science, we are more confused than ever—about the foods we eat, what good nutrition looks like, and what it can do for our health. T. Colin Campbell cuts through the noise with an in-depth analysis of our historical relationship to the food we eat, the source of our present information overload, and what our current path means for the future—both for individual health and society as a whole. *The Future of Nutrition* 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 PAPERBACK
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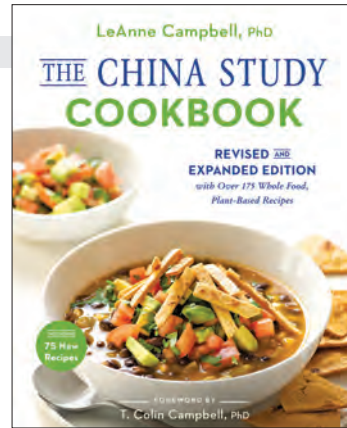


BACK TO THE CUTTING BOARD

CHRISTINA PIRELLO

Professional chef and Emmy Award-winning host of PBS's *Christina Cooks*, Christina Pirello, takes you on a journey to re-engage with the soul of food preparation, from the slice of the knife to the aroma of steam rising from a perfectly roasted winter squash. Through more than 100 enriching, plant-based recipes that pair the freshest ingredients with cooking techniques meant to optimize their natural, native flavors, Christina reintroduces you to the creative potential of food and transforms the kitchen into a nurturing sanctuary. *Back to the Cutting Board* helps you set aside all that tension and pretense and rediscover a pure, joyful passion for the art of cooking.

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EBOOK: 9781946885487
US \$19.95 • COOKING
SEPTEMBER 2018



THE CHINA STUDY COOKBOOK

Revised and
Expanded Edition
LEANNE CAMPBELL, PhD

In celebration of the bestseller that has changed millions of lives, this new edition puts the groundbreaking scientific findings of *The China Study* directly on your plate. Written by LeAnne Campbell, daughter of *The China Study* coauthor T. Colin Campbell, *The China Study Cookbook* now features even more delicious, easy-to-prepare plant-based recipes—with no added fat and minimal sugar and salt. This book 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
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EBOOK: 9781946885302
US \$24.95 • COOKING
JUNE 2018



PLANT-POWERED BEAUTY

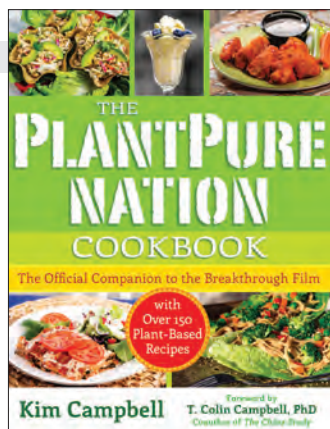
Updated Edition
AMY GALPER
AND CHRISTINA DAIGNEAULT

Natural beauty experts show readers how to deconstruct beauty labels, parse ingredients lists, make informed choices about the products they use, and better understand how their skin works. In this updated edition of *Plant-Powered Beauty*, meet the hottest wellness and beauty ingredient: cannabidiol, a very unique molecule within the *Cannabis sativa* plant. *Plant-Powered Beauty* unlocks sought-after wisdom for all aspects of plant-based personal skincare and celebrates the shift in beauty trends, bringing us back to natural beauty and reconnecting us with plants and healthy choices.

TRADE PAPERBACK
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JULY 2020

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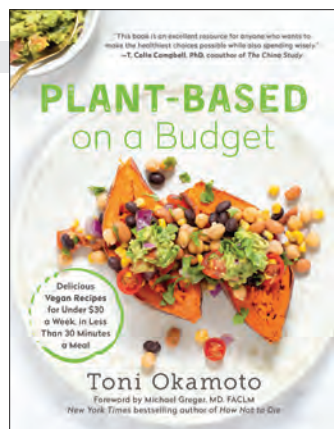


THE PLANTPURE NATION COOKBOOK

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 into 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

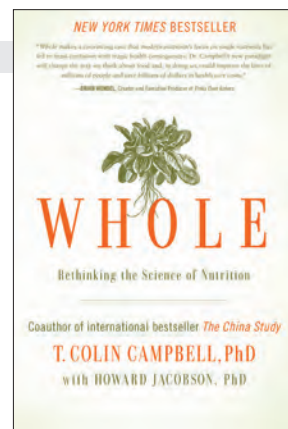


THE FRIENDLY VEGAN COOKBOOK

TONI OKAMOTO
AND MICHELLE CEHN

Eating vegan doesn't have to mean a lifetime of bland veggie burgers and boring salads—nor does it have to make every shared meal a source of stress. 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. Together they 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

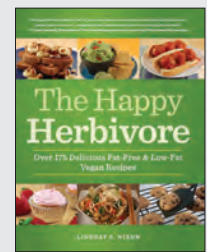
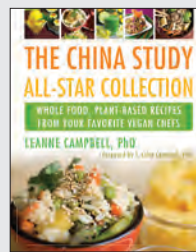
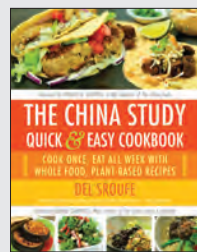
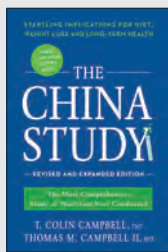


WHOLE

T. COLIN CAMPBELL, PhD,
WITH HOWARD JACOBSON, PhD

In *The China Study*, T. Colin Campbell (alongside his son, Thomas M. Campbell) revolutionized the way we think about our food with the evidence that a whole food, plant-based diet is the healthiest way to eat. Now, in *Whole*, he explains the science behind that evidence, the ways our current scientific paradigm ignores the fascinating complexity of the human body, and why, if we have such overwhelming evidence that everything we think we know about nutrition is wrong, our eating habits haven't changed. *Whole* is an eye-opening, paradigm-changing journey through cutting-edge thinking on nutrition, a scientific tour de force with powerful implications for our health and for our world.

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US \$16.95 • HEALTH
MAY 2014

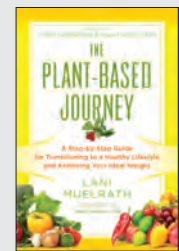


THE CHINA STUDY
Revised and Expanded Edition
 T. COLIN CAMPBELL, PHD,
 AND THOMAS M. CAMPBELL II, MD
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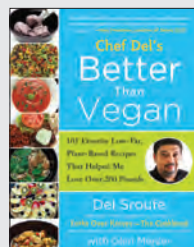


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THE MINDFUL VEGAN
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BETTER THAN VEGAN
 DEL SROUFE
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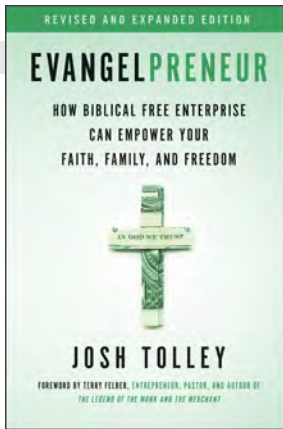
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 ASHLEY MELILLO
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 EBOOK: 9781942952466

THE JOYFUL VEGAN
 COLLEEN PATRICK-GOUDREAU
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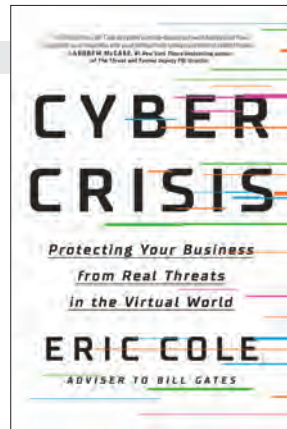


EVANGELPRENEUR

Revised and Expanded Edition
JOSH TOLLEY

The church teaches us it's normal to have student loans, car payments, mortgages, and credit cards. It calls poverty a curse but isn't doing much to correct the problem, and it focuses on tithing and the elimination of personal debt—but debt elimination is not enough. Financial misconduct is destroying marriages, families, individuals, and churches. A record number of churches are in foreclosure. For too long, the faithful have been held hostage by false teaching, bad teaching, and the poor practice of good teaching. It's time to break free from the bondage tied to financial issues and become an Evangelpreneur.

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EBOOK: 9781940363875
US \$16.95 • BUSINESS
SEPTEMBER 2021

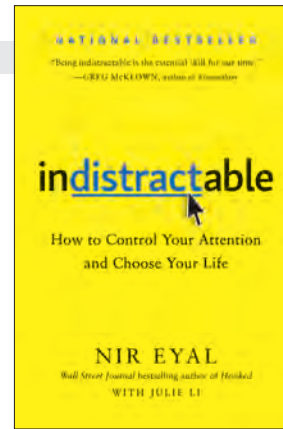


CYBER CRISIS

ERIC COLE

Today, we live our lives—and conduct our business—online. Our data is in the cloud and in our pockets on our smart-phones, shuttled over public Wi-Fi and company networks. But as you read this, there is a 70 percent chance that your data is compromised . . . you just don't know it yet. In *Cyber Crisis*, Eric Cole gives readers a clear-eyed picture of the information war raging in cyberspace. He 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.

TRADE CLOTH
9781950665839
EBOOK: 9781953295279
US \$27.95 • BUSINESS
MAY 2021

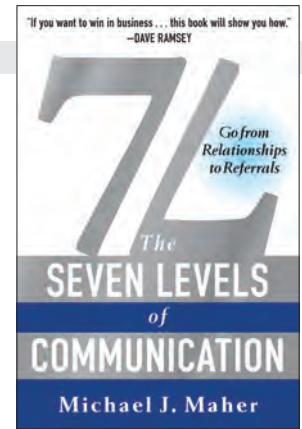


INDISTRACTABLE

NIR EYAL WITH JULIE LI

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 and 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 to get the best out of technology, without letting it get the best of you.

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



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. It 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
APRIL 2016



12 MONTHS TO \$1 MILLION

RYAN DANIEL MORAN

The word “entrepreneur” is today’s favorite buzzword, and any aspiring business owner has likely encountered an overwhelming number of “easy paths to success.” Though starting a business isn’t easy, *12 Months to \$1 Million* condenses the start-up phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level. By cutting out the noise and providing a clear and proven plan, this road map helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy. If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year.

TRADE CLOTH
9781948836951
EBOOK: 9781950665143
US \$27.95 • BUSINESS
MAY 2020



ONE MILLION FOLLOWERS

Updated Edition
BRENDAN KANE

More than 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, *One Million Followers* is the ultimate guide to building your worldwide brand and unlocking all the benefits social media has to offer. It’s time to stop being a follower and start being a leader.

TRADE CLOTH
9781950665471
EBOOK: 9781946885609
US \$26.95 • BUSINESS
NOVEMBER 2020

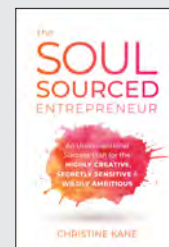


THE BUSINESS OF FLIPPING HOMES

WILLIAM BRONCHICK
AND ROBERT DAHLSTROM

From the bestselling authors of *Flipping Properties*, which brought the term “flipping” to American households, *The Business of Flipping Homes* is an A-to-Z guide for new and seasoned investors. The book explains what flipping is and isn’t, goes beyond the investment of a basic single-family home, and demonstrates how to find, renovate, and sell properties using proven methods. You’ll learn how to figure out timelines, work with real estate agents, understand the paperwork, analyze the numbers, utilize technology, and, most important, find the money.

TRADE PAPERBACK
9781942952770
EBOOK: 9781942952787
US \$19.95 • BUSINESS
FEBRUARY 2017



THE SOUL-SOURCED ENTREPRENEUR

CHRISTINE KANE
CLOTH: 9781950665440
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EBOOK: 9781950665563



BROADCASTING HAPPINESS

MICHELLE GIELAN
CLOTH: 9781941631300
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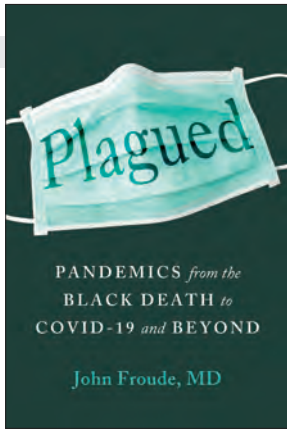
THREE SIMPLE STEPS

TREVOR G. BLAKE
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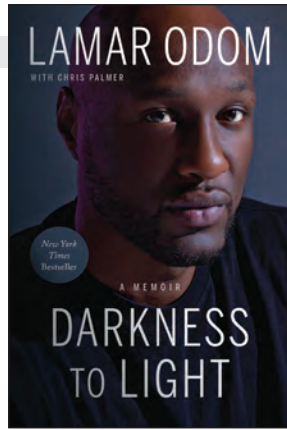


PLAGUED

JOHN FROUDE, MD

Infectious disease specialist Dr. John Froude offers a gripping and timely account of the pandemics that have driven our evolution and shaped human 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 explores 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.

TRADE CLOTH
9781950665754
EBOOK: 9781953295361
US \$26.95 • HISTORY
MAY 2021

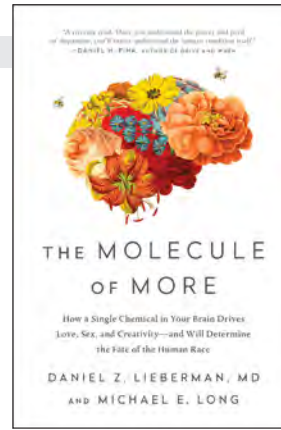


DARKNESS TO LIGHT

LAMAR ODOM
WITH CHRIS PALMER

In this *New York Times* bestseller, readers are offered an intimate look into Lamar Odom's life like never before. His exclusive and revealing memoir recounts the highs and lows of fame and his struggle with personal demons along the way to self-discovery and redemption. He shares about his lifelong passion that started as one shining light in a childhood marked by loss and led to his international fame as one of the most extraordinary athletes of all time. In this profoundly honest book, Lamar invites you to walk with him through the good times and bad, while looking ahead to a brighter future.

TRADE PAPERBACK
9781953295781
EBOOK: 9781948836203
US \$16.95 • MEMOIR
NOVEMBER 2021

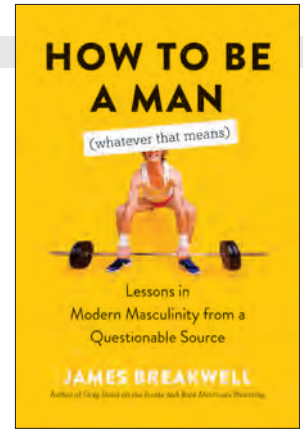


THE MOLECULE OF MORE

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

Dopamine ensured the survival of early man. Thousands of years later, it is the source of our most basic behaviors and cultural ideas—and progress itself. It is why we seek and succeed; it is why we discover and prosper. Yet, at the same time, it's why we gamble and squander. *The Molecule of More* presents a potentially life-changing proposal: Much of human life has an unconsidered component that explains an array of behaviors previously thought to be unrelated, including why winners cheat, why geniuses often suffer with mental illness, why nearly all diets fail, and why the brains of liberals and conservatives really are different.

TRADE PAPERBACK
9781948836586
EBOOK: 9781946885296
US \$17.95 • PSYCHOLOGY
SEPTEMBER 2019

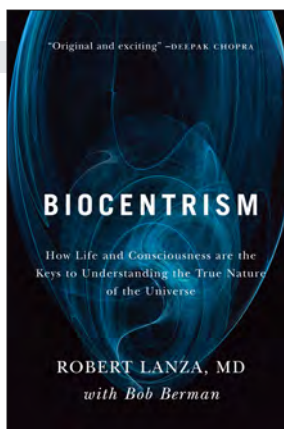


HOW TO BE A MAN (WHATEVER THAT MEANS)

JAMES BREAKWELL

In a series of funny, sharply observed, and occasionally poignant essays, everyone's favorite internet-famous father of four daughters, James Breakwell, 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. 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.

TRADE PAPERBACK
9781950665907
EBOOK: 9781953295316
US \$16.95 • HUMOR/SELF-HELP
JUNE 2021

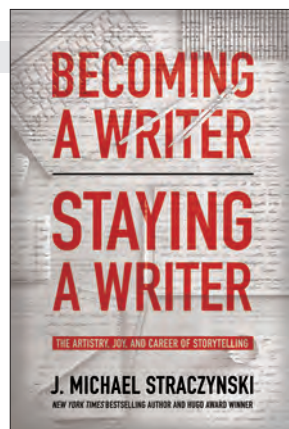


BIOCENTRISM

ROBERT LANZA, MD,
WITH BOB BERMAN

Life is not an accidental byproduct of the laws of physics. *Biocentrism* takes the reader on a seemingly improbable but ultimately inescapable journey through a foreign universe, our own, from the viewpoints of an acclaimed biologist and a leading astronomer. Switching perspective from physics to biology unlocks the cages in which Western science has unwittingly managed to confine itself. *Biocentrism* will shatter the reader's ideas of life, time and space, and even death. At the same time, it will release us from the dull worldview of life being merely the activity of an admixture of carbon and a few other elements; it suggests the exhilarating possibility that life is fundamentally immortal.

TRADE PAPERBACK
9781935251743
EBOOK: 9781935251248
US \$14.95 • SCIENCE
MAY 2010



BECOMING A WRITER, STAYING A WRITER

J. MICHAEL STRACZYNSKI

New York Times bestselling author and British Academy Award nominee J. Michael Straczynski knew he wanted to be a writer ever since he was a child. What he didn't know was how to actually become—or stay—a writer. Now, he's giving fellow writers the comprehensive guide he wishes he had all along, including personalized tips and techniques that can't be found in any other book on writing. Part toolbox and part survival guide, this book will be an indispensable guide throughout your entire writing career, offering fresh and practical insights every step of the way.

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US \$17.95 • SELF-HELP
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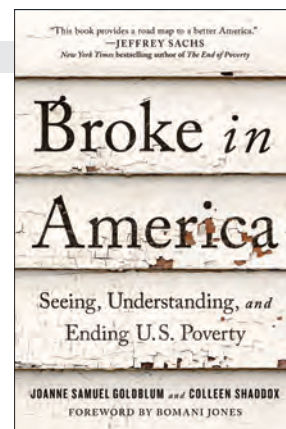


YOU TURN

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 road map that has guided thousands of coaching clients in 31 countries to self-discovery and success.

TRADE PAPERBACK
9781950665693
EBOOK: 9781950665747
US \$18.95 • BUSINESS/SELF-HELP
JANUARY 2021



BROKE IN AMERICA

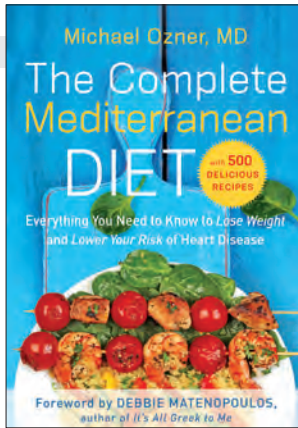
JOANNE SAMUEL GOLDBLUM
AND COLLEEN SHADDOX

Public policy has purposefully erected barriers that deny access to basic needs, creating a society where people can easily become trapped—not because we lack the resources to lift them out, but because we are actively choosing not to. Poverty is close to inevitable for low-wage workers and their children, and a large percentage of these people, despite qualifying for it, do not receive government aid. In clear, accessible prose, Joanne Samuel Goldblum and Colleen Shaddox detail the ways the current system is broken and how it's failing so many of us. Essential and timely, *Broke in America* offers an eye-opening and galvanizing look at life in poverty in this country.

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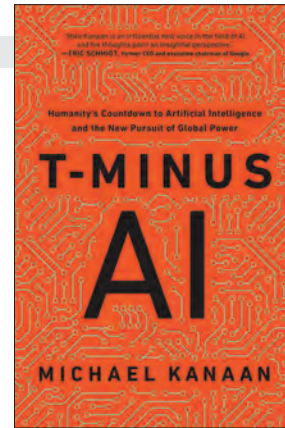


THE ACTOR'S LIFE

JENNA FISCHER;
FOREWORD BY STEVE CARELL

With amusing candor and wit, Jenna Fischer spells out the nuts and bolts of getting established in the professional acting sphere, based on her own memorable and hilarious experiences. She tells you how to get the right headshot, what to look for in representation, and the importance of joining forces with other like-minded artists and creating your own work—invaluable advice personally acquired from her many years of struggle. Her inspiring, helpful guidance feels like a trusted friend who's made the journey and has now returned to walk beside you, pointing out the pitfalls as you blaze your own path toward the life of a professional actor.

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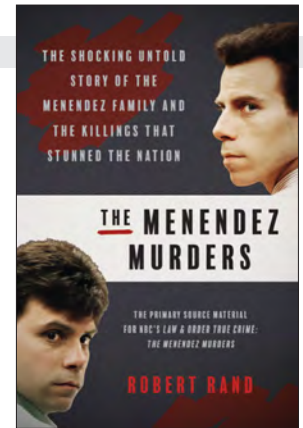


T-MINUS AI

MICHAEL KANAAN

To most of us, AI remains shrouded by a cloud of mystery and misunderstanding. Hidden behind complicated and technical jargon and confused by fantastical depictions of science fiction, the modern realities of AI and its profound implications are hard to decipher, but crucial to recognize. In *T-Minus AI*, author Michael Kanaan explains AI from a human-oriented perspective we can all finally understand. A recognized national expert and the US Air Force's first Chairperson for Artificial Intelligence, Kanaan 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.

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ROBERT RAND

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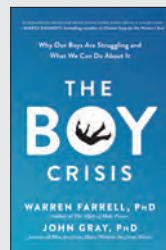
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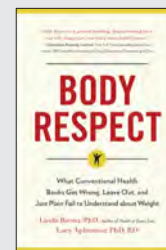
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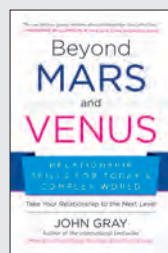
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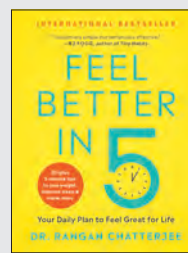
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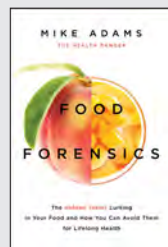
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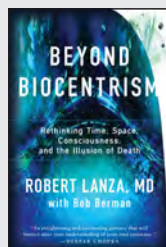
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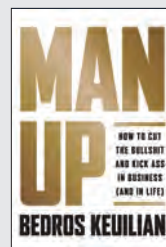
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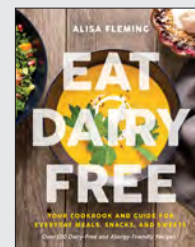
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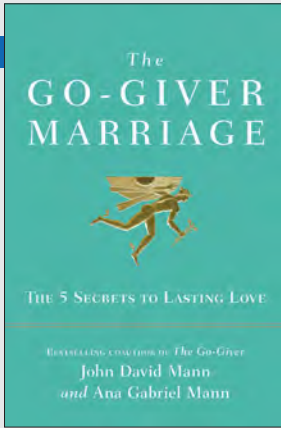
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A sneak peek at BenBella's upcoming titles.

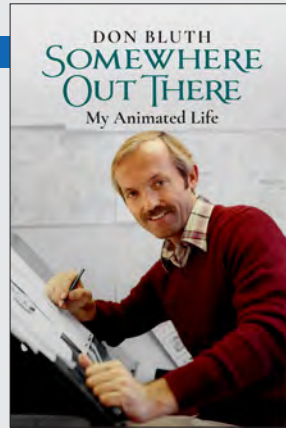


THE GO-GIVER MARRIAGE

JOHN DAVID MANN AND
ANA GABRIEL MANN

From the coauthor of the bestselling *Go-Giver* series, John David Mann, and his psychologist wife, Ana Gabriel Mann, comes the long-awaited update to the parable—this time, teaching readers how to apply the principles and philosophy at the heart of *The Go-Giver* to their personal relationships. The parable follows married couple Tom and Tess as they learn five powerful secrets that hold the keys to a healthy and deeply fulfilling marriage: appreciate, attend, allow, believe, and grow. In addition to the timely and entertaining story, *The Go-Giver Marriage* includes a discussion guide, author Q&A, and exactly how to bring the five secrets to life in your relationship.

MARCH 2022
RELATIONSHIPS



SOMEWHERE OUT THERE

DON BLUTH

Don Bluth, the iconic filmmaker behind such generation-defining films as *The Secret of N.I.M.H.*, the *An American Tail* and *Land Before Time* films, *All Dogs Go to Heaven*, *Anastasia*, and *Dragon's Lair*, always wanted to be an animator. This memoir chronicles his life and career from his small-town upbringing to working with his idol, Walt Disney, on films including *Sleeping Beauty*, *The Sword in the Stone*, *Robin Hood*, *Winne the Pooh*, *The Rescuers*, and *Pete's Dragon* to the unprecedented and industry-disrupting move to forming his studio. The book will feature original, hand-drawn art created exclusively for this book that literally and figuratively illustrate Don's life and times.

JULY 2022
AUTOBIOGRAPHY

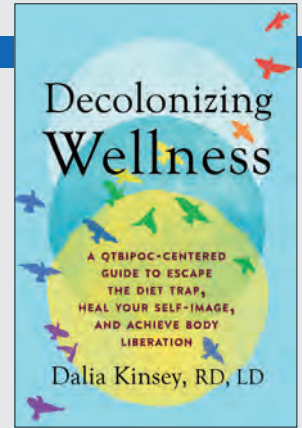


EXPAND

CHRISTIAN BASON AND
JENS MARTIN SKIBSTED

Today, it can seem as if the world has nothing but problems that are expanding in terms of the speed, scale, and impact by which they can alter business conditions, public governance, entire societies, the health of our planet, and the quality of our lives. Meeting these growing challenges requires ambitious new ways of designing solutions. With *Expand: Stretching the Future by Design*, authors Jens Martin Skibsted, a multiple-award winning designer, entrepreneur, and design philosopher, and Christian Bason, political scientist and CEO of the Danish Design Centre, take readers beyond “design thinking” to challenge current habits and carve out new space for more sustainable innovation.

MAY 2022
BUSINESS/DESIGN



DECOLONIZING WELLNESS

DALIA KINSEY, RD, LD

In *Decolonizing Wellness: A QTBIPOC-Centered Guide to Escape the Diet Trap, Heal Your Self-Image, and Achieve Body Liberation*, registered dietitian and nutritionist Dalia Kinsey will help readers to improve their health without restriction, eliminate stress around food and eating, and turn food into a source of pleasure instead of shame. A road map to body acceptance and self-care for queer people of color, *Decolonizing Wellness* is filled with practical eating practices, journal prompts, affirmations, and mindfulness tools. Ultimately, decolonizing nutrition is essential not only to our personal well-being but to our community's well-being and to the possibility of greater social transformation.

FEBRUARY 2022
HEALTH/SELF-HELP
BIPOC AND LGBTQ+

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